

## Zero is Possible: Advancing Complete Streets Initiatives

November 19, 2025

New Jersey League of Municipalities Conference



# Panel Speakers



**Mayor Debbie Mans** 



**Anne Heasly** 



Leigh Ann von Hagen



**Jasmine Lawrence** 



**Patrick Farley** 

## Glen Ridge

Mayor Debbie Mans

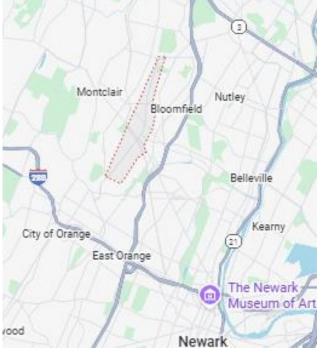














### Borough of Glen Ridge

- -1.25 square mile municipality between Montclair and Bloomfield, Essex County
- Crisscrossed with county roads
- –NJ TRANSIT commuter station
- -No school busses

Community
members
identified
pedestrian safety
and vehicular
circulation as a
top priority

Step up Safe Routes to School program and apply for funding (Gold Level) Partner with
Board of
Education on
student and
public education
initiatives

Increase
enforcement
through a
Dedicated Traffic
Officer at the
police
department

Engineering enhancements





#### Glen Ridge Police Department Traffic Unit

- Radar activated speed signs
- In-depth traffic studies
- Over the course of ten months our new Traffic Officer:
  - Delivered presentations at the high school
  - Addressed nearly 40 resident complaints by reaching out directly to them
  - Conducted 1,091 motor vehicle stops
  - Carried out 313 traffic details or patrols





# Anne Heasly

Senior Program Manager, Policy & Planning

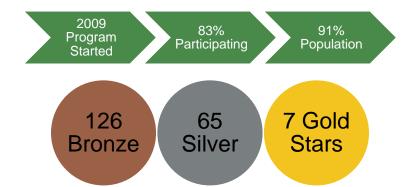


## Statistics

30,251
Actions
Implemented

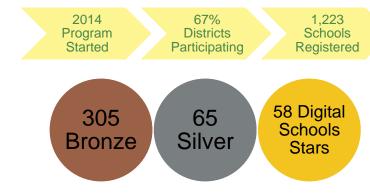


Sustainable Jersey





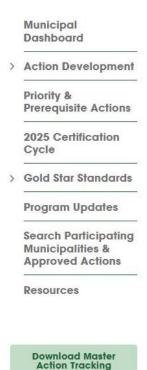
Sustainable Jersey for Schools







## Actions



Spreadsheet

#### **Actions** Sustainable Jersey actions are designed with flexibility to meet the varying needs of all municipalities. Actions are organized within action categories. Each action description below outlines steps for completio municipal spotlights. Review the requirements here. Many actions have variable points, whi complete the action based on the work done application for certification through the Munic

Important Note: Due to changes in Chrome, actions may not download after clicking on the downloaded in Chrome by right clicking on new tab or window.

#### Search Actions

complete Mandatory Priority Search Ac

**Arts & Creative Culture** 

↑ BACK TO TOP

Land Use & Transportation

Complete & Green Streets for All Policy

10 Points

. THIS ACTION HAS VARIABLE POINTS: 10, 15, 20, 25, 30 . THIS ACTION COUNTS TOWARDS A GOLD STAR

^

#### **Bicycle & Pedestrian Audits**

5 Points

THIS ACTION HAS VARIABLE POINTS: 5, 10

#### Bicycle and/or Pedestrian Improvement Projects

10 Points

• THIS ACTION HAS VARIABLE POINTS: 10 - 35 • THIS ACTION COUNTS TOWARDS A GOLD STAR

#### Bicycle and/or Pedestrian Plan

10 Points

. THIS ACTION COUNTS TOWARDS A GOLD STAR

## Complete Streets Technical Assistance

# Guidance to municipalities to advance a Complete Streets initiative

- Competitive application process
- 29 studies completed to-date in NJTPA Region
- 3 studies underway in SJTPO Region
- https://www.sustainablejersey.com/grants/complete
  - streets-technical-assistance/



















#### Sustainable Jersey Underwriters and Sponsors

#### **Program Underwriters**













#### **Corporate Sponsors**











#### verizon



































Leigh Ann Von Hagen, AICP, PP



# Zero is Possible

**Advancing Complete Streets Initiatives** 



### **POLL**

Which of the following transportation initiatives have you heard about?

- 1. Safe Routes to School
- 2. Complete Streets
- 3. Vision Zero
- 4. Safe System Approach
- 5. None of these

## **Active Transportation Bingo**

Complete Streets	Vision Zero	Environmental Justice
Safe System Approach	FREE PUBLIC SPACE	Green Streets
Micromobility	Safe Routes to School	Transit-Oriented Development

Safe Routes to School

Would you let an **eight-year-old** child walk here on their own?

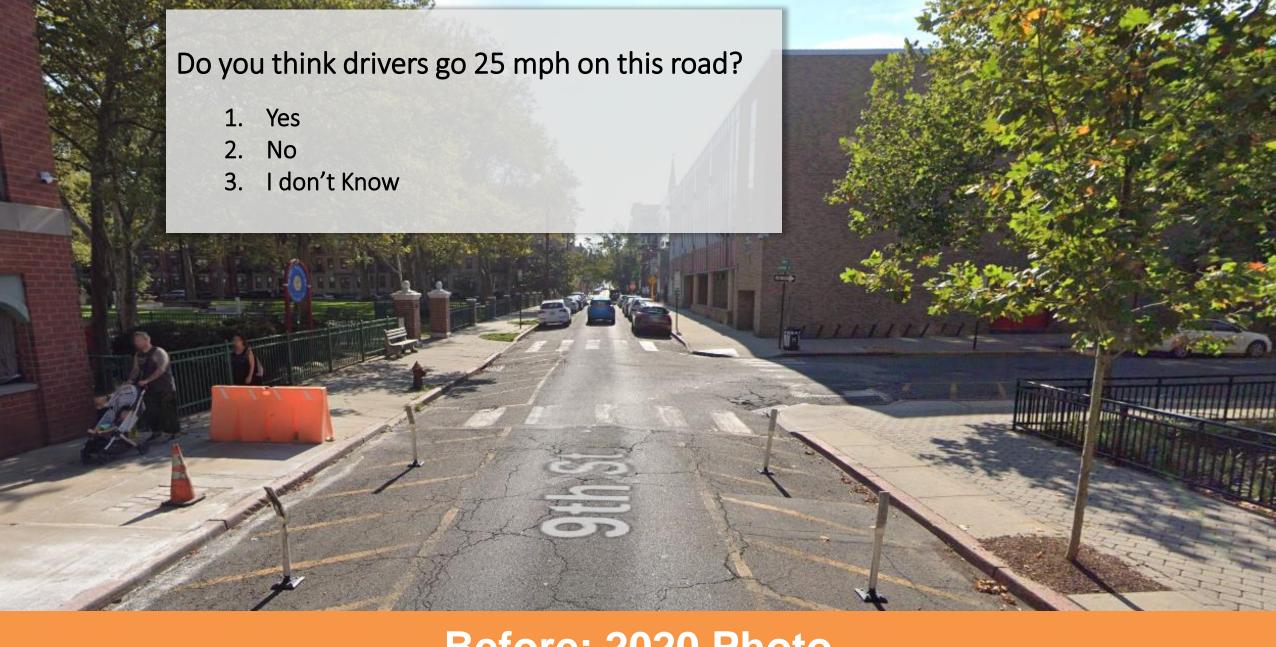
Do you think drivers go **25 mph** in this school zone?



