



# New Jersey Ambassadors in Motion 2019 Summary Report



Submitted to:  
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## Executive Summary

In 2018, 175 pedestrians and 17 bicyclists were killed in New Jersey. Additionally, pedestrian deaths accounted for 31% of total traffic fatalities in New Jersey,<sup>1</sup> which is slightly higher than the national average of 29%.<sup>2</sup> In direct response to this, the New Jersey Department of Transportation (NJDOT) has taken measures to enhance road safety throughout the state. The release of the Model Complete Streets Policy, supported by the Complete Streets Design Guide, and the implementation of numerous projects designed for users of all modes of travel have made New Jersey roads safer and more attractive for everyone.

The education of pedestrians, cyclists, and motorists is also crucial to reducing pedestrian fatalities. Since 2014, the New Jersey Bicycle and Pedestrian Resource Center (NJBPRC) and NJDOT have spearheaded a bicycle and pedestrian public outreach program: The New Jersey Ambassadors in Motion (NJAIM).

The goal of the NJAIM program is to help make New Jersey roads safer and more attractive for use by all modes—bicycles, pedestrians, and motorists. Trained Ambassadors perform three types of outreach to accomplish this overarching mission: in-class outreach, municipal/governmental outreach and assistance, and on-street outreach.

This report is organized into six sections. Section one establishes the context for which this report was written. Section two provides an overview of NJAIM, including the program's mission and goals, performance measures, and program structure. Section three provides an in-depth look into outreach efforts and accomplishments, according to the type of outreach conducted (i.e., event, on-street, or municipal/governmental outreach and technical assistance). Section four evaluates NJAIM's performance and explains the methodology. Section five discusses some of the challenges that the program encountered in 2019 and proposes solutions for 2020. Section six provides a conclusion for the report and is followed by the Appendix which features biographies on Bicycle and Pedestrian Resource Center staff.



Figure 1. Bike Rodeo in Bound Brook, NJ

<sup>1</sup> NJSP. (2019). *Year to Date - Statewide Fatal Crash Statistics for 2019*. Trenton, NJ: New Jersey State Police, Fatal Accident Investigation Unit.

# 1. Introduction

## Background

The New Jersey Bicycle and Pedestrian Resource Center (NJ BPRC) received funding from the New Jersey Department of Transportation (NJDOT) to continue the New Jersey Ambassadors in Motion (NJAIM) program which helps to make New Jersey a safer place for all modes, helps to eradicate vehicle-pedestrian crashes, and advances safe conditions for bicycling and walking. Each year, thousands of pedestrians are injured and hundreds are killed in vehicle-pedestrian crashes on New Jersey roadways. With a pedestrian fatality rate consistently higher than the national average, New Jersey has been designated by the Federal Highway Administration (FHWA) as a Pedestrian Safety Focus State. Moreover, Newark, NJ has been designated as a Pedestrian Safety Focus City. This information is shown in table 1 below.

Table 1. FHWA Pedestrian-Bicycle Focus States 2015

California	Arizona	New Mexico	Texas
Louisiana	Florida	Georgia	Tennessee
North Carolina	Missouri	Illinois	Ohio
Michigan	<b>New Jersey</b>	Pennsylvania	New York

In 2017, there were 183 pedestrian fatalities and 16 bicycle fatalities, and in 2018 there were 175 pedestrian and 17 bicycle fatalities. As of December 19, there had been 164 pedestrian fatalities and 12 bicycle fatalities in 2019. The location of these deaths can be seen in figures 3 and 4. These numbers suggest a strong need to continue to educate pedestrians and bicyclists on ways to be safe on roads and improve pedestrian and bicyclist infrastructure across the state. The NJ Ambassadors in Motion program helps advance this effort.

## Objective

The objective of this 2019 Summary Report is to provide an overview of the New Jersey Ambassadors in Motion program as well as provide an in-depth look into the program’s outreach activities and accomplishments. This report will also set performance baselines and make recommendations for the 2020 season, which will commence in April and end in November.



