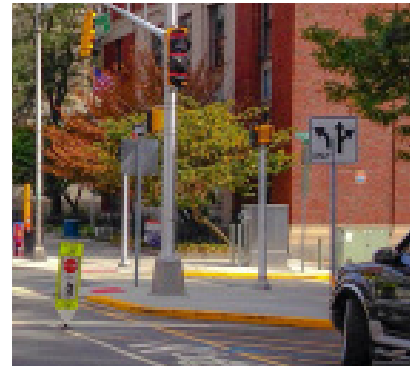
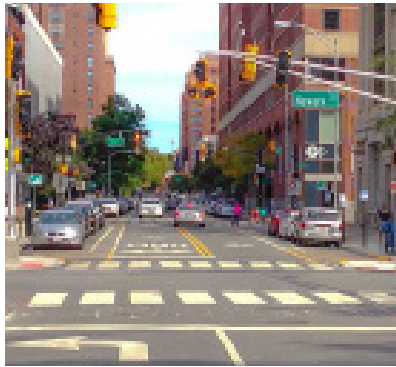
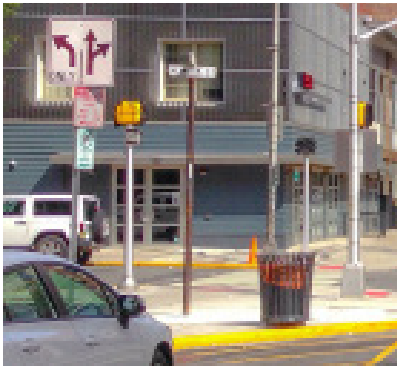


New Jersey Ambassadors in Motion 2017 Summary Report



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Executive Summary

In 2016 pedestrian deaths accounted for 30.2%¹ of total traffic fatalities in New Jersey, which was nearly double the national average of 15.3%.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 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. Beginning in 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 seven sections. Section one establishes the context for which this report was written. Section two provides an overview of NJAIM, including the program mission and goals, Ambassador biographies, performance measures, and program structure and budget. Section three features biographies on Bicycle and Pedestrian Resource Center staff. 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 2017 and proposes solutions and is followed by the conclusion in section seven.

¹ NHTSA. (2015). *Traffic Safety Facts*. Washington, DC: U.S. Department of Transportation.

² NJ OAG. (2016). *Department of Law & Public Safety*. Retrieved from Division of Highway Traffic Safety: <http://www.nj.gov/oag/hts/put-brakes-fatality-day.html>



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 166 pedestrian fatalities², respectively. While the number of pedestrian fatalities decreased there is still a need 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 helps advance this effort.

T.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

T.2 Total Pedestrian Fatalities in New Jersey - 2015



T.3 Total Pedestrian Fatalities in New Jersey - 2016



Objective

The objective of this 2017 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 2017 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.



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 Freehold, Milltown, Plainfield, Edison, Asbury Park, Elizabeth and many more. In total Ambassadors visited X (<) municipalities in all regions of the state.



3. 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.



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 re-search 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.



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.



Andrew Wilson is a graduate research assistant at the NJ Bicycle and Pedestrian Research Center. He began work at the Center in September 2016 and has been working on survey research as well as park analysis for Bergen County.

Andrew received his undergraduate degree in Sociology with honors from The College of New Jersey (TCNJ) in 2015 and now studies City and Regional Planning with a specialty in Urban Design at the Edward J. Bloustein School of Planning and Public Policy. Andrew spent the time between his under-graduate and graduate studies teaching English in China and working for the urban planning firm, Topology.

Andrew's focus on urban design speaks to his recognition of the importance of well-designed public spaces and the effect that an individual's environment can have on their lifestyle. Like-wise, an environmental background paired with his athletic experiences in running and biking foster his hope for more walkable/bike-able communities in the future.



Ben Peacock is a graduate research assistant at the NJ Bicycle and Pedestrian Resource Center. He started in May of 2017 and has been working on survey research, as well as helping with Complete Street audits in Trenton.

