



# 2019 New Jersey Complete Streets Summit

September 24, 2019 at Rutgers University  
8:30 AM - 4:00 PM

   #CSNJ2019



Newark, NJ  
2017 Excellence Award Winner

**RUTGERS**

Edward J. Bloustein School  
of Planning and Public Policy

**PRESENTED BY:**

New Jersey Department  
**of Transportation**

**&**

The Alan M. Voorhees  
Transportation Center





Public Health  
& Safety



Green Streets



Economy



Equity

# COMPLETE & GREEN STREETS FOR ALL

## MODEL COMPLETE STREETS POLICY & GUIDE

MAKING NEW JERSEY'S COMMUNITIES HEALTHY, EQUITABLE, GREEN & PROSPEROUS

**Complete & Green Streets for All** is a one-stop resource for adopting and implementing Complete Streets policies and practices. Developed by the **NJ Complete Streets Working Group** in partnership with the NJ Department of Transportation, it features:

- A state-of-the-art **Model Complete Streets Resolution and Policy** that can be adopted in full or tailored to meet your needs.
- A set of 4 comprehensive **Model Checklists** to ensure that Complete Streets are considered throughout the project development process.
- **Tools & Resources** on a wide range of topics related to Complete Streets policies and implementation.
- **Guidance** on the many benefits of Complete Streets highlighting Public Health and Safety, Green Streets, Economic Vitality and Equity.

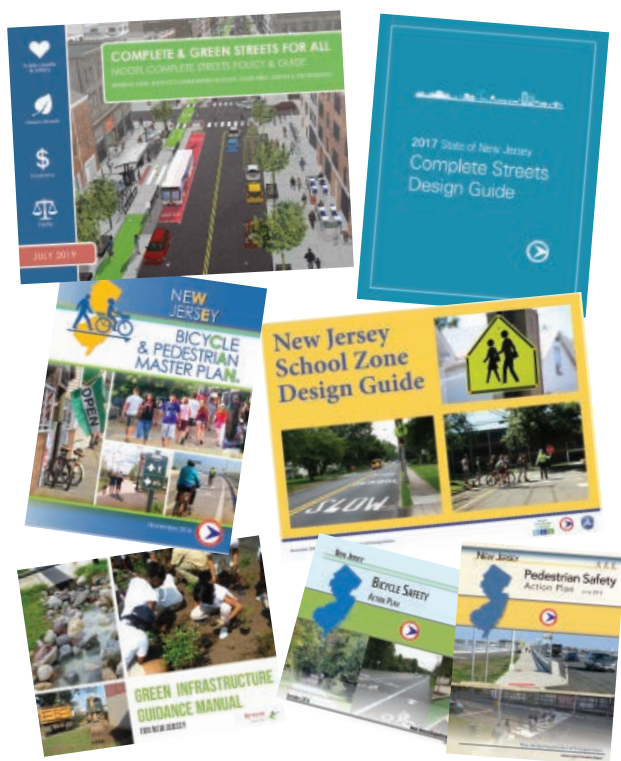
To download the Guide visit:

[www.state.nj.us/transportation/eng/completestreets/resources.shtm](http://www.state.nj.us/transportation/eng/completestreets/resources.shtm)

## EIGHT GOOD REASONS TO ADOPT A COMPLETE STREETS POLICY

1. Provide an equitable transportation system that serves all residents.
2. Reduce rates of injury and death from traffic crashes and improve road safety for all users.
3. Shift transportation investments to safer, better-functioning streets, gradually creating Complete Streets networks and saving money by reducing the need for costly retrofits.
4. Provide more transportation options and reduce traffic congestion, increasing transportation network capacity.
5. Improve air quality and reduce localized flooding by installing green stormwater infrastructure, street trees, and other vegetation.
6. Reduce rates of asthma and other respiratory issues by improving air quality through reduced traffic congestion and emissions.
7. Encourage walking and bicycling, healthy habits that reduce rates of chronic diseases such as diabetes, heart disease, cancer and stroke through increased physical activity.
8. Promote health equity by providing people who typically face significant barriers to better health with more opportunities to live healthier lives.

## Complete & Green Streets Resources



# SUMMIT OVERVIEW



## WE ENCOURAGE YOU TO FOLLOW US



@NJBikePed  
#CSNJ2019



New Jersey  
Bicycle and Pedestrian  
Resource Center



@njwalksnbikes

Access **free WIFI** as a guest on RUWireless

### ! Important !

If you parked in a Rutgers lot, you **MUST** register your vehicle to avoid receiving a citation.

### Parking Registration:

<http://bit.ly/CSSummitParking>  
or scan the QR



SCAN ME

## Welcome

The New Jersey Department of Transportation (NJDOT) and the Alan M. Voorhees Transportation Center (VTC) at Rutgers, The State University of New Jersey, are pleased to welcome you to the 2019 New Jersey Complete Streets Summit. This summit seeks to advance proven strategies that will make New Jersey's roadways safer and more accessible to all. New Jersey is a leader in Complete Streets with 159 municipalities and eight counties that have passed policies that ensure roads are designed for all users, all modes, and all ability levels. NJDOT continues to operate under its nationally recognized policy to improve the statewide transportation network and encourages the continued growth of local policies. This year's summit highlights NJDOT's newly released model policy, *Complete & Green Streets for All: Model Complete Streets Policy & Guide*, a one-stop resource for developing an effective Complete Streets Policy.

New Jersey is an incredibly diverse state, both in demographics and in geography, and Complete Streets are being implemented to meet local needs. Previous summits focused on explaining the benefits of adopting a Complete Streets policy, but this year we are providing breakout sessions covering a variety of topics, from the basics of Complete Streets to the future of mobility. Our selected panelists cover Complete Streets' broad connections, including health, equity, sustainability, accessibility, and community vibrancy. Implementing a Complete Streets program can be challenging, and we hope this summit will provide the guidance needed to continue the great momentum for New Jersey.

