

Fostering Walking and Bicycling to School Throughout New Jersey :

2015 Year Summary of Technical Assistance and Training 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 the New Jersey Department of Transportation (NJDOT) and the Alan M. Voorhees Transportation Center (VTC) which is housed within the Edward J Bloustein School of Planning and Public Policy at Rutgers, The State University of New Jersey. This 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 each of the TMA's SRTS Regional Coordinators as well as provides federal funding through the Local Aid Grant program.

Working with the NJSRTS RC, SRTS Regional Coordinators from all eight TMAs are mobilized to proactively reach out to and partner with schools, local and regional governments and other organizations from all 21 counties throughout New Jersey 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:

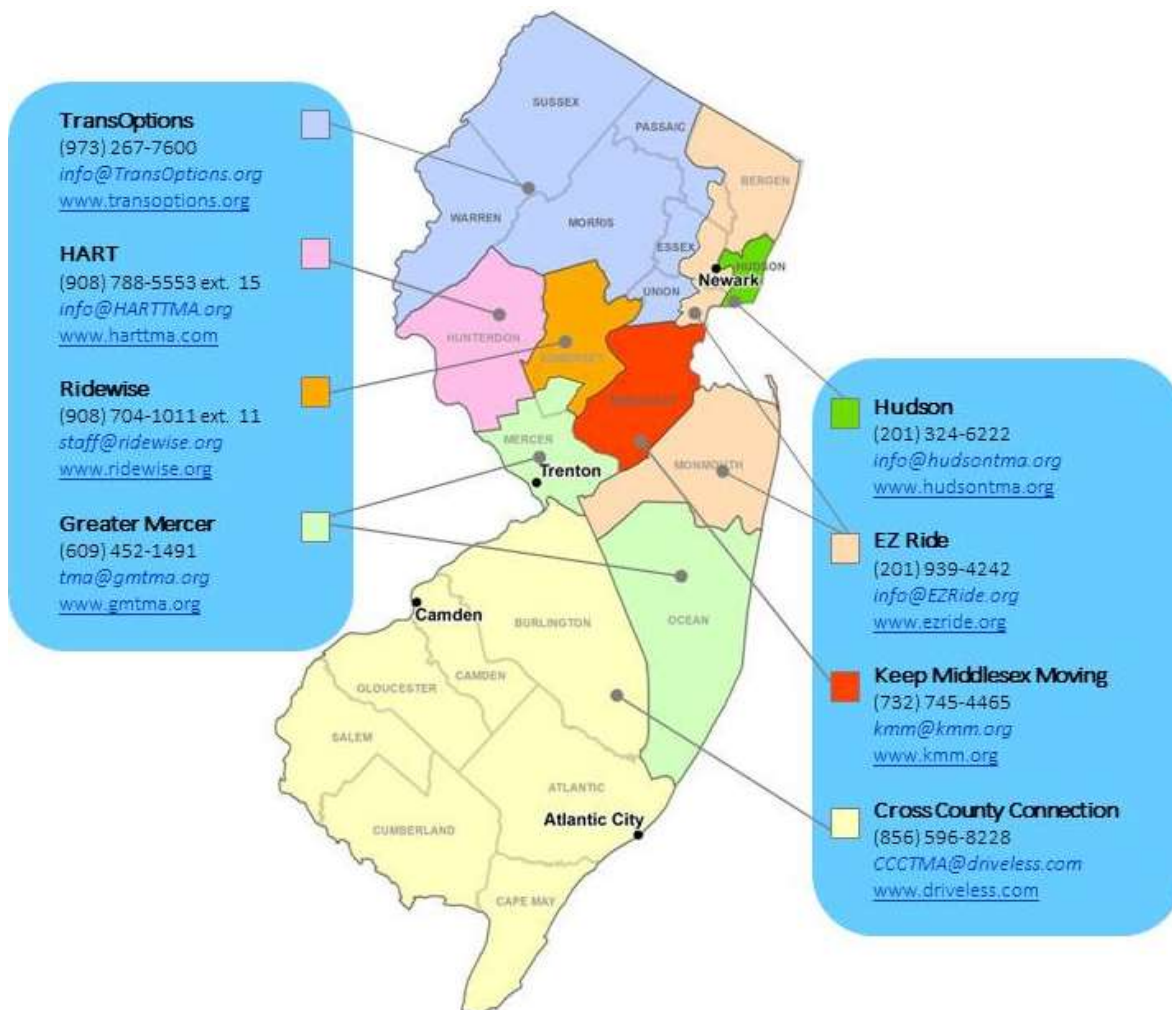
- Enhancing the capacity of Transportation Management Association (TMA) staff by providing training, guidance, support, discussion opportunities, and information sharing regarding the technical aspects of Safe Routes to School;
- Encouraging increased participation in education, encouragement and enforcement 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.

2015 marked the fourth year of the enhanced non-infrastructure program managed through the NJSRTS RC, and the program continues to develop and expand. Working with the NJSRTS RC, the SRTS Regional Coordinators have significantly increased outreach levels across the state since launch of the program in 2011, and they continue to make strides in project and program implementation as reflected in this update report.

1. Outreach Progress Reports

Outreach Progress Reports and maps were prepared both at the statewide level as well as for each TMA based upon information reported in the monthly Record of Contact through the month of December 2015. The reports detail how many and which communities the TMAs have contacted regarding SRTS programs as well as disadvantaged communities reached. Outreach reports have been generated for:

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



Overall Statewide Outreach

Outreach from the TMAs across New Jersey since the start of the expanded program in 2011 (program to date) through December 2015 consisted of the following:

- TMAs made contact with 333 communities or 59% of the total communities in NJ of 565.
- The total number of disadvantaged communities contacted is 92 out of 100 disadvantaged communities in New Jersey.
- The total number of school districts contacted is 117.
- The total number of schools contacted is 666.
- The total number of municipal contacts is 131.
- The total number of contacts with other organizations is 70.
- Total outreach at all levels since 2011 is 984.

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 service areas. The statewide maps show the disadvantaged communities reached and whether outreach levels were initial contacts or program implementation. The disadvantaged community maps indicate both disadvantaged communities contacted and not contacted by each TMA within each of their service areas since the start of the program in 2011 (program to date).

Outreach and engagement with disadvantaged communities is prioritized in the SRTS program. The NJ SRTS RC uses the New Jersey Department of Education's (NJ DOE) District Factor Group (DFG) designation based on a community's approximate socioeconomic status. The DFG designations used in this report are from the 2000 decennial census which is the most recent date they were updated. The following six variables which are closely related to socioeconomic status 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 eight DFG classes are A, B, CD, DE, FG, I, and J. Municipalities ranked A or B (the lowest DFG scores) are considered "Low Socioeconomic Communities" or "Disadvantaged Communities" for the purpose of the SRTS program.

Outreach Observations for each TMA

The outreach section of each TMA's report is a summary since the start of the program in 2011 of:

- The total number and percentage of communities the TMA has reached;
- The total number of contacts at the district, school, municipality, organization, other and total contacts at all levels;
- The total number of disadvantaged or low-socioeconomic status communities contacted in the service area, as well as the number and names of the disadvantaged or low-socioeconomic communities not contacted;

Table of Contacted Municipalities

The report shows a table listing the name of each municipality contacted by county and the type of entity contacted since the start of the program. Outreach has taken place at various levels in each community—school, school district, municipality, or other community organization. Disadvantaged communities are indicated with an asterisk.

Outreach Levels from January through December of 2015 for each TMA

The report displays a pie chart showing the assessed outreach at all levels (school, district, municipality and other organizations) for the months from January through December of 2015 which are detailed in the monthly Record of Contacts. Outreach is categorized into six classes: (1) Contact Made, (2) Preliminary Conversations, (3) Setting up a Program, (4) In the Process of Program Implementation, (5) Ongoing Programming and (6) Institutionalized Programming. Levels were self-reported by TMAs. Criteria for the level of outreach are detailed below:

(1) Contact made

- Contact key players (dialogue, email exchange, conference call)
- Discuss what SRTS is and what TMAs can do to help

(2) 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.

(3) Setting up a program

- Establish a SRTS program by completing an enrollment form or memorandum of understanding, discussing dates for the event(s) and getting a Resolution of Support from local municipal government and local Board of Education (or equivalent body).

(4) In the process of program implementation

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

(5) Ongoing programming

- Get Sustainable Jersey, Sustainable Jersey for Schools and/or SRTS Recognition Program (Bronze, Silver, Gold) certified
- 4 SRTS events planned
- Create a School Travel Plan
- Conduct SRTS student travel mode tally
- Hold a multi-week program such as
 - Walking School Bus
 - Golden Sneaker program
 - Walking Wednesdays
 - Multi-day bike/pedestrian education

(6) Institutionalized programming

- SRTS program is part of the school identity and SRTS events implement with little to no involvement from the TMA.
- Support from PTA, PTO, or Green Team and frequent and regularly scheduled programs (more than 4 on weekly, monthly, and annual basis).

Pedestrian and Bicycle Events from January-December of 2015

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

Education Events from January-December of 2015

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

Policy and Planning Activities from January-December of 2015

Encouraging bicycling and walking to school through policy and planning activities 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.

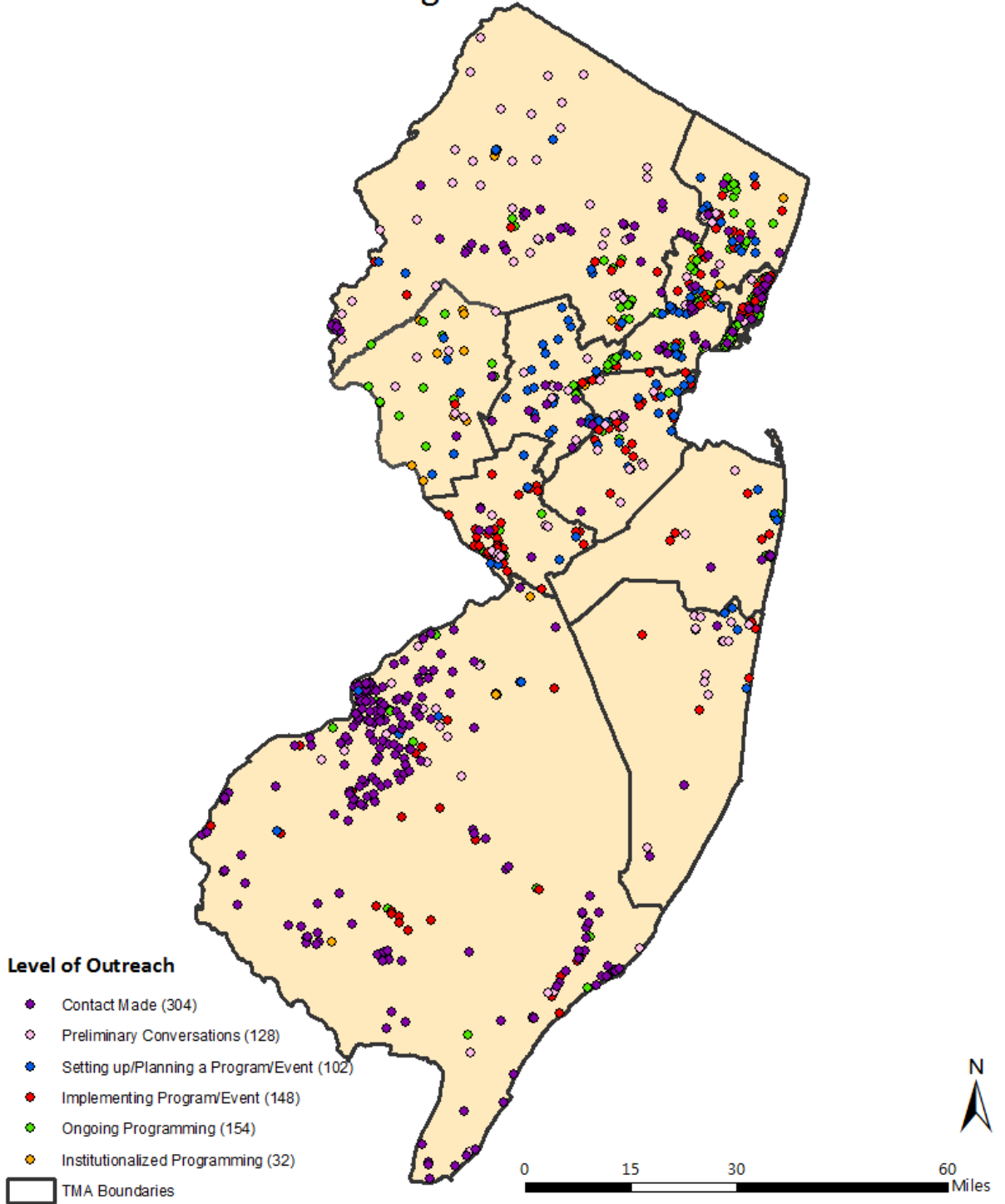
Other Events from January-December of 2015

The number of other events was tabulated in a table. Examples include crossing guard appreciation, community presentations and other events not listed on the Record of Contact.

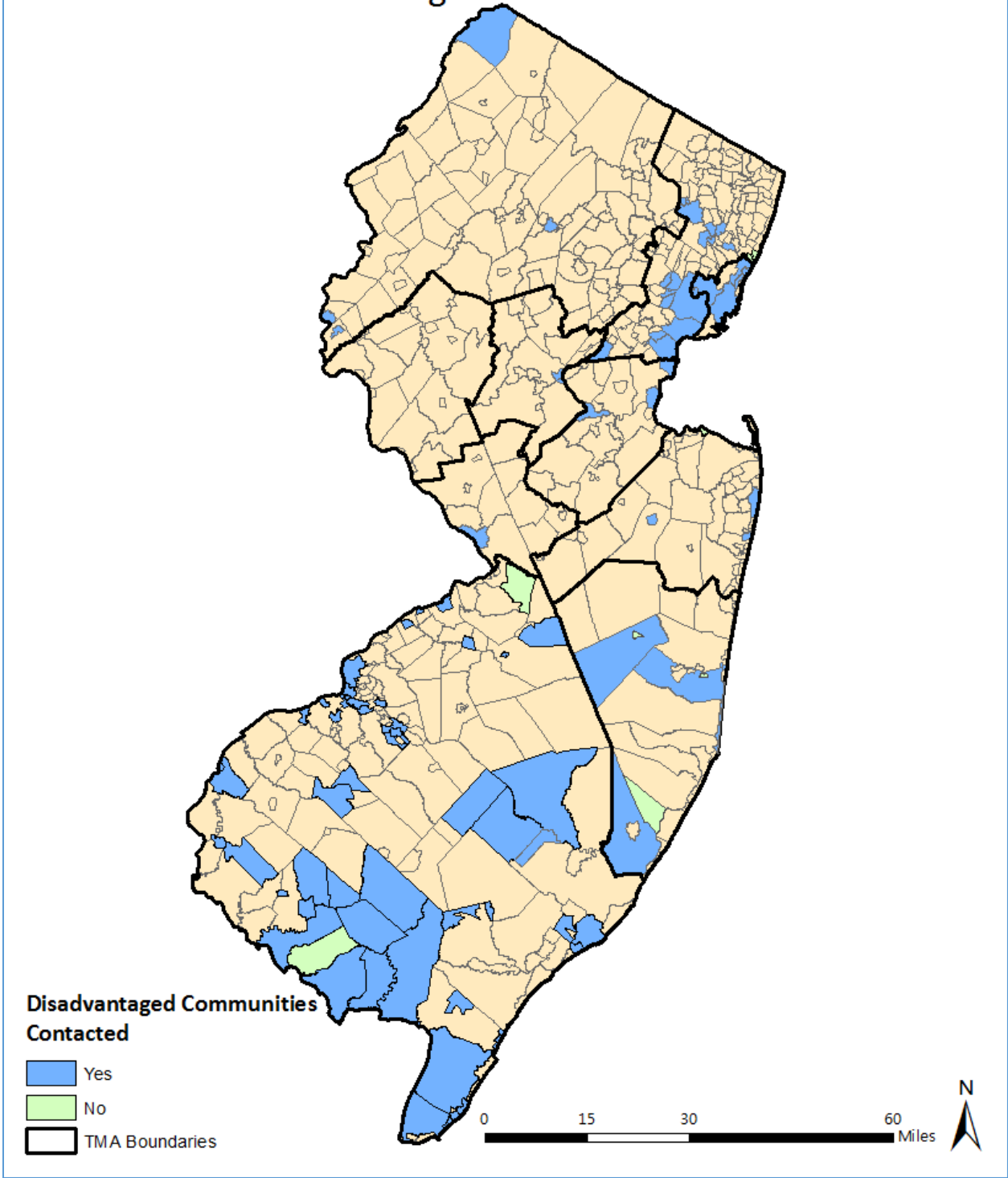
Outreach Level Maps for each TMA

Outreach level information since the start of the program in 2011 (program to date) is represented on a map of each TMA's service area. This map shows the six outreach levels both for schools and municipalities. For TMAs that have disadvantaged communities, maps indicate disadvantaged communities contacted and the level of contact since the start of the program.

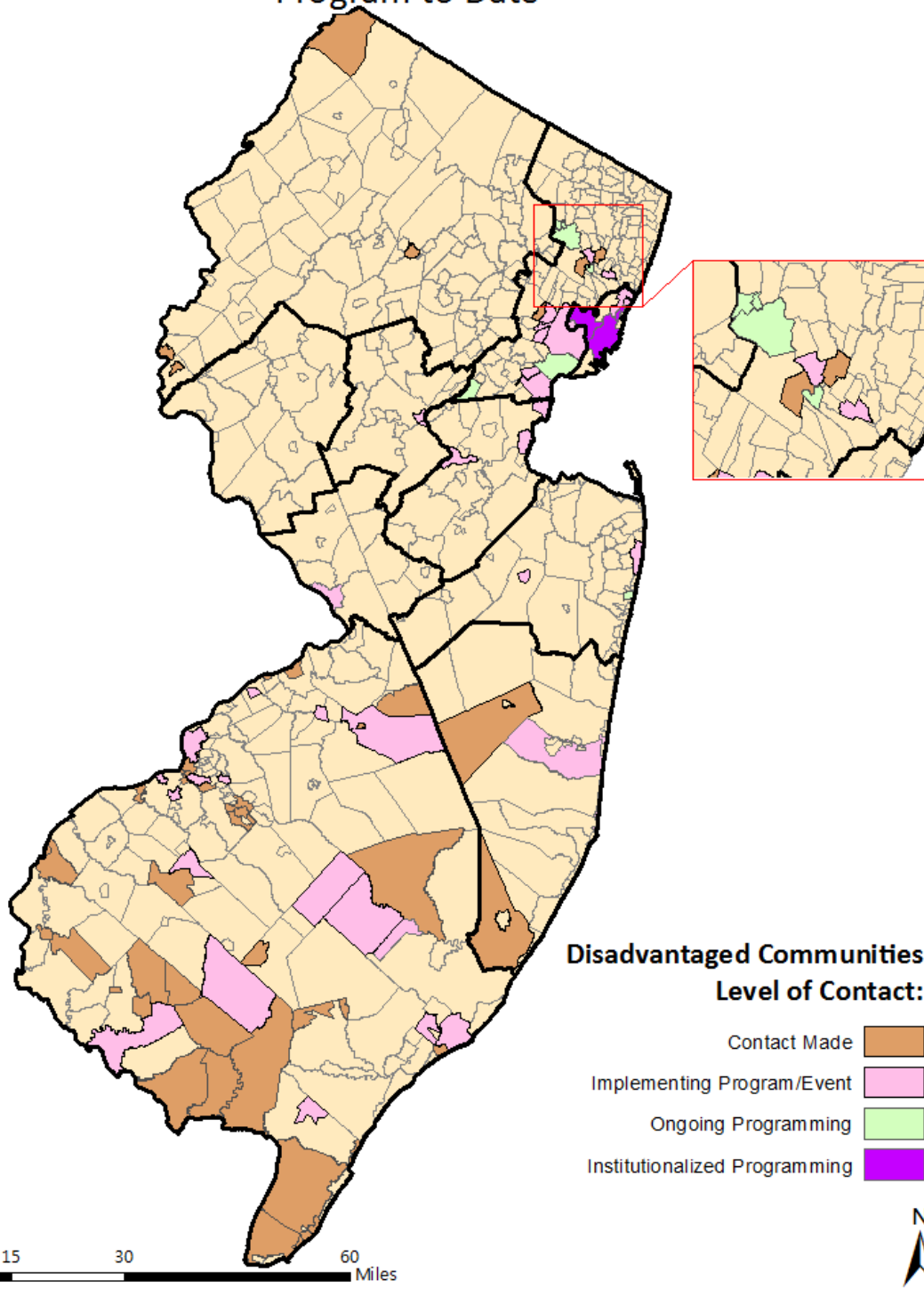
Statewide Outreach Levels: Schools/Other Program to Date



Statewide Disadvantaged Communities Program to Date



Statewide Disadvantaged Communities- Level of Contact Program to Date



Cross County Connection

Outreach Progress Report as of December 2015

Observations (since the start of the program in 2011):

- Total number of communities contacted: 123 out of 170 (72.4%)
- Contacts at the District Level: 32
- Contact at the School Level: 242
- Contacts at the Municipal Level: 24
- Total Contacts (all levels): 298
- 50 Low Socioeconomic Status Communities contacted
- 2 Low Socioeconomic Status Communities not contacted: Chesilhurst Borough and Lawrence Township.

