

Stepping toward a Culture of Walking and Bicycling to School:

A Summary of Training, Research and Technical Assistance supported by the New Jersey Safe Routes to School Program



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Prepared for:
State of New Jersey Department of Transportation

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RUTGERS

Edward J. Bloustein School
of Planning and Public Policy

NEW JERSEY
Safe Routes to School



www.saferoutesnj.org



U.S. Department of Transportation
**Federal Highway
Administration**

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Introduction

The NJ Safe Routes to School Resource Center (NJSRTS RC) is a partnership between and the New Jersey Department of Transportation (NJDOT) and the Alan M. Voorhees Transportation Center (VTC) which is within the Edward J Bloustein School of Planning and Public Policy at Rutgers, The State University of New Jersey. This sustainable partnership was established to provide services, training, coordination, and technical assistance directly to regional planning associations, organizations, and local and regional governments. In 2011, the capacity of the NJSRTS RC was expanded to form a partnership between NJDOT, the NJSRTS RC, and all eight of New Jersey's Transportation Management Associations (TMAs). NJDOT provides program administration and guidance through the TMA's SRTS Regional Coordinators and federal funding through the Local Aid Grant program.

Working with the NJSRTS RC, SRTS Regional Coordinators are mobilized to proactively reach out to and partner with schools, local and regional governments and other organizations to provide a variety of SRTS non-infrastructure services such as programs and education and implement these events and programs to encourage students to walk and bike to school. The NJSRTS RC provides support by offering services, training, oversight, and technical assistance to all eight of NJ's TMAs.

The NJ Safe Routes to School Resource Center focuses on:

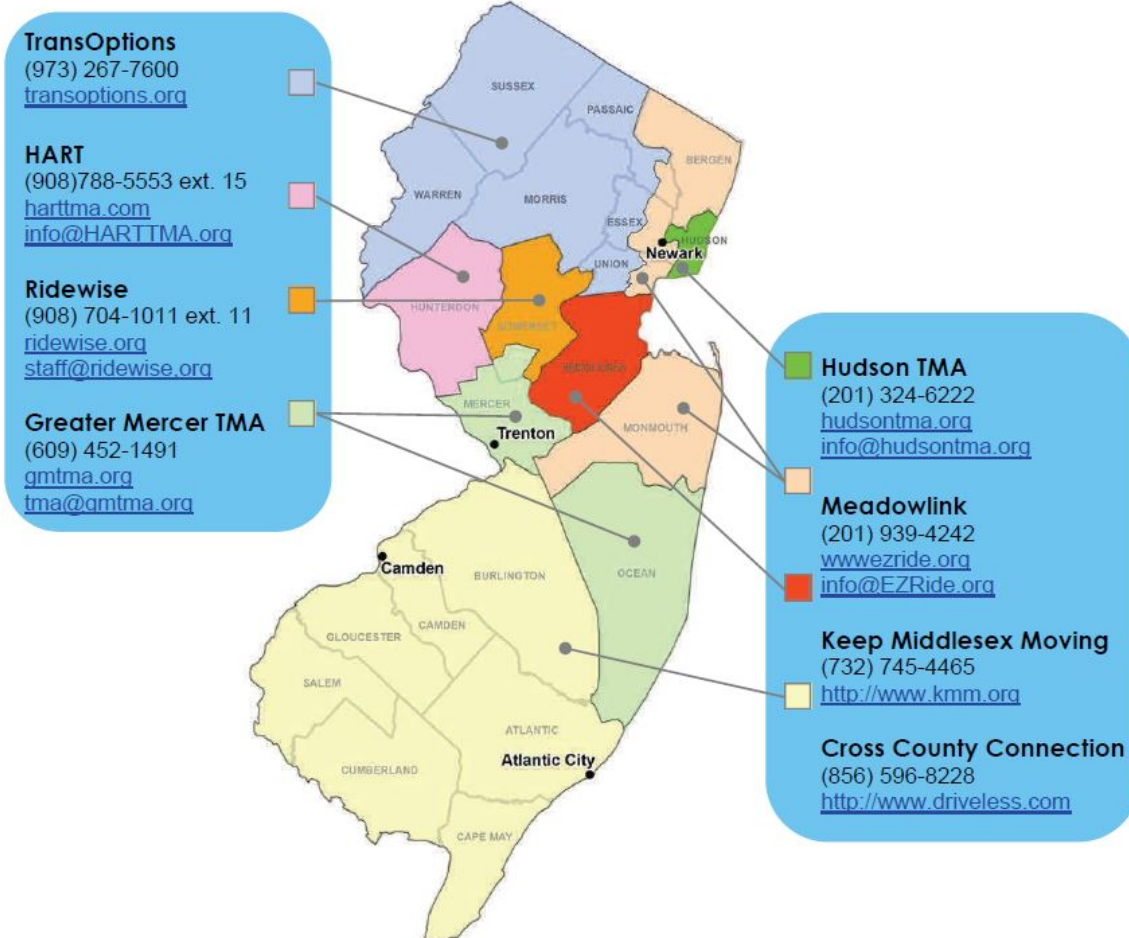
- Enhancing the capacity of Transportation Management Association (TMA) staff by providing training, guidance, support, discussion opportunities, and information sharing regarding the technical aspects of Safe Routes to School;
- Encouraging increased participation in education, encouragement and enforcement activities throughout the state of New Jersey;
- Facilitating policy-level discussions to increase linkages between active transportation and public health; and
- Providing technical assistance directly to New Jersey communities and schools.

December of 2014 marked the conclusion of the third calendar year of the enhanced non-infrastructure program housed at the NJSRTS RC. Throughout these three years, the program has continued to develop and expand. Working with the NJSRTS RC, the SRTS Regional Coordinators have significantly increased outreach levels across the state and continue to make strides in project implementation as reflected in this update report.

This project update report as of December 2014 includes:

1. A summary of assistance provided by NJSRTS RC to support regional coordinators from the state's TMAs,
2. An overview of October Walk and Bike to School Month activities,
3. New Jersey SRTS on the local and national stage,
4. An update on research and programs performed by VTC and relevant to NJSRTS,
5. A synopsis of performance measures tracked by the NJSRTS RC, and
6. Outreach Progress Reports which include compiled data from each of the TMAs' Record of Contact reports showing their outreach and programming efforts in schools, school districts, municipalities, and counties. These outreach reports reflect progress to date.

NJ SRTS Regional Coordinators



1 . Outreach Progress Reports

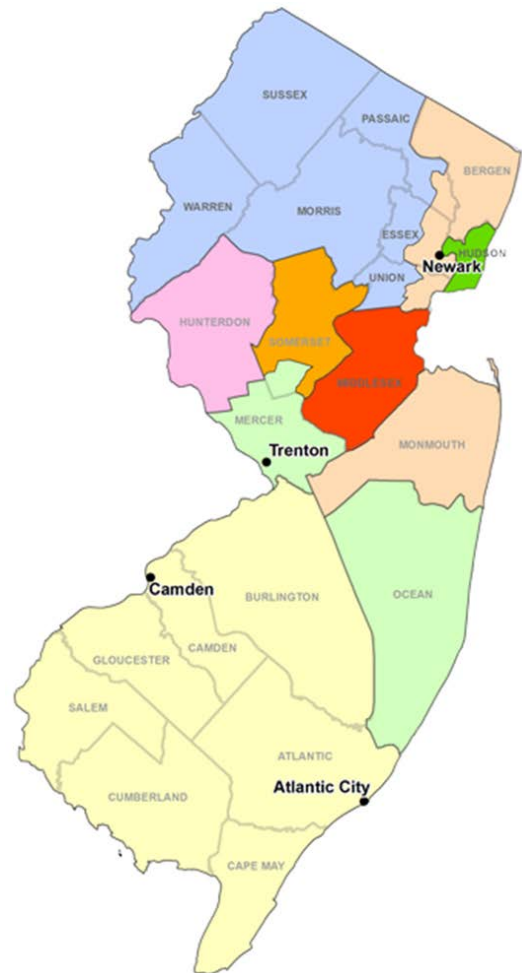
The following Outreach Progress Reports were prepared for each TMA based upon information reported in the monthly Record of Contact form through the month of December 2014. The reports detail how many and which communities the TMAs have contacted regarding SRTS programs, disadvantaged communities reached, and the change in outreach since the most recent report in June of 2014. Reports have been generated for:

- Cross County Connection
- Greater Mercer TMA
- HART Commuter Information Services
- Hudson TMA
- Keep Middlesex Moving
- Meadowlink
- Ridewise
- TransOptions

The reports also include information on bicycle and pedestrian events, education events, and planning and policy activities.

Overall Statewide Observations

- TMAs made contact with a total of 308 municipalities in New Jersey, a 5.84% increase from the last report.
- Total disadvantaged communities contacted were 88, a 4.76% increase from the last report.
- The total number of schools contacted was 574, a 6.9% increase from the last report.
- The total number of bicycle and pedestrian events held was 482, a 5.7% increase from the last report.
- The total number of education events held was 539, a 10% increase from the last report.



Observations

The observations section of each report is a summary of:

- The total number of municipalities the TMA has reached since the start of the program;
- The total number of contacts at the district, school, municipality, organization or other;
- The number and percent of disadvantaged or low-socioeconomic status communities contacted in the service area, as well as the number of disadvantaged or low-socioeconomic communities not contacted;
- The percent increase in outreach since the last report.

Table of Contacted Municipalities

The report shows a table listing the name of each municipality the TMA has contacted by county and the type of entity. Outreach has taken place at various levels in each community—school, school district, municipality, or community organization—and this is noted. Disadvantaged communities are indicated in the table with an asterisk. Disadvantaged community designation has changed since the previous project update report, and this is explained below.

Interest Level of Contacted Communities

The interest level for all contacts is aggregated in a pie chart showing Low, Medium, and High interest. This includes interest levels for all types of contacts, school, municipal, etc. TMAs were encouraged to reach out to an array of possible program participants, and this outreach is reflected in the high total outreach numbers. Several reports show large numbers of contacts with low interest level in the program. This is expected for the broad outreach conducted.

School Outreach Levels

The report presents a pie chart showing the assessed school outreach levels detailed in the returned monthly Record of Contact forms. Outreach is categorized into six classes—“Contact Made”, “Preliminary Conversations,” “Setting up a Program,” “In the Process of Program Implementation,” “Ongoing Programming,” and “Institutionalized Programming.” Levels were self-reported by TMAs. The outreach levels and criteria are described below.

Pedestrian and Bicycle Events

The number of pedestrian and bicycle events taking place in the service area was tabulated in a chart. Events include walking school bus, bike train, Walk to School Day, Bike to School Day, bike rodeo, and mileage clubs.

Education Events

The number of educational events was tabulated in a chart. Examples include bike safety lessons, pedestrian safety lessons, and other related school assemblies.

Policy and Planning

Encouraging bicycling and walking to school through policy and planning were also tabulated. Examples include walkability and bikeability assessments, School Travel Plans, supportive walk/bike policies, and resolutions of support. Complete Street policies are only noted when TMA staff is involved in the process of passing a resolution.



Children walking to school in Woodbridge

School Outreach Level Maps

The first map presents school outreach level information represented on a map of each TMA's service area. The map shows the five outreach levels described and defined below. The map also indicates each municipality that has had contact at the municipal level by shading these municipalities.

Outreach Level Criteria

The following criteria were used to categorize levels of outreach TMAs provided to the schools. Levels were assessed based on descriptions provided in the monthly Record of Contact form. Criteria include:

Contact made

- Contact key players
- Discuss what SRTS is and what TMAs can do to help

Preliminary conversations

- Present to larger groups about SRTS
- Discuss getting a Resolution of Support, setting up events, conducting surveys and tallies, School Travel Plans, etc.

Setting up a program

- Get the SRTS program established by completing an enrollment form and getting a Resolution of Support from local municipal government and local Board of Education (or equivalent body)

In the process of program implementation

- Start annual traditions and build SRTS awareness
- Identify a SRTS champion
- Hold at least one one-time SRTS program or event
 - Walk to school day
 - Bike clinic
 - School assembly

Ongoing programming

- Get Sustainable Jersey certified
- 4 SRTS events planned
- Create a School Travel Plan
- Conduct SRTS tally or parent/caregiver survey
- Hold a multi-week program such as
 - Walking School Bus



Biking to school together in New Providence

- Golden Sneaker program
- Multi-day bike/pedestrian education
- PE bike education lessons

Institutionalized programming

- SRTS program is part of the school identity
- Support from PTA, PTO, or Green Team and frequent and regularly scheduled programs (more than 4 on weekly, monthly, and annual basis)

Disadvantaged Community Maps

Seven of the eight TMAs serve areas which include designated disadvantaged communities. These communities were identified as important outreach targets to encourage SRTS participation. Regional Coordinators have been instructed to provide enhanced outreach efforts to disadvantaged communities in their areas. The disadvantaged community map indicates disadvantaged communities contacted and disadvantaged communities not contacted by the TMA within the TMA's service area.

Outreach and engagement with disadvantaged communities is prioritized in the SRTS program. In the past the NJSRTS Resource Center used former Abbott District designation and municipal urban aid eligibility as criteria to define disadvantaged communities. To simplify the process and to reflect the program's focus on youth, the Resource Center now uses one metric—New Jersey Department of Education's (NJ DOE) District Factor Group (DFG) designation. District Factor Groups are a classification created by NJ DOE to determine a community's socioeconomic status. The DFG designations used in this report are from the 2000 decennial census. They are used as an approximate measure of a community's socioeconomic status. The following six variables are used to calculate the DFGs:

1. Percent of adults with no high school diploma
2. Percent of adults with some college education
3. Occupational status
4. Unemployment rate
5. Percent of individuals in poverty
6. Median family income

Using these six variables, each municipality is given a score. This score may be weighted if some communities receive a significant share of students from other communities. Districts with similar scores are grouped into a DFG class. The 8 DFG classes are A, B, CD, DE, FG, I, and J. Municipalities ranked A or B (the



An interactive walking and bicycling to school educational event held in Hunterdon County

lowest DFG scores) are considered “Low Socioeconomic Communities” or “Disadvantaged Communities” for the purpose of the Safe Routes to School program.

Contact with municipalities with low socioeconomic status is noted and mapped for each TMA and for the State of New Jersey as a whole.

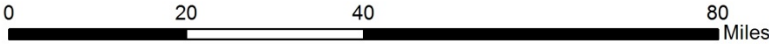
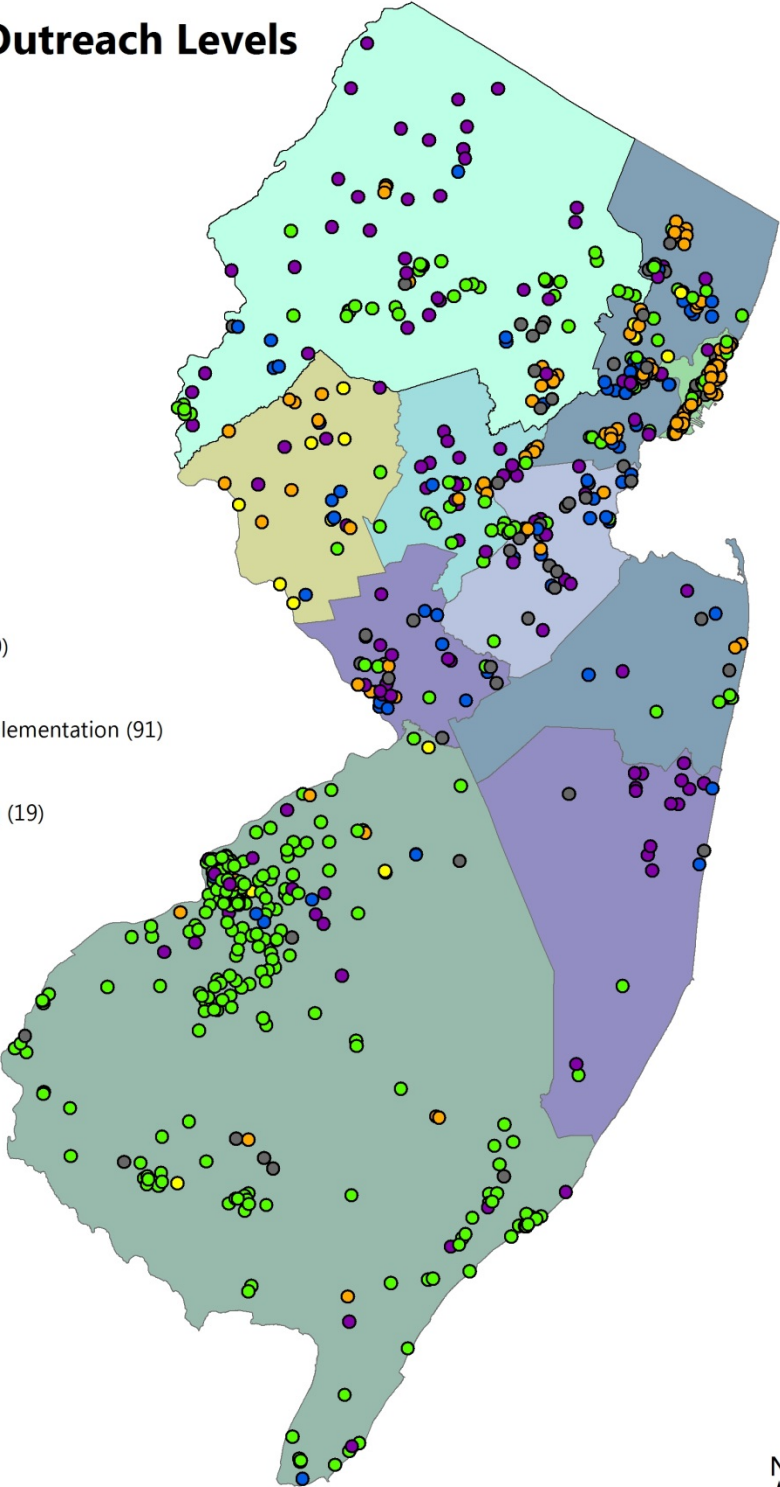


Walking to school in Trenton

Statewide School Outreach Levels

Assessed Scores

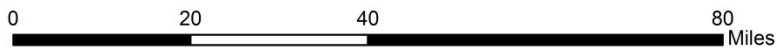
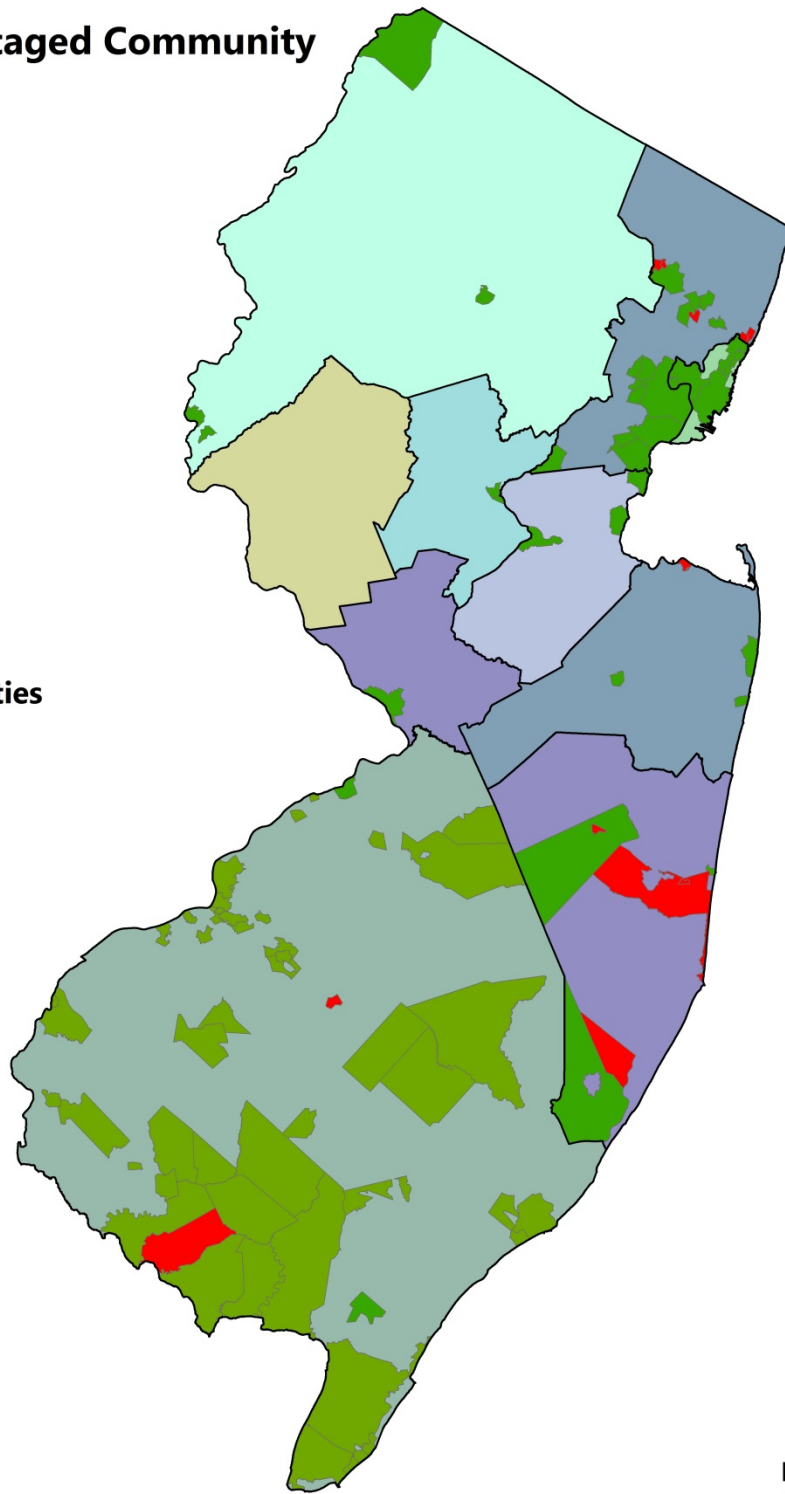
- Contact made (333)
- Preliminary conversations (120)
- Setting up a program (67)
- In the process of program implementation (91)
- Ongoing programming (129)
- Institutionalized programming (19)



Statewide Disadvantaged Community Outreach Levels



Disadvantaged Communities

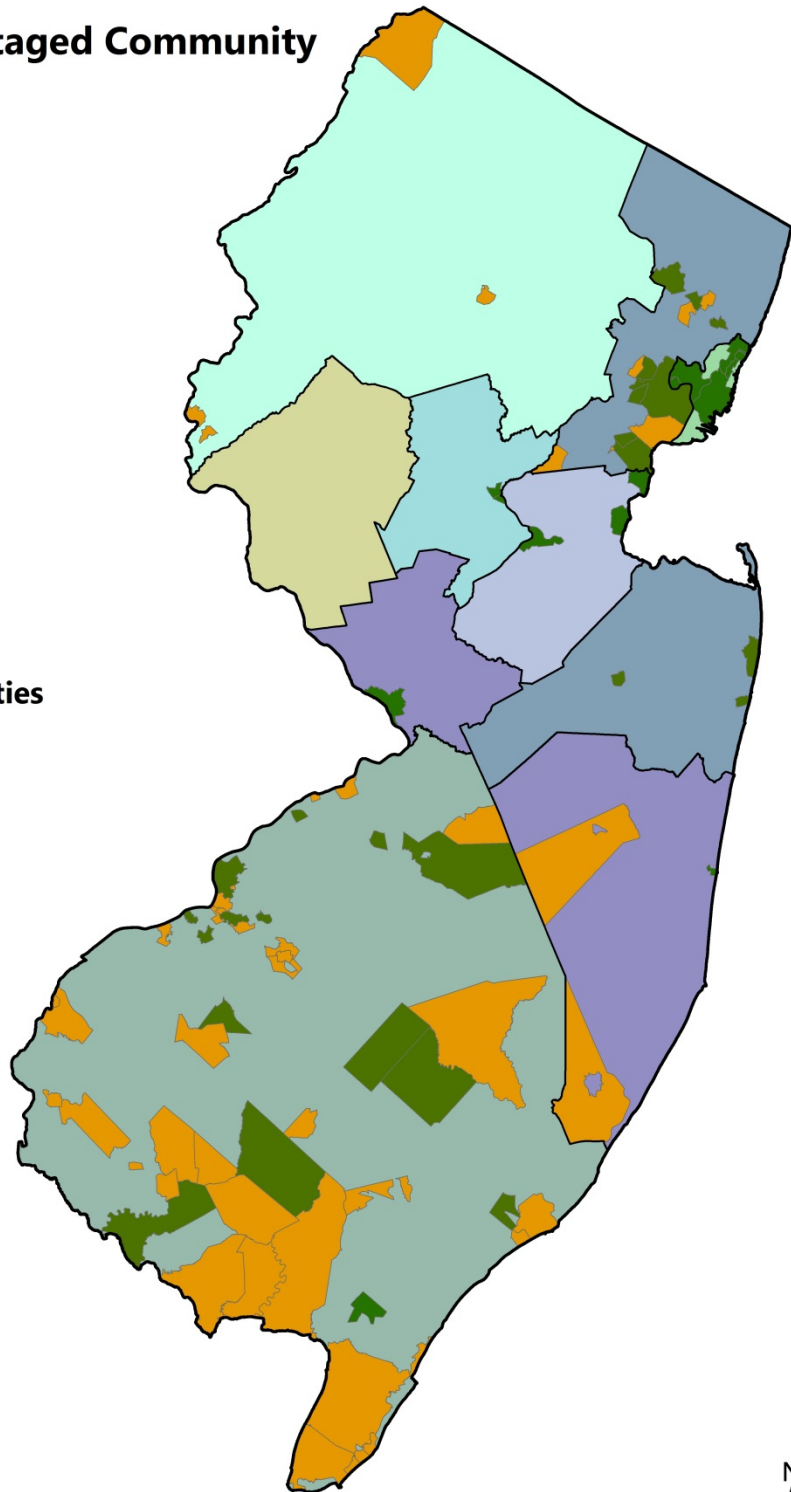
-  Yes
-  No



Statewide Disadvantaged Community Outreach Levels

Disadvantaged Communities

-  Initial Contact
-  Program Implementation



0 20 40 80 Miles



Cross County Connection

Outreach Progress Report as of December 2014

Observations

- Total number of municipalities contacted: 115 out of 170 (67.6%)
- Contacts at the District Level: 62 (6.9% increase from last report)
- Contact at the School Level: 259 (15.6% increase from last report)
- Contacts at the Municipal Level: 25
- Contacts at any other Level: 4
- 50 Low Socioeconomic Status Communities contacted
- 2 Low Socioeconomic Status Communities were not contacted: Chesilhurst Borough and Lawrence Township.

Table of Contacted Municipalities

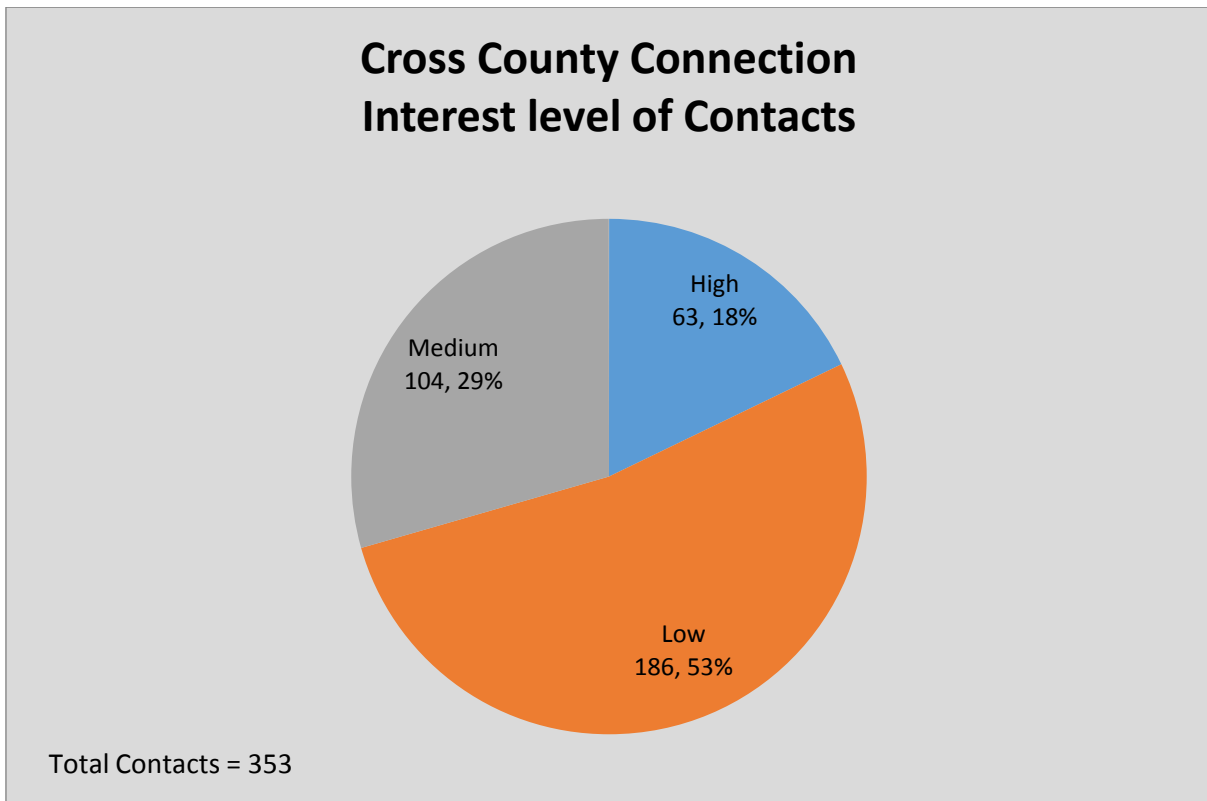
(* = Low Socioeconomic Status Community)

| Municipality | Extent of Contact |
|--------------------------|---------------------------------------|
| Atlantic County | |
| Absecon | School, District, and Other |
| Atlantic City* | District and 9 Schools |
| Brigantine | 1 School |
| Buena | 1 School |
| Egg Harbor City* | 2 Schools |
| Elwood | 2 Schools |
| Galloway Township | District, Municipality, and 4 Schools |
| Hammonton* | District, Municipality, and 2 Schools |
| Linwood | Municipality and 2 Schools |
| Margate | Municipality, 2 Schools |
| Mullica Township* | District |
| Northfield | District and 1 school |
| Pleasantville* | District, Municipality, and 5 Schools |
| Somers Point | Municipality and 3 Schools |
| Ventnor City* | District |
| Weymouth Township* | 1 school |
| Wildwood | District |
| Burlington County | |
| Beverly* | District and 2 Schools |
| Burlington* | District, Municipality, and 2 Schools |
| Cinnaminson Township | 1 School |

