



2021 New Jersey Complete Streets Summit

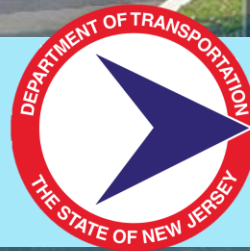
October 22, 2021

10+ Years of Complete Streets in NJ



Post-Summit Report

December 2021



RUTGERS

Edward J. Bloustein School
of Planning and Public Policy

Acknowledgements

This report is supported by the New Jersey Department of Transportation with funding from the United States Department of Transportation's Federal Highway Administration. New Jersey and the United States Government assume no liability for its contents or its use thereof.

The Summit was hosted and organized by the Alan M. Voorhees Transportation Center (VTC) which is housed at the Edward J. Bloustein School of Planning and Public Policy as part of Rutgers, The State University of New Jersey. Summit hosting included support from Civic Eye Collaborative (CEC) for technical support and visuals under contract through Sam Schwartz Engineering.

Thank you to our sponsor, the NJ Department of Transportation for supporting this effort. Without their contribution and continued support, this summit could not have been possible.

Report Author

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***10+ Years of Complete Streets in
New Jersey***



Summit Overview



RUTGERS

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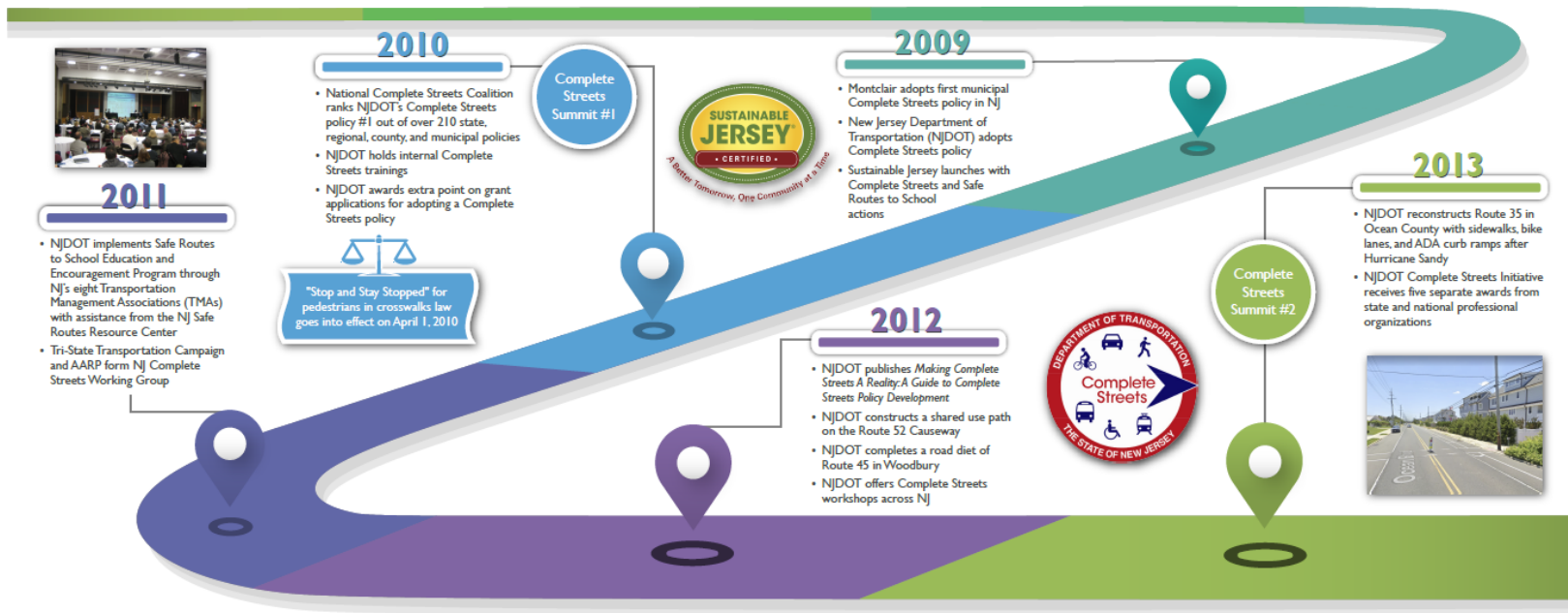
The New Jersey Complete Streets Summit is a free, biennial event sponsored by the New Jersey Department of Transportation, with a series of exemplary speakers and sessions on Complete Streets policies, planning, implementation, funding, and more. The Summits is for anyone interested in making their communities safer and more active, vibrant, and accommodating for road users of all ages and abilities.

Complete and Green Streets are designed and operated to enable safe, comfortable, and equitable access for all road users. They help in the planning and implementation of transportation networks for not only motorists, but also transit riders, pedestrians, and cyclists, and improve safety and access for not only able-bodied adults, but also for children, the elderly, and persons with disabilities.

Every two years, the Summit brings together hundreds of planners, engineers, advocates and policy-makers from around the State to learn about implementing Complete Streets policies and projects.

This year's Summit was held virtually on Friday, October 22, 2021, and celebrated 10+ years of Complete Streets in New Jersey, reflecting on past successes and looking ahead to a safer future for all.

10+ Years of Complete Streets in New Jersey



For more information about Complete Streets in New Jersey, visit state.nj.us/transportation/eng/completestreets or njbikeped.org



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10+ Years of Complete Streets in New Jersey

2014

- NJDOT releases *New Jersey Pedestrian Safety Action Plan & Toolbox*
- NJDOT releases *New Jersey School Zone Design Guide*
- NJDOT and MPOs offer Complete Streets workshops



Complete Streets Summit #3

2015

- Mercer County becomes first in the state with all municipal, county, and state roads covered by a Complete Streets policy
- NJDOT, MPOs, and TMAAs offer Complete Streets workshops

2016

- NJDOT releases *New Jersey Bicycle Safety Action Plan & Toolbox*
- NJDOT updates *New Jersey Bicycle & Pedestrian Master Plan*



2019

- NJDOT publishes *Complete and Green Streets for All: Model Complete Streets Policy and Guide*
- Eatontown passes first Complete and Green Streets Ordinance in NJ
- NJTPA releases *Complete Streets Technical Assistance Round 2* applications
- NJDOT, MPOs, and TMAAs offer Complete Streets workshops

Complete Streets Summit #5

2018

- North Jersey Transportation Planning Authority (NJTPA) introduces Complete Streets Technical Assistance Program



NJ requires that bicycle and pedestrian safety information be included in driver education courses and brochures

2017

- NJDOT develops *New Jersey Complete Streets Design Guide*

Complete Streets Summit #4

2021

- NJDOT establishes a Complete Streets Task Force through the *Strategic Highway Safety Plan*

Complete Streets Summit #6



NJ adopts a Safe Passing Law that requires drivers to allow 4 feet of space when passing pedestrians and bicyclists, effective March 1, 2022

2020

- NJDOT releases *Strategic Highway Safety Plan (SHSP)* with a vision to achieve zero deaths on all public roads in NJ
- Delaware Valley Regional Planning Commission (DVRPC) completes *Regional Sidewalk Inventory* and makes it available online through its Pedestrian Portal



2021 NJ Complete Streets Summit Summary Report



Goals of the Summit

Sponsor, Summit Planning Committee, Core Working Group

Sessions & Speakers

Social Media

Registration & Attendance

Questions Submitted during Registration

Attendee Feedback Questionnaire Results

Lessons Learned

Post-Summit Resources

Summit Goals and Intended Audience

Summit Goals

- Educate attendees about Complete and Green Streets and their wide-ranging benefits.
- Present best practices for implementing safe, healthy, green, and equitable Complete Streets policies and projects.
- Support continued Complete and Green Streets efforts across the State.
- Increase attendees' familiarity with the resources available on Complete Streets policy adoption and implementation.
- Empower community members to improve safety and sustainability of the built environment within their communities.
- Connect peers from across the State and increase awareness about local projects and funding opportunities.
- Inspire further action through exemplary keynote speaker and panel presentations on innovative ideas and case studies from around the State.

Audience

- State, county, and municipal planners, engineers and advocates
- Senior and youth groups
- Public health, environmental, and economic development professionals
- Policy-makers and elected officials
- Local bike/walk & Safe Routes champions or groups
- Mobility, accessibility, and equity advocates or groups

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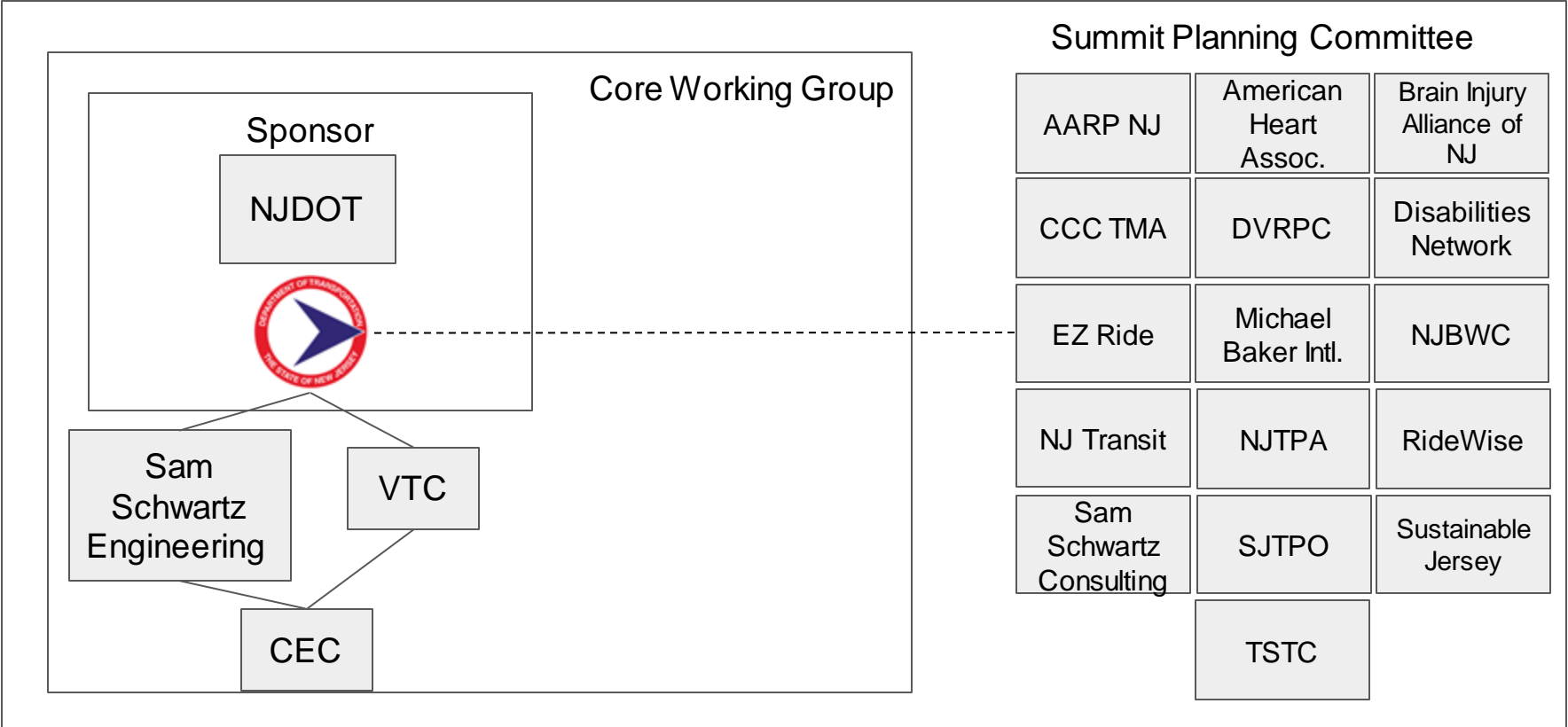
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Stakeholder Relationship Chart



Sponsor

Through funds provided by the Federal Highway Administration, the New Jersey Department of Transportation (NJDOT) has sponsored the NJ Complete Streets Summit since the first Summit in October 2010.