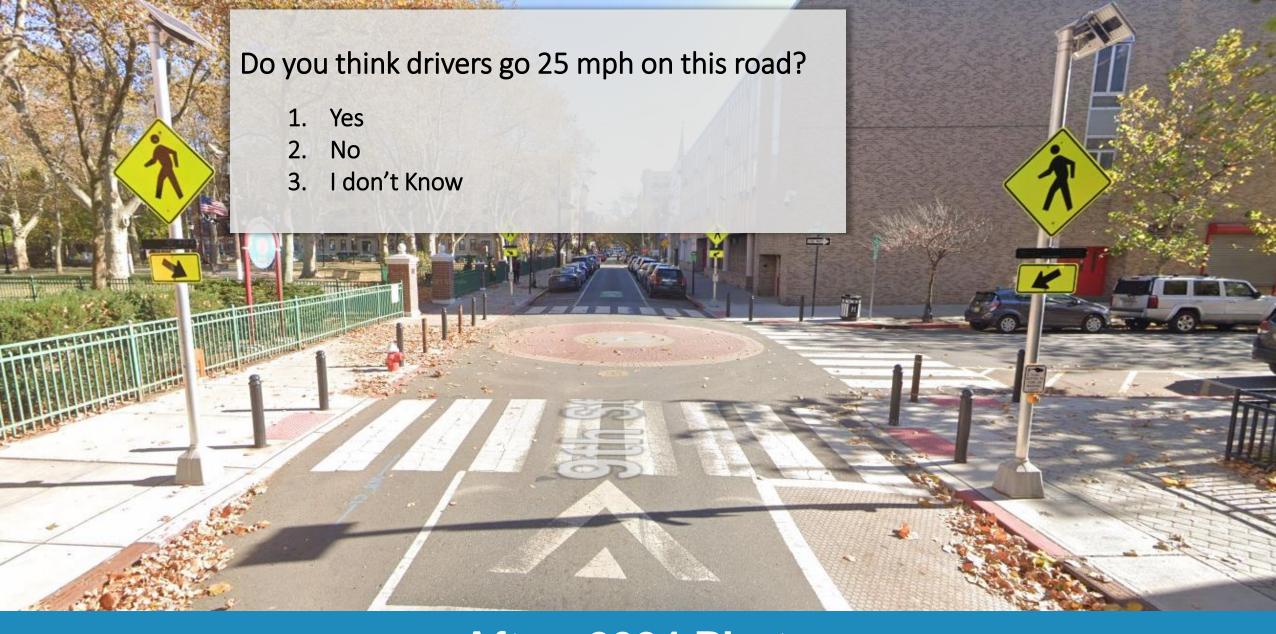
**Before: 2009 Photo** 



After: 2023 Photo



**Before: 2020 Photo** 



**After: 2024 Photo** 

# Pedestrian and Bicyclist Fatalities as a Percentage of Total Traffic Fatalities

Year	New Jersey	
	Pedestrians	Bicyclists
2022	23.8%	2.8%
2023	25.2%	3.5%
2024	34.2%	3.8%

Nationwide in 2021, pedestrians comprised **17.6**% and bicyclists comprised **2.2**% of all traffic fatalities.

Data sources: NHTSA Fatality Analysis Reporting System; New Jersey State Police - Statewide Fatal Crash Statistics. Data accessed January 21, 2025

## Who is most at risk?

#### **In New Jersey**



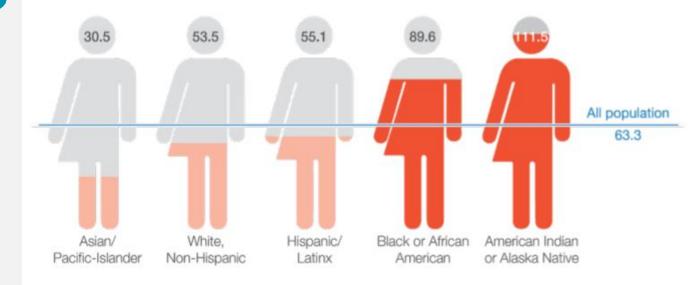


#### People over 65

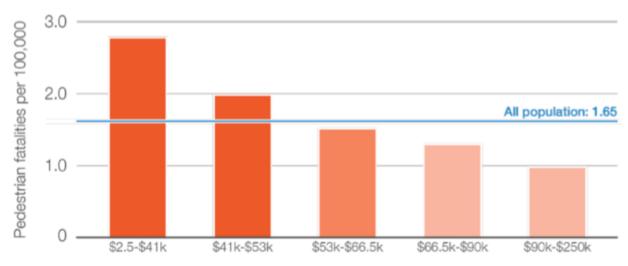
16.6% of the population

**26.7%** of pedestrian fatalities

#### **Pedestrian Safety Risk by Race (2010-19)**



#### **Pedestrian Fatalities by Household Income (2010-19)**





# How do we achieve zero deaths?



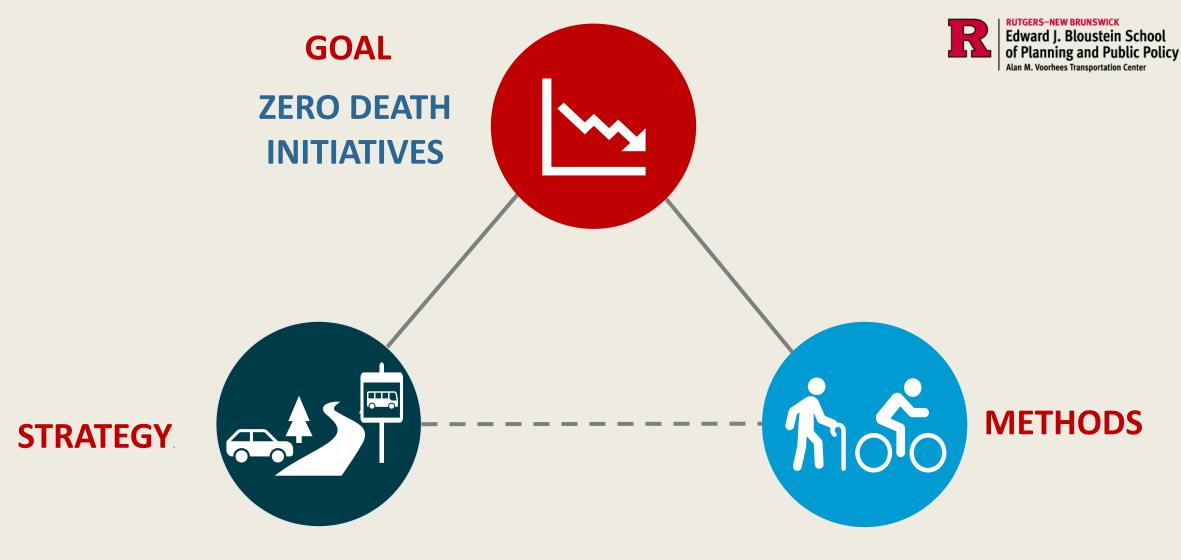
# **New Jersey Target Zero Commission**

Goal

Eliminate traffic deaths and serious injuries

by 2040





**FHWA SAFE SYSTEM APPROACH** 

COMPLETE STREETS

SAFE ROUTES TO SCHOOL



# What do we mean by Complete Streets?

### What are Complete Streets?

- 1. Complete Streets are designed for everyone
- 2. Design of Complete Streets is **based on local context**
- 3. Address quality of life, not just safety
- 4. They balance the needs of ...
- 5. ... ALL MODES, ALL USERS, and ALL ABILITIES ...