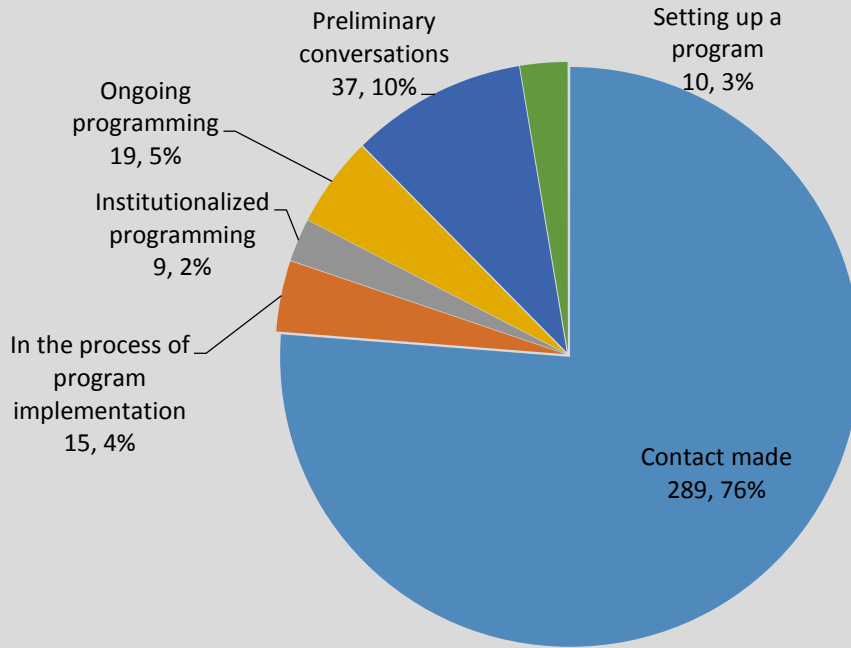
| | |
|------------------------|--|
| Delanco Township | Municipality |
| Evesham Township | Municipality and 6 Schools |
| Maple Shade | District |
| Marlton | 1 School |
| Medford Lakes | 1 School |
| Moorestown | 5 Schools |
| Mount Holly Township* | 2 Schools |
| Mount Laurel Township | 3 Schools |
| New Hanover Township* | District and 1 School |
| Palmyra | 1 School |
| Pemberton Township* | Municipality and 3 Schools |
| Riverside Township* | 2 Schools |
| Southampton | Municipality and 3 Schools |
| Washington Township* | District and School |
| Westampton Township | 1 School |
| Willingboro Township | District |
| Camden County | |
| Atco | 1 School |
| Bellmawr* | District and 1 School |
| Berlin | 2 Schools |
| Brooklawn* | District |
| Camden* | District, Municipality, and 24 Schools |
| Cherry Hill | Municipality and 12 Schools |
| Clementon* | District |
| Collingswood | 3 Schools |
| Gibbsboro | 1 School |
| Gloucester | 8 Schools |
| Gloucester City* | District and 2 Schools |
| Haddon Heights | Municipality and 5 Schools |
| Haddon Township | Other |
| Haddonfield | 1 School |
| Laurel Springs | Municipality and 1 School |
| Lawnside* | District, Municipality and 1 School |
| Lindenwold* | District and 2 Schools |
| Magnolia | Municipality and 1 School |
| Mount Ephraim | District and 2 Schools |
| Pennsauken Township | 2 Schools |
| Pine Hill* | District and 1 School |
| Runnemede* | District |
| Stratford | District and 2 Schools |
| Voorhees Township | District , Municipality, 1 School |
| Winslow Township | Municipality |
| Woodlyne | District and 1 School |
| Cape May County | |

| | |
|---------------------------|---------------------------------------|
| Cape May | District and 3 Schools |
| Dennis Township | Municipality |
| Lower Township* | District and 2 Schools |
| Marmora | 2 Schools |
| Middle Township* | District |
| North Wildwood* | District and 1 School |
| Ocean City | District |
| Petersburg | 1 School |
| Sea Isle City* | District |
| Upper Township | 1 School |
| Wildwood* | District and 2 Schools |
| Wildwood Crest* | District |
| Woodbine* | 1 School |
| Cumberland County | |
| Bridgeton* | 8 Schools |
| Commercial Township* | District |
| Deerfield Township* | District and 1 School |
| Downe Township* | District |
| Fairfield Township* | District |
| Greenwich Township | 1 School |
| Maurice River Township* | Municipality |
| Lawrence Township | Municipality |
| Millville* | District and 8 Schools |
| Port Norris | 2 Schools |
| Shiloh* | 1 School |
| Upper Deerfield Township* | District |
| Vineland* | District and 6 Schools |
| Gloucester County | |
| Deptford Township | Municipality |
| East Greenwich Township | Municipality |
| Elk Township* | District and 1 School |
| Glassboro* | District, Municipality, and 4 Schools |
| Gloucester | District |
| Harrison Township | District and 1 School |
| Mantua Township | 1 School |
| Monroe | 1 School |
| National Park* | District and 1 School |
| Paulsboro* | District and 2 Schools |
| Pitman | 3 Schools |
| Sewell | 5 Schools |
| Turnersville | 4 Schools |
| Washington Township | District |
| Wenonah | Other |
| Westville* | District |

| | |
|-------------------------------|------------------------|
| Woodbury* | District and 3 Schools |
| Woodbury Heights | 1 School |
| Woolwich Township | District |
| Salem County | |
| Carneys Point | 2 Schools |
| Elmer | District |
| Lower Alloways Creek Township | District |
| Mannington Township | 1 School |
| Penns Grove* | District and 6 Schools |
| Pennsville | 4 Schools |
| Quinton* | District and 2 Schools |
| Salem* | District and 4 Schools |
| Total= 115 Communities | |

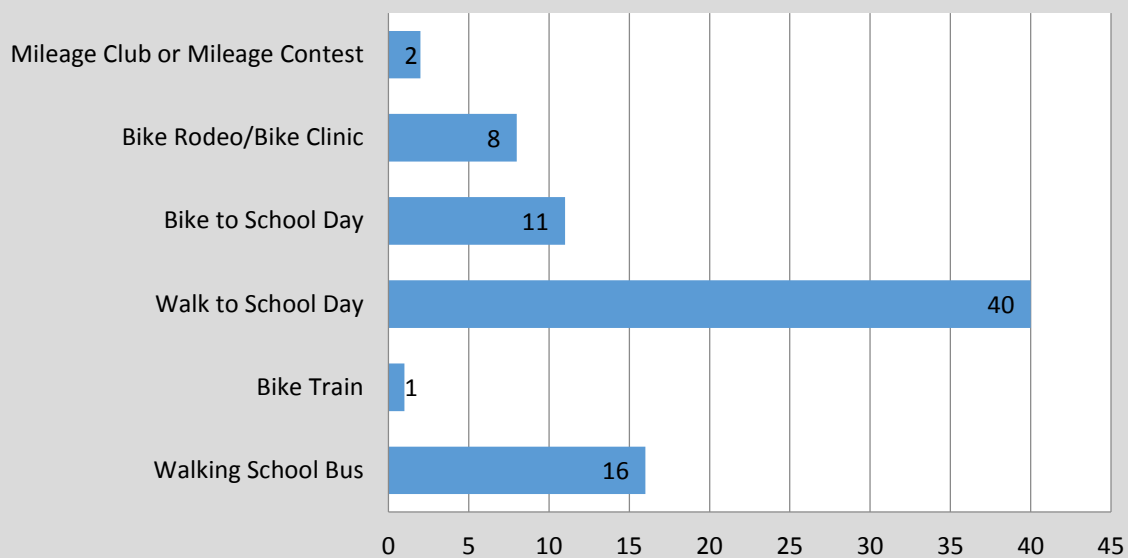


Cross County Connection Outreach Levels

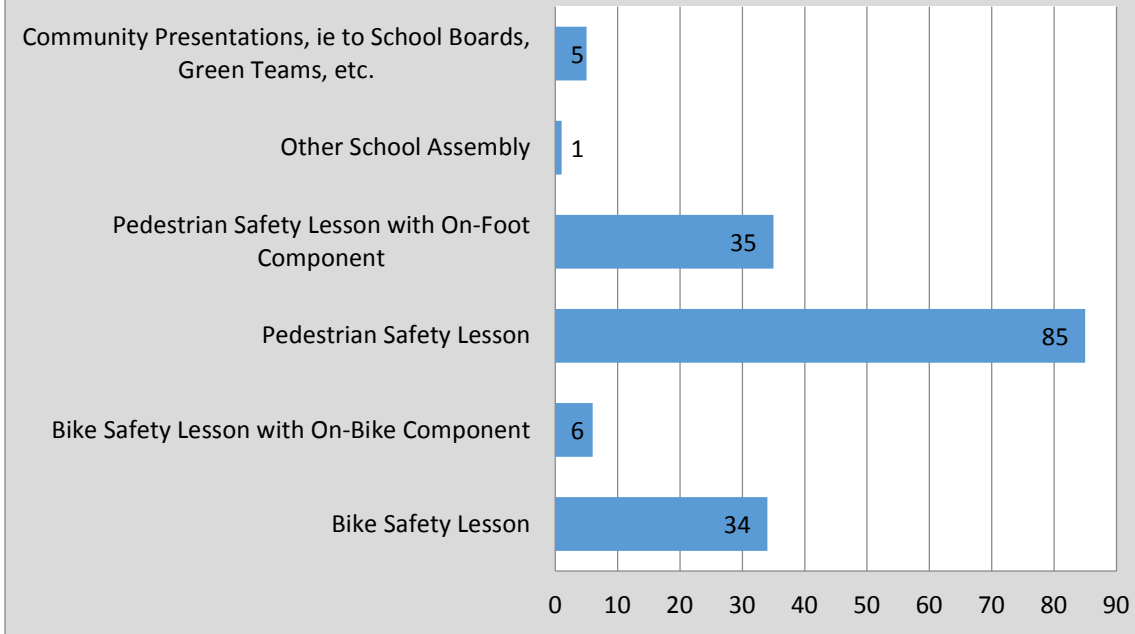


Total Outreach = 379

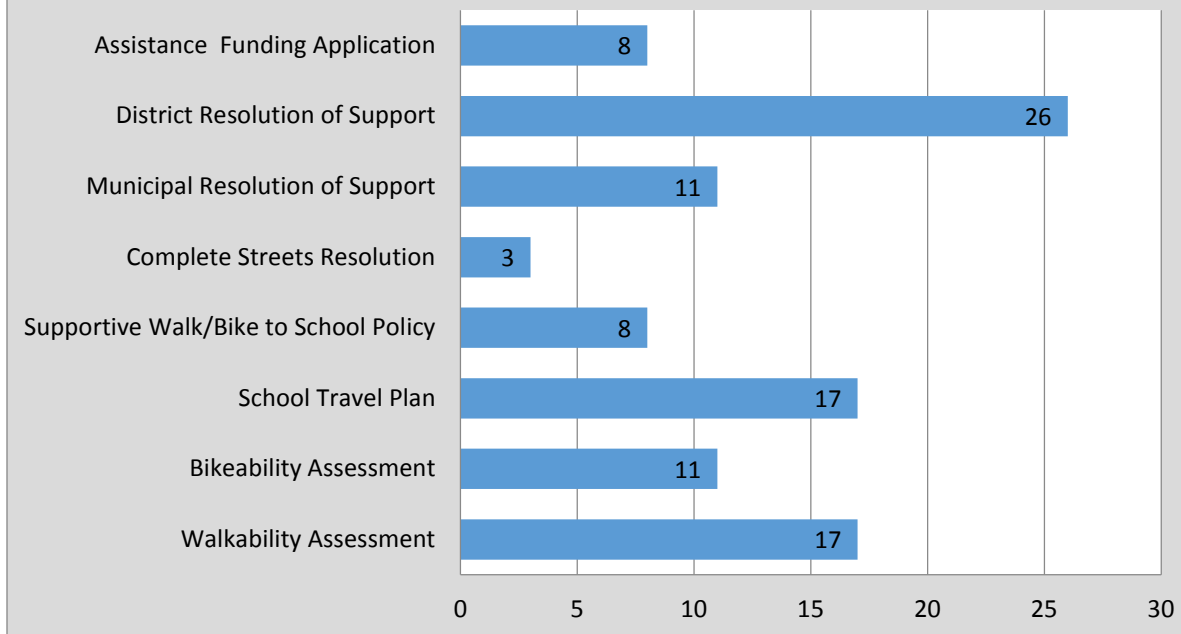
Cross County Connection Pedestrian and Bicycle Events



Cross County Connection Education Events



Cross County Connection Planning and Policy



Cross County Connection TMA

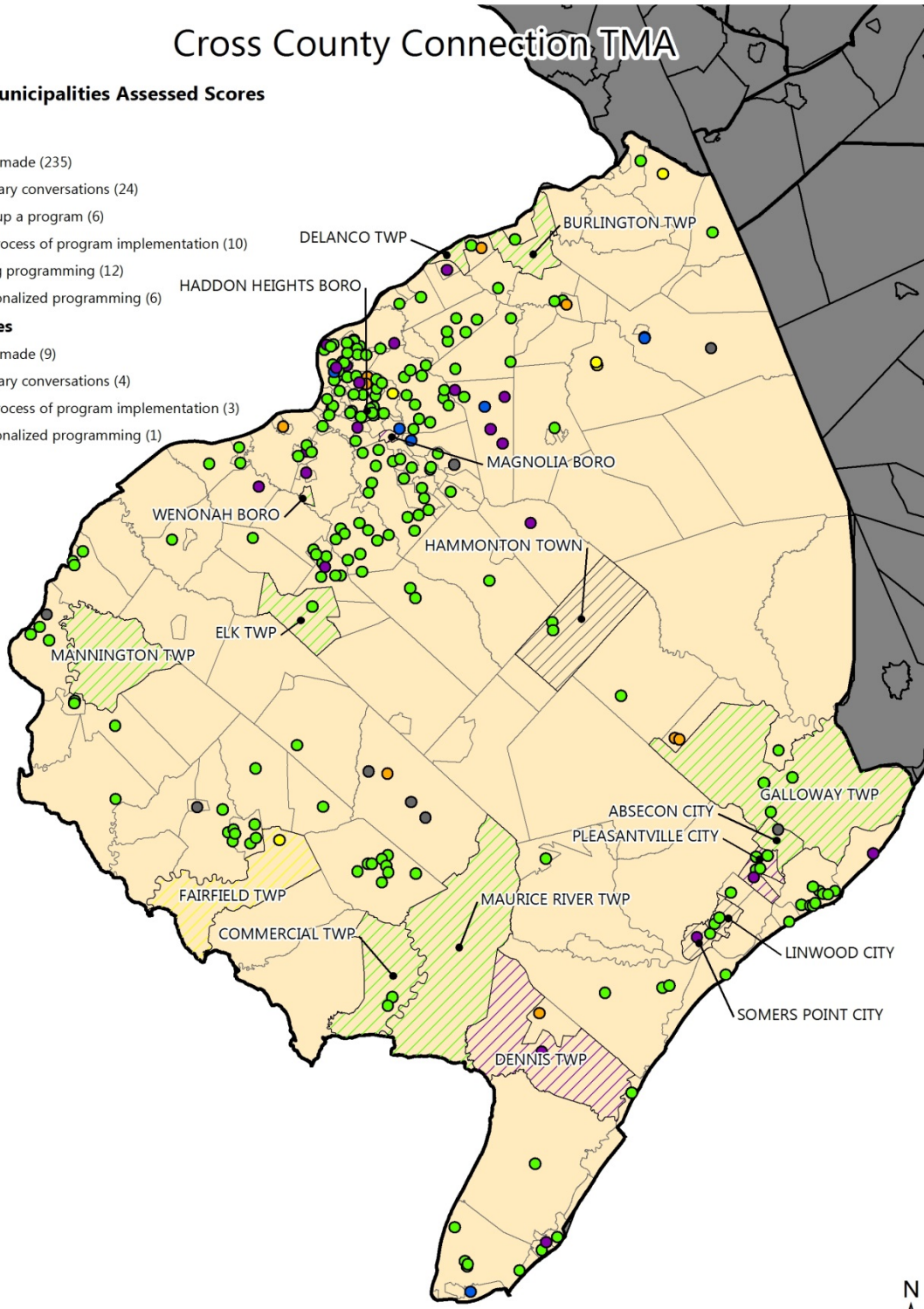
Schools/Municipalities Assessed Scores

Schools

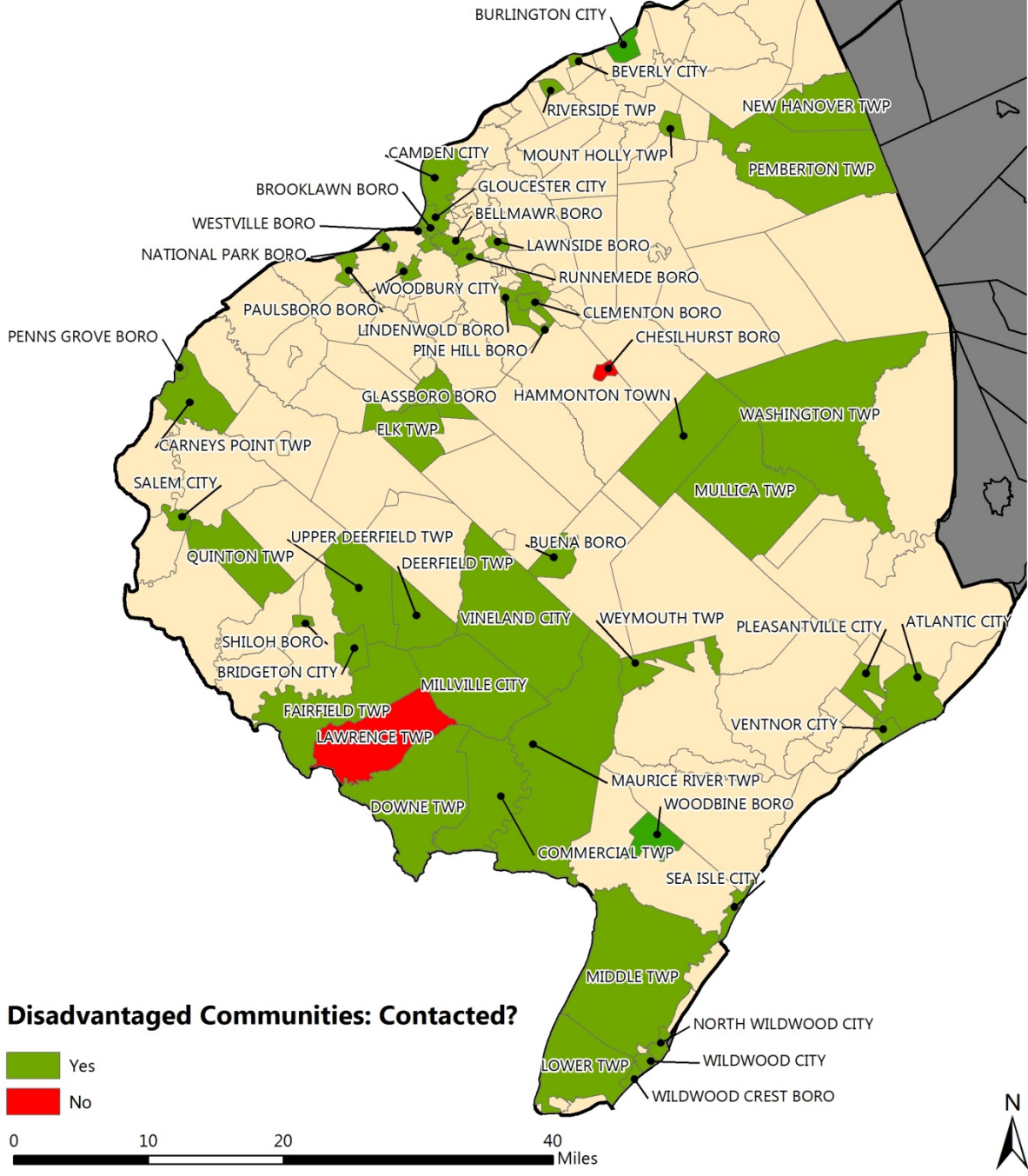
- Contact made (235)
- Preliminary conversations (24)
- Setting up a program (6)
- In the process of program implementation (10)
- Ongoing programming (12)
- Institutionalized programming (6)

Municipalities

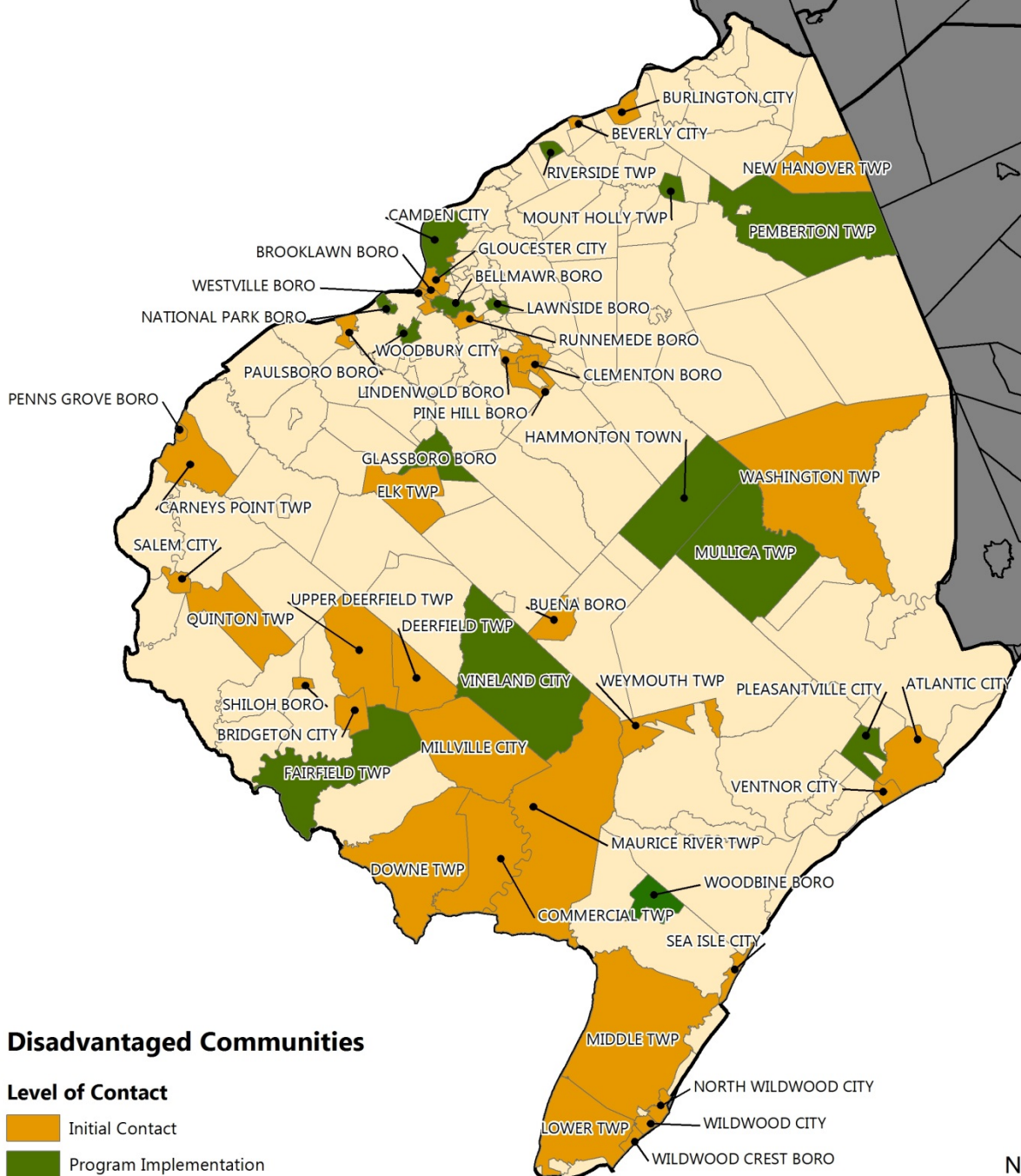
- Contact made (9)
- Preliminary conversations (4)
- In the process of program implementation (3)
- Institutionalized programming (1)



Cross County Connection TMA



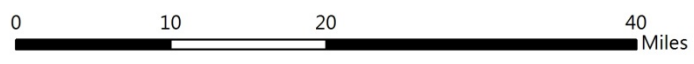
Cross County Connection TMA



Disadvantaged Communities

Level of Contact

- Initial Contact
- Program Implementation



Greater Mercer TMA

Outreach Progress Report as of December 2014

Observations

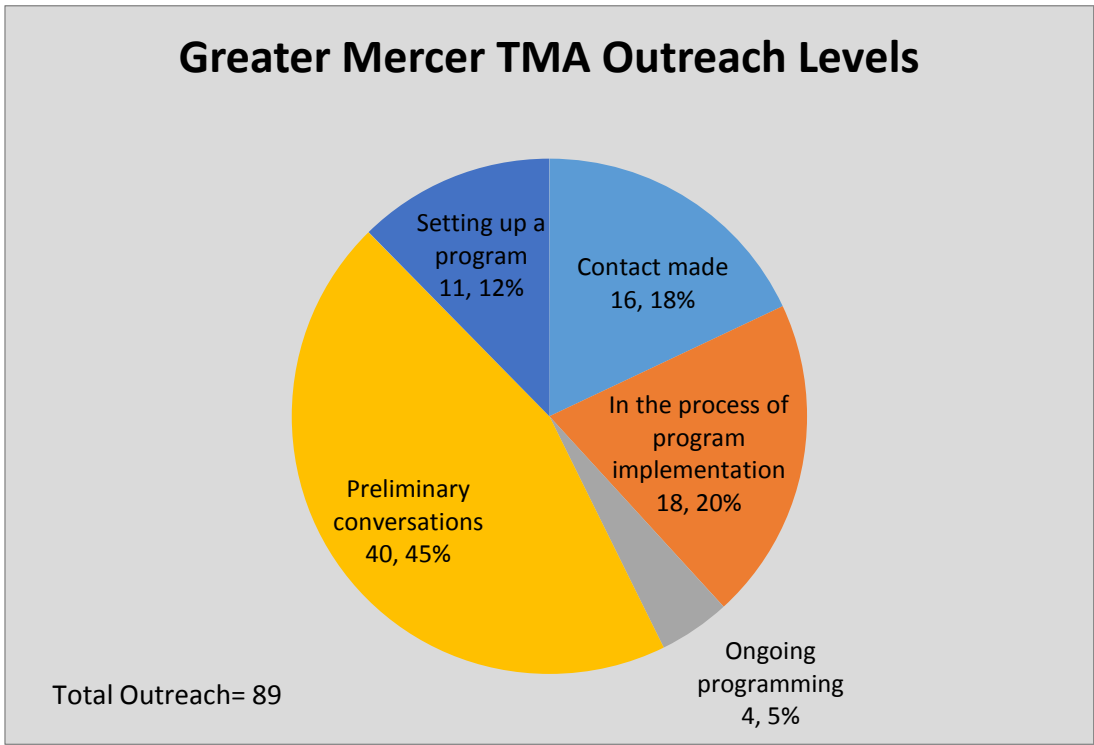
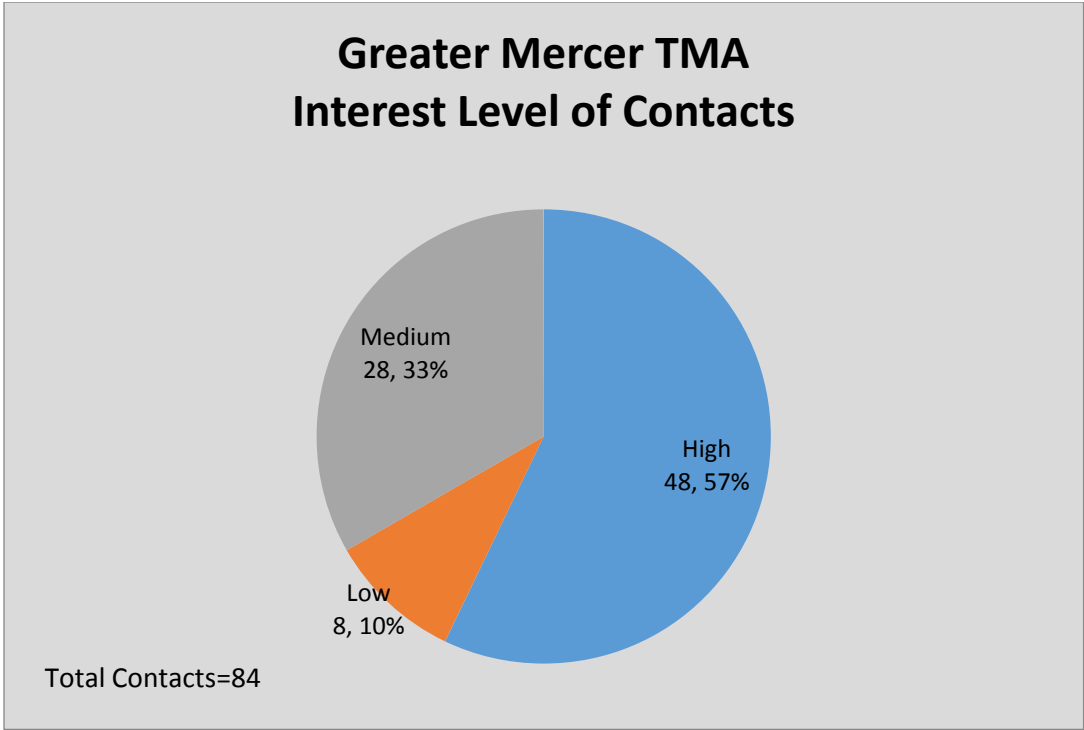
- Total number of municipalities contacted: 25 out of 45 (55.5%)
- Contacts at the District Level: 6
- Contacts at the School Level: 46 (35.3% increase from the last report)
- Contacts at the Municipal Level: 14 (40% increase from the last report)
- Contacts at any other Level: 12 (9% increase from the last report)
- 4 Low Socioeconomic Status Communities contacted
- 4 Low Socioeconomic Status Communities were not contacted: Lakehurst Borough, Ocean Gate, Berkeley Township, and Eagleswood Township.