Figure 2. Bradley Elementary School Bike Rodeo in Asbury Park, NJ

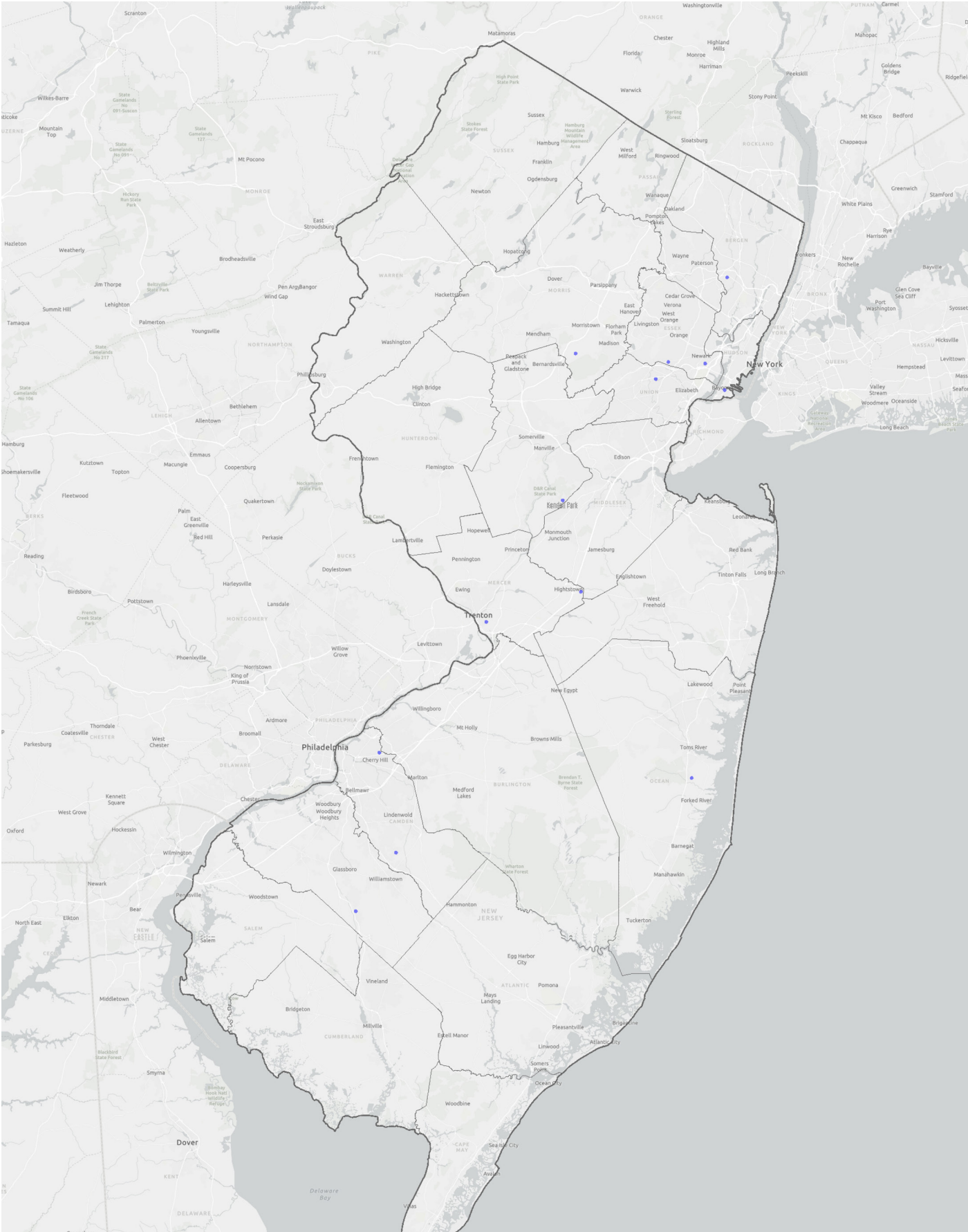


Figure 3. Map of bicycle fatalities in New Jersey (2018)

