

Advancing Transit-Ready Communities

Hillside Avenue Bikeway



About Keep Middlesex Moving

Founded in 1988, KMM is one of eight independent nonprofit transportation management associations (TMA) in New Jersey.

KMM's Major Funding Sources

→ NJTPA

The NJTPA is the federally authorized Metropolitan Planning Organization (MPO) for 7 million people in the 13-county northern New Jersey region. The region has 384 of the state's 564 municipalities.

→ NJ Safe Routes

The New Jersey Safe Routes to School Program provides safe and equitable access to active transportation for people of all ages and abilities.

→ NJ TRANSIT

NJ TRANSIT is the nation's third largest provider of bus, rail and light rail transit, linking major points in New Jersey, New York and Philadelphia.

→ NJ Division of Highway Traffic Safety

The Division of Highway Traffic Safety (HTS) works to prevent motor vehicle-related crashes and the resulting property damage, injuries, and fatalities on New Jersey's roadways.



KMM is YOUR Transportation Resource

KMM partners with employers, local & county government, schools, community organizations, and the general public to implement transportation programs that reduce congestion, increase safety, and improve air quality.



→ Transportation Safety

- Safe Routes to School
- School Travel Plans
- Walk & Bike Audits
- Complete & Green Streets Support
- Senior Transportation Programs
- Demonstration Projects
- Target Zero Action Plans
- Crash Analysis/Surveys
- Community Engagement
- Speed Studies



→ Access to Transportation

- Commute Options
- Employer Services
- Economic Development
- Bicycle & Pedestrian Encouragement
- Technical Assistance
- Shuttle Development
- Human Services Transportation
- Travel Trainings



→ Sustainability Programs

- Air Quality Monitor Program
- Anti-Idling Draft Ordinance
- Community Outreach & Education
- Electric Vehicle Charging Station Support
- Electric Micromobility
- Climate Resiliency Plans
- Sustainable Jersey

Borough of Metuchen

Transit Village (2003)

The borough is a transit hub with a station that serves the Northeast Corridor Line, and it has been recognized for its smart growth planning and TOD projects.

Great American Main Street Award (2023)

The Metuchen Downtown Alliance (MDA), an Accredited Main Street America program, was one of three winners selected from among eight semifinalists.

Home to the Middlesex Greenway

The Middlesex Greenway is a 3.5-mile multipurpose rail-to-trail greenway spanning Metuchen, Edison and Woodbridge in Middlesex County.

