



Revving up New Jersey's Complete and Green Streets for All



Thursday, November 21, 2019 • 9:00am - 10:40am

@SJ_Program • #DecadeofImpact • #njleague

SPEAKERS

Mayor Moderator Anthony Talerico, Jr., Mayor Borough of Eatontown

Elise Bremer-Nei, AICP/PP, Office of Bicycle and Pedestrian Programs, **New Jersey Department of Transportation**

Janna Chernetz, Esq., Director, New Jersey Policy, **Tri-State Transportation Campaign**

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Douglas J. Greenfeld, AICP/PP, Manager, Sustainability and Plan Development, **North Jersey Transportation Planning Authority**

Charles Brown, MPA, Senior Researcher, Voorhees Transportation Center, **Rutgers University**

Nancy Blackwood, Green Team and Environmental Commission, **Borough of Red Bank**



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EATONTOWN EXPERIENCE

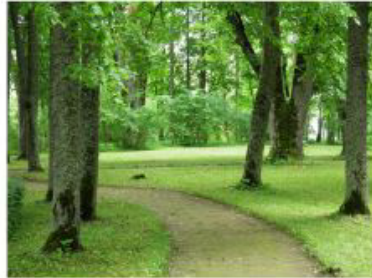


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EATONTOWN EXPERIENCE

Eatontown Recreation
47 Broad Street
Eatontown NJ 07724
Eatontownnj.com
732-389-7687

EATONTOWN PARK WALKERS



Take a walk in our Eatontown Parks for some Eco-Therapy. Spend time outdoors observing the sounds and sights of nature in our community parks. Great time of year to begin exploring our parks while increasing your personal fitness level. Our parks are open dawn to dusk daily.

F. Bliss Price Arboretum & Wildlife Sanctuary- Wyckoff Road
Husky Brook Park - Grant Avenue & Route 36
80 Acres Park- Wall St. & Industrial Way East
Wampum Memorial Park - Route 35 & West Street
Wolcott Park - South Street & Willow Street



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EATONTOWN EXPERIENCE

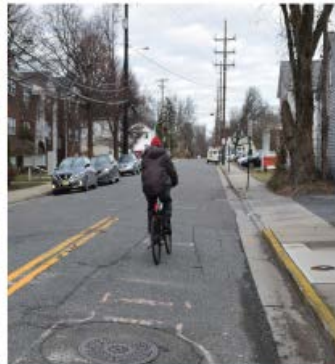


Figure 12. Map of Study Area in Eatontown, New Jersey.

Greenway Plan

Borough of Eatontown, Monmouth County, NJ
2019



Figure 29. Photo simulation of proposed trail crossing on Lewis Street, looking east. Simulation shows a raised crosswalk, overhead lighting, and new pedestrian-activated signage.



EATONTOWN EXPERIENCE



Figure 42. Photo render of bicycle trail on Throckmorton Avenue, looking eastward.



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Planning For Safe, Complete & Green Streets

NJ League of Municipalities
Thursday November 21, 2019



Complete Streets in New Jersey

A Success Story

State
Policy

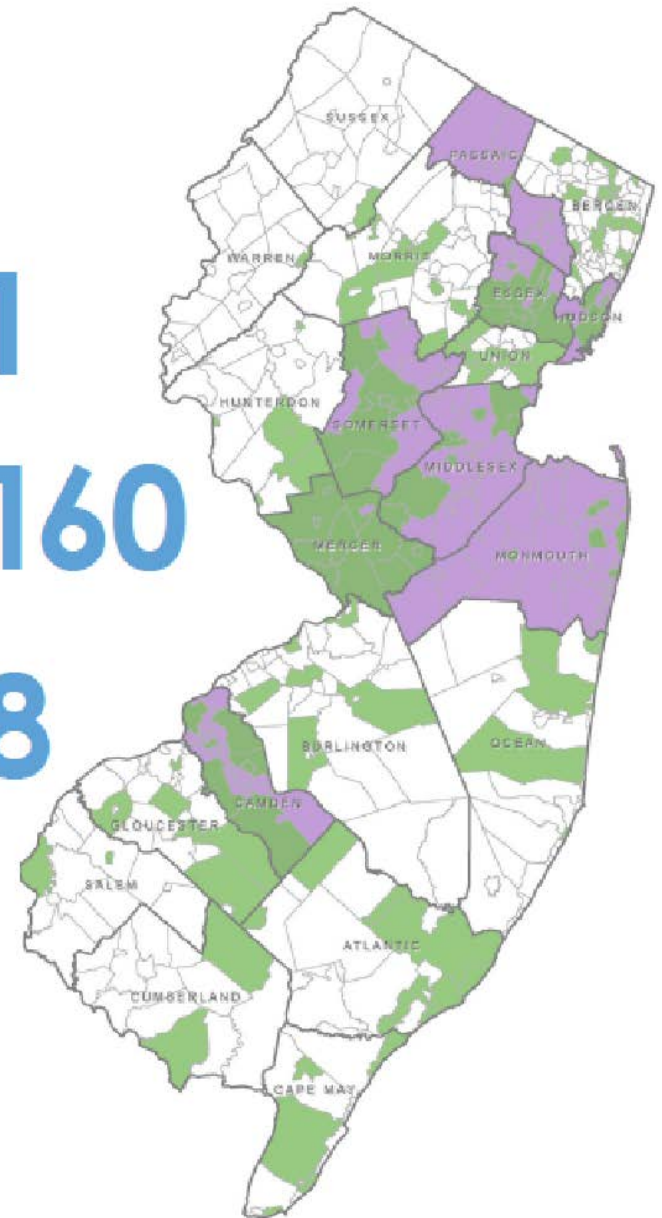
1

Municipal
Resolutions

160

County
Resolutions

8





Public Health
& Safety



Green Streets



Economy



Equity

WHERE DO COMPLETE STREETS BELONG?

Complete Streets belong in urban, suburban and rural communities, but their design will vary to "fit" the context. Each street's surrounding land use patterns, destinations, anticipated users, and function within a Complete Streets network will determine how it is designed; there is no "one-size-fits-all" Complete Streets design.

URBAN



STATE HIGHWAY CORRIDOR



SUBURBAN



RURAL

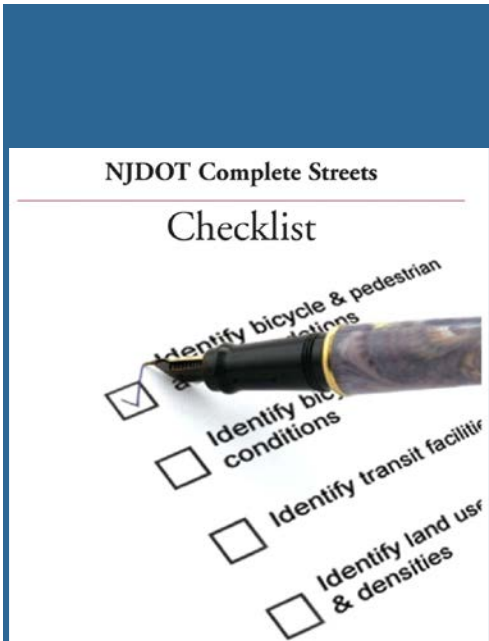


NJDOT Commitment to Communities

- Enhance quality of life
- Keep infrastructure in a state of good repair
- Stimulate and sustain smart development and economic growth
- Employ the latest technologies
- Respect and protect natural resources
- Embrace role as a customer service organization



Implementing NJDOT's Policy



- Trained all in-house NJDOT engineering and planning staff
- Added Subject Matter Expert review
- Created new “pipeline” guidelines
- Developed a checklist to ensure Complete Streets inclusion
- Instituted extra points for Local Aid grant applications
- Offered Regional workshops on policy and design
- Award Best Practice



Goals



Public Health
& Safety



Green Streets



Economy



Equity

- Foster stronger policies
- Expand application
- Integrate best practices
- Incorporate public input
- Transparency & accountability
- Detail health, safety, environmental, economic, & equity benefits

Health



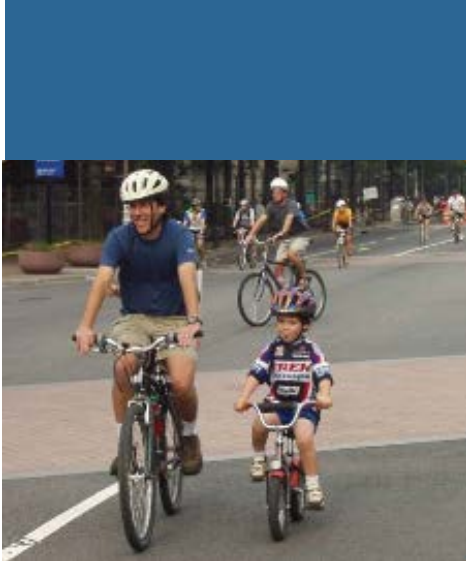
Focus on:

- Increasing physical activity, social connectivity, and active transportation options
- Reducing obesity and chronic disease while promoting wellness

Aligns with:

- NJDOH *Healthy NJ 2020*
- Forthcoming NJDOH *State Health Improvement Plan*

Safety



Focus on:

- Eliminating road fatalities
- Reducing crash severity and injury

Aligns with:

- State vision of halving traffic deaths by 2030, *NJDOT Strategic Highway Safety Plan (2015)*

Environment & Energy



Focus on:

- Improving air and water quality
- Managing Stormwater (flooding)
- Reducing Vehicle Miles Traveled (VMT)

Aligns with:

- NJDEP Green Infrastructure program
- Forthcoming *NJ Energy Master Plan*



Economy



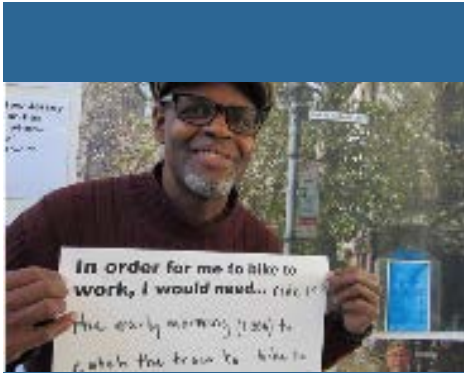
Focus on:

- Stimulating economic prosperity
- Fostering the economic benefits of walkable, bikeable, and sustainable roadways

Aligns with:

- NJEDA *Economic Development Strategic Plan (2018)*

Equity



Focus on:

- Equitable distribution of funding & resources
- Ensure fair treatment & meaningful involvement of all communities

Aligns with:

- *Environmental Justice Executive Order (2018)*



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Bureau of Safety, Bicycle and Pedestrian Programs

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Why is a New Policy Needed?



NJ Complete Streets Working Group

AARP—NJ

American Heart Association

Bicycle Coalition of Greater Philadelphia

NJ Bike & Walk Coalition

NJ Conservation Foundation

NJ Department of Community Affairs

NJ Department of Transportation

New Jersey Future, Jersey Water Works

NJ Healthy Community Network

Passaic County

Rails to Trails Conservancy

Rutgers University:

- Voorhees Transportation Center, Bloustein School of Planning & Public Policy
- Water Resources Program, Agricultural Experiment Station Cooperative Extension

Sustainable Jersey

Transportation Management Associations:

- Cross County Connection TMA
- Greater Mercer TMA
- RideWise TMA, Inc.

Tri-State Transportation Campaign

West Windsor Council



ACKNOWLEDGEMENTS

This Complete Streets Model Policy & Guide was developed through the collaboration of both public and non-profit organizations dedicated to advancing Complete Streets throughout New Jersey. Members of the New Jersey Complete Streets Working Group, a partnership of advocates, nonprofits, and local and state government representatives formed a Policy & Guide Team to develop this document.

The New Jersey Complete Streets Working Group gives special thanks to:

- **Tri-State Transportation Campaign** for convening the New Jersey Complete Streets Working Group
- **ChangeLab Solutions** and the **National Complete Streets Coalition** at Smart Growth America for their review and guidance
- **New Jersey Department of Transportation, Office of Bicycle and Pedestrian Programs**, for providing technical and production assistance
- **Green Infrastructure Committee of Jersey Water Works** for their guidance on Green Streets
- **Ian Allen** for his tireless work on the policy language and as an advocate for equity.
- **Sarah Tomasello** at **Voorhees Transportation Center, Rutgers University** for policy review and assessment.

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DISCLAIMER: Technical Assistance was provided 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.

Pedestrian & Bicycle Fatalities



NJ is a federally designated
Pedestrian-Bicycle Focus State

2018 - 34% of all motor vehicle
fatalities were pedestrians or
bicyclists

2019 – YTD 32% of all motor
vehicle fatalities are pedestrians
or bicyclists, UP almost 10% over
previous 2 years.

Policy Problems

No Transparency or Accountability

Not providing exceptions in writing

No public involvement

Lots of Caveats

Exemptions on spending

> 5-20% of cost

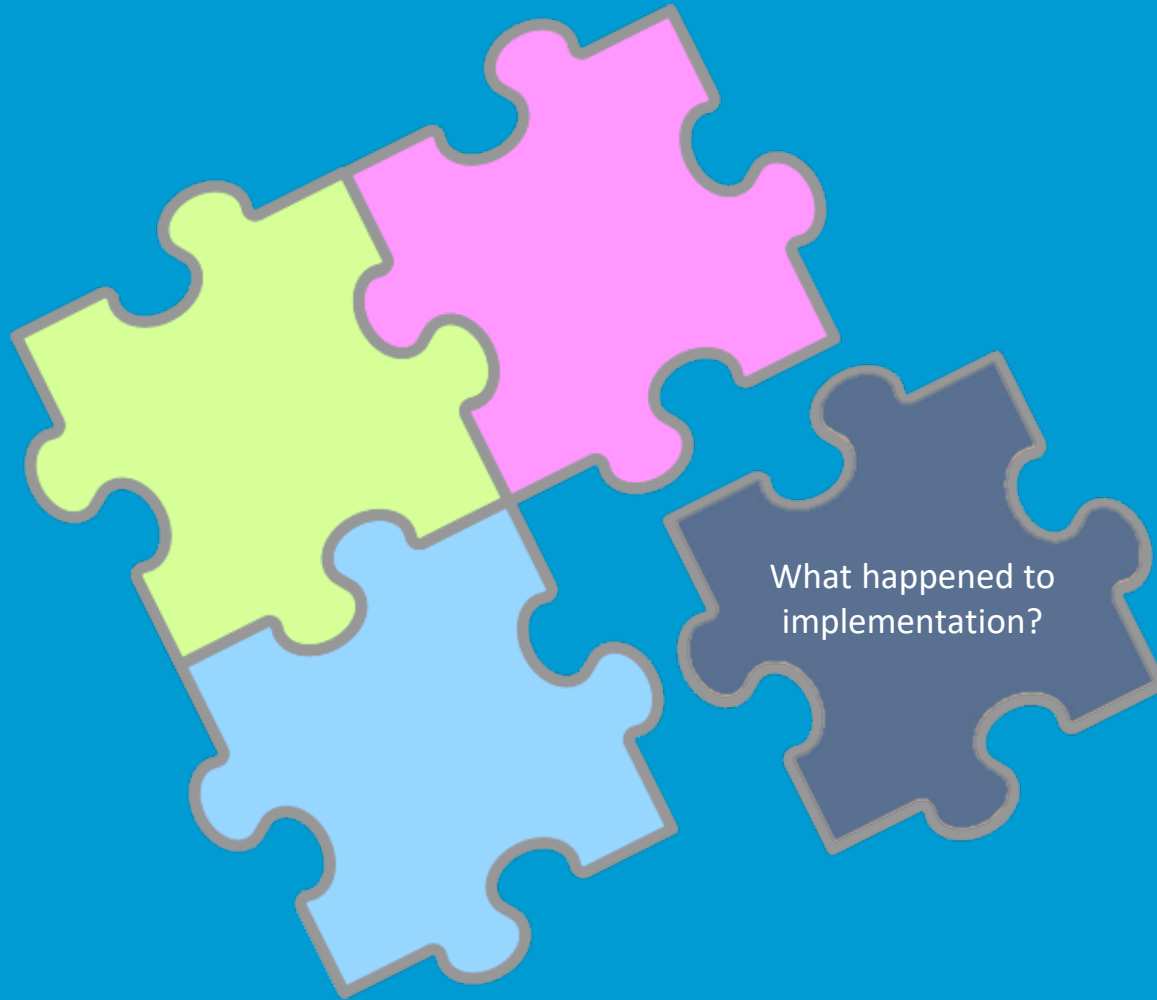
No Benchmarks

No Actual Policy

“when feasible”
“if practical”
“when possible”
“except maintenance”



Lack of Implementation



Strong, Stronger, Strongest

Resolution

official **statement of support**, includes “WHEREAS” statements

Policy

process and **actions** designed to ensure that Complete Streets are routinely considered in all transportation decisions

Ordinance

law that can be enforced



Customizable
can be tailored to fit
the needs of all
communities

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Public Health
& Safety



Green Streets



Economy



Equity

New Model Policy

Aligns with **National Guidance**

Acknowledges transportation decision-making includes:

- health
- safety
- economy
- equity

First model policy to include **Green Streets**

Congratulations to Early Adopters

- Scotch Plains
- Roselle Park
- Lower Alloways Creek
- Upper Township
- Eatontown: 1st Ordinance





Public Health
& Safety



Green Streets



Economy



Equity

To download the Guide visit:
www.state.nj.us/transportation/eng/completestreets/resources.shtm

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:

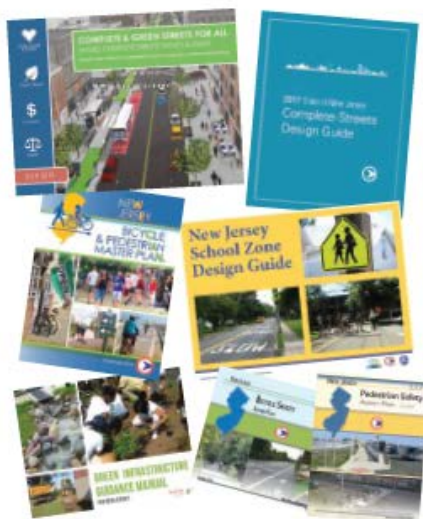
- A state-of-the-art **Model Complete Streets Resolution and Policy** that can be adopted in full or tailored to meet your needs.
- A set of 4 comprehensive **Model Checklists** to ensure that Complete Streets are considered throughout the project development process.
- **Tools & Resources** on a wide 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.