## The Day at a Glance

<b>8:30 AM</b>	<i>Breakfast and Registration</i>
<b>9:00 AM</b>	<i>Welcome &amp; Opening Remarks</i>
<b>9:20 AM</b>	<i>Morning Keynote Address</i>
<b>10:05 AM</b>	<i>Networking Break</i>
<b>10:15 AM</b>	<i>Session 1</i>
<b>11:45 AM</b>	<i>Luncheon &amp; Awards Ceremony</i>
<b>1:00 PM</b>	<i>Afternoon Keynote Address</i>
<b>1:40 PM</b>	<i>Networking Break</i>
<b>1:45 PM</b>	<i>Session 2 (Breakouts)</i>
<b>2:45 PM</b>	<i>Networking Break</i>
<b>2:55 PM</b>	<i>Session 3 (Breakouts)</i>
<b>4:00 PM</b>	<i>Adjournment</i>





**2019 Complete Streets Excellence Award Winner**  
Ben Franklin Bridge S. Walkway Bicycle & Pedestrian Ramp, Camden, NJ



Ribbon Cutting (Photo credit: Philadelphia Bicycle Coalition)



# 2019 NJ COMPLETE STREETS AWARD WINNERS

## Complete Streets Excellence Awards

- The Benjamin Franklin Bridge South Walkway Bicycle and Pedestrian Ramp
- The Circuit Trails
- The City of Jersey City
- New Brunswick Ciclovía
- Middlesex Greenway
- Stuyvesant Avenue, Union Township

## Complete Streets Champions

- Bicycle Coalition of Greater Philadelphia
- Cyndi Steiner, Executive Director (*Former*), New Jersey Bike & Walk Coalition

## Safe Routes to School Champion

- Bound Brook and South Bound Brook, Student Ambassadors for Community Health, Somerset County 4-H and Middle Earth

## Complete Streets Policy Adoption Recognition

- Borough of Bloomingdale
- Borough of Eatontown
- Borough of Haddonfield
- Borough of Haworth
- Borough of Leonia
- Borough of Milltown
- Borough of North Haledon
- Borough of Old Tappan
- Borough of Pompton Lakes
- Borough of Roselle Park
- Borough of Westwood
- City of Long Branch
- City of Rahway
- Lower Alloways Creek Township
- Township of Berkeley Heights
- Township of Delran
- Township of Franklin
- Township of Galloway
- Township of Mount Olive
- Township of Pennsville
- Township of River Vale
- Township of Scotch Plains



# SUMMIT AGENDA



## Breakfast, Sign-in, and Networking

8:30 - 8:55 AM

## Welcome

9:00 - 9:20 AM

*Multipurpose Room*

**Charles T. Brown**, MPA, Senior Research Manager, VTC

**Michael Russo**, Assistant Commissioner, NJDOT, Office of Planning, Multimodal and Grants Administration

**Vinn White**, Senior Policy Advisor, Office of the Governor of the State of New Jersey

## Morning Keynote Address

9:20 - 10:05 AM

*Multipurpose Room*

**Harriet Tregoning**, Director, NUMO, Washington, DC

How will technological, climate, social, and economic disruptors reshape cities and towns in the next couple of decades? Why is mobility in particular about to change more than it has since the invention of the automobile? How do places thrive in the face of dynamic and fast-paced change? Hear from Harriet Tregoning, NUMO (New Urban Mobility Alliance) Director, about how we can anticipate the changes that are coming and help our communities manage these enormous transitions to be better, not worse places to live, work, play, and raise a family.

## Networking Break

10:05 - 10:15 AM

## Session I: NJDOT Model Complete & Green Streets Policy and Guide

10:15 - 11:45 AM

*Multipurpose Room*

Hear from experts as they discuss this one-stop resource for developing effective Complete Streets policies that address safety, equity, health, green streets, and economic vitality. Whether you are starting from scratch or looking to update an existing policy, this session will introduce you to various tools and resources, as well as an unprecedented model policy and model checklists.

Moderator: **Janna Chernetz**, Esq., Tri-State Transportation Campaign, NYC

Speakers: **Elise Bremer-Nei**, AICP/PP, NJDOT

**Kandyce Perry**, New Jersey Future

**Leigh Ann Von Hagen**, AICP/PP, VTC

**Courtney Nelson**, Community Health American Heart Association | American Stroke Association

**Jef Buehler**, New Jersey Department of Community Affairs

## Luncheon & Awards Ceremony

11:45 - 1:00 PM

*Multipurpose Room*

Presenters: **Elise Bremer-Nei**, AICP/PP, Bicycle and Pedestrian Coordinator, NJDOT

**Leigh Ann Von Hagen**, AICP/PP, Senior Research Manager, VTC

*See page 3 for awards and recognitions*

## Afternoon Keynote Address

1:00 - 1:40 PM

*Multipurpose Room*

**Ryan Russo**, Director of Transportation, Oakland Department of Transportation

Proud and diverse, Oakland, California in the San Francisco Bay Area is facing dramatic challenges of housing affordability, homelessness, displacement, and extreme inequity. The Oakland Department of Transportation (OakDOT) has quickly become a national model for incorporating equity into transportation planning, policy, programs, and operations. In this keynote address, hear from Ryan Russo, OakDOT's first permanent director, on how the department is working to center racial equity in every organizational aspect. Ryan will cover how long-neglected communities are now being more authentically engaged to collaborate with government.

## Networking Break

1:40 - 1:45 PM

# SUMMIT AGENDA

## Session 2: Breakouts

1:45 - 2:45 PM

### 2A: Don't Burn Out or Give Up! Build Your Complete Streets Team (Red Lion Cafe)

Effective Complete Streets programs require more than just passing a policy. In many cases, it requires a team approach. In this panel, three local champions offer strategies for building effective complete streets teams. If you've ever felt frustrated over your town's level of Complete Streets implementation or feel like you are carrying the weight of a project by yourself, come to this panel for the information and inspiration you need to keep going!

Moderator: **Kandyce Perry**, New Jersey Future

Speakers: **Matthew Broad**, Trenton Health Team

**Michael Manzella**, PP/AICP, City of Asbury Park

**Roz Moskowitz Bielski**, Pleasant Valley Civic Association

### 2B: Future Mobility (Multipurpose Room)

We will start with an exploration of the current state of micromobility, such as bikes and scooters. This includes the different business models from Spin's relationship with Ford to Gotcha's growth model and everything in between. Using Hoboken, Jersey City, Asbury Park (and some of NYC), we will explore how cities should move forward (and will propose a multi-city, multi-modal, and multi-vendor RFEI for 2020).