Without NJDOT's ongoing and enthusiastic support, the New Jersey Complete Street Summits would not be possible.

Complete Streets is a critical part of NJDOT's Strategic Highway Safety Plan, which centers equity and bicycle and pedestrian safety.

Since 2009 NJDOT has had a Complete Streets policy in place for state roads, and in 2020 NJDOT published a Complete & Green Streets Model Policy & Guide, demonstrating their commitment to implementing a Complete Streets approach throughout the state.



2021 New Jersey
Complete Streets Summit
October 22, 2021

10+ Years of Complete Streets in NJ

Held biennially and sponsored by the New Jersey Department of Transportation, the NJ Complete Streets Summit brings together hundreds of planners, engineers, advocates, and policy-makers from around the State to learn about implementing Complete Streets projects in local communities. This year's Summit celebrates 10 years of Complete Streets in New Jersey, recognizing past successes and looking ahead to a safer future for all.

PURPOSE & GOAL	REASONS TO ATTEND	TARGET AUDIENCE
To provide information about the benefits of Complete and Green Streets; to advance strategies for providing a safe, multi-modal transportation system that is accessible for all users; and to celebrate the success of Complete Streets in New Jersey.	Learn about best practices for implementing safer, healthier, more equitable, greener, and more effective Complete Streets policies and projects; hear from experts and peers at the State, regional, and local levels; and support continued Complete and Green Streets efforts across the State.	New Jersey planners, engineers, advocates, public health professionals, policymakers, elected officials, walk/bike/public transit champions, and anyone looking to learn more about Complete and Green Streets!
FORMAT	HOSTED BY	FEES
One-day virtual conference with keynote addresses and panel sessions. Presentation documents and videos will be available online for attendees to view after the Summit has ended.	New Jersey Department of Transportation & Alan M. Voorhees Transportation Center	Summit attendance is free. Reserve your spot by registering at CompleteStreets2021.com . Professional continuing education credits will be offered.

Register for free today: [CompleteStreets2021.com](https://www.completestreets2021.com)



Summit Planning Committee

Thank you to our Complete Streets Summit Advisory Committee for their contribution and continued support in organizing the sixth biennial NJ Complete Streets Summit!

- AARP New Jersey
- American Heart Association
- Brain Injury Alliance of NJ (BIANJ)
- Cross County Connection Transportation Management Association (CCC TMA)
- Delaware Valley Regional Planning Commission (DVRPC)
- New Jersey Disabilities Network
- EZ Ride Transportation Management Association
- Michael Baker International
- New Jersey Bike & Walk Coalition (NJBWC)
- New Jersey Department of Transportation (NJDOT)
- NJ Future
- NJ TRANSIT (NJT)
- North Jersey Transportation Planning Authority (NJTPA)
- Street Smart NJ
- NV5
- RideWise
- Sam Schwartz Engineering
- South Jersey Transportation Planning Organization (SJTPA)
- Sustainable Jersey
- Tri-State Transportation Campaign (TSTC)



Core Working Group

Core staff from the Alan M. Voorhees Transportation Center at Rutgers (VTC), Civic Eye Collaborative (CEC), and the NJ Department of Transportation (NJDOT) attended daily task meetings to communicate progress and respond to issues.

Subcommittee Tasks	Responsible	Sep W4 9/20-9/24	Sep W5 9/27-10/1	Oct W1 10/4-10/8	Oct W2 10/11-10/15	Oct W3 10/18-10/22	
social media toolkit submission/approval	DOT	x	x				* received feedback, corrected * CEC Need to add title: What Are Complete Streets? and bold the sentence on pheedloop site explaining C&GS, hyperlink to our Complete Streets page
scheduling social media/listserv blasts	VTC	x	x	x	x		* LAVH to confirm email addresses of "partners", to be sent from njbikeped email * CH needs access to njbikeped email (Stephanie to ask Martin)
Event Planning & Pre-Production							
Rheedloop Registration prep (write copy, provide logos/banners)	VTC						
Rheedloop lobby banner image (1000 W x 200 H)	VTC						
Open registration	VTC/DOT	x					* Ready, announcing now (completestreets2021.com)
Registration management (weekly registration trends, provide registree info to CEC)	VTC	x	x	x	x	x	* 32 registrations so far * Need to confirm with CEC when updates will come each week
Conference platform customization	CEC/VTC	x	x	x	x		* ongoing
Confirm criteria for Continuing Maintenance Credits	VTC				x		* low priority
Summit agenda development	VTC	x	x				* behind, but in-process.
Speaker invitation email template	VTC	x					* Need to finalize draft 9/27
Finalize champion award selections	VTC	x	x				* drafted, ready to use
Inviting speakers	VTC		x				* Aashna to summarize Champions from Advisory Committee * Need to make final decision on speaker selections.
Confirm keynote content	VTC	x	x				* Meeting with DOT this week. Need to make tough calls on who/what to cut. EJB grad ceremony in afternoon of last day.
Inviting keynotes	VTC			x			* keynote proposal to reach out to Calvin Gladnee (sp?) from Smart Growth America
Commissioner Opening Remarks	VTC/DOT		x				* pending keynote speaker selection
Press release	VTC/CEC		x				* Need to confirm status with DOT. (Elise will send us opening remarks final)
Welcome/ending scripts	VTC				x		* Need to confirm status with DOT. (Do we still need to write this?)
Speaker presentation materials due	VTC				15-Oct		* pushed back, low priority
Run-of-show guide for panelists	CEC			x	x		
Attendee instruction slides	CEC			x			* delayed until panel meetings
Holding slides/Countdown videos	CEC				x		* reuse from trails summit
Gather input for Summit videos (Creative Brief)	CEC						* pushed back, low priority
Create Summit video(s) 5 chapters	CEC	x	x	x			
Bios/Headshots/session materials	VTC			x	x		* in-process, on-track
Develop Post-Session/Event Questionnaire	VTC				x		* pending speaker decisions
Complete Streets Summit Task Force Meetings	All*	??		(3)			* re-use from trails summit
Weekly Team Meetings	VTC/CEC	x	x	x	x	x	* Need set up meeting (3) (actually 2) * 2pm for 9/27, 1:30pm in future

2021 NJ Complete Streets Summit Summary Report



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Sessions

The day's six sessions followed a panel format, with a group of speakers providing brief presentations followed by Q&A with curated questions provided by attendees at registration.

The final session functioned as a keynote with the main section featuring a talk by Barbara McCann from Federal Highway Administration (FHWA).

Friday, October 22

09:00 AM - 10:30 AM



Complete Streets in New Jersey: A 10-Year Look Back

Alan Huff, Andrew Swords, Cassidy Boulan, Christine Newman, Corinne Orlando, Debra Kagan, Diane Gutierrez-Scaccetti, Elise Bremer-Nei, Janna Chernetz, Jon Carnegie, Laura Torchio, Michael Russo, Peter Bilton, Tara Shepherd

10:45 AM - 12:00 PM



Connecting to the Future: What's in Store for Complete Streets in the Next 10 Years

Barkha Patel, Daniel Lisanti, Lauren Rushing, Michael Manzella, Olivia Glenn, Robert Noland

12:15 PM - 12:30 PM



Celebrate the 2021 New Jersey Complete Streets Champions

Elise Bremer-Nei, Gayle Brill Mittler, Leigh Ann Von Hagen, Trish Sanchez

01:00 PM - 02:15 PM



Putting it Down on Paper: Complete and Green Streets Policy Development, Adoption, and Promotion

Anthony Talerico, Jr., Michael Lysicatos, Robert Lewandowski, Ryan Sharp, Sonia Szczesna, William Riviere

02:30 PM - 03:45 PM



Turn Policy into Action: Complete and Green Streets Resources and Local Lessons Learned

Anne Heasley, Jeevanjot Singh, Kandycy Perry, Keith Hamas, Kyle Skala, Peter Kremer, Steven Wong

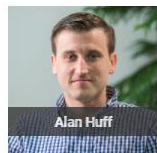
04:00 PM - 04:45 PM



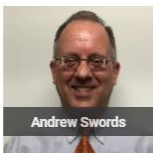
A Call to Action: Moving Forward with Complete and Green Streets

Barbara McCann, Elise Bremer-Nei, Leigh Ann Von Hagen

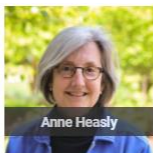
Speakers



Alan Huff



Andrew Swords



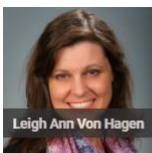
Anne Heasley



Anthony Talerico, Jr.



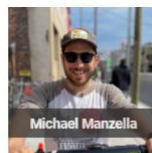
Barbara McCann



Leigh Ann Von Hagen



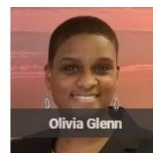
Michael Lysicatos



Michael Manzella



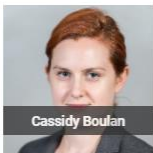
Michael Russo



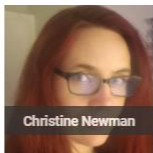
Olivia Glenn



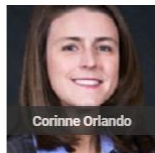
Barkha Patel



Cassidy Boulan



Christine Newman



Corinne Orlando



Daniel Lisanti



Peter Bilton



Peter Kremer



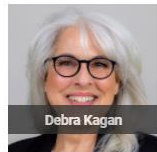
Jon Carnegie



William Riviere



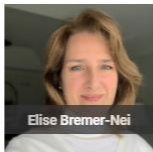
Robert Lewandowski



Debra Kagan



Diane Gutierrez-Scaccetti



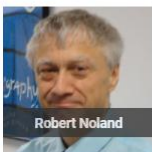
Elise Bremer-Nei



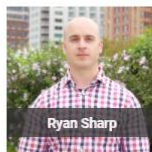
Jeevanjot Singh



Janna Chemetz



Robert Noland



Ryan Sharp



Sonia Szczesna



Steven Wong



Tara Shepherd



Kandyce Perry



Keith Harnas



Kyle Skala



Laura Torchio



Jon Carnegie

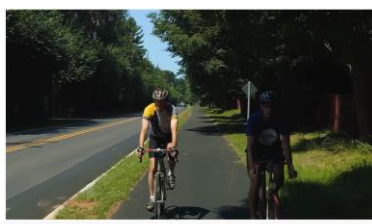
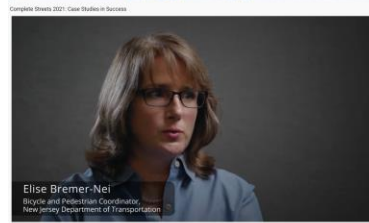
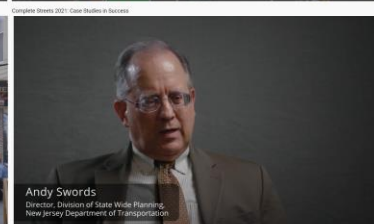
10+ Years of Complete Streets in NJ Videos

Working with NJDOT, VTC, and Sam Schwartz Engineering, Civic Eye Collaborative produced a series of videos celebrating the people and projects that have advanced New Jersey's Complete Streets movement over the last 10+ years.

In order to introduce each session topic, short 3- to 4-minute videos began each panel session. Experts from NJDOT, MPOs, universities, and advocacy groups were interviewed about Complete Streets policies and implementation throughout the state, providing a rich history of accomplishments and lessons learned. Videos can be viewed on the njbikeped.org website and YouTube Channel. Thank you to all those who spoke on camera for the videos.