Ben received his undergraduate degrees in History and Sociology from Texas A&M University in College Station, Texas in 2015. He is currently finishing his Masters in City and Regional Planning at the Edward J. Bloustein School of Planning and Public Policy with a concentration in Transportation. After completing his undergraduate education, he was involved in training Australian Shepherds for Stock, Agility, and Obedience competitions.

Ben is most interested in Complete Street efforts within urban communities and increasing accessibility to employment for low income populations. His time at the BPRC has provided him with opportunities for learning the intricacies of Complete Street policy and with opportunities to see the situation on the ground in Cities such as Newark and Camden.



Vishal Ream-Rao is a graduate research assistant at the NJ Bicycle and Pedestrian Resource Center (BPRC). Hired in May of 2017 to conduct survey research, he has helped with survey efforts in Newark over the summer months, distributing a pedestrian safety survey to area residents. Other tasks include authoring monthly blog articles, and teaching children about bicycle safety at Bicycle Rodeos and community events.

Vishal received his undergraduate degree in Environmental Science from California State University, Sacramento in 2012. He is in the process of completing his Masters in City and Regional Planning with a focus on Community Development at the Edward J. Bloustein School of Planning and Public Policy. Vishal spent time between his undergraduate and graduate studies working for state and municipal government in California and completed a one-year assignment as an AmeriCorps VISTA member.

Developing his interests in urban/rural bicycling and complete streets has inspired Vishal to pursue a career in urban planning. He believes that the technical knowledge he has gleaned from his work at BPRC and through his studies at Bloustein in the areas of transportation

planning, urban design, and housing policy, will empower him with the knowledge and skills needed to ensure that planning policies truly lend to improving the safety and vitality of underserved communities.



Shaurya Mall is a graduate research assistant at the New Jersey Bicycle & Pedestrian Resource Center (BPRC). As a member of BPRC's New Jersey Ambassadors in Motion (NJ AIM) team, she helps with outreach efforts in communities throughout New Jersey to promote bicycling safety. She also assists with analyzing and compiling pedestrian safety survey results while creating graphics and maps for the different research projects at BPRC.

Shaurya is currently a Masters in City and Regional Planning candidate at the Edward J. Bloustein School of Planning and Public Policy, with a concentration in transportation planning. She holds a bachelor's degree in Planning from Center for Environment Planning and Technology, India,

where she received the Best Thesis Award in 2016 for her thesis on 'Assessing the Impacts of Climate Change on Agriculture'.

With a passion for active transportation and climate change, Shaurya aims to work towards building green, walkable, and transit-friendly communities. In her free time, she loves to explore new cities with her friends while learning new skills and keeping apprised on the latest developments in the field of transportation planning.



Sribhava Kakani is a graduate research assistant at the New Jersey Bicycle and Pedestrian Resource Center (BPRC), hired in May of 2017 to conduct survey research aimed at improving bicycle and pedestrian safety throughout New Jersey. Special assignments include GIS analysis, site selection for grant-funded survey efforts.

In providing her GIS expertise, Sribhava has helped build a GIS database for the NJ Complete Streets initiative. Other field-related tasks include working with other graduate research assistants to distribute pedestrian surveys, conducting street/sidewalk audits, and teaching school children about bicycle safety at community events called Bicycle Rodeos.

Sribhava received her undergraduate degree in Architecture and is a registered Architect at Council of Architecture in India. She is currently completing her master's degree in City and Regional Planning with concentrations in urban design, GIS with interests in transportation/land use at Edward J. Bloustein School of Planning and Public Policy. Prior to arriving to the United States, Sribhava has worked as a trainee architect in Hyderabad, India and Kuala Lumpur, Malaysia.

Combining her knowledge about the built environment, a fascination for streetscapes, and her experience working in high density areas, Sribhava hopes to help create walkable, people-centric, healthy, and sustainable communities.

4. NJAIM Activities

Ambassador training

The Voorhees Transportation Center 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 all were 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.



Paterson residents participate in a bicycle rodeo course



Ambassadors assist a young rider with an 'ABC quick check', checking tire pressure, brakes, and crank set.



Street Smart Signage in Long Branch, NJ



Targeted Street Smart outreach in Long Branch with NJTPA

Event outreach

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 any questions that event attendee's had. 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.