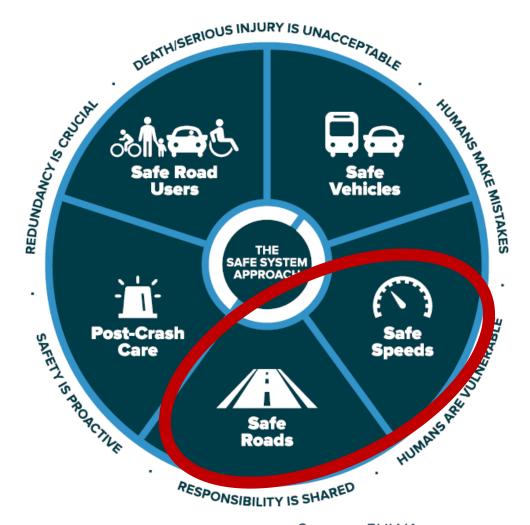


# What do we mean by Safe System Approach?



## Safe System Approach: Complete Streets

- Death/Serious Injury is Unacceptable
- 2. Humans Make Mistakes
- 3. Humans are Vulnerable
- 4. Responsibility is Shared
- 5. Safety is Proactive
- 6. Redundancy is Crucial



Source: FHWA

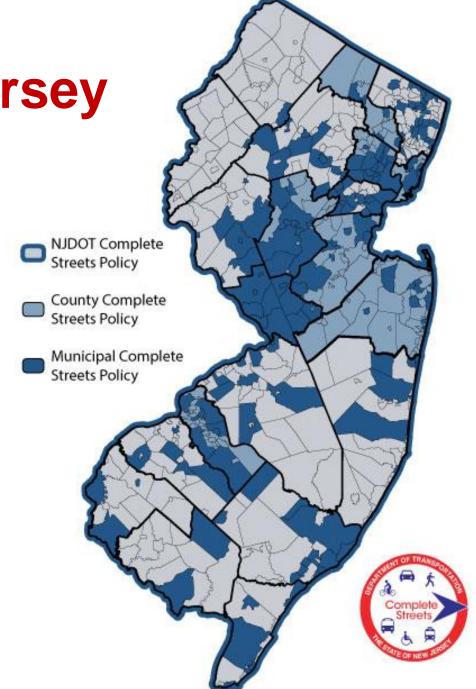
**Complete Streets in New Jersey** 

State Policy

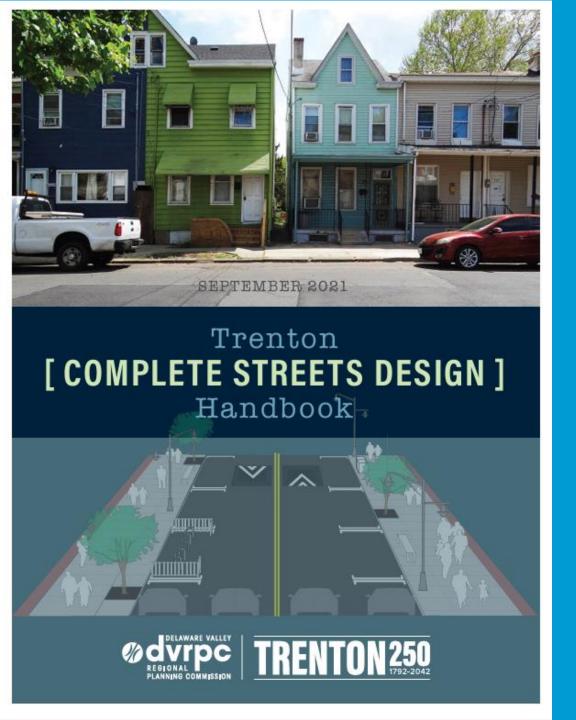
County Policies

Municipal Policies 183 (out of 554)

as of August 2025



njbikeped.org/nj-complete-streets-policy-compilation



# Ways to Incorporate Complete Streets

- ✓ Adopt as an Ordinance
- **✓ Complete Streets Committee**
- ✓ Integrate into Master Plans
- ✓ Update Municipal Processes
- ✓ Develop Design Guidelines
- ✓ Vision Zero Plan

# Complete Streets Policy that Considers Autism and Intellectual Disabilities



**Implement Complete Streets Policy** 



**Develop Universal Design Concepts** 



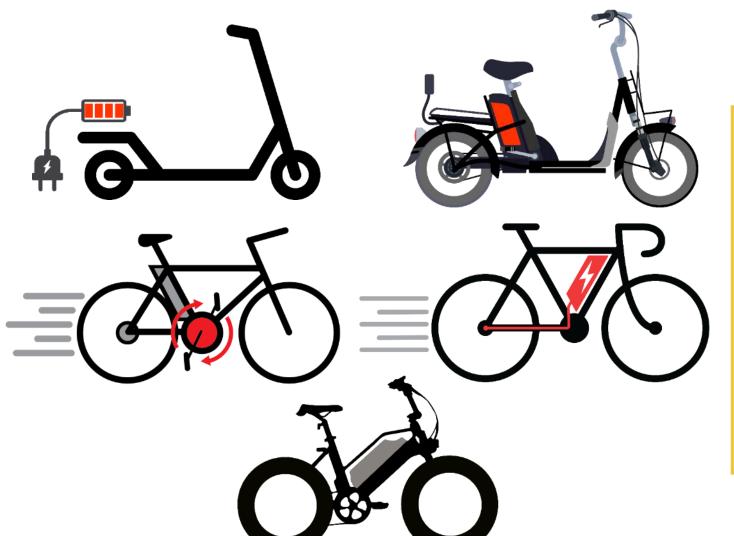
**Encourage Local Policy Adoption with ASD/IDD** 