Co-Moderators: **Tom Glendening**, E3Think, and **Russell Meddin**, The Bike-Sharing World Map

Speakers: **Sean Conner**, Lime, San Francisco, CA

**Marisa Rodriguez-McGill**, Lyft Bikes & Scooters, NYC

**Louis Pappas**, Bird, NYC

**Sean Flood**, Gotcha, Charleston, SC

**Shannon Dulaney**, Spin, NYC

**Sidd Saxena**, WhiteFox, Jersey City, NJ

### 2C: Complete Streets 101: Getting Started & Free Resources (411 ABC)

Have you recently heard the buzz around Complete Streets but are unsure how it really works? This session will provide the Complete Streets basics for those just getting started or in need of some inspiration and free resources.

Moderator: **Michael Dannemiller**, NV5

Speakers: **Peter Kremer**, AICP/PP, WSP

**Anne Heasley**, Sustainable Jersey

**Jennifer Duckworth**, Tetra Tech and Millburn Pedestrian Safety Advisory Board

## Networking Break

2:45 - 2:55 PM

## Session 3: Breakouts

2:55 - 3:55 PM

### 3A: Vision Zero (Multipurpose Room)

What is Vision Zero? How does it relate to Complete Streets and NJDOT's *Toward Zero Deaths*? Hear from panelists who have direct experience with Vision Zero implementation as they answer these questions and more.

Moderator: **Sonia Szczesna**, Tri-State Transportation Campaign

Speakers: **Joe Cutrufo**, Transportation Alternatives, NYC

**Laura Fredricks**, Families for Safe Streets, Greater Philadelphia, PA

**Barkha Patel**, Jersey City Division of Planning

**Cheryl Kastrenakes**, Greater Mercer Transportation Management Association

### 3B: Greenway Implementation (411 ABC)

Greenways are growing in popularity around the nation and provide a safe and attractive connection between communities, especially in areas where on-road infrastructure is not easily achieved. This session will explore how trails work with Complete Streets and what it takes to implement a greenway from various perspectives.

Moderator: **Annette Schultz**, NV5

Speakers: **Liz Sewell**, Rails to Trails

**Rick Lear**, Middlesex County Parks & Recreation

**Tim Brill**, AICP/PP, NJ Conservation Foundation

Agenda continues on page 7...





**2019 Complete Streets Excellence Award Winner  
The Circuit Trails**



Trenton Wellness Loop, North Broad Street, Trenton (Photo credit: Anya Saretzky)



### 3C: Future Mobility Part II (Red Lion Cafe)

We are only at the beginning of a trillion-dollar global mobility revolution, and New Jersey is a hot spot. This second panel will look to create a Complete Streets vision for the future of urban mobility, including the street as a “revenue center.” We will identify threats such as the climate crisis and issues such as congestion pricing, the megatechs, and AI. Using Hoboken as a case study, we will explore how streets should evolve to best serve residents.

Co-Moderators: **Tom Glendening**, E3Think and **Russell Meddin**, The Bike-Sharing World Map

Speakers: **Brandon Harp**, Electrosonic, NYC

**David Reed**, Zagster, Boston, MA

**Emanuele Ancorini**, Bzzt AB

**Shabazz Stuart**, Oonee, NYC

**Holly Parker**, Less Road Traveled, Coventry, CT

**Star Childs**, Citiesense, NYC

Adjournment

4:00 PM



## SPEAKERS

Welcome

9:00 - 9:20 AM



### Charles T. Brown

*Senior Research Manager, Alan M. Voorhees Transportation Center*

Charles T. Brown, MPA is a self-proclaimed “street level researcher,” working at the intersection of transportation, health, and equity. He has 17 years of experience in urban and regional planning, public policy, and community outreach and engagement across the US and abroad. He has led courses on environmental justice and Complete Streets, and is a course faculty member at the Walkability Action Institute and serves on the Board of Directors with America Walks. He is a military veteran and recipient of the Mississippi Commendation Medal and the Global War on Terrorism Service Medal.



### Michael Russo

*Assistant Commissioner, NJDOT*

Michael Russo is responsible for managing approximately 230 employees in the divisions of Statewide Planning, Multimodal Services, Local Aid and Economic Development, Environmental Resources, and the Bureau of Transportation Data and Safety. Previously, Mike served as Director of Local Aid and Economic Development leading a team of five offices responsible for the Department’s \$530 million Local Aid program. Mike also served in the Division of Project Planning and Development managing Concept Development and Feasibility Assessment efforts on projects throughout the state including the I-295/Route 42/I-76 Direct Connection Project.



### Vinn White

*Senior Policy Advisor, Office of the Governor*

Vinn White draws on his experience in multiple leadership roles over the last decade—including eight years at the USDOT—to provide advice and guidance to NJ Governor Phil Murphy on a broad range of transportation matters. During his tenure at USDOT, he served as the Assistant Secretary for Transportation Policy. Vinn supported two visionary secretaries and was the chief federal architect of USDOT’s 30-year forecasting and trends analysis report, entitled *Beyond Traffic*, for which he received the Secretary’s Gold Medal for Outstanding Achievement.

## Morning Keynote Address

9:20 - 10:05 AM



### **Harriet Tregoning**

*Director, New Urban Mobility Alliance (NUMO)*

Harriet is the Director of NUMO, a collaborative effort aimed at harnessing tech-based disruptions in urban transportation to make cities more sustainable, livable and just. She served in the Obama Administration as Principal Deputy Assistant Secretary of the Office of Community Planning and Development at the US Department of Housing and Urban Development. She initiated the first ever \$1 billion National Disaster Resilience Competition. Her work at HUD included helping localities across the US build strong foundations for economic and disaster resilience. She was the Director of the D.C. Office of Planning, where she worked to make D.C. a walkable, bikeable, livable, globally competitive, and thriving city. She was a Loeb Fellow at the Harvard Graduate School of Design.