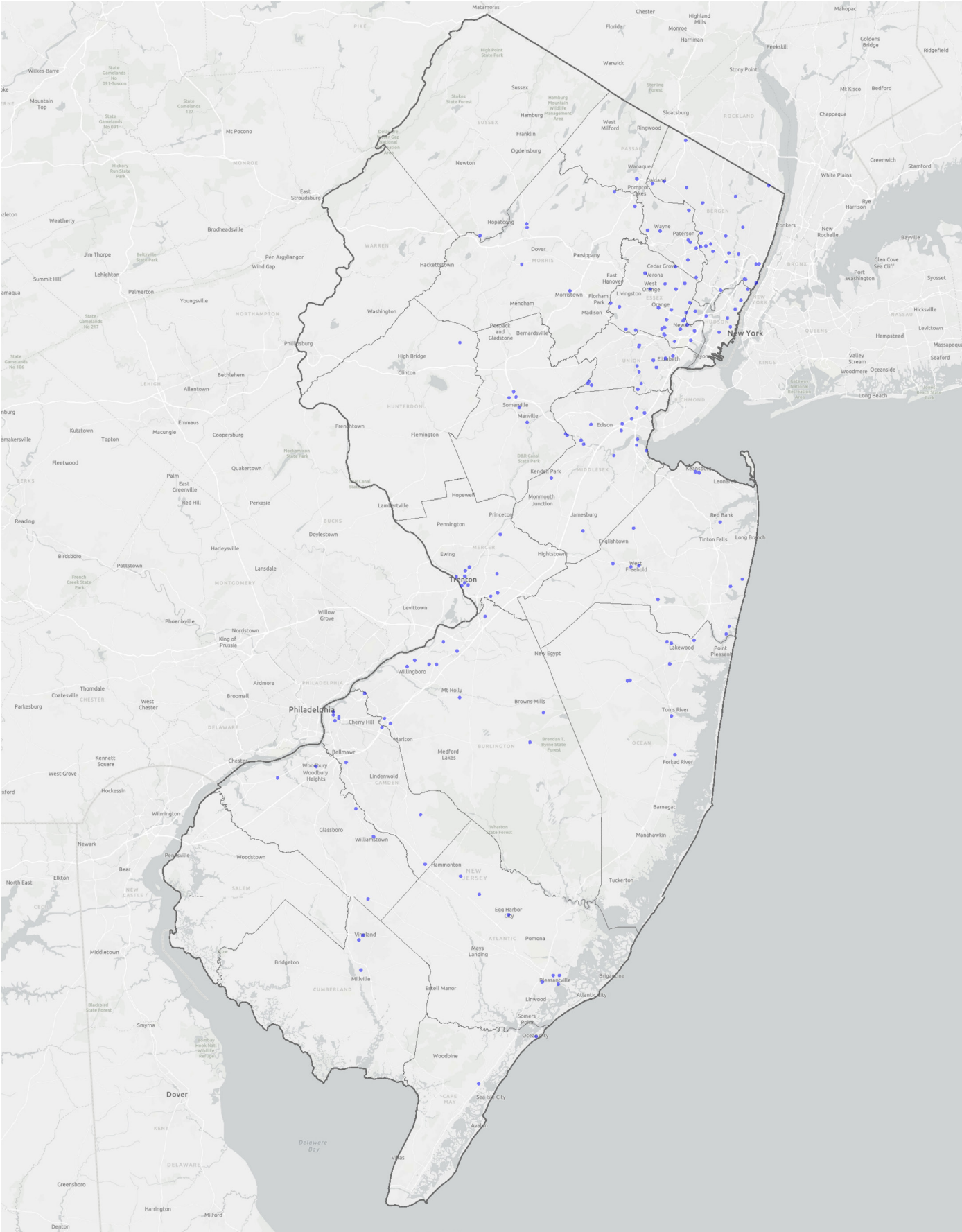


Figure 4. Map of pedestrian fatalities in New Jersey (2018)

## 2. Overview of the Ambassadors in Motion Program

The New Jersey Ambassadors in Motion program is administered by the New Jersey Bicycle and Pedestrian Resource Center (BPRC), which is part of the Alan M. Voorhees Transportation Center at Rutgers, The State University of New Jersey. The program's overall mission is *to help make New Jersey roads safer and more attractive for use by all modes—bicycles, pedestrians, and motorists.*

### Program Goals

Ambassadors serve as the BPRC's public outreach team. To fulfill the program's mission, Ambassadors aim to achieve five specific short- and long-term goals. These goals are:

1. Promote a culture of courtesy, acceptance, and safety for all modes;
2. Strengthen and leverage a network of community organizations and leaders who can advocate on behalf of safe bicycling and pedestrian activity in their communities;
3. Provide training and education that helps to transform places and behaviors;
4. Encourage non-motorized transportation as a viable alternative to motorized transport; and,
5. Encourage everyday safe practices and behaviors by all modes—motorists, bicyclists, and pedestrians.



Figure 5. Parker Elementary Bike Rodeo in Middlesex, NJ

### Ambassador Activities

To accomplish the goals of the program, Ambassadors strategically employed three forms of outreach: on-street event outreach; in-class outreach; and municipal/governmental outreach and assistance. As part of these outreach efforts, Ambassadors worked to build relationships with New Jersey counties and local governments and mobilized to attend community events on an “on-call” basis. To encourage and educate citizens, Ambassadors distributed bicycle and pedestrian safety literature developed by the NJBPRC and NJ Office of the Attorney General. This information provides pedestrians and cyclists with valuable tips about traffic laws and information on how and where to walk and bicycle safely.

### Campaigns and Messages

Well planned and executed campaigns and messages are critical to the success of the program. In its fifth year, the program has focused on the following topics: promoting active transportation, bicycle and pedestrian safety for children and adults, connecting the public to bicycle and pedestrian resources, and Complete Street implementation. Ambassadors also worked with NJTPA and TMA's to distribute information on pedestrian and bicyclist safety as part of the Street Smart Campaign.

### Target Audience and Locations

Ambassadors traveled throughout the state promoting safety on New Jersey roads. For event and in-class outreach, Ambassadors traveled to any location that an organization requested. The on-street outreach enabled NJAIM to reach a diverse population of the state. Ambassadors traveled to Red Bank, Bound Brook, Asbury Park, Edison and many more. In total Ambassadors visited 12 municipalities in all regions of the state.