Complete Streets Implementation

2013

**Metuchen adopts
Complete Streets
Policy**

2016

**Bicycle and
Pedestrian Plan via
Local Bike/Ped
Planning Assistance
Program.**

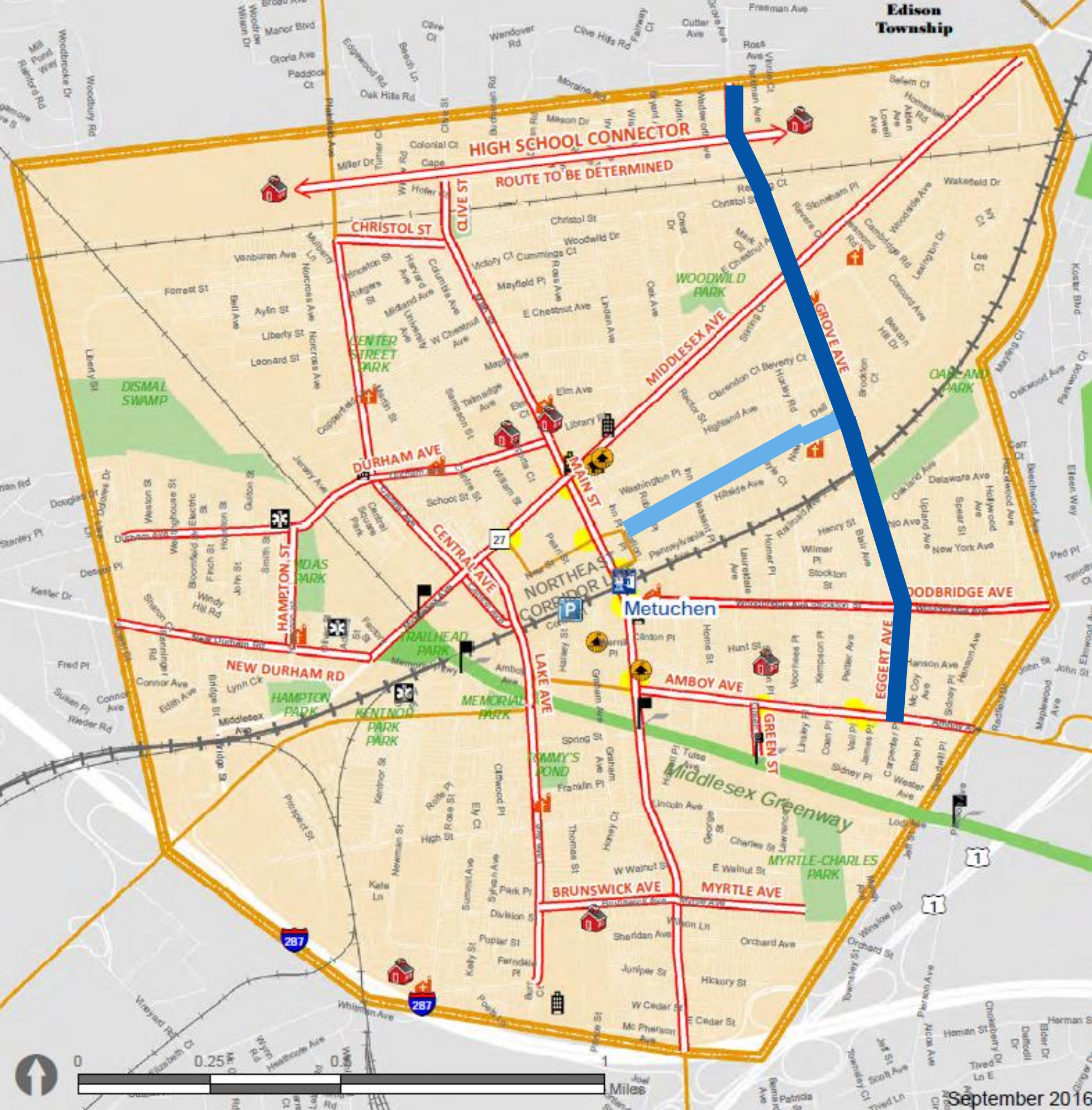
**Safe Routes to
School Travel Plan**

2018

**Borough secures TA
Set Aside Grant for
Grove Avenue Bike
Lane Project**















2023

**Awarded funding for
Hillside Avenue
Bikeway via LTPF**



2016 Bicycle Pedestrian Plan: Priority Bicycle Network

Legend

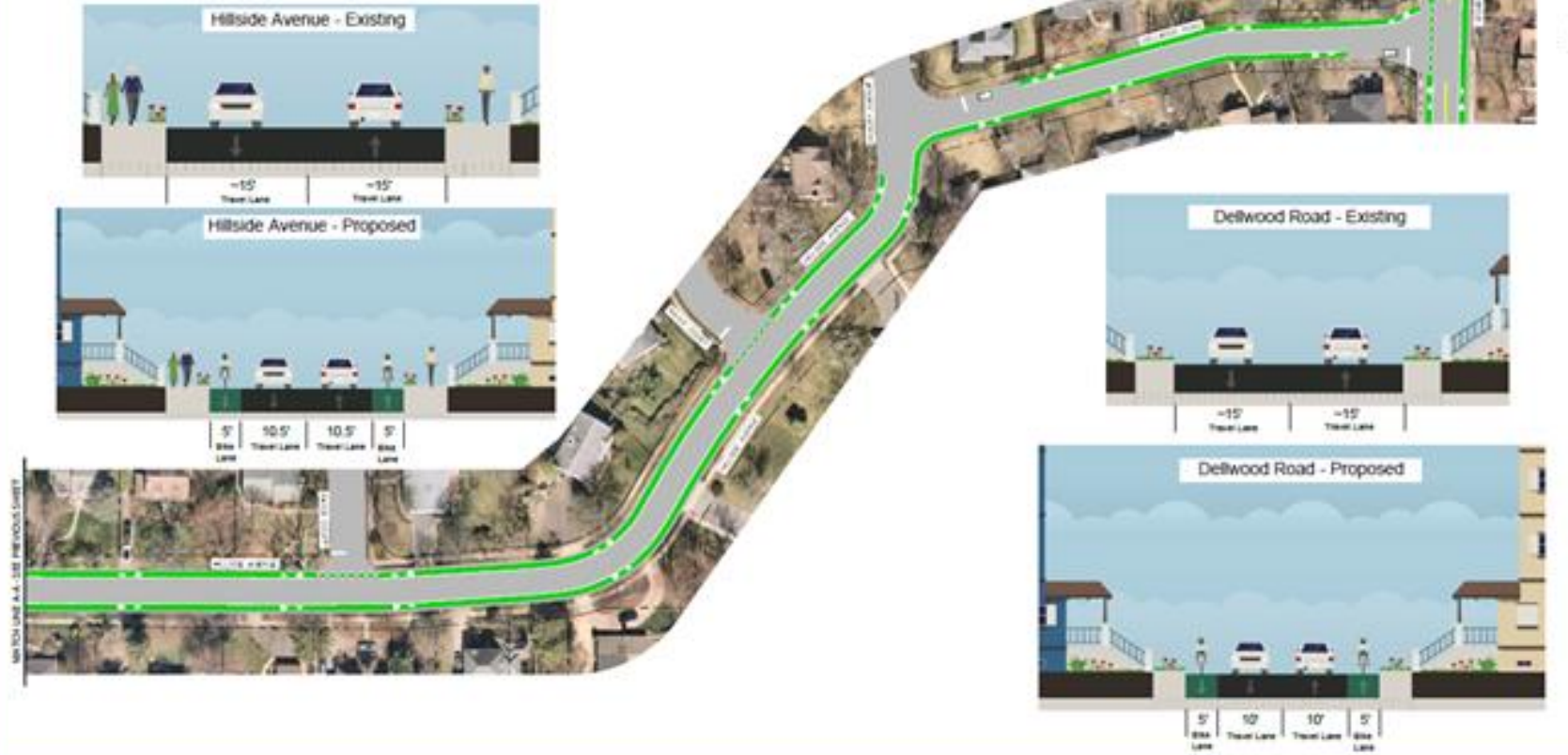
-  Priority Bicycle Network
 -  Metuchen Parks/Open Space
 -  Trail Access Points
 -  Bus Routes
 -  Bus Stops
 -  Schools
 -  Religious
 -  Historic
 -  Civic
 -  Train Station
 -  Parking Deck
 -  EMS
-  Hillside Avenue Bikeway
 -  Grove Avenue Bikeway