T.4 Outreach Locations

In 2017 NJAIM participated in the following events:

Campbell Elementary School Bike Rodeo: In Metuchen, Ambassadors worked with Keep Middlesex Moving to facilitate a bike rodeo for thirty elementary school aged children. Ambassadors fitted children for helmets, facilitated bicycle safety drills and explained the significance of each drill.

Plainfield Bike Rodeo: Ambassadors worked with The Plainfield Salvation Army and local Dairy Queen to donate over three hundred bicycles to residents of the City. Persons who received a bicycle ranged from young school aged children to elderly adults. Ambassadors fitted each person for a bicycle and helmet using the guidelines from the American League of Bicyclist and assisted EZ Ride in facilitating bicycle safety drills with children. **Hazelwood Elementary School Bike Rodeo:** In Middlesex, Ambassadors assisted Keep Middlesex Moving in facilitating a bicycle rodeo for forty third and fourth grade children. Ambassadors performed minor repairs on bicycles, fitted children for helmets and facilitated bicycle safety drills.

Parker Elementary School Bike Rodeo: In Middlesex Ambassadors worked with Keep Middlesex Moving to perform a bicycle rodeo. Ambassadors engaged with over twenty-five students by distributing reflective bracelets and zipper tags, fitting children for helmets and facilitating bicycle safety drills.

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

Freehold 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 55 children and also fitted all for helmets.

Milltown Bike Rodeo: In rainy weather at the public library in Milltown, Ambassadors educated 15 children about bicycle safety and instructed attendees about bicycle skills as part of a rodeo course.



NJAIM with North Jersey Transportation Authority and EZRide in Long Branch, NJ

Freehold Learning Center Bike Rodeo: Ambassadors participated in a bike rodeo event in which 25 individuals were successfully educated and fitted with helmets. Ambassadors engaged with children about the benefits of bicycle safety and bicycle skills as part of a bicycle rodeo skills course.

Woodbridge Bike Challenge: Due to the rainy and cool conditions, on this Friday, the event was held indoors at the Woodbridge Branch YMCA Child Care Center in Colonia. With the assistance of KMM, Ambassadors successfully completed outreach and education to 35 children and assisted in the operation of a bicycle rodeo skills course.

Lodi Bicycle Safety Day: With the assistance of EZ Ride, 3 Ambassadors assisted with the bicycle rodeo at the Lodi Bicycle Safety Day. The Lodi Police department was also present and the goal of the event was to promote bicycle safety for kids. At this event, over 25 children participated in the rodeo and were educated about bicycle safety.



Ambassadors assisted with a bike valet at the Jack Johnson concert in Camden, NJ

John Marshall Elementary School Bike Rodeo: Despite rainy weather and an early finish, participants could not be kept away from this bicycle rodeo event. With the assistance of KMM, Ambassadors participated in helmet fittings for over 30 children and basic bicycle maintenance. Additionally, 60 individuals were educated about the importance of bicycle safety and a group of children also participated in the bicycle rodeo skills course.

Bradley Elementary School Bike Rodeo: The event took place on a rainy day and as such, was held inside at Bradley Elementary School. The event involved contacting,

educating, and distributing literature about bicycle safety to over 50 individuals. Ambassadors also assisted with a bicycle rodeo skills course in which rodeo participants could test their riding skills and learn the benefits of bicycle safety on the streets.

Shaping Elizabeth Play Streets: This bicycle rodeo event took place as part of a larger town-wide event that closed off a single street in an effort to encourage an active lifestyle and to promote community values. The event was a huge success with many participants and nearly 50 kids were fitted with helmets, educated about bicycle safety, and participated in the bicycle rodeo skills course.

Healthy Kids Camp Bicycle Rodeo: This bicycle rodeo was organized by Keep Middlesex Moving. It took place at the Raritan Valley YMCA during their summer camp program in August.

Highland Park Bike Rodeo: The rodeo was a success and took place at the Bartle School with the assistance of the Safe Walking and Cycling Committee. Individuals showed up with their bikes and with assistance from Ambassadors, they were fitted with helmets and educated about bicycle safety and the importance of wearing a helmet.