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



To download the guide visit:

<https://www.state.nj.us/transportation/eng/completestreets/resources.shtm>





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Public Health
& Safety



Green Streets



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JULY 2019

COMPLETE & GREEN STREETS FOR ALL

MODEL COMPLETE STREETS POLICY & GUIDE

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Green Streets



Public Health
& Safety



Green Streets



Economy



Equity

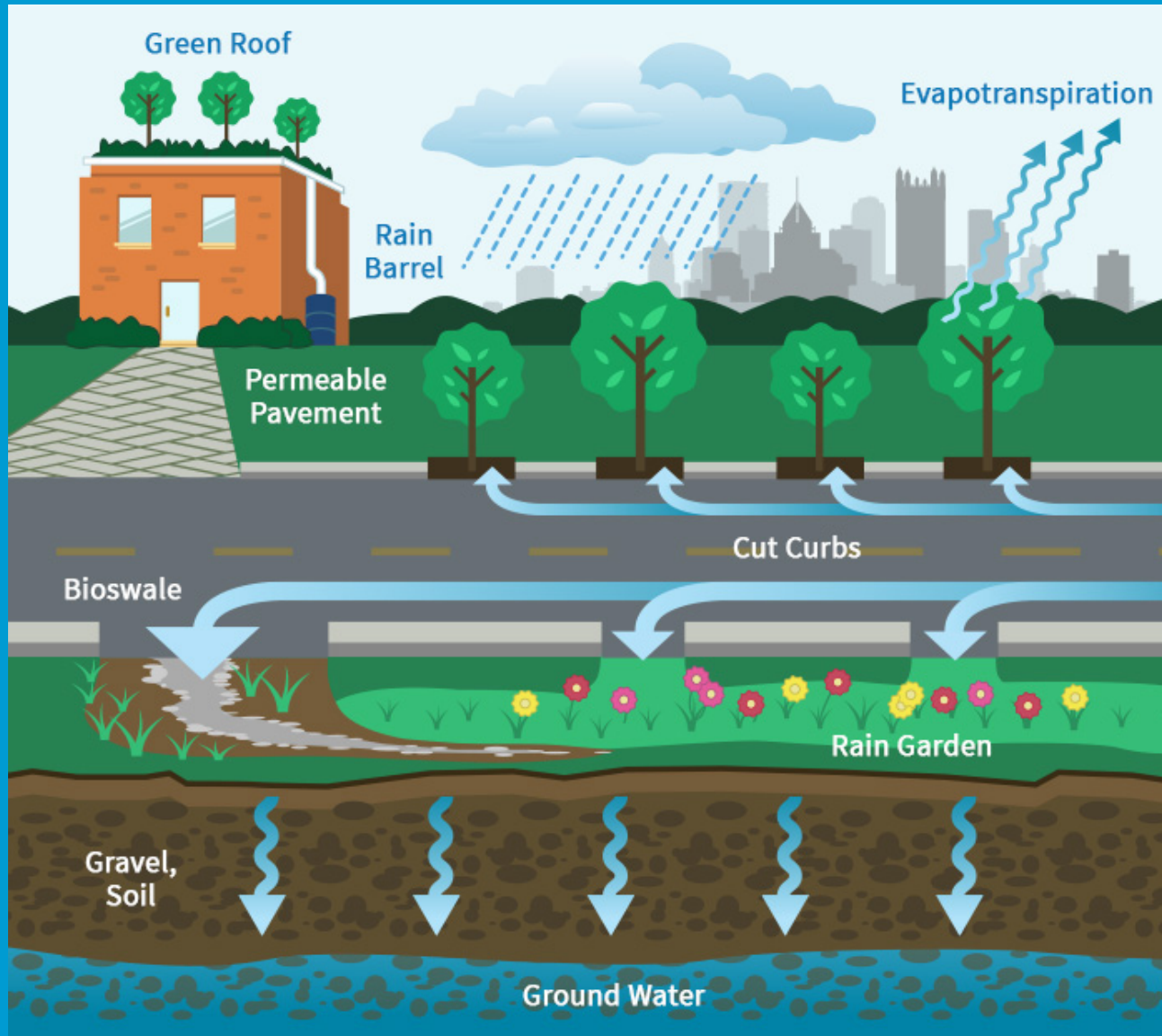
COMPLETE & GREEN STREETS FOR ALL

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



What are Green Streets?



Managing **stormwater** by either enabling it to **infiltrate** into the ground where it falls or by **capturing** it for later reuse

Green Street Practices:

- Stormwater tree trenches
- Curb bump outs
- Permeable Pavement



Public Health
& Safety



Green Streets



Economy



Equity

Model Resolution: Spelling It Out

WHEREAS, Complete Streets that incorporate sustainable **Green Streets** design elements, such as **green stormwater infrastructure**, traffic calming treatments, shade trees, and the use of recycled materials, protect and create a healthier natural and social environment, improve air and water quality, and reduce localized flooding; and

Economy



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

Why Invest in Complete Streets?

Avoids \$18M
each year in
collision and
injury costs

Increase in new
businesses
after CS
improvements

Rise in
employment
levels after CS
implementation

Higher
property values
and private
investment

*I want to be
where the
people are*

Increase in foot
traffic and sales





Public Health
& Safety



Green Streets



Economy



Equity

Model Resolution: Spelling It Out

WHEREAS, Complete Streets implementation enhances access to local businesses, **encourages reinvestment, increases property values and employment, and stimulates private investment**, especially in retail districts, downtowns, and tourist areas; and

Public Health, Safety & Equity



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





Public Health
& Safety

Model Resolution: Spelling It Out



Green Streets

WHEREAS, Complete Streets encourage an **active lifestyle** through increased physical activity, social connectivity, and sense of community belonging, thereby **lowering risk of obesity, reducing chronic disease, improving mental health, and promoting wellness**; and



Economy

WHEREAS, traffic crashes are preventable and the only acceptable number of traffic deaths for my town **is zero**; and



Equity

Equality



Equity



Could where you live influence *how long you live*?

People living just a few blocks apart may have vastly different opportunities to live a long life in part because of their neighborhood. Unfortunately, significant gaps in life expectancy persist across many United States cities, towns, ZIP codes and neighborhoods. The latest estimates of life expectancy reveal differences down to the census tract level. Explore how life expectancy in America compares with life expectancy in your area, and resources to help everyone have the opportunity to live a longer, healthier life.

Get RWJF in your inbox

Stay up-to-date on the latest news, research, and funding opportunities from RWJF.

[Subscribe](#)

SHARE



Enter your street address or zip code (Example: "1234 Main Street, Anytown, NY 12345")

[FIND](#)

NOTE: YOUR INFORMATION WILL NOT BE STORED RWJF PRIVACY POLICY



My Area



00.00
YEARS



County



00.00
YEARS



State



00.00
YEARS



United States



78.60
YEARS

1 West State Street, Trenton, NJ 08601

FIND



NOTE: YOUR INFORMATION WILL NOT BE STORED RWJF PRIVACY POLICY



My Area

Census Tract
Reference number: 34021000900



69.80
YEARS



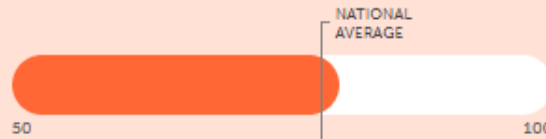
Mercer County



79.80
YEARS



New Jersey



80.20
YEARS



United States



78.60
YEARS



Public Health
& Safety



Green Streets



Economy



Equity

Model Resolution: Spelling It Out

WHEREAS, Complete Streets allow for safe, accessible, and convenient travel, reducing serious injuries and fatalities for all users of the roadway⁶, including pedestrians, bicyclists, children, older adults, people with disabilities, non-drivers, transit riders, residents of **Priority Communities**, and those who cannot afford a car or choose to reduce their car usage; and

WHEREAS, **low- and moderate-income areas**, whether in rural, urban, or suburban communities, are typically the **least safe for pedestrians and bicyclists**, especially for children walking and biking to school, due to long-standing infrastructure disparities and higher concentration of streets with faster-moving and higher-volume traffic; and

WHEREAS, procedures should be implemented that ensure **fair treatment, equitable funding** and resource distribution, and **meaningful involvement** of all communities in all phases from selection, planning, and design to construction and long-term maintenance; and



Public Health
& Safety



Green Streets



Economy



Equity

Model Resolution: Spelling It Out

The term **Priority Communities** refers to categories of **underserved** and **adversely impacted** populations.