Table of Contacted Municipalities since launch

(* = Low Socioeconomic Status Community)

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

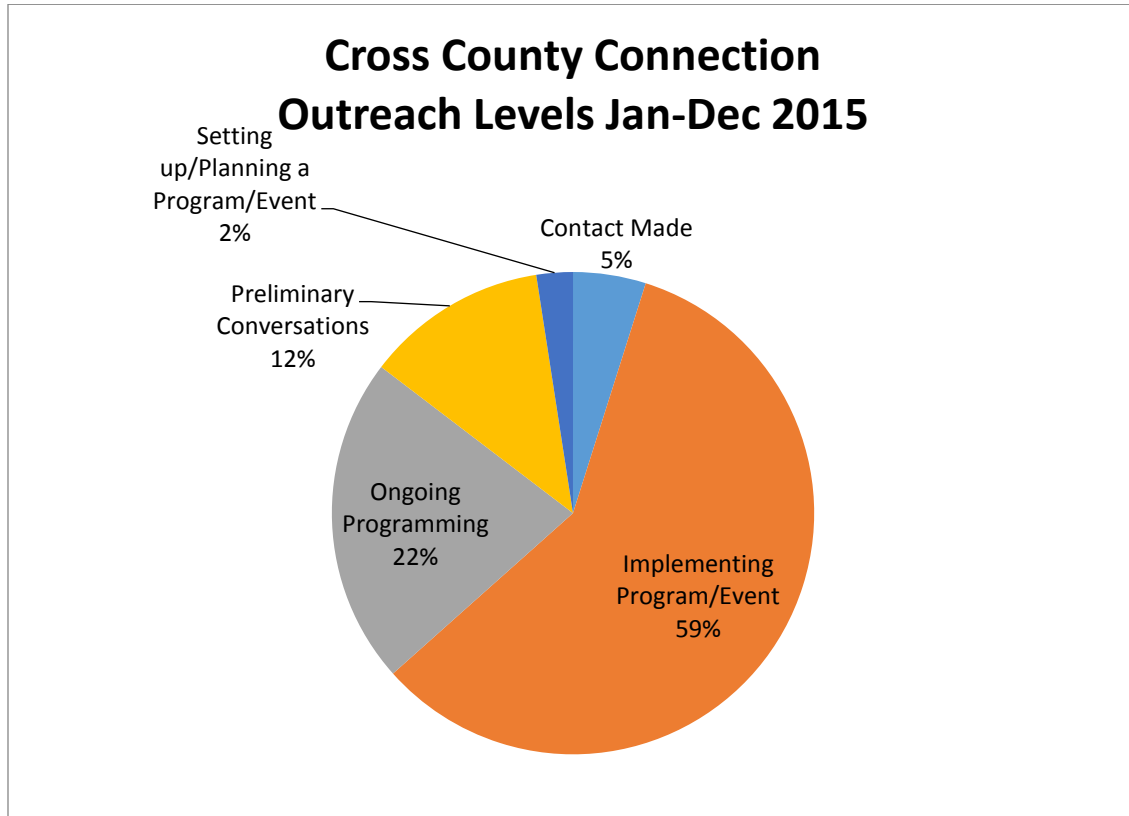
Bordentown	School
Burlington*	Municipality, 2 Schools
Cinnaminson Township	1 School
Delanco Township	Municipality
Edgewater Park	School
Evesham Township	Municipality and 6 Schools
Marlton	1 School
Medford Lakes	1 School
Moorestown	5 Schools
Mount Holly Township*	1 School
Mount Laurel Township	3 Schools
New Hanover Township*	1 School
Palmyra	1 School
Pemberton Township*	4 Schools
Riverside Township*	1 School
Southampton	3 Schools
Washington Township*	District
Westampton Township	1 School
Willingboro Township	District
Camden County	
Atco	1 School
Barrington	1 School
Bellmawr*	1 School
Berlin	Municipality, School
Brooklawn*	1 School
Camden*	District, Municipality, and 23 Schools
Cherry Hill	14 Schools
Clementon*	District
Collingswood	Municipality, 4 Schools
Gibbsboro	1 School
Gloucester	8 Schools
Gloucester City*	3 Schools
Haddon Heights	Municipality and 5 Schools
Haddon Township	5 Schools
Haddonfield	Municipality and 1 School
Laurel Springs	1 School
Lawnside*	District, 1 School
Lindenwold*	District and 3 Schools
Magnolia	Municipality
Merchantville	School
Mount Ephraim	3 Schools
Oaklyn	School
Pennsauken Township	2 Schools
Pine Hill*	District and 1 School

Runnemede*	District
Stratford	District and 2 Schools
Voorhees Township	District, 1 School
Winslow Township	School
Woodlyne	1 School
Cape May County	
Avalon	District
Cape May	District and 3 Schools
Dennis Township	Municipality
Lower Township*	2 Schools
Marmora	2 Schools
Middle Township*	School
North Wildwood*	1 School
Ocean City	District
Petersburg	1 School
Sea Isle City*	District
Upper Township	1 School
Wildwood*	2 Schools
Wildwood Crest*	District
Woodbine*	1 School
Cumberland County	
Bridgeton*	8 Schools
Commercial Township*	Municipality
Deerfield Township*	District
Fairfield Township*	Municipality, School
Greenwich Township	2 Schools
Maurice River Township*	Municipality
Millville*	District and 8 Schools
Port Norris	2 Schools
Shiloh*	1 School
Upper Deerfield Township*	District
Vineland*	Municipality, District and 7 Schools
Gloucester County	
Elk Township*	Municipality, 1 School
Glassboro*	District, 4 Schools
Gloucester	District
Harrison Township	1 School
Mantua Township	District
Monroe	1 School
National Park*	1 School
Paulsboro*	2 Schools
Pitman	3 Schools
Sewell	5 Schools

Turnersville	4 Schools
Washington Township	District
Wenonah	Municipality
Westville*	District
Woodbury*	3 Schools
Woodbury Heights	1 School
Woolwich Township	District
Salem County	
Carneys Point	2 Schools
Elmer	1 School
Lower Alloways Creek Township	1 School
Mannington Township	Municipality
Penns Grove*	2 Schools
Pennsville	4 Schools
Port Republic	1 School
Quinton*	2 Schools
Salem*	2 Schools
Woodstown	Municipality and School
Total= 123 Communities	

Cross County Connection

Outreach Levels from January 2015 through December 2015:



Cross County Connection

Pedestrian and Bicycle Events from January-December 2015

Type of Event	# of Events	# of Participants
Walk to School Day	23	2500
Bike to School Day	3	163
Bike Rodeo/Bike Clinic	9	510

**Cross County Connection
Educational Events from January-December 2015**

Type of Event	# of Events	# of Events with on street/on foot Component	# of Participants
Pedestrian Safety Lesson	13	3	2018







**Cross County Connection
Planning and Policy Activities from January-December 2015**

Type of Project	# of Projects	# of Participants
Walkability Assessment	3	15
Supportive Walk/Bike to School Policy	1	N/A
School Travel Plans	2	N/A
Assistance with Infrastructure Grants	2	N/A
Serve Students with Special Needs	1	N/A







Cross County Connection Program to Date

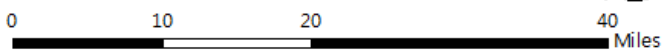
Schools/Municipalities Level of Outreach

Municipalities

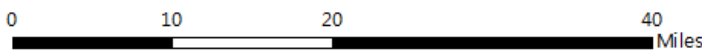
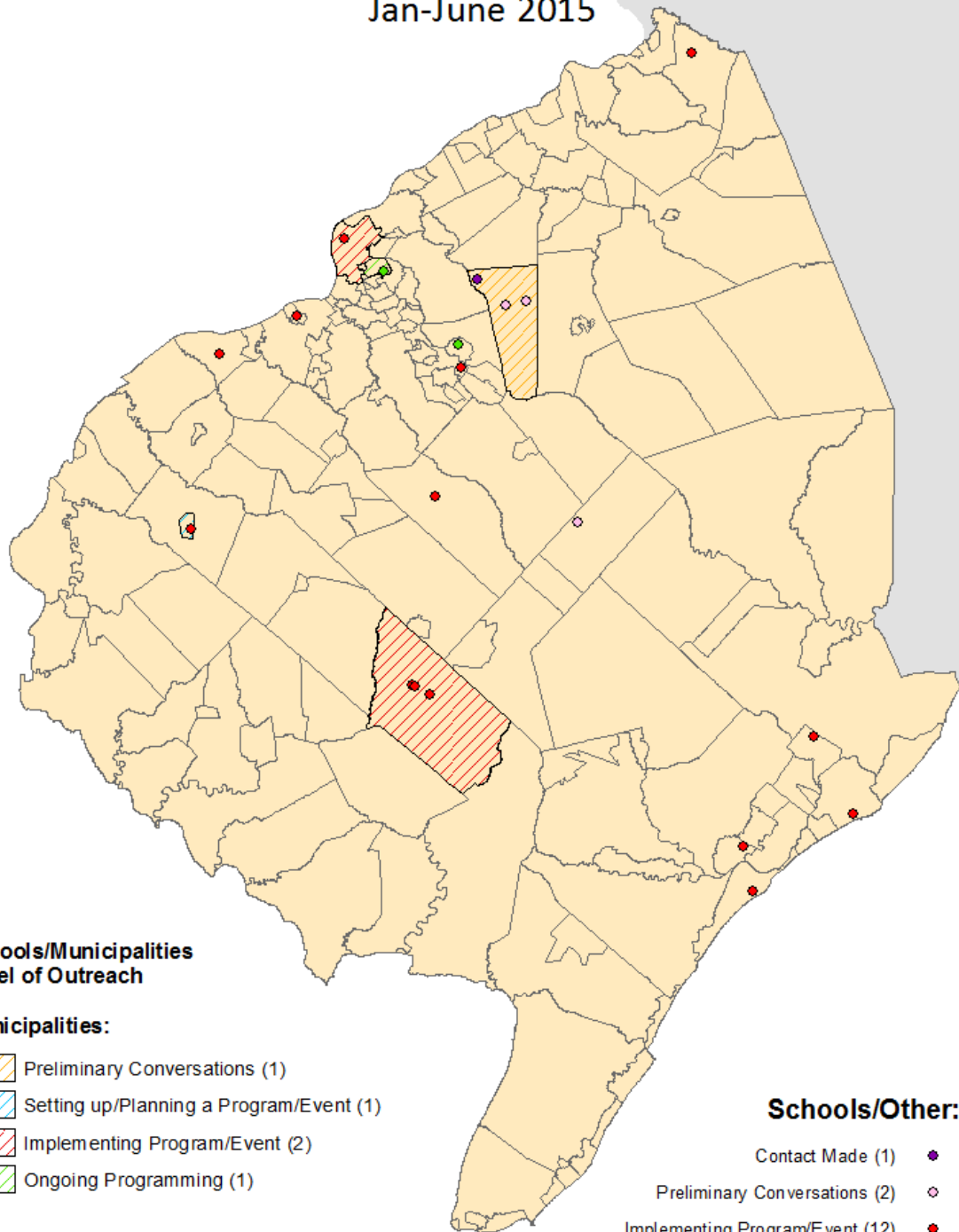
-  Contact Made (8)
-  Preliminary Conversations (6)
-  Setting up/Planning a Program/Event (4)
-  Implementing Program/Event (1)
-  Ongoing Programming (2)
-  Institutionalized Programming (1)

Schools/Other

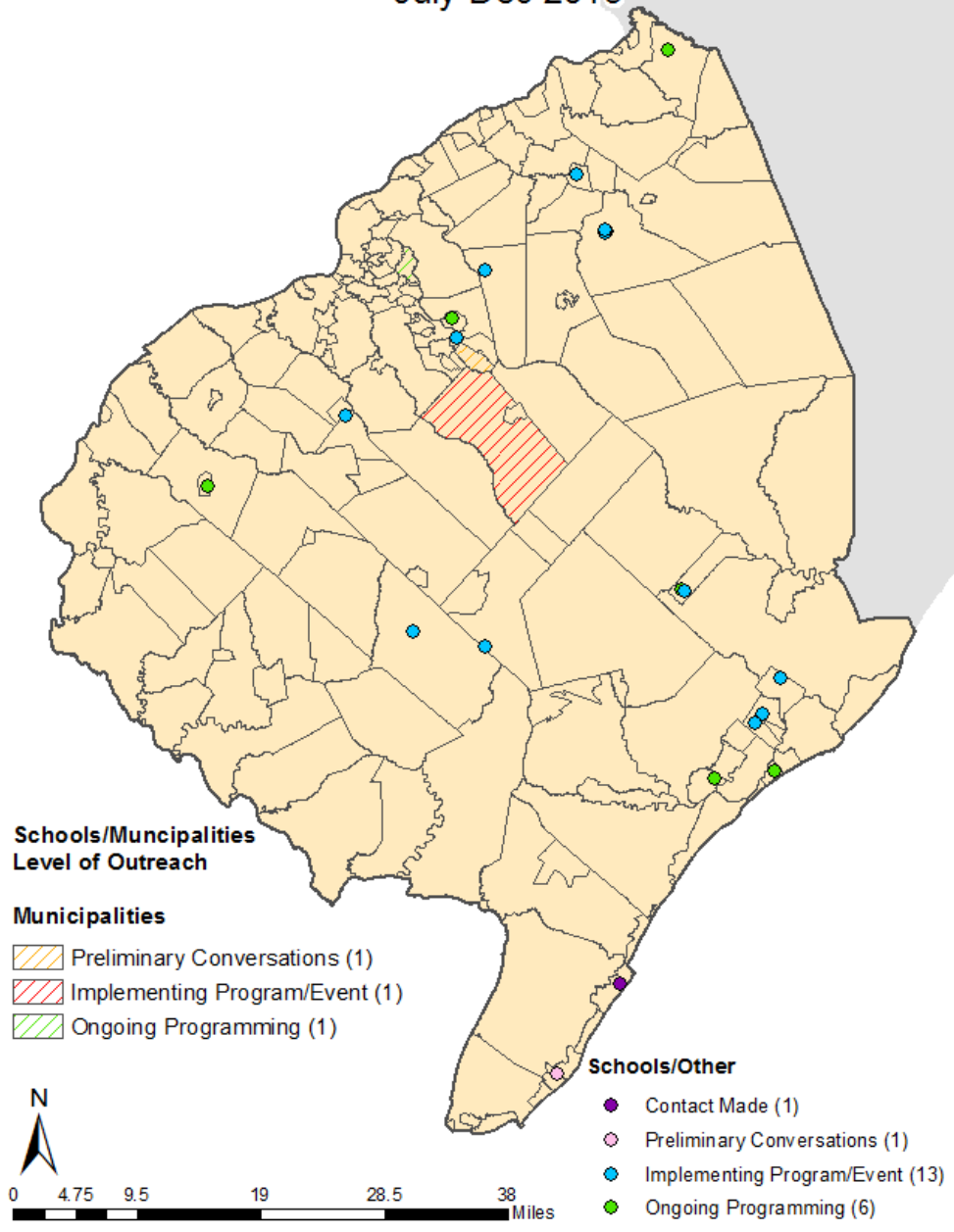
-  Contact Made (211)
-  Preliminary Conversations (29)
-  Setting up/Planning a Program/Event (7)
-  Implementing Program/Event (28)
-  Ongoing Programming (17)
-  Institutionalized Programming (7)



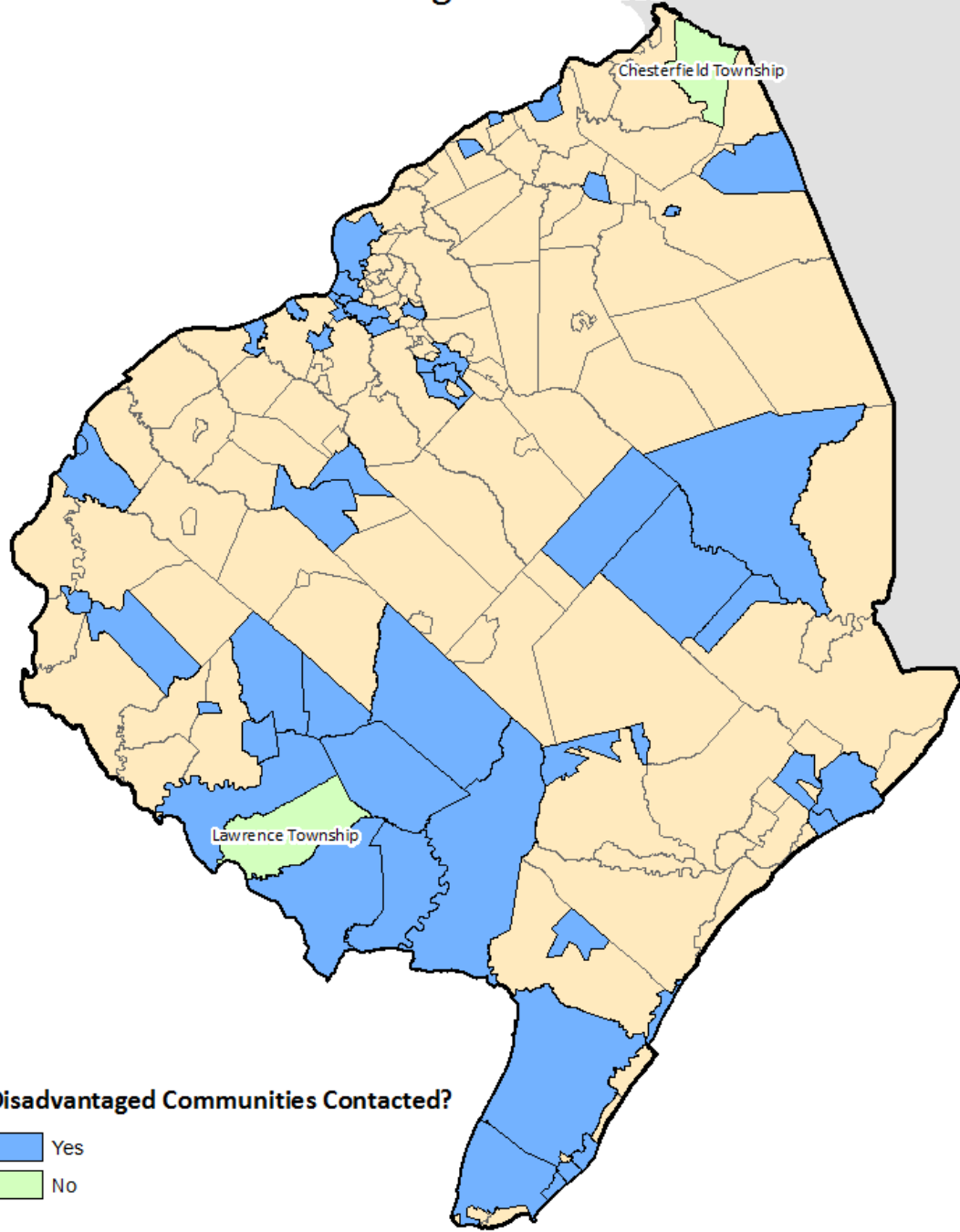
Cross County Connection Jan-June 2015



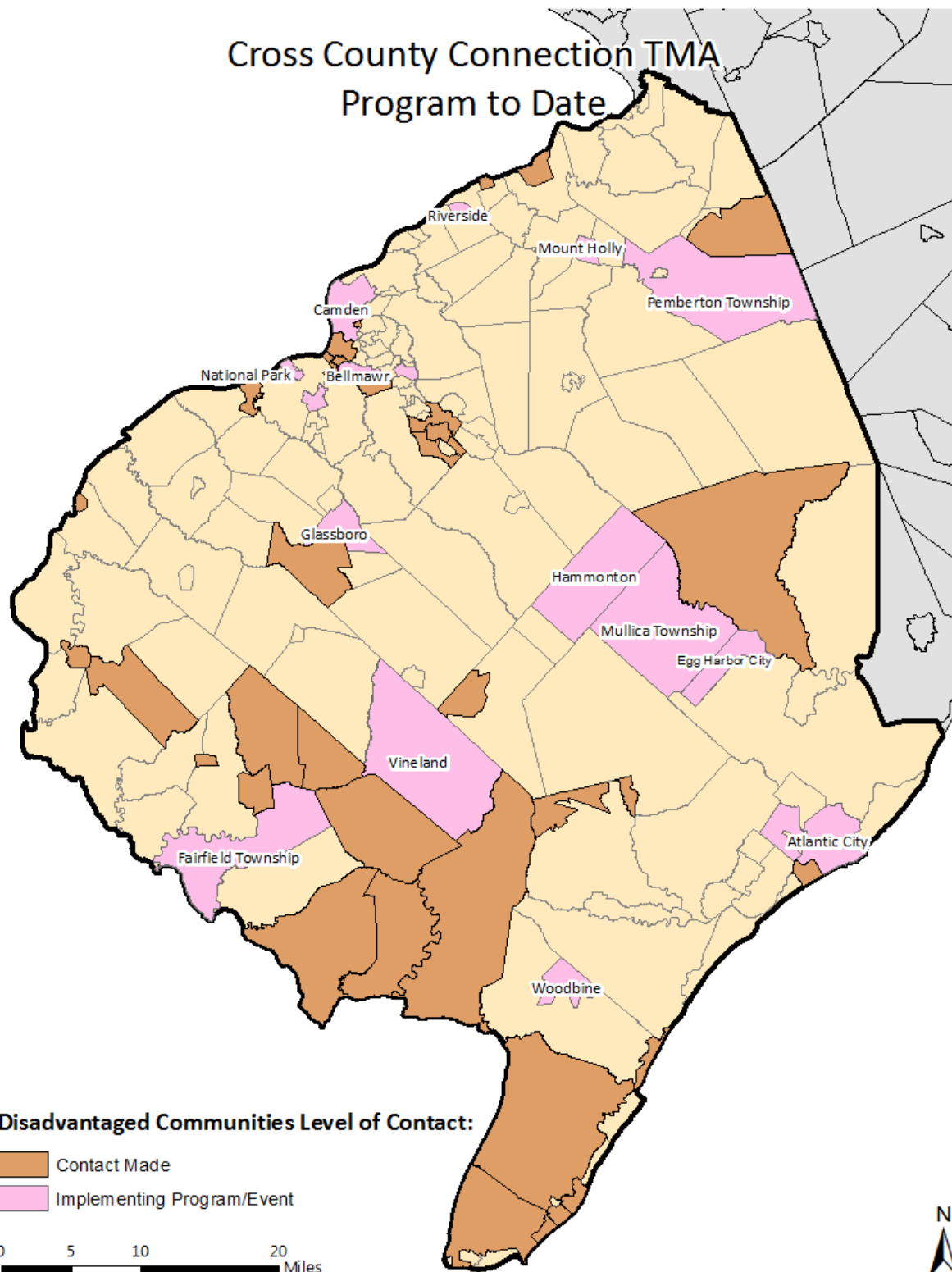
Cross County Connection July-Dec 2015



Cross County Connection TMA Program to Date



Cross County Connection TMA Program to Date



Greater Mercer TMA

Outreach Progress Report as of December 2015

Observations (since the start of the program in 2011):

- Total number of communities contacted: 27 out of 45 (60%)
- Contacts at the District Level: 5
- Contacts at the School Level: 65
- Contacts at the Municipal Level: 13
- Contacts at any other Level: 16
- Total Contacts (all levels): 99
- 5 Low Socioeconomic Status Communities contacted
- 3 Low Socioeconomic Status Communities not contacted: Lakehurst Borough, Ocean Gate, and Eagleswood Township.