Source: NV5 and Stokes Creative Group



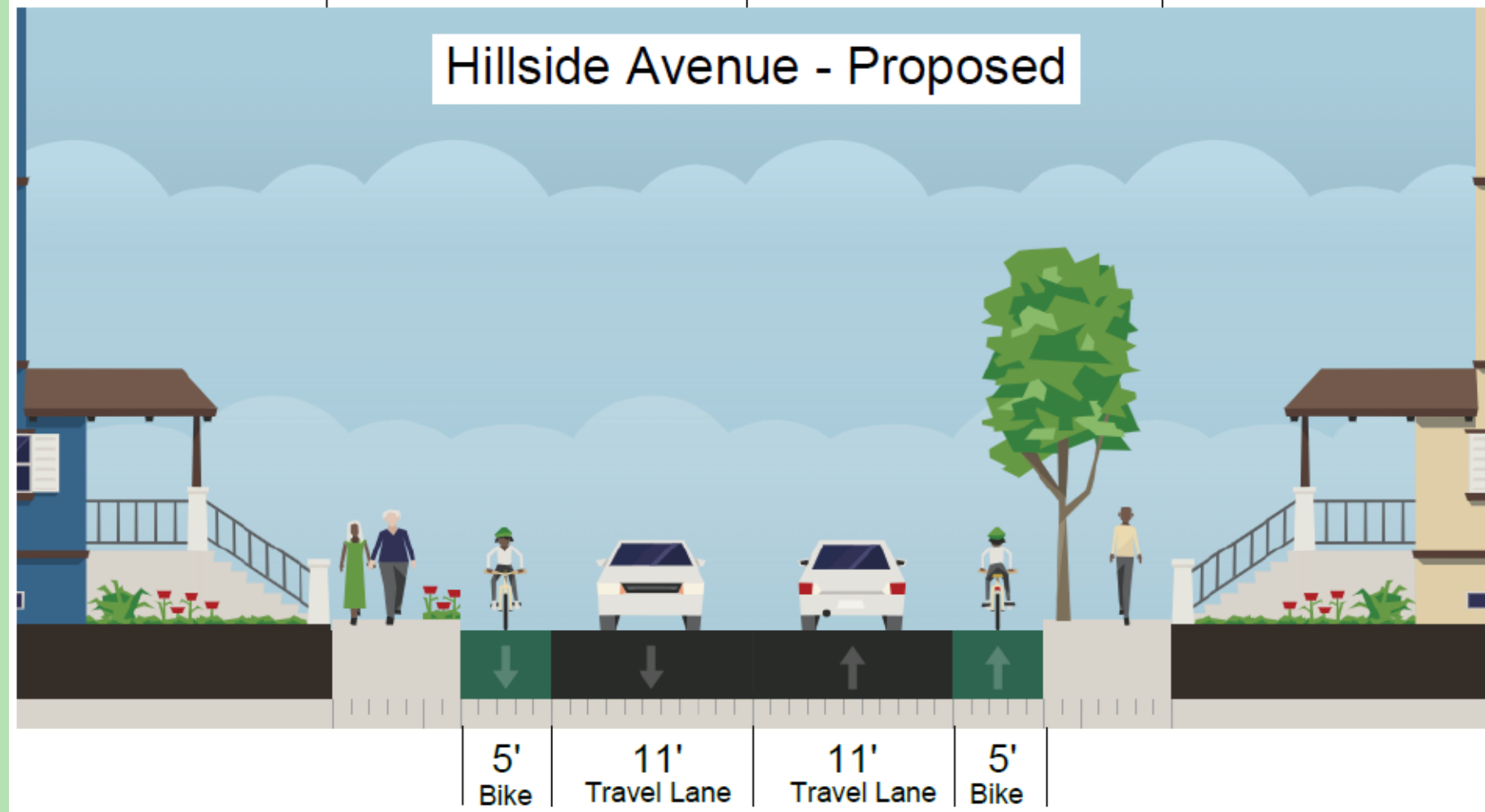
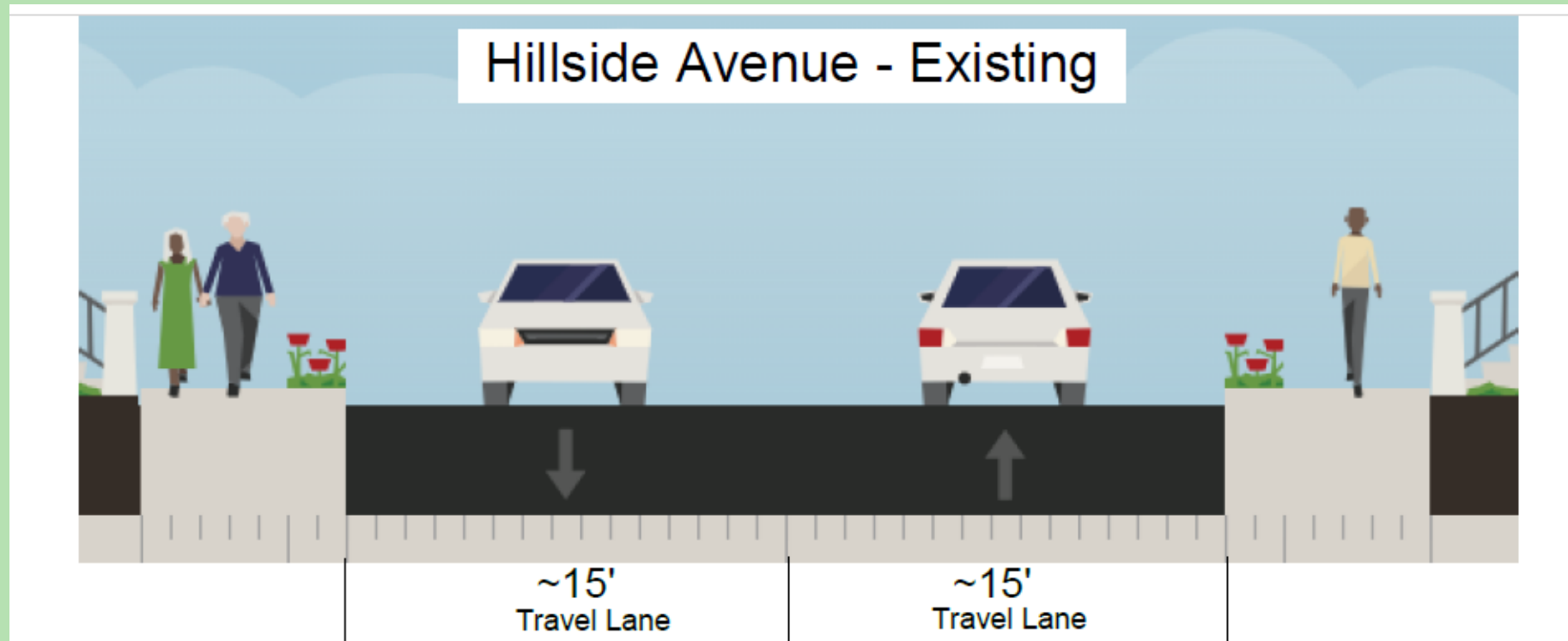
Bike Lane Improvements on Hillside Avenue
Borough of Metuchen, Middlesex County, New Jersey