Each county or municipality should evaluate who and where there are concentrations of underserved or marginalized populations based on available data. Below are some of the categories to consider when defining Priority Communities:

1. Minority Concentrations
2. Low-Income Concentrations
3. Other Indicators of Disadvantage:
 - a. Female Head of Household with Children
 - b. Persons with Limited English Proficiency
 - c. Carless Households
 - d. Elderly Populations/Children
 - e. Persons with Disabilities
 - f. Hispanic Populations
 - g. Other Ethnic Minorities
 - h. Families in Poverty with Children

Putting the Policy into Action



Enterprise Community.Org Opportunity 360



Housing Stability



- Home Ownership
- Housing Cost Burden
- Housing Affordability

Education



- High School Completion
- Higher Education Attainment

Health and Well-Being



- Access and affordability of health care
- Health status

Economic Security



- Income, Wealth, and Savings
- Poverty Rate
- Employment

Mobility



- Transit and Vehicle Access
- Commute Time

Census Tract 7012.01, Burlington City



Housing Stability

2017 Opportunity Index Score:

99

84%

Homeownership

Regional Average: 67%

Annual Average Change in Tract from 2000: -0%



Economic Security

2017 Opportunity Index Score:

83

5%

People in Poverty

Regional Average: 13%

Annual Average Change in Tract from 2000: -2%

9%

Unemployment Rate

Regional Average: 7%

Annual Average Change in Tract from 2000: -4%

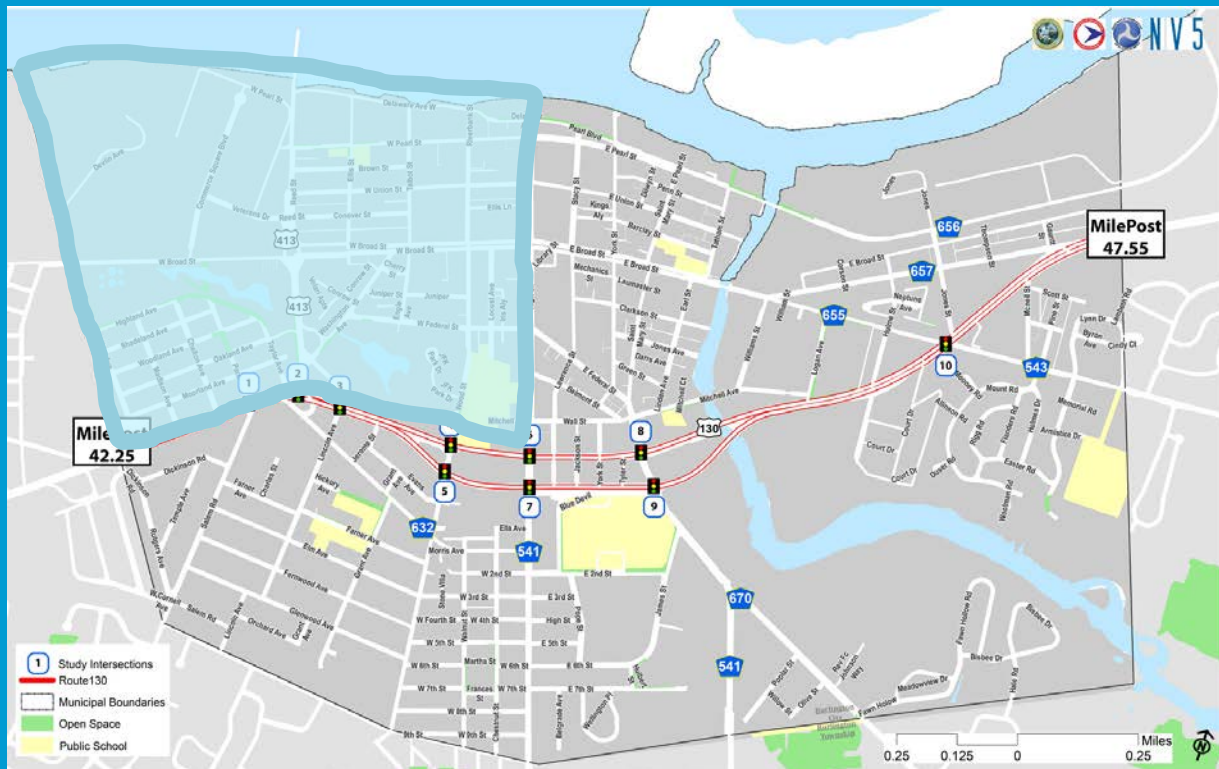
\$73,947

Median Household Income

Regional Average: \$66,285

Annual Average Change in Tract from 2000: 1%

Census Tract 7012.05, Burlington



Housing Stability

2017 Opportunity Index Score:

32

65% Homeownership

Regional Average: 67%
Annual Average Change in Tract
from 2000: 1%



Economic Security

2017 Opportunity Index Score:

39

14% People in Poverty

Regional Average: 13%
Annual Average Change in Tract
from 2000: 3%

11% Unemployment Rate

Regional Average: 7%
Annual Average Change in Tract
from 2000: 6%

\$56,202 Median Household Income

Regional Average: \$66,285
Annual Average Change in Tract
from 2000: -1%



Advisory Body



Plans & Practices



Benchmarks/
Reporting



Checklists

Model Policy: Accountability

The Council shall establish a **Complete Streets Advisory Body** to help Anytown, NJ comply with the Complete Streets policy and to provide ongoing feedback to the town related to the implementation of the Complete Streets Policy.



Advisory Body



Plans & Practices



Benchmarks/
Reporting



Checklists

Model Policy: Accountability

The **Complete Streets advisory body** shall consist of a broad group of stakeholders including:

- a. Elected Officials;
- b. Law Enforcement;
- c. Public Works;
- d. Planners;
- e. Engineers;
- f. Emergency Medical Services (EMS);
- g. Fire;
- h. Schools;
- i. Business and Developer Community;
- j. Civic And Advocacy Groups;
- k. Public Health Professionals;
- l. Transit Professionals; and
- m. Community Members, including Persons with Disabilities, Senior and Youth Organizations, Persons Representing **Priority Communities**.



Advisory Body



Plans & Practices



Benchmarks/
Reporting



Checklists

Model Policy: Accountability

Within two years of the effective date of this Policy, Anytown, NJ shall **inventory and audit procedures, policies, plans**, documents, training programs, performance measures and other guidance documents to be consistent with this policy.

The Council, Planner and Engineer shall routinely work in coordination with each other and adjacent jurisdictions, and any relevant advisory committees/teams, to create Complete and Green Streets and to ensure **consistency with the Municipal Master Plan and Elements** and any other existing Pedestrian/Bicycle/Multimodal Plans, Stormwater Management Plans, and Pollution Prevention Plans.



Advisory Body



Plans & Practices



Benchmarks/
Reporting



Checklists

Model Policy: Accountability

The Council shall **establish benchmarks** reflecting the ability of all users to travel safely and conveniently along highways, roads and streets within the agency's jurisdiction

Benchmarks shall include but are not limited to:



Advisory Body



Plans & Practices



Benchmarks/
Reporting



Checklists

Model Policy: Accountability

- a. Mileage by of new and existing **bicycle** infrastructure including in **Priority Communities** (*e.g., bicycle lanes, bike parking, paths, and boulevards*)
- b. Linear feet (or mileage) of new and existing **pedestrian** infrastructure (*e.g., sidewalks, trails, transit amenities*)
- c. Number of new and existing **ADA-compliant** infrastructure (*e.g., curb ramps, pedestrian buttons*)
- d. Number of new **street trees**
- e. Number of **green street** practices (*e.g., rain gardens, bioswales, permeable pavement*)
- f. Number of pedestrian and bicycle **lighting** improvements.
- g. Bicycle and pedestrian **counts**
- h. Commute **mode** percentages (*e.g., drive alone, carpool, transit, bicycle, walk*)
- i. The number and percentage of designated **transit stops** accessible via sidewalks and curb ramps
- j. The number, locations, and causes of collisions, **injuries**, and **fatalities** by each mode of transportation
- k. The percentage of **children walking or bicycling** to school



Advisory Body



Plans & Practices



Benchmarks/
Reporting



Checklists

Model Policy: Accountability

Complete Streets Checklists

CONCEPT
DEVELOPMENT

PRELIMINARY
ENGINEERING

CONSTRUCTION

MAINTENANCE

Sustainable Jersey

Complete Streets Action, Jan 2020



Tier	Action	Points
1	Adopt a resolution with policy	10
2	Adopt checklists, advisory body, training, list of plans to update	10
3	Adopt benchmarks in policy	5
4	Adopt an ordinance	20 good for 10 years