### 3. NJAIM Activities

#### Ambassador Training

NJBPRC seeks to employ NJ Ambassadors in Motion that are familiar with or interested in bicycle and pedestrian planning. Several of the Ambassadors are avid bicyclists and many are multi-modal commuters to and from school and work. To ensure that Ambassadors were knowledgeable in bicycle and pedestrian safety, they were all trained in the Traffic Safety Skills 101 course by an instructor certified by the League of American Bicyclists. Ambassadors learned about bicycle maintenance, bicycle handling, New Jersey traffic laws, crash avoidance techniques, what to do after a crash, and what to wear while riding in different weather conditions. During the training session, Ambassadors took a bicycle ride through New Brunswick to experience riding conditions in the city and to utilize their new skills. In addition to receiving the Traffic Safety Skills 101 course, Ambassadors also read the training manual, learned about the NJAIM program, conflict resolution, safety and protocol, media preparedness, and administrative information about the Ambassador position.

#### Event Outreach

To reach a large number of pedestrians and bicyclists, Ambassador outreach targeted numerous events, including bicycle rodeos, Street Smart pedestrian safety education campaigns, and other bicycle and pedestrian events. To grab the attention of event participants, Ambassadors wore red distinctly branded NJAIM t-shirts to let the event coordinators and the public know that they were available for any bicycle and pedestrian safety assistance. Ambassadors typically explained New Jersey rules of the road pertinent to bicyclists and pedestrians, fitted children for helmets, and answered questions asked by event attendees. NJAIM consisted of a diverse group of Ambassadors, who were able to communicate with event participants in English and Spanish. This year Ambassadors reached hundreds of people through a variety of events. Most of the events were geared towards elementary school-aged children in communities throughout the state.



Figure 6. NJAIM Smart Cycle Certification Training at Rutgers, New Brunswick, NJ

In 2019, NJAIM participated in the following fifteen events:

**Livewell Rahway Expo Bike Rodeo:** The bicycle rodeo at the Rahway Recreation Center took place on Mid-April. The rodeo was a part of an expo that was joined by the residents of Rahway and its neighboring communities. The participants went through helmet fitting before being allowed to try the Safe Skills Riding Course. Helmets were given out to youths who did not have one. The rodeo gave participants an opportunity to practice multiple skills such as riding in a straight line and using their arms for turn signals.

**Dairy Queen Bike Giveaway & Helmet Fitting:** The bicycle rodeo was sponsored by EZ Ride, The Coffee Box, and Dairy Queen. It was held at The Coffee Box and Dairy Queen parking lot in Plainfield. A total of 125 bikes and helmets were given to those in need. They were distributed on a first-come, first serve basis. The bicycle giveaway has been held since 2009.

**Spring Kick-off 2019:** The bicycle rodeo in Trenton was a collaborative event between Tri-State Transportation Campaign and Trenton Cycling Revolution, with NJAIM participation. It was a great event with everyone displaying their knowledge of safety procedures while bicycling and also providing an enjoyable way for others to increase their comfort while riding.

**Communiversity:** In a unique partnership, Sustainable Princeton, Princeton's Bicycle Advisory Committee and NJAIM, held a bike valet at the Communiversity, an event hosted by the Arts Council of Princeton, which draws around 40,000 people. Due to the success of the bicycle valet service in the previous year, there were two bicycle valet locations established. The bicycle valet created an opportunity for BPRC to distribute safety pamphlets and encourage biking around the area.

**Red Bank Earth Day Green Fair Bike Rodeo:** On April 28th, NJAIM teamed up with EZ Ride to host a bike rodeo at the 2nd Annual Red Bank Earth Day Expo. It was a fantastic opportunity to teach children about bike safety and give out riding tips. The children went through helmet fitting before starting the obstacle course.

**Asbury Park Alive Open Streets Bike Rodeo:** The bicycle rodeo was held at the NJ Transit Station parking lot at the beginning of May. In spite of early rain, the event was a success with the help of the residents, EZ Ride members and NJAIM ambassadors. Asbury Park Police Department gave away bicycle lights and helmets to youths who needed them. This event helped bring residents out to ride, walk, juggle or otherwise have fun on city streets.

**Watchung Elementary Bike Rodeo:** NJAIM teamed up with Keep Middlesex Moving to put on a bike rodeo at Watchung Elementary School in Middlesex during the school hours. A fun off-road obstacle course was laid out for the students to learn about bike safety. The different stations along the course gave students the opportunity to demonstrate their bicycle skills. The students learned to make hand signals, make emergency stops, scan for oncoming vehicles and many more.

**GreenFest:** In a partnership with Sustainable Princeton and Princeton's Bicycle Advisory Committee, NJAIM ambassadors provided the event with bike parking and bike valet services. The bike valet created an opportunity for BPRC to distribute safety pamphlets and encourage biking around the region.

**John Marshall All-Wheeled Rodeo:** The bicycle rodeo held at the John Marshall Elementary School was on a beautiful day. The students went through helmet-fitting before starting on the obstacle course. Along the length of the obstacle course, there were volunteers guiding the students with signaling, stopping and avoiding obstacles. The students were able to take turns at each station to stop, signal, turn and avoid any obstacles. There was also a police car present on the premise for the students to learn about it. The event ended with raffle ticket prizes.