Video titles in order of presentation:

- *What are Complete Streets?*
- *Where will Complete Streets Take You? The Future of Complete Streets*
- *Inspiring Change: Complete Streets Case Studies*
- *Complete and Green Streets Policies in Action*
- *Taking it to the Streets with Implementation*
- *Complete Streets in New Jersey: We've Come a Long Way!*



Complete Streets Champions

The NJDOT and New Jersey Bicycle and Pedestrian Resource Center (BPRC) at the Alan M. Voorhees Transportation Center at Rutgers University were also proud to announce the 2021 New Jersey Complete Streets and Safe Routes to School Champions at the Summit. These awards recognized individuals and groups who have gone above and beyond in their efforts to promote safe, accessible, and equitable mobility in the State.

2021 NEW JERSEY COMPLETE STREET CHAMPIONS

- **The late Highland Park Councilwoman, Susan Welkovits** for setting a shining example as a community advocate on bicycle and pedestrian issues and Complete Streets in Highland Park that inspired everyone to reimagine their neighborhood streets.
- **The Team4NJ Safe Passing Law, a task force of the NJ Bike and Walk Coalition** for their decade-long effort on the NJ Safe Passing Law that requires drivers to give four feet of space or reduce their speed to 25 miles per hour when approaching and overtaking people walking or riding a bicycle.

2021 NEW JERSEY SAFE ROUTES TO SCHOOL CHAMPION

- **The West Orange Township Pedestrian Safety Advisory Board** for their extraordinary work on addressing walking and bicycling safety in West Orange including the Pop-Up Bike Lane Demonstration Project along Woodland Avenue to Redwood Elementary School.

2021 New Jersey Complete Streets Champion Award

Presented in honor of

**Councilwoman
Susan Welkovits**

for her lifelong work on bicycle and pedestrian issues and advancing Complete Streets in Highland Park.



2021 New Jersey Complete Streets Champion Award

Presented to

**Team4NJ Safe Passing Law,
New Jersey
Bike & Walk Coalition**

for their tireless work and successful efforts to adopt New Jersey's Safe Passing Law.



2021 New Jersey Safe Routes to School Champion Award

Presented to

**West Orange Township
Pedestrian Safety
Advisory Board**

for their work on addressing walking and bicycling safety in West Orange including the Woodland Avenue/Redwood Elementary School Pop-Up Bike Lane Demonstration Project.



Complete Streets Champions Selection Process

One of the key roles of the Complete Streets Summit Planning Committee is the selection of Complete Streets Awardees.

During the kick-off meeting, committee members were shown previous award winners and asked to nominate new awardees. Some nominations were made at the meeting; others were sent in via email. The nomination process was open to the public and was advertised through the BPRC and Safe Routes newsletters, websites, and social media.

Along with names, people were asked to submit an explanation of why their nominee should receive recognition. Per NJDOT rules, nominees who were paid by NJDOT to help implement Complete Streets were excluded.

After the candidates were compiled, the planning committee members were asked to vote through an online questionnaire, three winners were chosen out of 19 nominees. The nominees with the most votes were selected as champions after consultation with NJDOT.



2021 Complete Streets Award Nomination

Please use this form to submit nominations for the New Jersey Complete Streets Awards. You can also submit your nomination via email to James Sinclair at james.sinclair@ejb.rutgers.edu. Photos or other supporting documentation greatly support the selection process and should be uploaded below. If you are unable to attach files below, please email james.sinclair@ejb.rutgers.edu with the subject line "CS Nominee" and the name of your nominee.

There will be awards for Complete Street Champions and Complete Street Excellence Awards. One of the Champion Awards will be reserved for a Safe Routes to School Champion.

You can review the 2019 winners here: <http://njbikeped.org/2019-new-jersey-complete-streets-summit/>

Complete Streets Policies

The NJDOT and New Jersey Bicycle and Pedestrian Resource Center (BPRC) at the Alan M. Voorhees Transportation Center at Rutgers University were also proud to recognize the following communities for adopting Complete Streets policies, some of which include the “Complete and Green Streets” Model Policy Language published in 2019.

- Borough of Bernardsville – with Model Policy Language
- Borough of Collingswood
- Borough of Fair Lawn - with the Model Policy Checklist
- Borough of Millstone
- Borough of North Plainfield
- Borough of Rocky Hill - with Model Policy Language
- Borough of South Bound Brook
- City of Bordentown - with Model Policy Language
- Township of Green Brook
- Township of Upper - with Model Policy Language

2021 New Jersey
Complete Streets Summit
October 22, 2021

100 Years of Complete Streets in NJ

CONGRATULATIONS
TO THE 2021 NEW JERSEY
COMPLETE STREETS AWARDEES!

Complete Streets Champions
Susie Welkovits, Former Highland Park Borough Council Member
Team4NJ Safe Passing Law, New Jersey Bike & Walk Coalition

Safe Routes Champion
West Orange Township Pedestrian Safety Advisory Board

Complete Streets Policy Adoption Recognition
Borough of Bernardsville
Borough of Collingswood
Borough of Fair Lawn
Borough of Millstone
Borough of North Plainfield
Borough of Rocky Hill
Borough of South Bound Brook
City of Bordentown
Township of Green Brook
Township of Upper

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Social Media Toolkit

A “Social Media Toolkit” document was created with drafts of registration announcements and weekly reminders.

The content of each post was approved by NJDOT Communications and shared via email with over 130 NJ groups on a Partner Organizations list we compiled, to customize and post on their own social media accounts.

Due to Twitter character limitations, the full hashtag for the Summit (#njcompletestreetssummit21) could not be included. For future summits, a shorter hashtag should be considered, e.g., #NJCSsummit or #njcompletestreets.

Engagement results (#completestreets):

81 tweets (+ 63 retweets)

17 facebook posts

REMINDER 3 (10/15/21)



- **TWITTER (max 280 characters):**
 - Interested in the future of Complete Streets in New Jersey? Come join us at the 2021 New Jersey Complete Streets Summit, sponsored by @NewJerseyDOT, and engage with peers on emerging Complete and Green Streets topics. Register at CompleteStreets2021.com #completestreets
- **FACEBOOK:**
 - Complete Streets enhance accessibility and help create safer and more resilient and prosperous communities. But what is in store for the future of Complete Streets approaches in New Jersey?

Come join us at the 2021 New Jersey Complete Streets Summit, sponsored by @NewJerseyDOT, and engage with peers on emerging Complete and Green Streets topics. Register at CompleteStreets2021.com #completestreets #njcompletestreetssummit21 #roadsforall

Safe Routes NJ @SafeRoutesNJ · Oct 15

Interested in the future of Complete Streets in New Jersey? Come join us at the 2021 New Jersey Complete Streets Summit, sponsored by @NewJerseyDOT, and engage with peers on emerging Complete and Green Streets topics. Register at CompleteStreets2021.com #completestreets



Register for Free: CompleteStreets2021.com

Safe Routes to School New Jersey Resource Center

October 15 at 10:01 AM ·

Complete Streets enhance accessibility and help create safer and more resilient and prosperous communities. But what is in store for the future of Complete Streets approaches in New Jersey?

Come join us at the 2021 New Jersey Complete Streets Summit, sponsored by @NewJerseyDOT, and engage with peers on emerging Complete and Green Streets topics. Register at CompleteStreets2021.com #completestreets #njcompletestreetssummit21 #roadsforall



Register for Free: CompleteStreets2021.com

3

Like Comment Share

Social Media Posts

REGISTRATION OPEN (09/27/2021 – 09/28/2021)

- **TWITTER (max 280 characters):**

Register for the 2021 New Jersey Complete Streets Summit! This FREE virtual summit, sponsored by @NewJerseyDOT, will recognize past successes and discuss the future of Complete and Green Streets in New Jersey. Register at CompleteStreets2021.com #completestreets #roadsforall

- **FACEBOOK**

Register for the 2021 New Jersey Complete Streets Summit! This FREE virtual summit, held biennially and sponsored by @NewJerseyDOT, will recognize past successes and discuss the future of Complete and Green Streets in New Jersey through a series of exciting speakers.

Complete Streets are streets designed for all roads users, all modes of transportation, and people of all ages and abilities.

Register at CompleteStreets2021.com

#completestreets #njcompletestreetssummit21 #roadsforall



Social Media Posts

REGISTRATION (10/05/2021)

- **TWITTER (max 280 characters):**
Register for the 2021 New Jersey Complete Streets Summit, sponsored by @NewJerseyDOT, and celebrate a decade of Complete Streets in New Jersey. Register at [CompleteStreets2021.com](https://www.completestreets2021.com) #completestreets #roadsforall

- **FACEBOOK**
Join us at the 2021 New Jersey Complete Streets Summit and celebrate a decade of Complete Streets in New Jersey. This FREE virtual summit, sponsored by @NewJerseyDOT, will bring together planners, engineers, advocates, and policymakers from around the state to learn about Complete Streets policies and implementation. Complete Streets are streets designed for all roads users based on the specific context and needs of your community.

This summit is open to anyone aspiring to advance Complete Streets in their community including:

- Mobility, accessibility, and equity advocates or groups
- State, county, and municipal planners and engineers
- Senior and youth organizations
- Public health professionals
- Policy-makers and elected officials
- Local bike/walk & Safe Routes champions or groups
- Environmental and economic development professionals
- Anyone looking to learn more about Complete and Green Streets!

Register at [CompleteStreets2021.com](https://www.CompleteStreets2021.com)
#completestreets #njcompletestreetssummit21 #roadsforall



Social Media Posts

REMINDER 1 (10/08/2021)

- **TWITTER (max 280 characters):**

Complete Streets balance the needs of all road users in your community, regardless of who they are and how they travel. Participate in the 2021 New Jersey Complete Streets Summit, sponsored by @NewJerseyDOT, to learn more! Register at CompleteStreets2021.com #completestreets

- **FACEBOOK:**

Complete Streets balance the needs of all road users in your community, regardless of who they are, where they live, and how they travel. Participate in the 2021 New Jersey Complete Streets Summit, sponsored by @NewJerseyDOT, to learn more! Register at CompleteStreets2021.com #completestreets #njcompletestreetssummit21 #roadsforall



Social Media Posts

REMINDER 2 (10/12/2021)

- **TWITTER (max 280 characters):**
Join the 2021 New Jersey Complete Streets Summit, sponsored by @NewJerseyDOT, and hear from a series of speakers on Complete and Green Streets policies and ordinances, trainings, funding, and much more. Register at CompleteStreets2021.com #completestreets #roadsforall

- **FACEBOOK:**
Complete Streets are planned, designed, and operated to prioritize safety of all road users, including pedestrians, bicyclists, transit riders, emergency responders, and goods movement.

Join the 2021 New Jersey Complete Streets Summit, sponsored by @NewJerseyDOT, and hear from a series of speakers on Complete and Green Streets policies and ordinances, trainings, funding, and much more.

Register at CompleteStreets2021.com
#completestreets #njcompletestreetssummit21 #roadsforall



Social Media Posts

REMINDER 3 (10/15/2021)

- **TWITTER (max 280 characters):**
Interested in the future of Complete Streets in New Jersey? Come join us at the 2021 New Jersey Complete Streets Summit, sponsored by @NewJerseyDOT, and engage with peers on emerging Complete and Green Streets topics. Register at CompleteStreets2021.com #completestreets
- **FACEBOOK:**
Complete Streets enhance accessibility and help create safer and more resilient and prosperous communities. But what is in store for the future of Complete Streets approaches in New Jersey?

Come join us at the 2021 New Jersey Complete Streets Summit, sponsored by @NewJerseyDOT, and engage with peers on emerging Complete and Green Streets topics. Register at CompleteStreets2021.com #completestreets #njcompletestreetssummit21 #roadsforall



Social Media Posts

REMINDER 4 (10/20/2021)

- **TWITTER (max 280 characters):**

The 2021 New Jersey Complete Streets Summit is only days away! Register now for this FREE virtual summit, sponsored by @NewJerseyDOT, to learn more about Complete and Green Streets policies and implementation! Register at CompleteStreets2021.com #completestreets #roadsforall
- **FACEBOOK:**

Complete Streets help develop safe, equitable, sustainable, and healthy environments for everyone in your community

The 2021 New Jersey Complete Streets Summit, sponsored by @NewJerseyDOT, is only days away! Register now for this FREE virtual summit to learn more about Complete and Green Streets policies and implementation!