Bike Lane Improvements on Hillside Avenue
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Concept Overview

Source: Colliers Engineering & Design



**Source: Colliers Engineering & Design via
Streetmix
Traffic Calming**



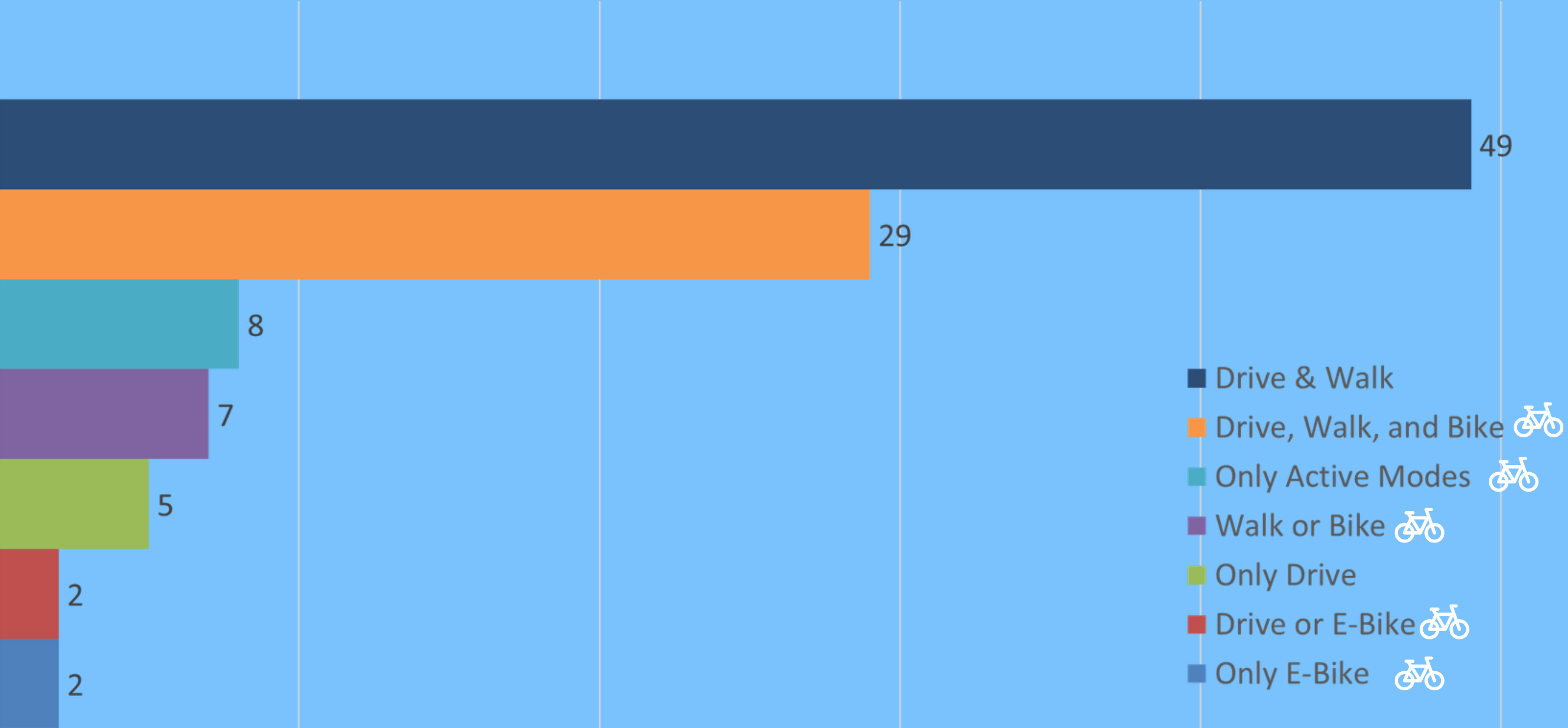
Photo Credit: NJTPA Regional Programs

NJTPA Complete Streets Demonstration Library

Demonstration projects empower communities to test road improvements to make their streets safer and more people-focused, utilizing **short-term, low-cost, and scalable interventions to achieve long-term change related to street safety and public space**. This approach can draw attention to perceived shortcomings, widen public engagement, test interventions, and inspire action.

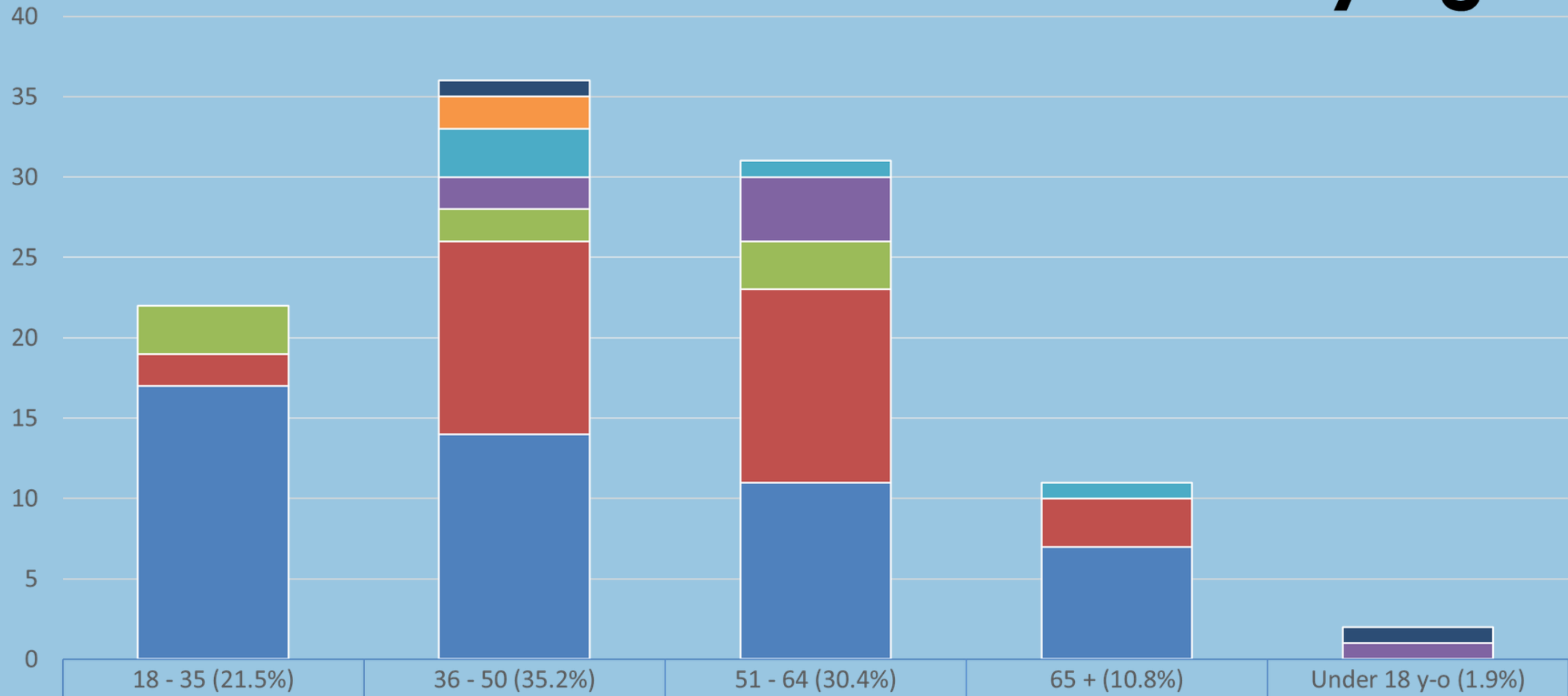
Preferred Modes of Travel

Respondents were asked to check all modes of travel they choose to travel around Metuchen.



Bikes were represented in **forty-seven percent (47%)** of the responses.

