

New Jersey Ambassadors in Motion 2018 Summary Report



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New Jersey Department of Transportation
1035 Parkway Avenue
P.O. Box 600
Trenton, NJ 08635-0600



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Edward J. Bloustein School of
Planning and Public Policy

Submitted By:
Alan M. Voorhees Transportation
Center

Edward J. Bloustein School of
Planning and Public Policy
Rutgers, the State University of
New Jersey

33 Livingston Avenue
New Brunswick, NJ 08901-0269



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Executive Summary

In 2017, 177 pedestrians were killed in New Jersey, an increase from the 166 reported in 2016. Additionally, pedestrian deaths accounted for 30 % of total traffic fatalities in New Jersey,¹ which was nearly double the national average of 16%.² In direct response to this, the New Jersey Department of Transportation (NJDOT) has taken measures to enhance road safety throughout the state. The adoption of a 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 (NJ BPRC) and NJDOT have spearheaded a bicycle and pedestrian public outreach program: The New Jersey Ambassadors in Motion (NJAIM).

The goal of the NJAIM is to help make New Jersey roads safer and more attractive for use by all modes—bicycles, pedestrians, and motorists. Trained Ambassadors perform four 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, Ambassador biographies, performance measures, and program structure and budget. Section four 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 five evaluates NJAIM performance and explains the methodology. Section six discusses some of the challenges that NJAIM encountered in 2018 and proposes solutions for 2019. Section seven provides a conclusion for the report and is followed by the Appendix which features biographies on Bicycle and Pedestrian Resource Center staff.

¹ NHTSA. (2015). *Year to Date - Statewide Fatal Crash Statistics for Decemeber 2018*. Trenton, NJ: New Jersey State Police, Fatal Accident Investigation Unit.

² NHTSA. (2018). *Traffic Safety Facts: March 2016*. Washington, DC: U.S. Department of Transportation, National Highway Traffic Safety Administration's National Center for Statistics and Analysis.

1. Introduction

Background

The New Jersey Bicycle and Pedestrian Resource Center (NJ BPRC) teamed up with the New Jersey Department of Transportation (NJDOT) to continue the New Jersey Ambassadors in Motion Program (NJAIM) to help make New Jersey a safer place for all modes, eradicate vehicle-pedestrian crashes, and advance 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. Additionally, in 2015 and 2016 there were 142 and 187 pedestrian fatalities,² respectively. In 2017, the number of pedestrian fatalities witnessed a slight decrease to 183. 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.

Table 1. FHWA Pedestrian-Bicycle Focus States 2015

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



Figure 1. Total Pedestrian Fatalities in New Jersey - 2016



Figure 2. Total Pedestrian Fatalities in New Jersey - 2017

Objective

The objective of this 2018 Summary Report is to provide an overview of the New Jersey Ambassadors in Motion program and an in-depth look into the program's outreach activities and accomplishments. This report will also set performance baselines and make recommendations for the 2019 season, which will commence in April and end in November.

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 3. Children participating in a bike safety program at State Bicycle Championships.

Ambassador Activities

To accomplish the goals of the program, Ambassadors strategically employed four forms of outreach: event outreach; in-class outreach; on-street 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 NJTPA. This literature was a part of the Street Smart Campaign. This information provides pedestrians and cyclists with valuable tips about traffic laws and reliable tips 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 for children, bicycle and pedestrian safety for children and adults, connecting the public to bicycle and pedestrian resources, and Complete Street implementation. Ambassadors worked extensively with NJTPA and the Street Smart Campaign distributing information on pedestrian and bicyclist safety.

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 Plainfield, Camden, Asbury Park, Rahway and many more. In total Ambassadors visited 14 municipalities in all regions of the state.



Figure 4. Children participating in a safety drill at the State Bicycle Championships.



Figure 5. A bicycle rodeo teaching families about safe bicycling at the Culture of Health Bicycle Rodeo.

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 by the New Jersey Bike and Walk Coalition in the Traffic Safety Skills 101 course. This course was designed by the League of American Bicyclists. Ambassadors learned bicycle maintenance, bicycle handling, New Jersey specific 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.



Figure 6. A child participates in a bicycle safety drill along a closed roadway at the New Jersey Bicycle Championships.

Event outreach

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To reach a large number of pedestrians and bicyclists, Ambassador outreach targeted numerous events, including bike rodeos, Street Smart pedestrian safety education campaigns, and other bicycle and pedestrian events. To grab the attention of event participants, Ambassadors wore red 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.

In 2018 NJAIM participated in the following events:

Live Well Rahway: Ambassadors assisted EZRide in staffing a bicycle rodeo in Rahway, where they helped fit helmets on approximately 20 attendees, and participated in safety drills.

New Jersey State Bicycle Championships: In Plainfield, Ambassadors worked with EZ Ride to facilitate a bike rodeo for 20 children and teens. Ambassadors also fitted approximately 35 children and teens for helmets, facilitated bicycle safety drills and provided literature and information to more than 85 children and adults at the New Jersey State Bicycle Championships.