Table of Contacted Municipalities

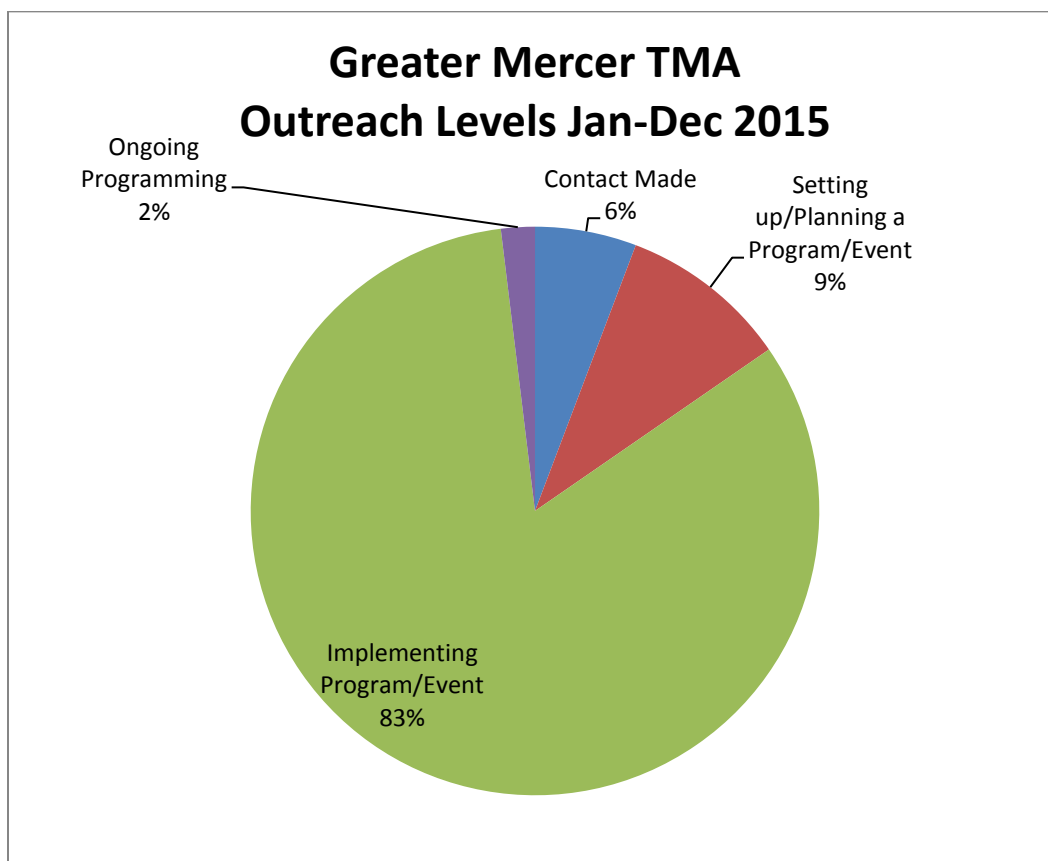
(* = Low Socioeconomic Status Community)

Municipality	Extent of Contact
MERCER COUNTY	
East Windsor	Municipality and Other
Ewing Township	3 Schools, and 2 Others
Hamilton	6 Schools, and 1 Other
Hightstown	Municipality, 3 Schools and 2 Others
Hopewell	Municipality, District, 2 schools
Lawrence Township	Municipality, 3 Schools, and 2 Others
Montgomery	Municipality
Pennington	Municipality, District, 2 schools
Princeton Township	Municipality, District, 5 Schools
Robbinsville Township	Municipality, 1 School
Trenton*	14 Schools, and 7 Others
West Windsor Township	Municipality, District, 2 Schools
OCEAN COUNTY	
Barnegat Township	1 School
Bay Head	1 School
Berkley Township*	Other
Brick Township	8 Schools
Jackson	Municipality
Lakewood Township	Municipality, 4 Schools
Lavallette	1 School

Little Egg Harbor Township*	1 School
Manchester	1 School
Pine Beach	1 School
Point Pleasant	Municipality, 2 Schools
Seaside Heights*	1 School
Toms River	Municipality, District and 1 School
Tuckerton	1 School
SOMERSET COUNTY	
Montgomery Township	1 School
Total = 27 Communities	

Greater Mercer TMA

Outreach Levels from January 2015 through December 2015:



Greater Mercer

Pedestrian and Bicycle Events from January-December 2015

Type of Event	# of Events	# of Participants
Walk to School Day	8	2312
Bike Rodeo/Bike Clinic	5	236
Other Ped/Bike Event	1	100
Walking School Bus	1	30
Bike to School Day	2	100

Greater Mercer

Education Events from January-December 2015

Type of Event	# of Events	# of Events with on street/on foot Component	# of Participants
Bike Safety Lesson	17	5	548
Pedestrian Safety Lesson	30	0	6702
Serve Students with Special Needs	1	N/A	N/A

Greater Mercer

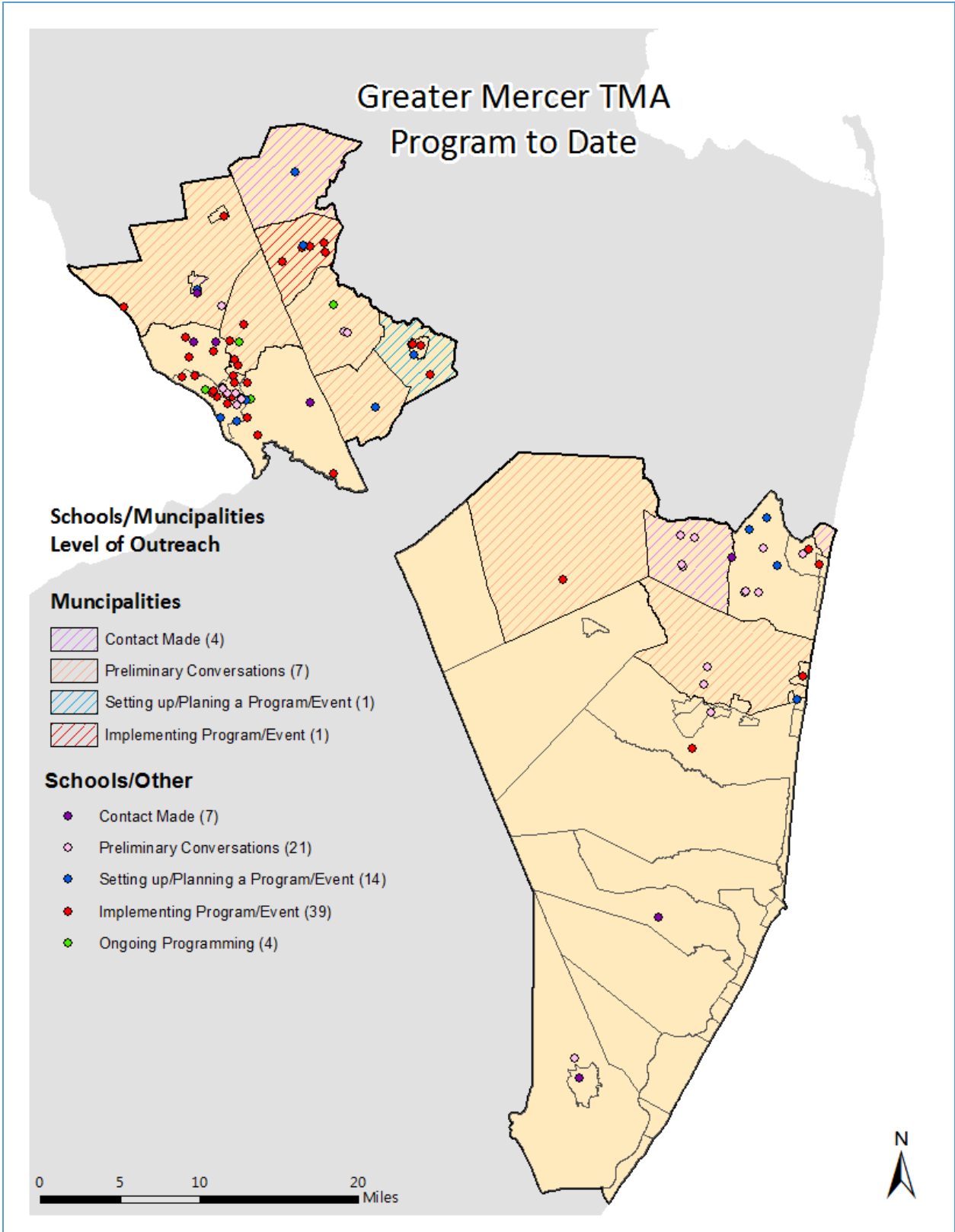
Planning and Policy Activities from January-December 2015

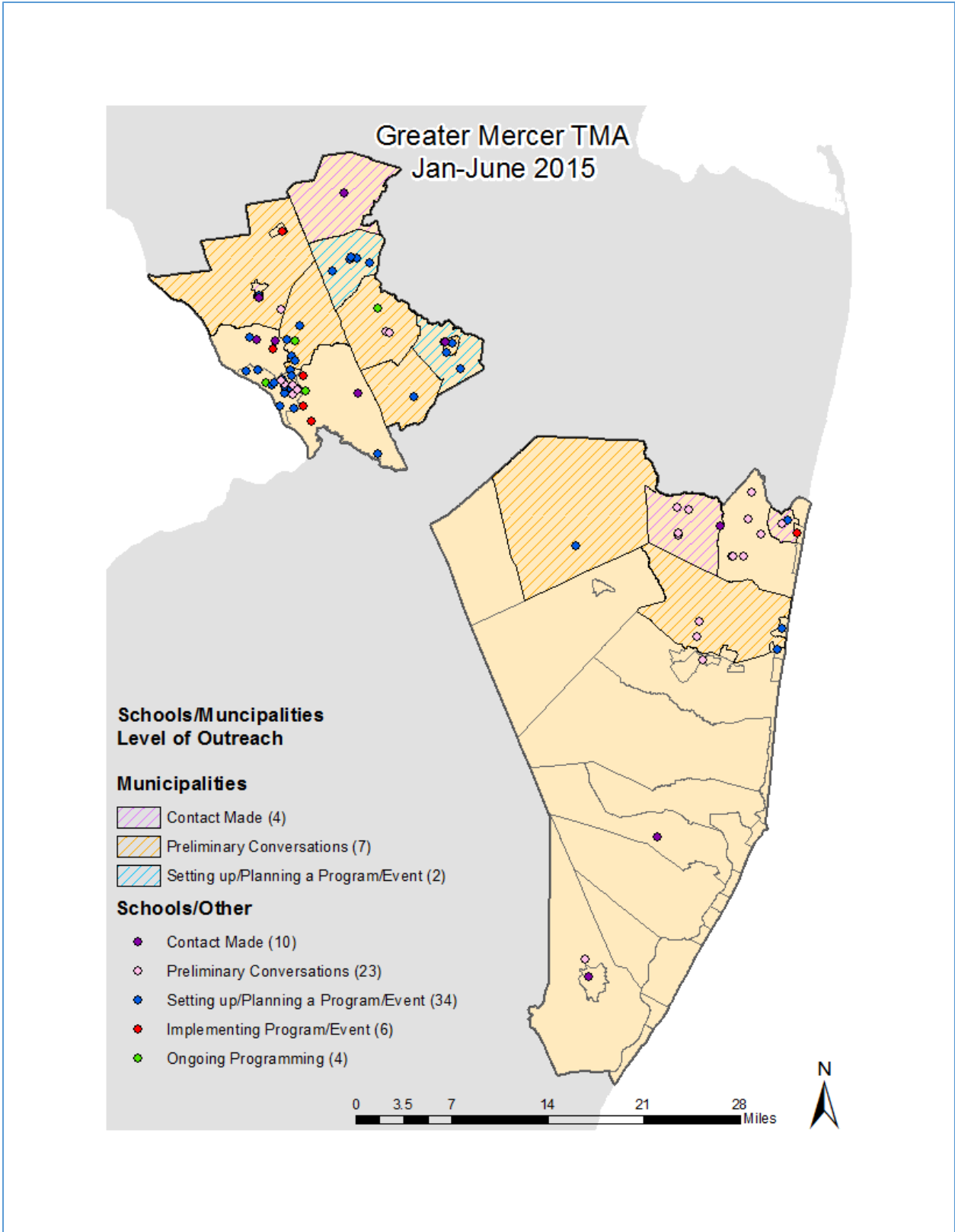
Type of Project	# of Projects	# of Participants
Walkability Assessment	1	222
Supportive Walk/Bike to School Policy	1	N/A
Safe Routes to School Recognition Program	2	N/A

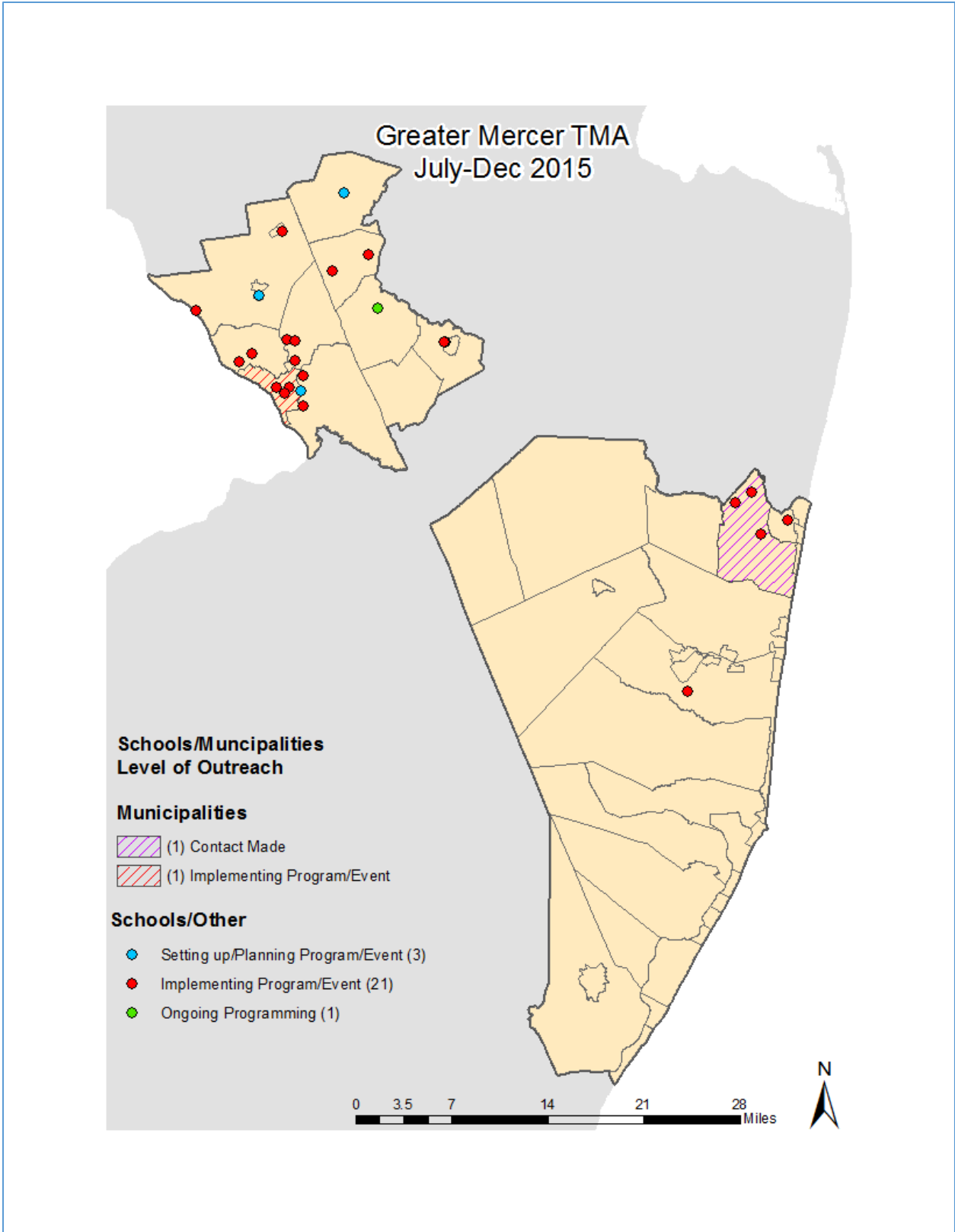
Greater Mercer

Other Events from January-December 2015

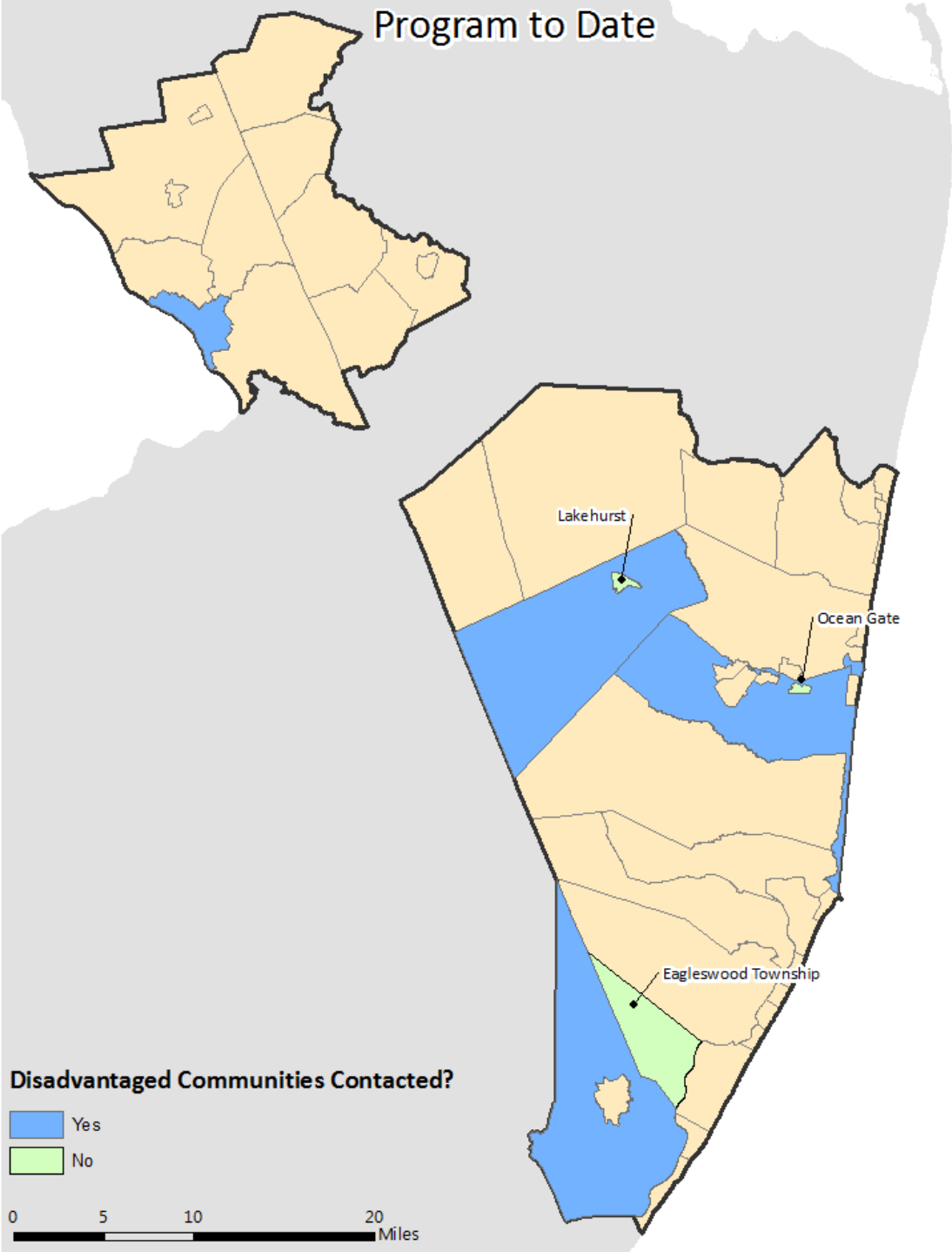
Type of Event	# of Events	# of Participants
Community Presentation	7	630
Other Educational Event	1	1



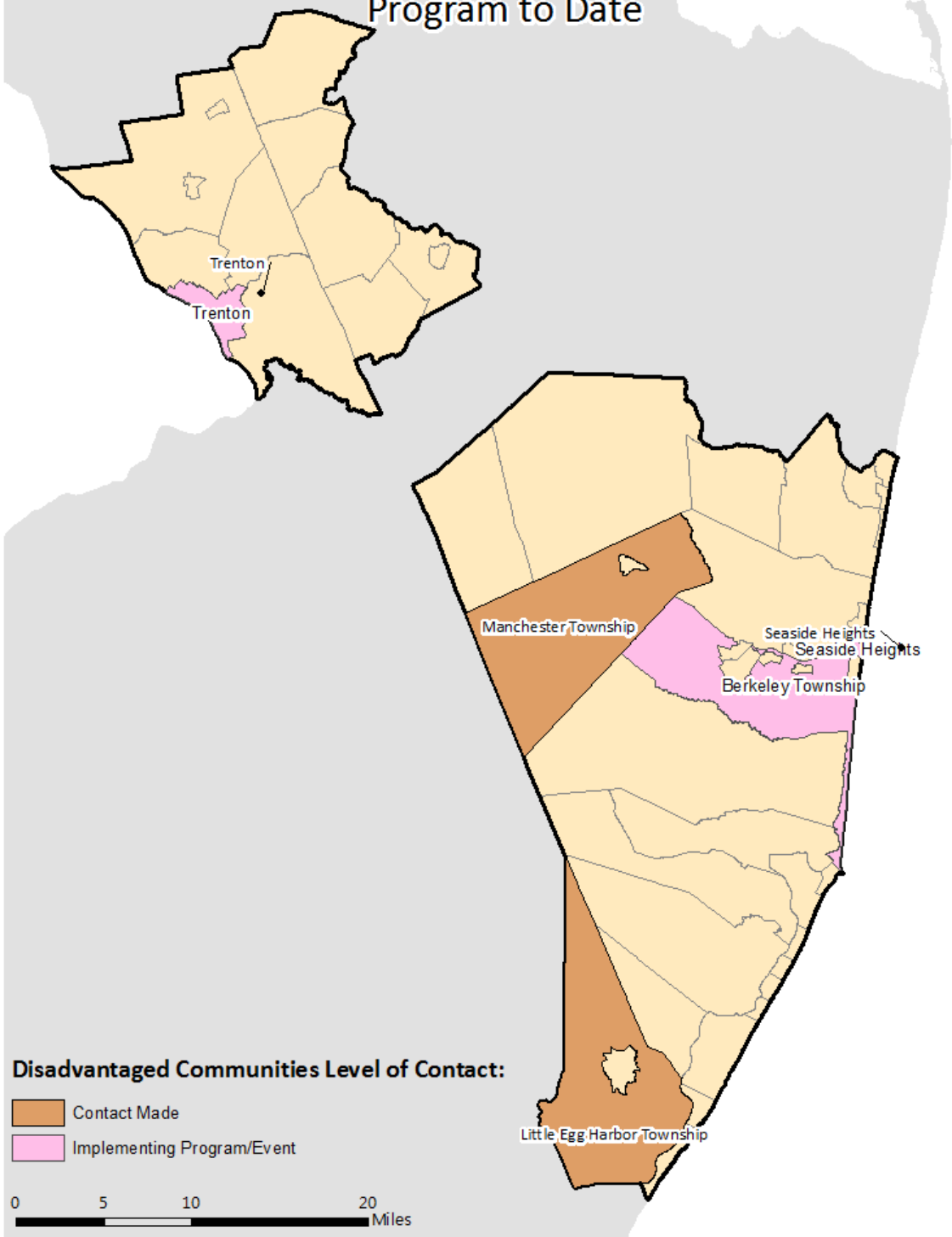




Greater Mercer TMA Program to Date



Greater Mercer TMA Program to Date



HART TMA

Outreach Progress Report as of December 2015

Observations (since the start of the program in 2011):

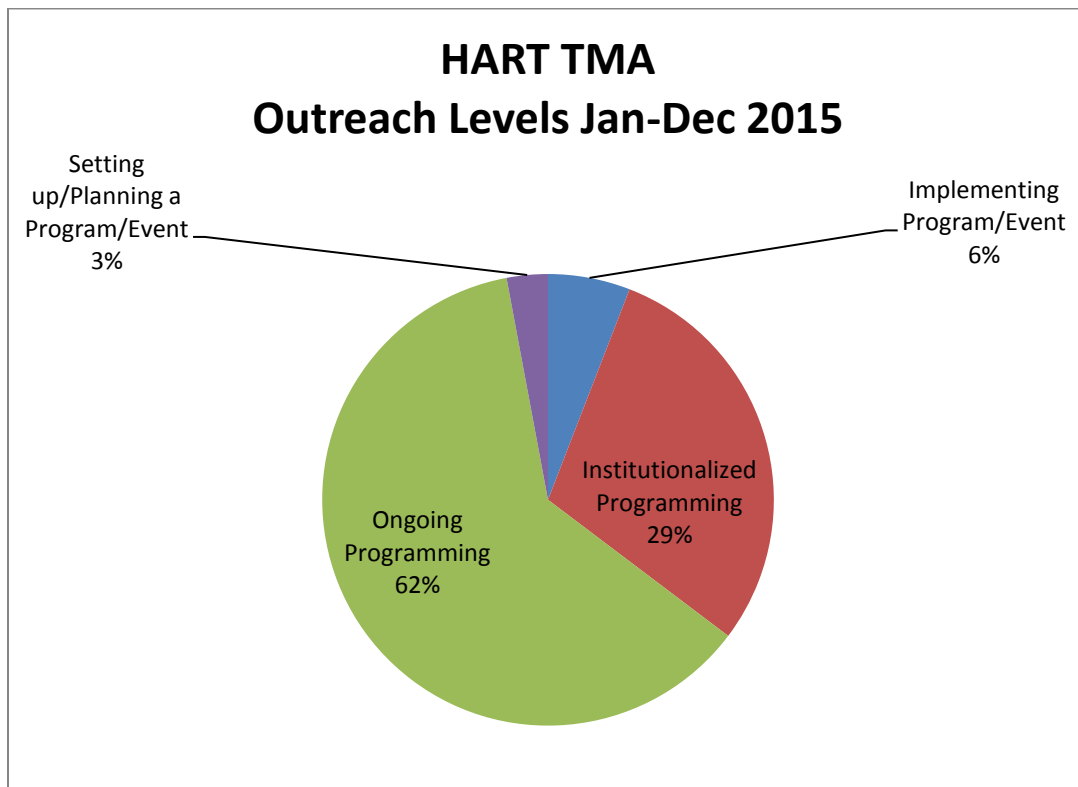
- Total number of communities contacted: 22 out of 26 (84.6%)
- Contacts at the District Level: 1
- Contacts at the School Level: 28
- Contacts at the Municipal Level: 19
- Contacts at any other Level: 7
- Total Contacts (all levels): 55
- No Low Socioeconomic Status Communities exist in the HART TMA 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, 1 School, 2 Others
Delaware	Municipality, 1 School
East Amwell	Municipality
Flemington	Municipality, 1 School
Franklin Township	Municipality, 1 School
Frenchtown	2 Schools
Glen Gardner	Municipality and 2 Others
Hampton	Municipality, 1 School
High Bridge	2 Schools
Kingwood Township	Municipality, 1 School
Lambertville	1 School
Lebanon	Municipality, District, and 1 School
Milford	Municipality, 1 School
Raritan Township	Municipality, 5 Schools, and 3 Others
Readington Township	Municipality, 3 Schools
Stockton	Municipality, 1 School
Tewksbury Township	Municipality, 1 School
Union Township	Municipality, 1 School
West Amwell Township	Municipality, 1 School
Total: 22 Communities	