*Equity is part of every tier



NEW JERSEY
Safe Routes to School



www.saferoutesnj.org



RUTGERS

Edward J. Bloustein School
of Planning and Public Policy

Leigh Ann Von Hagen, AICP/PP

NJ Safe Routes Resource Center

Rutgers, The State University of New Jersey

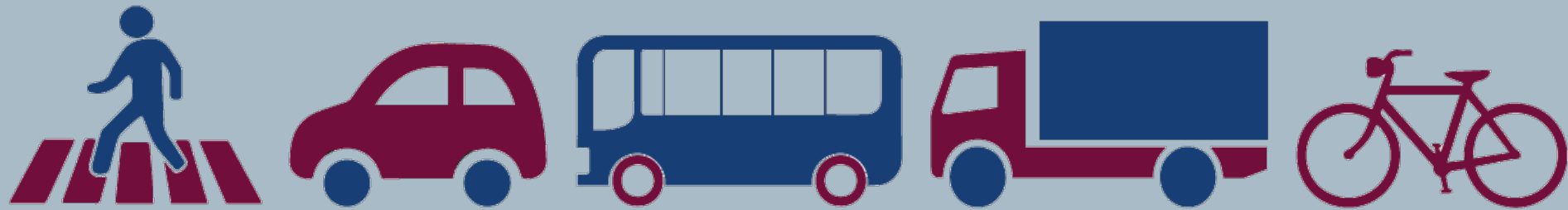
848.932.2854

lavh@ejb.rutgers.edu

www.saferoutesnj.org



Complete Streets Technical Assistance Program



New Jersey League of Municipalities Conference

November 21, 2019

Doug Greenfeld, AICP/PP

Manager, Sustainability and Plan Development



North Jersey Transportation Planning Authority

NJTPA Region

Bergen

Essex

Hudson

Hunterdon

Jersey City

Middlesex

Monmouth

Morris

Newark

Ocean

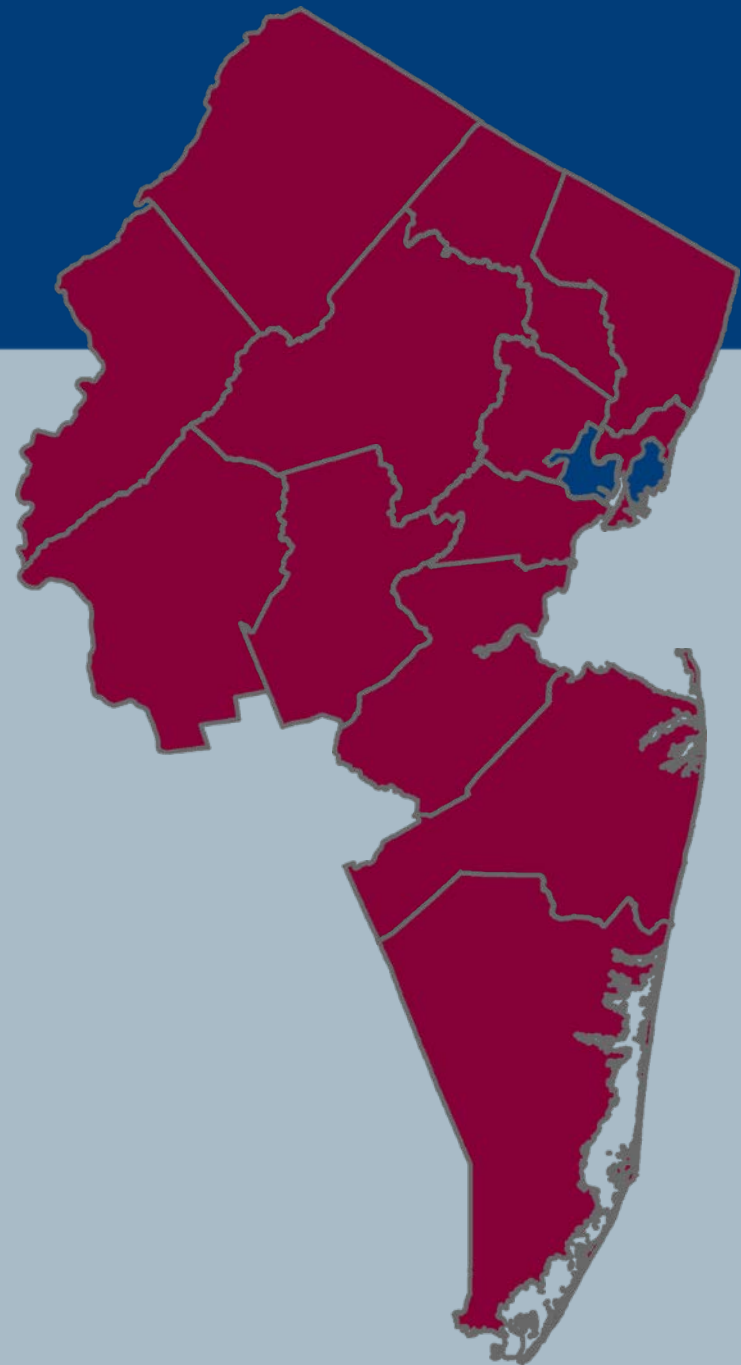
Passaic

Somerset

Sussex

Union

Warren



Technical Assistance Program

- Training
- Services



Free Training

Thursday, January 9

Rowan College (Vineland)
9:30 a.m. to 4 p.m.

Register at

bit.ly/2019CompleteStreets



AICP Credits & NJ PE Credits

Free Technical Assistance Services

- Bicycle Corridor or Network Plan
- Conceptual Renderings
- Crime Prevention Through Environmental Design
- Temporary Demonstration Project Guidance
- Walkable Community Workshop

Free Technical Assistance Services

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- Walkable Community Workshop

Free Technical Assistance Services

- Bicycle Corridor or Network Plan
- Conceptual Renderings
- Crime Prevention Through Environmental Design
- Temporary Demonstration Project Guidance
- **Walkable Community Workshop**

Free Technical Assistance Services

Apply online:

[Bit.ly/CompleteStreetsTA](https://bit.ly/CompleteStreetsTA)

Application Deadline:

December 20, 2019



Thank You!

Defining the Vision. Shaping the Future.



Doug Greenfeld, AICP/PP
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(973) 639-8424

njtpa.org/completestreets



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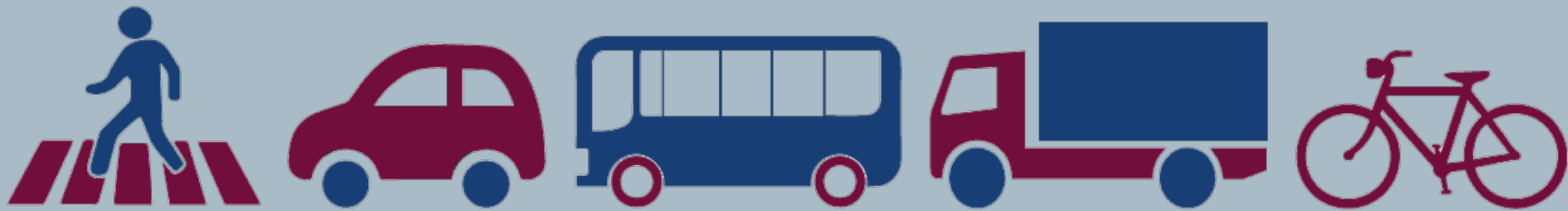


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Complete Streets Technical Assistance Program



Revving Up New Jersey's Complete and Green Streets for All

Charles T. Brown, MPA, CPD

Senior Researcher and Adjunct Professor

Alan M. Voorhees Transportation Center, Rutgers University

November 21, 2019



Complete Streets

Complete streets are designed for all users, all modes of transportation, and all ability levels. They balance the needs of drivers, pedestrians, bicyclists, transit riders, emergency responders, and goods movement based on the local context.

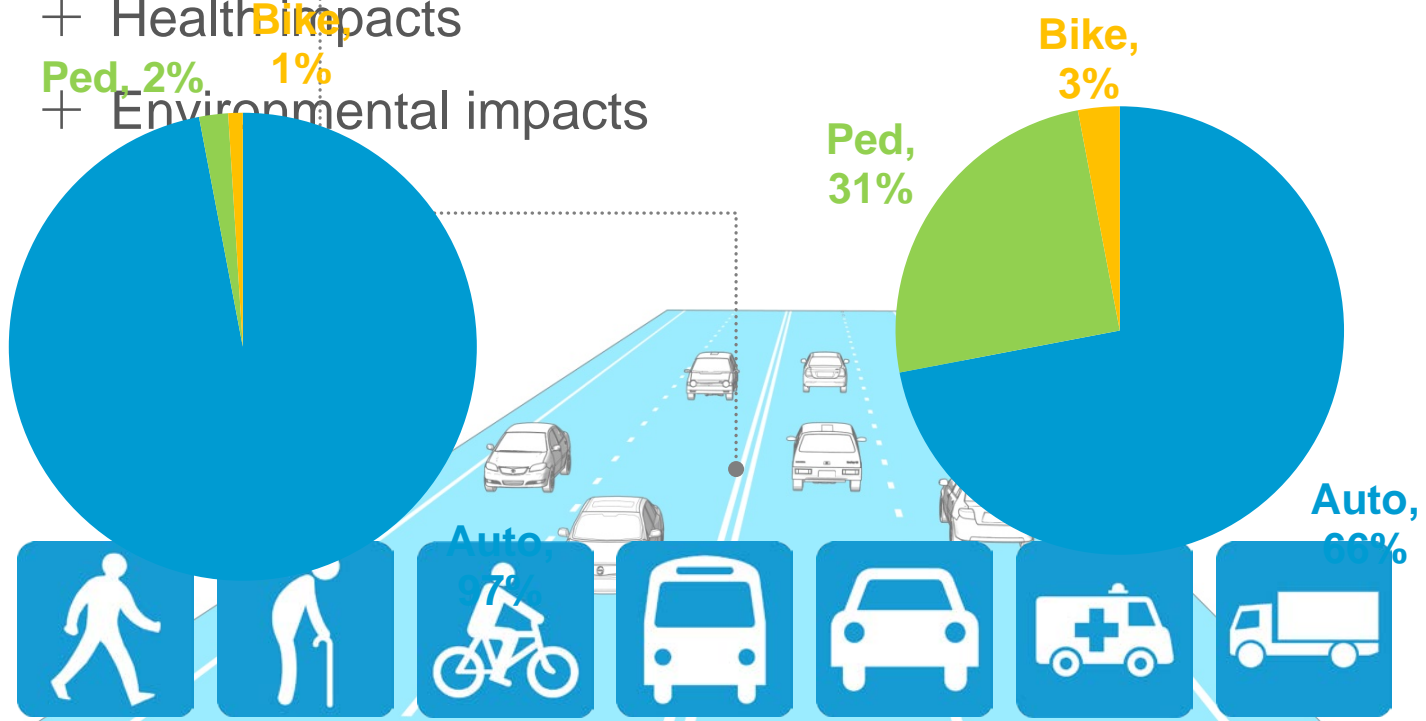
~NJ DOT Complete Streets Design Guide

Why it matters

New Jersey streets in New Jersey do not support these users and other potential users