Register at CompleteStreets2021.com
#completestreets #njcompletestreetssummit21 #roadsforall



2021 NJ Complete Streets Summit Summary Report



Goals of the Summit

Sponsors, Summit Planning Committee, Core Working Group

Sessions & Speakers

Social Media

Registration & Attendance

Questions Submitted during Registration

Attendee Feedback Questionnaire Results

Lessons Learned

Post-Summit Resources

Registration

Registration opened in late August, and was handled through a Pheedloop site (configured by CEC), and a bit.ly URL was made for a shortened link, bit.ly/njtrails2021

Registration questions

- Do you have any specific topics or questions about Complete and Green Streets that you would like to ask sponsors and/or panelists?
 - [open ended]
- Do you want to stay informed about Complete and Green Streets?
 - Yes, please
 - No, thanks



Welcome to the 2021 New Jersey Complete Streets Summit, celebrating 10+ years of Complete Streets in the State!

This free virtual summit, held Friday, October 22, 2021 and sponsored by the New Jersey Department of Transportation, brings together hundreds of planners, engineers, advocates and policy-makers from around the State to learn about implementing Complete Streets projects in local communities.

Register now to reserve your space at the Summit. Registration is free!

For more information or questions about registration, contact: njcompletestreets@ejb.rutgers.edu, or call: 732-261-7938

Email address *

First name *

Last name *

Organization *

Title

Next Step

Phedloop Site



2021 New Jersey Complete Streets Summit

10th Years of Complete Streets in NJ

00 DAYS 00 HOURS 00 MINUTES 00 SECONDS

Summit Sponsors
Thank you to our sponsors. The New Jersey Department of Transportation will have signage and advertising support. The New Jersey Complete Street Rewards will not be possible.

The NJ Complete Streets Award is supported by the New Jersey Department of Transportation (NJDOT) through funds provided by the Federal Highway Administration.

Summit Planning Committee
Thank you to our Complete Streets Summit Ad-hoc Committee for their contribution and continued support in organizing the sixth annual New Jersey Complete Streets Summit.

- AARP New Jersey
- American Road & Builders Builders
- State Superintendents of New Jersey
- Connecticut Complete Streets Transportation Management Association
- Delaware Valley Regional Planning Commission
- Delaware Valley
- DOT
- 10th Year State Seminars
- New Jersey State & Tribal Coalitions
- New Jersey Department of Transportation
- NY State
- NY State DOT
- South Jersey Transportation Planning Authority
- South Jersey Transportation Planning Authority Street Smart 10
- TPC
- Public
- State Advocates Consulting
- South Jersey Transportation Planning Authority
- Sustainable Jersey
- The State Transportation Campaign

Summit Dates and Locations
The 10th Annual and Volunteer-Runners Center, located at the Alan M. Voorhees Transportation Center at Rutgers, The State University of New Jersey.

- New Jersey Department of Transportation
- Clark Free Collaborative

Complete Streets Summit

October 22, 2021

Welcome to the 2021 New Jersey Complete Streets Summit!

REGISTER NOW FOR FREE! [click here!](#)

This free virtual summit, held on Friday October 22, 2021, and sponsored by the **New Jersey Department of Transportation**, brings together hundreds of planners, engineers, advocates, and policy-makers from around the State to learn about implementing Complete Streets policies and projects. This year's Summit celebrates 10th-years of Complete Streets in New Jersey, reflecting on past successes and looking ahead to a safer future for all!

The New Jersey Complete Streets Summit is a biennial event with a series of exemplary speakers and sessions on Complete Streets policies, planning, implementation, funding, and more. The Summit is for anyone interested in making their communities safer and more active, vibrant, and accommodating for road users of all ages and abilities.

What are Complete Streets?

Planning, designing and implementing Complete Streets enable safe, comfortable, and equitable access for all road users including people walking, bicycling, and transit riders of all ages and abilities. In recent years, incorporating Green Streets by including green streetwater infrastructure into Complete Streets policies and projects has sharpened the focus on sustainability and resiliency.

Benefits of the Summit

- Learn about Complete and Green Streets and their wide-ranging benefits.
- How best practices for implementing safe, healthy, green, and equitable Complete Streets policies and projects.
- Support continued Complete and Green Streets efforts across the State.
- Get familiar with the plethora of resources available on Complete Streets policy adoption and implementation.
- Be empowered to improve safety and sustainability of the built environment within your community.
- Connect with peers from across the State and learn about funding opportunities for local projects.
- Be inspired by exemplary keynote speaker and panel presentations on innovative ideas and case studies from around the state.

Who Should Attend

This summit is open to anyone interested in learning about and supporting efforts to expand Complete Streets initiatives across our State. Examples include:

- State, county, and municipal planners, engineers and advocates
- Local health professionals
- Public health professionals
- Policy-makers and elected officials
- Local bike/walk & Safe Routes champions or groups
- Mobility, accessibility, and equity advocates or groups
- Environmental and economic development professionals

Where is the summit?

This year's summit will be held online. After registering, you will receive an automated email from Complete Streets Summit no-reply@phedloop.com with the subject "Thank You for Registering." This email will contain a password and a link to access the event. For more information or questions about registration, contact sponsors@njdot.state.nj.us or call 732-240-7058.

Complete Streets in New Jersey: A 10-Year Look Back

Friday, October 22

9:00 AM - 10:30 AM

Connecting to the Future: What's in Store for Complete Streets in the Next 10 Years

10:30 AM - 12:00 PM

Celebrate the 2021 New Jersey Complete Streets Champions

12:00 PM - 12:30 PM

Putting it Down on Paper: Complete and Green Streets Policy Development, Adoption, and Promotion

Complete Streets in New Jersey: A 10-Year Look Back

Search speakers

Alan Huff
Program Manager, NJTPC

Andrew Swends
Director, Strategic Planning, New Jersey Department of Transportation

Anne Hensley
Assistant Manager, NJTPC

Anthony Telejko, Jr.
Borough of Lawrenceville

Barbara Muehlen
NJTPC

Brookline Patel
City of New York

Cassidy Bowden
NJTPC

Christine Newman
AARP New Jersey

Curtis Orlando
American Road & Builders Builders

Daniel Linnell
New Jersey Department of Transportation

Alan Huff
Program Manager, NJTPC

Andrew Swends
Director, Strategic Planning, New Jersey Department of Transportation

Cassidy Bowden
NJTPC

Christine Newman
AARP New Jersey

Curtis Orlando
American Road & Builders Builders

Daniel Linnell
New Jersey Department of Transportation

Complete Streets in New Jersey: A 10-Year Look Back

Search Sessions and Speakers

Complete Streets in New Jersey: A 10-Year Look Back

Connecting to the Future: What's in Store for Complete Streets in the Next 10 Years

Celebrate the 2021 New Jersey Complete Streets Champions

Putting it Down on Paper: Complete and Green Streets Policy Development, Adoption, and Promotion

10th Policy Day Action: Complete and Green Streets Resources and Local Lessons Learned

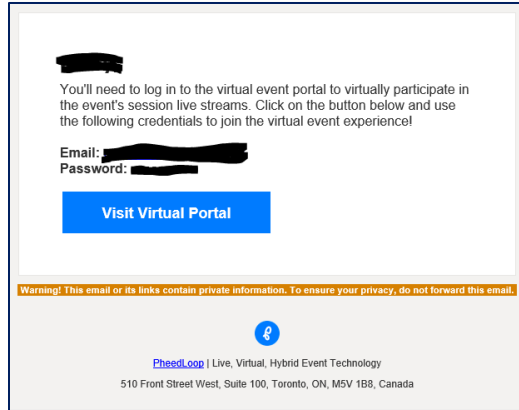
A Call to Action: Moving Forward with Complete and Green Streets

The Phedloop site also acted as an information portal for attendees, with details about the benefits of Complete Streets, the target audience of the Summit, scheduled panels, speakers, and sponsors.

The home page featured a banner and a countdown timer to the Summit kickoff.

Pheedloop Session Portal

Attendees were emailed a link to the Virtual Event portal on Pheedloop:



The home page hosted a how-to video guide for using the conference platform and the video, "*Inspiring Change: Complete Streets Case Studies.*"



Pre-Summit Session Coordination: Confirmations

- VTC maintained and updated daily a spreadsheet of roles, confirmations, and materials received.
- VTC established a separate email account to manage communication with stakeholders (e.g., committee members, panelists, and attendees).
 - njcompletestreets@ejb.rutgers.edu
- A cell phone helpline for attendees was established for technical assistance with a direct line to a specialist at VTC.
- Sessions were coordinated within a single “living” document.
- Speakers were asked to confirm participation by sending a bio and headshot to post on the Pheedloop Summit page.
- Doodle polls were used to schedule sessions with each group of panelists to discuss topics, materials, timing, etc.

2021 NJ COMPLETE STREETS SUMMIT

The 2021 Complete Streets Summit will be Friday October 22, 2021, 9 am – 5 pm

PANEL SESSIONS: 10/22/2021

9:00 – 10:30 am (1 hour, 30 minutes)

Session 1 COMPLETE STREETS IN NEW JERSEY: A 10-YEAR LOOK BACK



WELCOME & OPENING REMARKS (15 minutes)

Description: Welcome remarks from NJDOT

- Welcome: Jon Carnegie, Voorhees Transportation Center, Rutgers University
- Opening Remarks from NJDOT:
 - Assistant Commissioner Michael Russo
 - Commissioner Diane Gutierrez-Socotelli (pre-recorded)

COMPLETE STREETS IN NEW JERSEY: A 10-YEAR LOOK BACK

Description: In 2009, NJDOT became a national leader in Complete Streets by passing an award-winning policy. Over the past ten years hundreds of engineers, planners, and others have been trained, skeptics have become advocates, and innovative projects have been funded and completed. Join us as we look back at successes through policies, projects, and partnerships.

- Intro Video: *What are Complete Streets?* (5 minutes)
- Welcome: Andy Swords, NJDOT, Director of Statewide Planning
- Moderator: Laura Torchio, LT, LLC
 - How Did We Get Here – Looking Back: Each panelist will show one or two pictures (slides) and give a 5-minute talk about how Complete Streets has made an impact from the [view point](#) of their organization (TED Talk style)
- Panelists:
 - Elise Bremer-Nei, NJDOT Bicycle and Pedestrian Coordinator
 - Corinne Orlando, American Heart Association
 - Peter Billog, North Jersey Transportation Planning Authority
 - Tara Shepherd, [gobunterdo](#), TMA Council of New Jersey
 - Cassidy [Boudo](#), Delaware Valley Regional Planning Commission
 - Christine Newman, AARP New Jersey
 - Alan Huff, South Jersey Transportation Planning Organization
 - Debra Kagan, New Jersey Bike and Walk Coalition
 - Janna [Chernitz](#), Tri-State Transportation Campaign

BREAK (15 min)

10:45 am – 12:00 (1 hour, 15 minutes)

Session 2 CONNECTING TO THE FUTURE: WHAT'S IN STORE FOR COMPLETE STREETS IN THE NEXT 10 YEARS



Description: Many New Jersey municipalities have adopted a Complete and Green Streets approach or have accelerated projects in response to COVID-19. With pandemic recovery on the horizon, what's in store for implementing Complete Streets in the future? How can we reduce serious injuries and fatalities among our vulnerable road users? What technologies are coming that will impact Complete Streets? Panelists will discuss these issues and more as they share their vision for the future.