## Session I: NJDOT Model Complete & Green Streets Policy and Guide

10:15 - 11:45 AM



### **Janna Chernetz, Esq.**

*Director, New Jersey Policy, Tri-State Transportation Campaign, NYC*

Janna Chernetz focuses on issues related to pedestrian and bicycle safety and enhancing economic development through the connection of land use and transportation. She served on Governor Murphy's Transition Team and is currently engaged in ongoing efforts to reform NJ TRANSIT. Janna played a key role in the drafting and passage of S630, a critical NJ TRANSIT reform bill, and in the creation of NJDOT's Pedestrian Safety Action Plan. Janna holds a B.A. in Political Science from Rutgers University, and a J.D. from Vermont Law School where she was an Environmental Dean's Fellow. She was admitted to practice law in New Jersey in 2002 and is a registered Governmental Affairs Agent.



### **Elise Bremer-Nei, AICP/PP**

*Bicycle and Pedestrian Coordinator, NJDOT*

Elise Bremer-Nei is a professional planner with the NJDOT's Bureau of Safety, Bicycle and Pedestrian Programs. Originally from the midwest, she holds a degree in Geography from Rutgers University and is a veteran planner with over twenty years of experience. She has worked for the Monmouth County Planning Board and Urbitrans Associates, a private engineering and design firm. Elise has been involved with the New Jersey Bicycle and Pedestrian Master Plan, updates to the NJDOT Roadway Design Manual, and the development of New Jersey's Safe Routes to School Program.



### **Kandyce Perry**

*Planning and Policy Manager, New Jersey Future*

Kandyce manages the Mainstreaming Green Infrastructure program, which assists communities, developers, and design professionals in using green stormwater infrastructure. She also coordinates the Green Infrastructure Committee of the Jersey Water Works collaborative, which is working to upgrade water infrastructure with cost-effective, sustainable solutions, and she coordinates the City of Trenton's Municipal Action Team for community engagement and outreach on green infrastructure. She also worked on brownfield redevelopment at the Camden Redevelopment Agency.



### **Leigh Ann Von Hagen, AICP/PP**

*Senior Research Manager, Alan M. Voorhees Transportation Center*

Leigh Ann Von Hagen, AICP/PP, is a senior researcher and adjunct faculty with VTC and the Planning Healthy Communities Initiative at Rutgers University. She manages the NJDOT's Safe Routes to School Resource Center and Crossing Guard Training program. She specializes in addressing pedestrian and bicycle safety and access through research, training, education, design, and community engagement. She teaches classes about bicycle and pedestrian planning and Health Impact Assessment and facilitates health in all policies research.



# SPEAKERS

**Courtney Nelson**

*Senior Director, Community Health American Heart Association | American Stroke Association*

Courtney Nelson develops and implements campaigns and programs focused on building a culture of health to support AHA's strategic impact goal of improving the health of all Americans by 20% while reducing death and disability from heart disease and stroke by 20%. Courtney's priorities include worksite wellness initiatives and community access to healthier environments. Courtney was recognized by the Jersey Shore Public Relations and Advertising Association and NJ Ad Club as part of the inaugural class of Jersey's Best under 40 MARCOM Professionals. In 2014, Courtney was inducted into Rowan University's Public Relations Student Society of America's Hall of Fame.

**Jef Buehler**

*Administrator of the Neighborhood Preservation Program, NJ Department of Community Affairs*

Jef runs the new \$2.5 Million Neighborhood Preservation Program, working with 20 designated mixed-use neighborhood districts in a variety of settings, many of which are majority low-income. He provides technical assistance and grants to municipalities, local officials, non-profit district management and community enhancement organizations, and an array of local private-sector stakeholders. He holds an MPA from Rutgers University.

## Afternoon Keynote Address

1:00 - 1:40 PM

**Ryan Russo**

*Director of Transportation, Oakland Department of Transportation*

With 20 years of experience in multi-modal transportation and city planning, Ryan was appointed the first permanent Director of the Oakland Department of Transportation (OakDOT) in May 2017. Under Ryan's leadership, OakDOT has become a national model for incorporating equity into transportation planning. Ryan previously served as Deputy Commissioner with NYCDOT, which spanned three commissioners. He spearheaded numerous innovative projects, including North America's first on-street parking-protected bike lanes, pedestrian plazas at Times and Herald Squares, and the nation's first Vision Zero action plan. He holds a Master's in City Planning from the University of California at Berkeley and received a B.S. in Finance from the University of Virginia.

## Session 2A: Building Your Complete Streets Team

1:45 - 2:45 PM

**Matthew Broad**

*Community Health and Wellness Manager, Trenton Health Team*

Matthew Broad joined the Trenton Health Team in January 2017. He received a B.A. in Political Science from Montclair State University and a Master of Public Health from Rutgers University. Matthew previously worked at the Rutgers Center for State Health Policy, where he collaborated extensively on the New Jersey Child Health Study in Trenton and Newark. Matthew is passionate about urban public health, school health and wellness, and Complete Streets. He recently led a large-scale tactical urbanism project in Trenton, where he brought together partners from multiple sectors to creatively design safer streets in the community.

**Michael J. Manzella, AICP/PP**

*Director of Transportation, City of Asbury Park*

Michael J. Manzella, PP, AICP, heads the Parking Utility for the City of Asbury Park, managing public parking operations and parking policy. He develops and directs comprehensive transportation planning and oversees the implementation of Complete Streets initiatives and transportation services. He received an MCRP from the Bloustein School at Rutgers University and a B.S. in Engineering Management from Stevens Institute of Technology. He is a resident of Asbury Park and serves on the Planning Board, chairs both the Parking and Mayor's Wellness Committees, and is a member of the Boundary Spanning Leadership Team with the Alliance for a Healthier Asbury Park.





**2019 Complete Streets Excellence Award Winner**  
**The City of Jersey City, NJ**



*Intersection of Grove Street  
and Mercer Street*





## **Roz Moskowitz Bielski**

*Founder, Pleasant Valley Civic Association*

Roz Moskowitz Bielski graduated Boston University's School of Public Communications and holds a teaching certificate from the College of Saint Elizabeth. A life-long resident of West Orange, Roz has owned and managed commercial real estate in Pleasantdale for over 30 years. Recognizing the dire need for Complete Streets implementation along Pleasant Valley Way, Roz formed the Pleasant Valley Civic Association in 2014 and has been a strong advocate for safety upgrades through the West Orange Pedestrian Safety Advisory Board, the West Orange Chamber of Commerce, and the Nikhil Badlani Foundation. Roz's hobbies include swimming, biking, and babysitting her new grandson Daniel.