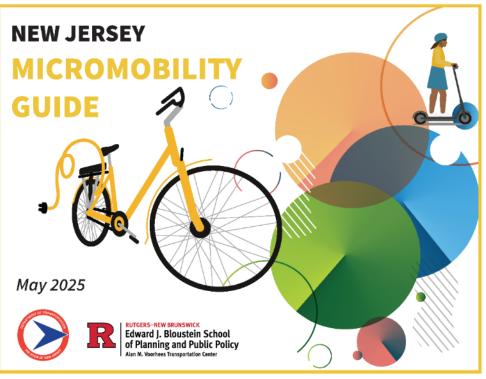




## **Complete for Micromobility**





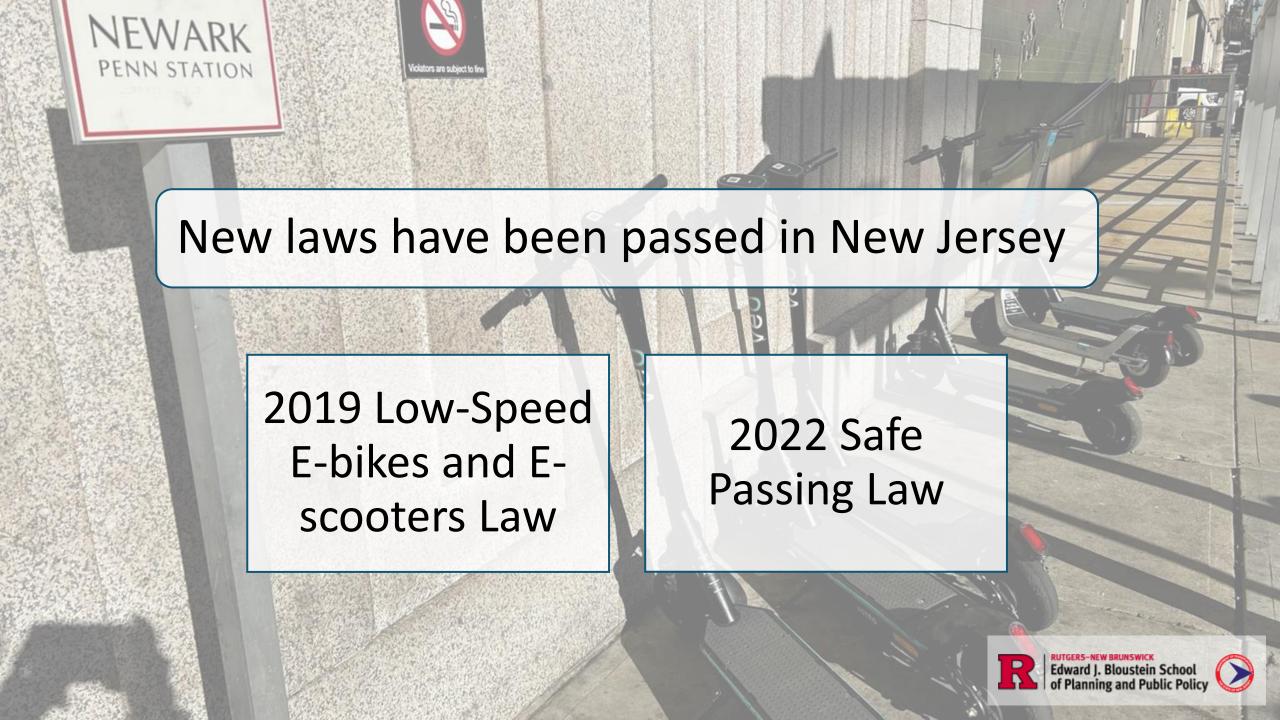


## What is micromobility?

A range of compact, electric- and humanpowered devices designed for short-distance travel, including traditional bicycles, e-bikes, e-scooters, and other low-speed wheeled devices.







**✓** Roads ✓ Bike Lanes Bicycle Shared Use Paths Sidewalks\*

No minimum age requirement

No motor, exclusively human powered





E-Bike



Pedals and a battery-electric motor



Low-Speed
Electric Scooter
or "E-Scooter"







Roller Skates

No minimum age requirement



Roads

✓ Bike Lanes

✓ Shared Use Paths

Sidewalks







Minimum age: not defined

Maximum assisted speed: not defined



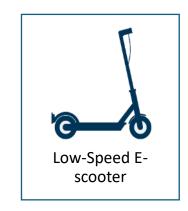
# 11 device types in New Jersey



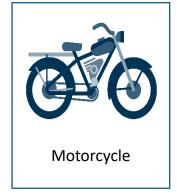




















# **E-bikes**

Class 1 e-bike

Class 2 e-bike

Class 3 e-bike

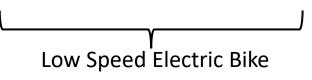


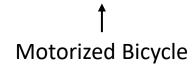




Maximum Assisted Speed	20 mph	20 mph	20 mph – 28 mph
Motor	Electric, pedal assist only	Electric, throttle can be used exclusively	Gas (Up To 150cc.) or electric
Age Minimum	None	None	15 years
License/Registration Required	No	No	Yes
Helmets Required	Under age 17	Under age 17	Yes
Allowed In Bike Lanes	Yes	Yes	Yes









Removing speed limiters from e-devices:

Is illegal

Voids the warranty

Degrades performance

Can pose a safety risk



# **Preventing Lithium-Ion Battery Fires**

#### **Primary causes:**

- Use of low-quality batteries and chargers
- Improper charging practices

#### Less common causes:

- Improper battery storage
- Battery tampering
- Prolonged use
- Age and degradation
- Poor maintenance



# **Preventing Lithium-Ion Battery Fires**

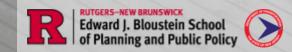
Buy high quality batteries

**Charge Safely** 

Store Safely

Inspect Regularly

Dispose safely

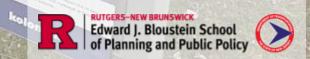








njbikeped.org/new-jersey-micromobility-guide-2025



# **Upcoming Opportunities**

NJ Target Zero Commission Public Meeting, Dec. 1, 2025

NJDOT Complete Streets Summit, April 21, 2026

NJDOT Complete Streets Training (coming soon)

## **Contact the NJDOT Resource Centers**

# NEW JERSEY Safe Routes to School







www.saferoutesnj.org



NJDOT Safe Routes to School Resource Center

saferoutesnj.org

Telephone: (848) 932-7901

Email: srts@ejb.rutgers.edu





NJDOT Bicycle & Pedestrian Resource Center

njbikeped.org

Telephone: (848) 932-3714

Email: bikeped@ejb.rutgers.edu







Leigh Ann Von Hagen, AICP, PP

lavh@ejb.rutgers.edu



# THANKS!

**Voorhees Transportation Center Rutgers University** 

vtc.rutgers.edu



**RUTGERS-NEW BRUNSWICK** Edward J. Bloustein School of Planning and Public Policy

**Alan M. Voorhees Transportation Center** 



# Zero is Possible: Advancing Complete Streets Initiatives

Regional Resources to Advance Complete Streets

NJ League of Municipalities Conference

Jasmine Lawrence, MCRP, LEED Green Associate

Principal Planner, TMA & Mobility Programs



November 19, 2025

# NJTPA Region

Bergen

Essex

Hudson

Hunterdon

**Jersey City** 

**Middlesex** 

Monmouth

Morris

**Newark** 

Ocean

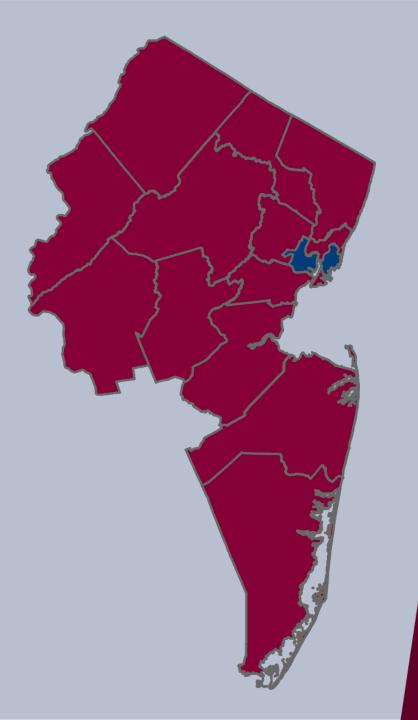
**Passaic** 

**Somerset** 

Sussex

Union

Warren





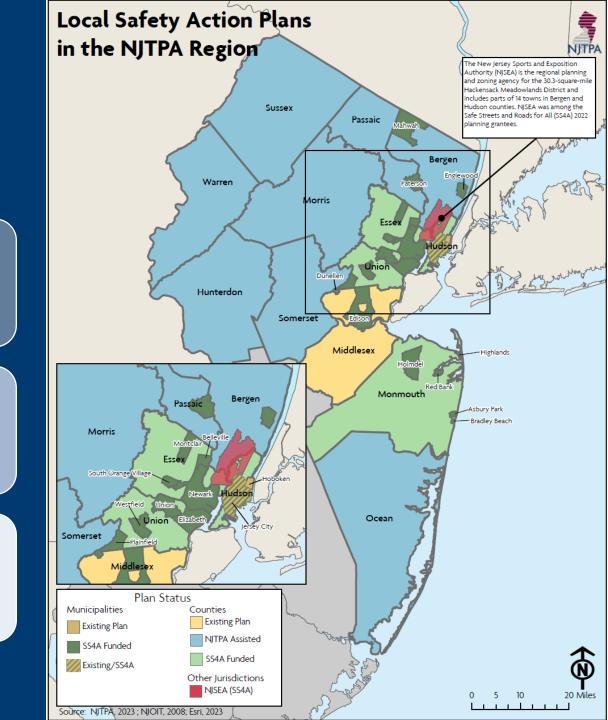
# Local Safety Action Plans (LSAPs)

Help identify and prioritize safety improvements to reduce fatal and serious injury crashes

Identify priority locations for improvements on each county's roadway system

The entire state of NJ will have coverage of LSAPs by 2026. Mostly county-level ~ 18 municipal plans

Website: www.SafetyPlansNJ.com



# COMPLETE STREETS TECHNICAL ASSISTANCE

Technical assistance to municipalities to advance a Complete Streets initiative.