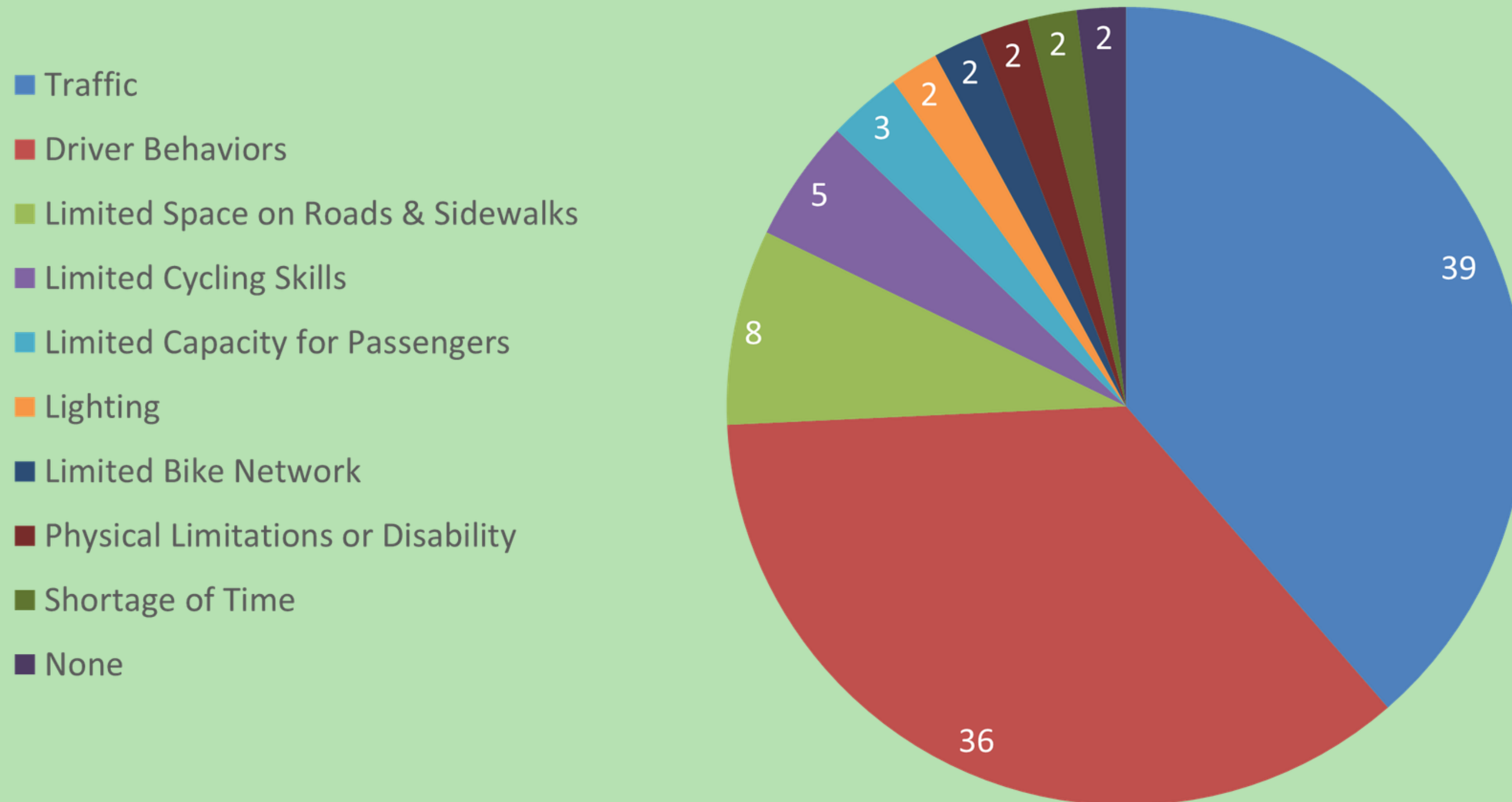
Modes of Travel by Age



| | | | | | |
|----------------------|----|----|----|---|---|
| Only E-Bike | | 1 | | | 1 |
| Drive or E-Bike | | 2 | | | |
| Drive Only | | 3 | 1 | 1 | |
| Walk or Bike | | 2 | 4 | | 1 |
| Only Active Modes | 3 | 2 | 3 | | |
| Drive, Walk and Bike | 2 | 12 | 12 | 3 | |
| Drive & Walk | 17 | 14 | 11 | 7 | |