- + Limited mobility options
- + Safety
- + Health impacts
- + Environmental impacts

Safety concerns:
591 fatal crashes in 2017





Technical Assistance Services

- Nine municipalities
- Stakeholder engagement
- Education
- Resources




**Pedestrian Safety
Demonstration Project**

Borough of Red Bank, Monmouth County, NJ
2019



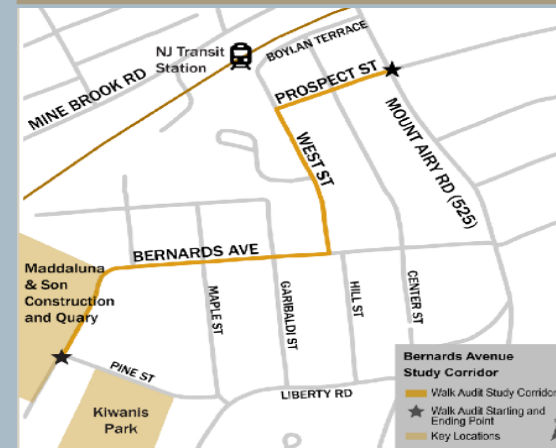
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Bernardsville, Somerset County Walkable Community Workshop



On-street sidewalk in Seattle. Photo by the Seattle Department of Transportation (SDOT).



Milltown, Middlesex County Pedestrian Safety Demonstration Project

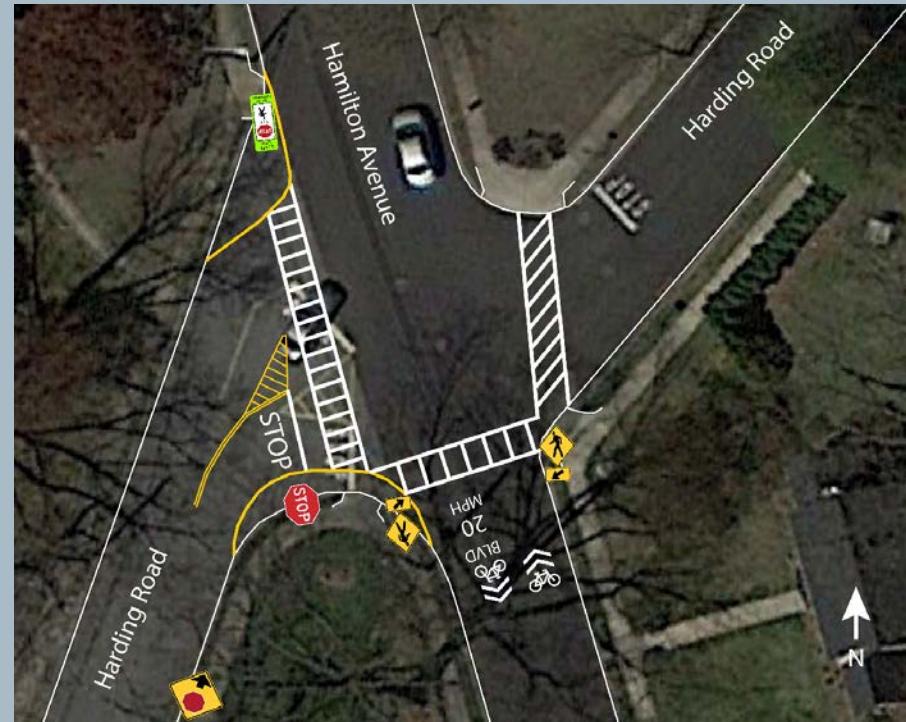
Before



After



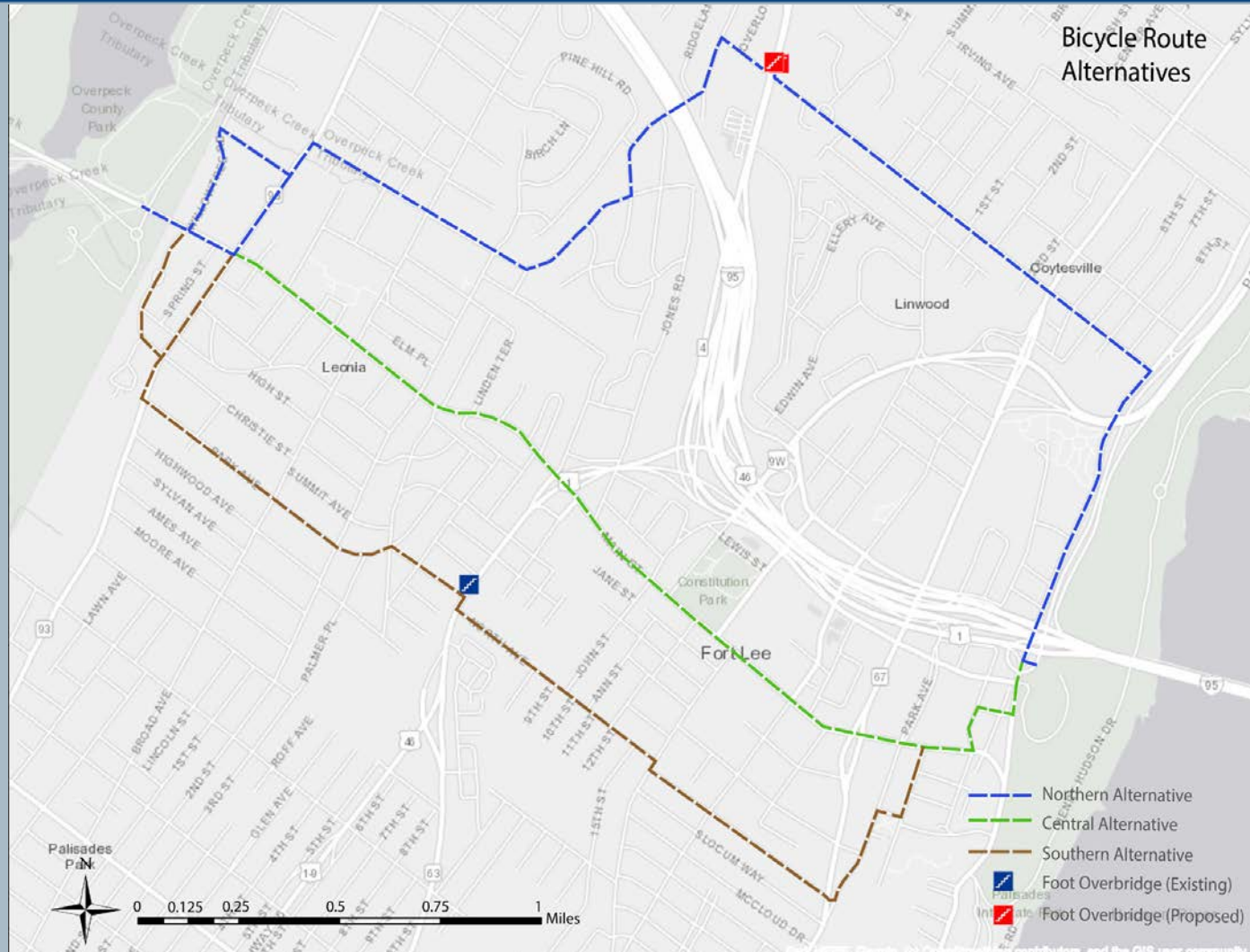
Glen Rock, Bergen County Walkable Community Workshop