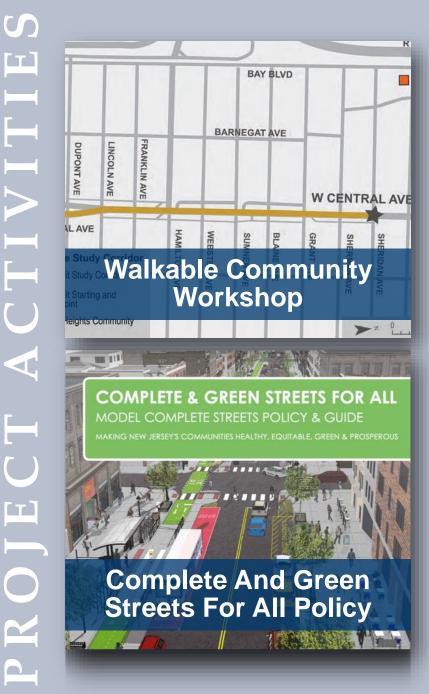
Provides knowledge, skills and resources to explore and develop Complete Streets-related solutions.

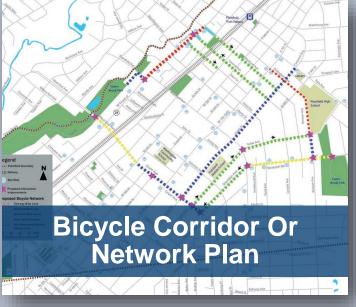
One-year studies with 29 studies completed to date













Temporary Demonstration Project Guidance

bit.ly/CompleteStreetsTA

# Planning to Implementation Success Stories

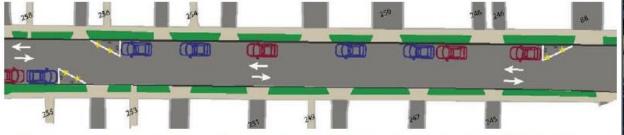


# VERONA WALKABLE COMMUNITY WORKSHOP

- Requested a traffic calming solution to address speeding
- Included a Demonstration Project

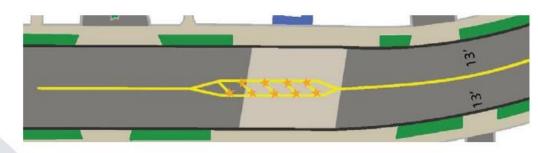


#### FAIRVIEW AVENUE TO GROVE AVENUE - ALTERNATE STREET PARKING



Slow street treatment, chicanes: Parking was shifted to the north side of the roadway from 278-284 and from 246-256 Linden Avenue. This change created a curve by shifting the travel lane, requiring drivers to slow down as they travel between Fairview Avenue and Grove Avenue.

#### PECKMAN RIVER BRIDGE - PAINTED MEDIAN



Slow street treatment, median: Existing travel lanes are 15-feet in each direction, which encourages faster driving. The painted median narrowed the travel lanes to 11-feet in each direction. Vertical posts helped clarify the installation during the demonstration period and prevented vehicles from driving over the painted median.

#### DERWENT AVENUE INTERSECTION - PAINTED CURB EXTENSIONS



Curb extensions: installed to help reduce the crossing distance for pedestrians, narrow the roadway to reduce speeds, and improve sightlines by helping to enforce existing parking prohibitions near the intersection.





Virtual Walkable Communities Workshop

Presented by:

Verona Neighborhood Traffic & Safety Committee (NTSC)

#### Explore traffic calming options

along with the concept of "Complete Streets" and what can be done to create walkable communities in Verona.

Wednesday Feb. 19th 7pm



Presentation materials developed by NJTPA, Rutgers, and Sustainable NJ.



# "Now we can do this on our own!"

Township of Verona Manager, Kevin O'Sullivan









#### Bicycle Network Plan

Borough of Garwood, Union County, NJ 2020

















#### thebikingfireman • Follow Original audio



thebikingfireman 6d New bike lane alert!

Thank you, @garwoodnj and all the elected officials/ volunteers past and present who have worked for so long improve safety on our streets and mathis happen!

Go check it out!



#thebikingfireman

@thenjtpa @vtc.rutgers

@sustainable\_jersey

@unioncountyconnects

@unioncountynj

@njbikewalk

Mtrietatetranenortationcamnainn







221 likes

6 days ago

Log in to like or comment.

# CITY OF PASSAIC CONCEPT RENDERING

- The City
   requested
   assistance to
   reimagine an
   intersection
- Renderings
   displayed
   reallocated
   space with
   added bicycle
   lane