Ambassadors assist with a rodeo course

Asbury Park Bike Rodeo: This event involved both a helmet fitting and a bicycle rodeo in which many individuals came. With assistance from EZ Ride, Ambassadors conveyed the importance of bicycle safety and bicycle skills through an applied rodeo skills course.

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. During the third year, NJAIM invested significant time and resources in this form of outreach and was instrumental in helping eleven municipalities and county governments draft and adopt Complete Streets policies. 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:

Crime and Walking Survey

New Jersey Ambassadors in Motion conducted a survey about residents' perceptions of safety in their neighborhoods and how that affected their walking habits. The survey took place in three New Jersey municipalities: Verona, Bloomfield, and Newark. Ambassadors surveyed 45 unique intersections in Newark, 27 in Bloomfield and 21 in Verona and the intersections were selected to equally represent the three socio-economic status classes.



Ambassador discussing Crime and Walking Study with pedestrians in Newark.

Newark, NJ (population 281,770): In Newark, Ambassadors interacted with nearly 5,300 pedestrians in an effort to find willing participants for the Crime and Walking survey. Survey intersections were randomly selected and as such, Ambassadors visited all corners of Newark with the busiest area being Ferry Street and Market Street. People were generally very receptive to the survey and always expressed an interest in wanting to improve their neighborhood and make it safer.

Bloomfield, NJ (population 47,831): In Bloomfield, Ambassadors interacted with nearly 1,000 pedestrians in an effort to find willing participants for the Crime and Walking Survey. Survey intersections were randomly selected and as such, Ambassadors visited all corners of Bloomfield. Here too, people were very receptive to the survey and Ambassadors received a lot of verbal feedback in addition to survey responses about how residents wanted to see their pedestrian experience improved.

Verona, NJ (population: 13,489): Ambassadors surveyed approximately 300 pedestrians in Verona. Survey numbers were lower in this location because fewer intersections were selected as part of the study because of Verona's small size. Additionally, Verona is largely suburban in character with land uses that don't promote or necessitate walking as much as more urban areas like Newark or Bloomfield do. Pedestrians were also very receptive to the survey here, often mentioning how much they like walking in the town.

Pedestrian Survey

Ambassadors surveyed four different Rutgers University Campus locations asking individuals about their best estimate (of both distance and walk time) to local landmarks. The purpose of the survey was to examine perceptions of distance as it relates to respondents' transportation mode choices in the area. The survey was delivered in the form of a written, in person survey, that took respondents approximately five minutes to complete. Respondents, particularly on the Rutgers' campuses, were receptive to the survey. Ambassadors surveyed multiple times at each location. The municipal locations were chosen to geographically represent different parts of New Jersey, to represent different socio-economic backgrounds and to provide a diverse mix of survey participants.



Ambassadors conduct survey outreach in Newark, NJ

Rutgers New Brunswick – Busch Campus: Ambassadors surveyed individuals arriving at and leaving the Student Center on Busch Campus near the bus stop. The survey was mostly composed of, but not limited to, students thus a small handful of survey participants were not current Rutgers students. Participants were asked about the proximity of two locations, High Point Stadium and the Psychology/Pharmacy/Physics buildings. Ambassadors received 264 survey responses.

Rutgers New Brunswick – College Ave Campus: Ambassadors surveyed at the Yard, a small urban plaza surrounded by student dormitories and ground level retail establishments with a nearby bus stop. Large crowds of people, primarily students, passed through this

location and many were receptive to taking the survey. Ambassadors asked individuals about the proximity of Rockoff Hall in New Brunswick and the College Ave Student Center. Ambassadors received 290 survey responses.

Rutgers Camden: Ambassadors surveyed outside of the student center on the Rutgers Camden campus. Ambassadors saw a great deal of pedestrian traffic (mostly students) and many agreed to take the survey. Survey takers were asked about the proximity of the Walter Rand Transportation Center and the Camden Waterfront Park. Ambassadors received 205 survey responses.