Table of Contacted Municipalities

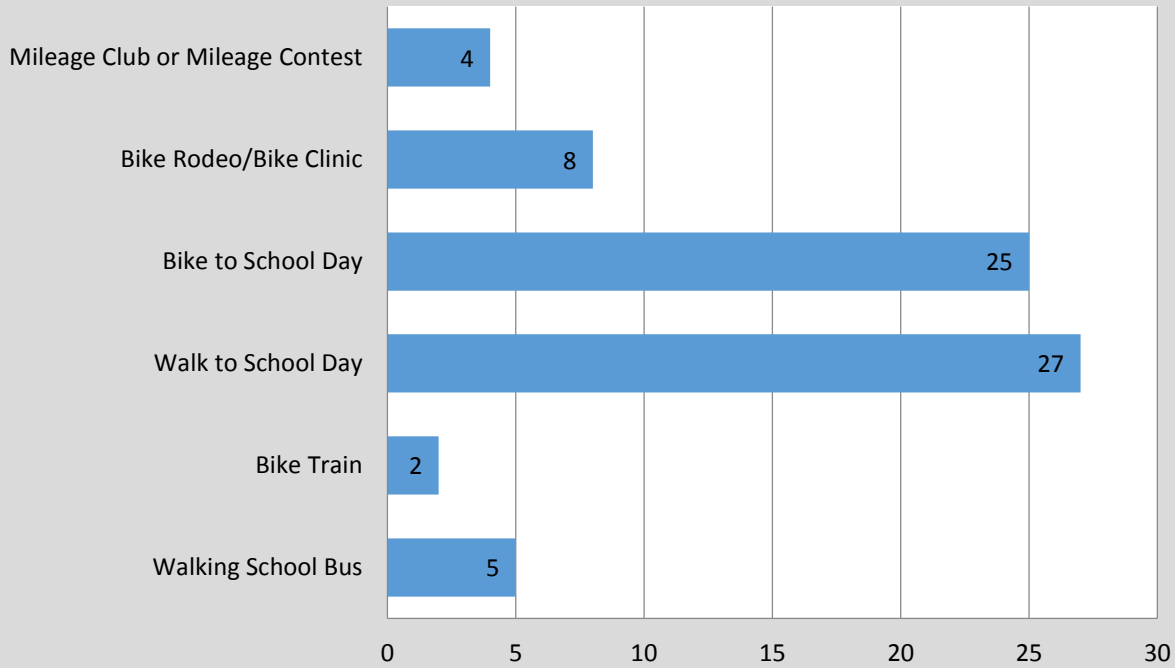
(*=Low Socioeconomic Status Community)

| Municipality | Extent of Contact |
|-----------------------------|--|
| MERCER COUNTY | |
| East Windsor | Municipality, 2 Schools and Other |
| Ewing Township | 2 Schools, and Other |
| Hamilton | 2 Schools, and Other |
| Hightstown | Municipality, 2 Schools and Other |
| Hopewell | Municipality, District, 1 school, and Other |
| Lawrence Township | Municipality, 2 Schools, and Other |
| Montgomery | Municipality |
| Pennington | Municipality, 1 school |
| Princeton Township | Municipality, District, 3 Schools, and Other |
| Robbinsville Township | District, 1 School and Other |
| Trenton* | District, 11 Schools, and Other |
| West Windsor Township | District, 2 Schools and Other |
| OCEAN COUNTY | |
| Barnegat Township | 1 School |
| Bay Head | 1 School |
| Brick Township | 6 Schools |
| Jackson | Municipality |
| Lakewood Township | 4 Schools , Municipality |
| Lavallette | 1 School |
| Little Egg Harbor Township* | 1 School |
| Manchester | District, 1 School |
| Pine Beach | School |
| Point Pleasant | Municipality, 1 School |

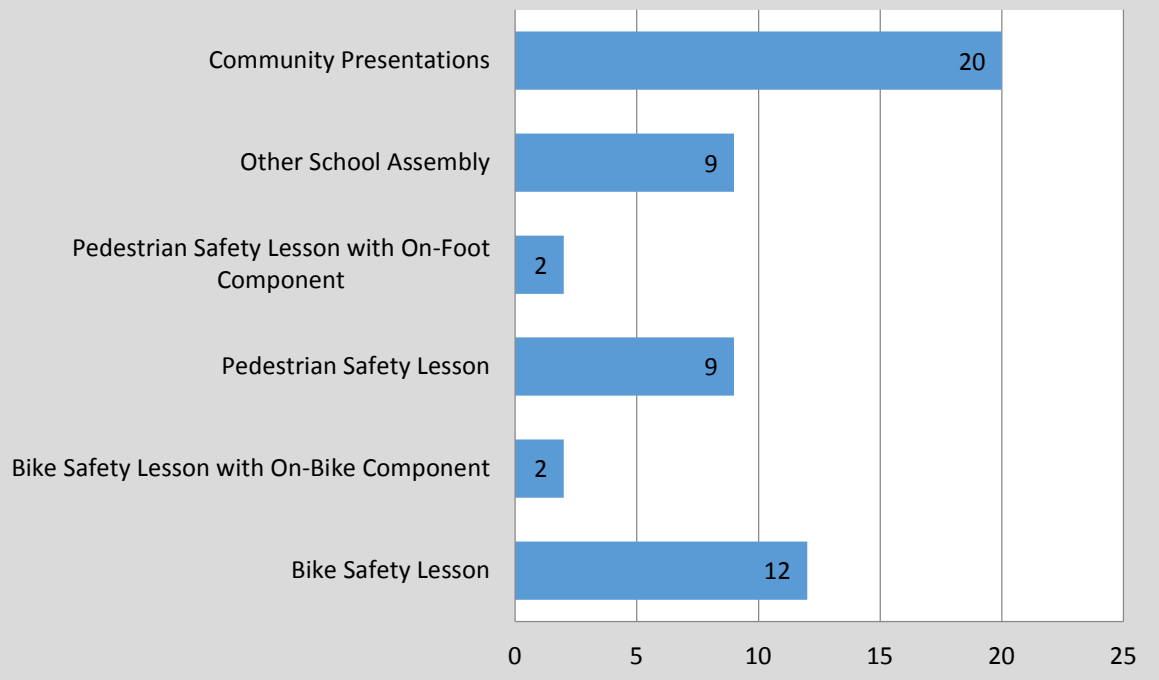
| | |
|-------------------------------|----------------------------|
| Seaside Heights* | 1 School |
| Toms River | Municipality and 2 Schools |
| Tuckerton | 1 School |
| Total = 25 Communities | |



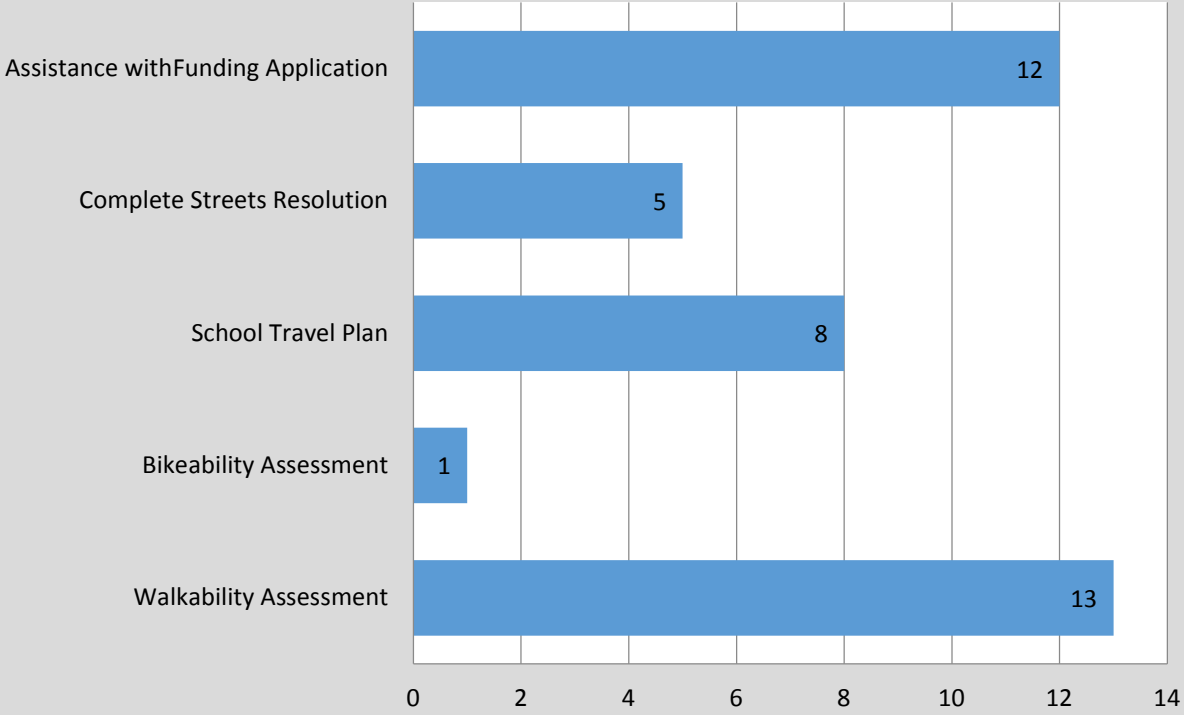
Greater Mercer TMA Pedestrian and Bicycle Events

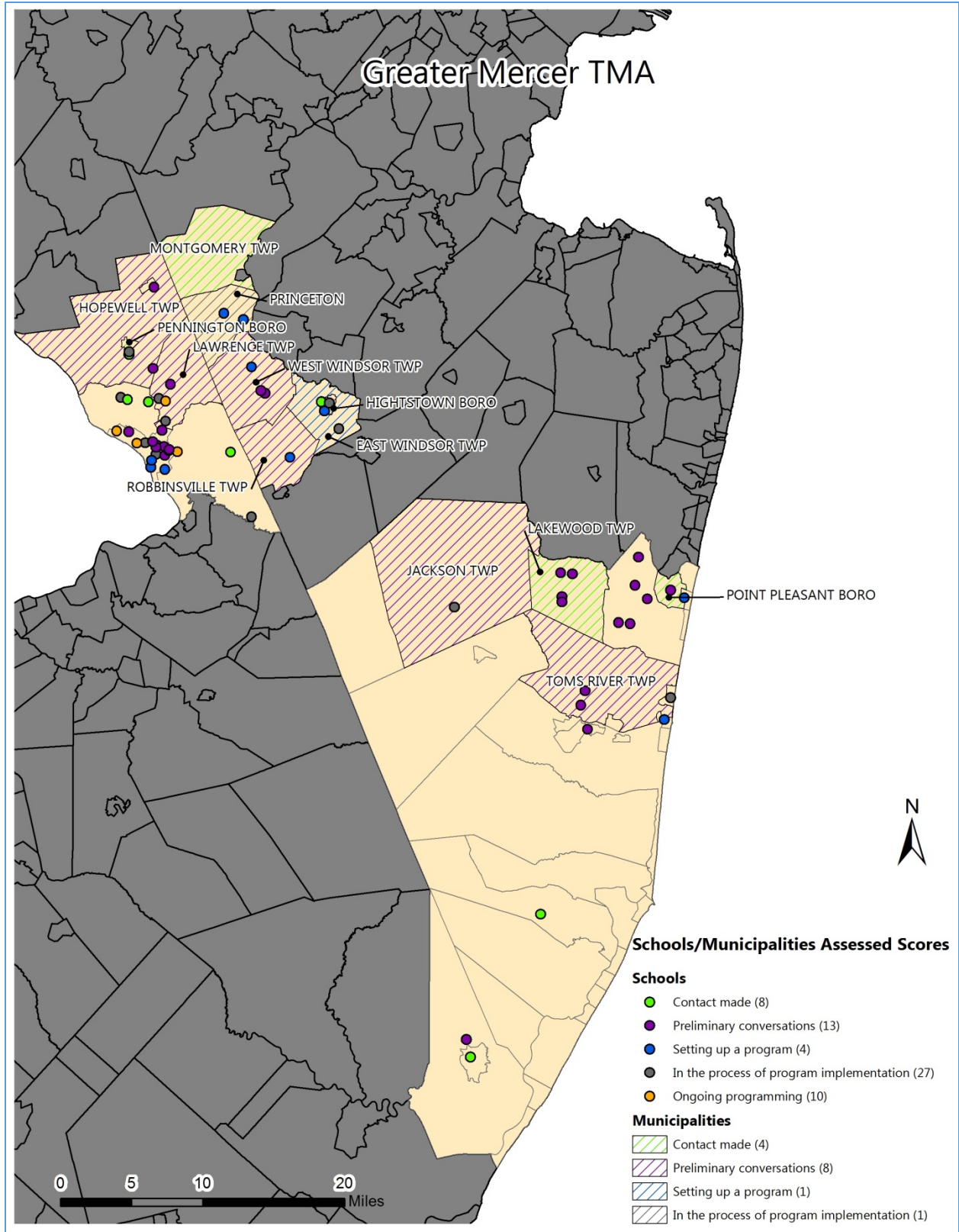


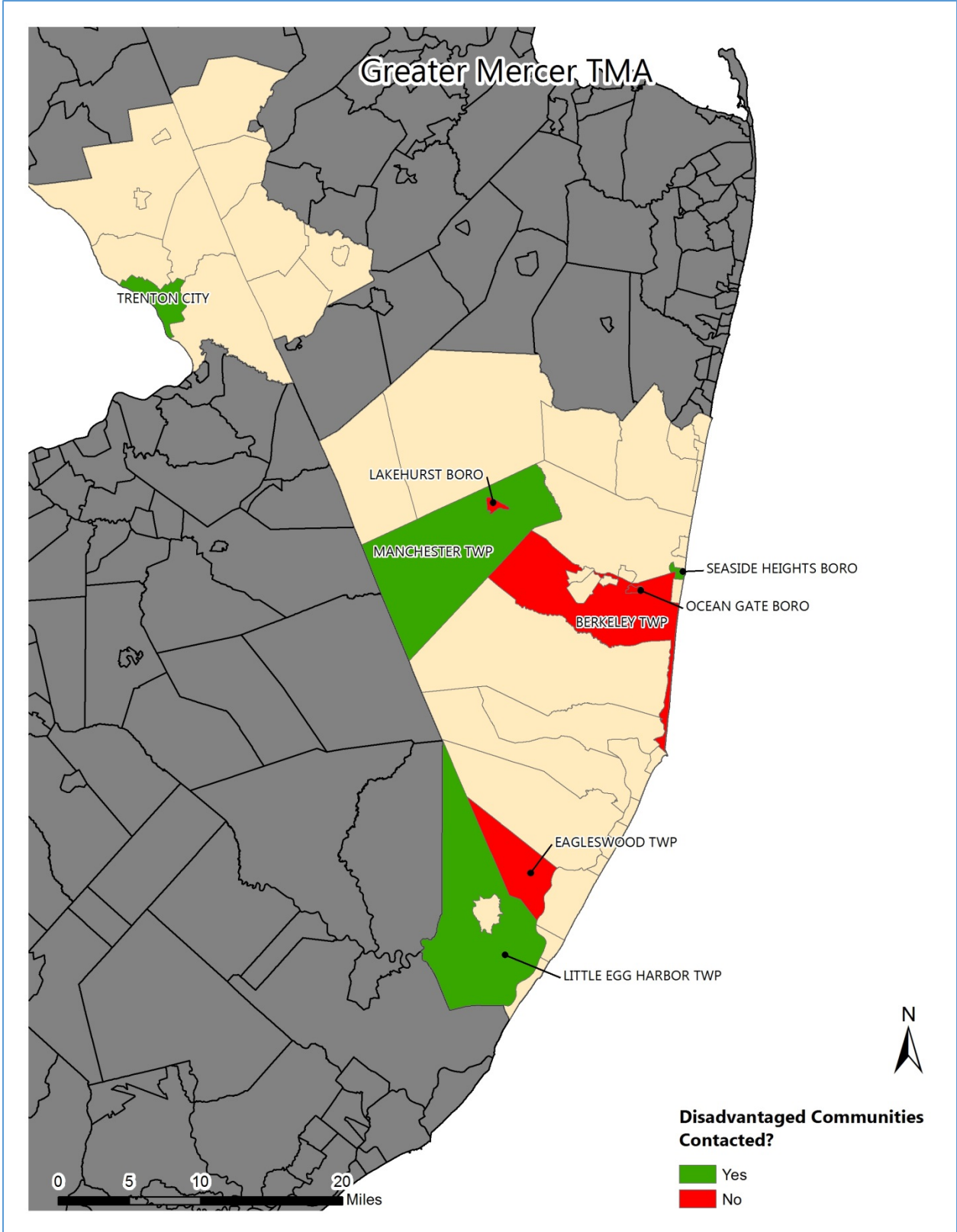
Greater Mercer TMA Educational Events

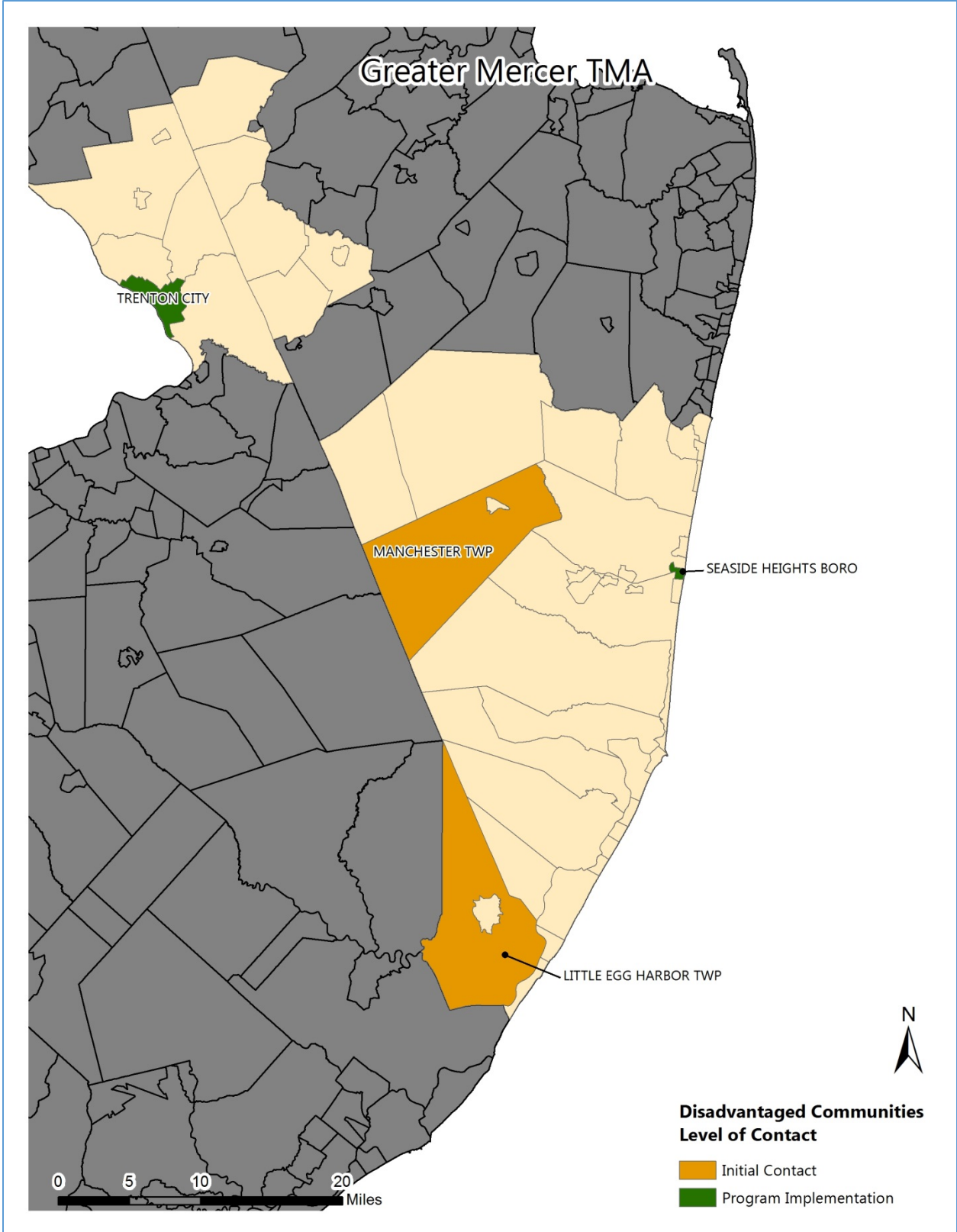


Greater Mercer TMA Planning and Policy









Hart TMA

Outreach Progress Report as of December 2014

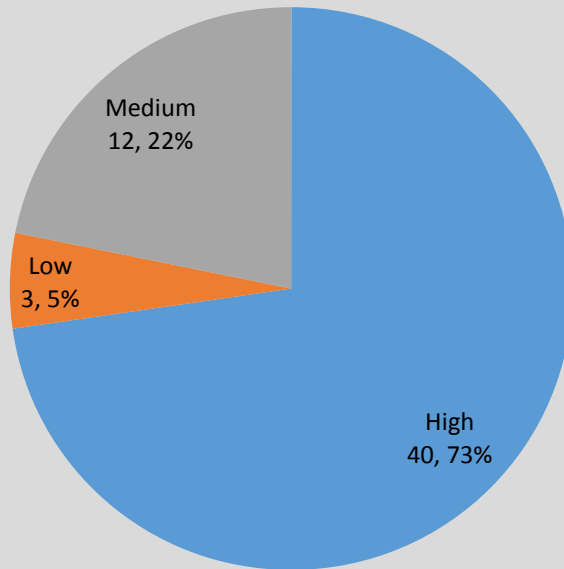
Observations

- Total number of municipalities contacted: 22 out of 26 (84.6%)
- Contacts at the District Level: 1
- Contacts at the School Level: 25
- Contacts at the Municipal Level: 21 (200% increase from the last report)
- Contacts at any other Level: 4 (33.3% increase from the last report)
- No Low Socioeconomic Status Communities in the HART TMA region

Table of Contacted Municipalities

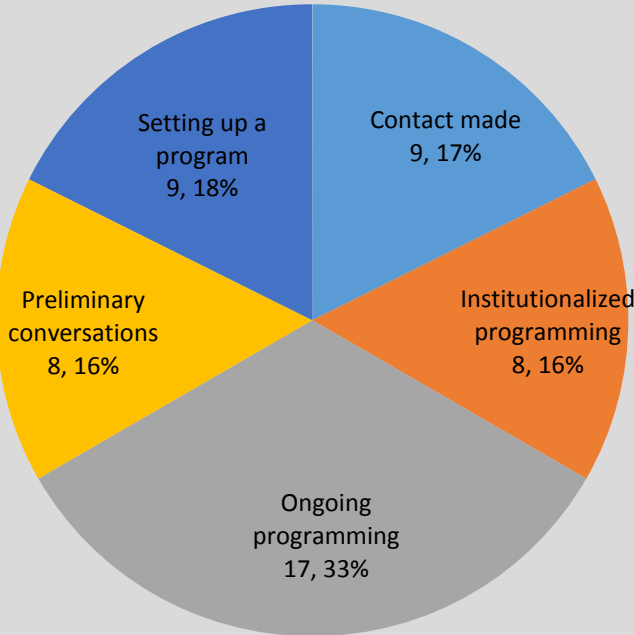
| Municipality | Extent of Contact |
|-----------------------|---------------------------------------|
| HUNTERDON COUNTY | |
| Alexandria Township | Municipality, 1 School |
| Bloomsbury | Municipality, 1 School |
| Califon | Municipality, 1 School |
| Clinton Township | Municipality, Other, and 1 School |
| Delaware | Municipality, 1 School |
| East Amwell | Municipality |
| Flemington | Municipality, 1 School |
| Franklin Township | Municipality, 1 School |
| Frenchtown | Municipality, 1 School |
| Glen Gardner | Municipality and Other |
| Hampton | Municipality, 1 School |
| High Bridge | 2 Schools |
| Kingwood Township | Municipality, 1 School |
| Lambertville | Municipality, 1 School |
| Lebanon | Municipality, District, and 2 Schools |
| Milford | Municipality, 1 School |
| Raritan Township | Municipality, 4 Schools, and Other |
| Readington Township | Municipality, Other, 1 School |
| Stockton | Municipality, 1 School |
| Tewksbury Township | Municipality, 1 School |
| Union Township | Municipality, 1 School |
| West Amwell Township | Municipality, 1 School |
| Total: 22 Communities | |

HART Interest Level of Contacts



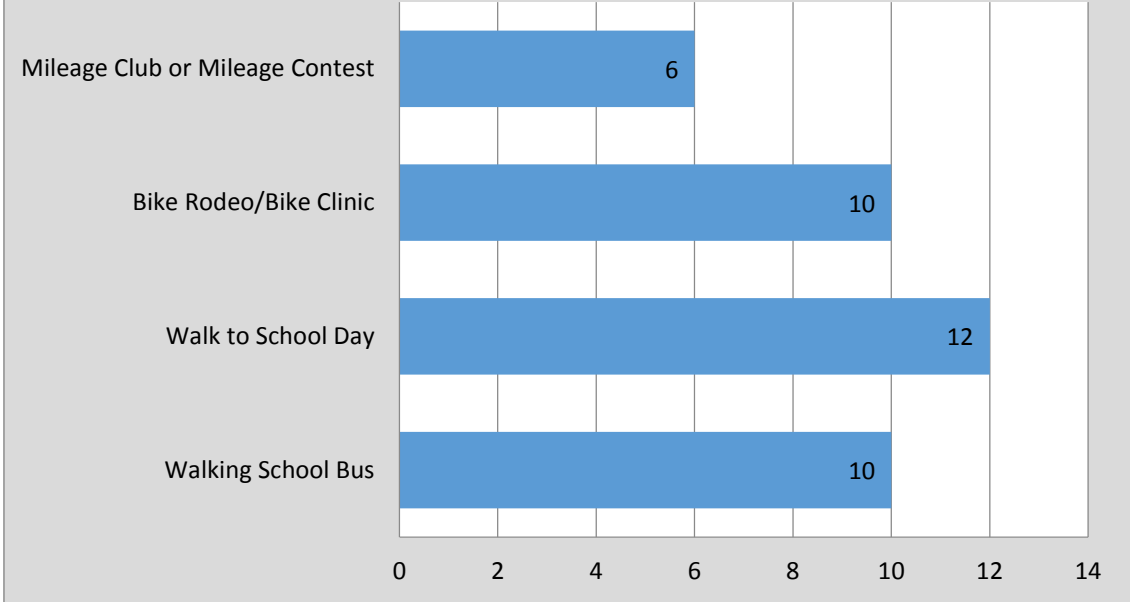
Total Contacts = 55

HART Outreach Levels

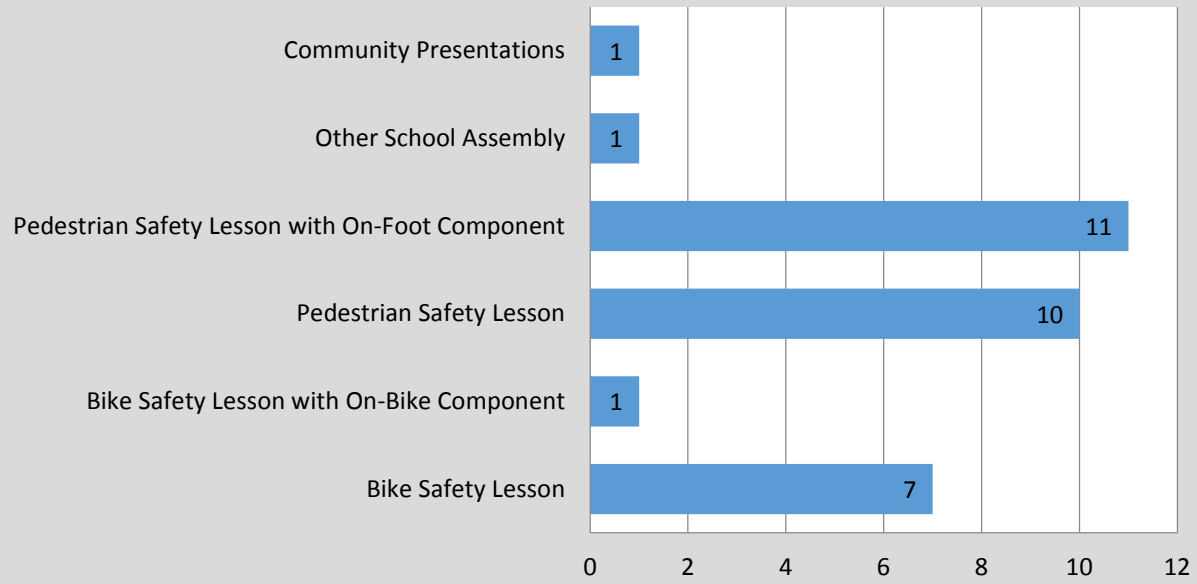


Total Contacts = 51

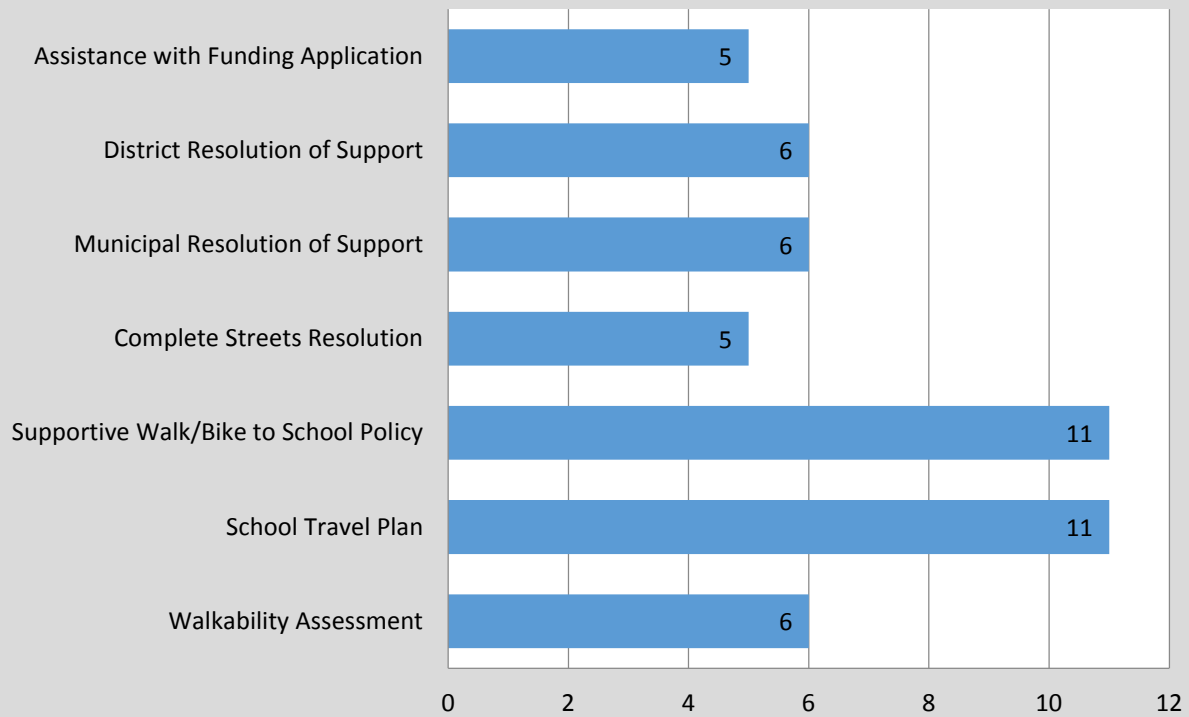
HART Pedestrian and Bicycel Events



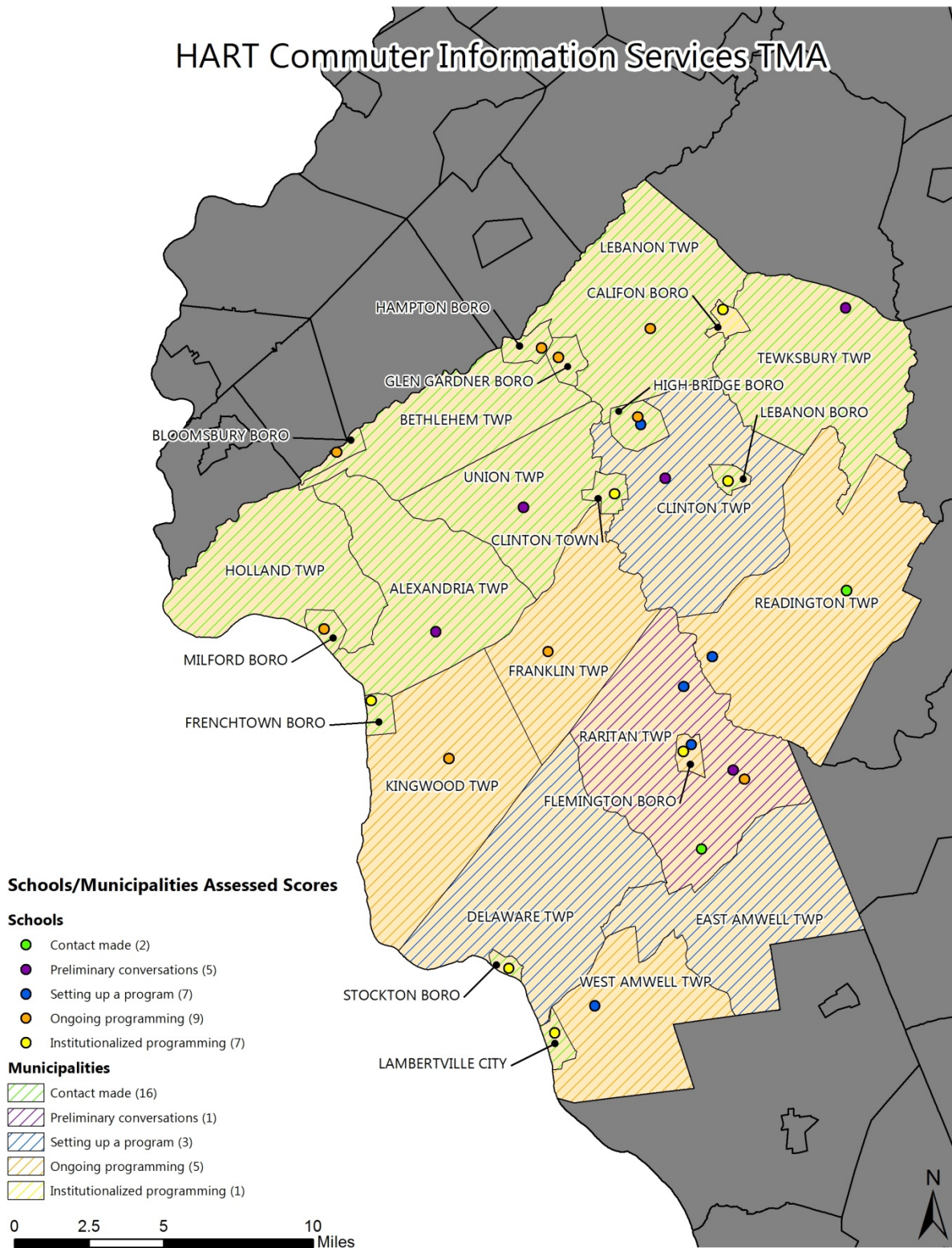
HART Education Events



HART Planning and Policy



HART Commuter Information Services TMA



Hudson TMA

Outreach Progress Report as of December 2014

Observations

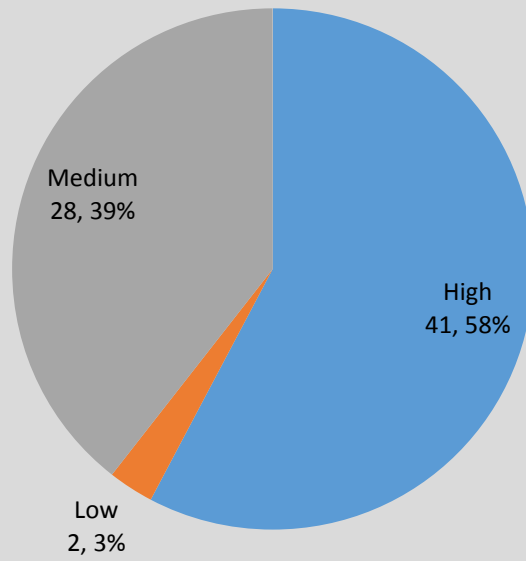
- Total number of municipalities contacted: 11 out of 12 (91.6%)
- Contacts at the District Level: 4
- Contacts at the School Level: 60 (3.45% increase from the last report)
- Contacts at the Municipal Level: 3
- All 8 Low Socioeconomic Status Communities contacted