State Street & Hamilton Avenue Complete Streets Conceptualization

City of Passaic, Passaic County, NJ

2023





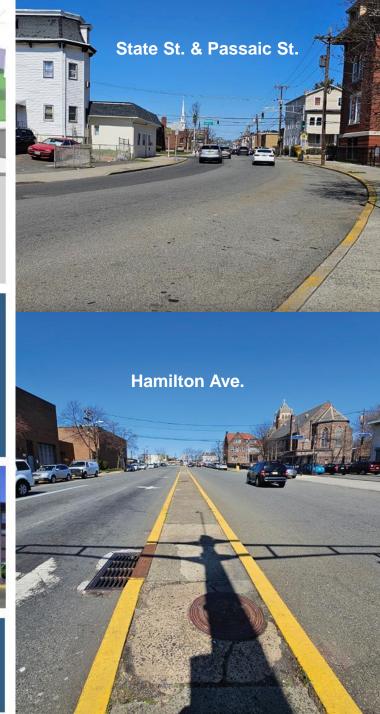




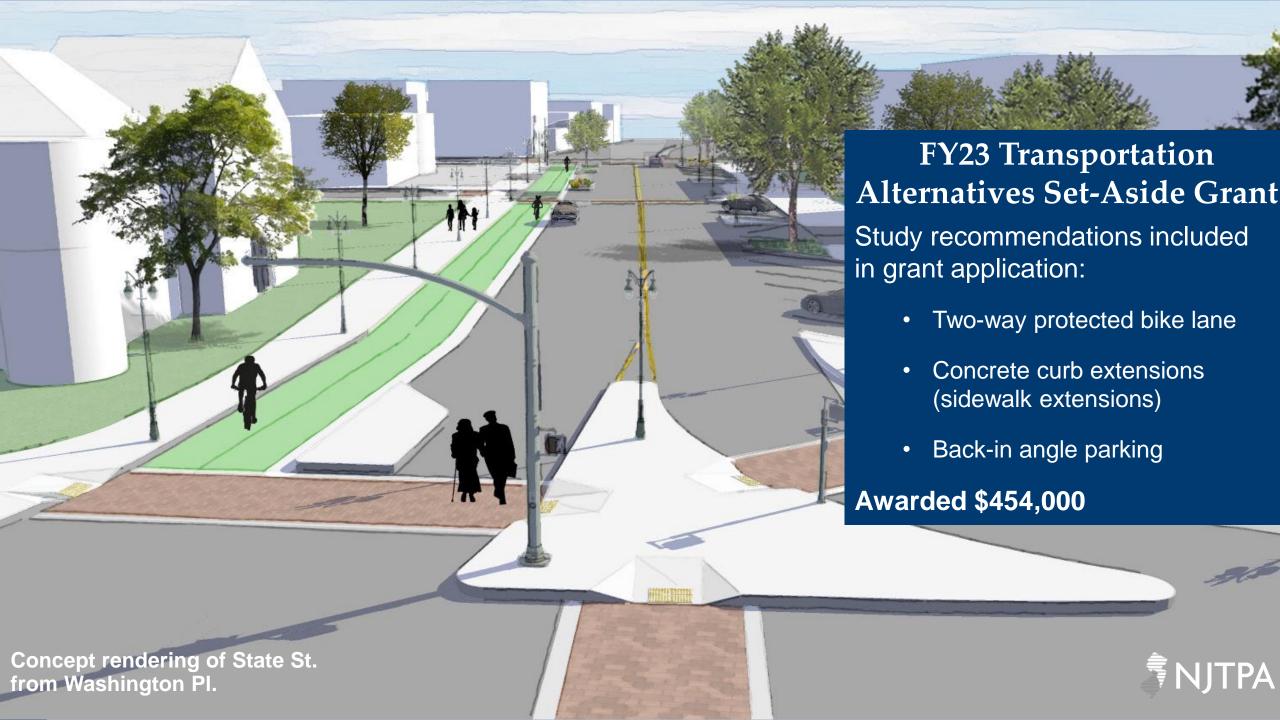
RUTGERS

Edward J. Bloustein School of Planning and Public Policy









# NJTPA Complete Streets Demonstration Library



CS Demo Library Purpose

Support and encourage temporary street designs involving community members in the planning and installation of the project.

#### The projects' temporary nature enables communities to:

- Evaluate their impact on streetperformance and safety
- Educate residents about safer
   street designs
- Collect feedback



# Why install a demonstration project?









Improve road safety

Try before you buy

Community engagement and education

Gather real-time feedback and community buy-in



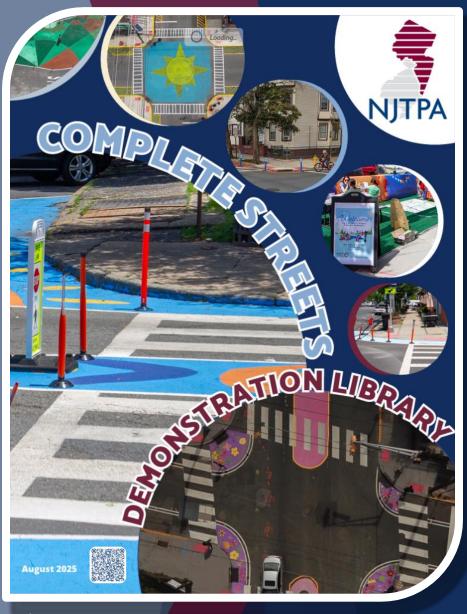












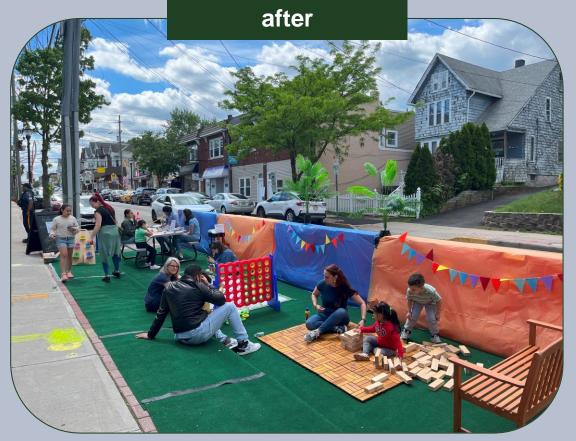
# Example Projects



## Prospect Park Pop-up Parklet

North 8<sup>th</sup> Street







## Freeway Drive for All

Tony Galento Plaza and Essex Ave.







## DEMONSTRATION TO QUICK-BUILD

**10/20/23:** Fatality occurred

**10/25/23:** Jersey City's Rapid Response

Team conducted field visit

**April 2024:** The City installed a

demonstration project with community volunteers along a

3-block stretch

Aug. 2024: On-call contractors installed

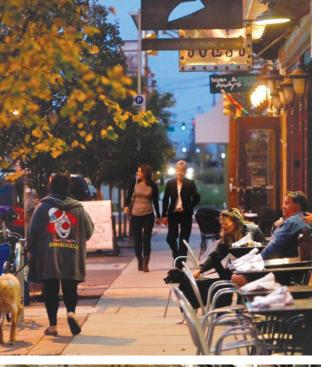
semi-permanent quick-build improvements based on success

of demo project

















## Other Municipal Programs







Vibrant Communities Initiative



Transit Hub Planning

## Thank you!

Jasmine Lawrence, MCRP, LEED Green Associate Principal Planner, TMA & Mobility Programs jlawrence@njtpa.org





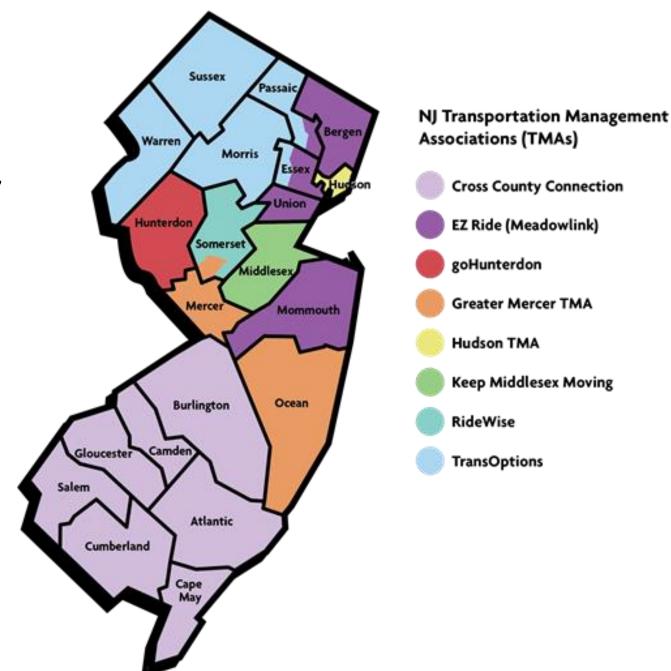


### What is a TMA?

Non-profit organizations that work with businesses, commuters, local governments, and state agencies to implement programs that reduce congestion and improve air quality.

### Services

- Bicycle and pedestrian planning
- Education and awareness programs
- Sustainable Jersey assistance
- Shuttles
- Employer commute planning/programming
- Public transit trip planning & travel training
- Carpooling/vanpooling services
- Electric Vehicles



## Who is Cross County Connection?

## TMA for NJ's seven southern counties

- Atlantic
- Burlington
- Camden
- Cape May
- Cumberland
- Gloucester
- Salem





### **MISSION STATEMENT:**

Creating equitable, safe, and environmentally sustainable transportation options in South Jersey.