HART TMA

Outreach Levels from January 2015 through December 2015:



HART TMA

Pedestrian and Bicycle Events from January-December 2015

Type of Event	# of Events	# of Participants
Walking School Bus	35	1716
Bike Train	1	16
Walk to School Day	26	2165
Bike Rodeo/Bike Clinic	2	32
Mileage Club or Contest	3	93
Other Pedestrian or Bike Event	3	171

HART TMA

Education Events from January-December 2015

Type of Event	# of Events	# of Events with on street/on foot Component	# of Participants
Bike Safety Lesson	21	0	1597
Pedestrian Safety Lesson	127	25	1940

HART TMA

Planning and Policy Activities from January-December 2015

Type of Project	# of Projects	# of Participants
Walkability Assessment	2	9
School Travel Plan	8	N/A
Supportive Walk/Bike to School Policy	5	N/A
Other Planning or Policy Activity	11	60
Serve Students with Special Needs	12	N/A

HART TMA






Other Events from January-December 2015

Type of Event	# of Events	# of Participants
Crossing Guard Appreciation	18	N/A
Other Educational Event	15	35







HART Program to Date

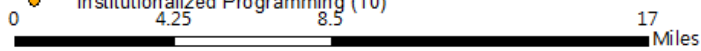
Schools/Municipalities Level of Outreach

Municipalities

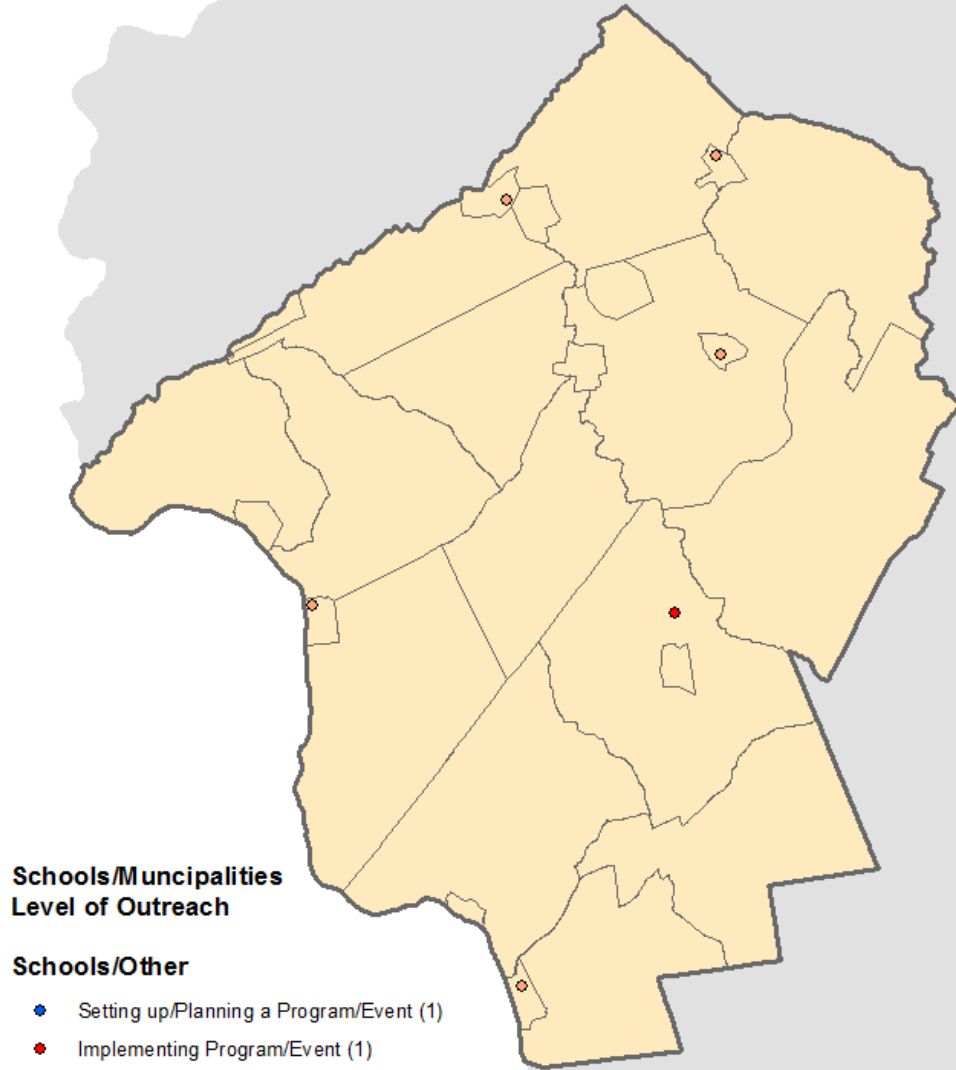
-  Contact Made (8)
-  Preliminary Conversations (1)
-  Setting up/Planning a Program/Event (3)
-  Ongoing Programming (6)
-  Institutionalized Programming (1)

Schools/Other

-  Contact Made (2)
-  Preliminary Conversations (6)
-  Setting up/Planning a Program/Event (7)
-  Implementing Program/Event (1)
-  Ongoing Programming (14)
-  Institutionalized Programming (10)



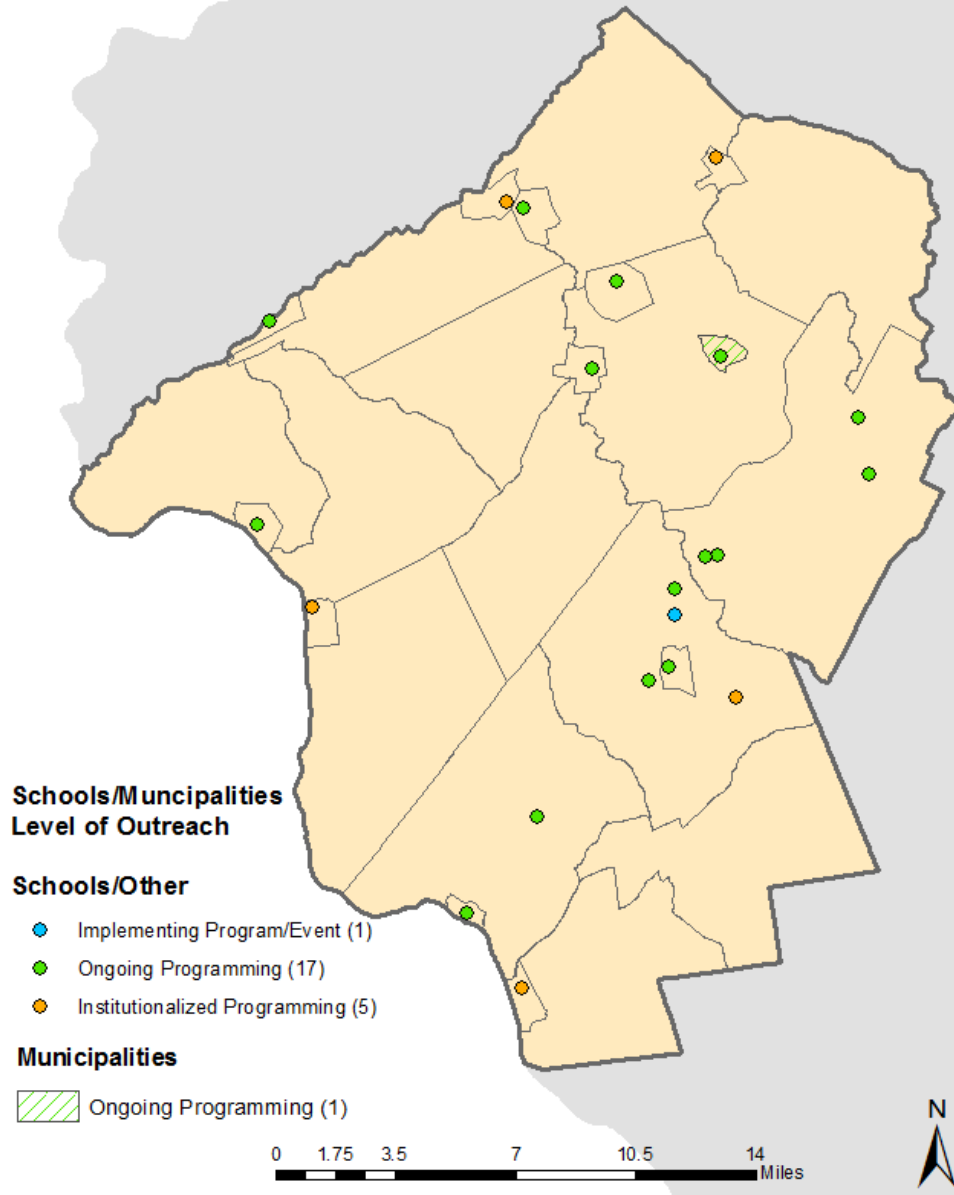
HART
Jan-June 2015



0 1.75 3.5 7 10.5 14 Miles



HART
July-Dec 2015



Hudson TMA

Outreach Progress Report as of December 2015

Observations (since the start of the program in 2011):

- Total number of communities contacted: 12 out of 12
- Contacts at the District Level: 5
- Contacts at the School Level: 77
- Contacts at the Municipal Level: 4
- Contacts at Other level: 7
- Total Contacts (all levels): 93
- All 8 Low Socioeconomic Status Communities contacted

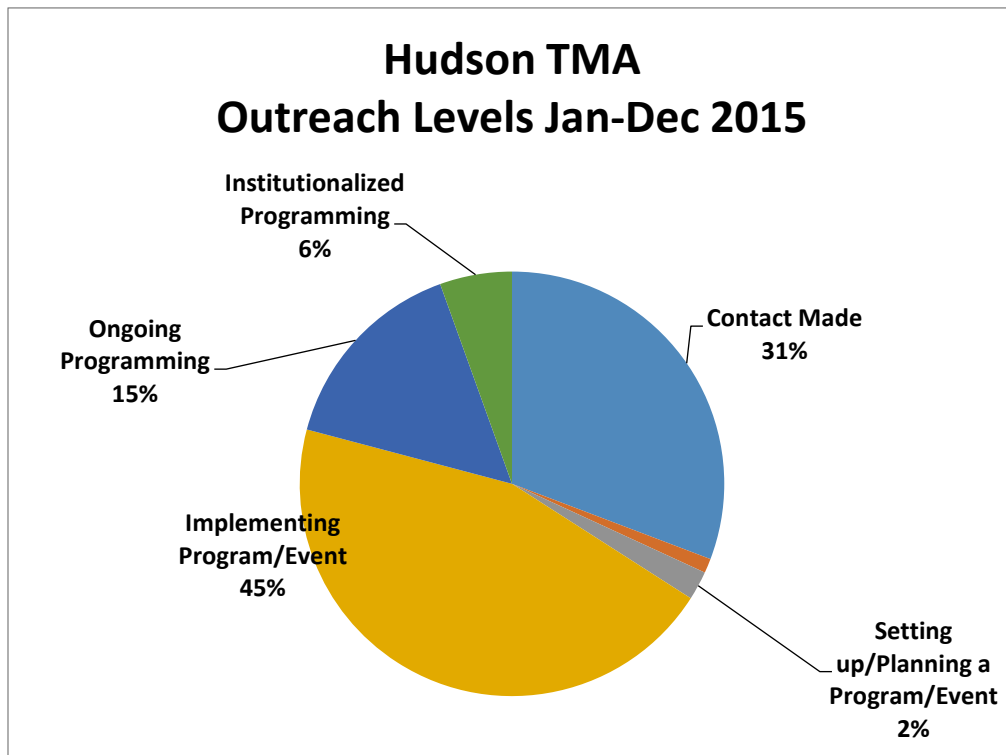
Table of Contacted Municipalities

(* = Low Socioeconomic Status Community)

Municipality	Extent of Contact
HUDSON COUNTY	
Bayonne	District, 13 Schools and 2 Other
East Newark*	1 School
Guttenberg*	1 School
Harrison	2 Schools
Hoboken	Municipality, District, 4 Schools, Other
Jersey City*	District, 32 Schools, 2 Other
Kearny*	Municipality, 2 Schools
North Bergen*	District, 7 Schools, Municipality, Other
Secaucus	District and Municipality
Union City*	8 Schools
Weehawken	Other
West New York*	7 Schools
Total: 12 Communities	

Hudson TMA

Outreach Levels from January 2015 through December 2015:



Hudson TMA

Pedestrian and Bicycle Events from January-December 2015

Type of Event	# of Events	# of Participants
Walk to School Day	12	2148
Bike Rodeo/Bike Clinic	2	1000
Mileage Club or Contest	14	1868
Walking School Bus	14	N/A

Hudson TMA

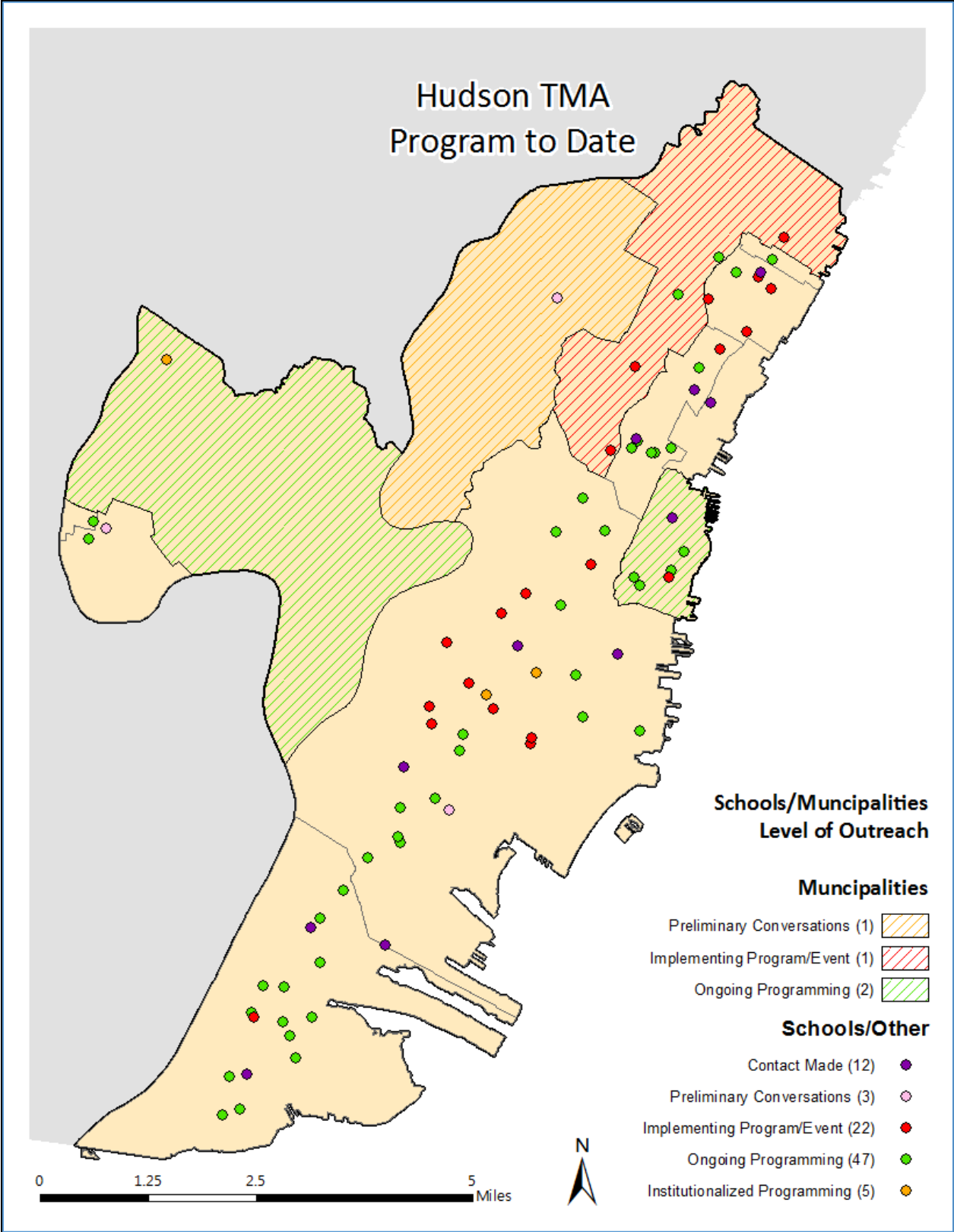
Educational Events from January-December 2015

Type of Event	# of Events	# of Events with on street/on foot Component	# of Participants
Bike Safety Lesson	21	16	5166
Pedestrian Safety Lesson	1	1	400