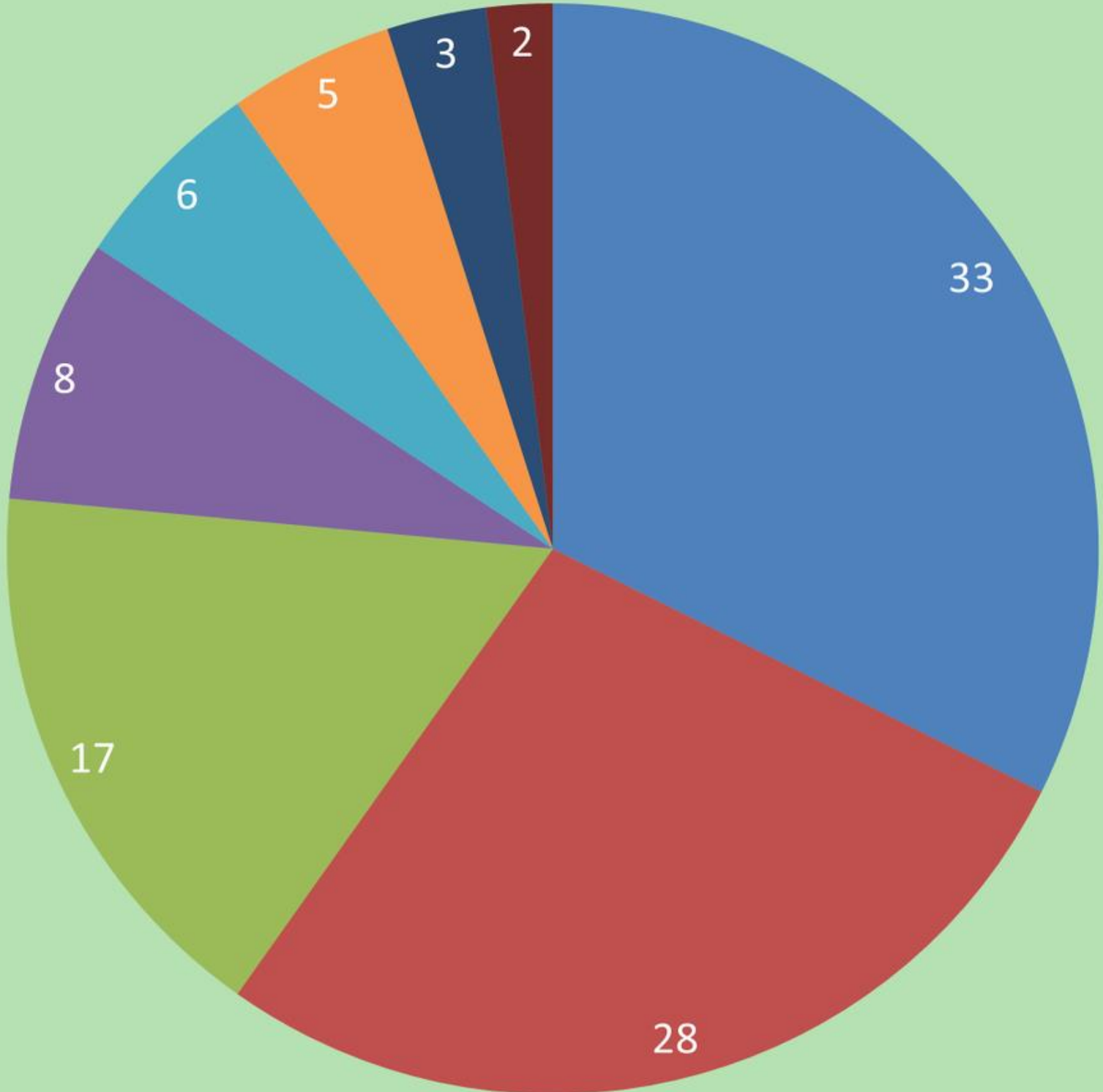
Top 3 Concerns

Please select your top three (3) concerns that may prevent you from riding a bike in Metuchen.



Top 3 Improvements

Select the top three (3) conditions that would help you ride a bike in Metuchen.