- Intro Video: *The Future of Complete Streets* (5 minutes)
- Welcome: Daniel [USant](#), NJDOT, Manager, Safety, Bicycle & Pedestrian Programs
- Moderator: Lauren Rushing, NJ Bike & Walk Coalition

Pre-Summit Session Coordination: Run of Show

Sessions were coordinated based on a Run of Show document which was shared with each speaker and included:

- Session check-in
- Timing
- Welcoming and closing remarks
- Overall speaker content
- Other details

Speakers were also provided with questions that had been collected during the registration process.

NJ Complete Streets Summit

Run of Show: Complete Streets in New Jersey: A 10-Year Look Back

Friday - October 22, 2021

Session 1: Complete Streets in New Jersey: A 10-Year Look Back

Presenters	Technical Support Staff	Date/Time	Notes
Welcome Jon Carnegie	Leigh Ann Von Hagen, VTC Sam Rosenthal, VTC	Fri 10/22 9:00 AM - 10:30 AM PANELIST CHECK IN at 8:30 AM	Panelists Join this Zoom Link for your session at 8:30 am: https://us06web.zoom.us/j/83205376189?pwd=RjhTaUxScG95VTdvMmJkZHUwMmVvQT09
Opening Remarks Mike Russo Diane Gutierrez-Scaccetti	Tech Crew: Crystal Coons, CEC Josh Petrino, CEC Ranjit Walia, CEC Erica Henderson-Smith, CEC		
Session 1 Welcome Andy Swords	Email: nicompletestreets@ejb.rutgers.edu		Handouts:
Moderator Laura Torchia	Helpline 732-261-7938 (Attendees)		
Panelists Elise Bremer-Nei Corinne Orlando Peter Bujko Tara Shepherd Cassidy Boujard Christine Newman Alan Huff Debra Kagan Janna Chernetz	Helpline: 201-306-6813 (Panelists/speakers/moderators ONLY)		PPT Slides Due Oct 18th Email: nicompletestreets@ejb.rutgers.edu

WELCOME & OPENING REMARKS (15 mins)

- Summit welcome: Jon Carnegie, VTC
- Assistant Commissioner remarks: Mike Russo, NJDOT
- Commissioner remarks: Diane Gutierrez-Scaccetti, NJDOT
- Wrap up & video intro: Jon Carnegie, VTC

COMPLETE STREETS IN NEW JERSEY: A 10-YEAR LOOK BACK (1hr 15mins)

Description: In 2009, NJDOT became a national leader in Complete Streets by passing an award-winning policy. Over the past ten years hundreds of engineers, planners, and others have been trained, skeptics have

become advocates, and innovative projects have been funded and completed. Join us as we look back at successes through policies, projects, and partnerships.

Goal: Fast-paced, motivational, and inspirational session about what has surprised or encouraged you or your organization about Complete and Green Streets, with a focus on why it's important.

Handouts

- Complete and Green Streets Model Policy Guide one-pager
- Send handouts to nicompletestreets@ejb.rutgers.edu










Session Run of Show

8:30 AM	All Panelists/Moderators Join Zoom Webinar <ul style="list-style-type: none"> • CEC will conduct Panelist tech checks to guarantee audio and video are working properly • CEC will ask Panelists to practice presenting any media that will be shown during the Webinar • CEC will have backup copies of all media in case the Panelist has difficulty sharing such as bandwidth, buffering, or lag issues. 	15 min
8:45 AM	End practice session and begin webinar	10 min
8:55 AM	5-minute countdown <ul style="list-style-type: none"> • Public Announcement to Attendees (CEC) 	5 min
9:00 AM	Countdown ends/panel begins	1 min
9:01 AM	Welcome: Jon Carnegie, VTC Good morning, everyone, and welcome to the 2021 NJ Complete Streets Summit! I'm Jon Carnegie, Executive Director at the Voorhees Transportation Center at The Bloustein School of Planning and Public Policy at Rutgers University. Today's summit celebrates over 10 years of Complete Streets in New Jersey, the result - in part - of a long-running partnership between VTC and the New Jersey Department of Transportation. The Voorhees Transportation Center is pleased to have had the honor of organizing each of these biennial summits and I am thrilled to introduce the sixth one today. My own past research has focused on the safety benefits - and the major cost-savings - that result from Complete Streets projects, and the truth is that even the smallest upgrades to our transportation infrastructure can dramatically improve safety and access for vulnerable users like pedestrians and cyclists, as well as generate a vibrancy of human life on the street. Over the past two years, we in New Brunswick have seen just how much potential is waiting to be unlocked by changing the way we approach street design. The conversion of George Street to a shared	5 min

Pre-Summit Session Coordination: Panel Planning







Session 1
Complete Streets in New Jersey: A 10-Year Look Back

2021 New Jersey
Complete Streets Summit
October 22, 2021

 <p>Elise Bremer-Nei New Jersey Department of Transportation</p>	 <p>Tara Shepherd goHunterdon TMA</p>	 <p>Alan Huff South Jersey Transportation Planning Organization</p>
 <p>Corinne Orlando American Heart Association</p>	 <p>Cassidy Boulan Delaware Valley Regional Planning Commission</p>	 <p>Debra Kagan New Jersey Bike & Walk Coalition</p>
 <p>Peter Bilton North Jersey Transportation Planning Authority</p>	 <p>Christine Newman AARP New Jersey</p>	 <p>Janna Chernetz Tri-State Transportation Campaign</p>

Session 2
Connecting to the Future: What's in Store for Complete Streets in the Next 10 Years

2021 New Jersey
Complete Streets Summit
October 22, 2021

 <p>Daniel LiSanti, Welcome New Jersey Department of Transportation</p>	 <p>Lauren Rushing, Moderator New Jersey Bike & Walk Coalition</p>
 <p>Olivia Glenn New Jersey Department of Environmental Protection</p>	 <p>Robert Noland Voorhees Transportation Center, Rutgers University</p>
 <p>Barkha Patel City of Jersey City</p>	 <p>Michael Manzella City of Asbury Park</p>

- Each speaker emailed VTC presentation slides and any handouts 1-3 days prior to the Summit.
- VTC staff combined speaker slides into one session document.
- VTC created session speaker contact slides.
- VTC staff coordinated with session moderators to keep track of time and work with speakers on Q&A.
- VTC created attendee feedback questionnaires.
- CEC coordinated and updated Pheedloop site content, registration confirmation and Summit reminder emails, and posted attendee feedback questionnaires.

Day-of Session Coordination



- Thirty minutes prior to the start of each session, speakers signed into a Zoom link. VTC staff welcomed all the speakers for a final tech check and provided session logistics. CEC ran a 5-minute countdown timer overlaid on a session holding slide to start each session on time.
- With only a 15-minute break between most sessions, pre-session coordination was broken up between two teams, with the coordination for the next session overlapping with the end of the ongoing session.
- Either VTC or CEC staff ran speaker slides so presenters did not have to coordinate screen sharing while speaking.
- Each session began with a welcome, followed by an introduction of the panelists by the session moderator.
- Moderators kept track of panelists timing plus Zoom Q&A during the session. Panelists were able to type answers in Q&A during the session. VTC and CEC staff monitored Phedloop chat and Zoom Q&A for content. The Zoom Chat was disabled for attendees.
- The following announcement was sent out through Phedloop: "Remember that this is a learning space and we are learning together. Please comment with respect."

Staff	Phedloop Room	Team	Host	Session 1	Technical	Host	Session 2	Technical	Host	Champion Awards	Technical
	Prep		8:30 Leigh Ann (& James)	Sam	Crystal						
VTC (Host)	Prep		8:45 Leigh Ann (& James)	Sam	Crystal						
Leigh Ann	Welcome & Session 1		9:00 Leigh Ann	Sam	Crystal						
James	Welcome & Session 1		9:15 Leigh Ann	Sam	Crystal						
VTC (Slides)	Welcome & Session 1		9:30 Leigh Ann	Sam	Crystal						
Sam	Welcome & Session 1		9:45 Leigh Ann	Sam	Crystal						
Aashna	Welcome & Session 1		10:00 Leigh Ann	Sam	Crystal						
	Welcome & Session 1		10:15 Leigh Ann	Sam	Crystal	James	Aashna	Josh			
CEC (Tech)	Break		10:30			James	Aashna	Josh			
Crystal	Session 2		10:45			James	Aashna	Josh			
Josh	Session 2		11:00			James	Aashna	Josh			
	Session 2		11:15			James	Aashna	Josh			
	Session 2		11:30			James	Aashna	Josh			
	Session 2		11:45			James	Aashna	Josh			
	Break		12:00			James	Aashna	Josh	Leigh Ann	Sam	Crystal
	(LAVH) Champion Awards		12:15						Leigh Ann	Sam	Crystal
	Lunch		12:30								
	Lunch		12:45								
	Session 3		13:00								
	Session 3		13:15								
	Session 3		13:30								
	Session 3		13:45								
	Session 3		14:00								
	Break		14:15								
	Session 4		14:30								
	Session 4		14:45								
	Session 4		15:00								
	Session 4		15:15								
	Session 4		15:30								
	Break		15:45								
	Session 5 (Keynote)		16:00								
	Session 5 (Keynote)		16:15								
	Session 5 (Keynote)		16:30								

Technical Support

CEC staff were available on-call to handle technical issues day-of, and VTC staff were available to troubleshoot with users, who were provided a direct hotline number to call. VTC staff answered emails to njcompletestreets@ejb.rutgers.edu throughout the event.

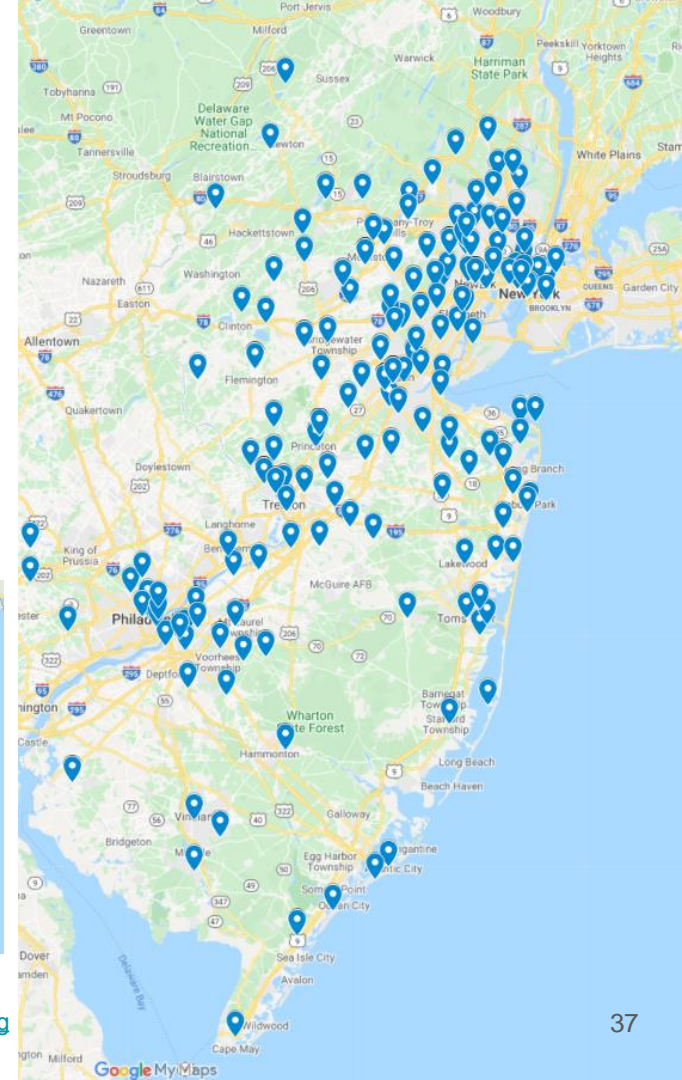
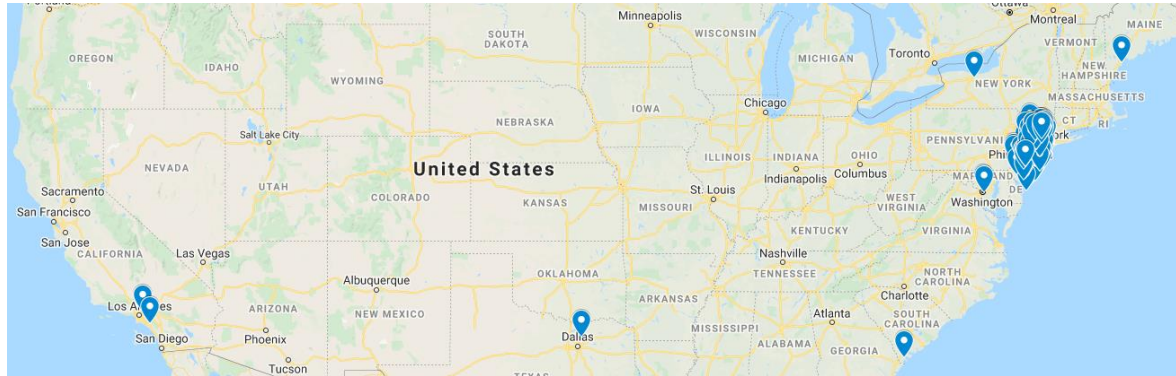
Some attendees reported issues/complaints about access to the online platform. Some issues were stemmed from the Pheedloop platform, while other issues were caused by user equipment or Internet bandwidth. All calls and emails were resolved to the extent possible. Pheedloop challenges included:

- Emails from Pheedloop and from njcompletestreets@ejb.rutgers.edu ended up in some people's spam folders.
- Users had trouble logging in and navigating the Pheedloop user-interface.
- Some users reported visual and sound bugs between Pheedloop and users' web browsers.
 - Chrome – full screen option cut visual of speakers and only provided slide views
 - Firefox – sound clarity issues
 - Safari, Edge - occasional dropping out requiring users to sign-in again
 - Internet Explorer - unsupported







Summit Attendees by Zip Code

Attendees registered from around the state, with many clustered in urban areas close to NYC/Newark and Philadelphia/Camden.

Some registrations came from cities outside of New Jersey, demonstrating the national appeal these events have and the wide reach of our social media network.

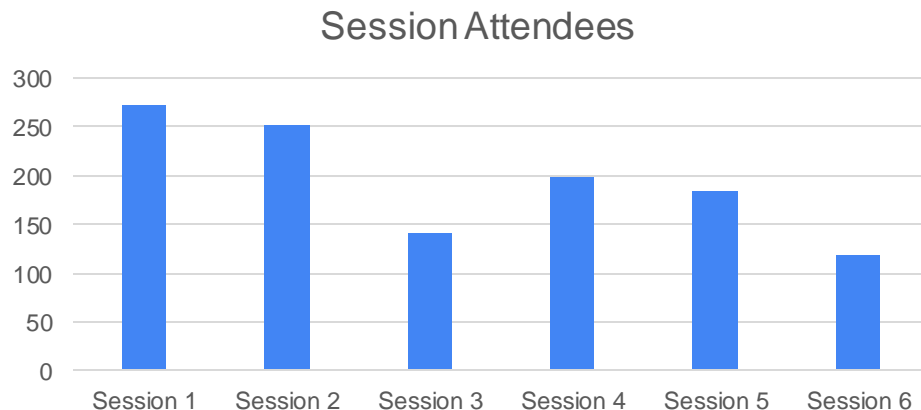


Session Attendees

Session	Attendees
 Complete Streets in New Jersey: A 10-Year Look Back	272
 Connecting to the Future: What's in Store for Complete Streets in the Next 10 Years	252
 Celebrate the 2021 New Jersey Complete Streets Champions	141
 Putting it Down on Paper: Complete and Green Streets Policy Development, Adoption, and Promotion	199
 Turn Policy into Action: Complete and Green Streets Resources and Local Lessons Learned	185
 A Call to Action: Moving Forward with Complete and Green Streets	119

Attendance was strong, with an **average of 194 attendees** per session.

Attendance peaked at >250 for the first two sessions before dipping to 140 for the Champions awards. It then bounced back to just under 200 for the Policy and Lessons Learned segments, before dipping again to 120 for the final Moving Forward section at the end of the day.



Summit by the Numbers

Number of Registrations	450 (including speakers)
Number of Unique Attendees	341
Number of Sessions	6
Number of Speakers	42
Number of Summit Coordination Emails (njcompletestreets@ejb.rutgers.edu only)	Sent: 169 Received: 368
Number of Planning Meetings	<ul style="list-style-type: none">• 1 Summit Planning Committee meeting with follow-up and updates through email• 19 daily VTC/NJDOT team meetings (9/27-10/21)• 10+ VTC/CEC coordination meetings• 6+ panel session coordination meetings for speakers• 1 pre-summit technology test session for speakers

2021 NJ Complete Streets Summit Summary Report



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Sponsors, Summit Planning Committee, Core Working Group

Sessions & Speakers

Social Media

Registration & Attendance

Questions Submitted during Registration

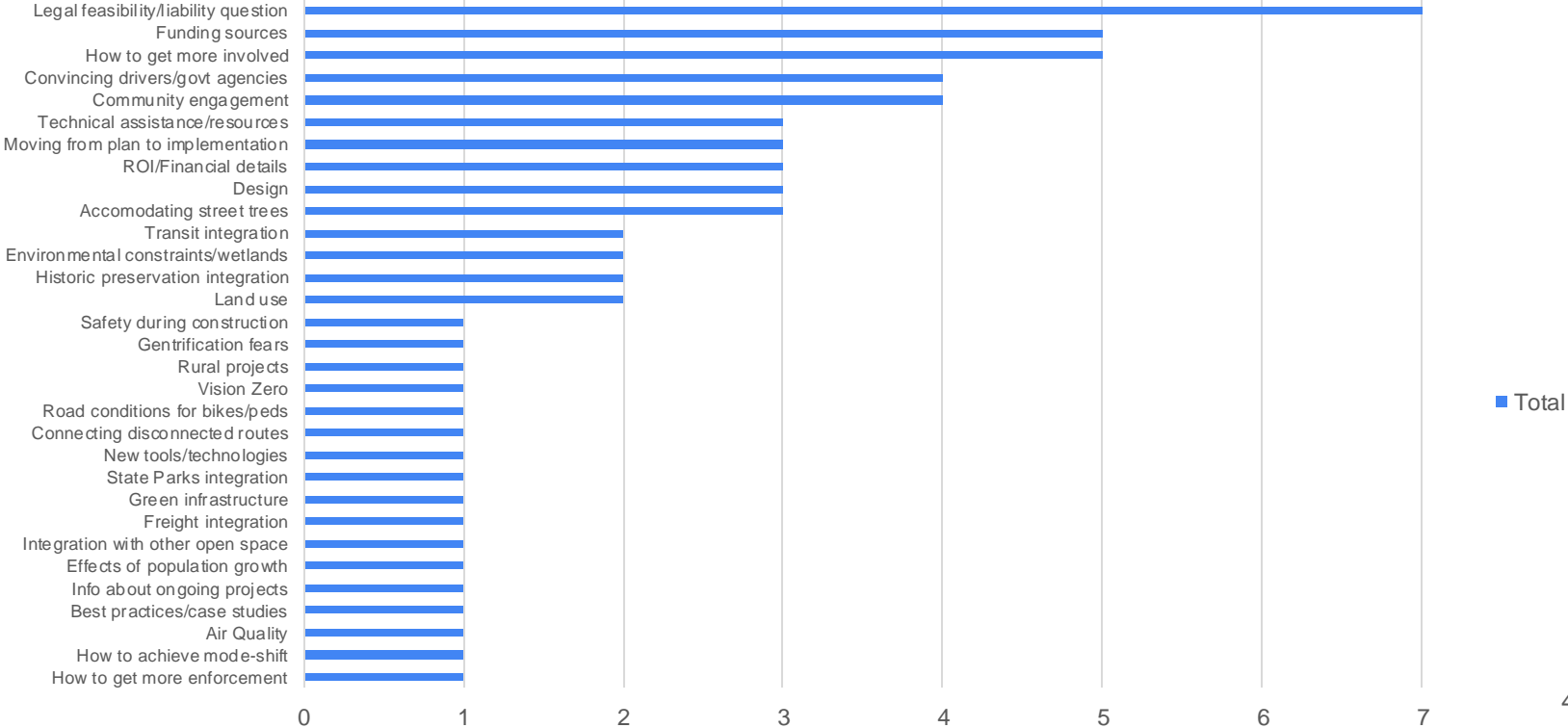
Attendee Feedback Questionnaire Results

Lessons Learned

Post-Summit Resources

Registration Question Summary

Do you have any specific topics or questions about Complete and Green Streets that you would like to ask sponsors and/or panelists?



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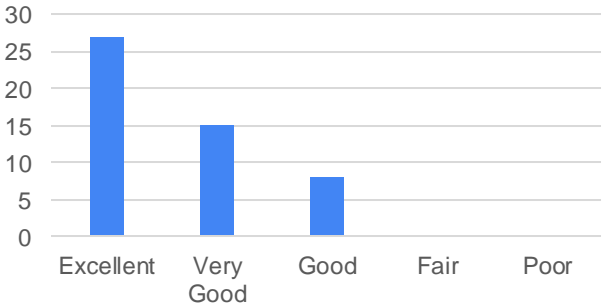
Lessons Learned

Post-Summit Resources

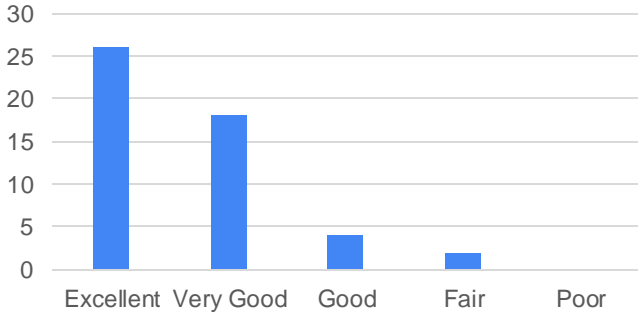
End of Summit Questionnaire Results

How would you rate the 2021 NJ Complete Streets Summit on the following?