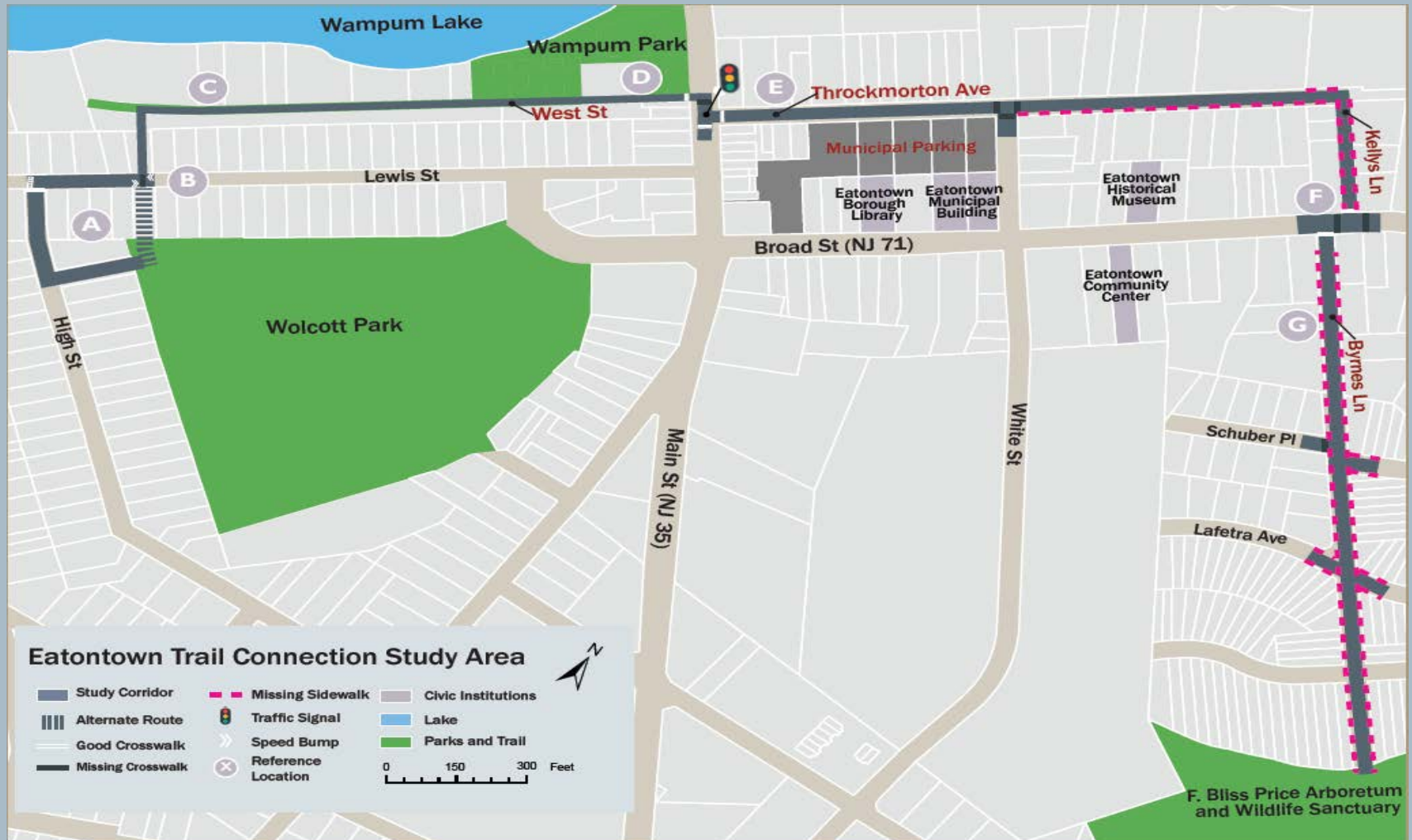
Cranford, Union County Conceptual Renderings



Leonida and Fort Lee, Bergen County Bike Route Alternatives



Eatontown, Monmouth County Greenway Plan



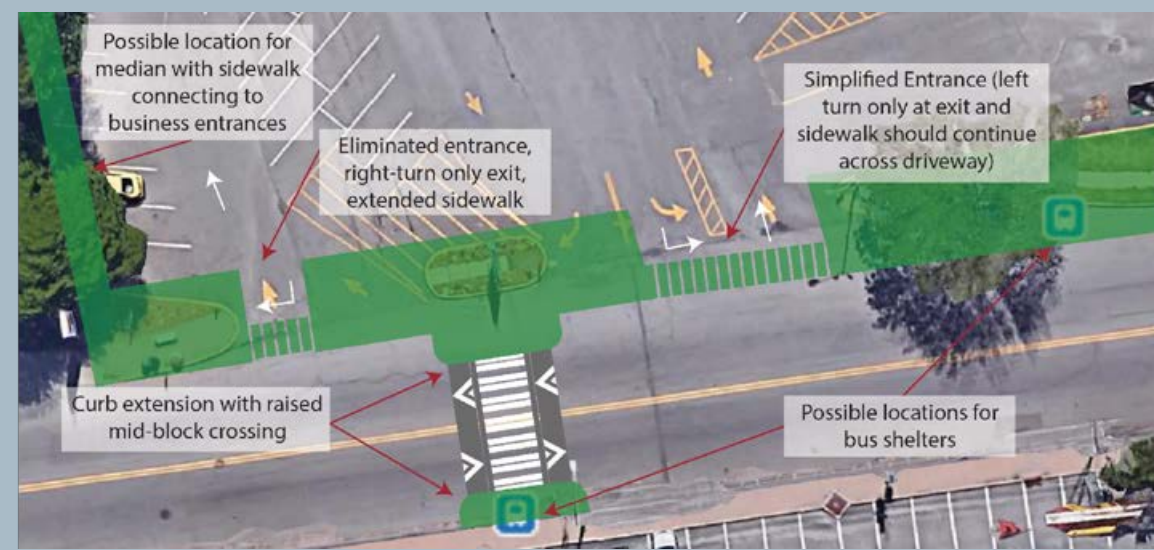
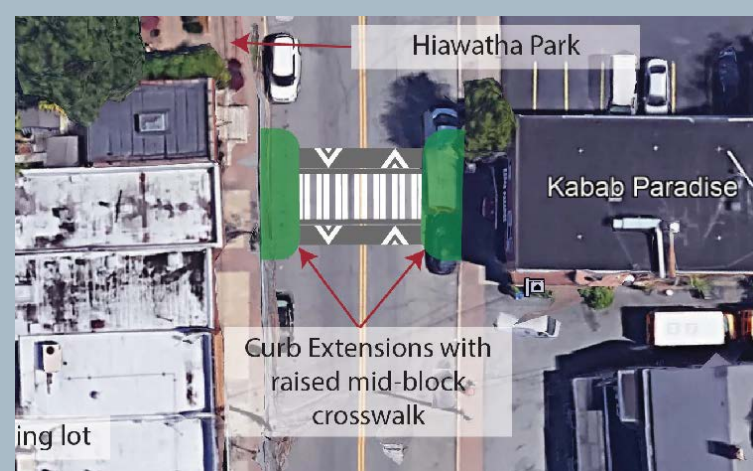
Eatontown, Monmouth County Greenway Plan



Parsippany-Troy Hills, Morris County Walkable Community Workshop



Parsippany-Troy Hills, Morris County Walkable Community Workshop



Westfield, Union County Walkable Community Workshop



Red Bank, Monmouth County Pedestrian Safety Demonstration Project



Thank You!

Charles T. Brown, MPA, CPD

Senior Researcher and Adjunct Professor

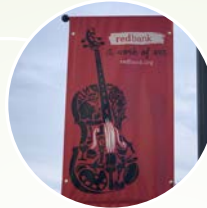
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Equity and
Health



Red Bank



Tactical
Urbanism



Demonstration

Nancy Blackwood
Red Bank EC & Green Team



Red Bank

- 2.2 square miles
- Population 12,150 with many seniors and under 18s
- Popular destination:
 - Home to the Count Basie and Two River Theatres
 - Thriving retail, restaurants and arts district
 - Parks
- Racially and economically diverse community
- Welcoming and inclusive



Our Challenges



- Narrow streets and lots of traffic
- Cycling is frequently difficult
- Pedestrians at risk during peak traffic hours
- Many residents rely on cycling and walking for transportation, especially in lower income West Side
- Many state and county roads run through town