Super Safe Summer Asbury Park:

Ambassadors worked with EZRide to provide support at an event in Asbury Park with approximately 30 attendees. Ambassadors brought safety pamphlets and assisted with helmet fittings.

John Marshall Elementary School Bicycle

Rodeo: Ambassadors worked with the John Marshall Elementary School to provide bicycle safety information to approximately 50 elementary school-aged children and their parents. Ambassadors fitted children for helmets and facilitated bicycle safety drills.



Figure 7. Ambassador outreach at the New Jersey State Bicycle Championships in Plainfield, NJ.



Figure 8. Ambassador outreach at the John Marshall Elementary School Bicycle Rodeo in Edison, NJ.



Figure 9. NJAIM with Keep Middlesex Moving conducting bicycle inspections in Perth Amboy, NJ



Figure 10. NJAIM with Keep Middlesex Moving conducting bicycle inspections in Perth Amboy, NJ

Culture of Health Bicycle Rodeo: In Perth Amboy, Ambassadors worked with Keep Middlesex Moving to perform a bicycle rodeo. Ambassadors engaged with approximately 60 young children and teens by conducting bicycle inspections, fitting children for helmets and facilitating bicycle safety drills. Due to inclement weather, the bicycle rodeo was moved indoors. Ambassadors fitted participants for helmets, demonstrated the ‘ABC quick check’ – an assessment of equipment riders should complete before every ride which includes checking air pressure in tires, brakes, and cranks for proper functionality – and facilitated turn signaling, stopping and yielding exercises with students.

Watchung Elementary School Bike Rodeo: In Middlesex, Ambassadors worked with Keep Middlesex Moving to facilitate a bicycle rodeo for 30 elementary aged children.

Campbell Elementary School Bicycle Rodeo: Ambassadors assisted in fitting helmets for rodeo attendees and instructed children as part of a bike rodeo skills course with the assistance of EZ Ride and support from the Western Monmouth YMCA and Beacon Bike Tech. Ambassadors educated 30 children and also fitted all for helmets.

Parker Elementary School Bicycle Rodeo: Ambassadors educated 60 children about bicycle safety and instructed attendees about bicycle skills as part of a rodeo course in the Borough of Middlesex alongside Keep Middlesex Moving. Attendees were also fitted with helmets.

Highland Park Rodeo: Ambassadors joined local residents at the Bartle School to assist with a bicycle rodeo and hand out safety pamphlets and bracelets. Close to 20 parents and children attended the event.

Camden Jam Festival: Ambassadors attended a festival at Camden City’s Wiggins Waterfront Park where they spoke with attendees of all ages about bicycling in the city. Ambassadors provided bicycle safety pamphlets and collected feedback about the recent Camden Bike Share program. Through the event, Ambassadors reached approximately 50 Camden residents and visitors.

Morris Plains Street Smart Campaign: The ambassadors assisted NJTPA with their Street Smart campaign by distributing safety materials in Morris Plains. Materials provided information to drivers, bicyclists, and pedestrians on how to keep themselves and others safe.

Perth Amboy Workshop: Classroom training on Complete Streets was given to high school students in Perth Amboy. The assistance was requested by the Jewish Renaissance Foundation. The students were part of the “Emerging Civic Leaders for a Healthier Community” program, and were working to propose bicycle and pedestrian improvements in their community.

Rowan University Workshop: Classroom training on Complete Streets was given to college students taking an undergraduate transportation course. The training used the New Jersey Complete Streets Design Guide to inform the students about best practices for bicycle and pedestrian design.

Street Smart Messaging Advisory Committee: Technical expertise was provided as a participant of the Street Smart Messaging Advisory Committee. A new marketing firm has taken over the campaign and the Advisory Committee provided an opportunity for experts in the field to weigh in on the next iteration of the campaign.

Walk Bike Hike Somerset County Advisory Committee: Technical expertise was provided as a participant of the Walk Bike Hike Somerset County Advisory Committee. The goal of the study is to create a long-term plan for making active transportation a more viable option for residents, workers, and visitors throughout Somerset County.

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 Bernardsville and Glen Rock. They provided assistance throughout the workshops, held in cooperation with 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.



Figure 11. Ambassadors and workshop attendees participating in a Walk Audit in Bernardsville, NJ.

Bicycle Share Equity Evaluation

Since its inception in the United States, bike share programs have gained a lot of popularity. Over the past decade more than 150 American cities, towns and universities have either implemented or are developing a public bike share program (Alan M. Voorhees Transportation Center, 2018). But how effective are bicycle share programs when it comes to serving the

members of a community who need affordable transportation options the most? Ambassadors worked closely with NJBPRC staff to assess the equity of programs throughout the country. The survey of bicycle share programs across the country sought to identify the answers to two questions:

1. How equitable is the spatial distribution of bike share stations in the 10 largest bike share systems in the U.S?
2. To what extent, if any, does bike share station location disparity exist between advantaged and disadvantaged communities/areas in American cities?

The final report provides analysis of seventeen locations throughout New Jersey and the country, including Washington, D.C., Oakland, CA, Miami, FL, and Houston, TX.