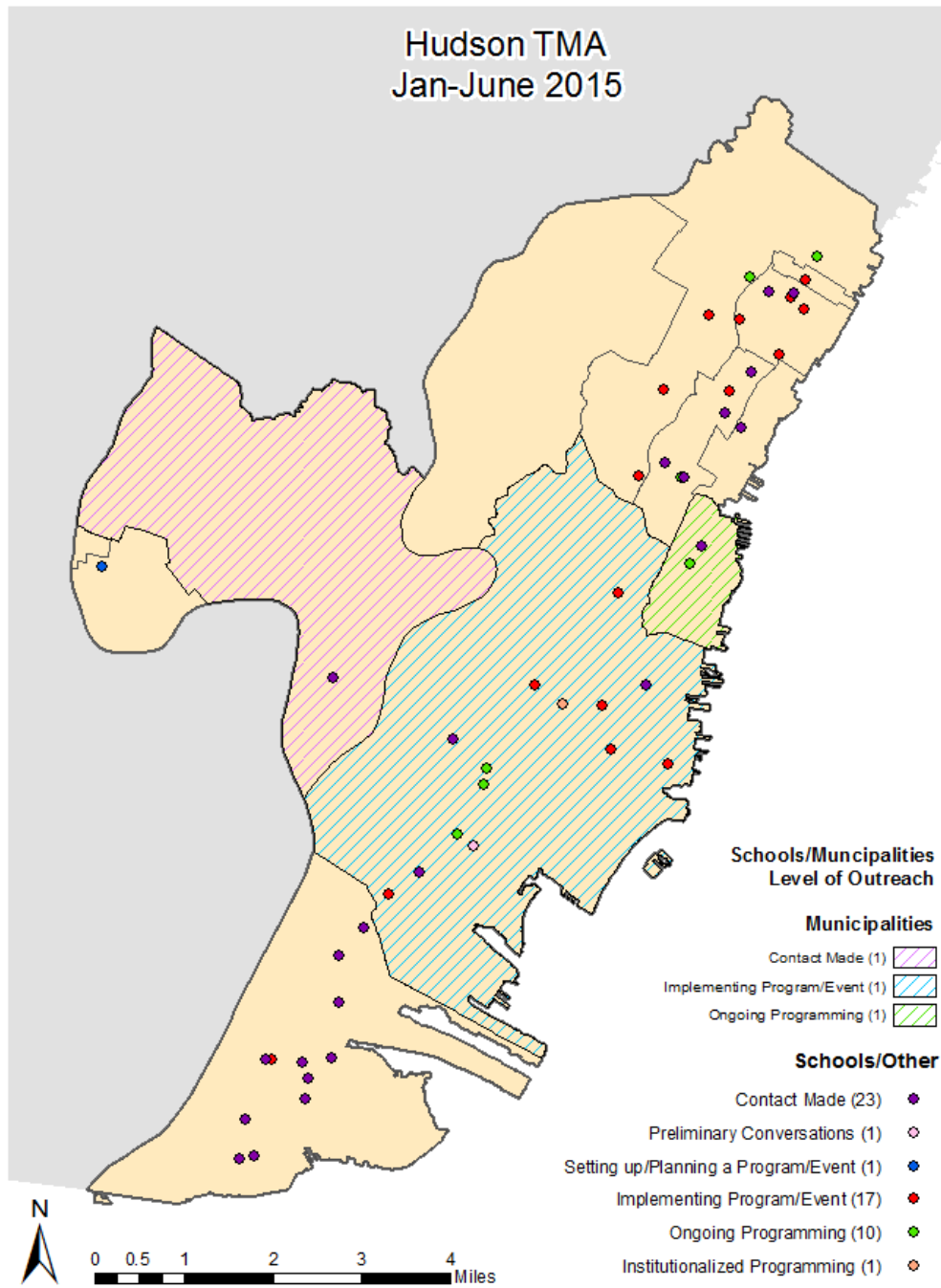
Hudson TMA

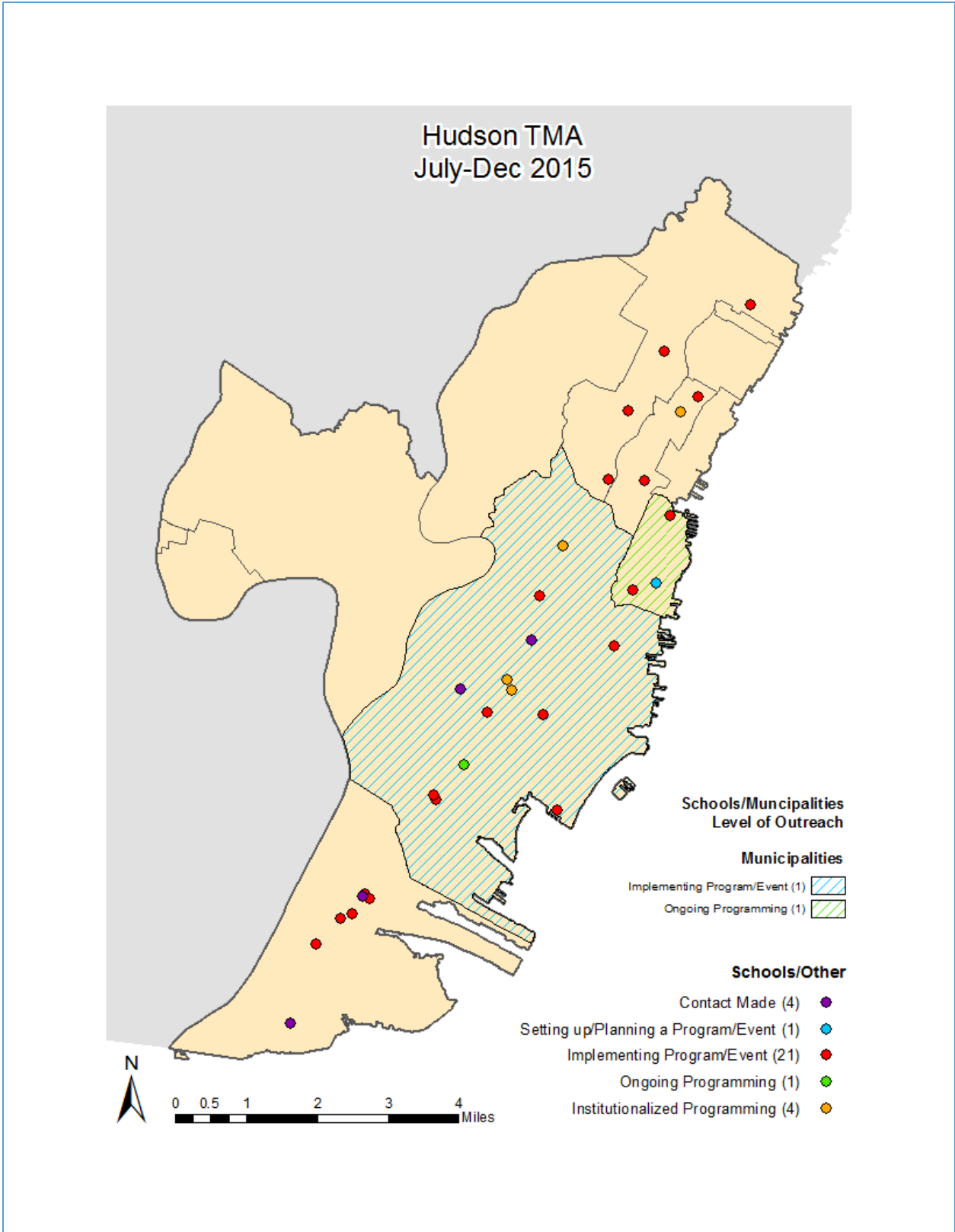
Other Events from January-December 2015

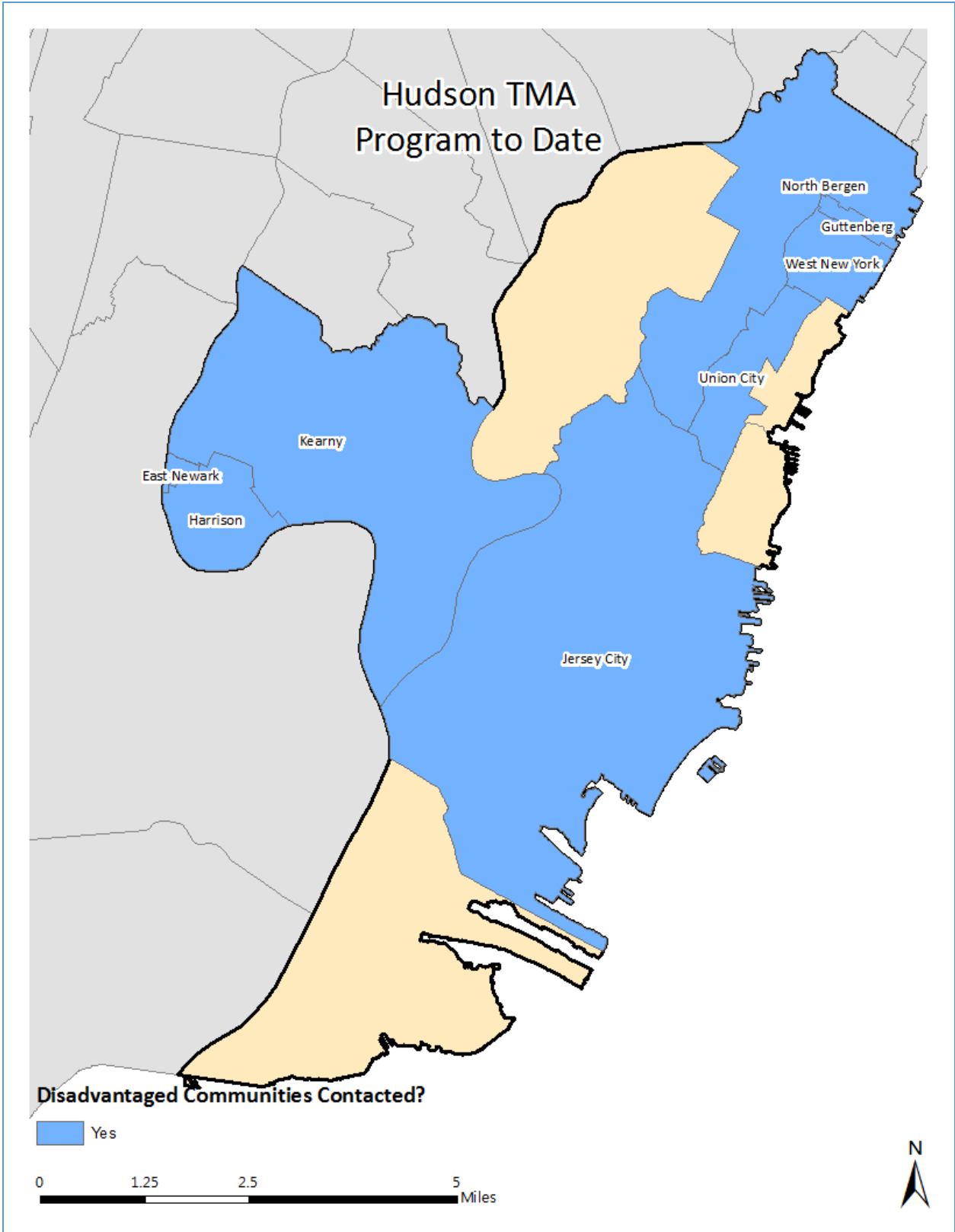
Type of Event	# of Events	# of Participants
Community Presentation	2	N/A
Other Educational Event	1	N/A

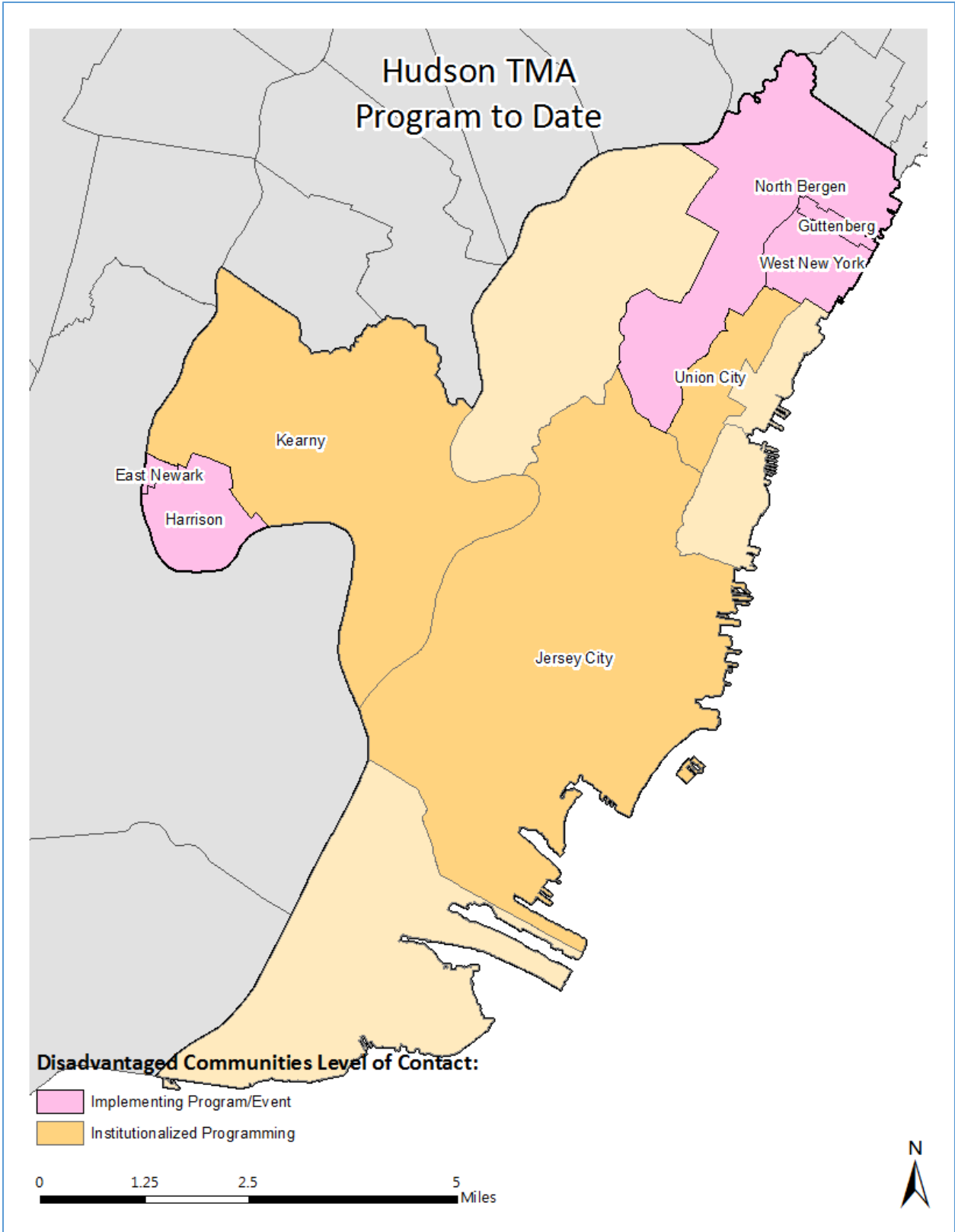


Hudson TMA Jan-June 2015









Keep Middlesex Moving

Outreach Progress Report as of December 2015

Observations (since the start of the program in 2011):

- Total number of communities contacted: 19 out of 25 (76%)
- Contacts at the District Level: 10
- Contacts at the School Level: 32
- Contacts at the Municipal Level: 14
- Contacts at any other Level: 15
- Total Contacts (all levels): 71
- All 3 Low Socioeconomic Status Communities were contacted.

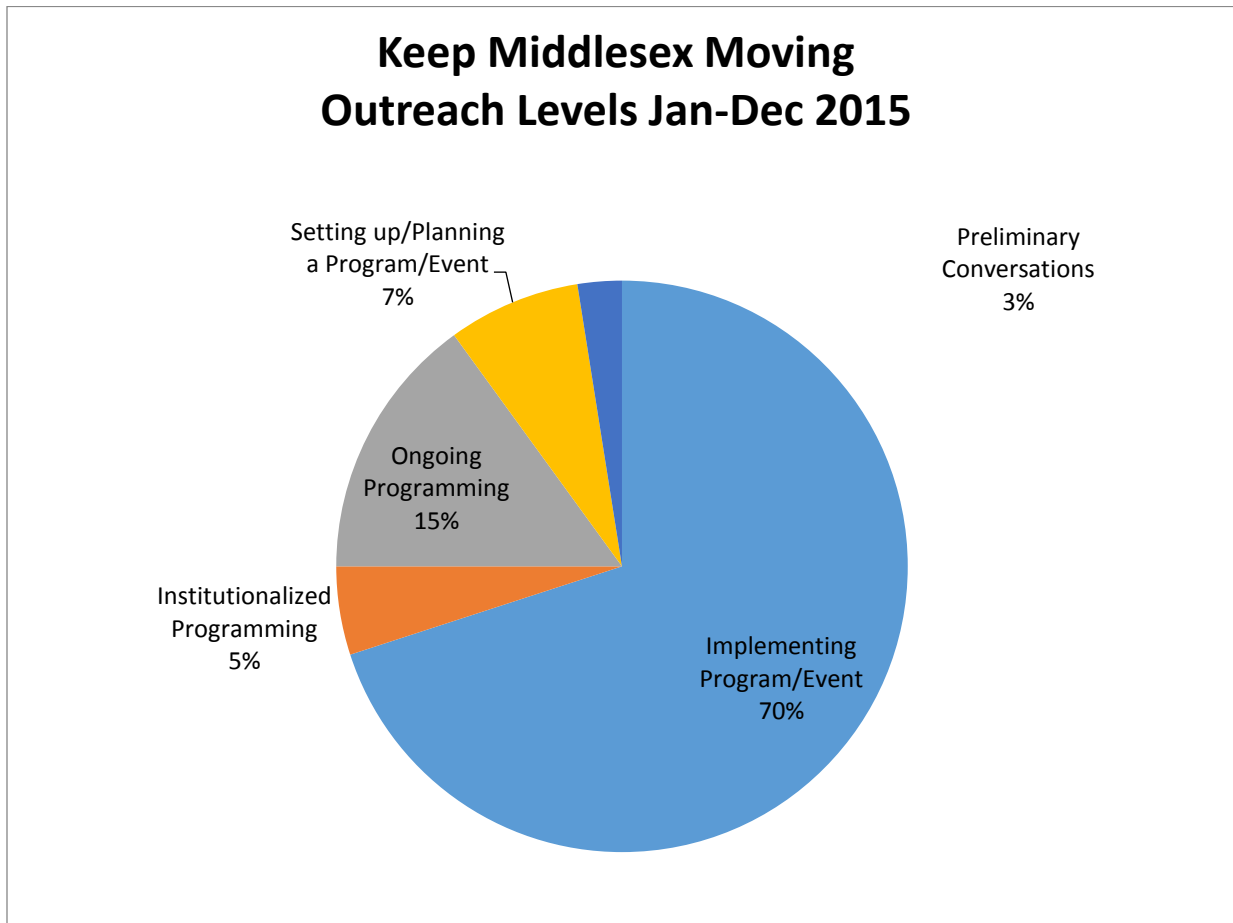
Table of Contacted Municipalities

(* = Low Socioeconomic Status Community)

Municipality	Extent of Contact
MIDDLESEX COUNTY	
Carteret*	Municipality, 3 Schools
Cranbury Township	Municipality, 1 School
Dunellen	Municipality, 1 school
East Brunswick	District, 2 Schools, Other
Edison	Municipality, 2 Schools, Other
Highland Park	Municipality, 1 School, Other
Jamesburg	1 School
Metuchen	District, Municipality, 2 Schools, Other
Middlesex	Municipality, 3 schools
Milltown	Municipality
Monroe	District
New Brunswick*	District, Municipality, 3 Schools and 6 Others
North Brunswick	Municipality, District, 1 School, Other
Old Bridge	2 Schools
Perth Amboy*	Municipality, District, 1 School, 2 Others
Piscataway	Municipality
South Amboy	Other
South River	District
Spotswood	Municipality, District, 1 School, Other
Woodbridge Township	Municipality, District, 8 Schools, Other
Total: 19 Communities	

Keep Middlesex Moving

Outreach Levels from January 2015 through December 2015:



Keep Middlesex Moving

Pedestrian and Bicycle Events from January-December 2015

Type of Event	# of Events	# of Participants
Walk to School Day	7	378
Bike Rodeo/Bike Clinic	12	447
Other Pedestrian or Bike Event	4	472

Keep Middlesex Moving

Educational Events from January-December 2015

Type of Event	# of Events	# of Events with on street/on foot Component	# of Participants
Bike Safety Lesson	8	2	2333
Pedestrian Safety Lesson	7	1	2750

Keep Middlesex Moving

Planning and Policy Activities from January-December 2015

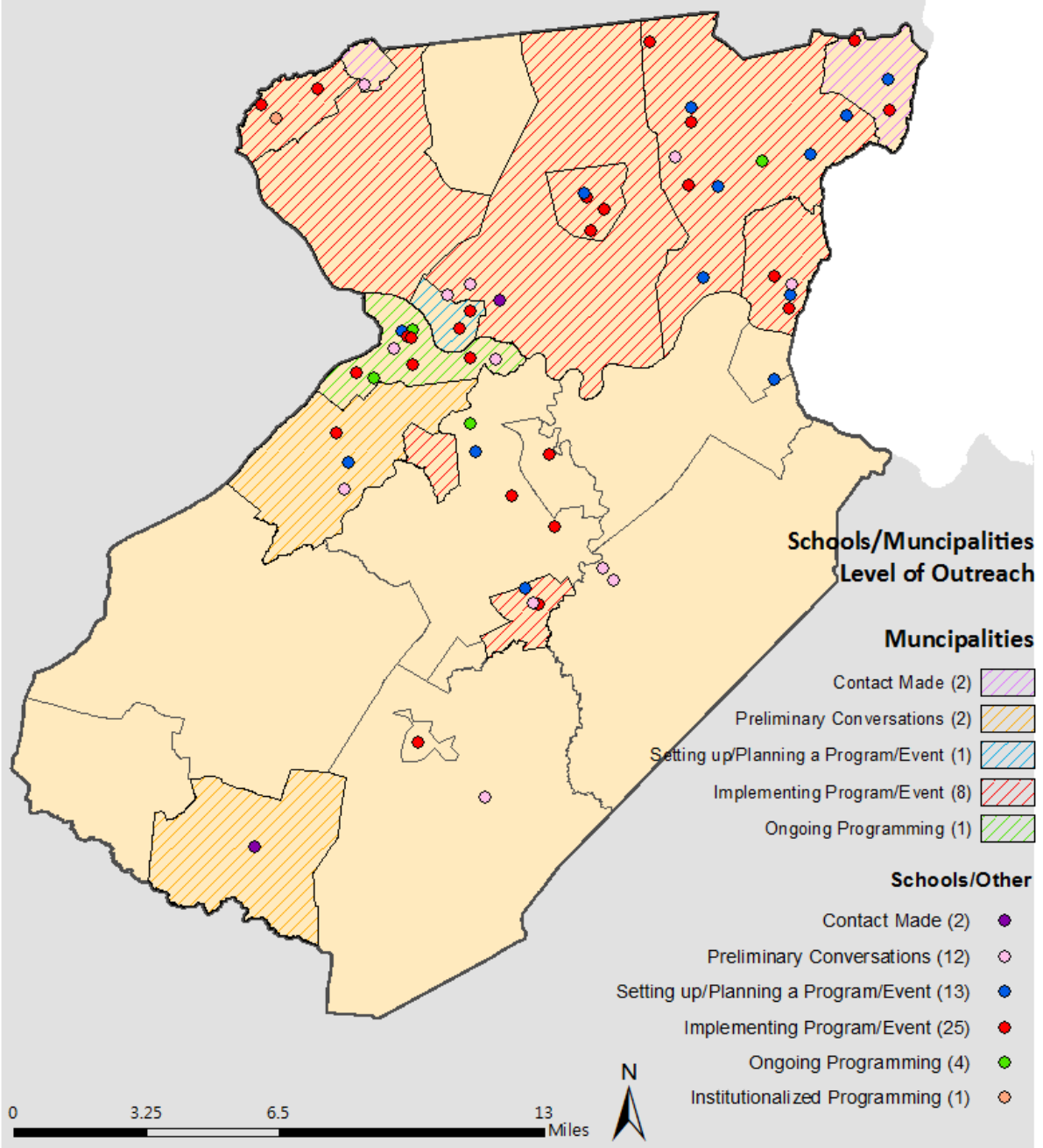
Type of Project	# of Projects	# of Participants
School Travel Plan	2	N/A
Other Planning or Policy Activity	2	N/A

Keep Middlesex Moving

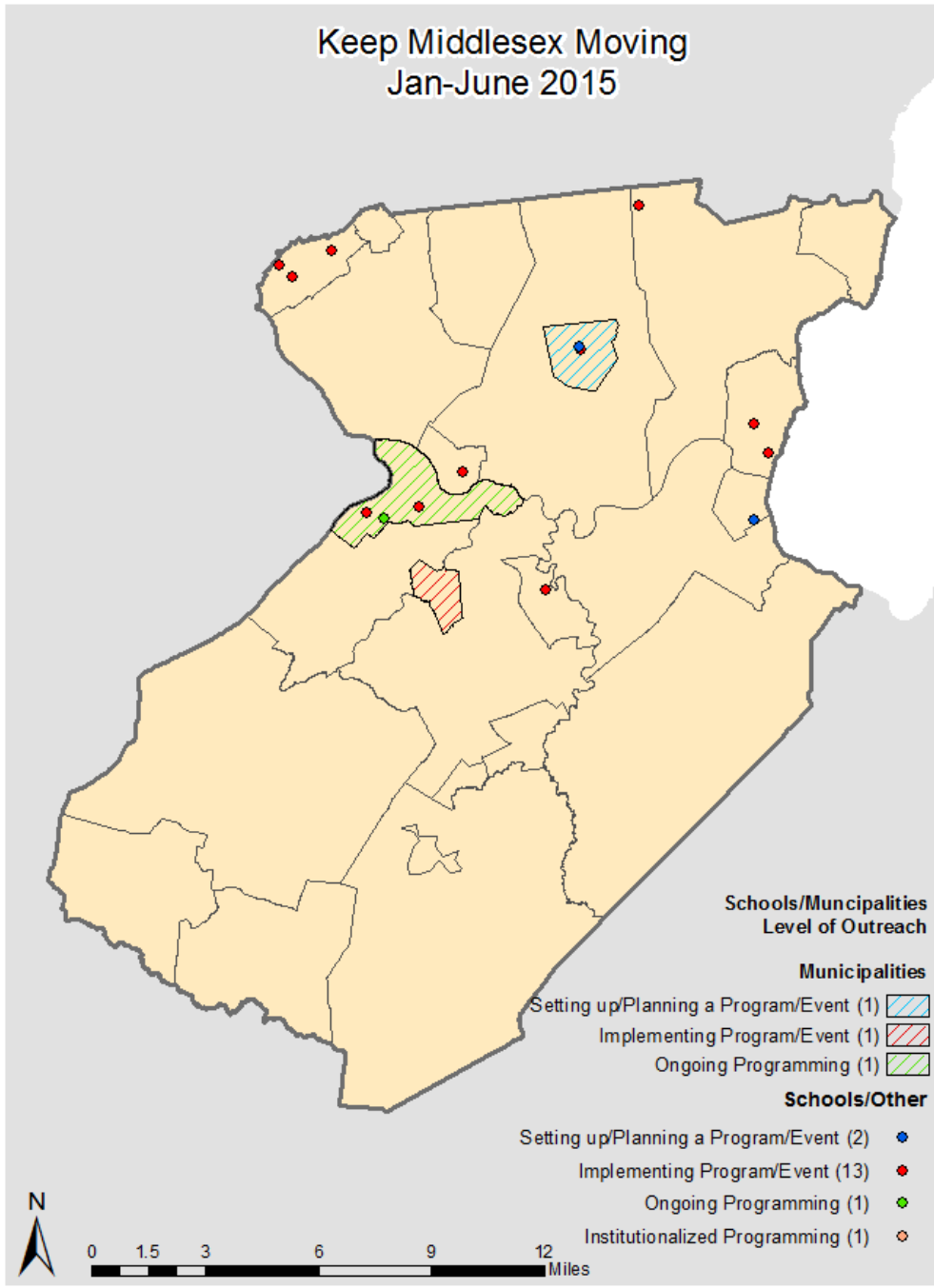
Other Events from January-December 2015

Type of Event	# of Events	# of Participants
Community Presentation	6	340
Other Education Event	1	3