## Session 2B: Future Mobility (Part I)

1:45 - 2:45 PM



## **Tom Glendening**

*Urban Developer, E3Think*

Tom Glendening founded E3Think in 1995 after leading a variety of urban projects over 5 years across Europe. E3Think has developed innovation deployment strategies for an automotive OEM and T-1 suppliers (fuel cells). Tom captained a 2-year Harvard/Transportation Alternatives study justifying privately financed, public bikeshare (pre-Citibike). As part of the second place bid for Citibike, E3Think launched Inventropolis, a think/do tank at Tesla. Inventropolis participants include Siemens, Google, IBM, and Lyft. E3Think also spearheaded the upfront efforts of Hoboken's successful bikeshare pilot, the world's first high profile demonstration of smart bike technology (Sobi/JUMP), and Hoboken's current bikeshare program.



## **Russell Meddin**

*Founder, Bike Share Philadelphia*

Russell became active in urban transportation issues as a way to increase local bicycle mode share. In 2005, he began studying Bike Sharing programs as an answer. He surveys public use bicycle programs around the world. Using this information, he maintains The Bike-Sharing World Map, at [www.bikesharingmap.com](http://www.bikesharingmap.com). The Map is a visual catalog of programs on all continents. He is the ultimate resource for information on over 2,000 bike-sharing programs worldwide and is a strong advocate for the use of electric assist bicycles in public use self-service bicycle programs.



## **Sean L. Conner**

*Senior Manager of Public Affairs, Lime*

Sean L. Conner leads policy efforts on trust, safety, accessibility and economic growth as Senior Public Affairs Manager for the shared micromobility provider Lime. He is also the founding co-lead of Lime's employee resource group dedicated to Black staff - Black Excellence at Lime (BEALe). He's worked in communications at Apple and government relations at Uber. Before coming to the technology sector, he served as a spokesperson for some of America's top officials at pivotal public moments, including US Senator Tim Scott and New Jersey Governor Chris Christie. Originally from Oakland, CA, Sean graduated from Sheldon Jackson College. Follow Sean on Twitter at @SeanLConner.



## **Marisa Rodriguez-McGill**

*Public Policy Manager, Lyft Bikes & Scooters*

Marisa A. Rodriguez-McGill is the Public Policy Manager for Lyft's rapidly growing Bike and Scooter team that develops micromobility solutions across the Lyft platform. She works closely with cities, partners, and citizens to create the regulatory framework for bike and scooter share programs. She coordinates with local advocacy and equity partners to enable cities to make streets safer and new mobility options more accessible for all users. She received her MEM from Yale School of Forestry, MCRP from Rutgers University, and BA in Comparative Literature from the Colorado College. Marisa has lived in New York City for the last 10 years, where she enjoys her ability to get anywhere via foot, bike, public transit, or the occasional Lyft.



# SPEAKERS

**Louis Pappas**

*Senior Manager for Transportation and Mobility Policy, Bird*

Louis Pappas is the Senior Manager for Transportation and Mobility Policy at Bird, where he leads policy development and research, with a special emphasis on Bird's intersection with public transit. Louis works with transit agencies to bring this connectivity to life, creating partnerships that enhance last-mile station access and improve multimodal connections. Louis previously held roles at Via Transportation, Uber, and served for more than 5 years as a political appointee in the Obama Administration, including at the US Office of Management and Budget, and in the Office of the White House Counsel. Louis received his MBA from the Yale School of Management.

**Sean Flood**

*CEO, Gotcha*

Sean Flood is CEO and founder of Gotcha, the only mobility-as-a-service company offering four sustainable micro-transit products—e-bikes, e-scooters, e-trikes, and 100%-electric ride share vehicles—through one proprietary, app-based platform. Under Sean's leadership, Gotcha has grown to operate 100 systems across the US and Gotcha was recognized as one of America's fastest-growing companies in 2018 and 2019. Sean received Charleston Regional Business Journal's Forty Under 40 award. A graduate of Florida State University, Sean founded Gotcha in 2009 with the committed purpose of partnering with universities and cities to help solve fundamental transportation challenges through the utilization of sustainable and eco-friendly mobility options.

**Shannon Dulaney**

*Community Partnerships Manager, East, Spin*

Originally from Los Angeles, Shannon has worked on the East Coast since 2010, spending five years as a federal lobbyist for Honda in Washington, D.C. before moving to New Haven to earn her MBA and Masters of Environmental Management at Yale. Now based in Brooklyn as Spin's Community Partnerships Manager for the East Coast, she works with a diverse range of stakeholders to make cities more livable, sustainable, and accessible for all road users. Her favorite way to explore cities is by foot, and she particularly enjoys when she ends up at bookstores, coffee shops, and parks. Learn more about Spin at [www.spin.app](http://www.spin.app).

**Sidd Saxena**

*Founder and CEO, White Fox Scooters*

Siddharth Saxena is a tech entrepreneur, founder, and CEO of the first docked solution for electric scooters, catering to walkable cities and micro-communities called White Fox Scooters. It is the first docked electric scooter solution for walkable cities and micro-communities, initially hosting our docks through partnerships with local governments as well as local businesses. White Fox has already set up exclusive partnerships with select locations. The Arlo Hotels, Hotel 50 Bowery, the William Vale, the Union Hotel, and GGMC Parking Garages and recently launched in Jersey City. He started his career in commercial and investment banking and boutique firms where he gained an understanding of corporate deal structure, financial modeling, and engineering.

## Session 2C: Complete Streets 101

1:45 - 2:45 PM

**Michael Dannemiller, PE**

*Principal Engineer, NV5*

Mike Dannemiller is a Principal Engineer at NV5, a nationwide professional and technical consulting firm that is ranked 75th in the Engineering News Record listing of the top 500 A/E design firms. The northeast infrastructure team (formerly The RBA Group) is headquartered in Parsippany, NJ and has multiple offices in the northeast. Mike has been designing bicycle and pedestrian projects across the US for the last 25 years. He is one of the National Complete Streets instructors and conducts training workshops throughout the country. Mike has managed the routing studies for the Morris Canal Greenway, the September 11th National Memorial Trail, and the East Coast Greenway.