**Bradley Elementary School Bike Rodeo:** Three NJAIM ambassadors, in collaboration with EZ Ride, successfully ran a bicycle rodeo at Bradley Elementary School. The students went through a safety presentation and helmet fitting before being released outside for the riding portion of the rodeo. After the presentation, the students were eager to display their aptitude and knowledge of signals and bike safety to ride through the obstacle course. The students also participated in a snail race (the last and the slowest one in the course wins) to show off their balancing skills on their bikes.

**Pilgrim Baptist Church Bike Rodeo:** On a beautiful, sunny day, Bike Blessing and Bike Safety Day was held. The event included games, motorcycle exhibits, music, vendors and bike rodeo. The event was sponsored by the church, the Red Bank Affordable Housing Corporation, EZ Ride, and the Red Bank Police Department. School-age children went through a safety demonstration by EZ Ride and helmet fitting before being released for the riding portion of the bicycle rodeo. The children were given an opportunity to test their safety skills on an obstacle course and enthusiastically showed off their skills. Everyone enjoyed a wonderful barbecue prepared by the volunteers.

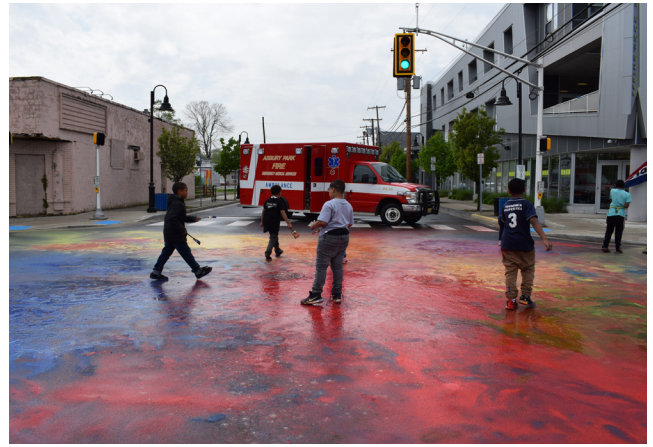


Figure 7. Asbury Park Alice Open Streets Event



Figure 8. Asbury Park Alive Open Streets Event



Figure 9. John Marshall All-Wheeled Rodeo, Edison, NJ

**Parker Elementary Bike Rodeo:** The bicycle rodeo took place at Parker Elementary School at the beginning of June on a sunny day. The group of students was larger than usual, with around 50 participants. Three NJAIM ambassadors, in collaboration with event facilitator Christopher Gonda of Keep Middlesex Moving, successfully ran the bike rodeo with the help of parent and teacher volunteers. The main goals the organizers wanted to convey were: increased participation in biking to school, strengthening bicycle handling abilities, and promoting bike safety. The students were excited to ride on the obstacle course that consisted of rock dodge, hand signs, and stop and yield signals.

**Bound Brook Bike Rodeo:** The Bound Brook Bike Rodeo was held in conjunction with the town's "Touch a Truck" event. During the event, the participants had the opportunity to explore all the different vehicles (police and ambulance) and ride the bike rodeo obstacle course. The bike rodeo was made successful by RideWise, NJAIM ambassadors and volunteers from the Bound Brook police department. A wheel with questions was set up for children participating in the bike rodeo, with questions relating to bicycling, driving and walking. People of all ages were eager to turn the wheel and answer some questions.



Figure 10. Pilgrim Baptist Church Bike Rodeo, Red Bank, NJ



Figure 11. Bound Brook Bike Rodeo



Figure 12. YMCA Bike Rodeo, East Brunswick, NJ

**YMCA Bike Rodeo:** The bicycle rodeo was held at the Raritan Valley YMCA in August. In spite of rain the bike rodeo was a success. All the children were excited to ride bikes and learn new skills. YMCA counselors, NJAIM volunteers, and Chris Gonda taught children how to ride a bike. Everyone was enthusiastic to go for another round in the obstacle course. The main goal of the organizers was to encourage children to bike to school, strengthen biking abilities and promote bike safety.

**Trenton Tactical Urbanism:** This year, for the first time, NJAIM ambassadors assisted with a tactical urbanism project in Trenton. The ambassadors joined Trenton Health Team, Street Plans and local volunteers to paint two intersections with vibrant colors. The main goal of the project was to help slow traffic and protect pedestrians at the two busy intersections. After the project was completed, the ambassadors went back to the location to carry out intercept surveys to gather input on the temporary changes from the road users.

## Classroom Outreach

**Franklin Township Public Library Bike Safety Presentation:** Two NJAIM ambassadors provided a presentation on bicycle safety at the Franklin Public Library. The presentation included materials such as brief introduction to different types of bikes and how to adjust them, ABC Quick Check before riding a bike, and New Jersey bike laws.