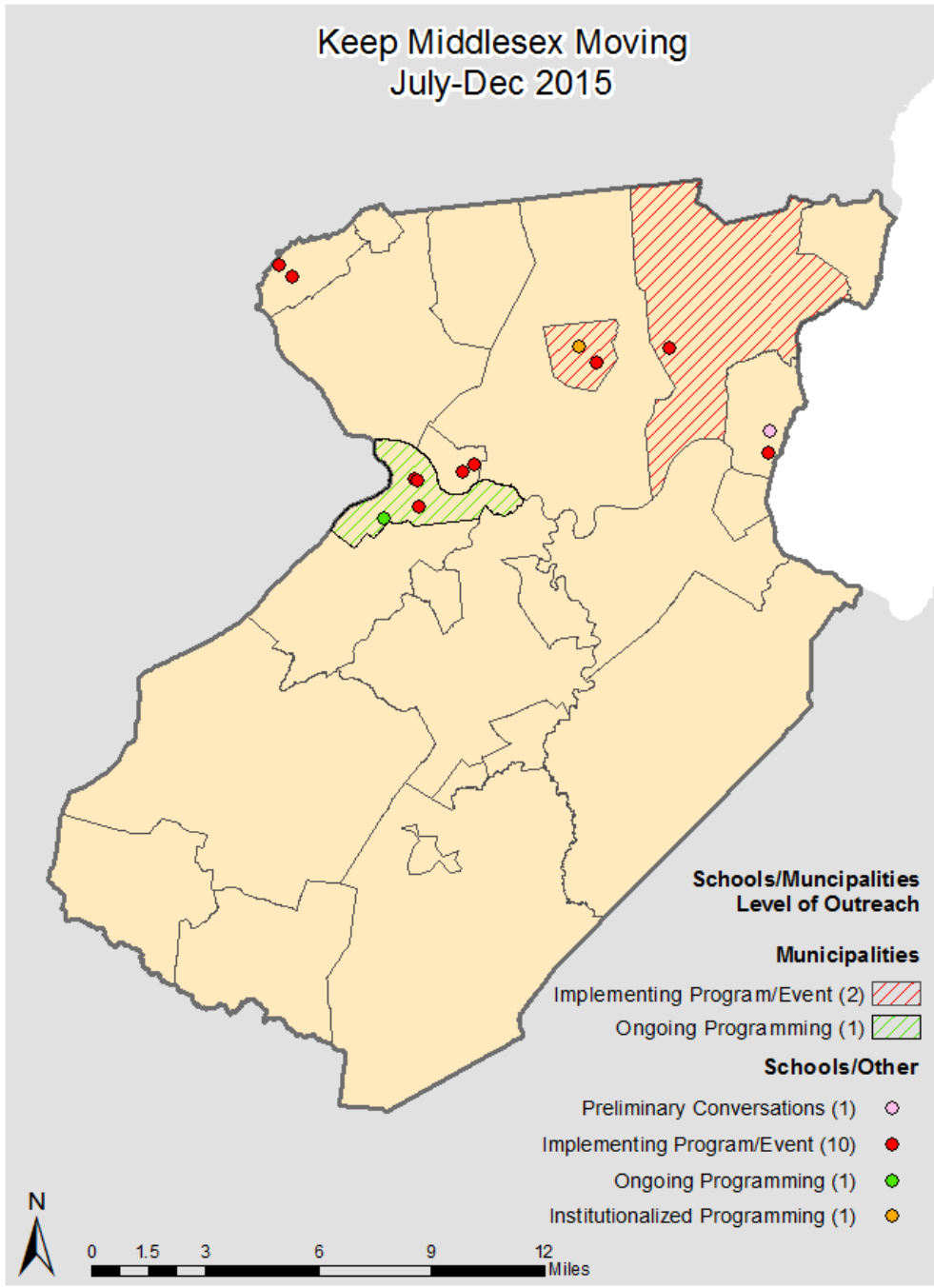
Keep Middlesex Moving Program to Date



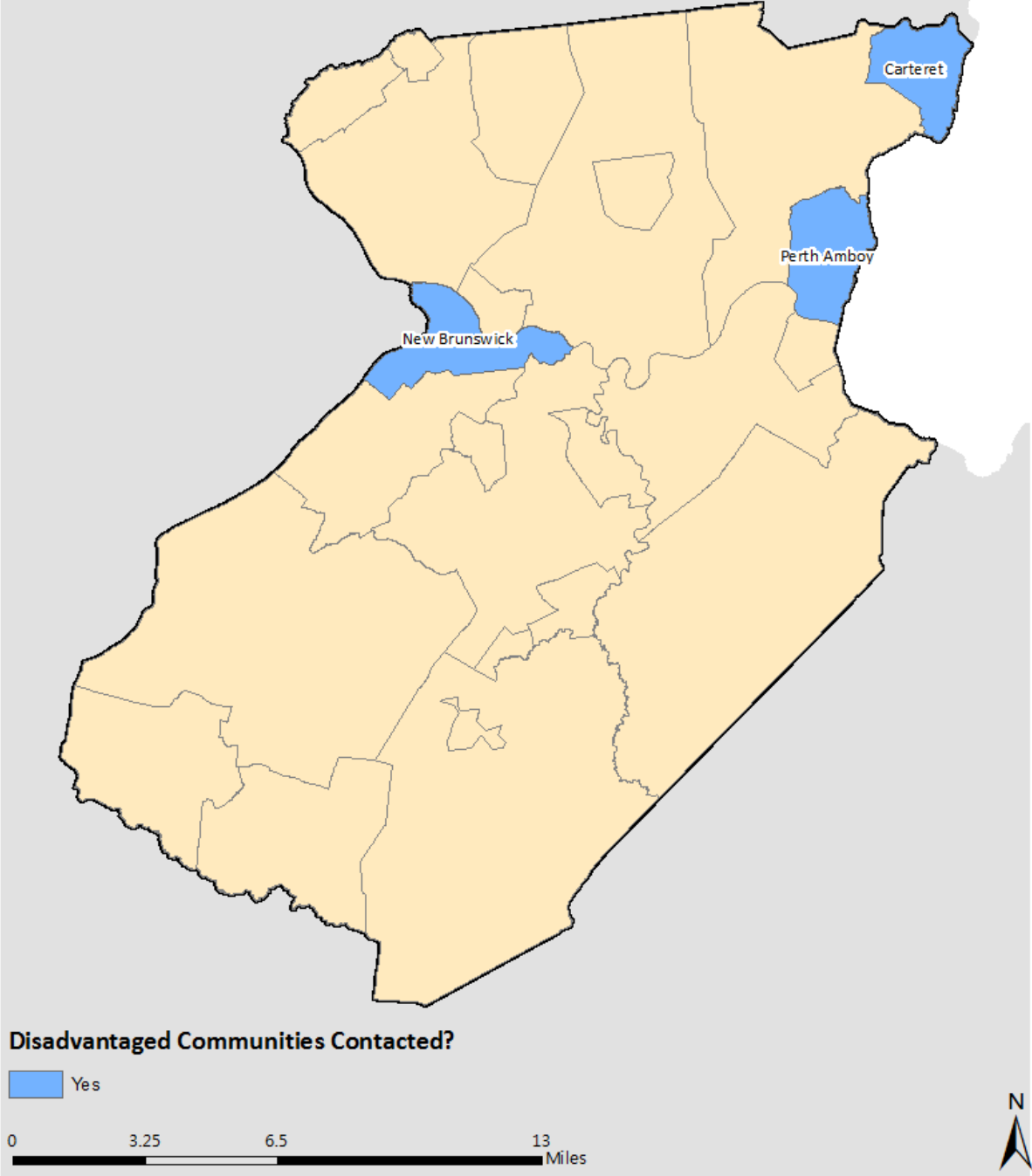
Keep Middlesex Moving Jan-June 2015



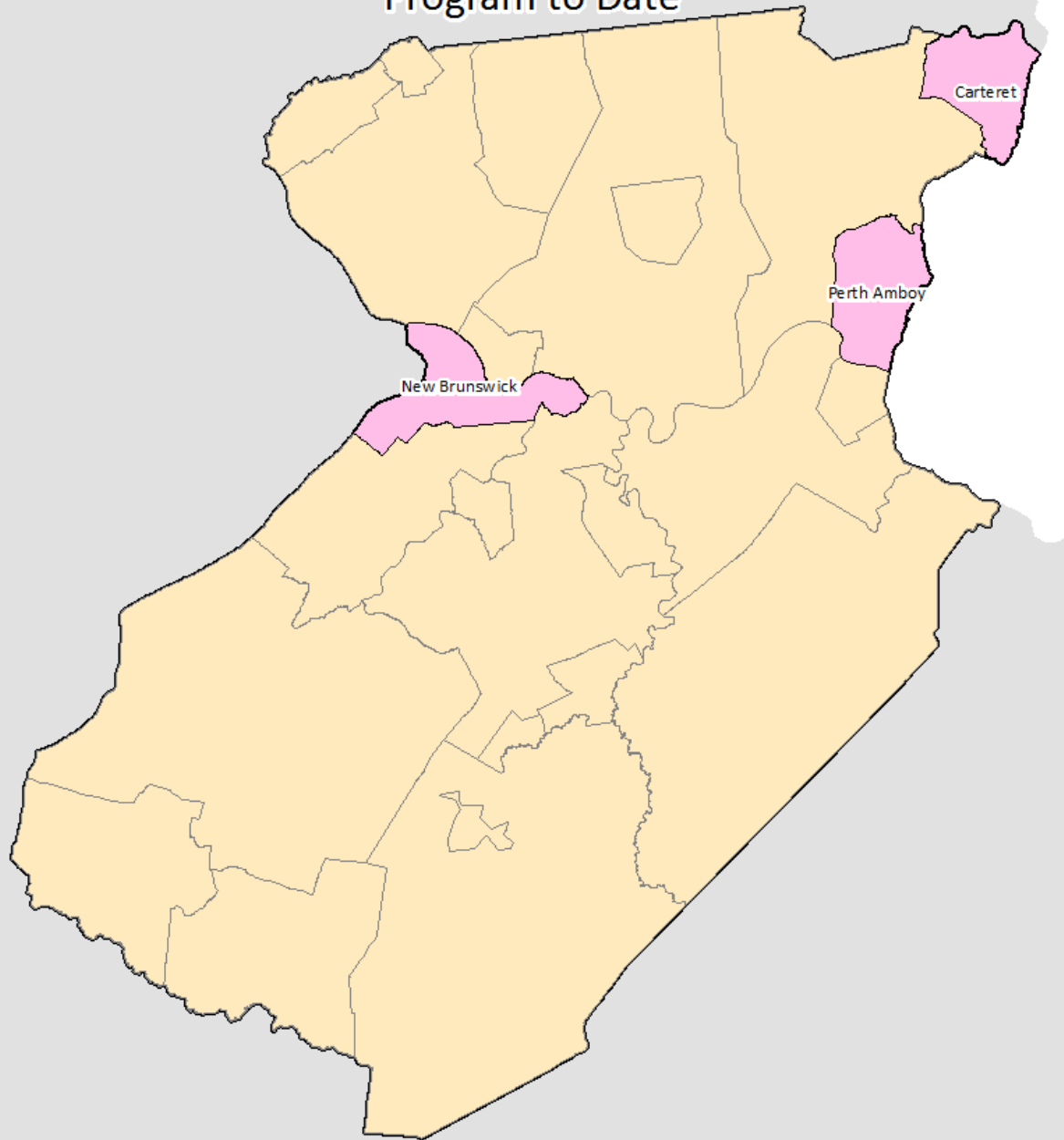
Keep Middlesex Moving July-Dec 2015




Keep Middlesex Moving Program to Date



Keep Middlesex Moving Program to Date



Disadvantaged Communities Level of Contact:

 Implementing Program/Event

0 3 6 12 Miles



Meadowlink TMA/EZ Ride

Outreach Progress Report as of December 2015

Observations (since the start of the program in 2011):

- Total number of communities contacted: 52 of 164 (31.8%)
- Contacts at the District Level: 20
- Contacts at the School Level: 104
- Contacts at the Municipal Level: 29
- Contacts at any other Level: 20
- Total Contacts (all levels): 173
- 20 Low Socioeconomic Status Communities contacted
- 3 Low Socioeconomic Status Communities not contacted: Cliffside Park Borough, Fairview Borough, and Kearsburg Borough.

Table of Contacted Municipalities

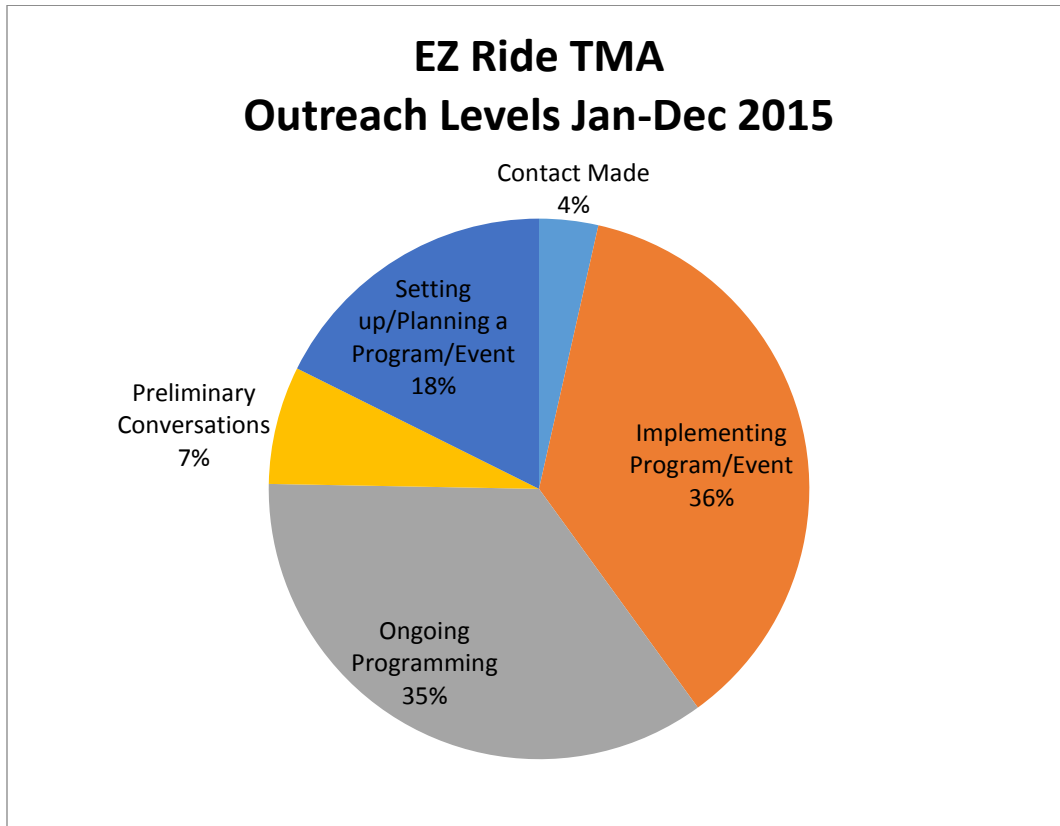
(* = Low Socioeconomic Status Community)

Municipality	Extent of Contact
BERGEN COUNTY	
Demarest	School
Fort Lee	Other
Franklin Lakes	School
Garfield*	Municipality, District, 4 Schools
Glen Rock	Municipality, District
Hackensack	Other
Hasbrouck Heights	3 Schools
Lodi*	District, School
Maywood	Other
Moonachie*	School
Nutley	Municipality
Ridgewood	Municipality, 9 Schools
South Hackensack	School
Teaneck	School
Tenafly	Municipality, School
Wallington*	Municipality, 3 Schools
Wood Ridge	2 Schools
ESSEX COUNTY	
Belleville	Municipality, District
Bloomfield	3 Schools

East Orange*	District, 6 Schools
Glen Ridge	Municipality
Irvington*	District, 5 schools
Maplewood	Municipality, 3 Schools, Other
Montclair	8 Schools, Municipality
Newark*	9 Schools, 5 Others
Orange*	Municipality, School
South Orange	2 Municipality
West Orange	Municipality, District, School
MONMOUTH COUNTY	
Asbury Park*	Municipality, District, 3 Schools
Belmar	Municipality
Fair Haven	District
Farmingdale	District
Freehold Borough*	2 Schools
Freehold Township	Municipality, School
Little Silver	Municipality
Long Branch*	District, 3 Schools
Middletown Township	Other
Neptune Township	District
Ocean Township	District, School, Other
Oceanport	Municipality
Red Bank	1 School
Shrewsbury	Municipality
PASSAIC COUNTY	
Haledon*	Municipality, District, School
Passaic*	Municipality
Paterson*	2 Municipality, District, 12 Schools, 3 Others
Prospect Park*	District, School
UNION COUNTY	
Cranford	District, 2 schools
Elizabeth City*	2 Municipality, District, 3 Schools, 4 Others
Linden*	Municipality, 2 schools
Mountainside	Municipality
Plainfield*	District, 2 Others
Roselle*	District, 6 Schools
Scotch Plains	Municipality, School
Winfield*	School
Total: 52 Communities	

EZ Ride TMA

Outreach Levels from January 2015 through December 2015:



EZ Ride TMA

Pedestrian and Bicycle Events from January-December 2015

Type of Event	# of Events	# of Participants
Walking School Bus	1	N/A
Walk to School Day	17	3995
Bike Rodeo/Bike Clinic	13	319
Other Pedestrian or Bike Event	8	1975

EZ Ride TMA

Educational Events from January-December 2015

Type of Event	# of Events	# of Events with on street/on foot Component	# of Participants
Pedestrian Safety Lesson	31	29	7213

EZ Ride TMA

Other Events from January-December 2015

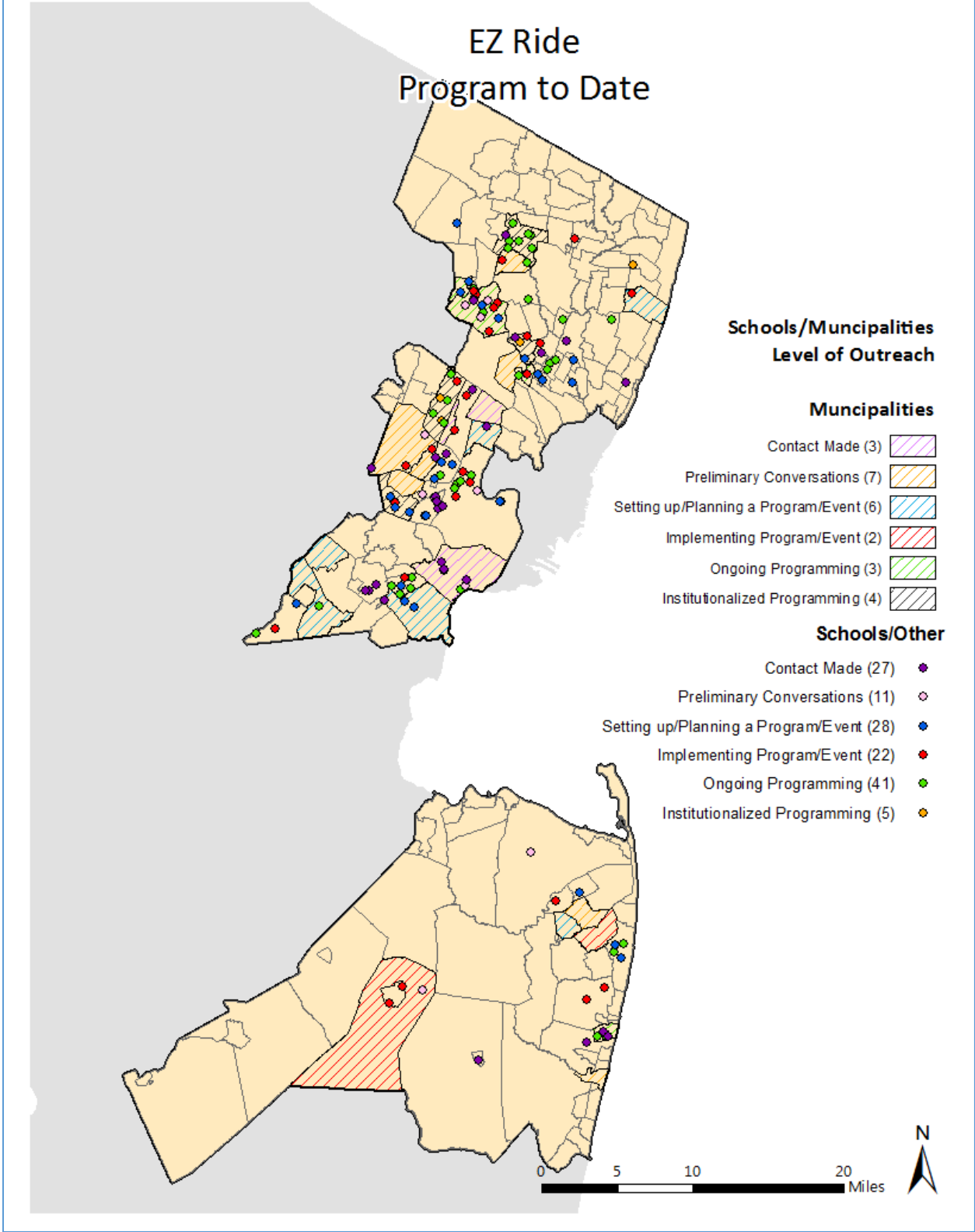
Type of Event	# of Events	# of Participants
Other Educational Event	2	N/A
Community Presentation	4	35

EZ Ride TMA

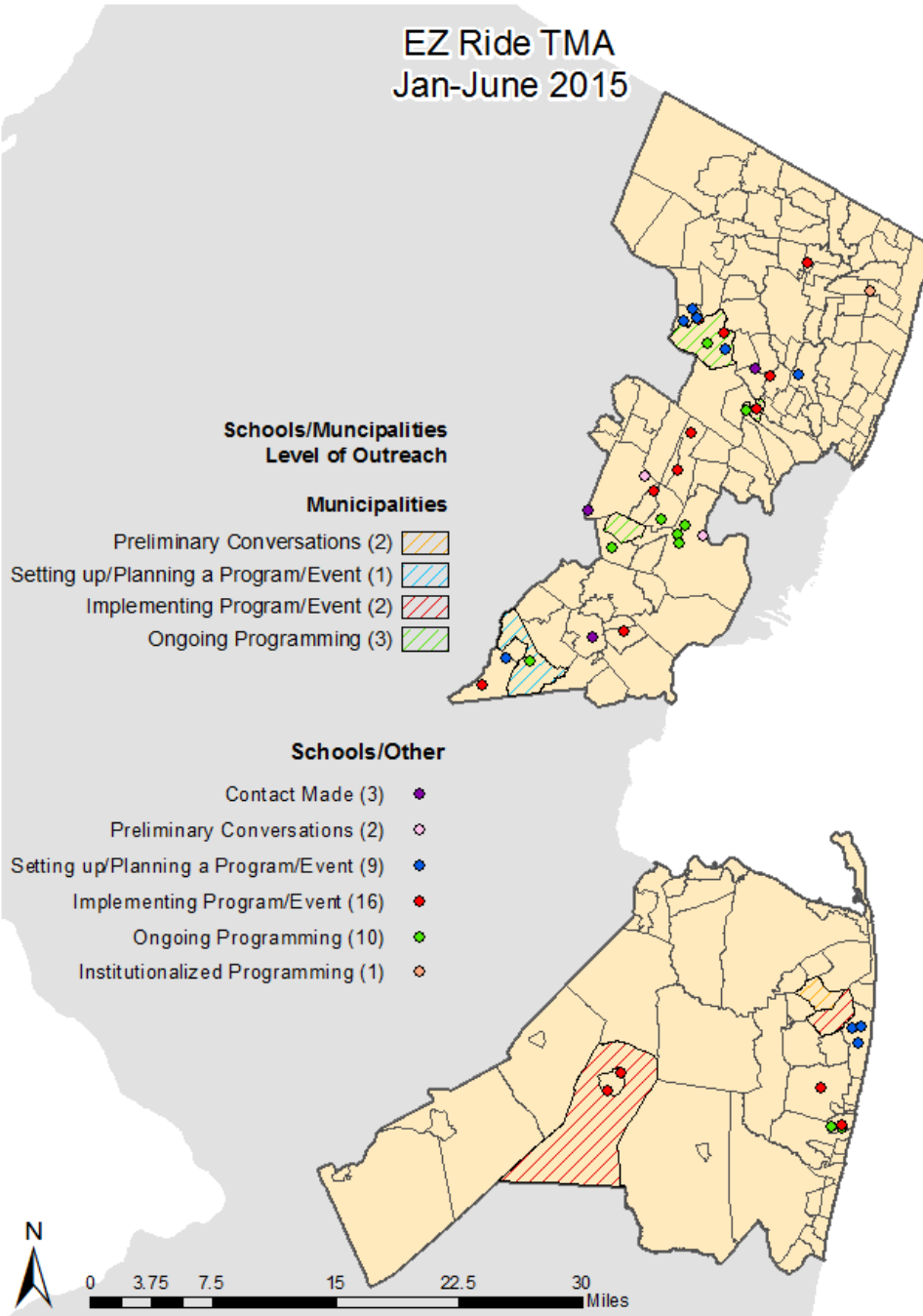
Planning and Policy Activities from January-December 2015