Table of Contacted Municipalities

(* = Low Socioeconomic Status Community)

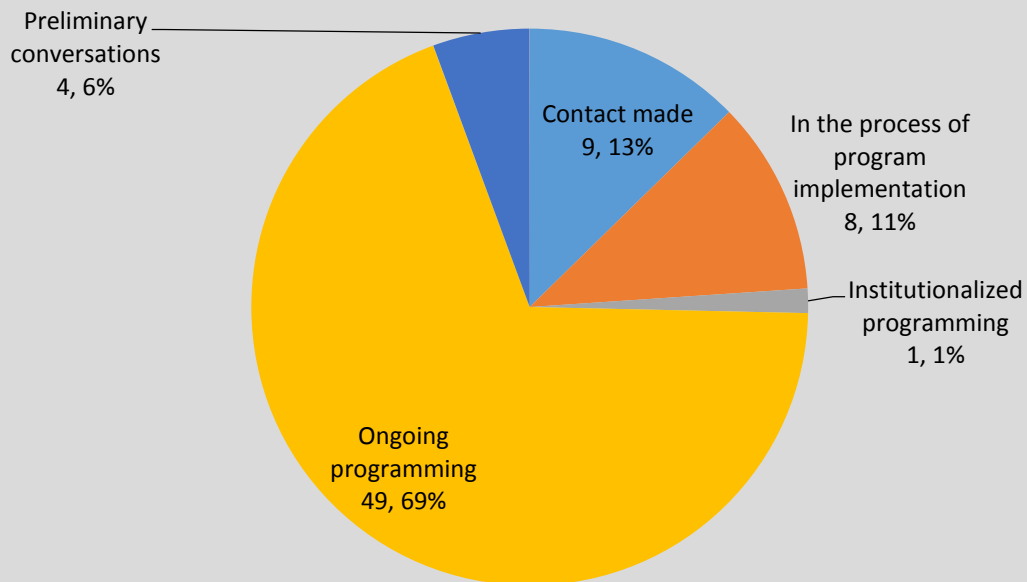
| Municipality | Extent of Contact |
|------------------------------|--------------------------------|
| HUDSON COUNTY | |
| Bayonne | District, 13 Schools and Other |
| East Newark* | 1 School |
| Guttenberg* | 1 School |
| Harrison | 2 Schools |
| Hoboken | District, 3 Schools |
| Jersey City* | District, 26 Schools |
| Kearny* | Municipality, 1 School |
| North Bergen* | 5 Schools, Municipality |
| Secaucus | District and Municipality |
| Union City* | 6 Schools |
| West New York* | 2 Schools |
| Total: 11 Communities | |

Hudson TMA Interest Level of Contacts



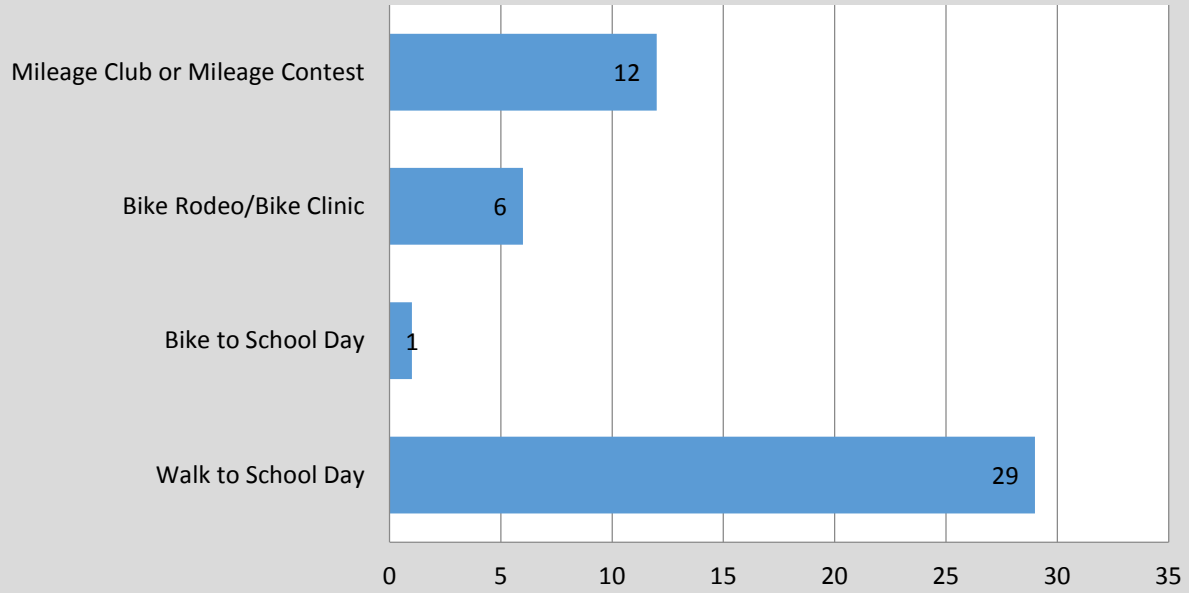
Total Contacts = 71

Hudson TMA Outreach Levels

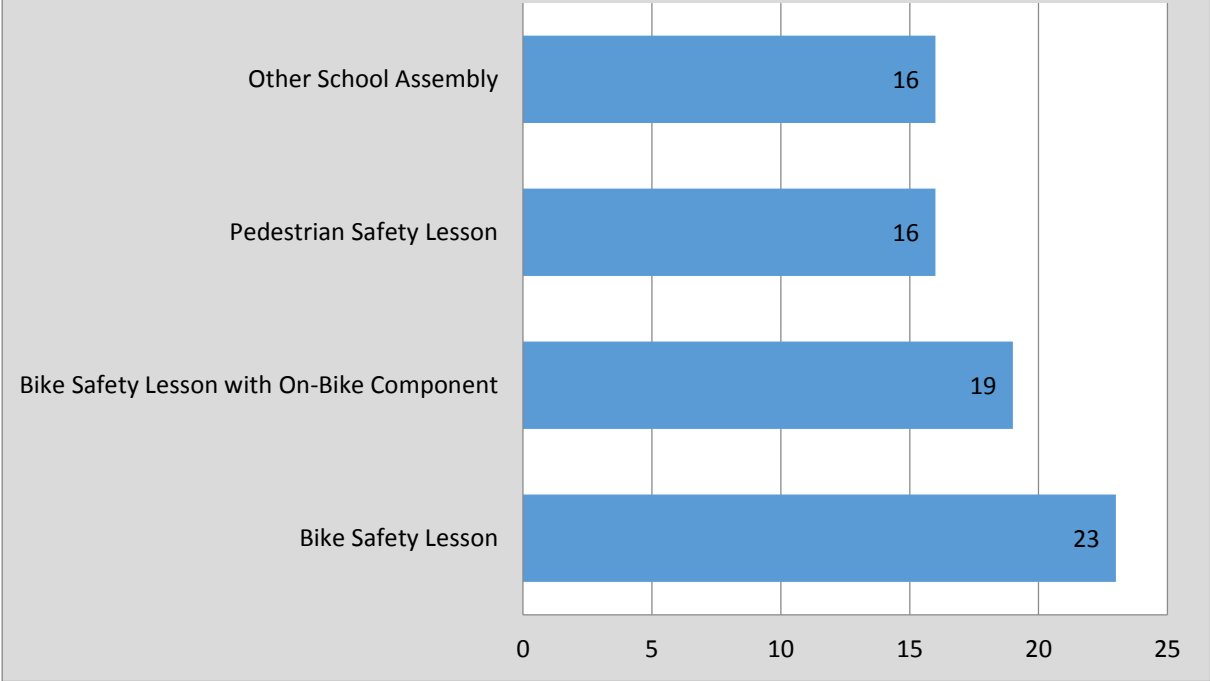


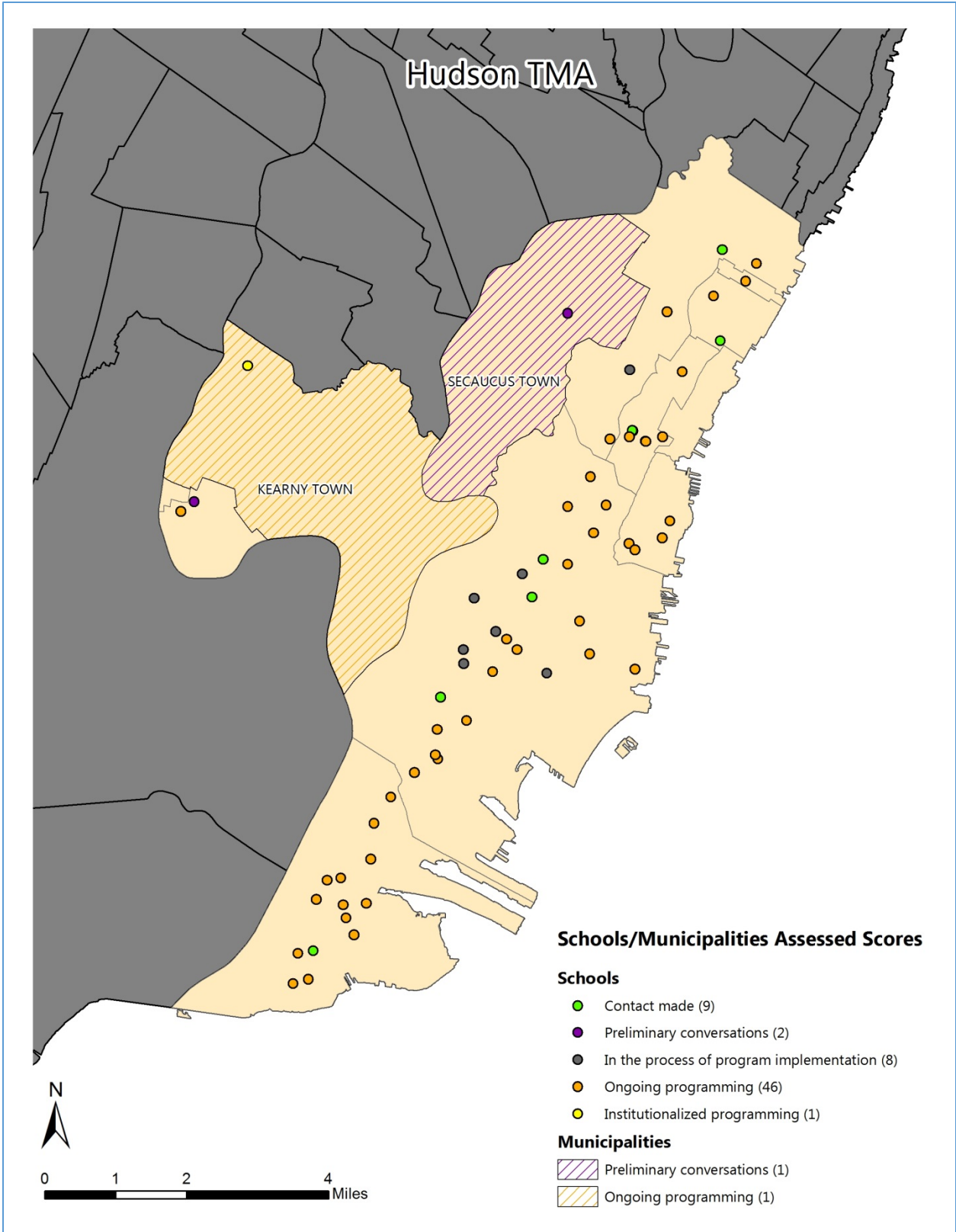
Total Outreach = 71

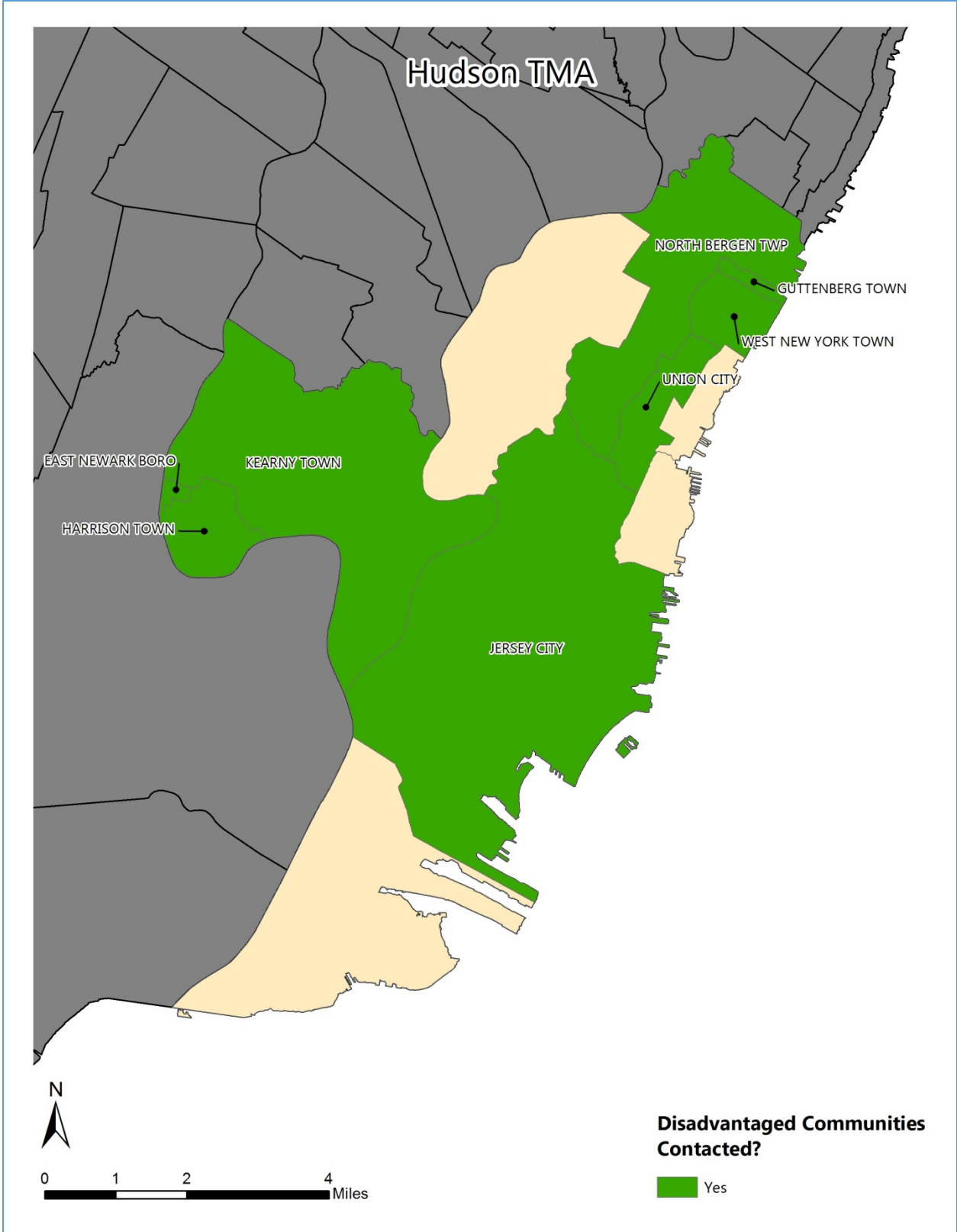
Hudson TMA Pedestrian and Bicycle Events

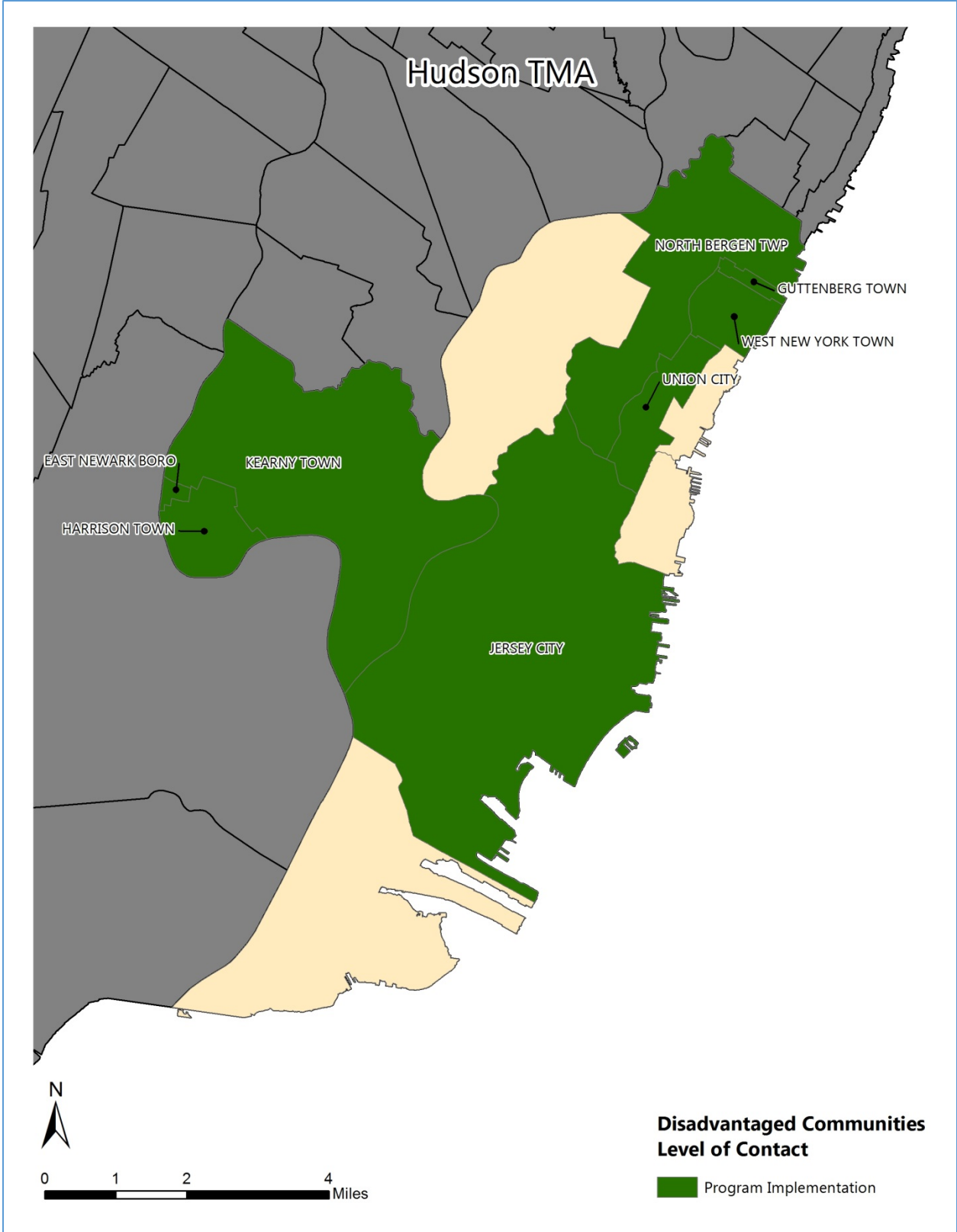


Hudson TMA Educational Events









Keep Middlesex Moving

Outreach Progress Report as of December 2014

Observations

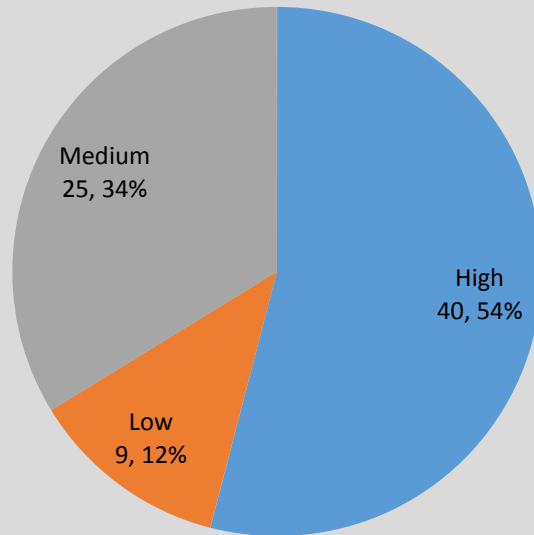
- Total number of municipalities contacted: 16 out of 25 (64%), (14.29% increase from the last report)
- Contacts at the District Level: 9
- Contacts at the School Level: 27 (12.5% increase from the last report)
- Contacts at the Municipal Level: 14 (133.33% increase from the last report)
- Contacts at any other Level: 8 (60% increase from the last report)
- All 3 Low Socioeconomic Status Communities were contacted.

Table of Contacted Municipalities

(* = Low Socioeconomic Status Community)

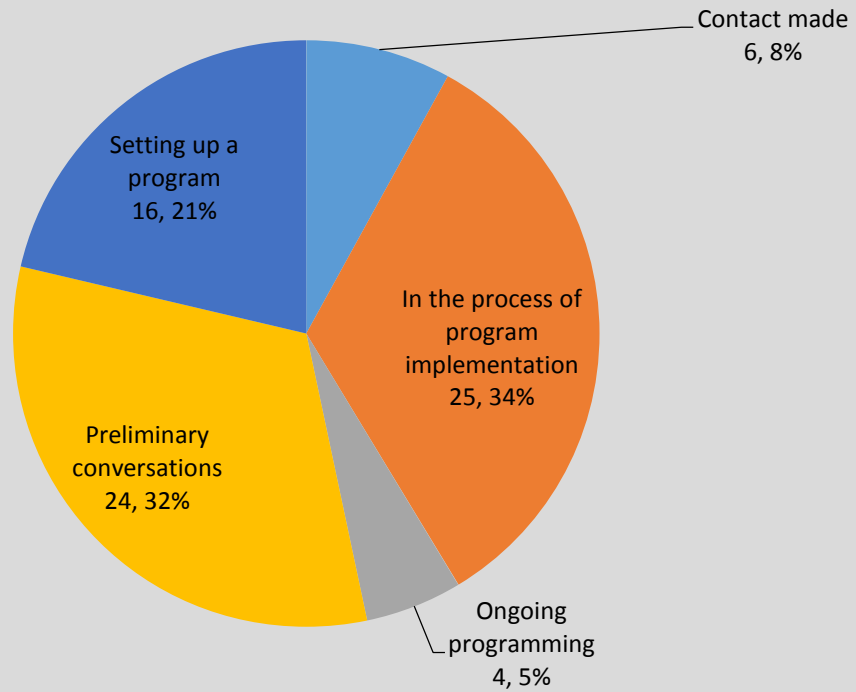
| Municipality | Extent of Contact |
|------------------------------|---|
| MIDDLESEX COUNTY | |
| Carteret* | Municipality, 3 Schools |
| Cranbury Township | 1 School, Municipality |
| Dunellen | Municipality, 1 school |
| East Brunswick | District, 2 Schools, Other |
| Edison | Municipality, 2 Schools, Other |
| Highland Park | Municipality, District, 2 Schools, Other |
| Jamesburg | 1 School |
| Metuchen | District, Municipality, 1 school, Other |
| Middlesex | Municipality, 2 schools |
| Milltown | Municipality |
| Monroe | District, Municipality, Other |
| New Brunswick* | District, Municipality, 2 Schools and 3 Other |
| North Brunswick | District, 1 School, Municipality |
| Perth Amboy* | District, 1 school, and Municipality |
| Spotswood | 1 school, Municipality, District, Other |
| Woodbridge Township | District, Municipality, 8 Schools, Other |
| Total: 16 Communities | |