#### **VISION STATEMENT:**

To be the trusted resource empowering the South Jersey region to —

- · Reduce pedestrian & bicyclists' crashes in all communities
- Improve air quality and reduce traffic congestion through the increased use of commute alternatives
- Create a culture that embraces safe public transit, walking and biking as an everyday means of transportation for all

## Bicycle & Pedestrian Services

- Planning & Grant Assistance
- Road Safety Audits
- Safe Routes to School
- Complete Streets
  - Education
  - Policy development
  - Demo projects

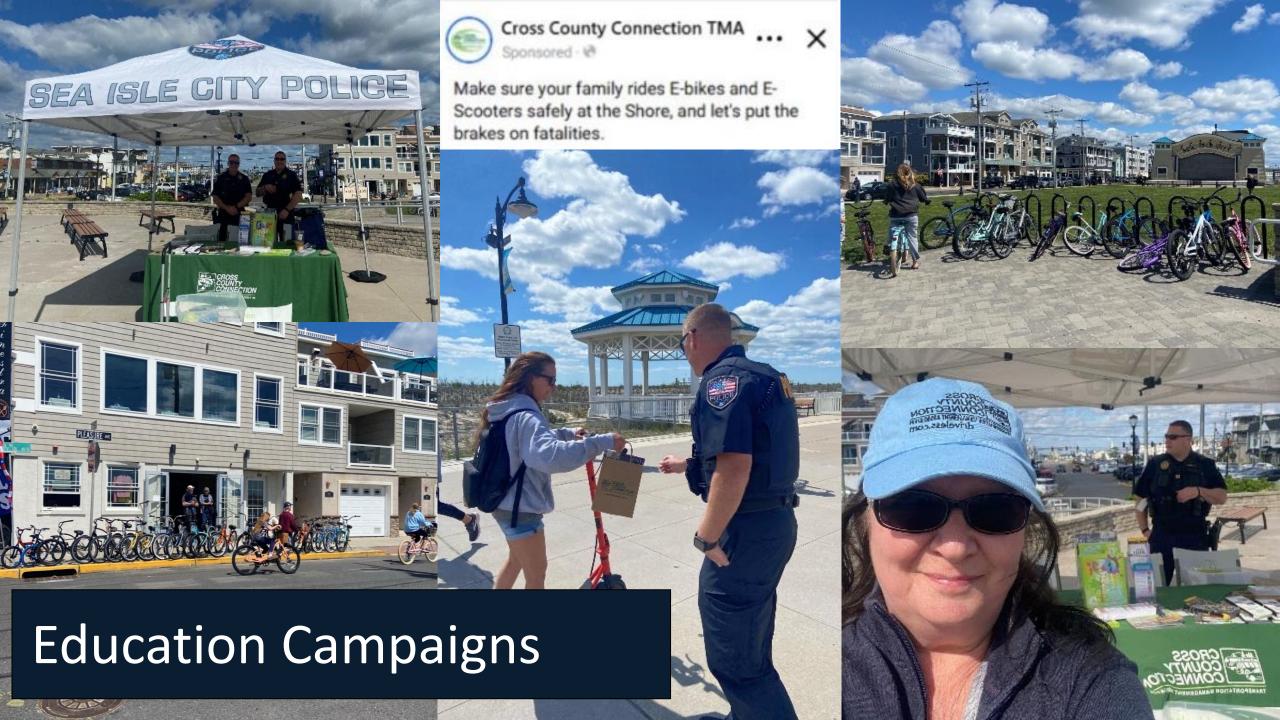


# Education & Engagement Programs

Creating a culture of safety















## Complete Streets

- Drafting and adopting policies/ordinances
- Participate in advisory groups
- Workshops and trainings



#### Model Complete Streets Resolution

A RESOLUTION OF THE [Municipal Council/Board of Freeholders]
ESTABLISHING AND ADOPTING A COMPLETE STREETS POLICY

Resolution No.

WHEREAS, safe, convenient, accessible, equitable, healthy, and environmentally and economically beneficial transportation for all users is a priority of [municipality/county]; and

WHEREAS, Complete Streets is a means to provide a comprehensive, integrated, connected multi-modal network of transportation options through planning, design, construction, maintenance, and operation of new and retroft transportation facilities along the entire right-of-way for all users of all ages and abilities. "All users" include pedestrians, bioyclists, persons with disabilities, motorists, movers of commercial goods, and transit vehicle users; and

WHEREAS, Complete Street policies support the goals of the [municipality/county] master plan and supporting elements; and

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

WHEREAS, New Jersey is federally designated as a Pedestrian and Bioycle Safety Focus State<sup>9</sup> due to high numbers of pedestrian/bioycle-involved fatalities, and New Jersey's pedestrian fatality rate continues to significantly exceed the national average-<sup>10</sup> and

WHEREAS, traffic crashes are preventable and the only acceptable number of traffic deaths or [municipality/county] is zero; <sup>11</sup> and

WHEREAS, Complete Streets that incorporate sustainable <u>Green Streets</u> design elements, such as green stormwater infrastructure,<sup>12</sup> traffla 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



Bicycle & Pedestrian Safety Planning

Setting the foundation to build safer streets





## Bicycle and Pedestrian Road Safety Audits (RSA)

- Assess safety and needs of pedestrians, bicyclists, persons with disabilities
- RSA Team considers how roadway, traffic, environmental, and human factors impact:
  - **Mobility** ease of movement
  - Accessibility can people, of all ages and abilities, get to where they want to go

#### **Documents:**

- Issues
- Opportunities
- How do we make it better?

### **Outcomes**

- Identify easy wins
- Support grant applications for big projects



### Potential RSA Team Members

### **Local Partners**

- Municipal staff
- Elected officials
- Public Works
- Municipal engineer
- County engineer/planner
- Police department
- Community groups/residents

### **Regional Partners**

- NJDOT
- NJ TRANSIT
- Metropolitan Planning Organization (MPO)
- Advocates

## Typical RSA Format

**Total Time:** 3 - 4 hours



### 30 minutes:

Introductory presentation and audit instructions



### 1 – 2 hours:

The walking audit



### 30 minutes – 1 hour:

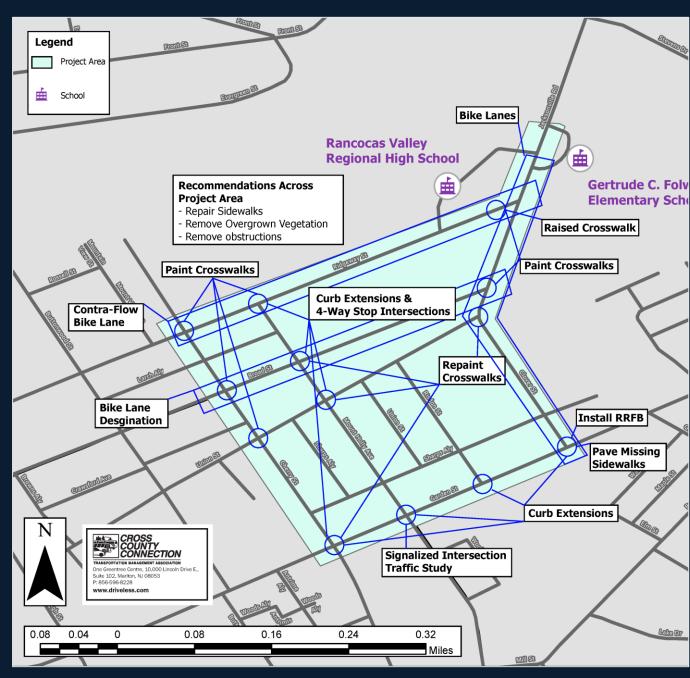
Post-audit discussion and mapping session