Type of Project	# of Projects	# of Participants
School Travel Plan	5	N/A
Supportive Walk/Bike to School Policy	1	N/A
Complete Streets Resolution	1	N/A
Assistance with Infrastructure Funding Application	3	N/A
Safe Routes to School Recognition Program	4	N/A
Other Planning or Policy Activity	12	204
Serve Students with Special Needs	1	N/A

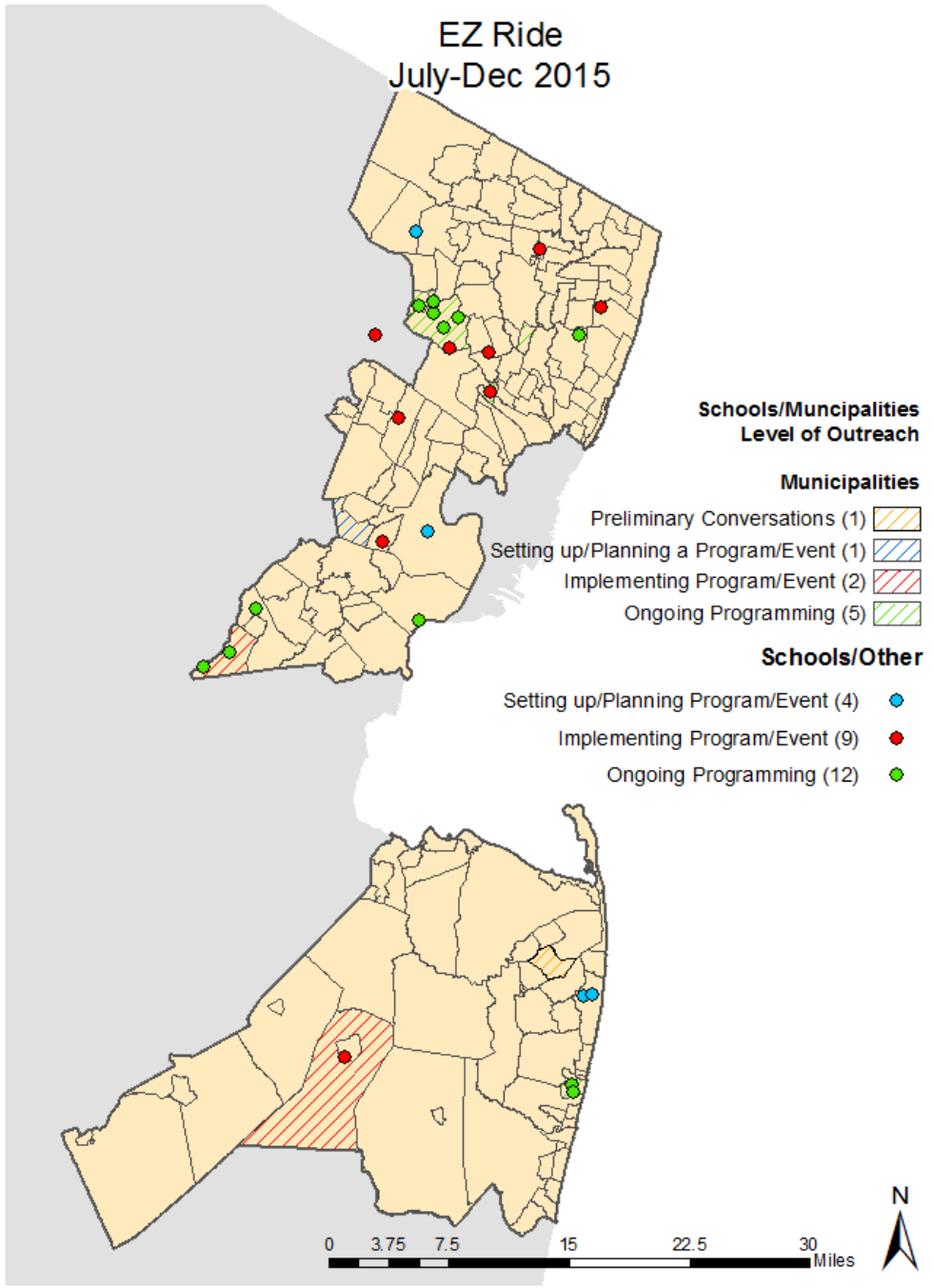
EZ Ride Program to Date



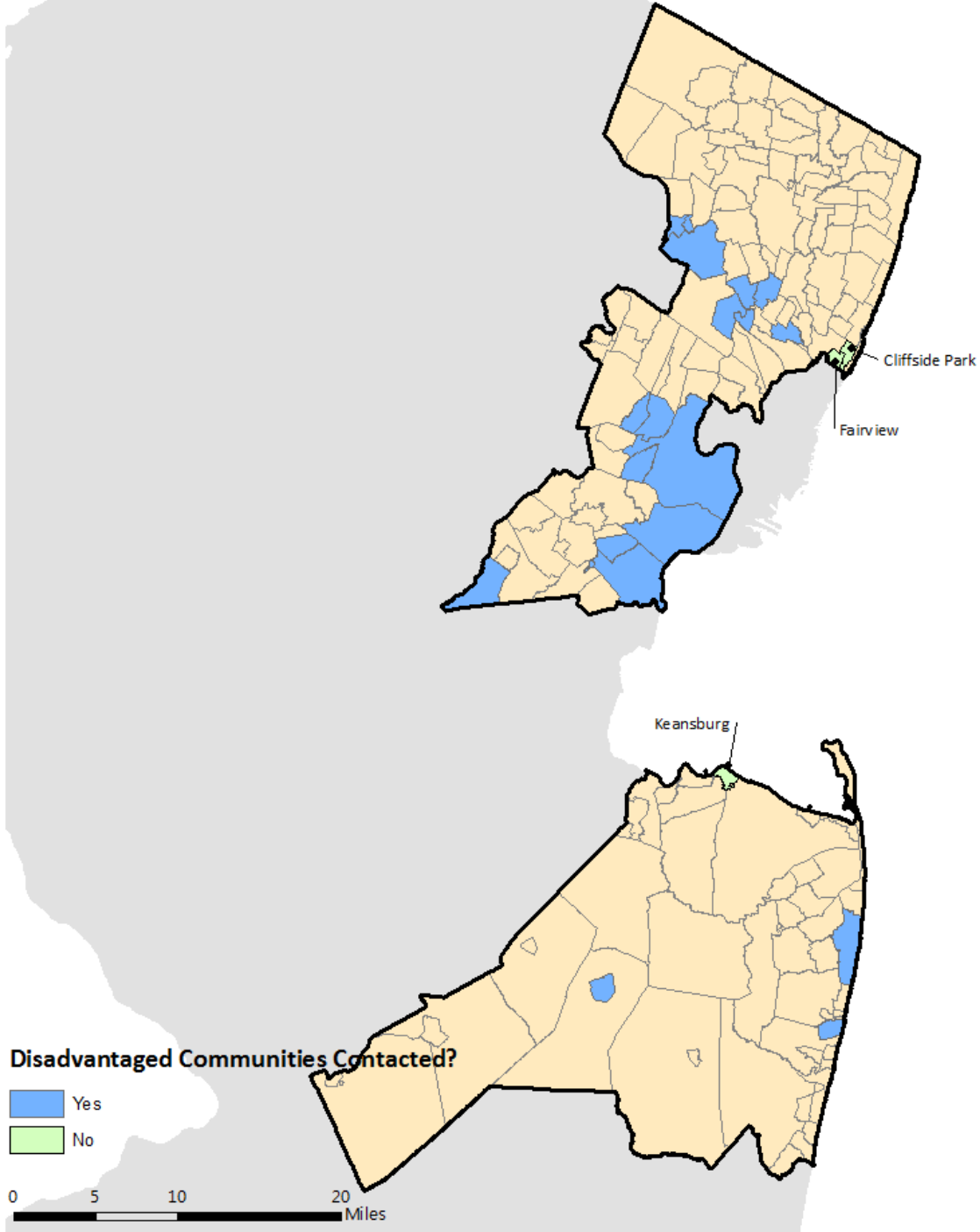
EZ Ride TMA Jan-June 2015



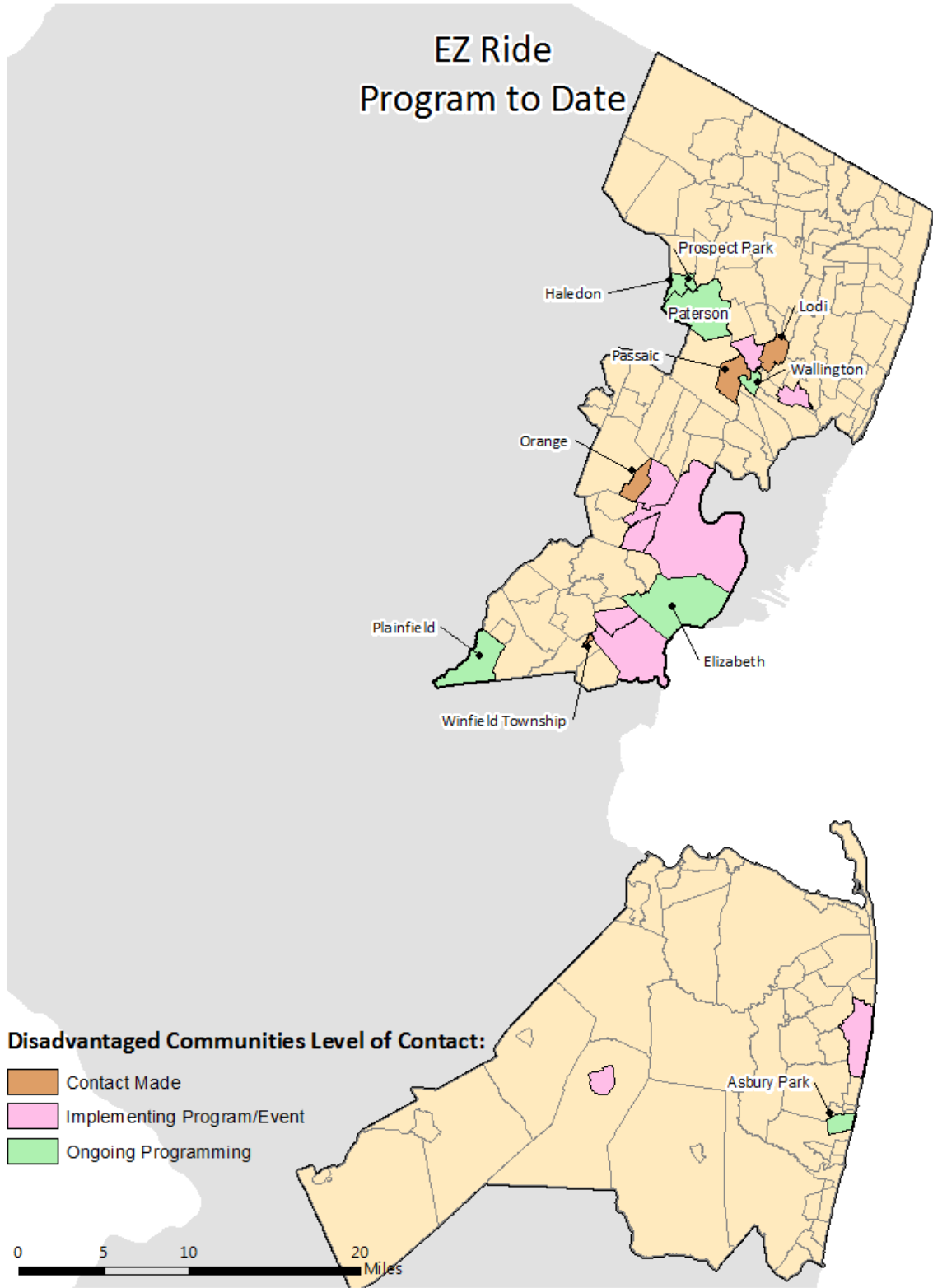
EZ Ride July-Dec 2015



EZ Ride Program to Date



EZ Ride Program to Date



Ridewise TMA

Outreach Progress Report as of December 2015

Observations (since the start of the program in 2011):

- Total number of communities contacted: 13 out of 19 (68.4%)
- Contacts at the District Level: 2
- Contacts at the School Level: 45
- Contacts at the Municipal Level: 9
- Contacts at any other Level: 4
- Total Contacts (all levels): 60
- Both (2) Low Socioeconomic Status Communities were contacted.

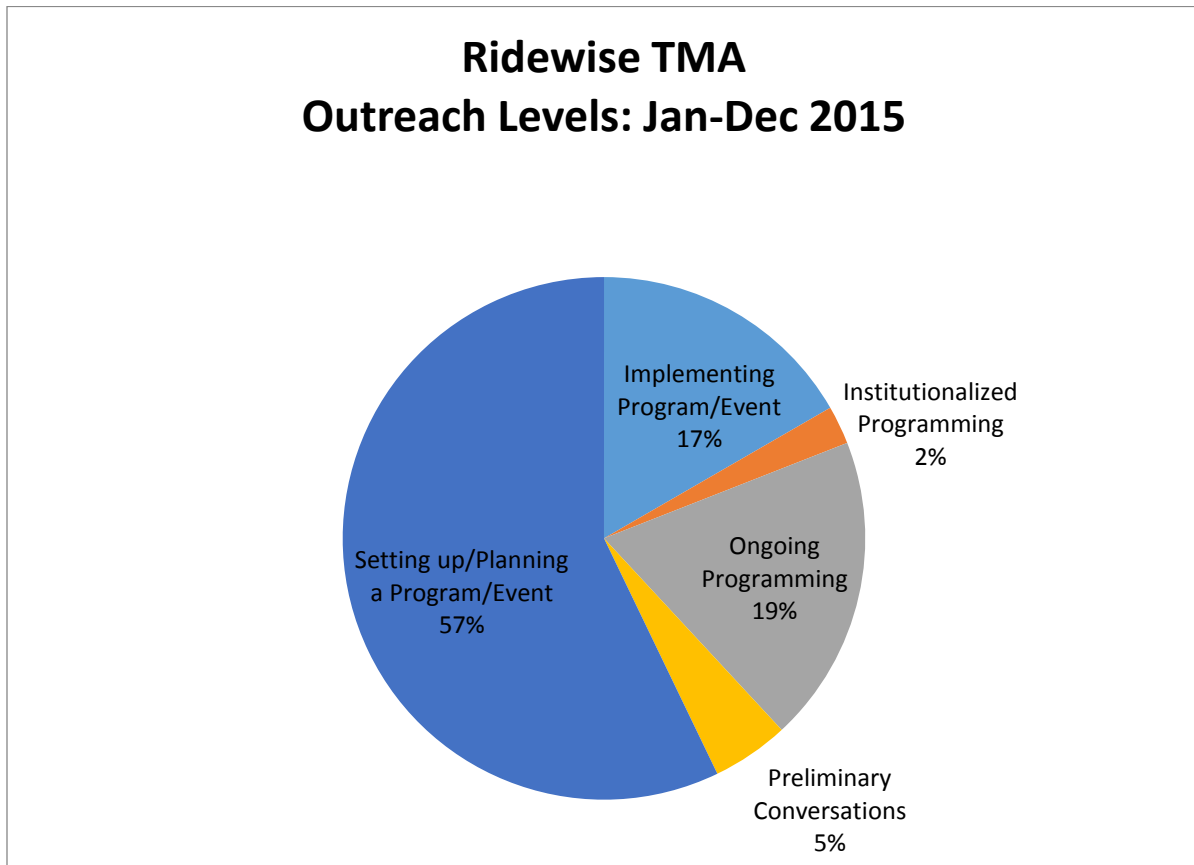
Table of Contacted Municipalities

(* = Low Socioeconomic Status Community)

Municipality	Extent of Contact
SOMERSET COUNTY	
Bernards Township	4 Schools
Bernardsville	1 School
Bound Brook*	Municipality, District, 5 Schools
Branchburg Township	Municipality, 1 School
Bridgewater Township	Municipality, 6 Schools
Franklin Township	Municipality, 9 Schools
Green Brook Township	2 Schools
Hillsborough Township	7 Schools
Manville	Municipality, 3 Schools, Other
North Plainfield	Municipality, District, 3 Schools, 2 Others
Raritan	Municipality, 1 School
Somerville	Municipality, 2 Schools, Other
South Bound Brook*	1 School, Municipality
Total: 13 Communities	

Ridewise TMA

Outreach Levels from January 2015 through December 2015:



Ridewise TMA

Pedestrian and Bicycle Events from January-December 2015

Type of Event	# of Events	# of Participants
Walking School Bus	12	637
Walk to School Day	16	2880
Mileage Club or Contest	23	3494
Other Pedestrian or Bike Event	5	1200

Ridewise TMA

Education Events from January-December 2015

Type of Event	# of Events	# of Events with on street/on foot Component	# of Participants
Pedestrian Safety Lesson	7	4	4278
Bicycle Safety Lesson	1	0	216
Other Educational Event	1	N/A	N/A

Ridewise TMA

Other Events from January-December 2015

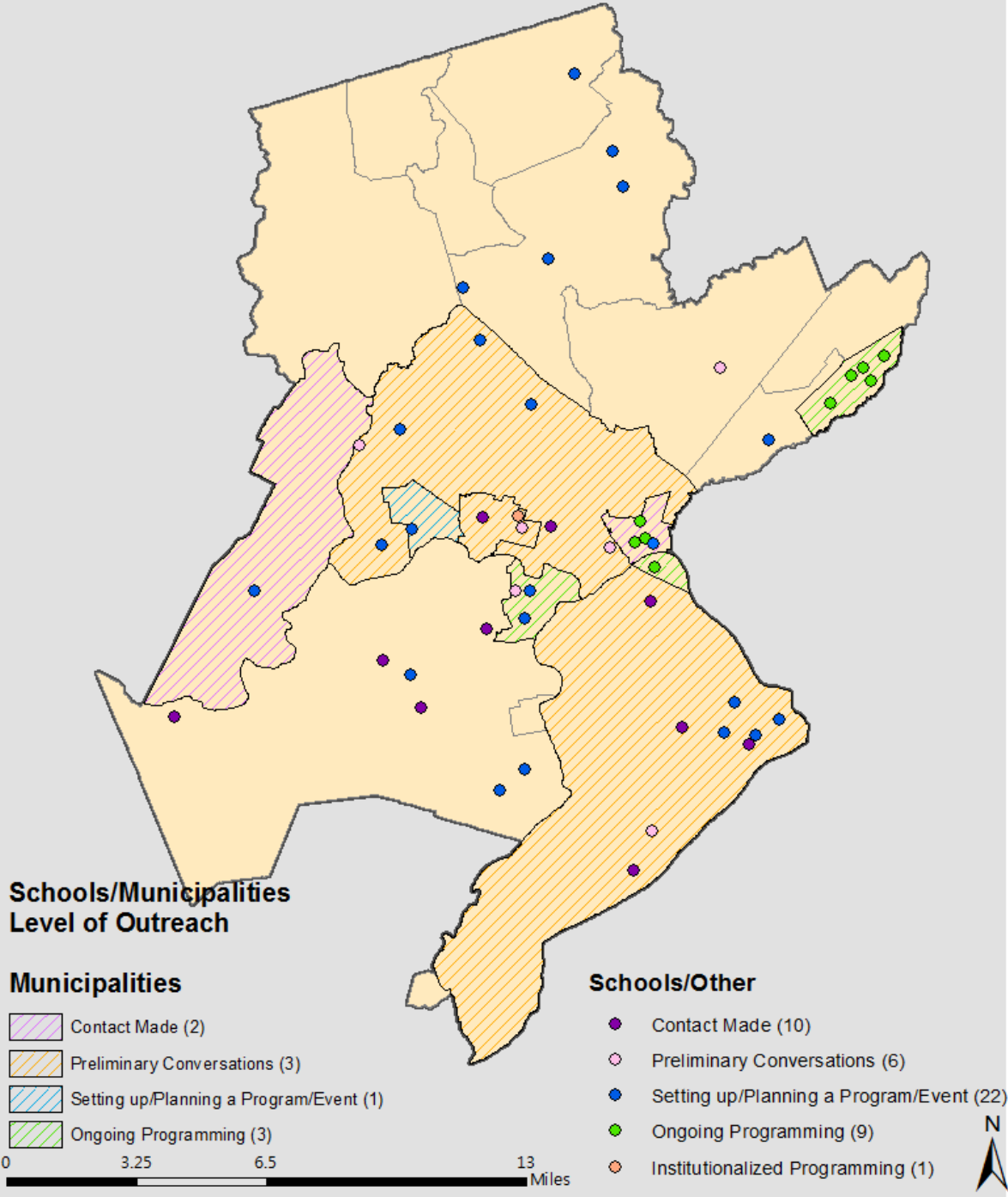
Type of Event	# of Events	# of Participants
Crossing Guard Appreciation	2	N/A
Community presentation	7	1900

Ridewise TMA

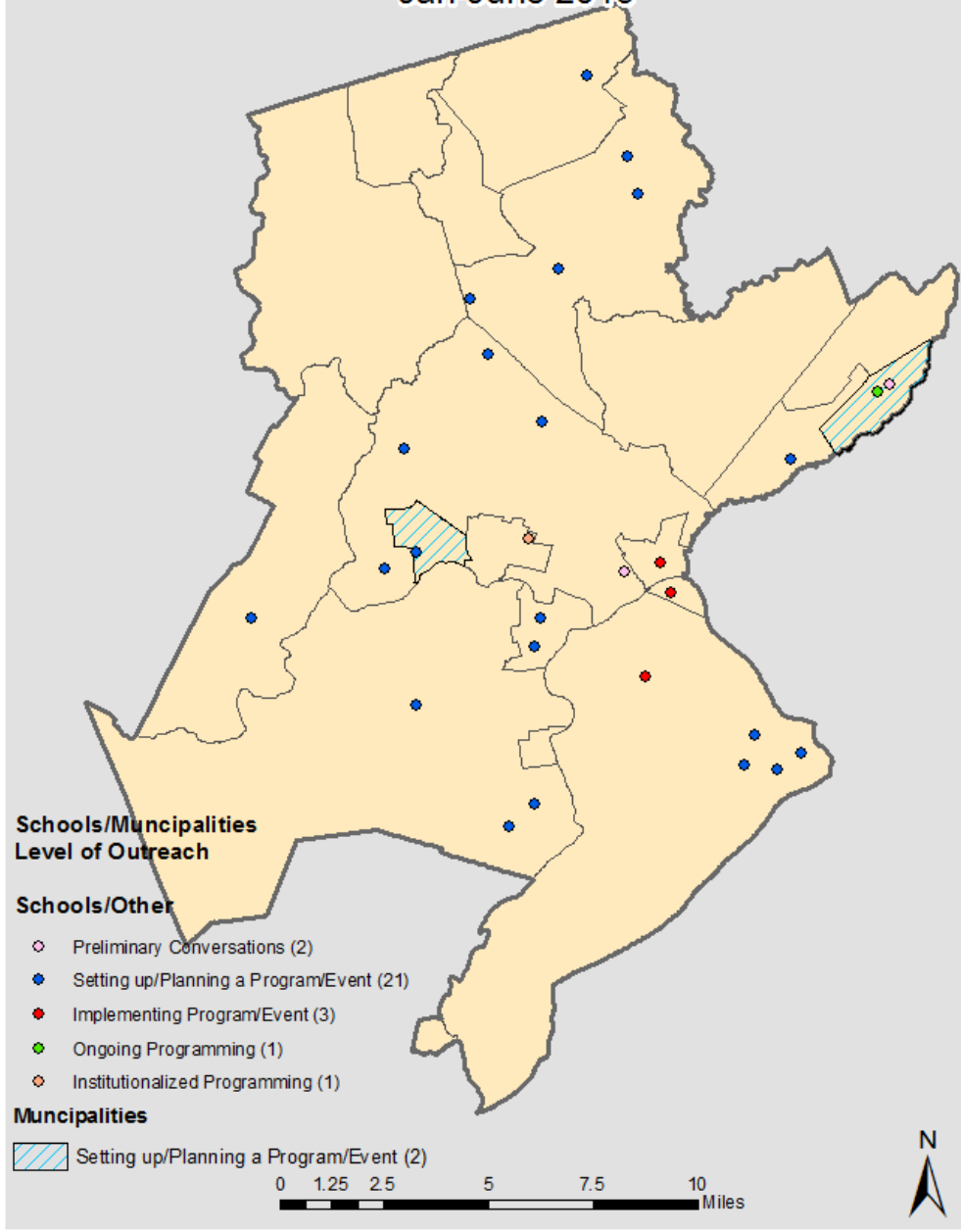
Planning and Policy Activities from January-December 2015