KMM Interest Level of Contacts



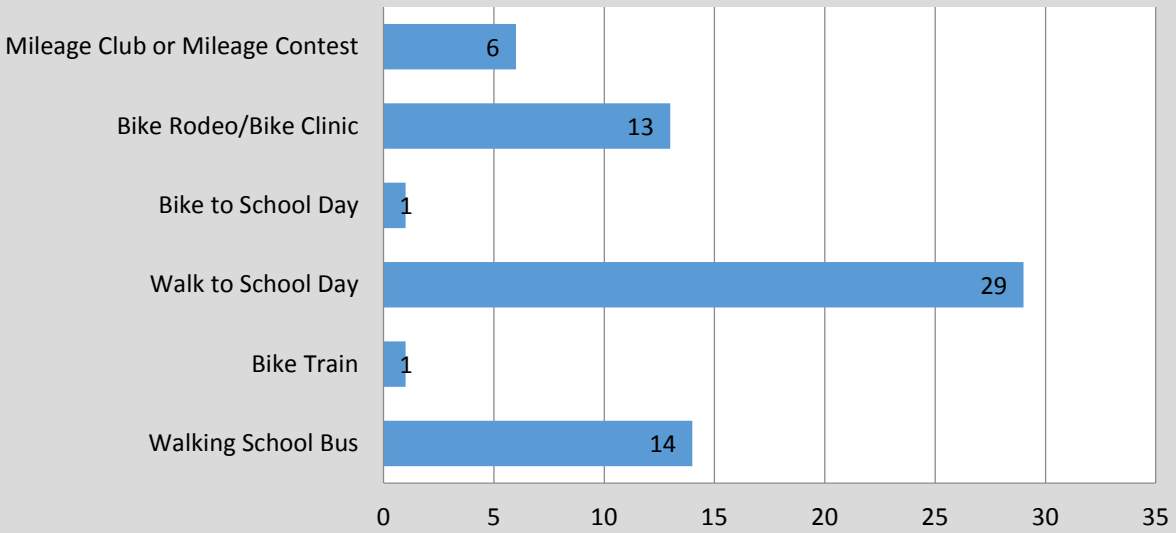
Total Contcats = 74

KMM Outreach Levels

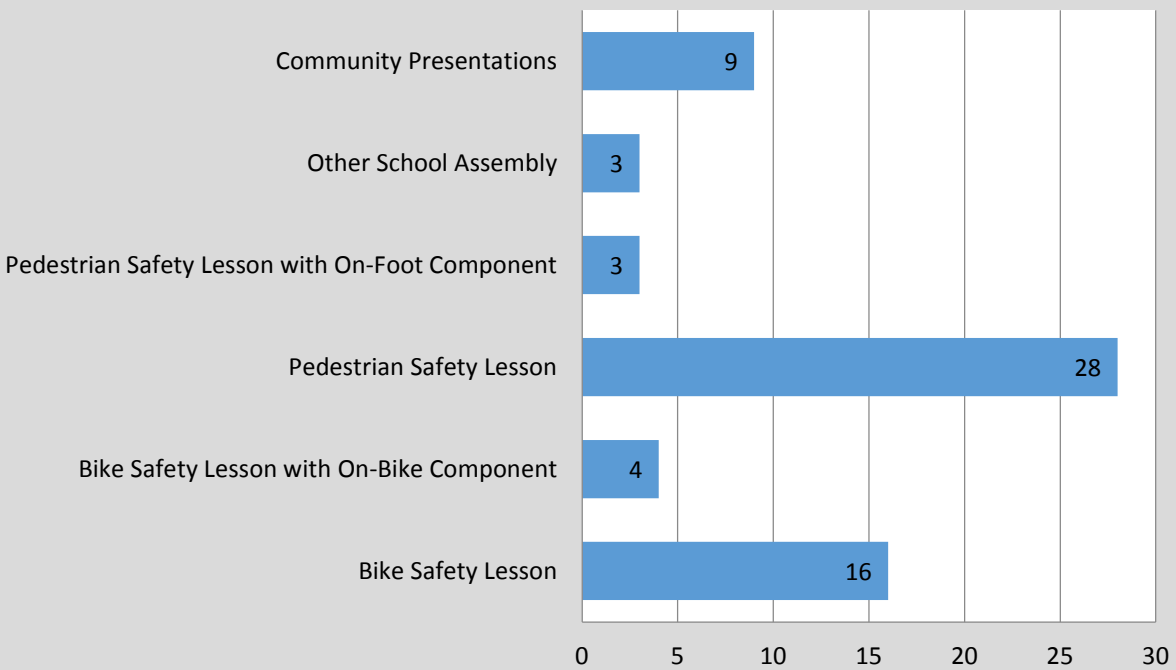


Total Outreach = 75

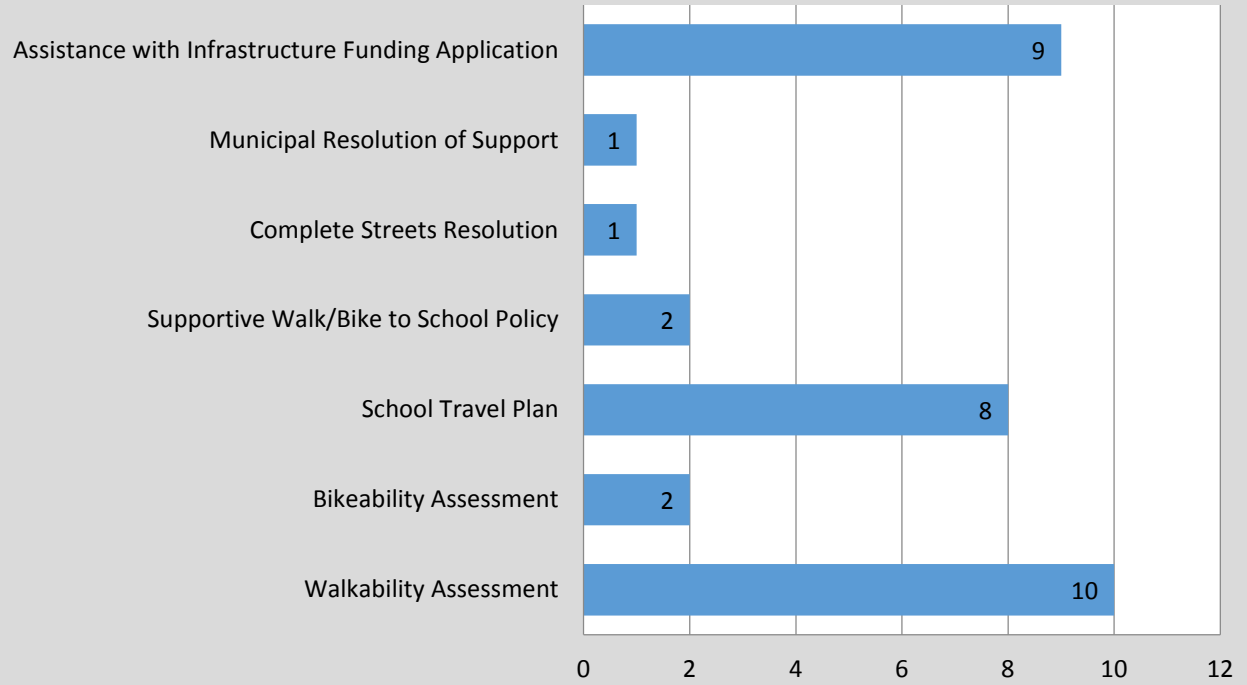
KMM Pedestrian and Bicycle Events

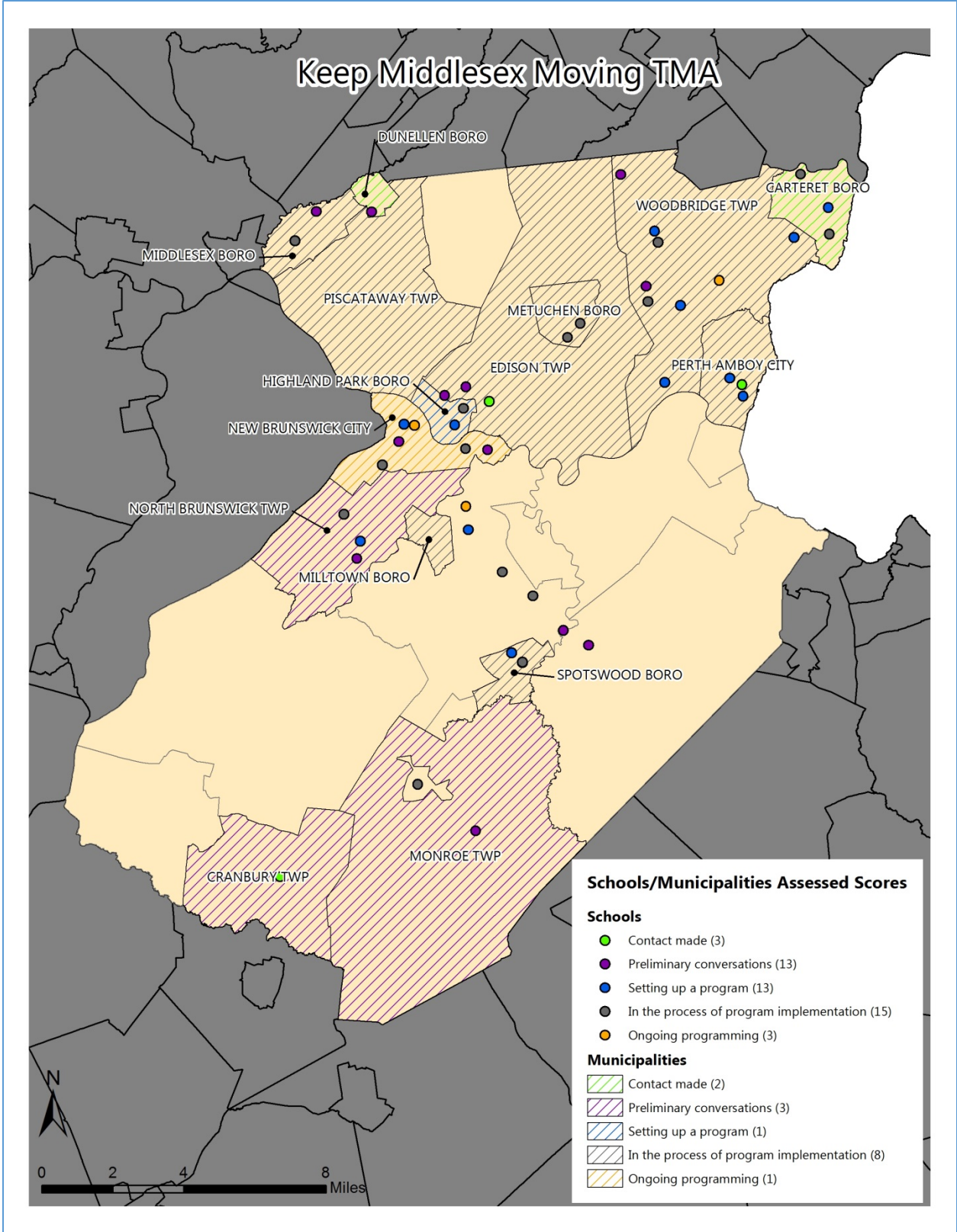


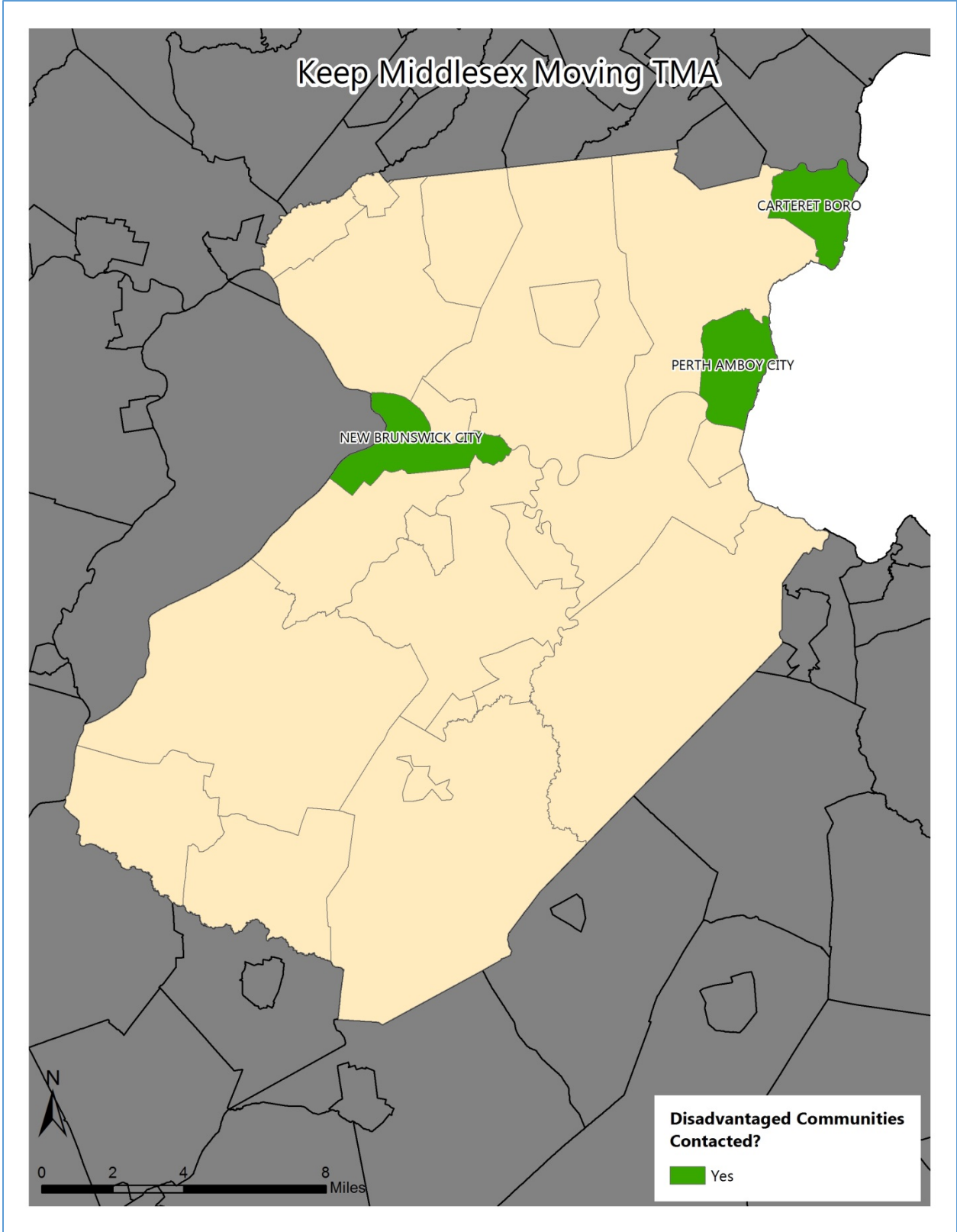
KMM Education Events

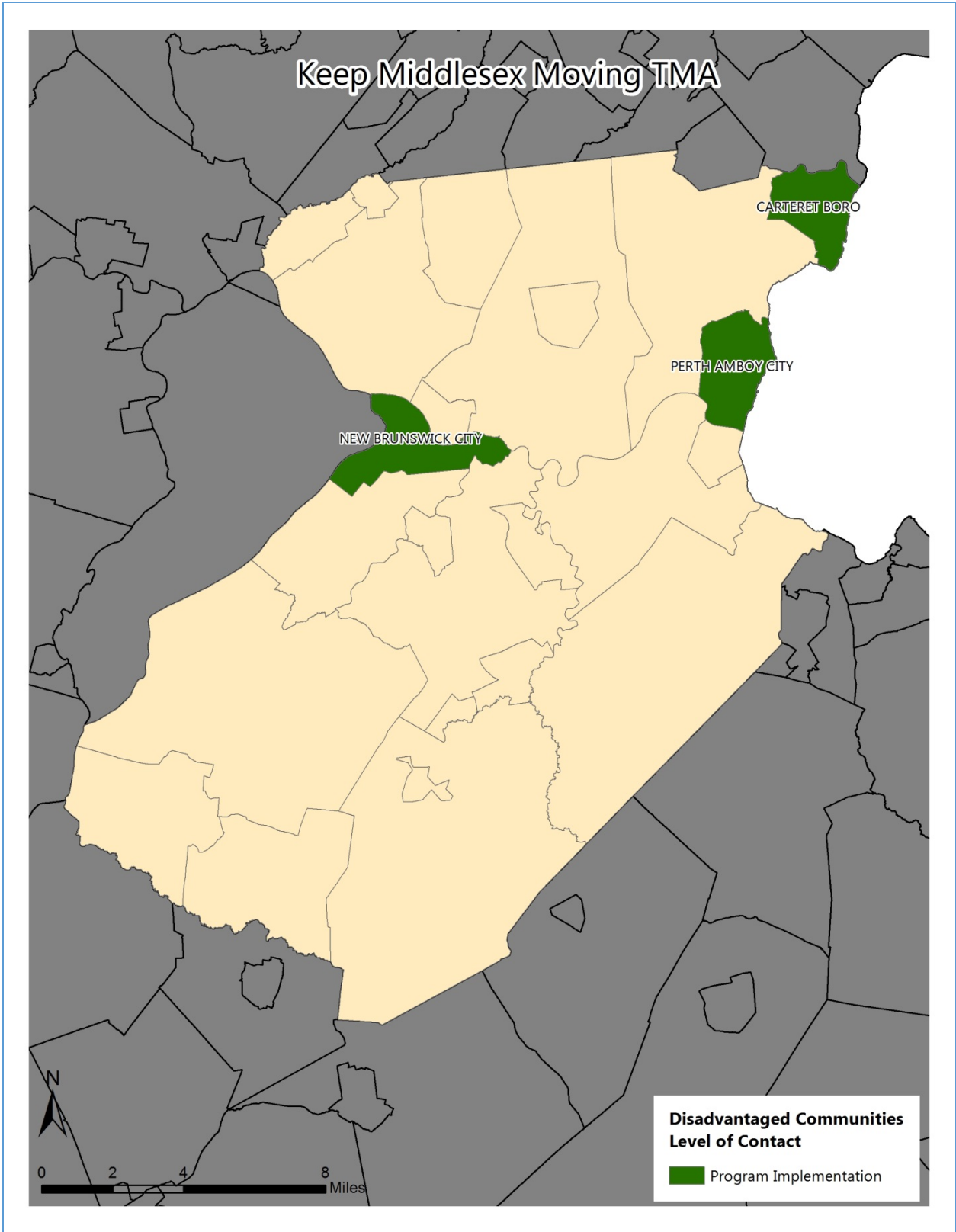


KMM Planning and Policy









Meadowlink TMA

Outreach Progress Report as of December 2014

Observations

- Total number of municipalities contacted: 44 of 163 (27%) (25.71% increase from the last report)
- Contacts at the District Level: 15 (15.38% increase from last report)
- Contacts at the School Level: 72 (7.5% increase from last report)
- Contacts at the Municipal Level: 15 (50% increase from last report)
- Contacts at any other Level: 8
- 17 Low Socioeconomic Status Communities contacted
- 6 Low Socioeconomic Status Communities were not contacted: Haledon Borough, Prospect Park Boro, Wallington Borough, Cliffside Park Borough, Fairview Borough, and Keansburg Borough.

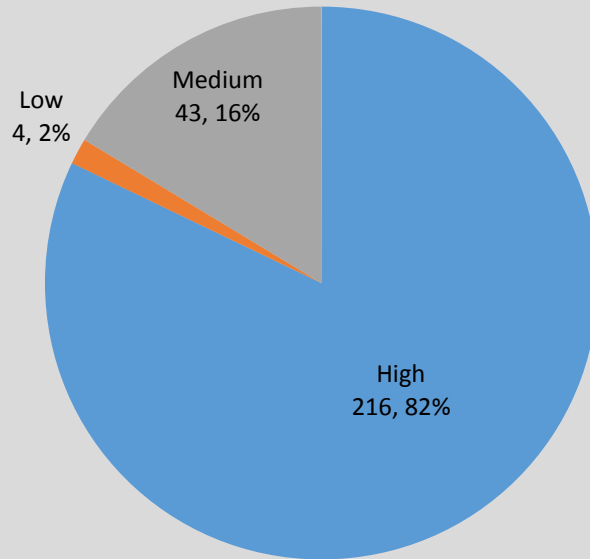
Table of Contacted Municipalities

(* = Low Socioeconomic Status Community)

| Municipality | Extent of Contact |
|----------------------|-----------------------------------|
| BERGEN COUNTY | |
| Fort Lee | Other |
| Garfield* | Municipality, 3 Schools, District |
| Glen Rock | Municipality and District |
| Hackensack | Other |
| Hasbrouck Heights | 3 Schools |
| Lodi* | District |
| Maywood | Other |
| Moonachie* | School |
| Nutley | Municipality |
| Ridgewood | Municipality, 9 schools |
| South Hackensack | School |
| Tenafly | Municipality |
| Wood Ridge | 2 Schools |
| ESSEX COUNTY | |
| Belleville | Municipality, District |
| Bloomfield | School |
| East Orange* | District, 6 Schools |
| Glen Ridge | Municipality |
| Irvington* | District, 4 schools |
| Orange* | Municipality |
| Maplewood | 3 Schools, Municipality |

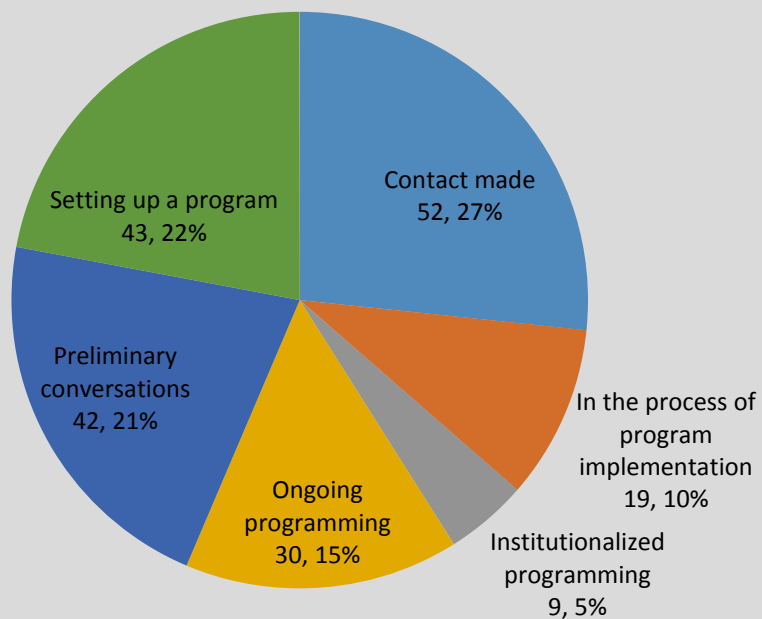
| | |
|-----------------------|--------------------------------|
| Montclair | 8 Schools, Municipality |
| Newark* | Others and 8 School |
| West Orange | School |
| MONMOUTH COUNTY | |
| Asbury Park* | District, 1 School, Other |
| Belmar | Municipality |
| Fair Haven | District |
| Farmingdale | District |
| Freehold Borough* | District |
| Freehold Township | 1 School |
| Long Branch* | District, 1 School |
| Middletown Township | Other |
| Neptune Township | District |
| Ocean Township | District |
| Red Bank | 1 School |
| Shrewsbury | Municipality |
| PASSAIC COUNTY | |
| Passaic* | Municipality |
| Paterson* | Municipality, 6 Schools, Other |
| UNION COUNTY | |
| Cranford | 2 schools |
| Elizabeth City* | 1 School, 2 Other |
| Linden* | 2 schools, Municipality |
| Mountainside | Municipality |
| Plainfield* | District, 1 School |
| Roselle* | District, 5 Schools, other |
| Winfield* | School |
| Total: 44 Communities | |

Meadowlink Interest Level of Contacts

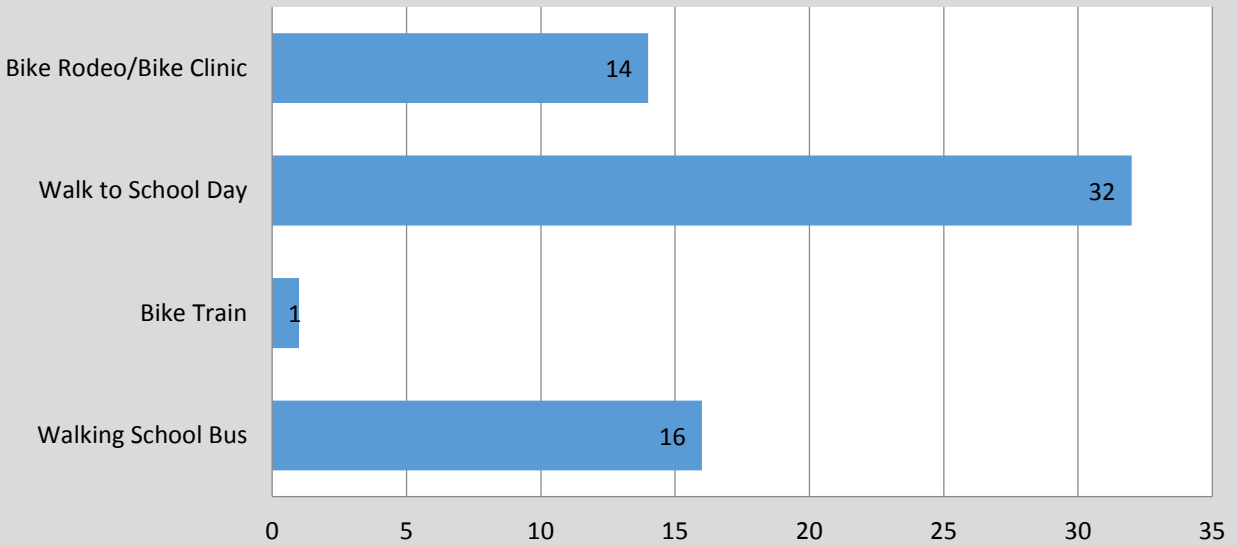


Total Contacts = 263

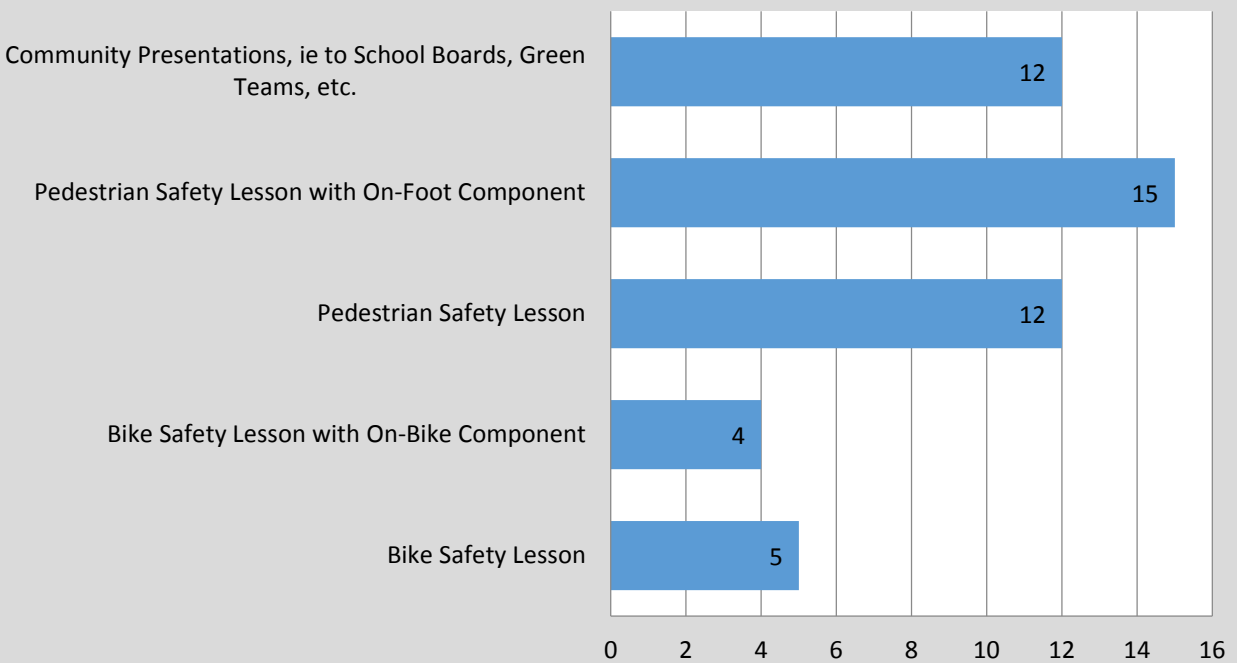
Meadowlink Outreach Levels



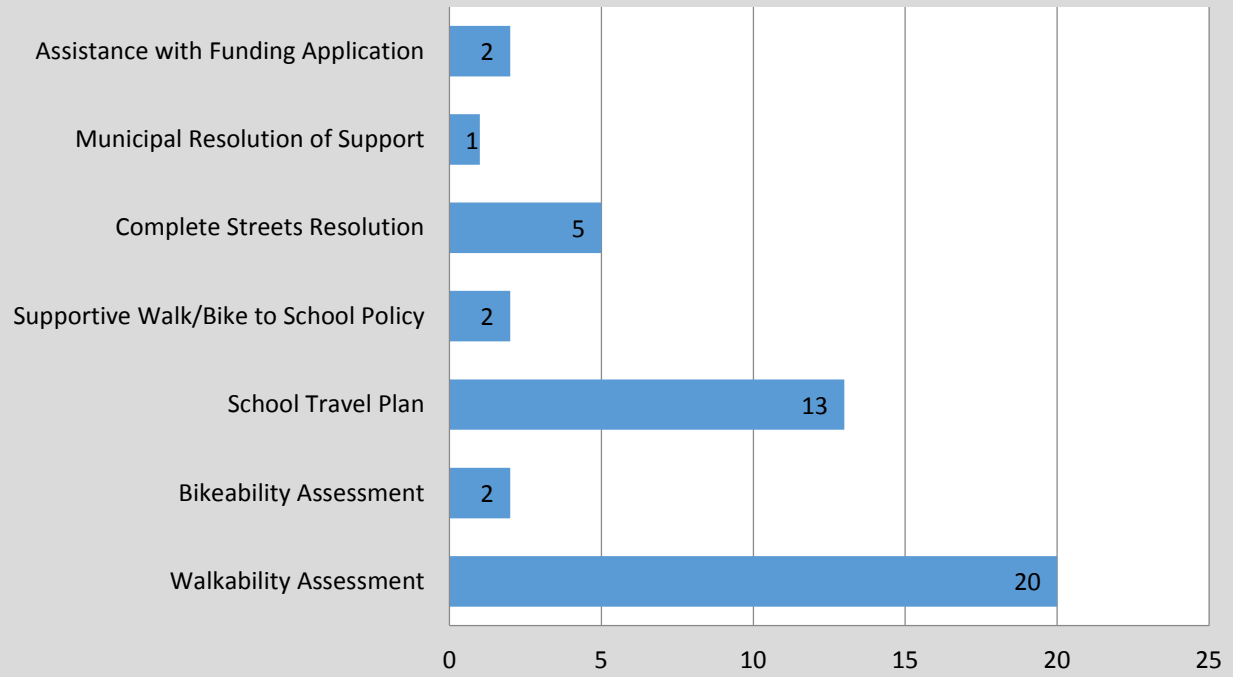
Meadowlink Pedestrian and Bicycle Events

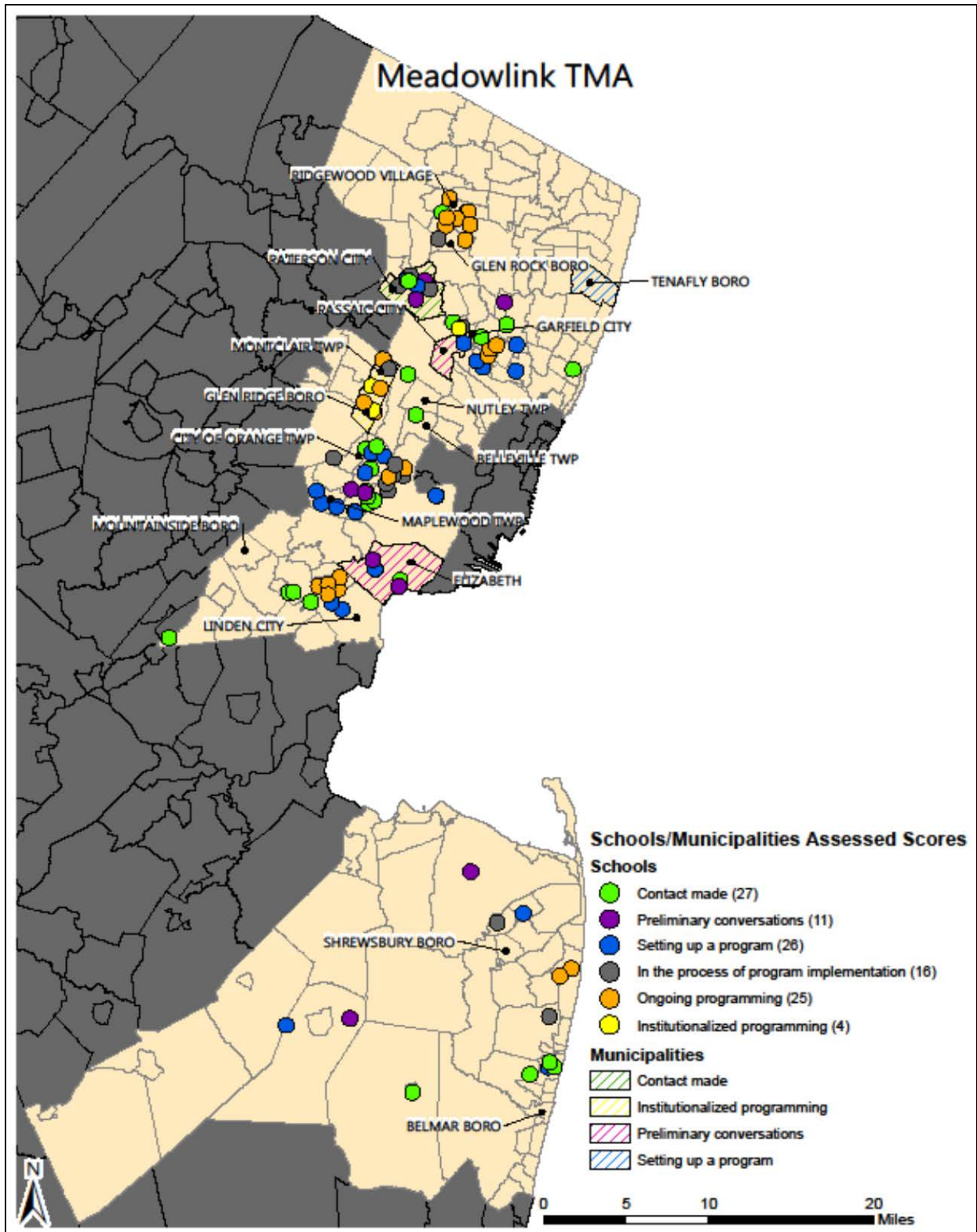


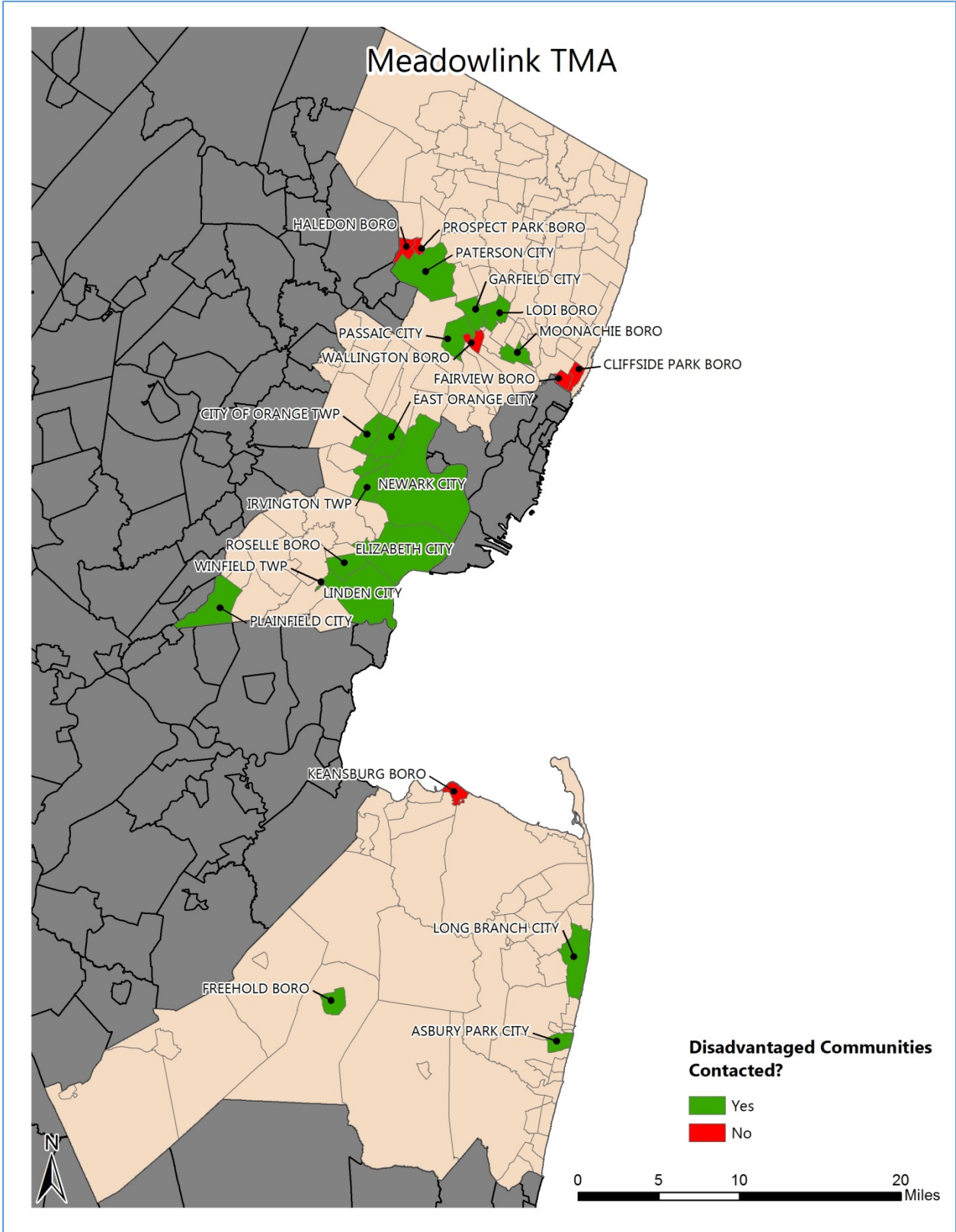
Meadowlink Education Events

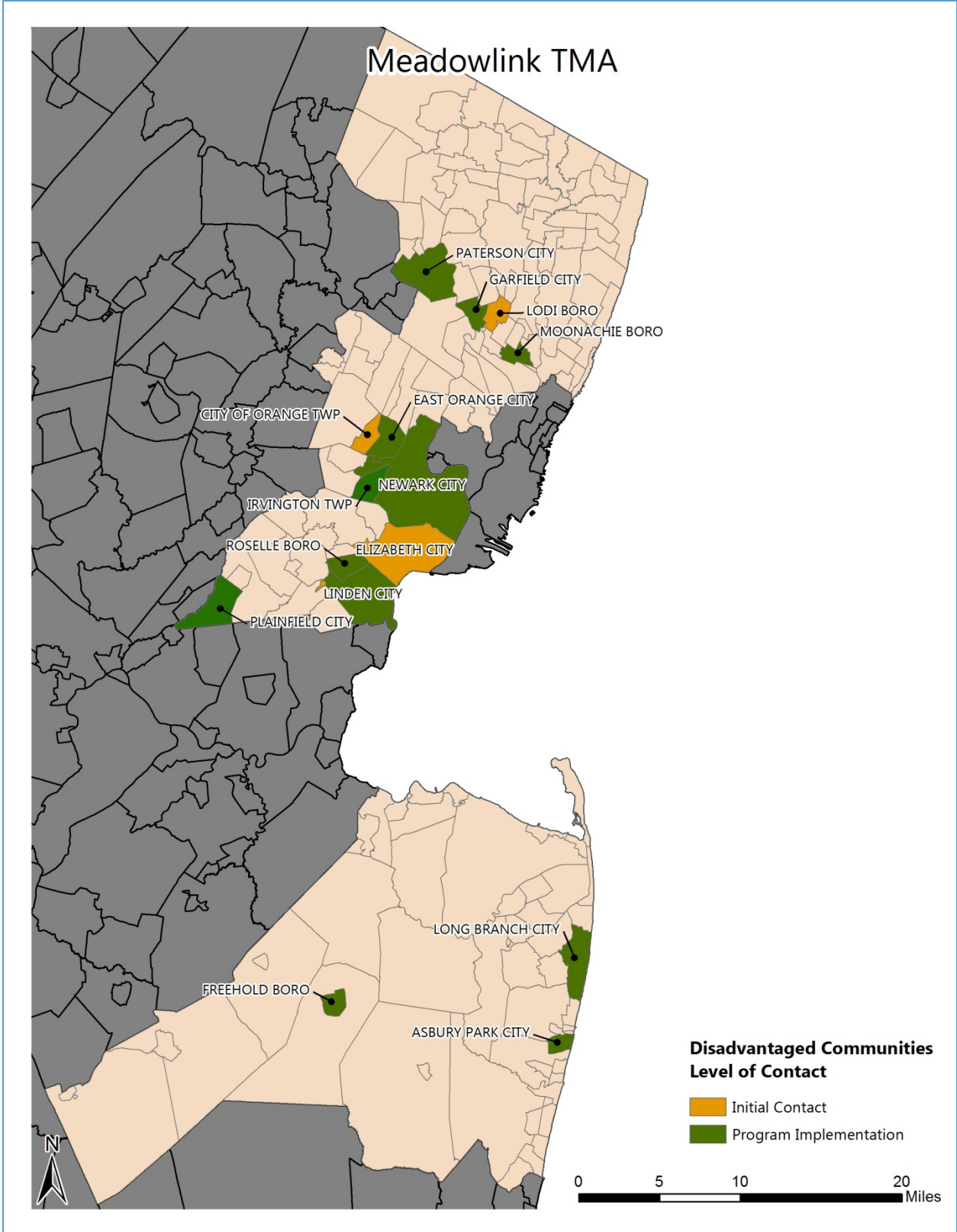


Meadowlink Planning and Policy









Ridewise TMA

Outreach Progress Report as of December 2014

Observations

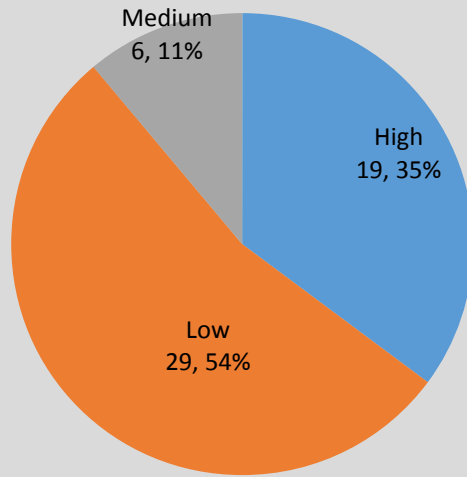
- Total number of municipalities contacted: 12 out of 19 (63.2%)
- Contacts at the District Level: 2
- Contacts at the School Level: 38 (2.7% increase from last report)
- Contacts at the Municipal Level: 8 (14.28% increase from the last report)
- Contacts at any other Level: 3
- Both (2) Low Socioeconomic Status Communities were contacted.