# SPEAKERS



**Peter Kremer, AICP/PP**

*Senior Supervising Planner, WSP*

Peter Kremer's career of more than 27 years in professional planning is focused on Complete Streets implementation and multimodal transportation systems. Pete has a diverse background in planning, policy analysis, and travel demand modeling with expertise in Complete Streets, congestion management, statewide and metropolitan planning, land use and redevelopment, public engagement, safety, trails, and traffic capacity analysis. As project manager, Pete's studies and plans have won fourteen statewide and national planning awards.



**Anne Heasley AICP/PP**

*Program Manager of Policy and Planning, Sustainable Jersey*

Anne works with partners to develop policies and programs to assist local governments in implementing sustainable actions. She comes to Sustainable Jersey with experience in land conservation, planning, design and funding. Anne previously worked on a range of planning and re-grant programs for Conservation Resources, Inc and was a conservation planner in the Delaware Bayshores and Pine Barrens for over 13 years for the The Nature Conservancy. Anne has a B.S. in Natural Resources from Cornell University and a Master of Landscape Architecture with a certificate in Urban Design from the University of Washington. Anne is a licensed landscape architect.



**Jennifer Duckworth**

*Senior Environmental Engineer, Tetra Tech*

Jennifer Duckworth writes and edits hazard mitigation plans and technical documents and manages contracts supporting federal, state, and local clients. Applying a 20-year history of diverse scientific, engineering, and environmental experience, Ms. Duckworth serves as an adjunct professor at Kean University, as the Co-Chair of the Essex County Environmental Commission, and on the Essex County Transportation Advisory Board. She is the Millburn Complete Streets Champion and serves on the Millburn PTOC School Safety Committee and the Jersey Water Works Green Infrastructure Subcommittee. She previously served as the Chair of the Millburn Township Environmental Commission and on the Millburn Township Board of Education's Strategic Planning Committee.

## Session 3A: Vision Zero

2:55 - 3:55 PM



**Sonia Szczesna**

*Program Manager, New Jersey Policy, Tri-State Transportation Campaign*

Sonia joined the Tri-State Transportation Campaign in 2018 as the South Jersey Coordinator to promote safe and healthy neighborhoods throughout the state. She works to connect transportation and environmental efforts to ensure that all communities have access to open public spaces through safe reliable transportation. Previously, she worked at the Alan M. Voorhees Transportation Center and the New Jersey Bicycle and Pedestrian Resource Center. A former Fulbright fellow, Sonia began her foray into bike/pedestrian advocacy while living in the small town of Caycuma, Turkey.



**Joe Cutrufo**

*Communications Director, Transportation Alternatives*

Joe Cutrufo is a planner and advocate with over a decade of experience in traffic safety and sustainable transportation policy in New York and New England. As communications director with the New York City based non-profit Transportation Alternatives, Cutrufo has led the organization's media strategy through successful campaigns for safer street designs, automated enforcement technology, better bus service, and congestion pricing. He was previously the Connecticut policy director with the Tri-State Transportation Campaign and program coordinator at WalkBoston. Cutrufo has a masters in urban and environmental policy and planning from Tufts University, is a fair-weather bike commuter, and looks forward to a future where his sons can get around without the threat of traffic violence.





**2019 Complete Streets Excellence Award Winner  
New Brunswick Ciclovía, New Brunswick, NJ**



*Joyce Kilmer Avenue, New Brunswick*



# SPEAKERS



## **Laura Fredricks**

*Founder, Families for Safe Streets Greater Philadelphia*

Laura Fredricks and her husband, Rich, are co-founding members of Families for Safe Streets Greater Philadelphia. Their daughter, Emily, 24, was killed on November 28, 2017, at the corner of Spruce and 11th Streets by a sanitation truck while she was riding her bicycle to work as a pastry chef. Since Emily's death, they have been committed to making the streets of Philadelphia safer for all. Laura was a welcome speaker on the Families for Safe Streets Panel at the Vision Zero Conference in April 2019 in Philadelphia. Laura and Rich reside in New Jersey, and they also have two sons, Michael and Jack. [www.emilyfredricksfoundation.org](http://www.emilyfredricksfoundation.org)



## **Barkha R. Patel**

*Senior Transportation Planner, Jersey City Division of Planning*

Barkha R. Patel is the Senior Transportation Planner for the City of Jersey City. She manages the city's transportation planning activities, serves as Co-Chair of the Jersey City Vision Zero Task Force, and represents the city at the North Jersey Transportation Planning Authority. Barkha's work focuses on active transportation, urban design, and placemaking. She oversees long range transportation planning, including development of the state's first Vision Zero Action Plan, School Travel Plan, Bicycle Master Plan, and is committed to smart growth and equity. She also leads various corridor redesign and tactical urbanism initiatives to create more livable streets and public spaces.



## **Cheryl Kastrenakes**

*Executive Director, Greater Mercer Transportation Management Association*

Cheryl Kastrenakes is the Executive Director of the Greater Mercer Transportation Management Association (TMA). She is responsible for the organization's daily operation and development of its work program to improve mobility, increase safety and further sustainability in Mercer and Ocean counties. She holds a Masters in City and Regional Planning and a BA in Economics from Rutgers University. Prior to the TMA, Cheryl worked in transportation planning and project management at NJ TRANSIT.

## Session 3B: Greenway Implementation

2:55 - 3:55 PM



## **Annette Schultz**

*Supervising Planner, NV5*

Annette Schultz, AICP/PP, specializes in greenways, trails, Complete Streets, active transportation, scenic byways, and heritage tourism. Her portfolio includes feasibility studies, master plans, and strategic policy and program documents for public agencies, such as the NJ Pedestrian Safety Action Plan. She recently participated in the development of the "Complete Streets for All, Model Complete Streets Policy and Guide" and is currently preparing the Greenways Guide for Together North Jersey, funded by NJDOT. Annette began her greenways and trails work developing a regional greenway for a nationally-designated heritage area, the Lackawanna Heritage Valley in Pennsylvania.