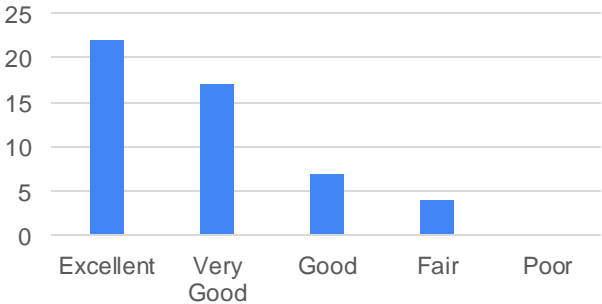
Your overall experience



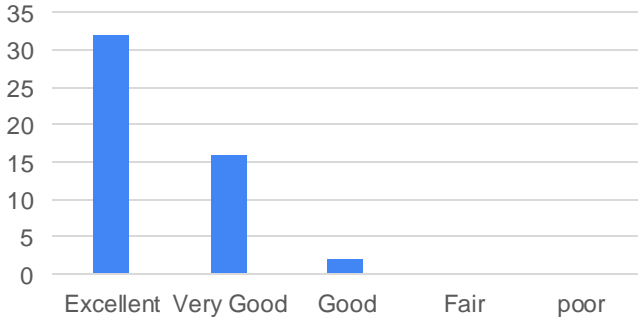
Quality of information presented



Range of topics covered

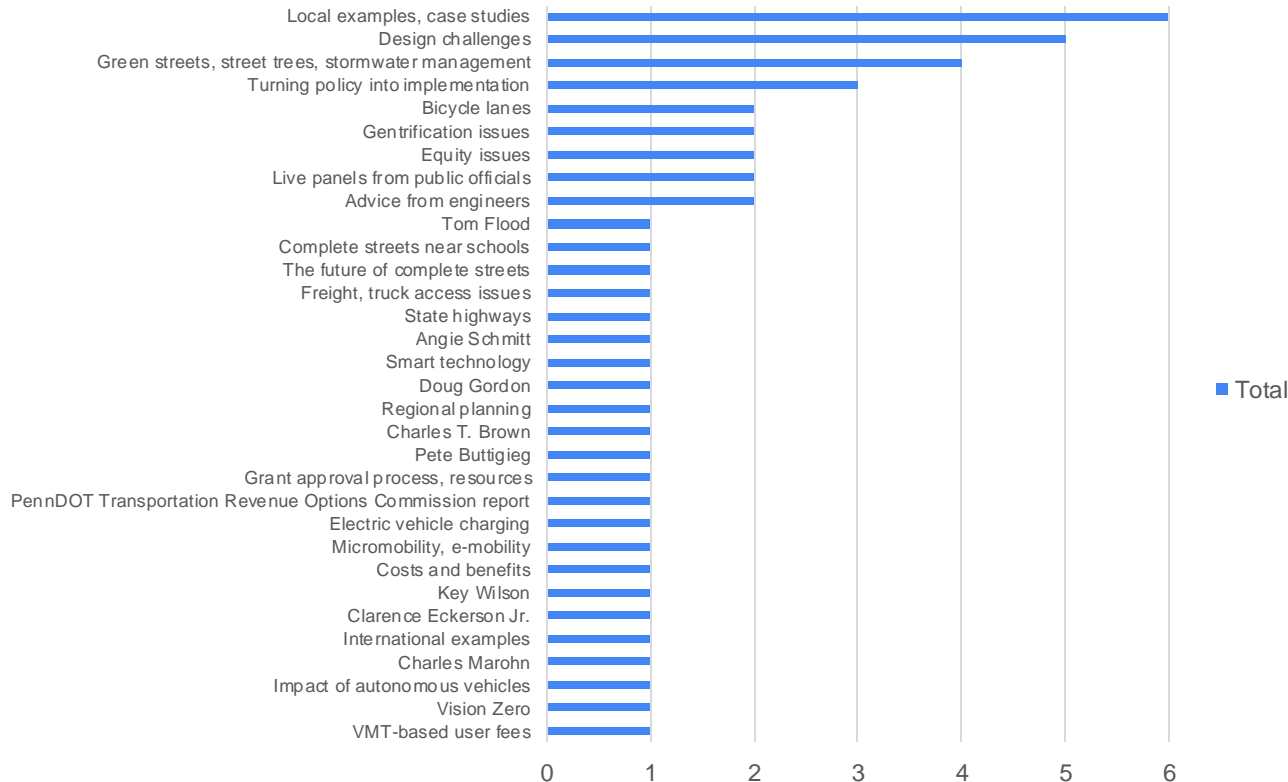


Summit management and organization



End of Summit Questionnaire Results

Which topics/speakers would you like to see at future NJ Complete Streets Summits or in a webinar series?



“More implementation and case studies from throughout NJ”

“I’d like to hear from Project Managers on Design projects and the challenges they faced in designing for Complete Streets.”

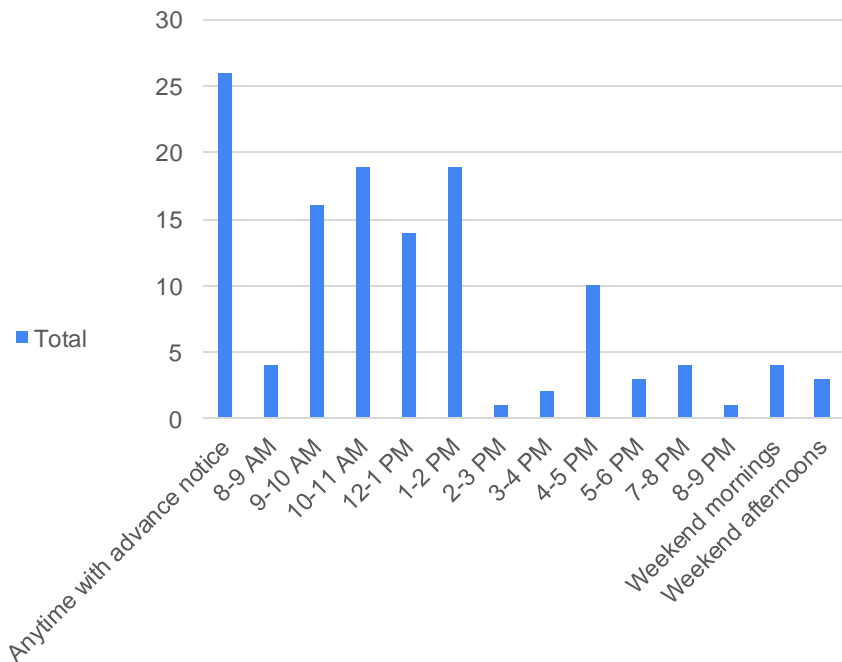
“More information on how to install green streets! More discussion on redesigning streets for better tree health.”

“I appreciated the section on implementation. I think that needs to continue to be focused on in future summits and conversations. So many localities have a policy or ordinance that amounts to no change on the ground.”

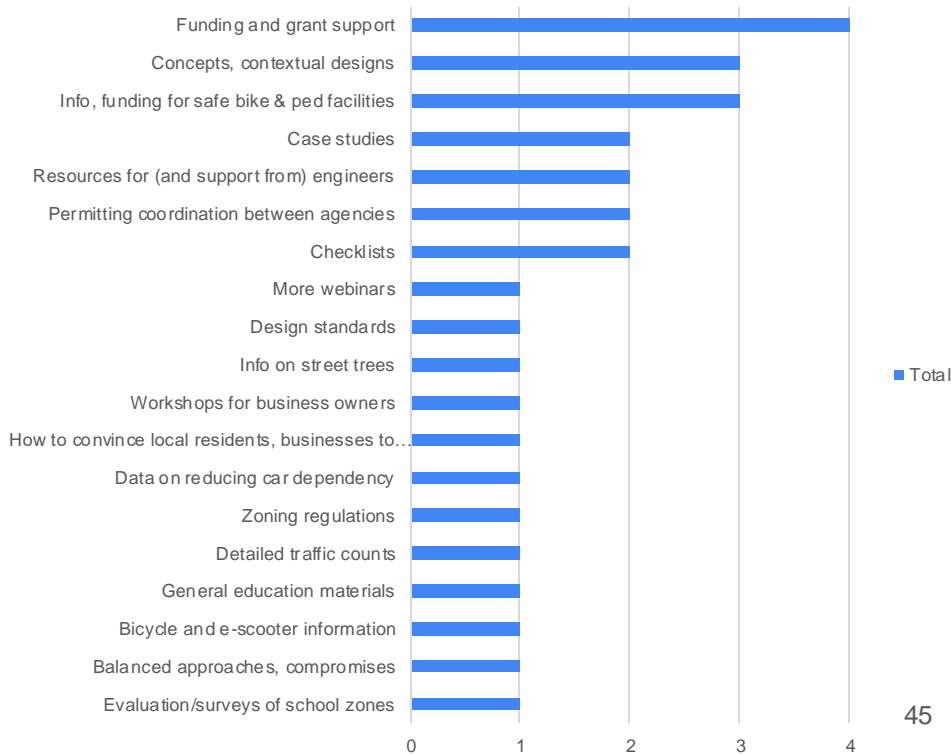
“Vision Zero, Gentrification issues, Equity”

End of Summit Questionnaire Results

What time of day works best for you to attend online sessions (webinars)?

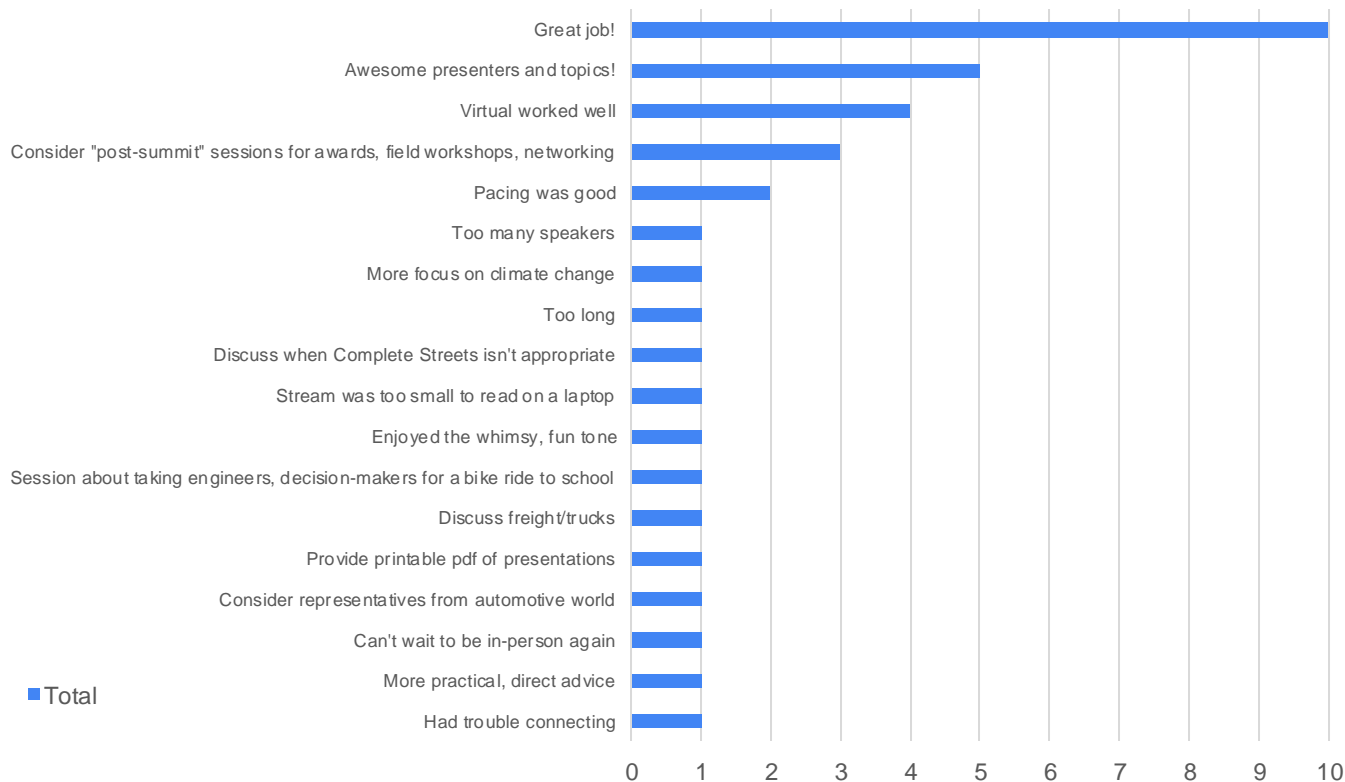


What resources would help you to plan and build Complete Streets in your community?



End of Summit Questionnaire Results

Do you have any other suggestions or feedback you would like to share about the Summit overall?



"Thank you so much for all that you do!! Truly incredible. And I loved that there was room for the whimsy of the bike fairies/tiaras amidst all of the serious teaching and learning."

"Keep finding awesome presenters, I really appreciated their perspective and honesty! It was great to have a variety of perspectives and ensure equity was part of the conversation."

"I might have missed it, but I don't think that the urgency of climate change (while we're all aware) was touched on enough when CS is one crucial intervention to address it."

"It is not easy to have an all-day webinar be continuously engaging and interesting, this was really well done, informative, and thought provoking even for people who are well versed in CS."