## Municipal / Government Outreach and Technical Assistance

One of the program's goals is to "strengthen and leverage a network of community organizations and leaders who can advocate on behalf of safe bicycling and pedestrian activity in their communities." Outreach and technical assistance to municipal, county, and state governments is thus critical to the success of the program. NJAIM also participated in road safety audits as subject matter experts. To date, municipal/governmental outreach and technical assistance has resulted in the following accomplishments:

### Walkability Workshops

Ambassadors participated in walkability workshops with the boroughs of Parsippany-Troy Hills Township and the Town of Westfield. They provided assistance throughout the workshops, held in cooperation with the North Jersey Transportation Planning Authority and Sustainable Jersey. Through the workshops, local community leaders and residents were taught the basics of walkability and Complete Streets. Following the presentation, participants received hands on experience conducting a full walk audit. The training will allow residents and local leadership to audit additional roadways throughout their community and promote Complete Streets improvements throughout.

### Photography

NJ Ambassadors in Motion traveled around the state documenting the status of bicycle and pedestrian activity, infrastructure and design. Equipped with digital cameras, Ambassadors documented over five hundred cases of bicycling and pedestrian activity in the state. The following page depicts a range of cases that were documented. Ambassadors photographed intersections and streets that had pedestrian and bicyclist safety and access issues, complete streets, bicycle lanes, pedestrian and bicyclist activity, and pedestrian and bicycle infrastructure. The collection of images that were taken will be added to the New Jersey Bicycle and Pedestrian Resource Center Image Library and can be used for future Complete Streets Workshops to demonstrate good design and to illustrate areas for improvement. The photos are available for New Jersey partners to use in their own projects.

### Other Activities

Between events, the ambassadors assisted the NJBPRC with research tasks. These included working on literature reviews, distributing surveys, inputting data, and creating report graphics. Additionally, the ambassadors wrote blog articles, helped create the bi-weekly newsletter, and participated in social media outreach.

The ambassadors also helped with the 2019 New Jersey Complete Streets Summit. At the summit, they documented the panels, shared quotes on social media, and assisted attendees with directions and other logistical needs.



Figure 13. Trenton Tactical Urbanism



Figure 14. Trenton Tactical Urbanism



Figure 15. Walkability Workshop, Westfield, NJ



## 4. Performance Measures

NJAIM measures performance by the number of persons directly and indirectly contacted, and persons educated. The following sections outline the methodology for determining the number of events that occurred, the number of people educated, the weighted number of people educated, and the number of people indirectly contacted throughout 2019.

### Data Collection and Analysis Methodology

In order to obtain the data to evaluate performance and measure the success of the program, Ambassadors were required to complete an event evaluation form after each outreach. Event evaluation forms include information about the number of pedestrians and cyclists who received literature, were educated or contacted, and were fitted with a helmet. These forms also include information about the weather, areas for improvement, and a specific recommendation as to whether the event should be held at the same location in the future. These data points provide a quantifiable way to evaluate the relative success of each outreach event and will provide a means to establish a base line in order to evaluate the growth of the program in coming years. The total number of outreach activities was determined by counting the number of completed event evaluation forms and cross-referencing them with the event calendar to ensure that all activities were included. These evaluation forms were organized by the type of event, which facilitated the tabulation of events by category.



Figure 16. Bound Brook Bike Rodeo

Form of Outreach	Number of Events	Total Number of Persons Contacted
Event	15	1,100
Classroom	1	2
Government	2	40
Total	18	1,142

In 2019 NJAIM participated in 18 outreach activities and reached more than 1,100 people throughout the state. Six of these events were open to the public, while the remaining were conducted for children attending local elementary schools or held for affiliates of particular organizations. The total number of persons contacted was estimated by counting each person contacted during tabling events and each participant for safety events.

## 5. Lessons Learned

### 1. Difficulty scheduling

**Challenge:** In recent years, requests for Ambassador attendance at events has started in late winter/early spring. Ambassadors are usually hired and trained during the spring, which leaves a gap in Ambassador hiring.

**Possible solution:** Require Ambassadors hired in the spring to complete a full year as an Ambassador. This will allow for participation in the bike rodeos and other outreach activities that begin as soon as weather starts to warm up.

### 2. Interaction with a diverse range of ages

**Challenge:** Ambassadors traveled across the state to various types of communities and interacted with different demographics throughout 2019. However, there were limited opportunities to reach teenagers and older adults.

**Possible solution:** Ambassadors can partner with different organizations that work with teenagers and older adults.



Figure 17. Livewell Rahway Expo Bike Rodeo

### 3. Outreach evaluations during event

Challenge: The evaluation form provides a way to measure the attendees and other information about each outreach case. The form is filled out after the outreach has ended. Completing the form during the outreach would provide a more precise count of indirect contacts.

Possible solution: Develop an evaluation form with sections to be completed during the outreach. The form could have a column for an Ambassador to record tallies of persons passing by NJAIM that didn't receive literature during on-street outreach and total number of attendees at tabling and event outreach. Collecting the number of indirect contacts as the outreach happens will make counting indirect contact easier at the end of the year, reducing the need to check secondary sources and provide more precise counts.