## **Liz Sewell**

*Trails Development Manager, Rails to Trails*

Liz Sewell manages trail projects and enjoys working directly with communities surrounding trails through surveys, community events, and technical trail assistance. Liz provides expertise on rail-trail and rail-with-trail implementation and funding to facilitate corridor transformation. Raised in Michigan, Liz has enjoyed running and cycling along rail-trails from a young age. Her work with health clinics in Thailand in the Peace Corps taught Liz about the relationship between the built environment and public health and inspired her research on the health impact of transportation at VTC during her graduate studies.



**2019 Complete Streets Excellence Award Winner  
Middlesex Greenway, NJ**





# SPEAKERS



**Rick Lear**

*Director, Middlesex County Office of Parks and Recreation*

Rick started with Middlesex County in 2006 as a Park Naturalist. He created the Middlesex County Conservation Corps in 2006 to help meet the stewardship needs of the 8,000 acres of County Open Space. Rick was promoted to Division Head for the Office of Parks and Recreation in 2011 and then Director in January 2015 and is responsible for the management of over 11,000 acres of parkland for both active and passive recreation. Rick holds a B.S. in Accounting from The College of NJ and a B.S. in Natural Resources, Fisheries, and Wildlife Management from Oregon State University.



**Tim Brill, AICP/PP**

*Central Jersey Project Manager, NJ Conservation Foundation*

Tim Brill advances the preservation of open space and farmland and the development of parks, trails and greenways in the region. He previously served the NJ State Agriculture Development Committee as its Agricultural Retention Program Planning Manager, supervising the ambitious Farmland Preservation Program, the State Transfer of Development Rights Bank, and the Farmland Preservation Agricultural Retention Program. Tim was responsible for the development of the Planning Incentive Grant program, targeting the preservation of more than 5,600 farms and 300,000 additional acres.

## Session 3C: Future Mobility (Part II)

2:55 - 3:55 PM



**Brandon Harp**

*Strategic Partner Manager, Electrosonic*

Brandon Harp is a well respected thought leader and digital visionary. Brandon possesses a unique skillset as a subject matter expert in the world of digital media and real-time information. Brandon has a passion for developing meaningful and impactful urban solutions that will change and shape our streets as micromobility continues to evolve.



**Holly Parker**

*Founder, Less Road Traveled, LLC*

Holly Parker has spent much of her 22-year career directing sustainable transportation programs, applying emerging technologies that facilitate transit and other sustainable transportation options. She brought car-sharing and modern bicycle-sharing technologies to Yale University and Connecticut, while Director of Sustainable Transportation Systems at Yale. She has continued to bring state-of-the-art shared mobility options to universities, municipalities, and corporate campuses through her consulting business Less Road Traveled, LLC. Her work with Less Road Traveled, LLC brings the most advanced technologies and planning practices to campuses and municipalities that want to encourage multi-modal transportation by improving their bicycle, pedestrian, and transit infrastructure.



**Shabazz Stuart**

*Founder, Oonee*

Shabazz Stuart is the founder and CEO of Oonee, a company dedicated to building secure bicycle and scooter parking infrastructure within urban spaces. He believes that infrastructure is a necessary, and largely missing component within the urban micromobility landscape. Shabazz has always had a passion for cities. Raised in Brooklyn, he grew to appreciate the benefits of mass transit and dense urban development. He attended Tufts University and completed the Coro Fellowship for public affairs. As Deputy Director of Operations with the Downtown Brooklyn Partnership, he was responsible for maintaining a public space portfolio of more than 1.1 million square feet.





**2019 Complete Streets Excellence Award Winner**  
**Stuyvesant Avenue, Union Township, NJ**



Stuyvesant Avenue near Morris Avenue





## Starling Childs

CEO, Co-founder, Citiesense

Starling Childs is the CEO of Citesense, a cloud-based platform for neighborhood development. The platform enables downtown community organizations and local stakeholders to establish their own private data source for information about their neighborhood. Since the platform's launch in 2017, Citesense has been adopted by community groups across the US, UK, and Canada. Star has over 10 years of experience in the community development industry as a landscape architect, city planner and GIS expert. Star earned his Masters in Environmental Management from Yale University and his B.S. in Landscape Architecture from Cornell University.



## Emanuele Ancorini

*Executive Coach/Consultant and Senior Advisor, Bzzt AB*

'I don't know' is one of the most powerful answers a leader can give. Emanuele sees empowered uncertainty about a situation not as a shortcoming but as a huge opportunity! He admits that he certainly does not know all of the answers or even most of the questions. His commitment is to empower people to discover the most powerful questions that can lead to that one decision that makes 1,000 decisions. Emanuele is a former professional and national figure skating champion, producer and actor in TV-Commercials, live events and TV-Series like Law & Order. Emanuele has written and led personal development seminars. He is committed to omni-wins, integrity, and optimal performance.