### Mount Holly Township:

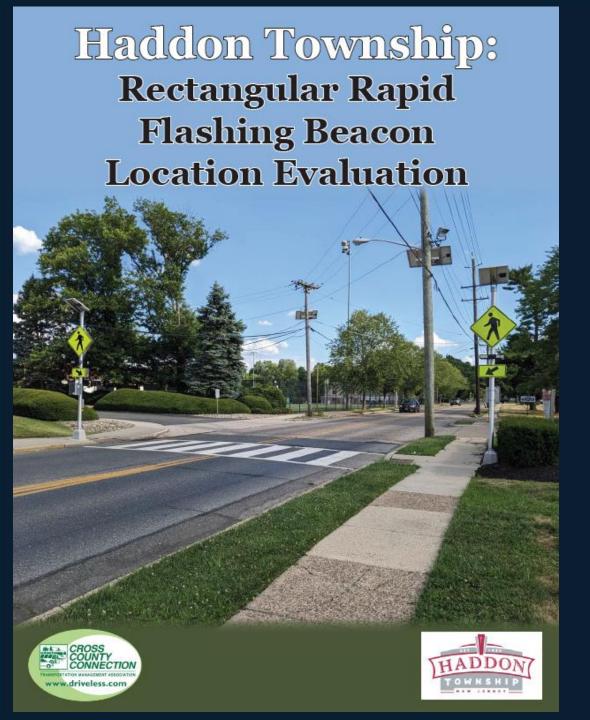
Bicycle & Pedestrian

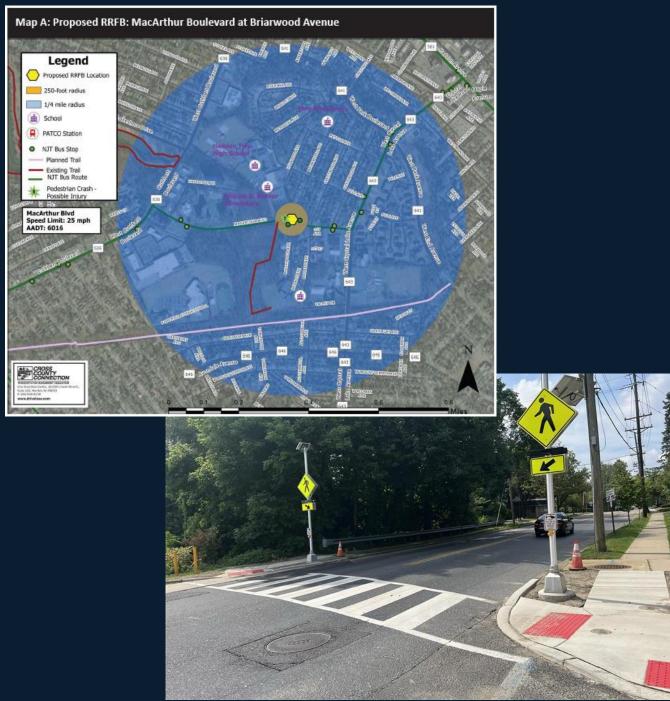
Road Safety Audit













### **SRTS School Travel Plan Overview**

## Goal: Safer Student Travel

- Improve safety of children walking and biking
- Address mobility needs of students with disabilities

### Outreach

- Parent surveys
- Presentations/info kiosks at school events
- Mapping sessions

### RSA team participants

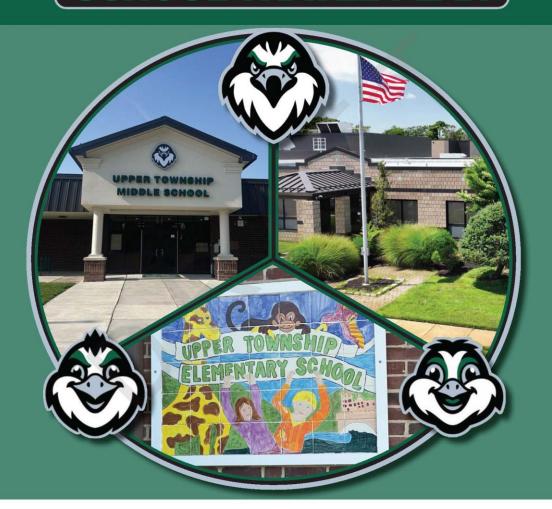
- School District\*
- Municipality\*
- Police
- County
- MPO
- Parents

\*required

#### **Outcomes**

- Final report
- Grant application assistance
- Safe Routes NJ Recognition

## UPPER TOWNSHIP SCHOOL TRAVEL PLAN











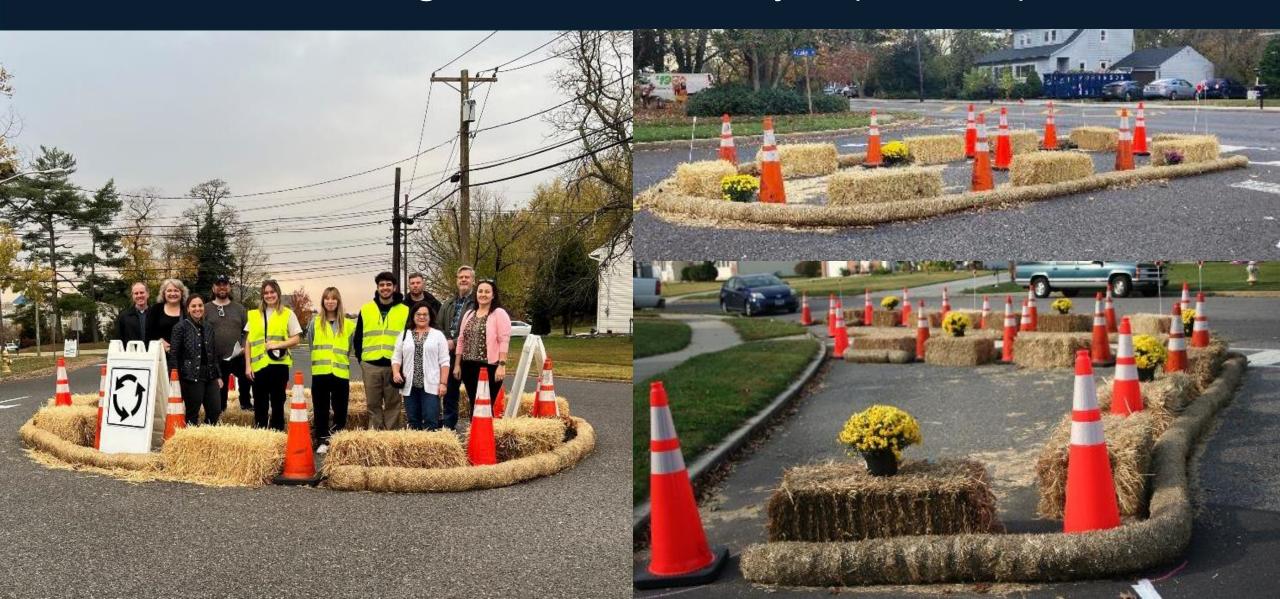








## Voorhees Town Center Traffic Calming Demonstration Project (Fall 2023)



## Pennsville Township – Riviera Drive

Traffic Calming Demonstration Project (Fall 2025)



## New Program!

South Jersey Complete Streets Demonstration Library

- Launching 2026!
- Will support communities in the SJTPO region









### **Contact me:**

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## Questions

- Debbie Mans, Mayor, Borough of Glen Ridge
- Anne Heasly, Sustainable Jersey, Program Manager for Policy and Planning
- Leigh Ann Von Hagen, Executive Director, Alan M. Voorhees Transportation Center, Rutgers University's Bloustein School of Planning and Public Policy
- Jasmine Lawrence, Principal Planner, North Jersey Transportation Planning Authority
- Patrick Farley, Executive Director, Cross County Connection Transportation Management Association



## Thank You