Figure 18. Trenton Tactical Urbanism

## 6. Conclusion

The New Jersey Ambassadors in Motion program achieved great success in 2019, reaching over 1,100 people across New Jersey. In 2019, Ambassadors supported several NJBPRC research projects as well as Complete Streets projects in the state. Additionally, NJAIM traveled to more than a dozen municipalities promoting bicycle and pedestrian safety.

The Bicycle and Pedestrian Resource Center would like to thank our supporters and sponsors including the New Jersey Department of Transportation, North Jersey Transportation Planning Authority, EZ-Ride, Keep Middlesex Moving and the various schools and municipalities that welcomed the Ambassadors.



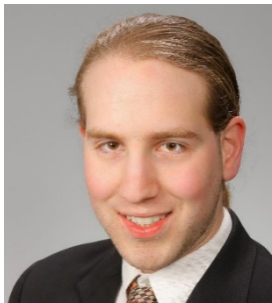
Figure 19. NJAIM in events around New Jersey

## Appendix: Biographies



**Charles Brown**, MPA, is a Senior Research Manager with the Alan M. Voorhees Transportation Center (VTC) and adjunct professor at the Edward J. Bloustein School of Planning and Public Policy at Rutgers University. He has 12 years of public and private sector experience in urban and regional planning, policy, and research. He also has extensive experience in community development, having worked with municipal, county, and state government agencies, for-profits, and non-profit organizations in three states: Mississippi, Florida and New Jersey.

Mr. Brown is a self-proclaimed “street level researcher,” working at the intersection of transportation, health, and equity. He has 17 years of experience in urban and regional planning, public policy, and community outreach and engagement across the US and abroad. He has led courses on environmental justice and Complete Streets, and is a course faculty member at the Walkability Action Institute and serves on the Board of Directors with America Walks. He is a military veteran and recipient of the Mississippi Commendation Medal and the Global War on Terrorism Service Medal. In addition to his research efforts, he developed the New Jersey Ambassadors in Motion Program (NJAIM) and played a vital role in bringing a Ciclovía to the City of New Brunswick—the largest in the state.



**James Sinclair** is a Research Manager at the Bicycle and Pedestrian Resource Center. His work includes Complete Streets Implementation Plans, developing solutions to address distracted driving in New Jersey, and studying pedestrian fatalities in New Jersey.

James is a recent graduate from the Master of City and Regional Planning program at the Edward J. Bloustein School of Planning and Public Policy at Rutgers University. While there, he focused on transportation and urban design, with a special emphasis on bicycle and pedestrian planning. With his undergraduate degree in business administration from Boston University, he was previously involved in bringing a bike share system to the Boston region. That experience solidified his interest in planning for sustainable transportation.



**Lisa Cintron**, MCRP, is a Research Project Coordinator with the Alan M. Voorhees Transportation Center (VTC) at the Edward J. Bloustein School of Planning and Public Policy. Lisa utilizes her research, analytic and creative skills to support the Bicycle and Pedestrian Resource Center. She has previously worked on research and analytical projects with PlanSmart NJ, UNICEF, the Women’s Refugee Commission, the UNDP and the Institute for International Education. She has also promoted resiliency and community development with the Federal Emergency Management Agency, following Superstorm Sandy. One commonality Lisa has carried throughout her diverse resume is a strong affinity for creative problem solving, strategic thinking, and compelling communications. She enjoys untangling complex data and translating ideas into compelling simple designs and writings.

Lisa holds a Bachelor’s in History and Middle Eastern Studies as well as a Master’s in City and Regional Planning from Rutgers University. She is passionate about the role of planning in enhancing quality of life and equity, whether that relates to safe bike lanes to minimize driving or expanding access to nature through parks and open space.

**Aashna Jain**, MCRP, BArch is a Research Project Coordinator at the Alan M. Voorhees Transportation Center at Rutgers University. She is interested in integrated multi-modal transportation planning and transit-oriented developments. Her works include analyzing equity issues in transportation, complete streets implementation studies, accessibility and level of service analyses.



She has completed her post-graduation from Rutgers University focusing on transportation and application of data analytics in planning. Before pursuing her Master’s degree, she used to work as a Project Architect in India developing concepts and preliminary design for educational and recreational buildings. She is passionate about the role of transportation systems in shaping the urban built environment and the emerging domain of urban analytics.

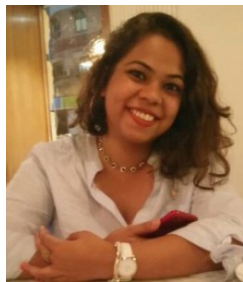




**Anish Grover** is a graduate research assistant at the NJ Bicycle and Pedestrian Research Center. Through a combination of academic and professional experiences, Anish has developed an in-depth understanding of the best practices in transportation planning, and urban and community development. He completed a Bachelor of Planning with concentration in urban and physical planning and a Master of City and Regional Planning with a concentration in transportation.