Table of Contacted Municipalities

(* = Low Socioeconomic Status Community)

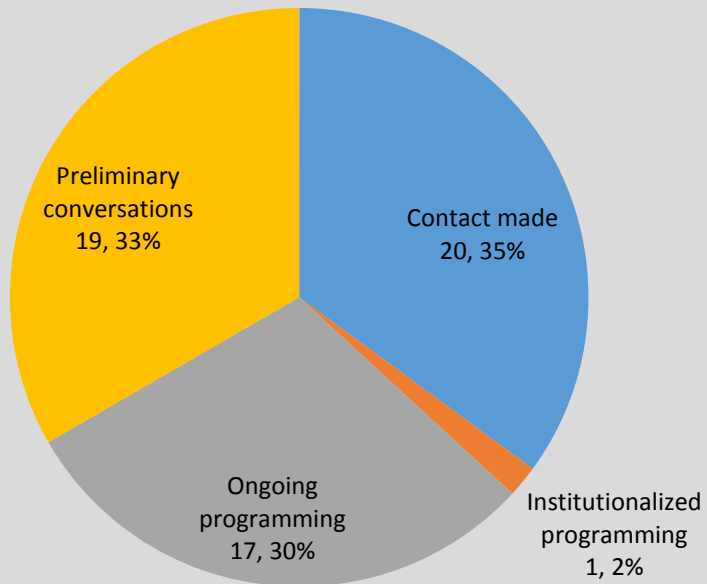
| Municipality | Extent of Contact |
|------------------------------|---------------------------------------|
| SOMERSET COUNTY | |
| Bernards Township | School, Other |
| Bound Brook* | District , 4 Schools and Municipality |
| Branchburg Township | Municipality |
| Bridgewater Township | 6 Schools, Municipality |
| Franklin Township | 9 Schools, Municipality, Other |
| Green Brook Township | School |
| Hillsborough Township | 7 Schools |
| Manville | 3 Schools, Municipality |
| North Plainfield | District, 4 Schools and Municipality |
| Raritan | 1 School |
| Somerville | 2 Schools, Municipality, Other |
| South Bound Brook* | 1 School, Municipality |
| Total: 12 Communities | |

Ridewise Interest Level of Contacts



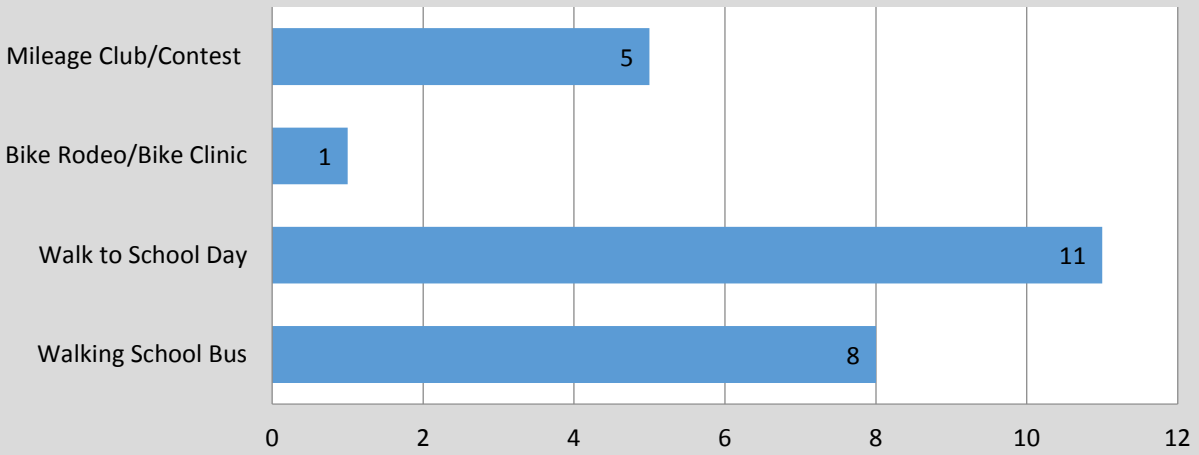
Total Contacts = 54

Ridewise Outreach Levels

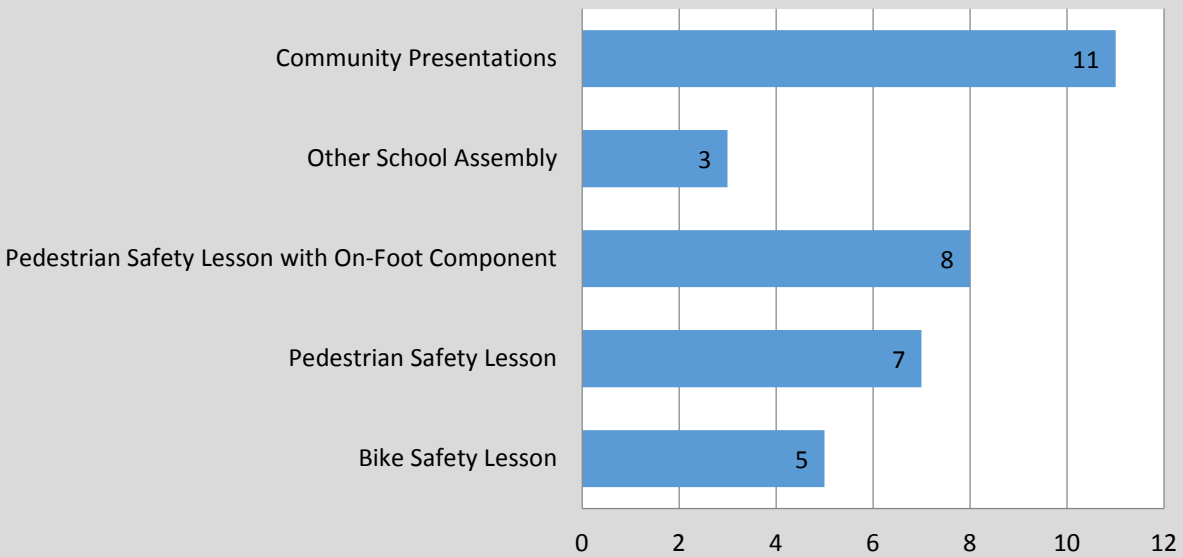


Total Outreach = 57

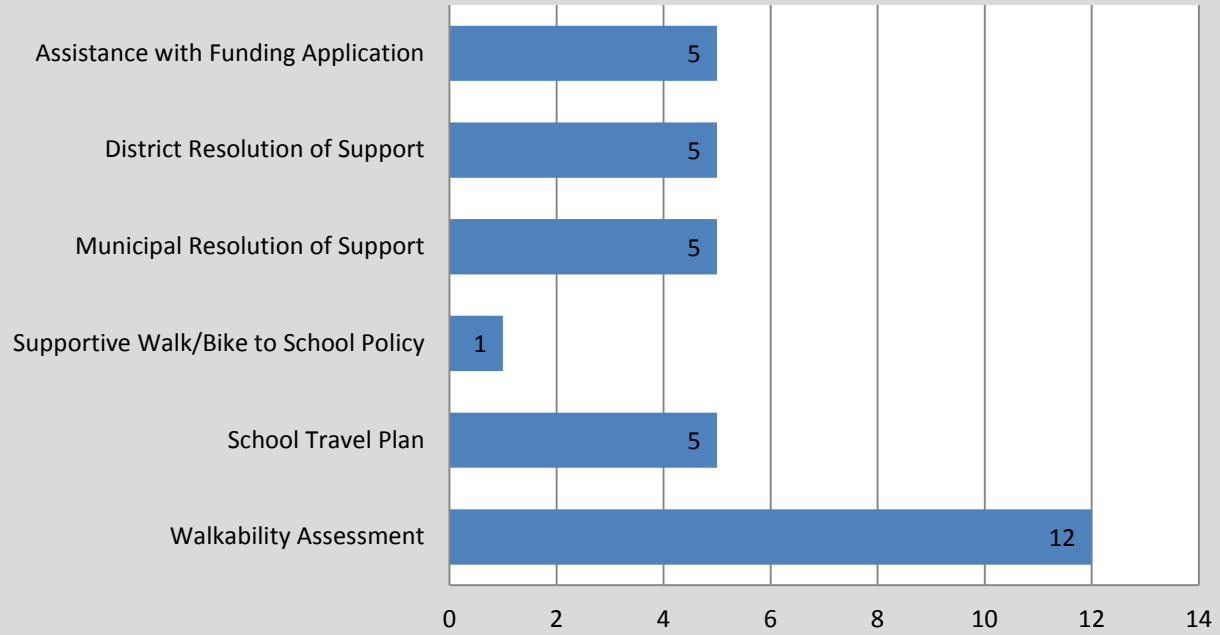
Ridewise Pedestrian and Bicycle Events

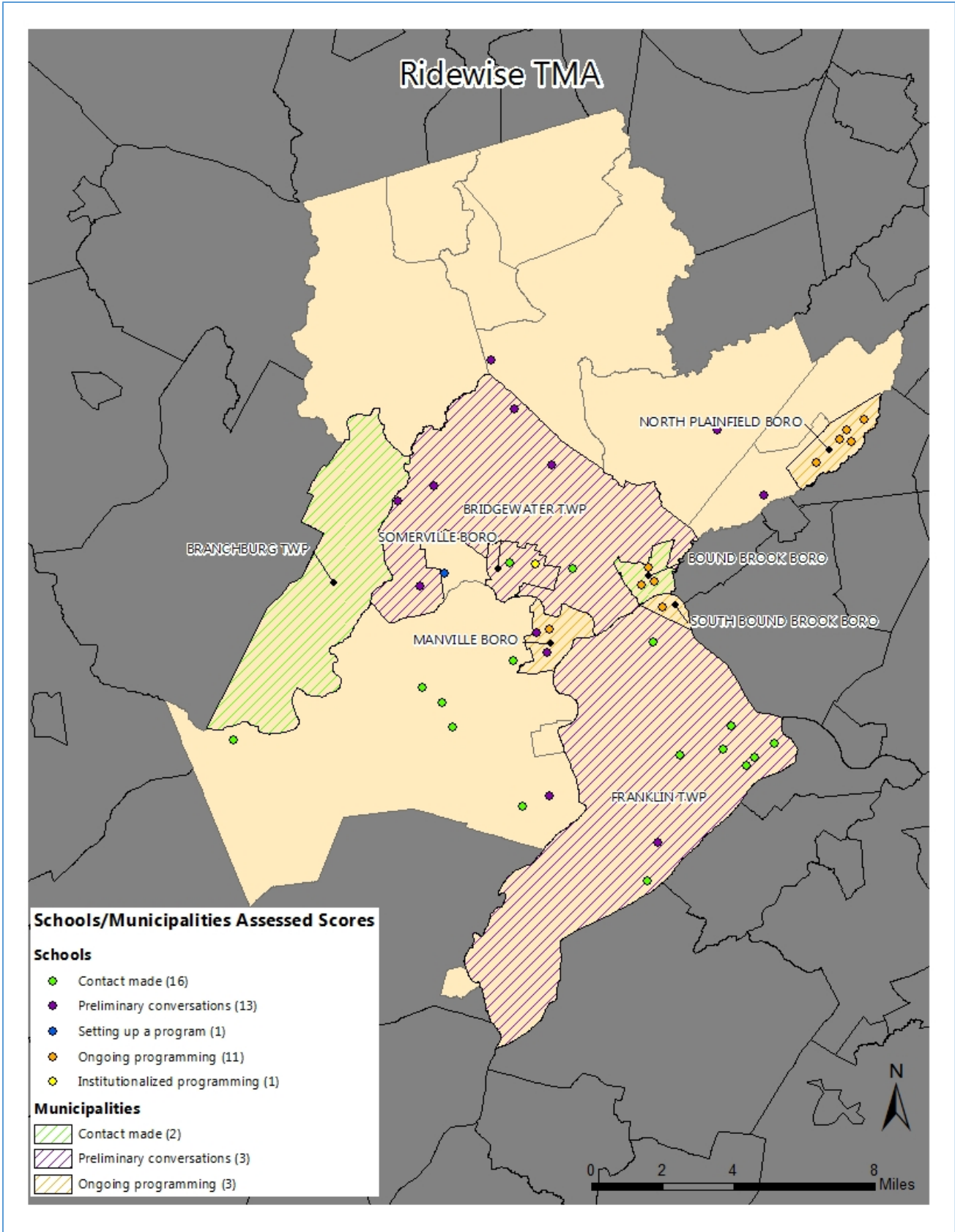


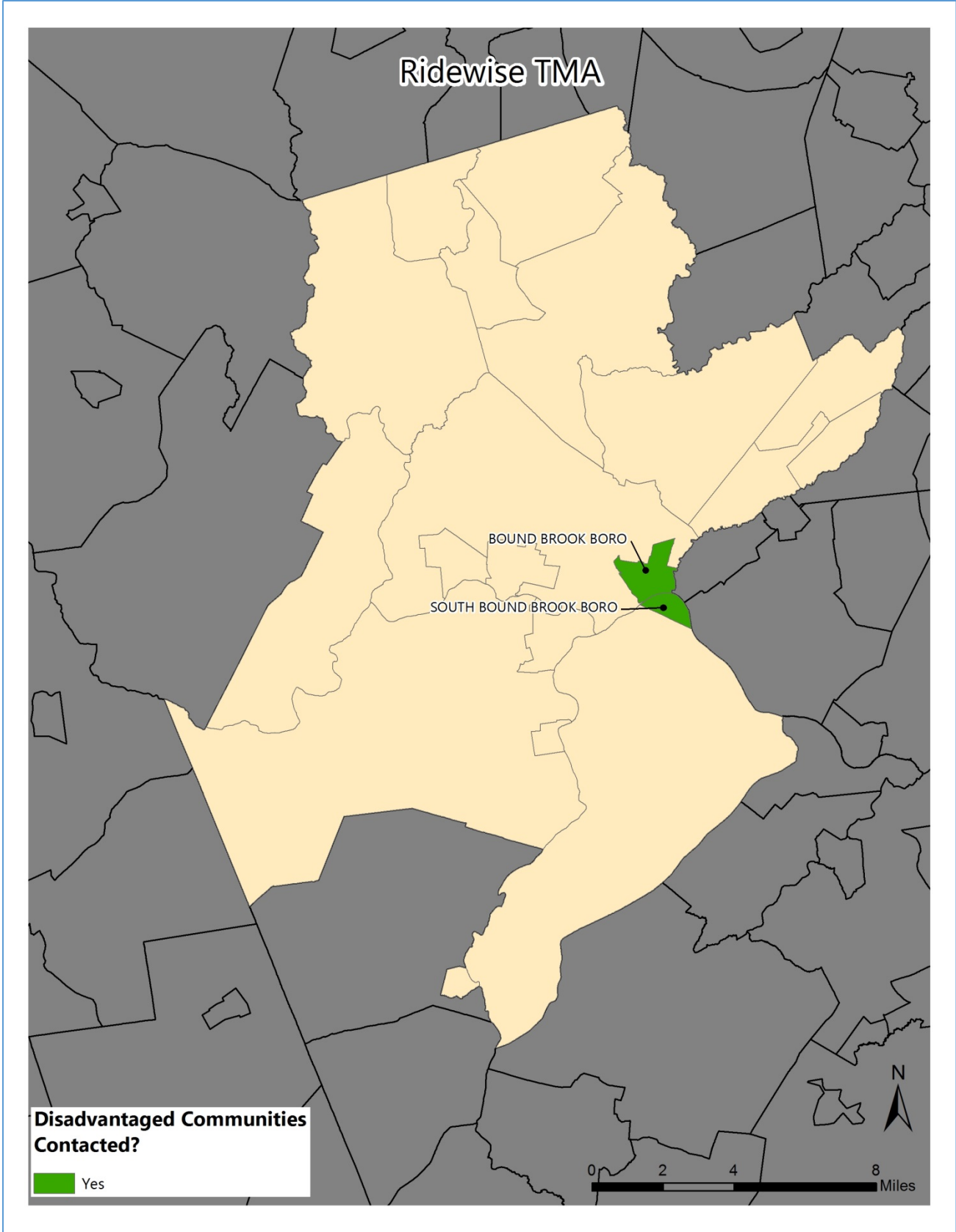
Ridewise Education Events

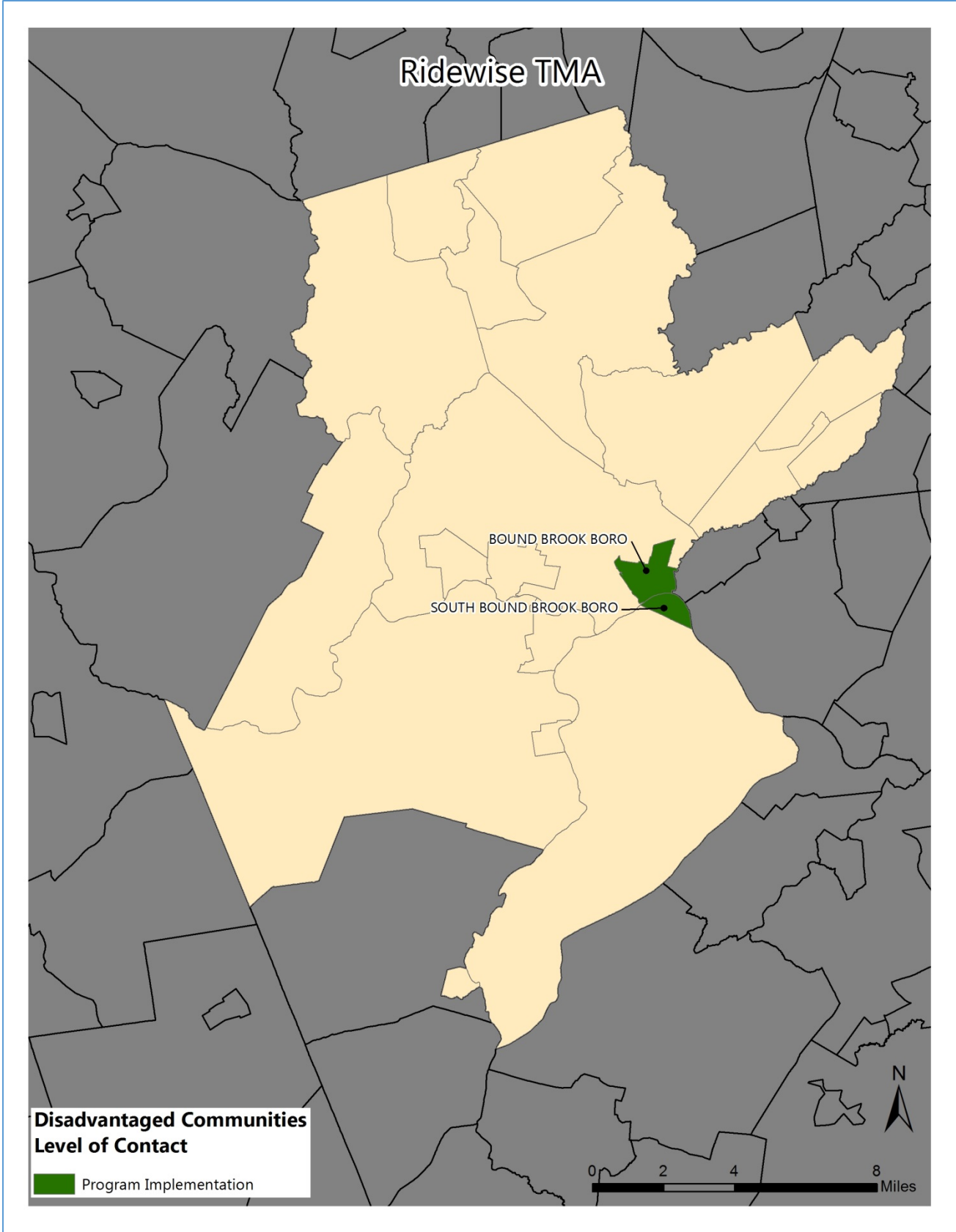


Ridewise Planning and Policy









TransOptions TMA

Outreach Progress Report as of December 2014

Observations

- Total number of municipalities contacted: 63 out of 104 (60.6%)
- Contacts at the District Level: 40 (5.26% increase from last report)
- Contacts at the School Level: 72 (5.88% increase from last report)
- Contacts at the Municipal Level: 15 (36.36% increase from last report)
- All 4 Low Socioeconomic Status Communities contacted

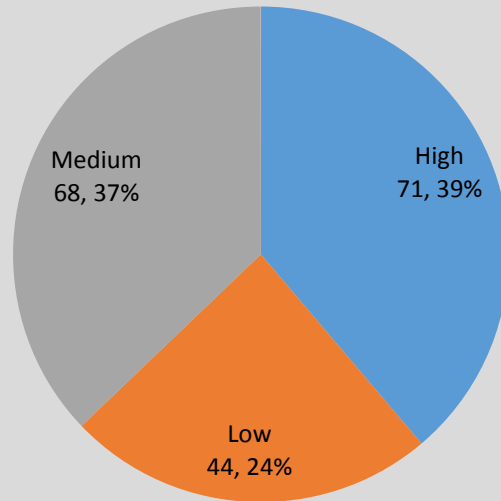
Table of Contacted Municipalities

(* = Low Socioeconomic Status Community)

| Municipality | Extent of Contact |
|-----------------------|-----------------------------------|
| MORRIS COUNTY | |
| Boonton Township | 3 Schools |
| Butler | District |
| Byram Township | District |
| Chatham Borough | District and 7 Schools |
| Chatham Township | Municipality |
| Dover* | Municipality, and 4 Schools |
| East Hanover | 1 School |
| Hanover Township | District, 4 Schools, Municipality |
| Lincoln Park | District |
| Long Hill | Municipality |
| Madison | District, and 4 Schools |
| Mine Hill Township | School |
| Montville | District and Municipality |
| Morris Plains | Municipality |
| Morristown | 2 School |
| Mount Arlington | 1 School |
| Mount Olive Township | 4 Schools |
| Mountain Lakes | District |
| Netcong | Municipality and 2 Schools |
| New Providence | 1 School |
| Parsippany-Troy Hills | 3 Schools |
| Pequannock Township | 1 School |
| Roxbury Township | Municipality and 3 Schools |
| Washington Township | District |
| Wharton | 1 School |
| PASSAIC COUNTY | |

| | |
|------------------------------|---------------------------------------|
| Bloomingtondale | Municipality, 1 School |
| Little Falls | 4 Schools, Municipality |
| West Milford | Municipality |
| SUSSEX COUNTY | |
| Andover | District |
| Frankford Township | District |
| Franklin | District |
| Fredon Township | District |
| Green Township | District |
| Greenwich Township | District |
| Hamburg | District |
| Hardyston Township | District |
| Hopatcong | 3 Schools |
| Lafayette Township | District |
| Montague Township* | District |
| Newton | District, Municipality, and 2 Schools |
| Ogdensburg | School, District |
| Sandyston Township | District |
| Sparta Township | District |
| Stanhope | District, School |
| Stillwater Township | District |
| Sussex | District |
| Vernon Township | District |
| UNION COUNTY | |
| New Providence | 3 Schools |
| WARREN COUNTY | |
| Alpha* | District |
| Belvidere | 2 Schools, Municipality, District |
| Blairstown | School |
| Frelinghuysen Township | District |
| Hackettstown | District and 3 Schools |
| Harmony Township | District |
| Hope Township | District |
| Knowlton Township | District |
| Liberty Township | School |
| Lopatcong Township | District |
| Mansfield Township | District, Municipality |
| Oxford Township | District, School |
| Phillipsburg* | Municipality, District, and 5 Schools |
| Warren Township | District |
| Washington Township | District, 2 Schools |
| Total: 63 Communities | |

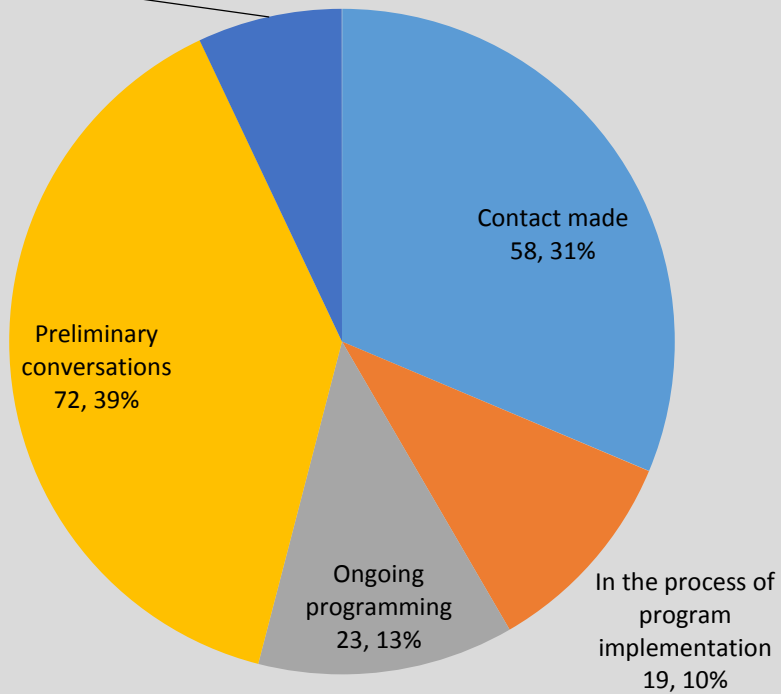
TransOptions Interest level of Contacts



Total Contacts = 183

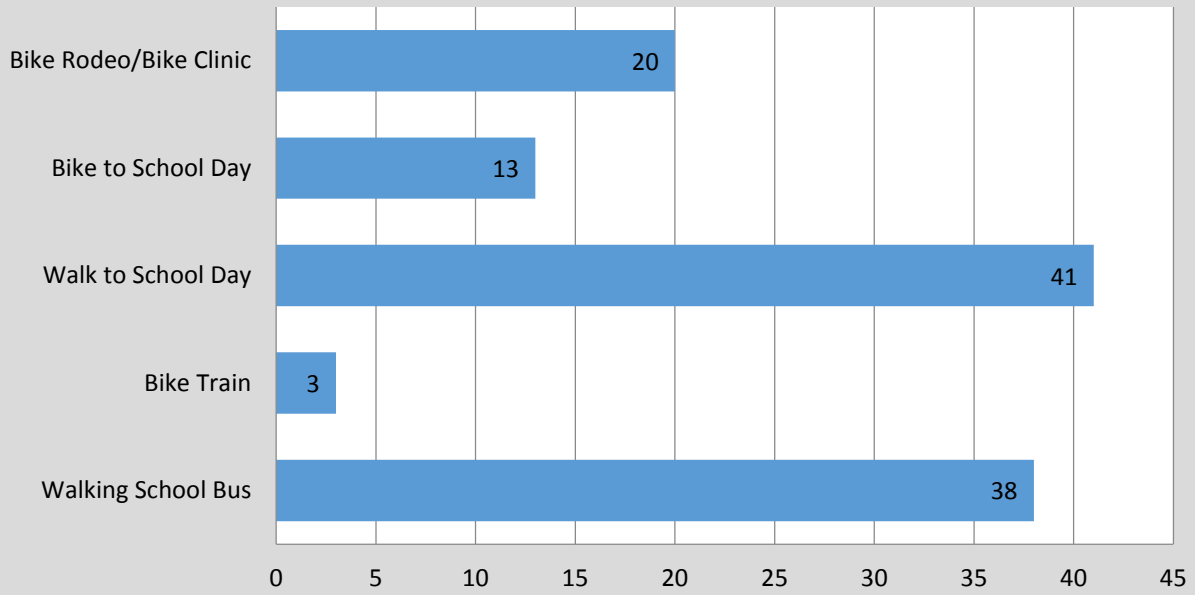
TransOptions Outreach Levels

Setting up a program
13, 7%

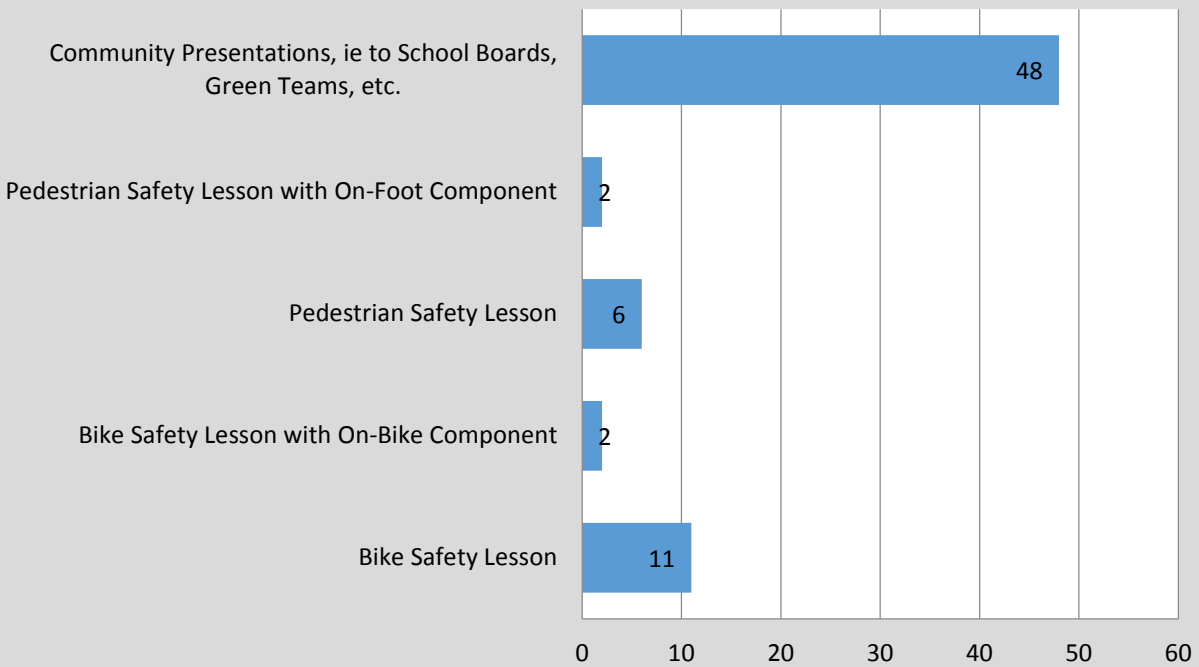


Total Outreach = 185

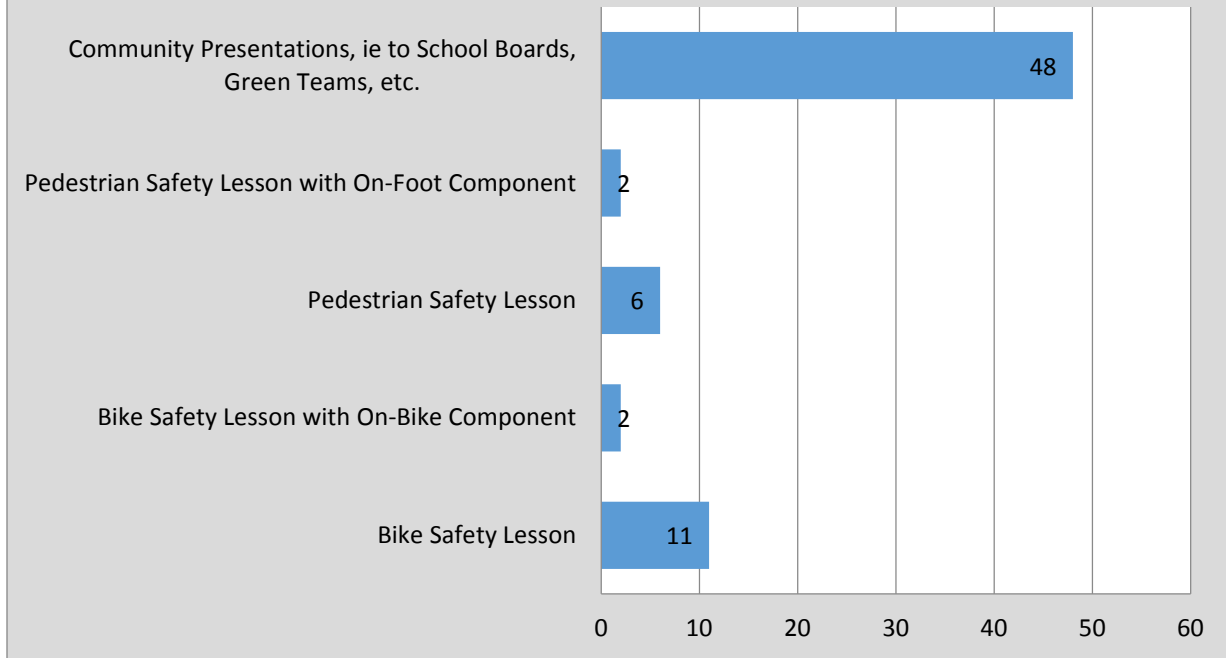
TransOptions Pedestrian and Bicycle Events