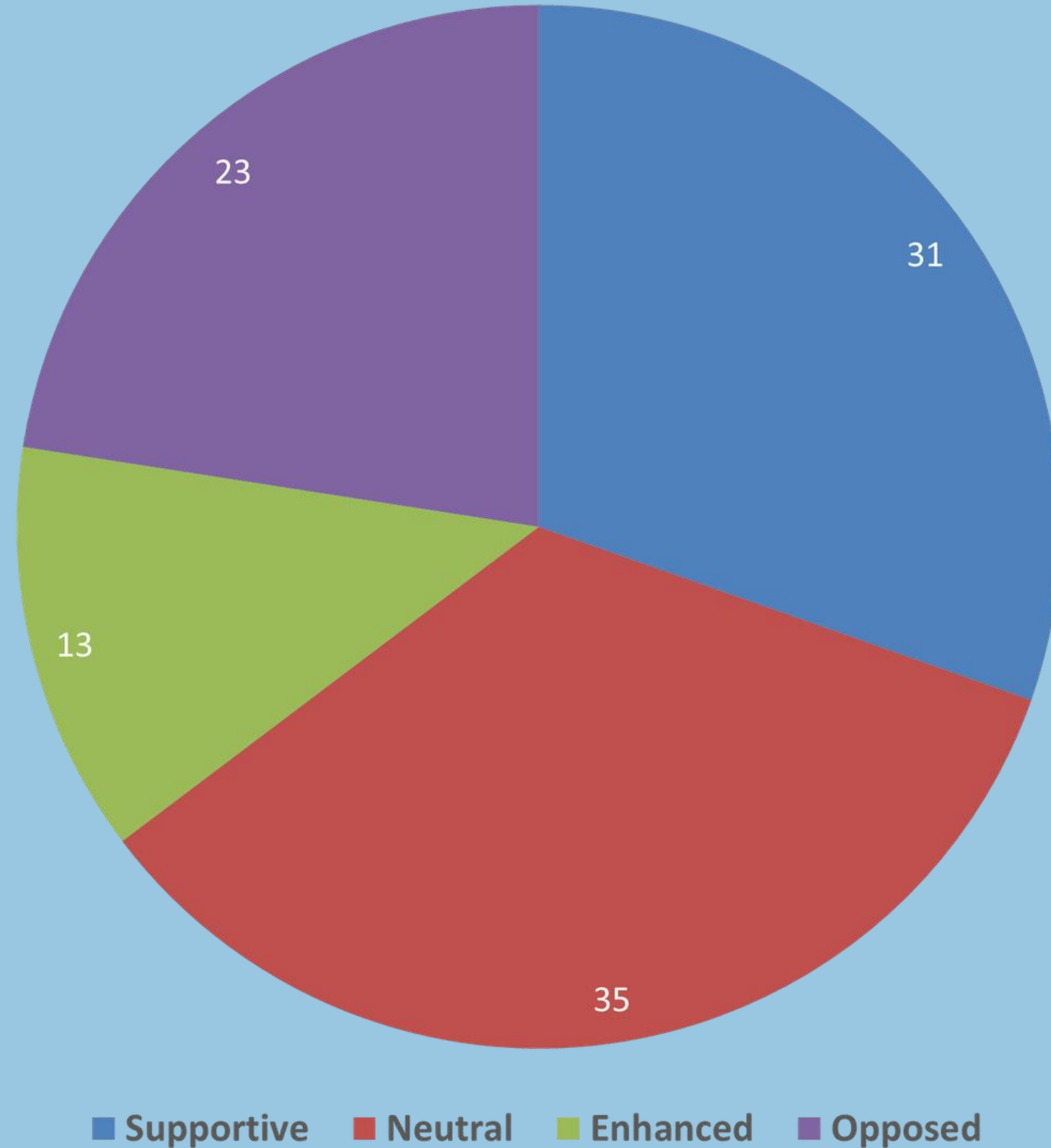


- Respectful Drivers
- Less Traffic
- Bike Lanes & Dedicated Paths
- Secure Bike Parking
- Other / None
- Improved Street Lighting
- Personal Bike Instruction or Coaching for street riding
- A network of bike-friendly streets to access a variety of destinations

Written Feedback

The long-answer responses were categorized by proximity to the neighborhood and overall attitudes toward the project.

“Love the bike lane, can only hope it is so brightly painted so other drivers can see it”
- Hillside Avenue Resident



Themes of Opposition

1 **Education is necessary.**

Responses revealed the need for continued promotion of the borough's intentions. Several stated that a lack of crashes does not justify the need for a bike lane.

2 **Loss of Parking**

The loss of parking was echoed in sixteen written responses. Among Hillside Avenue Residents, fifteen (15) percent were opposed to the project due to parking concerns.

3 **Relevance of the project**

Among the mix of reactions, several claim that the current design is sufficient, safe enough, or that the street is already too dangerous.

Activities

April 8

**Traffic &
Transportation
Committee**

**Recruit for
Volunteer
Opportunities**

April 20

**Community Survey
Review**

**KMM will develop
the pre/post surveys
for the pop-up bike
lane project.**

May 9

**Pop-Up Bike Lane
Installation**

**Setup
Gathering
Training
Bike Exercises for All