**Shweta Puri** is a graduate research assistant at the NJ Bicycle and Pedestrian Resource Center (BPRC). Shweta is an architect with strong skills in urban design and transportation planning. She possesses a design acumen and strong graphic capabilities with competency in AutoCAD, InDesign, Illustrator, Sketchup, Photoshop and ArcGIS. She has extensive experience in developing conceptual and final drawings for commercial buildings, hotels, mixed use development and small scale projects like residences and shops. She is efficient in conducting research and analysis in transportation planning and understands existing trends in the field.



**Aishwarya Anandavasagan** is a graduate research assistant at the New Jersey Bicycle and Pedestrian Resource Center (BPRC). In providing her expertise, she has helped build a Graphic Visualization for the BPRC website and Blog. As a member of the New BPRC team, she conducts pedestrian surveys, street audits, and teaches school children about bicycle safety at Bike Rodeos. She holds a bachelor's degree in Architecture and is a registered Architect at the Council of Architecture, India. Prior to arriving at the United States, she has worked as a trainee architect in Mumbai, India in a Multinational Consultancy for Urban Design and Architecture. Combining her knowledge with the built environment, a fascination for design and Streetscape, and her experience working in high-density areas, Aishwarya hopes to help create walkable, and people-centric community with awareness to public health and sustainability.



**Aishwarya Shrestha** is a graduate research assistant at the New Jersey Bicycle & Pedestrian Resource Center (BPRC). As a member of BPRC, she conducts pedestrian surveys, street audits, research, and teaches school children about bike safety at Bike Rodeos to improve bicycle and pedestrian safety throughout New Jersey. She is currently working towards her master's degree in City and Regional Planning with a concentration in Transportation Planning at Edward J. Bloustein School of Planning and Public Policy. She holds a bachelor's degree in Environmental Studies and Mathematics. Prior to starting her master's degree, she interned and worked as a Research Assistant at Rails-to-Trails Conservancy, Washington, D.C. With a passion for active transportation and creating livable communities, Aishwarya aims to work towards building walkable, and transit-friendly communities.



**Haoyun Wang** is a graduate research assistant at the New Jersey Bicycle & Pedestrian Resource Center (BPRC). In BPRC, he is responsible for conducting research on access to open space and portable stop signs as well as performing data collection, entry, and analysis. Aiming at improving bicycle and pedestrian safety, he is enthusiastic about teaching school children about bicycle safety at bike rodeos. He is currently pursuing a dual master's degree in Urban Planning and Public Informatics at Bloustein School of Planning and Public Policy. Before coming to Bloustein School, he received a bachelor's degree in Urban Planning from Nanjing University, China. He has strong interests in the interplay of social science and data science, especially using GIS in addressing urban spatial issues and supporting planning decisions. Dedicated to being a critical thinker and problem solver, Haoyun hopes to apply his

knowledge and skills in urban informatics to make cities more intelligent and sustainable for future generations.



**Kendra Nelson** is a senior Urban Planning and Design undergraduate student at Rutgers Bloustein. After she obtained her associates degree in Liberal Arts at Rowan College at Gloucester County, she transferred to Rutgers' Edward J. Bloustein School of Planning and Public Policy to broaden her horizons of her home state and pursue a career in urban planning. Prior to working at the Voorhees Transportation Center, she worked for nearly two years in her local planning and zoning office. After she graduates in the spring of 2020, she hopes to obtain several years of experience in the field before pursuing a master's degree. At BPRC, she has assisted with writing blog articles and conducting open space research.



**Qingyang Xie** is a Graduate Research Assistant at the New Jersey Bicycle and Pedestrian Research Center since October 2018. She has worked on a number of complete streets technical assistance projects, NJ Access to Open Space Survey, and other active transportation research projects at the center. She supports GIS analysis, graphic design, newsletter and blog, research and report writing. She is currently completing her degree in Master of City and Regional Planning at Bloustein School of Planning and Public Policy, concentrating in transportation planning and urban informatics. Before coming to Bloustein, she interned with Portland Bureau of Transportation and took classes in urban planning at Portland State University. She is passionate about bike and pedestrian planning, transit planning, new mobility and equity. She holds a BA in anthropology from Reed College.



**Wenshu Lin** is a graduate research assistant at the New Jersey Bicycle and Pedestrian Resource Center (BPRC), hired in May of 2019 to conduct survey research aimed at improving bicycle and pedestrian safety throughout New Jersey. In providing her graphic skills, she has helped provide technical assistance for Complete Streets and Micro-mobility reports in the BPRC. As a member of the New BPRC team, she conducts pedestrian surveys, Virtual Reality research, and teaches school children about bicycle safety at Bike Rodeos. She is currently completing her master's degree in City and Regional Planning with a concentration in urban design and interests in community development/ Real Estate at Edward J. Bloustein School of Planning and Public Policy. She holds a

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