TransOptions Education Events



TransOptions Education Events



TransOptions TMA

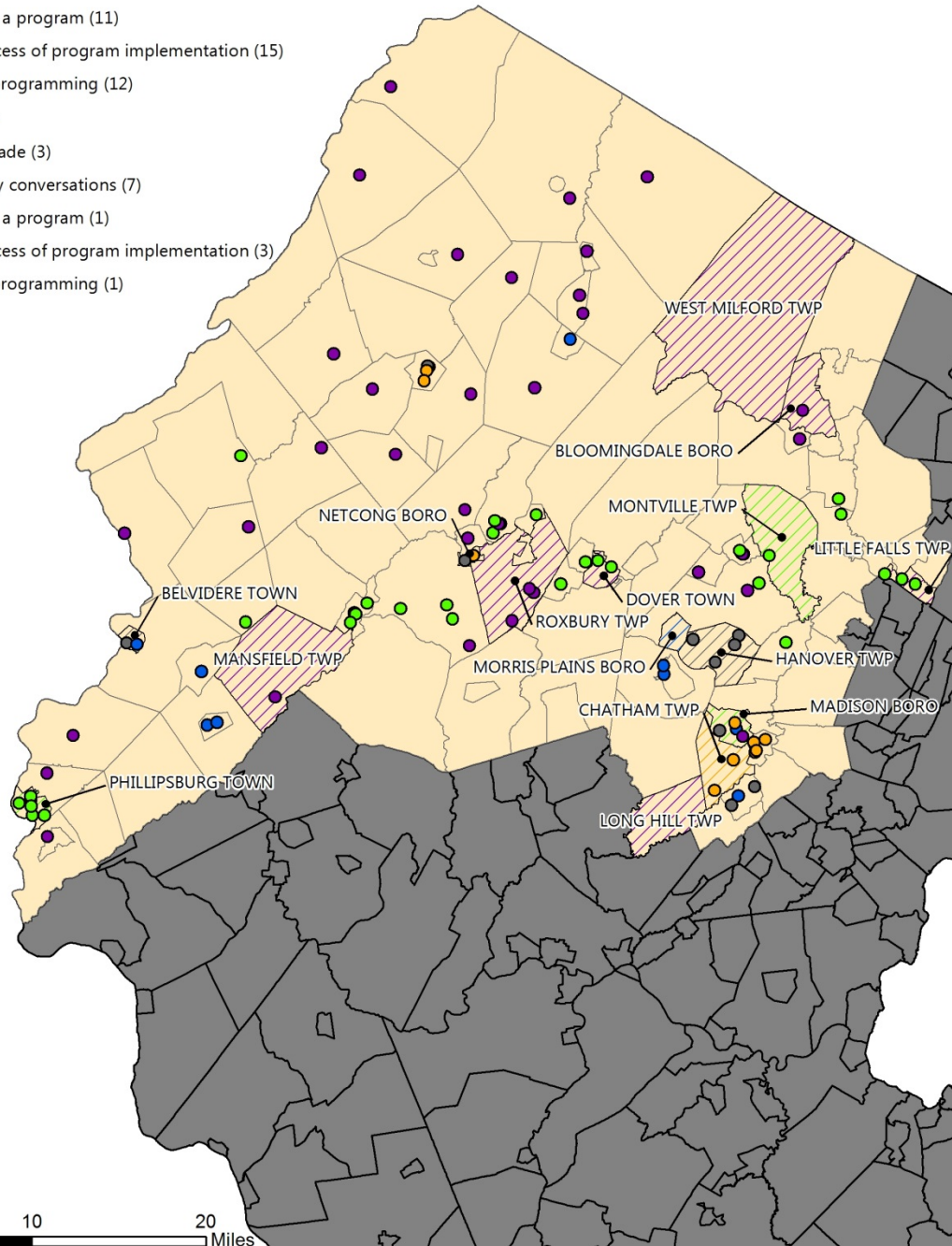
Schools/Municipalities Assessed Scores

Schools

- Contact made (33)
- Preliminary conversations (38)
- Setting up a program (11)
- In the process of program implementation (15)
- Ongoing programming (12)

Municipalities

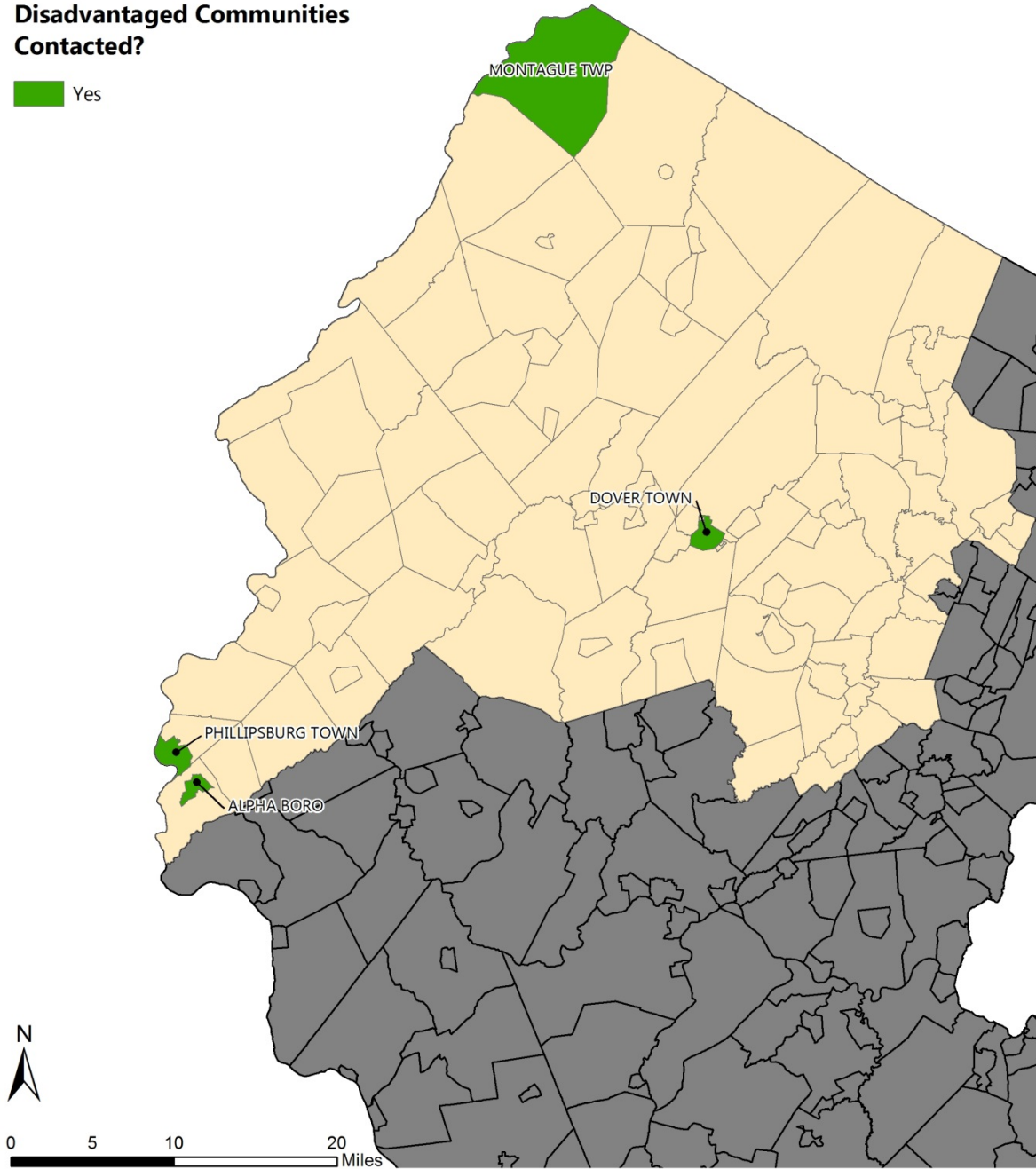
- Contact made (3)
- Preliminary conversations (7)
- Setting up a program (1)
- In the process of program implementation (3)
- Ongoing programming (1)



TransOptions TMA

Disadvantaged Communities Contacted?

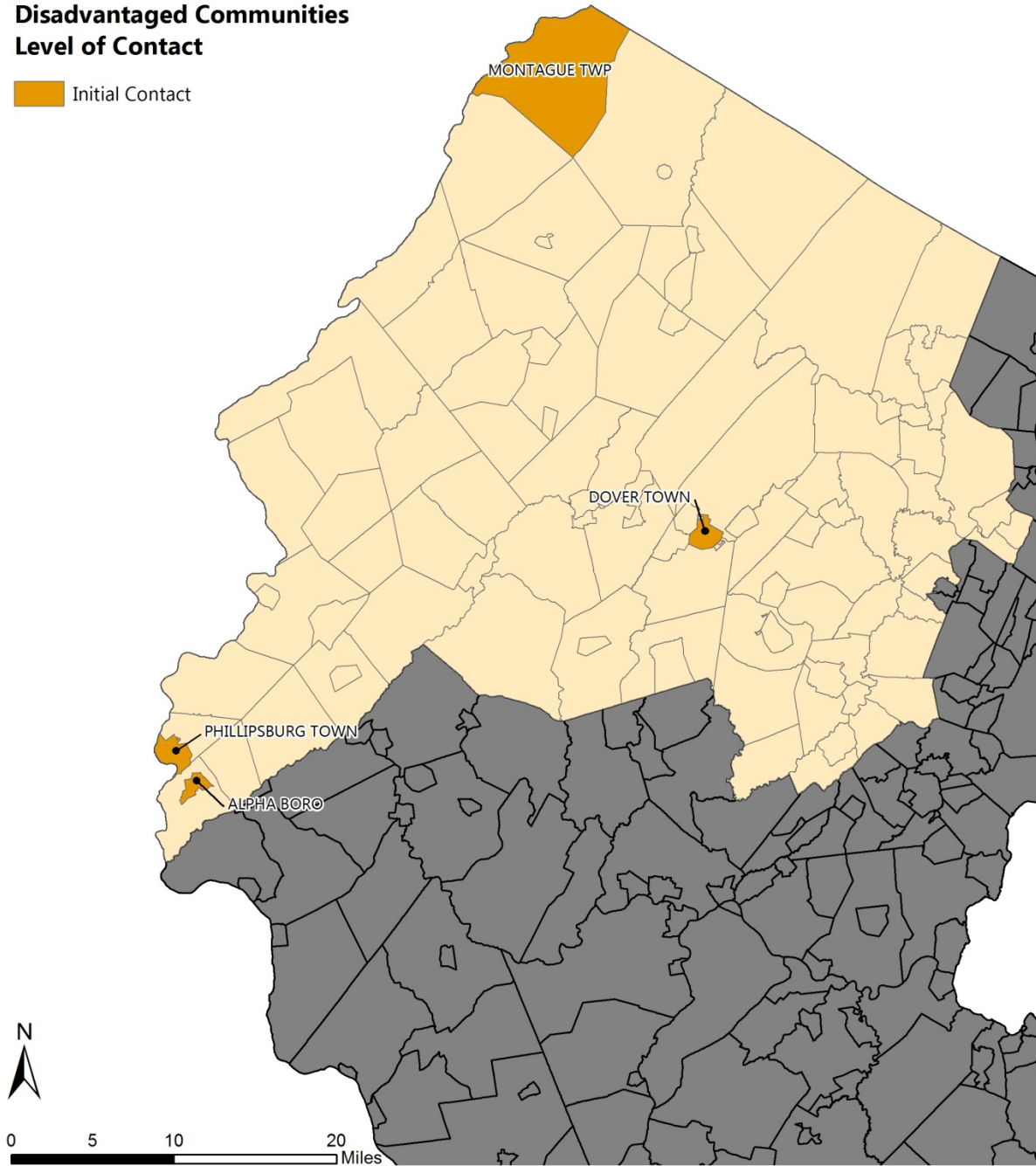
 Yes



TransOptions TMA

Disadvantaged Communities Level of Contact

Initial Contact



2. Performance Measures

The New Jersey Safe Routes to School Strategic Plan Update identified a mission and vision for the program as well as goals and performance measures to reflect the growth and success of the program.

The NJ SRTS goals include:

- **Goal 1:** Educate and encourage students, community members, schools, enforcement agencies, and municipalities to enhance their knowledge of safe walking and bicycling practices, increase their level-of-comfort with walking and cycling to school, and improve rates of walking and biking to school.
- **Goal 2:** Improve the health of school populations, communities, and the environment.
- **Goal 3:** Nurture strong partnerships and empower a network of leaders around the state to advocate for actions and policies that encourage SRTS.
- **Goal 4:** Promote and implement engineering strategies to support the SRTS program.
- **Goal 5:** Create and provide state-of-the-art tools, resources, and research to further the SRTS program.
- **Goal 6:** Sustain the SRTS program into the future, even in the face of uncertain funding.
- **Goal 7:** Monitor and evaluate the SRTS program's reach and effectiveness.

A total of 52 performance measures for these Goals were identified. Sources for this data include Transportation Management Associations, the New Jersey Bicycle and Pedestrian Resource Center, Sustainable Jersey, NJ Department of Transportation, and VTC. VTC organized the performance measures into four categories:

- (1) Those measures currently monitored;
- (2) Measures requiring minimal additional effort to gather information;
- (3) Measures that would be assessed through a short term project; and
- (4) Measures requiring development of a new study.

For this update report, eight performance measures of those currently monitored were tabulated and reported to reflect the integration of SRTS and related goals in municipalities across the state (see table in the following pages). The number of schools that have completed Student Arrival and Departure Tallies has increased from 27 to 37 or a 37% increase from June to December 2014. Safe Routes to School participation continues to grow throughout New Jersey.

SRTS Performance Measures By Municipality - as of December 2014

| County | Municipality | School Travel Plan | Complete Streets Policy | Supportive Walk/Bike to School Policy | Arrival Departure Tally | Sustainable Jersey Points for SRTS | Sustainable Jersey Points for Complete Streets | Recognition Program Participants | SRTS Grantees Infrastructure | Totals |
|-------------------|-----------------------------|---------------------------|--------------------------------|--|--------------------------------|---|---|---|-------------------------------------|---------------|
| Atlantic | Atlantic City | | x | | | | x | | | 2 |
| Atlantic | Absecon | | | | x | | | x | | 2 |
| Atlantic | Brigantine City | | | | | x | x | | x | 3 |
| Atlantic | Buena Borough | | x | | | | | | | 1 |
| Atlantic | Egg Harbor City | x | | x | | | | x | x | 4 |
| Atlantic | Galloway Township | | | | | | | x | x | 2 |
| Atlantic | Hammonton Town | | x | | | | x | x | | 3 |
| Atlantic | Linwood City | | x | | | x | x | | x | 4 |
| Atlantic | Margate City | x | x | | | | x | | | 3 |
| Atlantic | Northfield City | | | | | | | | x | 1 |
| Atlantic | Pleasantville City | | x | | | | | x | | 2 |
| Atlantic | Somers Point | | x | | | | | x | | 2 |
| Bergen | Allendale Borough | | | | | | | | x | 1 |
| Bergen | Bergenfield Borough | | x | | | | x | | x | 3 |
| Bergen | Closter Borough | | | | | | | | x | 1 |
| Bergen | Demarest Borough | | | | | | | | x | 1 |
| Bergen | Emerson Borough | | x | | | | | | | 1 |
| Bergen | Englewood City | | | | | | | | x | 1 |
| Bergen | Fort Lee Borough | | x | | | | x | | x | 3 |
| Bergen | Garfield City | | x | | | | | x | x | 3 |
| Bergen | Glen Rock Borough | | | | | x | | | | 1 |
| Bergen | Hackensack City | | x | | | | | | | 1 |
| Bergen | Hasbrouck Heights | | | | | | | | x | 1 |
| Bergen | Maywood Borough | | x | | | | | | | 1 |
| Bergen | Montvale Borough | | x | | | | | | x | 2 |
| Bergen | Moonachie | | | | | | | x | | 1 |
| Bergen | New Milford | | x | | | | | | | 1 |
| Bergen | Northvale | | x | | | | | | | 1 |
| Bergen | Oakland Borough | | | | | | | | x | 1 |
| Bergen | Old Tappan Borough | | | | | | x | | | 1 |
| Bergen | Oradell Borough | | | | | x | | | | 1 |
| Bergen | Palisades Park Borough | | | | | | | | x | 1 |
| Bergen | Ridgewood Village | | x | | x | | | x | x | 4 |
| Bergen | River Edge Borough | | x | | | | x | | x | 3 |
| Bergen | Rutherford Borough | | x | | | | | | | 1 |
| Bergen | Tenafly Borough | | x | | x | | | | x | 3 |
| Bergen | Wallington | | | | x | | | | | 1 |
| Bergen | Wood-Ridge | | | | | | | x | | 1 |
| Burlington | Brown Mills | | | | | | | x | | 1 |
| Burlington | Burlington City | | | | | | | | x | 1 |
| Burlington | Chesterfield Township | | | | | x | | x | | 2 |
| Burlington | Edgewater Park | | | | | | | x | x | 2 |
| Burlington | Lumberton Township | | | | | | | | x | 1 |
| Burlington | Maple Shade Township | | | | x | | | | x | 2 |
| Burlington | Medford Township | | x | | | | | | | 1 |
| Burlington | Mount Holly Township | | | | | | | x | x | 2 |
| Burlington | Pemberton Township | x | | | | x | | x | | 3 |
| Burlington | Riverton Borough | | | | | | | | x | 1 |
| Burlington | Southampton Township | x | | x | | x | | x | x | 5 |
| Camden | Camden City | x | x | | x | | x | | x | 5 |
| Camden | Cherry Hill | | x | | | | x | | | 2 |
| Camden | Collingswood Borough | x | | | | | | x | x | 3 |

Disadvantaged communities are indicated in bold

SRTS Performance Measures By Municipality - as of December 2014

| County | Municipality | School Travel Plan | Complete Streets Policy | Supportive Walk/Bike to School Policy | Arrival Departure Tally | Sustainable Jersey Points for SRTS | Sustainable Jersey Points for Complete Streets | Recognition Program Participants | SRTS Grantees Infrastructure | Totals |
|-------------------|------------------------------|--------------------|-------------------------|---------------------------------------|-------------------------|------------------------------------|--|----------------------------------|------------------------------|----------|
| Camden | Gloucester Township | | x | | | | x | | | 2 |
| Camden | Haddonfield Borough | | | x | | x | | x | x | 4 |
| Camden | Haddon Heights | | x | | | | | | | 1 |
| Camden | Lawnside Borough | | | | | | | x | | 1 |
| Camden | Lindenwold Borough | | | | | | | | x | 1 |
| Camden | Magnolia Borough | | | | | | | | x | 1 |
| Camden | Oaklyn Borough | | | | | | | | x | 1 |
| Camden | Somerdale Borough | | | | | | | | x | 1 |
| Camden | Voorhees Township | x | | x | | | | | x | 3 |
| Cape May | Cape May City | | x | | | x | x | | x | 4 |
| Cape May | Middle Township | | x | | | | | | | 1 |
| Cape May | North Wildwood City | | x | | | | | | x | 2 |
| Cape May | Ocean City | | x | | x | | | | | 2 |
| Cape May | Wildwood City | | x | | | | | | | 1 |
| Cape May | Woodbine Borough | x | x | x | | | | x | x | 5 |
| Cumberland | Bridgeton City | | | | | | | x | x | 2 |
| Cumberland | Downe Township | | x | | | | | | | 1 |
| Cumberland | Vineland City | x | x | | | | | x | x | 4 |
| Essex | Bloomfield Township | | x | | | | x | | x | 3 |
| Essex | Caldwell Borough | | x | | | | | | x | 2 |
| Essex | East Orange City | | x | | x | | | | | 2 |
| Essex | Glen Ridge Borough | | x | | | x | x | | | 3 |
| Essex | Irvington Township | | x | | | | x | x | | 3 |
| Essex | Livingston Township | | x | | | | x | | | 2 |
| Essex | Maplewood Township | | x | | | | x | x | x | 4 |
| Essex | Millburn Township | | x | | | | | | | 1 |
| Essex | Montclair Township | x | x | x | x | x | x | x | x | 8 |
| Essex | Newark City | x | x | | x | | | x | x | 5 |
| Essex | Nutley Township | | | | | | | | x | 1 |
| Essex | Orange Township City | | x | | | | x | | | 2 |
| Essex | South Orange Village | | x | | | | | | | 1 |
| Essex | West Orange Township | | x | | | | | | | 1 |
| Gloucester | Clayton Borough | | | | | | | | x | 1 |
| Gloucester | East Greenwich Township | | | | | | | | x | 1 |
| Gloucester | Mantua Township | | x | | | | | | | 1 |
| Gloucester | National Park Borough | | | | | | | x | | 1 |
| Gloucester | Woodbury City | | x | | | | x | | | 2 |
| Gloucester | Woolwich Township | | x | | | | | | | 1 |
| Hudson | Bayonne City | | | | | | | x | x | 2 |
| Hudson | Hoboken City | | x | | | | x | | | 2 |
| Hudson | Jersey City | | x | | | | x | x | x | 4 |
| Hudson | Kearny Town | | | | | | | x | | 1 |
| Hudson | Secaucus Town | | x | | | | x | | | 2 |
| Hudson | Union City | | x | | | | | x | | 2 |
| Hudson | West New York Town | | | | | | | | x | 1 |
| Hunterdon | Bethlehem Township | | | | | | | x | | 1 |
| Hunterdon | Bloomsbury Borough | x | | | x | | | x | | 3 |
| Hunterdon | Califon Borough | x | x | x | x | | | x | | 5 |
| Hunterdon | Clinton Town | x | | x | | x | | x | x | 5 |
| Hunterdon | Flemington Borough | x | x | x | x | | | x | | 5 |
| Hunterdon | Franklin Township | | x | | | | x | | | 2 |
| Hunterdon | Frenchtown Borough | x | x | x | x | x | x | x | | 7 |

Disadvantaged communities are indicated in bold

SRTS Performance Measures By Municipality - as of December 2014

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|------------------|---------------------------|---------------------------|--------------------------------|--|--------------------------------|---|---|---|-------------------------------------|---------------|
| Hunterdon | Hampton Borough | x | | x | | | | | | 2 |
| Hunterdon | High Bridge Borough | x | | x | x | | | | | 3 |
| Hunterdon | Lambertville City | x | x | x | x | x | x | x | | 7 |
| Hunterdon | Lebanon Township | x | | x | | | | x | | 3 |
| Hunterdon | Milford Borough | x | | x | x | | | x | x | 5 |
| Hunterdon | Raritan Township | x | x | x | | x | x | | x | 6 |
| Hunterdon | Stockton Borough | x | | x | x | | | x | | 4 |
| Mercer | East Windsor Township | x | x | | x | | | | | 3 |
| Mercer | Ewing Township | | x | | | | | | | 1 |
| Mercer | Hamilton Township | | | | | | | | x | 1 |
| Mercer | Hightstown Borough | x | x | | | | x | | x | 4 |
| Mercer | Hopewell Borough | x | x | | | | | | | 2 |
| Mercer | Hopewell Township | | x | | | | | | | 1 |
| Mercer | Lawrence Township | x | x | | | | x | | | 3 |
| Mercer | Pennington Borough | | x | | | | | | x | 2 |
| Mercer | Princeton Township | x | x | | | | x | | x | 4 |
| Mercer | Robbinsville | x | x | | | | | | | 2 |
| Mercer | Trenton City | x | x | | x | | x | | | 4 |
| Mercer | West Windsor Township | | x | | | | | | | 1 |
| Middlesex | Cranbury Township | | | | | | | | x | 1 |
| Middlesex | Dunellen Borough | | | x | | | | | | 1 |
| Middlesex | Highland Park Borough | | x | | | | x | | x | 3 |
| Middlesex | Jamesburg Borough | | | | | | | | x | 1 |
| Middlesex | Metuchen Borough | | x | x | x | | x | | x | 5 |
| Middlesex | Middlesex | | | | | | | x | x | 2 |
| Middlesex | Milltown Borough | | | | x | | | | | 1 |
| Middlesex | North Brunswick Township | | | | x | | | | x | 2 |
| Middlesex | New Brunswick City | x | x | | x | | | | x | 4 |
| Middlesex | Perth Amboy City | | x | | x | | | | | 2 |
| Middlesex | Plainsboro Township | | x | | | | x | | | 2 |
| Middlesex | South Brunswick | | x | | | | | | | 1 |
| Middlesex | Woodbridge Township | | x | | x | x | x | x | | 5 |
| Monmouth | Sea Bright | | x | | | | | | | 1 |
| Monmouth | Fair Haven Borough | | x | | | | | | | 1 |
| Monmouth | Farmingdale | | | | | | | x | | 1 |
| Monmouth | Freehold Borough | | x | | x | | | | x | 3 |
| Monmouth | Hazlet Township | | | | | | | | x | 1 |
| Monmouth | Long Branch City | | | | | | | x | | 1 |
| Monmouth | Manasquan | | | | | | | | x | 1 |
| Monmouth | Neptune Township | | | | | | | | x | 1 |
| Monmouth | Red Bank Borough | | x | | | | | | | 1 |
| Monmouth | Shrewsbury Borough | | | | | x | | x | | 2 |
| Monmouth | Union Beach Borough | | | | | | | | x | 1 |
| Morris | Boonton Town | | | | | | | | x | 1 |
| Morris | Chatham Township | x | | | x | x | | x | x | 5 |
| Morris | Chatham Borough | | x | | | x | x | x | x | 5 |
| Morris | Chester Township | | x | | | | | | | 1 |
| Morris | Denville Township | | x | | | | | | | 1 |
| Morris | Dover Town | | x | | | | | | | 1 |
| Morris | Hanover Township | | | | x | | | | | 1 |
| Morris | Lincoln Park Borough | | | | | | | | x | 1 |
| Morris | Long Hill Township | | x | | | | | | | 1 |

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|-----------------|----------------------------|--------------------|-------------------------|---------------------------------------|-------------------------|------------------------------------|--|----------------------------------|------------------------------|----------|
| Morris | Madison Borough | | x | | | x | | x | x | 4 |
| Morris | Mine Hill Township | | | | | | | | x | 1 |
| Morris | Morristown Town | | x | | | | x | | x | 3 |
| Morris | Mount Arlington Borough | | x | | | | x | | | 2 |
| Morris | Mount Olive Township | | | | | | x | | | 1 |
| Morris | Mountain Lakes Borough | | | | | x | | | | 1 |
| Morris | Netcong Borough | x | x | x | | | | x | x | 5 |
| Morris | Parsippany Troy-Hills | | | | x | | | | x | 2 |
| Morris | Randolph | | x | | | | | | | 1 |
| Morris | Wharton Borough | x | | | | | | | x | 2 |
| Morris | Whippany | | | | x | | | | | 1 |
| Ocean | Brick Township | x | | x | | | | x | x | 4 |
| Ocean | Harvey Cedars Borough | | x | | | | | | | 1 |
| Ocean | Island Heights | | | | | | | | x | 1 |
| Ocean | Jackson | | | | | | | x | | 1 |
| Ocean | Lacey Township | | x | | | | | | | 1 |
| Ocean | Lakewood Township | | x | | | | | | | 1 |
| Ocean | Little Egg Harbor | | | | | | | | x | 1 |
| Ocean | Point Pleasant Beach | | x | | | | | | | 1 |
| Ocean | Point Pleasant Borough | | x | | | | | | | 1 |
| Ocean | Toms River Township | | x | | | | | | | 1 |
| Passaic | Clifton City | | | | | | | | x | 1 |
| Passaic | Paterson City | | | | x | | | | | 1 |
| Passaic | Wayne Township | | | | | | | | x | 1 |
| Salem | Elmer Borough | | | | | | | | x | 1 |
| Salem | Penns Grove Borough | | | | | | | x | | 1 |
| Somerset | Bedminster Township | | x | | | | | | | 1 |
| Somerset | Bernardsville Borough | x | | | | | | | x | 2 |
| Somerset | Bound Brook Borough | | | | | | | x | | 1 |
| Somerset | Far Hills | | x | | | | | | | 1 |
| Somerset | Hillsborough Township | | x | | | | x | | | 2 |
| Somerset | Manville Borough | | | | | | | x | | 1 |
| Somerset | Montgomery Township | | x | | | | | | | 1 |
| Somerset | North Plainfield Borough | x | | | | | | x | | 2 |
| Somerset | Raritan Borough | | x | | | | | | | 1 |
| Somerset | Somerville Borough | | | x | | | | x | x | 3 |
| Somerset | South Bound Brook | | | | | | | x | | 1 |
| Sussex | Franklin Borough | | | | | | | | x | 1 |
| Sussex | Hopatcong Borough | | x | | | | | | | 1 |
| Sussex | Newton Town | | | x | | | | x | x | 3 |
| Sussex | Ogdensburg Borough | | | | | | | x | x | 2 |
| Sussex | Oxford Township | x | | | | | | | | 1 |
| Union | Cranford Township | | x | | | x | x | | | 3 |
| Union | Elizabeth City | X | x | | x | | | | | 3 |
| Union | Fanwood Borough | | x | | | | | | x | 2 |
| Union | Garwood Borough | | | | | | | | x | 1 |
| Union | Linden City | | x | | x | | | x | x | 4 |
| Union | New Providence Borough | | x | | x | | | x | x | 4 |
| Union | Roselle Borough | | x | | | | | x | x | 3 |
| Union | Roselle Park Borough | | | | | | | | x | 1 |
| Union | Scotch Plains | | | | x | | | | | 1 |
| Union | Summit City | | x | | | | x | | | 2 |

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|---------------|----------------------|--------------------|-------------------------|---------------------------------------|-------------------------|------------------------------------|--|----------------------------------|------------------------------|------------|
| Union | Westfield Town | | x | | | | | | x | 2 |
| Warren | Alpha Borough | | | | | | | | x | 1 |
| Warren | Belvidere | | | | | | | x | | 1 |
| Warren | Blairstown Township | | | | | | | | x | 1 |
| Warren | Franklin Township | | | | | | | | x | 1 |
| Warren | Greenwich Township | | | | | | | | x | 1 |
| Warren | Hackettstown Town | | x | | | | | | | 1 |
| Warren | Oxford Township | x | | | x | | | x | | 3 |
| Warren | Washington | | | | | | | x | | 1 |
| | Totals | 40 | 112 | 23 | 37 | 22 | 43 | 66 | 101 | 444 |

Disadvantaged communities are indicated in **bold**

3. October Walk & Bike to School

October 8, 2014 marked International Walk and Bike to School Day, however, students and parents all over New Jersey walked and bicycled to school and participated in walk and bike events throughout the month of October! Below are summaries of a few of the events and activities the Safe Routes to School Regional Coordinators from the state's eight Transportation Management Associations (TMAs) organized and implemented. SRTS events registered on the International Walk Bike to School (iWalk) website at www.walkbiketoschool.org totaled 149 events in New Jersey. Many of them were Walk to School Days, however, some of the events included walking school buses, safety presentations and a poster contest.