## David Reed

*Micro-Mobility Director, Zagster*

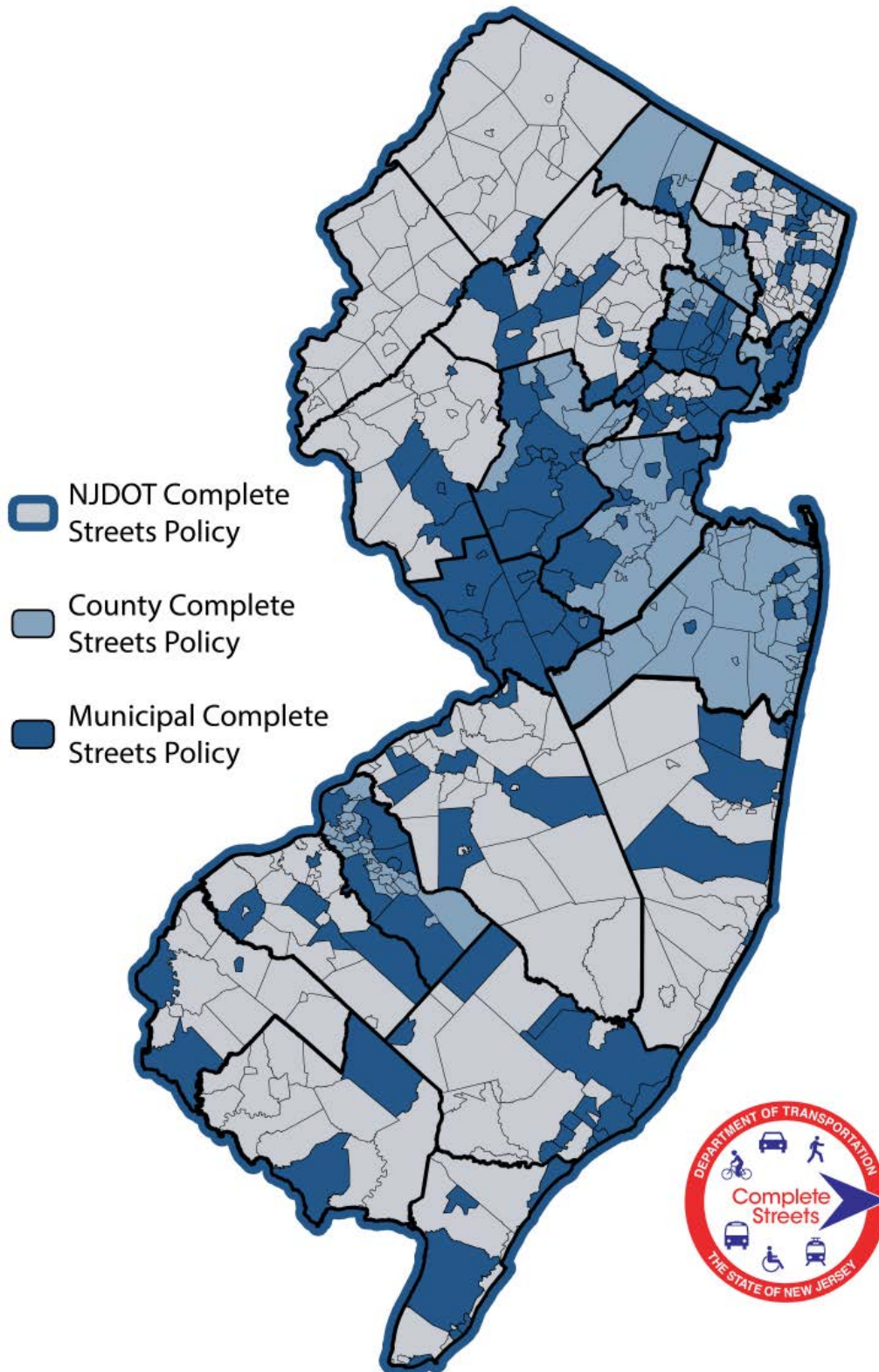
Dave Reed joined Zagster in 2015 and has helped bring micro-mobility solutions to over 40 communities in North America. Dave currently manages Market Growth and Government Relations primarily across the Northeast and Midwest. He has also previously overseen sponsorship and new business development and has worked to bring bike sharing to several New Jersey communities, including Asbury Park and Princeton. He has experience in urban planning, sponsorship sales, marketing, and public policy. He has a B.A. from Temple University in Geography & Urban Studies and Political Science.

## NOTES

[illegible]

# NEW JERSEY COMPLETE STREETS POLICIES

NJ is #1 with the Most Policies in the US!





# SUMMIT ORGANIZERS



## New Jersey Department of Transportation

[state.nj.us/transportation](http://state.nj.us/transportation)

The New Jersey Department of Transportation (NJDOT) is responsible for maintaining and operating New Jersey's public roads, developing transportation policy, and supporting communities' local transportation projects. NJDOT invests in a range of multi-modal transportation projects, programs and policies to keep New Jersey moving. Safety for bicyclists and pedestrians is a top priority. To that end, NJDOT supports Complete Streets to enable safe access and mobility of pedestrians, bicyclists and transit users of all ages and abilities and passed its own Complete Streets policy in 2009 that is applicable to all state and federally owned roadways.

## Alan M. Voorhees Transportation Center

[vtc.rutgers.edu](http://vtc.rutgers.edu)

The Alan M. Voorhees Transportation Center (VTC) is a national leader in the research and development of innovative transportation policy. Located within the Edward J. Bloustein School of Planning and Public Policy at Rutgers, the Center brings a full array of resources from a major research university regarding transportation issues of regional and national significance. By virtue of its New Jersey location, VTC is well suited to address many of the critical transportation issues confronting the nation. VTC's research and applied projects focus on transportation and the built environment, transportation and social equity, transportation finance and the economy, transportation security and evacuation planning, and the role of transportation systems and travel behavior in energy consumption, air pollution and global warming.

## New Jersey Bicycle and Pedestrian Resource Center

[njbikeped.org](http://njbikeped.org)

The New Jersey Bicycle and Pedestrian Resource Center (NJBPRC) assists public officials, transportation and health professionals, and the public in creating safer and more accessible walking and bicycling environments through primary research, education, and dissemination of information about best practices in policy and design. NJBPRC is supported by NJDOT through funds provided by the Federal Highway Administration.

## Summit Planning Advisory Committee Members

*Thank you for your time and commitment to making the summit a success!*

Elise Bremer-Nei, *New Jersey Department of Transportation*

Charles Brown, *Alan M. Voorhees Transportation Center*

Jennifer Buisson, *NJ TRANSIT*

Janna Chernetz, *Tri-State Transportation Campaign*

Lisa Cintron, *Alan M. Voorhees Transportation Center*

Michael Dannemiller, *NV5*

Keith Hamas, *North Jersey Transportation Planning Authority*

Anne Heasley, *Sustainable Jersey*

Peter Kremer, *WSP*

Andrew Lappitt, *Sam Schwartz Consulting*

Bruce McCracken, *Middlesex County*

Sean Meehan, *Alan M. Voorhees Transportation Center*

Courtney Nelson, *American Heart Association*

Jessica O'Connor, *New Jersey Motor Vehicle Commission*

Kate O'Connor, *Brain Injury Alliance of New Jersey*

Kandyce Perry, *NJ Future*

William Riviere, *New Jersey Department of Transportation*

Charlie Romanow, *WSP*

Trish Sanchez, *Alan M. Voorhees Transportation Center*

Annette Schultz, *NV5*

Sonia Szczesna, *Tri-State Transportation Campaign*

Michael Viscardi, *NJ TRANSIT*

Leigh Ann Von Hagen, *Alan M. Voorhees Transportation Center*

Ranjit Walia, *Civic Eye Collaborative*



September 24, 2019 at Rutgers University



The Alan M. Voorhees  
Transportation Center