Rutgers Newark: Ambassadors surveyed outside of the Paul Robeson Campus center on the Rutgers Newark Campus and the primary audience of the survey was Rutgers students although all pedestrians were approached and all were welcome to take the survey. Ambassadors asked about the proximity of the New Jersey Performing Arts Center and Newark Penn Station. Ambassadors received 283 survey responses.

Paterson: Ambassadors surveyed in the City of Paterson at the corner of Market St and Main St, a corner that receives heavy pedestrian traffic throughout the day. The location was chosen to represent a diverse, northern New Jersey city with a low median household income. Ambassadors asked survey participants about the proximity of the Paterson Train Station and the Great Falls. Ambassadors surveyed 93 individuals about their perceptions.

Haddonfield: Ambassadors surveyed in Haddonfield at the intersection of Kings Highway and Mechanic Street. Haddonfield was chosen to represent a different demographic with a relatively high median household income and a nearly all white (92%) population. Ambassadors asked survey participants about the location of the Train Station and Challenge Grove Park. Ambassadors contacted 75 individuals to complete the survey.

Red Bank: Ambassadors surveyed at the corner of Monmouth Street and Broad Street. This location was chosen to represent Central New Jersey and demographics that fall somewhere in the middle of Paterson and Haddonfield in terms of diversity and income. Ambassadors asked survey takers about the proximity of the Train Station and Riverside Park. Ambassadors collected 87 total completed surveys.

Trenton Corridor Audit

Aligned with the goals of Complete Streets implementation in Trenton, Staff visited seven unique corridors in Trenton to document existing conditions of the streets. Staff looked at existing conditions of the sidewalks and streets through the lens of four broad categories: sidewalks, safety, comfort and appeal, and driver behavior. Corridors were selected after analyzing crash fatalities throughout Trenton, potential traffic generators, and considering potential Complete Streets. The audit was also aligned with the 2016 Downtown Trenton Bicycle and Pedestrian Plan.



Ambassadors conduct street audits in Trenton

Corridors Audited:

Brunswick Ave (from N Broad St to N Olden Ave)

Calhoun Street (W Ingham Ave to W State St)

E State Street (South Logan Ave to Chambers St)

Hamilton Ave (Clark St to Benton St)

North Olden Ave (Princeton Ave to East State St)

Pennington Ave (Calhoun St to Parkway Ave)

South Broad St (Greenwood Ave to Cedar Ln)

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.





5. 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 2017.

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 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 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	20	761
On-Street	6	8,220
Total	26	8,981

In 2017 NJAIM participated the most in event outreach with 26 activities. Nineteen of these events were bicycle rodeos, eight of them at schools and eleven open to the greater municipality. Total number of persons contacted was measured by counting each person contacted on street for the Street Smart Campaigns and each participant at rodeo events.

NJAIM assisted North Jersey Transportation Authority in the Street Smart Campaign, making up the four on-street outreach events. The number of persons directly contacted represents persons that accepted the literature based on the number of pamphlets and brochures Ambassadors distributed.

In 2017 NJAIM assisted with two miscellaneous outreach events, the Statewide Pedestrian Study and the Crime and Walking Survey. For each, Ambassadors traveled to and amongst municipalities distribute surveys. Ambassadors facilitated an intercept survey to students of Rutgers University and residents of NJ Municipalities. For the Crime and Walking Study NJAIM distributed surveys to individuals in Newark, Verona, and Bloomfield. For surveying there are no measures of indirect contacts or weighted persons because those who did not take a survey were not impacted by Ambassadors. The total number of persons contacted reflects all bicycle rodeos, as well as interactions during the Street Smart campaigns and statewide surveys.

6. 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. Outreach evaluations during event

Challenge: The evaluation form provides a medium 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 the count of indirect contact easier at the end of the year, reduce the need to check secondary sources and provide more precise counts.

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 2017 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.

7. Conclusion

The New Jersey Ambassadors in Motion program achieved great success in 2017, reaching **4,416** people across New Jersey. In 2017, Ambassadors facilitated surveying for three significant bicycle and pedestrian research projects as well as Complete Streets projects in the state. Additionally, NJAIM traveled to **forty** 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 Authority, EZ-Ride, Keep Middlesex Moving and the various schools and municipalities that welcomed the Ambassadors.