Cross County Connection Transportation Management Association: Schools throughout Atlantic, Camden and Burlington counties participated in October Walk and Bike to School Month. Support and assistance from Safe Kids, the Brain Injury Alliance and various green teams was key to the success. Stickers and a raffle from the PTO supported the events.



Students in Margate participate in walk to school

many of the students at the Eugene A. Tighe Middle School and William H. Ross Elementary School by walking or riding their bicycles to school. Parents were happy to participate even if they drove part of the way, parked their cars and walked with their children the rest of the way to school.

Greater Mercer Transportation Management Association: Greater Mercer TMA had a great turnout for Walk and Bike to School Month with four schools participating in walking events in Mercer County and two schools in Ocean County participating.

Lawrence Intermediate School's "Walk

In Margate, Cross County Connection and the city's green team, Sustainable Margate, partnered to improve student's physical activity and help them learn pedestrian and bicycle safety to better equip them to walk and bike to school. A Safe Routes to School Committee was established and promoted the idea of walking or biking to school and celebrated International Walk to School Day on Oct. 8 with



Greater Mercer TMA's SRTS Coordinator Jerry Foster quizzes students on bike safety

This Way” event included a quiz wheel with facts about bike and pedestrian safety as well as a visit from Trenton Thunder’s mascot, Boomer.

Maurice Hawk Elementary School in West Windsor celebrated International Walk to School Day with the Principal and the Hawk, the school’s mascot, by leading parents and children from the West Windsor Municipal Center to the school. Lavallette School also participated in International Walk to School Day followed by a safety presentation on safe walking and bicycling.

HART Transportation Management Association:

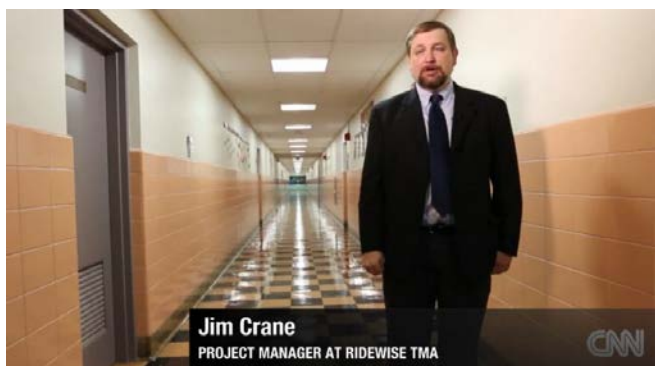
Twelve Hunterdon County elementary and intermediate schools arrived to school via a "walking school bus" joining with thousands of schools around the world in recognition of International Walk to School 2014. More than 1100 students in Bloomsbury, Califon, Clinton, Flemington, Frenchtown, Hampton, High Bridge, Lambertville, Lebanon, Milford, Raritan Township, and Stockton with parents, teachers and community leaders along designated, chaperoned "walking school bus" routes walked to school. Many Hunterdon schools used International Walk to School Week as the kick off to regular weekly or monthly walking school bus "walks" to school, frequent walker programs, "Golden Sneaker" award challenges, ongoing pedestrian and bicycle safety education and awareness initiatives.



Students walk to school in Hunterdon County

Ridewise Transportation Management Association: October Walk and Bike to School Week included rolling out the Miles that Matter walking challenge program to North Plainfield School District by awarding trophies to recipients who walked the most and thereby achieving carbon

reduction. A walking school bus launched in South Bound Brook where participation doubled from 40 kids last year to 80 kids this year and the program continues to expand.



Jim Crane, SRTS Coordinator for Ridewise is interviewed on CNN for Somerville’s Walking School Bus.

Ridewise TMA also had great coverage on CNN regarding the walking school bus at Van Derveer Elementary School in Somerville during Walk and Bike to School Week. The Walking School bus has been running strong since 2003 when courtesy busing cuts required students to walk or bike to school. Check out the video at the following website

address: <http://www.cnn.com/video/data/2.0/video/living/2014/10/07/walking-school-bus.cnn.html>

Keep Middlesex Moving Transportation Management Association: Walk to school events involved 12 and 20 schools throughout Middlesex County. Edison, Highland Park, Metuchen, Middlesex, Perth Amboy, Piscataway, Spotswood and Woodbridge were among those who registered their walk to school event on the International Walk Bike to School website at walkbiketoschool.org. Police from various municipalities were involved in creating safe environments for the large number of students who came participated in the walking and bicycling to school events. They also greeted students walking and gave a short pedestrian safety presentation to the students.

Meadowlink Transportation Management Association: Over 50 schools participated throughout the service area that Meadowlink services including Bergen, Essex, Monmouth, Passaic and Union Counties. Asbury Park in Monmouth County had over 200 students participate in Walk to School Day. Promotion of the event through email and flyers increased participation.

TransOptions Transportation Management Association: Over 22 schools participated in Walk and Bike to School Day throughout the service region covered by TransOptions which covers Morris, Sussex, Union and Warren Counties. New Providence school district had over 1000 students participate in walk to school events. Morris Plains and Stanhope also had walk to school events and in Stanhope half of the school participated.

In Montclair, students and families celebrated International Bike & Walk to School Day and Crossing Guard Appreciation Day. The Montclair Police Department and Bike and Walk Montclair collaborated to present to present a visual demonstration of a protected bike lane for students. Two blocks of the street leading up to Renaissance Middle School were designated as Montclair's first protected Bike Lane to commemorate this occasion. The protected lane was usable from 6:30 to 9:30 am and was staffed by police officers and separated from traffic by safety cones, temporary lane markings, and fall décor. Bike and Walk to school was also celebrated at other district schools in



Pop-up bike lanes were installed in Montclair

Montclair, as well. Crossing Guard Appreciation Day was also celebrated as a reminder to students and their families to thank crossing guards for keeping children and community members safe on their way to and from school each day.

Hudson Transportation Management Association: Walk and Bike to School Week was celebrated throughout Hudson County. Whitney M Young Jr Elementary School in Jersey City organized a parade for walking, a bike rally for students to bicycle to school, as well as safety programs for both walking and bicycling to school. Buster the Bus from MTA greeted the students and provided support for walking and bicycling events.

4. NJ SRTS on the Local and National Stage

Seeking to showcase the New Jersey Safe Routes to School program, staff from the Alan M. Voorhees Transportation Center (VTC) has continually sought opportunities to provide presentations about Safe Routes to School resources, research, and programs at statewide and national conferences. Some of the presentations given by the VTC staff of the New Jersey Safe Routes to School Resource Center during the report period are discussed below.

ProWalk/ProBike/ProPlace Conference

Staff from VTC was very busy at the 2014 ProWalk/ProBike/ProPlace Conference held in Pittsburgh in September. Collaborating with partners from throughout the country, VTC staff organized and developed seven conference session presentations based upon VTC research, projects, and programs.

During the interactive poster presentation sessions, Sean Meehan discussed a poster called “Safe Crossings: The New Jersey Crossing Guard Research and Training Program.” The poster described the development of the statewide crossing guard training program in New Jersey, lessons learned during the pilot year of the training program, and how statewide crossing guard training will proceed into the future.

Working with Andrew Lappitt, SRTS Regional

Coordinator from TransOptions TMA, Sean also developed a poster called “Strong, Successful, Statewide: Growing SRTS Throughout the State.” Sean and Andrew used the poster to highlight the experiences of the New Jersey SRTS program as it reorganized, built capacity and broadened outreach throughout the state by providing a Statewide Resource Center, engaging regional coordinators, and offering wide-range training to focus the SRTS program and deliver comprehensive statewide technical assistance. The poster discussed success with increasing program participation, growing the number of walking and bicycling events, and increasing outreach to diverse communities.

While at the ProWalk/ProBike/ProPlace conference, Leigh Ann Von Hagen and Sean Meehan each led a “Peer to Peer Problem Solving” session. During these sessions, Sean and Leigh Ann led small group discussions with conference delegates to address challenges they are facing in their communities. Sean’s session was called “Walking and Bicycling for Everyone: Increasing Inclusion of Children with Disabilities and Special Needs.” The negative effects of childhood



obesity is a national crisis, however children with disabilities are at an even greater risk for obesity since their symptoms may impact their abilities. Opportunities for physical activity through involvement in youth walking and cycling programs are not always provided. Increasing involvement of children with disabilities comes with many challenges including ensuring proper supervision, accommodating physical and emotional challenges, and convincing hesitant parents to allow participation. Sean's conversation outlined the problem and generated discussion focused on determining methods and strategies to broaden efforts and outreach to include children with disabilities in walking and bicycling programs.

Leigh Ann's "Peer to Peer Problem Solving" session was called "Getting Past 'No': Encouraging Parents to let their Children Walk and Bike." Some of the top barriers toward getting more children to embrace walking and biking as a daily activity are the real and perceived traffic and personal safety concerns of their parents. During this session, Leigh Ann lead a collaborative discussion about risk perception, safety concerns and getting past the "the world is a different place these days," and "it is too dangerous out there" viewpoints, with the goal of discussing strategies that can influence parents' decisions to encourage their children to walk and bike.

Sean Meehan and Leigh Ann Von Hagen worked together as part of a panel discussion regarding including health in transportation decisions, giving a presentation entitled "Health and



Transportation: Perfect Together." The session detailed efforts in two states to incorporate health into the transportation planning process and in all policies. A representative from the Nashville Area Metropolitan Planning Organization discussed health projects including their investment strategy for the inclusion of health in the evaluation of projects. Leigh Ann and Sean described efforts in establishing a Health Impact Collaborative using Health Impact Assessments to make practical recommendations for decision-makers to ensure that projects contribute to

healthier communities. Following the presentations, Leigh Ann and Sean led an interactive Health Impact Assessment exercise focusing on the Elizabethport Safe Routes to School program in Elizabeth New Jersey.

Leigh Ann Von Hagen gave a presentation called "Policies for Pupils: Working with School Boards on Walking and Bicycling Policies." Engaging schools in walking and bicycling efforts can be difficult given competing curriculum, overextended teachers, busy administrators, and frequent staff and volunteer turn-over. Strong policies passed by Boards of Education allow school districts to have a significant impact in each school. Leigh Ann's presentation focused on familiarizing attendees with school districts and Boards of Education, identifying their priorities and providing practitioners with an overview of strategies for influencing school boards.

Attendees also learned about various policy opportunities at the district level and were introduced to a free online workbook for customizing their own policies.

Leigh Ann Von Hagen and Shannon Sweeney collaborated on a session called “What Do the Kids Say” regarding youth perspectives on biking and walking. With research focusing mostly on adults, little is known about children’s risk perceptions of their environment. These perceptions may be an important link to understanding and influencing their current and future travel decisions. During this session, Leigh Ann and Shannon discussed their study in which over 700 students in New Jersey rated built environment images as part of a structured classroom discussion aimed at better understanding their perceptions. The session explored the lessons learned from the classroom discussions and invited discussion regarding the themes of risky versus safe behavior that emerged and how they can be used to formulate strategies to encourage more bicycling and walking.

Building Healthy, Equitable Communities Conference

For the third year, the New Jersey Partnership for Healthy Kids (NJPHK) and its community partners hosted a statewide conference in December that focused on providing individuals with tools and best practices to help incorporate health equity into policies and practices to build healthier communities. Leigh Ann Von Hagen developed and participated as part of a panel presentation called “Community Health and Urban Planning: Stronger Together.” The session discussed how health and planning practitioners are finding common ground in implementing projects and policies that address healthy behaviors, the built environment, and quality of life. The session presented real situations where health and chronic disease prevention goals are utilized to help influence land use, transportation and the built environment, focusing on Complete Streets, Safe Routes to School, Play Streets, Ciclovía, Urban Gardening, Food Deserts, and Health Impact Assessments.



Crossing Guard webinar for the National Center for Safe Routes to School

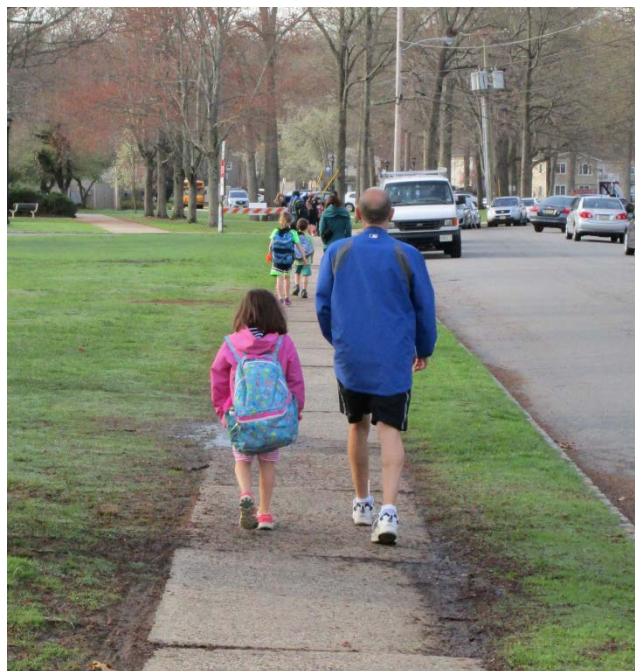
In August, Catherine Bull presented a webinar about the New Jersey School Crossing Guard training and Resources program for the National Center for Safe Routes to School. Catherine co-presented with the School Safety Coordinator from Phoenix Arizona to present examples of



city and school district collaboration, and provided ideas for how to address common challenges such as training, staffing shortages and selection of crossing guard locations. The focus of Catherine's presentation was to describe findings from an evaluation of existing crossing guard practices in New Jersey, discuss the roll out of our statewide training program, and review resources developed by NJ SRTS RC to help municipalities operate effective and efficient School Crossing Guard programs.

The Association of Collegiate Schools of Planning (ACSP) Annual Conference

At the ACSP conference, Shannon Sweeney gave a presentation related to research conducted by VTC entitled "Middle School Students' Perceptions of Safety: A Mixed Methods Study." This presentation focused on a VTC study that investigated children's perceptions of safety in the built environment. Although studies have reported parental perceptions, barriers and facilitators when considering how their children will travel to school (e.g. weather, traffic, and stranger danger), very little research has addressed children's perceptions of the built environment and safety. Children's perceptions, particularly those of safety, may be an important link to not only their current health and travel behaviors, but also their health and behaviors in the future. The study found that students were consistently knowledgeable and engaged about their own safety concerns and seemed to appreciate and want their opinions to be heard. Through the utilization of mixed methods and interacting directly with students, we may be able to improve policies and



practices by better understanding children's perceptions, with the ultimate goal of increasing both the safety and rates of children's active travel.

At the same conference, Nicholas Tullach discussed another VTC study as part of his presentation entitled "Gender Differences in Youth Bicycling: Findings from a Survey of New Jersey Children." Research on bicycling has shown a persistent difference in cycling rates between men and women in the United States, but despite the growing understanding of the benefits of bicycle travel, little is known about when or why this difference emerges in a person's life. When a person establishes their bicycling habits is key toward



understanding how to address this issue. The presentation focused on discussing this studies' aim to explore the roots of gender differences in bicycling behavior as established in childhood by investigating the bicycling habits of middle schoolers in New Jersey to help determine that given an understanding of differences in bicycling by gender in adults, whether these patterns develop early in a person's life or are they a result of later life influences? The data discussed show that the opportunities for bicycling were the same for boys and girls in the sample, but girls already report bicycling less frequently than boys by middle school. Age was a factor as well, as both girls and boys bicycle less as they get older. Safety or perception of safety may be a differentiating factor even at this young age, as girls show a preference for avoiding street riding. The presentation concluded with the finding that policies and programs could be targeted at girls in particular to teach them safe riding skills for street riding and encourage parents to allow both girls and boys to ride safely in the streets.

5. Programs and Research

This section of the Update Report spotlights VTC programs and research efforts that support the New Jersey Safe Routes to School program. With the goal of establishing a comprehensive, training program to be used statewide, the extensive Crossing Guard program provides resources and training to police departments across the state that are responsible for the crossing guards who assist children with walking and bicycling to school each day. Building on the successful efforts and initiatives generated through collaborative work with NJDOT and key New Jersey stakeholders, research is conducted to better understand best practices and to develop effective tools and methods for providing decision makers with the information and support they need to make walking and bicycling to school safer in New Jersey. Below are some highlights of the Crossing Guard program and research that was performed.

New Jersey Crossing Guard Training and Resources Program



Each day, we rely on school crossing guards to make sure that our children arrive to and from school safely. However, inconsistencies among training programs can leave crossing guards without the skills or knowledge they need to effectively protect students and themselves. Without state or national standards related to training content requirements and guidelines, programs for adult school crossing guards vary substantially. In 2013, The Alan M. Voorhees Transportation Center (VTC) began to remedy this situation by developing a school crossing guard training program for crossing guard supervisors. VTC seeks to build on the training program with the goal of

establishing a comprehensive, statewide training program. In 2013, 75 traffic safety officers participated in pilot trainings in Essex, Middlesex and Burlington Counties. By the end of 2014, an additional 141 traffic safety officers from over 100 communities throughout New Jersey were trained. Trainings were held in Mercer County, Monmouth County, Bergen County, Atlantic County and Union County.

New Jersey has over 6,800 crossing guards. The training program has reached approximately one-third of New Jersey municipalities. With the adoption of the program by County Police Academies, the program will gradually have a wider effect. Bergen County Law and Public Safety Institute and Burlington County Police Academy have adopted the crossing guard training program developed by VTC for instructing some crossing guards in their regions.



To learn more about the training's effectiveness, VTC attended crossing guard training in three locations. As observers, VTC attended crossing guard training at the Burlington County Police Academy. VTC led one crossing guard training in September 2014 in Middletown Township with 73 crossing guards attending, and two sessions in the City of Newark with a total of 122 crossing guards. VTC representatives were able to hear crossing guard questions and concerns

in response to the training and applied those responses to inform and modify the train-the-trainer program presentation.

To supplement the training program, VTC and Civic Eye Collaborative have created a crossing guard training video, "Crosswalk Heroes: Techniques and Tactics for Crossing Guards," that supports the principal concepts of the training presentation. This training video shows best practices and techniques for crossing children safely on their way to and from school. This project has been supported by the New Jersey Department of Transportation and the New Jersey Division of Highway Traffic Safety with funding from the Federal Highway Administration. Additional funding was made available by the New Jersey Municipal Excess Joint Insurance Fund. The video will be provided on DVDs and distributed to all municipalities with crossing guards throughout New Jersey for incorporation into crossing guard training. To view the video, click http://www.njcrossingguards.org/?page_id=38.

Consistent ratings of "good" and "excellent" were offered by program participants, and the New Jersey Crossing Guard Training and Resources Program has received positive exposure and attention on the national level as well. VTC has had requests for information and material from the State of Florida; Peoria, Illinois; Madison, Wisconsin; and Overland Park, Kansas. Additionally, the Program was presented as a poster at the National ProWalk/ProBike conference held in Pittsburgh, PA in September 2014.

In 2015, with combined funding from the New Jersey Department of Transportation, the New Jersey Division of Highway Traffic Safety, and the Municipal Excess Liability Joint Insurance Fund (NJMEL-JIF) in support of the Crossing Guard Training Program, VTC will offer five crossing guard supervisor trainings. In addition, VTC will assist two large urban municipalities with in-person crossing guard trainings, distribute the crossing guard training video as a DVD to all New Jersey municipalities, create a new on-line video based on the recently released *New Jersey School Zone Design Guide*, survey training participants before and after they are trained and observe select municipal departments as they train their crossing guards in order to provide

evaluation and assessments of the crossing guards who are trained using VTC's program. VTC looks forward to expanding partnerships for the long-term stability of the training program.

One-on-One Parent and Child Interviews

Building on the success of past qualitative data collection through focus groups and discussions with students in classrooms, this project collects qualitative data through the use of one-on-one interviews to further understand both parent and children's perceptions of travel mode choice decisions to and from school and how and why those decisions are made.

Unlike studies relying primarily on surveys, one-on-one interviews allow us to better investigate reasons behind parents' decisions and perceptions. Although parents typically are responsible for making decisions about how their children get to and from school, very few studies examine how children perceive their built and social environment, whether their perceptions are similar or dissimilar to their parents, and whether or how they might contribute to the decision to take part in active travel to school. Through the process of first interviewing parents and



subsequently their children, a relationship is formed with the interviewer, and the interviewer is able to observe both perspectives of the same decision. Through past studies, the NJ SRTS Resource Center has learned that children are quite knowledgeable about their built and social environment and are able to offer unique insights, although they are seldom asked. This research seeks to comprehend the extent to which children play a role in the decision making process and understand their unique perceptions as the ones who ultimately must travel to and from school.

By conducting one-on-one interviews and talking directly to parents and their children from three New Jersey communities (Highland Park, Franklin Township, and Stanhope), the NJ SRTS Resource Center has been able to gain illustrative quotes from parents and children offering their unique perspectives, an understanding of the role children may play in travel mode choice to and from school, and a greater understanding of the barriers, facilitators and the important variables which influence the travel mode decision for children's trip to and from school along with reasons why mode decisions were made. The three municipalities were selected for their suburban yet varied built environments and demographics to see whether there is any bearing on the perceptions of parents and children. Responses from Franklin and Stanhope tended to be more alike than those from Highland Park, where people place greater importance on walking and bicycling.

Several themes emerged from the parents' and children's responses. Ensuring children arrive to school and home safely is a serious concern for parents in all three communities. Some have even quit jobs or requested transfers to be able to drop off or pick up their children.

Mode preference varies with time of day. Children are more likely to prefer being driven to school in the morning so they can sleep a little later and arrive on time; parents do not mind driving their kids to school since often it is on the way to work. In the afternoon, children are more likely to prefer walking home and with other classmates.



The main concerns of students are traffic and dangerous drivers, while parents in Stanhope and Franklin were more concerned about kidnappings and sexual predators. Few parents in Highland Park mentioned this issue at all. Parents tend to be more worried about girls than boys. Students are less concerned about abduction because they feel they are familiar with their routes and the people who live along them.

Most parents feel more comfortable letting their children walk if the children have a cell phone. Some parents even track their children through their phones by GPS – the children are of course happy to have a cell phone.

These findings suggest that hosting both “Walking to School” and “Walking from School” days would encourage active travel modes and encourage students who walk to school only in the afternoon to

do so in the morning as well. Parents and students might feel safer walking if common routes and meeting points are established and if “safe areas” such as local business or firehouses are identified in case of a problem. Cell phone use may encourage walking, however parents may run the risk of stifling their children's independence by checking up on them too often.

School Crossings on State Highways

With a wide diversity of urban, suburban, and rural environments, pedestrian crossings on state highways are especially challenging to engineer for safety in New Jersey. The Federal Highway Administration (FHWA) determined that New Jersey is a pedestrian safety focus state, however despite the infusion of federal funds to address safety issues, New Jersey still experiences high rates of pedestrian traffic fatalities compared to other peer states. Youth pedestrian safety



is under represented in transportation research. The National Highway Traffic Safety Administration (NHTSA) publishes data on traffic fatalities as well as estimates of injuries at a national level. In 2012, NHTSA reported that while overall traffic fatalities are down, the number of pedestrian fatalities remains largely constant. Overall, youth (16 years old and under) pedestrian crashes is the largest group as a percentage of total traffic fatalities among the data reported. Therefore, at crossings where schools are added into the equation, ensuring safety becomes imperative.

Because of the dangers New Jersey pedestrians face, a better understanding of the risks associated with children walking to schools, in particular along busy state highways has been a priority for NJDOT. The research identified the most troublesome school crossing intersections on state highways. These intersections present a risk to pedestrians not only as demonstrated by the crash data, but also they are particularly dangerous to school children due to their location within a quarter mile of at least one nearby elementary, middle, or high school. Since the risk to children walking or biking to school is much higher, targeted improvements should be sought for these areas. As part of the research, each of the most troublesome intersections is detailed including recommendations for improvements based on current conditions observed during on-site visits.



This research has shown that although schools located near state highways make up only a fraction of schools in the state, the areas around those schools are risky to pedestrians, and troublesome intersections are distributed throughout the state—not just concentrated in urban areas. In addition, the analysis showed a potential differential risk to youth pedestrians just outside of the defined zones in the data set. In particular, these high danger areas tended to cluster along state highway corridors throughout New Jersey. These corridors have high traffic volumes and high speed roads that also have high levels of pedestrian activity. A variety of improvements to these corridors could decrease pedestrian dangers, but care must be taken not to “blame the victim” and discourage walking just to avoid pedestrian-related traffic crashes.

6. Summary of Assistance

The New Jersey Safe Routes to School Resource Center provides support, training, technical assistance, and guidance to the Regional Coordinators from the eight TMAs as well as communities throughout New Jersey that are implementing SRTS programs and events. This section of the report describes the tasks performed from the NJSRTS RC Technical Assistance and Research Scope of Work as well as additional tasks undertaken to advance and improve the NJ SRTS program.

TMA Regional Coordinator Partnership

- Resource Center staff continued to collect and review monthly Records of Contact from the TMAs, indicating which schools and municipalities the TMAs are working with and what programs they are implementing.
- With input from NJDOT and SRTS Regional Coordinators, Resource Center staff planned and monthly SRTS Coordinator meetings and produced a meeting summary afterwards for distribution to NJDOT and TMAs. Resource Center Staff provided support to regional coordinators and SRTS staff as questions emerged. This included fielding questions by phone, email, in person, and by instant messenger. Staff provided help with concerns including assistance with Sakai and google calendar access; development of a success story template and answering questions and providing feedback on success story ideas; questions regarding scheduling and upcoming important dates; questions about the most recent SRTS Update Report; information on past Tally and Parent/caregiver survey information; assistance with mapping and plotting; questions regarding the Prowalk/ProBike/ProPlace conference; information on background checks; walk and bike policy information; walkability assessments; and bookmark and giveaway items
- NJSRTS RC partnered with Meadowlink TMA, Together North Jersey staff, Groundwork Elizabeth and Brand New Day regarding a SRTS program in the Elizabethport neighborhood of the city of Elizabeth. Staff led the Elizabethport walkability assessment including developing and printing the agenda and final route maps, developing a training presentation for volunteers, and handling meeting logistics and event organization. Staff trained volunteers, lead walking groups, facilitated group discussions, and helped volunteers to prioritize interventions and improvements. Working with Meadowlink and local stakeholders, staff completed a School Travel Plan for the Elizabethport neighborhood.



Team members participate in Elizabethport Walkability Audit.

- Staff also provided mapping assistance to TMAs including locating GIS files and plotting large maps.
- Staff worked with TMAs to collect and tabulate Arrival and Departure Tally information from schools throughout the state.

NJSRTS Recognition Program

- Staff updated the Recognition Program section of the website including the flier, FAQs, and deadline dates.
- Following an update to the website for online Recognition Program submissions, staff developed a training presentation for TMA staff detailing the Recognition program, Recognition levels, and the application process. Additionally, staff reviewed the Sustainable Jersey for Schools Actions and included information on how these actions align with the Recognition Program as part of the training presentation.
- Certificates for each NJ SRTS Recognition Program award level were created and sent to each TMA for completion and to obtain electronic signatures from TMA directors.
- Completed certificates were forwarded to NJDOT for the Commissioner's signature and staff coordinated with TMAs and NJDOT to finalize all certificates.



SRTS Award Recognition at HART's Annual Meeting

SRTS Training and Program Building

- NJ SRTS Resource Center staff reviewed the health and wellness actions from the new Sustainable Jersey for Schools certification program which launched in October 2014.
- Staff also coordinated with Renee Haider, Associate Director of Sustainable Jersey to present a training to the SRTS Coordinators and the SRTS Coalition on the new Sustainable Jersey for Schools certification program so they are able to answer questions about the program.
- Working with NJDOT and the National Partnership for SRTS, an agenda, meeting content and presentation regarding an update on the SRTS Non-Infrastructure program was developed and presented at a NJ SRTS Coalition meeting. Staff facilitated the meeting, prepared a meeting summary, and distributed the summary to meeting attendees.

SRTS Statewide Promotion and Outreach

- Staff followed up with and encouraged each SRTS Coordinator to ensure that all events within their service areas were registered on the National Center for SRTS website.
- Staff conducted outreach to each TMA SRTS Coordinator to determine what types of events communities were implementing and which events would be most appropriate for VTC and NJDOT staff to participate in.

- Staff attended Walk to School Day events in Netcong, Newton, Mt. Holly, Perth Amboy, and Jamesburg.
- Staff posted messages to all social media regarding Walk and Bike to School Day and the TMA events.
- Staff completed the development, design, and layout of a New Jersey Crossing Guard Equipment tip sheet. The tip sheet details what equipment is required by law, what equipment is considered “best practice,” what additional equipment is useful, and what equipment should never be used while on post.
- From July 1 through the end of December 2014, the saferoutesnj.org website received 16,268 page views by 2,819 users. 73% of the visitors were new visitors while the remaining 27% were returning visitors. The top three most visited pages were the Home page, the Crossing Guards page, and the About Regional Coordinators page. Visitors spent an average of 2:32 minutes on a page. 52.6% of visitors reached the site through an online search, 18.4% through referral, 23.9% was direct traffic, 6.2% was via email, 3.7% was social media.
- The search terms which brought visitors to the saferoutesnj.org site were variations of the phrase “safe routes to school nj” and “nj crossing guards” brought the most traffic. Policy.rutgers.edu, njcrossingguards.org, and njbikeped.com were the three highest sources of web traffic by referral.
- Staff created a stand - alone website for the NJ School Crossing Guard Training Program independent of the NJ SRTS Resource Center website. The new standalone website offers more flexibility for presenting information in a more direct manner. The crossing guard website would also link from the saferoutesnj.org website and appear seamless from a look and feel user perspective and experience.



Technical Information Resource

- NJSRTS Resource Center Staff served on the Health and Wellness Task Force for the Sustainable Jersey for Schools new certification program, and wrote, reviewed and edited the following school actions: School Travel Plan for Walking and Bicycling, SRTS School District Policy, Bicycle and Pedestrian Safety and Promotion Initiatives, Anti-Idling Education and Enforcement, Programs to Promote Physical Activity and Policies to Promote Physical Activity.
- NJSRTS RC Staff actively participates in the following committees and organizations: NJ Healthy Communities Leadership Team and Committee, NJ Partnership for Healthy Kids – New Brunswick, NJ Police Traffic Safety Officers Association and the Awards and Obligation Committee.