Social/Networking
Community Ride**

May 17

**Edison & Metuchen
Mayor's Bike Tour**

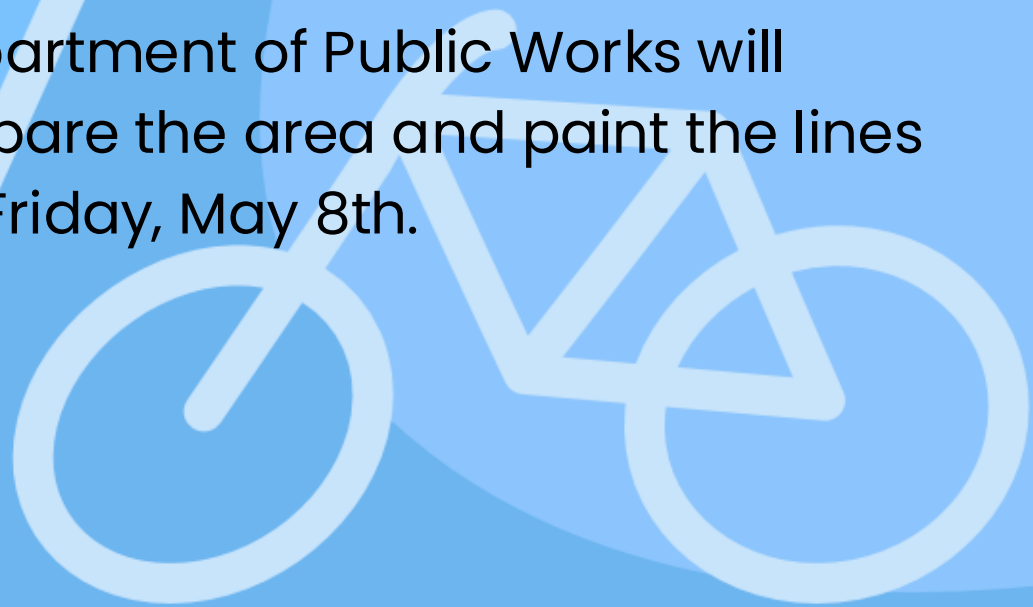
**Borough Hall Survey
Table**

**Hillside Ave
Celebration &
Photos**

May 9

Temporary Bike Lane Installation

Department of Public Works will prepare the area and paint the lines on Friday, May 8th.



8:00 Setup

KMM will stage the supplies (stencils, paint, etc.) at the Centenary Church Parking Lot.

9:00 – Welcome

KMM will provide an overview of the day's activities. Volunteers will receive instructions and materials to paint street markings.

KMM will provide materials for a Helmet Decorating table for children.

10:00 – Family Bike Activities

As the paint begins to dry, KMM will lead families in activities like bike inspections, and Smart Cycling Exercises.

11:00 – Community Ride

The festivities will end with a ride around Metuchen, led by Metuchen Police Department and Bike Walk Metuchen

May 17

Edison & Metuchen Mayors Bike Tour



9:00 – Setup

Volunteers may set up a table at Metuchen Borough Hall to greet Bike Tour participants.

9:30 – Promote the Survey

Metuchen Borough Hall is a rest area for all participants and a departure point for the halfway shuttle.

Survey data from people who used the space is valuable, even in the context of a larger special event.

Momentum



THANK YOU



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KMM Keep
Middlesex
Moving
MIDDLESEX COMMUTER CONNECTIONS