Photography

NJ Ambassadors in Motion traveled around the state documenting the status of bicyclist and pedestrian activity, infrastructure and design. Equipped with digital cameras, Ambassadors documented over five hundred cases of bicycling and walking in the state. Figures 7-10 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 bicyclist 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.



Figure 12. An image of a bicycle lane in Trenton, NJ. This is one of the many Complete Streets images included in the NJBPRC image repository.



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 2018.

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.

Form of Outreach	Number of Events	Total Number of Persons Contacted
Event	12	470
Classroom	2	60
On-Street	1	100
Total	15	630

In 2018 NJAIM participated in 15 outreach activities and reached more than 600 people throughout the state. Six of these events were events open to the public, while the remaining nine were conducted for children attending local elementary schools or held within private organizations. The total number of persons contacted was measured by counting each person contacted during tabling events and each participant for safety events.

5. Lessons Learned

1. Duration of interaction

Challenge: Ambassadors reached a lot of people through intersection outreach. Previously Ambassadors have done classroom outreach with great success and have been able to reach large groups of people.

Possible solution: Ambassadors could research more opportunities to participate classroom lessons. More classroom events would enable NJAIM to educate persons more thoroughly on bicycle and pedestrian safety and laws in New Jersey as well as options for bicycling in their locality similar to the “RU Ready to Bicycle in New



Brunswick and New Jersey” presentation. Possible venues could be in driver’s education classes in high schools and in physical education classes in middle and elementary schools. NJAIM could partner with corporations that have health and wellness programs to facilitate presentations on active transportation.

2. **Ambassador hiring**

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 availability.

Possible solution: Require Ambassadors trained in the spring to complete a full year as an Ambassador so that there is some overlap between through the early spring. This will allow for participation in the rodeos and outreach activities that begin as soon as the weather starts to warm up.

3. **Interaction with a diverse range of ages**

Challenge: Ambassadors traveled across the state to various types of communities and interacted with different demographics throughout the 2018 year. However, interaction with teenagers and older adults was the lowest.

Possible solution: Ambassadors can research organizations that target teenagers or older adults and reach out to them to facilitate bicycle rodeos or classroom lessons about being a bicyclist and pedestrian in New Jersey.

6. Conclusion

The New Jersey Ambassadors in Motion program achieved great success in 2018, reaching nearly 500 people across New Jersey. In 2018, 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 on-street.

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.

Appendix: Biographies



Charles Brown, MPA, is a Senior Research Specialist 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.

In his current role as the project manager of the New Jersey Bicycle and Pedestrian Resource Center at VTC, he led the development of the Center's 5-year strategic plan and re-branding efforts. His research focuses on pedestrian safety at or near bus stops, Complete Streets implementation and evaluation, safe routes to public transit for persons with disabilities and the elderly, and the economic contributions of biking and walking in the state of New Jersey. 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.



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 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.



Aashna Jain is a graduate research assistant at the NJ Bicycle and Pedestrian Resource Center. She is currently pursuing a Master's in City and Regional Planning at the Edward J. Bloustein School of Planning and Public Policy.



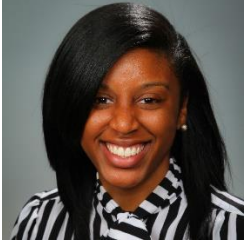
Shweta Puri is a graduate research assistant at the NJ Bicycle and Pedestrian Resource Center (BPRC). Shweta is an architect with strong skills in urban design and transportation planning. She possesses a design acumen and strong graphic capabilities with competency in AutoCAD, InDesign, Illustrator, Sketchup, Photoshop and ArchGIS. 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. She is a creative and dynamic team player that works well within multi-disciplinary teams.



Sam Salvesen is a first-year Master of City and Regional Planning student at the Bloustein School pursuing a concentration in Redevelopment. Sam's work at VTC involves writing reports and case studies on Complete Streets in New Jersey and providing Spanish interpretation for community outreach events. Before VTC, Sam worked for the City of Gary Redevelopment Commission where he raised more than \$15.4 million from state and private grants. He holds a BA in Economics and Latin American Studies from the University of North Carolina at Chapel Hill.



Yasha Zarrinkelk is a graduate research assistant at the NJ Bicycle and Pedestrian Resource Center (BPRC). He is pursuing a Master of City and Regional Planning with a concentration in transportation planning, equity, and community development. He has a strong interest in finding equitable and sustainable solutions to transportation problems using multimodal transportation alternatives and travel demand management strategies. He has a civil engineering background in transportation engineering, land development, street improvement design, and project management. Key skills include AutoCAD, ArcGIS, site analysis, cost estimation, public engagement, and qualitative/quantitative research techniques.



Jasmine Jones-Bines is a graduate research assistant at the NJ Bicycle and Pedestrian Resource Center (BPRC). She is a recent graduate of Rutgers University pursuing a Masters of City and Regional Planning at Georgia Institute of Technology with a concentration in Urban Design and Environmental and Health Planning.

Scholarly research in both the planning and public health fields has demonstrated that the built environment plays a significant role in the quality of health. It is Jasmine's goal to use health focused and environmental conscious planning to design towns, neighborhoods, streets and public spaces that promote physical activity as a way to combat chronic illnesses.