The Project

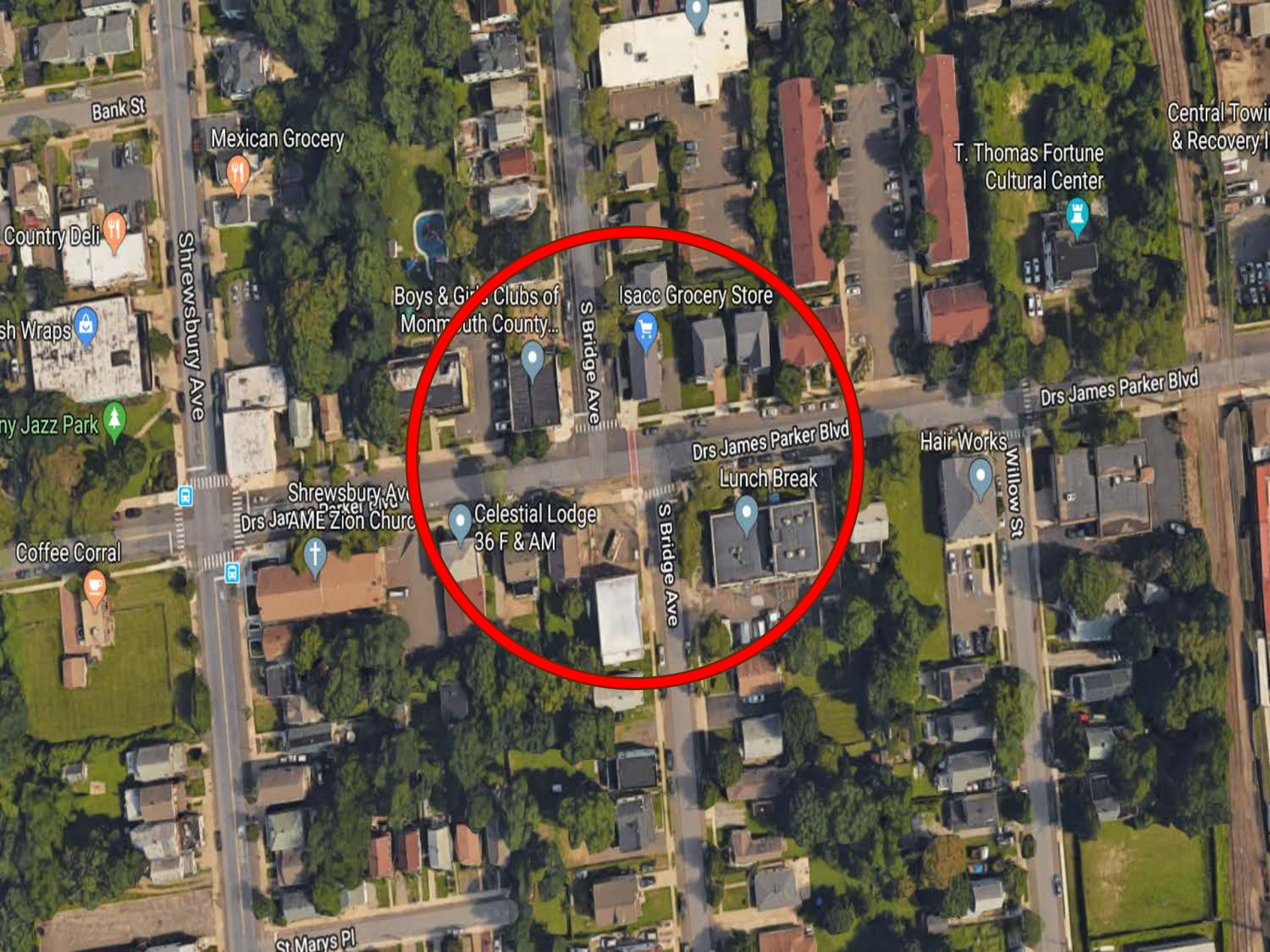
- Red Bank was awarded a technical assistance grant for:
 - Intersection Improvement using Tactical Urbanism
 - Public outreach Plaza

- Our Tactical Urbanism team included:
 - NJTPA
 - Voorhees Transportation Center at Rutgers
 - Sustainable Jersey
 - Red Bank Borough Administrator, Police, DPU, and Planning
 - Residential Advocates
 - Green Team/Environmental Commission
 - Bike and Ped Advocates
 - Businesses (RiverCenter and Red Bank Business Alliance)



Project Site- Drs James Parker Blvd

- Busy offset intersection, cars have to zig-zag to get across
- Many large trucks passing through
- Three pedestrian cross-walks
- High pedestrian traffic from bodega, Boys and Girls Club, and Food Bank
- Vehicles and pedestrians both find it difficult to decide when they can proceed
- Plus heavy bicycle traffic!



Bank St

Mexican Grocery

Country Deli

Shrewsbury Ave

Sh Waps

ny Jazz Park

Coffee Corral

Boys & Girls Clubs of Monmouth County...

S Bridge Ave

Isacc Grocery Store

T. Thomas Fortune Cultural Center

Central Town & Recovery

Drs James Parker Blvd

Drs James Parker Blvd

Hair Works

Willow St

Lunch Break

Celestial Lodge
36 F & AM




Shrewsbury Ave
Drs James Parker Blvd

S Bridge Ave

St Marys Pl

131 Drs. James Parker Blvd Intersection Design

Legend

-  No Parking
-  Bicycle parking
- Soft-hit plastic bollard in road
-  In-Street Pedestrian Crossing (R1-6a)



Improvements:

- New high visibility crosswalks
- Public art
- Cones and bollards to prevent illegal parking
- Improved visibility for drivers and pedestrians

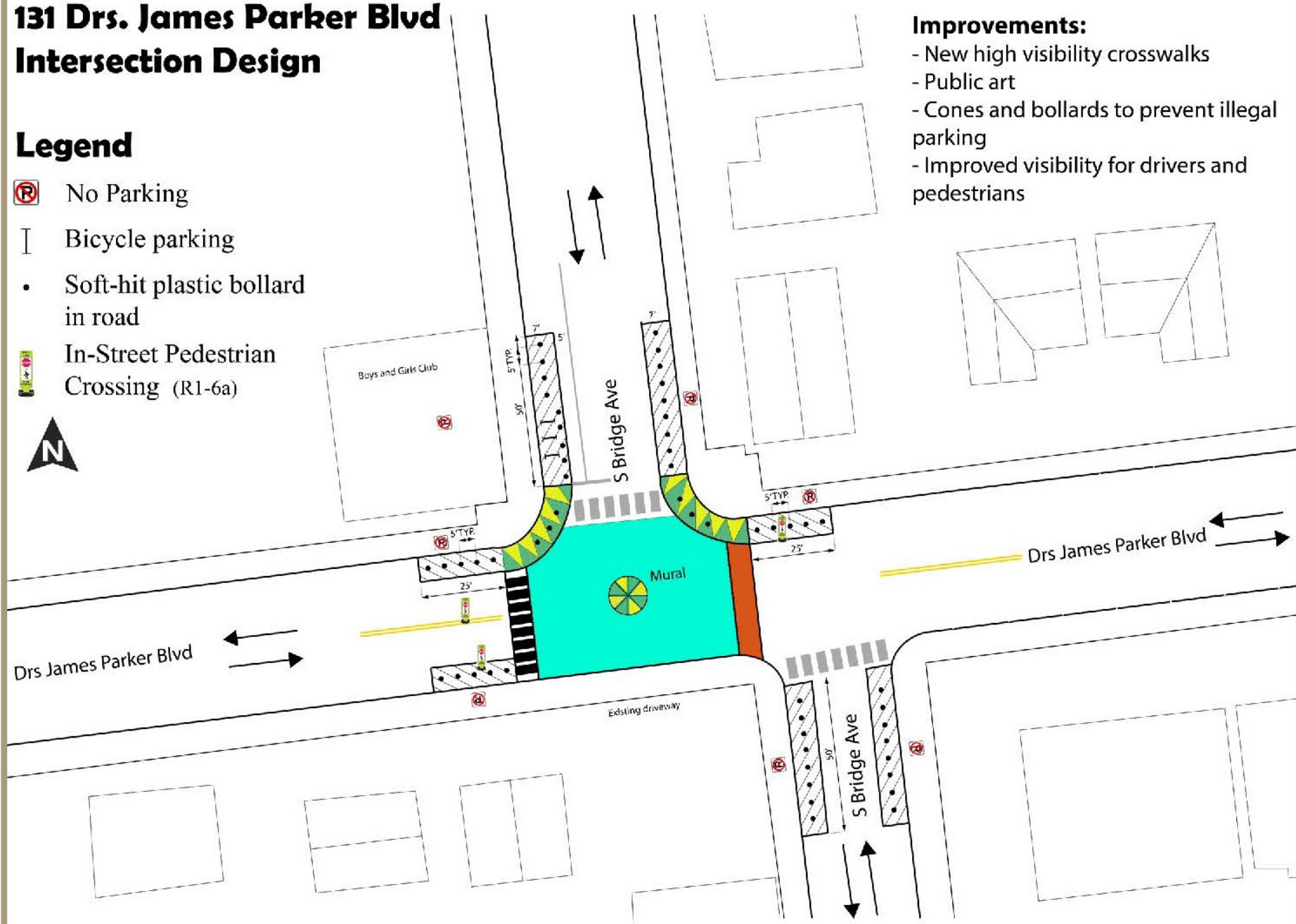


Figure 28. Intersection design for the Drs. James Parker Boulevard and South Bridge Avenue Demonstration Project.









Feedback



- Done via -on site survey, online responses to borough and local news report comments
- Bright colors make the intersection more attractive
- Catches drivers' attention- they slow down
- Pedestrians motivated to walk more often and feel safer
- Less obstructed view of the road with the bollards in place preventing cars from parking illegally
- The public is cooperating also by not moving the cones frequently, if at all, which is always a positive



Recommendations



- Make the bollards permanent
- Add 'Stop for Pedestrian signs' or Rectangular Rapid Flash Beacon (RRFB) signs
- Add bicycle racks
- Involve local artists, community groups in the design of future murals
- Restricting left turns from the Northbound side of S Bridge Ave
- Police enforcement
- Consider additional locations



Special Thanks

- Sustainable Jersey
- NJTPA
- Voorhees Transportation Center at Rutgers
- Red Bank Borough Administration (especially DPU!)
- Red Bank Environmental Commission/Green Team
- Bicycle and Pedestrian advocates in Red Bank

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