2021 NJ Complete Streets Summit Summary Report



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Overview of Summit Planning Timeline, Tasks & Issues

Subcommittee Tasks	Responsible	Sep W4 9/20-9/24	Sep W5 9/27-10/1	Oct W1 10/4-10/8	Oct W2 10/11-10/15	Oct W3 10/18-10/22	
social-media-toolkit-submission/approval	DOT	x	x				* received feedback, corrected * CEC Need to add title: What Are Complete Streets? and bold the sentence on pheedloop site explaining C&GS, hyperlink to our Complete Streets page * LAVH to confirm email addresses of "partners", to be sent from njbiked email * CH needs access to njbiked email (Stephanie to ask Martin)
scheduling social media/listserv blasts	VTC	x	x	x	x		
Event Planning & Pre-Production							
Pheedloop Registration prep (write copy, provide logos/banners)	VTC						
Pheedloop lobby banner image (1000 W x 200 H)	VTC						
Open registration	VTC/DOT	x					* Ready, announcing now (completestreets2021.com)
Registration management (weekly registration trends, provide registrant info to CEC)	VTC	x	x	x	x	x	* 32 registrations so far * Need to confirm with CEC when updates will come each week
Conference platform customization	CEC/VTC	x	x	x	x		* ongoing
Confirm criteria for Continuing Maintenance Credits	VTC				x		* low priority
Summit agenda development	VTC	x	x				* behind, but in-process * Need to finalize draft 9/27
Speaker invitation email template	VTC	x					* drafted, ready to use
Finalize champion award selections	VTC	x	x				* Aashna to summarize Champions from Advisory Committee
Inviting speakers	VTC		x				* Need to make final decision on speaker selections. * Meeting with DOT this week. Need to make tough calls on who/what to cut. EJB grad ceremony in afternoon of last day. * keynote proposal to reach out to Calvin Gladnee (sp?) from Smart Growth America
Confirm keynote content	VTC	x	x				* pending keynote speaker selection
Inviting keynotes	VTC			x			* Need to confirm status with DOT. (Elise will send us opening remarks)
Commissioner Opening Remarks	VTC/DOT		x				* Need to confirm status with DOT. (Do we still need to write this?)
Press release	CEC/VTC		x				* pushed back, low priority
Welcome/ending scripts	VTC				x		
Speaker presentation materials due	VTC				15-Oct		
Run-of-show guide for panelists	CEC			x	x		* delayed until panel meetings
Attendee instruction slides	CEC			x			* reuse from trails summit
Holding slides/Countdown videos	CEC				x		* pushed back, low priority
Gather input for Summit videos (Creative Brief)	CEC						
Create Summit video(s) 5 chapters	CEC	x	x	x			* in-process, on-track
Bios/Headshots/session materials	VTC			x	x		* pending speaker decisions
Develop Post-Session/Event Questionnaire	VTC				x		* re-use from trails summit
Complete Streets Summit Task Force Meetings	Ali*	??		(3)			* Need set up meeting (3) (actually 2)
Weekly Team Meetings	VTC/CEC	x	x	x	x	x	* 2pm for 9/27, 1:30pm in future

Schedule

- The Complete Streets Summit Planning Committee met on June 9th to discuss previous summits, virtual event planning, panel topics and candidates, and Complete Streets Champion nominees.
- Event coordination followed a condensed schedule of 5 weeks after approval to purchase of the Pheedloop site in September.
- Many items were due each week (some with only 1 week lead-time), requiring dedicated staff from VTC and CEC to stay on top of tasks daily.
- Subsequent communication with the Planning Committee was conducted via email.

Mitigation Strategies

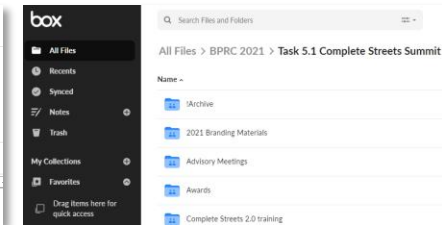
Communication

- Needed to escalate weekly core working group meetings to daily meetings to keep on top of tasks
- Box drive and SharePoint for sharing files, ensuring all members could access and review draft documents
- Made condensed timeline clear to stakeholders from the start, asked for flexibility and open communication
- Organized two teams to run day-of sessions to avoid rushing pre-session setup (ultimately needed entire 30 minutes of set-up time)
- Approval checklist to clarify what is pending on whose approval
- Speaker confirmation spreadsheet to maintain contact information and status of confirmation/materials received
- Emphasized need to find alternate platform to Pheedloop

Complete Streets Summit Prep

Organizer	Leigh Ann Von Hagen	Sent	Mon 10/4/2021 7:50 AM
Time	Tuesday, October 12, 2021 10:00 AM-11:00 AM		
Location	https://rutgers.zoom.us/j/97264869918?pwd=dnVkdUJkL1hsaE5TRkFTZjFHRO1uQT05SkZmcm9mZD09		
Response	Accepted Change Response		

10 am meeting every Tues, Wed, Thurs, & Fri until the Complete Streets Summit. Monday meetings include CEC and are at 2 pm. NIDOT to attend as availability allows.



Subcommittee Tasks	Responsible	Sep W1	Sep W2	Sep W3	Sep W4	Sep W5	Oct W1	Oct W2	Oct W3	Remarks
CEC	VTC	(X)	X	X	X	X				
Website conference platform selected & created	VTC	X	X	X	X	X				
Link to pheedloop registration on GPRC-SRIS	VTC	X	X	X	X	X				
Website	VTC	X	X	X	X	X				
Social media toolkit review/finalize	DOT	X	X	X	X	X				
Social media toolkit submission/approval	VTC		X	X	X	X	X	X		* increasing frequency to 2x/wk (toolkit shows updated schedule)
Scheduling social media livestream blasts	VTC		X	X	X	X	X	X		
Event Planning & Pre-Production	VTC		X	X	X	X				
Pheedloop Registration prep (website copy, provide-links/banner)	VTC		X	X	X	X				
Pheedloop lobby banner image (1000 W x 200 H)	VTC		X	X	X	X				
Open registration	VTC/DOT		X	X	X	X				
Registration management (weekly registration trends, provide registrant info to CEC)	VTC					X	X	X	X	* 79 Fri (107 Mon) registrations so far * Updates Fri AM * Core to update list of registration questions each Monday * Panelist headshots/bios
Conference platform customization	CEC/VTC				X	X	X	X		
Confirm criteria for Continuing Maintenance Credits	VTC		X	X	X	X		X		
Summit agenda development	VTC		X	X	X	X		X		Enailed Karyn Olson about ACP CM

Staff	Schedule	Room	Team	Host	Slides	Technical	Host	Slides	Technical	Host	Slides	Technical	Host	Slides	Technical
VTC (Host)	Prep	8:30	Leigh Ann (& James)	Sam	Crystal										
Leigh Ann James	Welcome & Session 1	9:00	Leigh Ann	Sam	Crystal										
	Welcome & Session 1	9:15	Leigh Ann	Sam	Crystal										
VTC (Slides)	Welcome & Session 1	9:30	Leigh Ann	Sam	Crystal										
Sam	Welcome & Session 1	9:45	Leigh Ann	Sam	Crystal										
Aashna	Welcome & Session 1	10:00	Leigh Ann	Sam	Crystal										
	Welcome & Session 1	10:15	Leigh Ann	Sam	Crystal										
CEC (Tech)	Break	10:30					James	Aashna	Josh						
Crystal	Session 2	10:45					James	Aashna	Josh						
Josh	Session 2	11:00					James	Aashna	Josh						
	Session 2	11:15					James	Aashna	Josh						
	Session 2	11:30					James	Aashna	Josh						
	Session 2	11:45					James	Aashna	Josh						
	Break	12:00													
VTC/AM	Champion Awards	12:15													

Approval Checklist	Task	Due Date	Status
Fully Approved	DOT Exec	9/3	Approval Process (Who approves what?)
<input checked="" type="checkbox"/>	DOT Exec	9/3	Draft registration content for pheedloop
<input checked="" type="checkbox"/>	DOT Exec	9/3	Submit videos story arc and scripting
<input checked="" type="checkbox"/>	DOT Exec	9/3	Social media toolkit
<input checked="" type="checkbox"/>	DOT Exec	9/3	Summit agenda (not keynotes)
<input checked="" type="checkbox"/>	DOT Exec	9/3	Panel speaker invitation email template
<input checked="" type="checkbox"/>	DOT Exec	9/3	Finalize award selections
<input checked="" type="checkbox"/>	DOT Exec	9/10	OK to Open registration (Go signal)
<input checked="" type="checkbox"/>	DOT Exec	9/10	Post-Session/Event Questionnaires

Session	Start time	End time	Session Name	Description	Index	Contributors	Language	Platform	Panelist 1	Panelist 2	Panelist 3	Panelist 4
Session 1 (Welcome)	9:00 AM	9:45 AM	Welcome & Session 1	Registration and Welcome	1	Leigh Ann, Sam, Crystal	English	Zoom	Leigh Ann	Sam	Crystal	
Session 2 (Technical)	10:00 AM	11:45 AM	Technical Session 2	Technical Session 2	2	James, Aashna, Josh	English	Zoom	James	Aashna	Josh	
Session 3 (Champion Awards)	12:15 PM	12:30 PM	Champion Awards	Champion Awards	3	Leigh Ann, Sam, Crystal	English	Zoom	Leigh Ann	Sam	Crystal	

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Post-Summit Resources

- Session videos are on the njbikeped YouTube channel: https://www.youtube.com/playlist?list=PLMZrT58GDA6llwFTIOUxYXi7_8PWWRIy0
- BPRC website page: <http://njbikeped.org/2021-new-jersey-complete-streets-summit/>
- Complete Streets Post-Summit Blog: <http://njbikeped.org/the-2021-new-jersey-complete-streets-summit-celebrating-a-decade-of-complete-streets-in-new-jersey/>

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2021 New Jersey Complete Streets Summit

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Held on October 22, 2021 – the 6th biennial New Jersey Complete Streets Summit welcomed over 340 engineers, planners, health professionals, advocates, youth organizers, elected officials, and many more. The Summit celebrated 10+ years of Complete Streets in New Jersey (see timeline) and provided a wealth of information in sessions centering on adopting a Complete Streets policy, lessons learned from implementation, and what is in store for the Complete Streets movement over the coming years.

Each of the Summit sessions incorporated a short video narrating the story of Complete Streets in New Jersey as representatives from the New Jersey Department of Transportation (NJDOT) and other governments/organizations talked about what Complete Streets mean, how its definition has evolved over time, and how it continues to help develop safe and accessible multimodal environments that are also healthy, prosperous, and resilient.

The NJDOT and New Jersey Bicycle and Pedestrian Resource Center (BPRC) at the Alan M. Voorhees Transportation Center at Rutgers University were also proud to announce the 2021 New Jersey Complete Streets and Safe Routes to School Champions at the Summit. These awards recognized individuals and groups who have gone above and beyond in their efforts to promote safe, accessible, and equitable mobility in the State.

Thank you to everyone who helped make this event a success! We look forward to seeing you again in two years.

2021 NJ Complete Streets Summit Sessions

2021 NJ Complete Streets Award Winners

2021 NJ Complete Streets Summit Sessions

+ Session 1: Complete Streets in New Jersey: A 10-Year Look Back - 9:00 - 10:30 AM

+ Session 2: Connecting to the Future: What's in Store for Complete Streets in the Next 10 Years - 10:45 AM - 12:00 PM

+ Celebrate the 2021 New Jersey Complete Streets Champions - 12:15 - 12:30 PM

+ Session 3: Putting it Down on Paper: Complete and Green Streets Policy Development, Adoption, and Promotion - 1:00 - 2:15 PM

+ Session 4: Turn Policy into Action: Complete and Green Streets Resources and Local Lessons Learned - 2:30 - 3:45 PM

+ Session 5: A Call to Action: Moving Forward with Complete and Green Streets - 4:00 - 4:45 PM



2021 New Jersey Complete Streets Summit

10+ Years of Complete Streets in NJ



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Thank you!