Type of Project	# of Projects	# of Participants
School Travel Plan	1	N/A
Supportive Walk/Bike to School Policy	2	N/A
Assistance with Infrastructure Funding Application	1	N/A
Safe Routes to School Recognition Program	10	N/A
Other Planning or Policy Activity	1	N/A

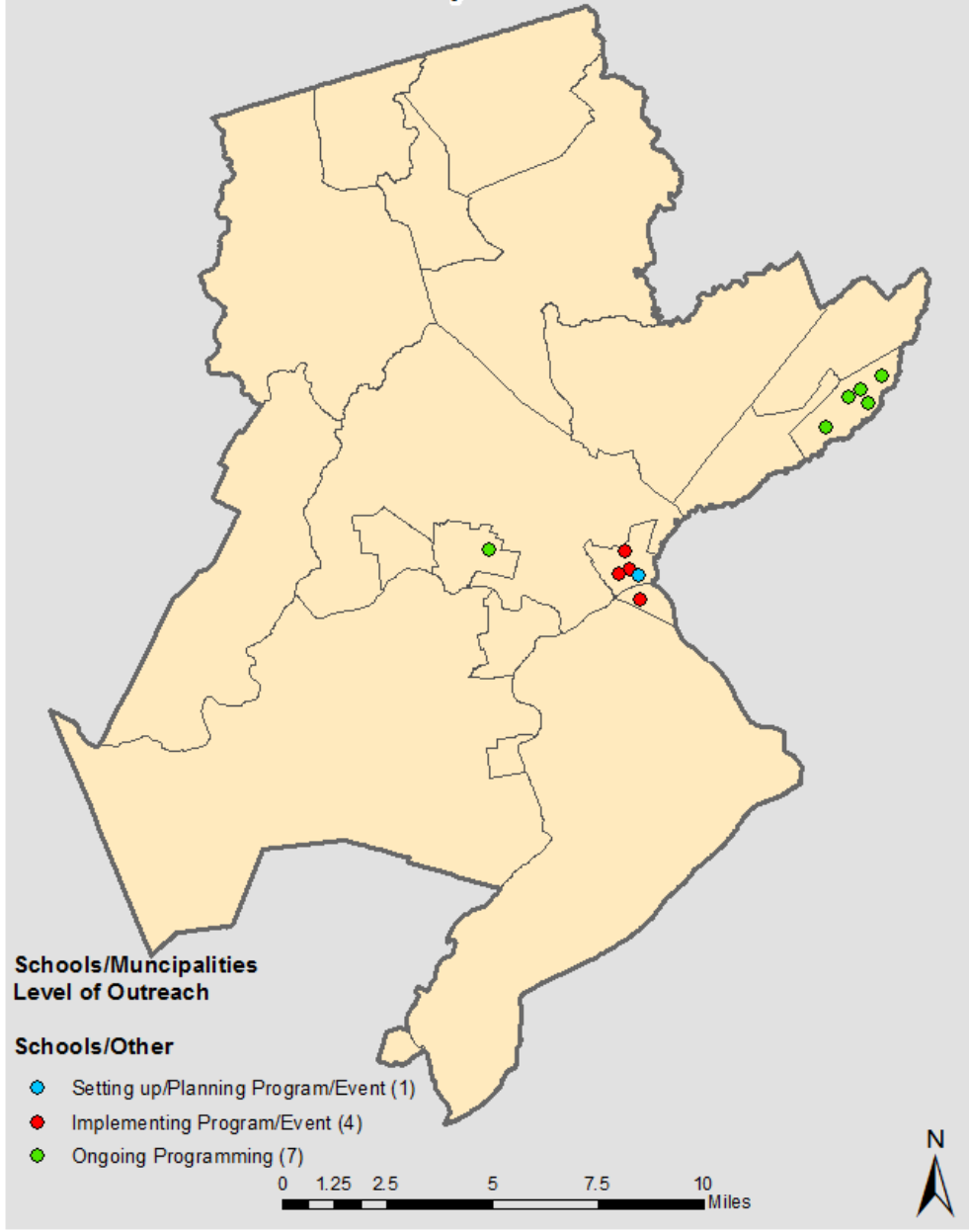
Ridewise Program to Date

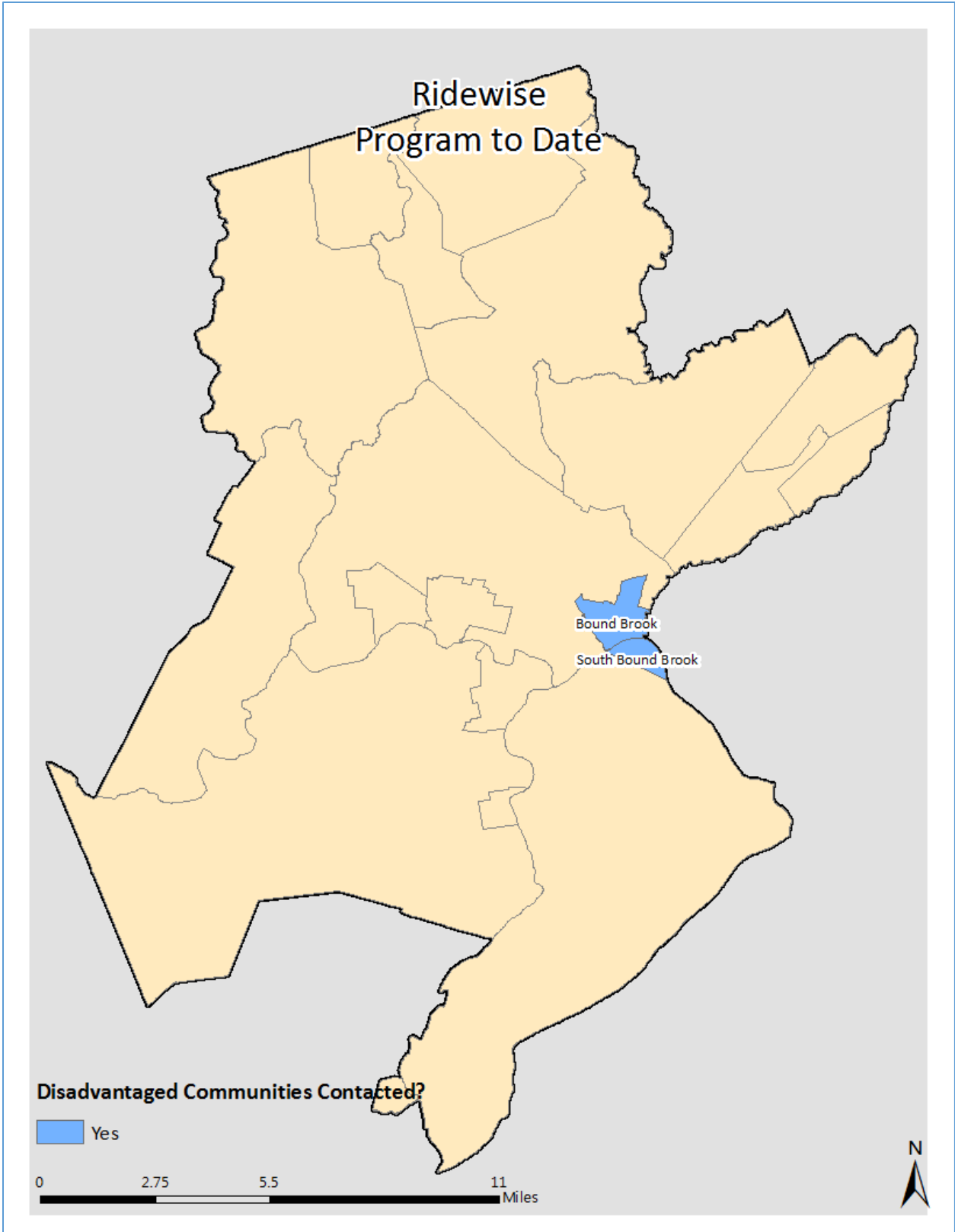


Ridewise Jan-June 2015

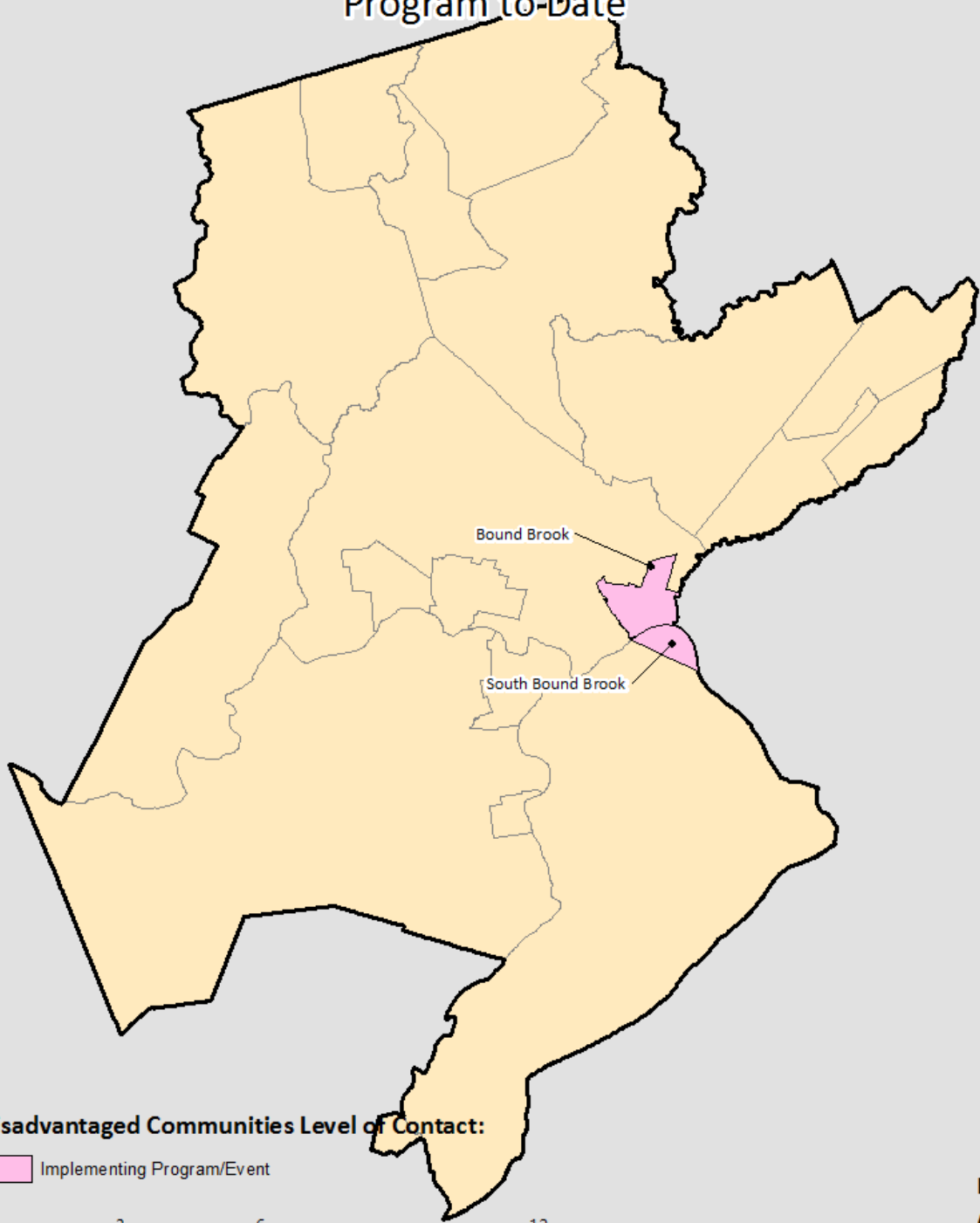


Ridewise July-Dec 2015





Ridewise TMA Program to-Date



TransOptions TMA

Outreach Progress Report as of December 2015

Observations (since the start of the program in 2011):

- Total number of communities contacted: 65 out of 104 (62.5%)
- Contacts at the District Level: 42
- Contacts at the School Level: 73
- Contacts at the Municipal Level: 19
- Contacts at any other Level: 1
- Total Contacts (all levels): 135
- All 4 Low Socioeconomic Status Communities contacted

Table of Contacted Municipalities

(* = Low Socioeconomic Status Community)

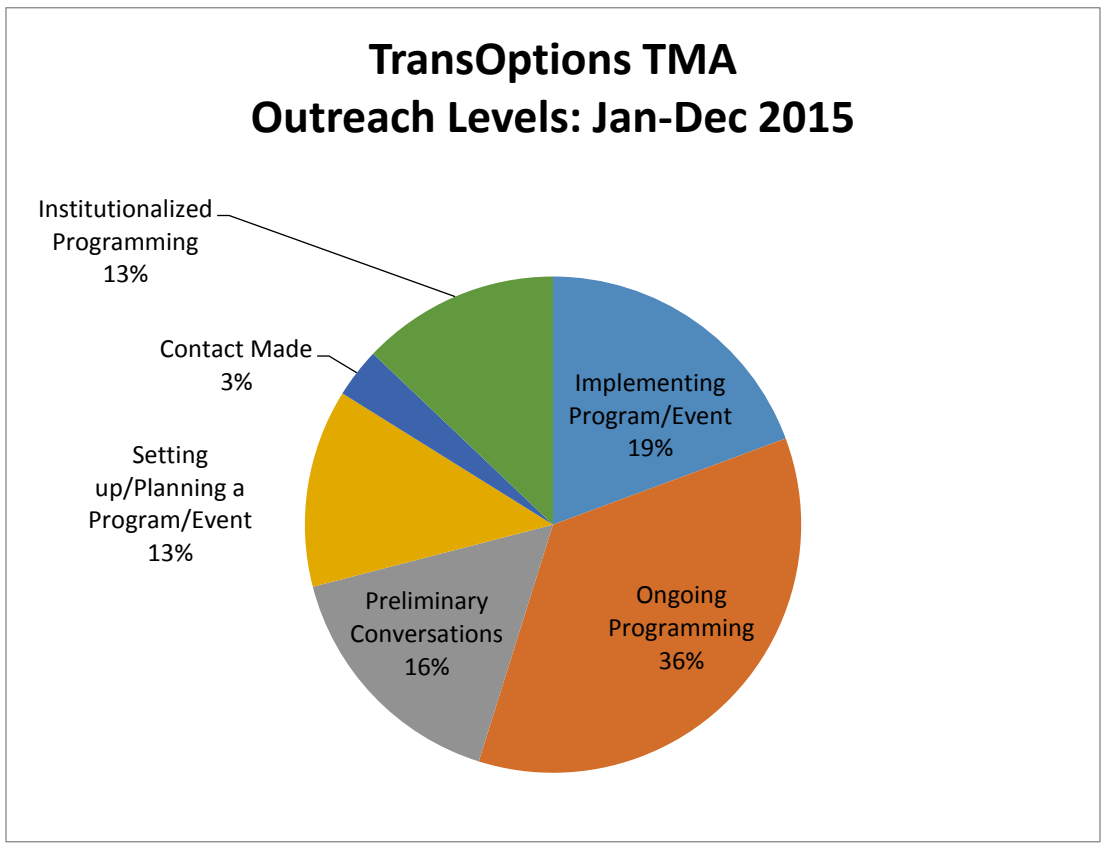
Municipality	Extent of Contact
ESSEX COUNTY	
Livingston	School
Millburn	Municipality, District, School
MORRIS COUNTY	
Boonton Township	District, 3 Schools
Butler	District
Byram Township	District
Chatham Borough	District, 6 Schools
Chatham Township	Municipality
Dover*	Municipality, 3 Schools
East Hanover	School
Hanover Township	Municipality, District, 4 Schools
Lincoln Park	District
Long Hill	Municipality
Madison	Municipality, District, 4 Schools, Other
Mine Hill Township	School
Montville	Municipality, District
Morris Plains	Municipality, 1 School
Morristown	Municipality, 2 Schools
Mount Arlington	1 School

Mount Olive Township	4 Schools
Mountain Lakes	District
Netcong	Municipality, 2 Schools
Parsippany-Troy Hills	4 Schools
Pequanock Township	School
Rockaway Township	Municipality, District
Roxbury Township	Municipality, 3 Schools
Wharton	1 School
PASSAIC COUNTY	
Bloomington	Municipality, 1 School
Little Falls	Municipality, 4 Schools
West Milford	Municipality
SUSSEX COUNTY	
Andover	District
Frankford Township	District
Franklin	District
Fredon Township	District
Green Township	District
Hamburg	District
Hardyston Township	District
Hopatcong	District, 3 Schools
Lafayette Township	District
Montague Township*	District
Newton	Municipality, District, 3 Schools
Ogdensburg	District, School
Sandyston Township	District
Sparta Township	District
Stanhope	District
Stillwater Township	District
Sussex	District
Vernon Township	District
UNION COUNTY	
New Providence	District, 3 Schools
WARREN COUNTY	
Alpha*	District
Belvidere	Municipality, District, 2 Schools
Blairstown	School
Frelinghuysen Township	District

Hackettstown	District, 3 Schools
Harmony Township	District
Hope Township	District
Knowlton Township	District
Liberty Township	School
Lopatcong Township	District
Mansfield Township	Municipality, District
Oxford Township	District, School
Phillipsburg*	Municipality, District, 5 Schools
Washington Borough	District, 2 Schools
Total: 65 Communities	

TransOptions TMA

Outreach Levels from January 2015 through December 2015:



**TransOptions TMA
Pedestrian and Bicycle Events from January-December 2015**

Type of Event	# of Events	# of Participants
Walking School Bus	1	100
Walk to School Day	13	3650
Other Pedestrian or Bike Event	4	370
Mileage Club or Contest	1	26

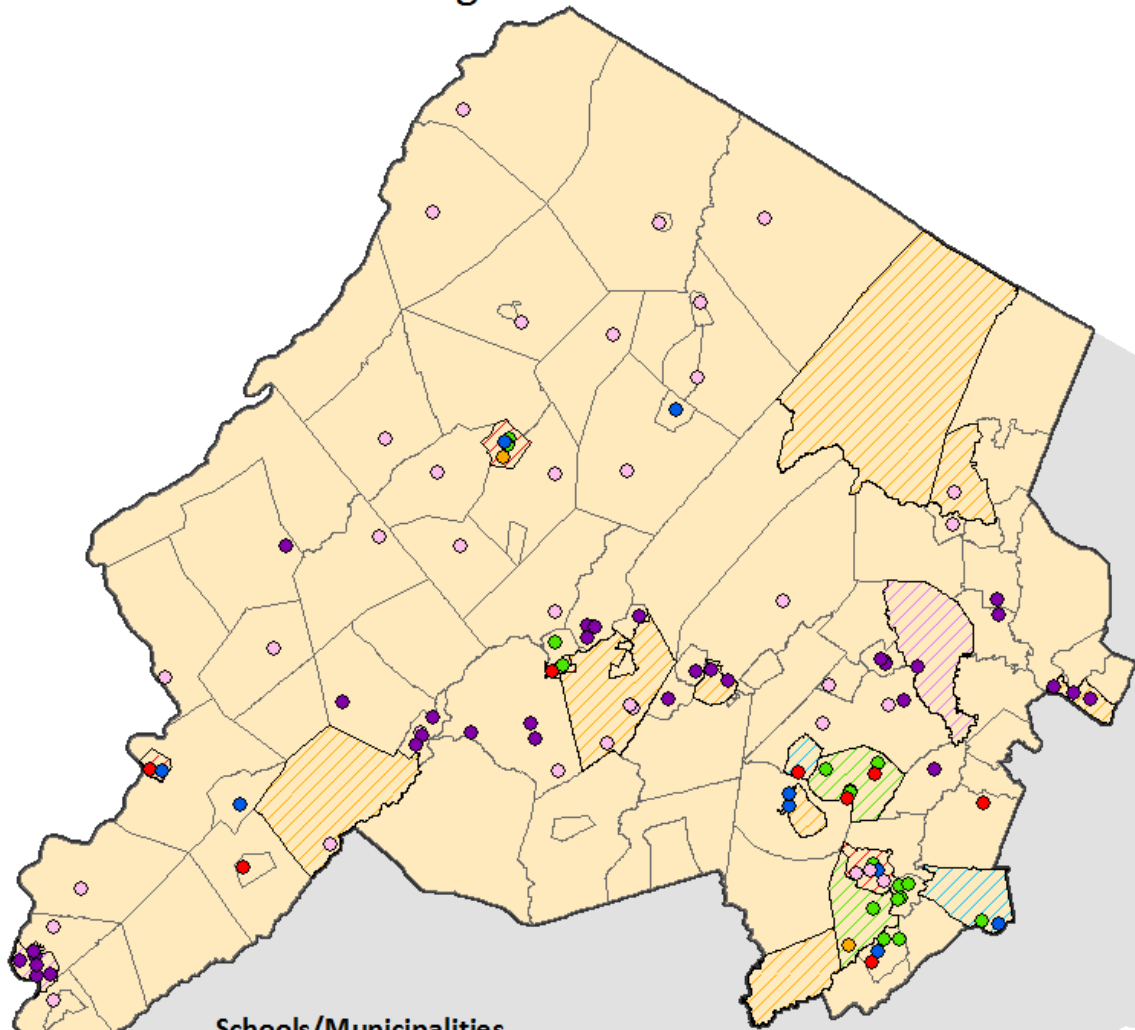
**TransOptions TMA
Educational Events from January-December 2015**

Type of Event	# of Events	# of Events with on street/on foot Component	# of Participants
Pedestrian Safety Lesson	5	5	620
Other Educational Event	2	N/A	250

**TransOptions TMA
Planning and Policy Activities from January-December 2015**

Type of Project	# of Projects	# of Participants
School Travel Plan	1	N/A
Safe Routes to School Recognition Program	2	N/A
Assistance with Infrastructure Grant	3	N/A
Other Planning or Policy Event	1	10

TransOptions Program to Date



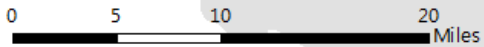
Schools/Municipalities Level of Outreach

Municipalities

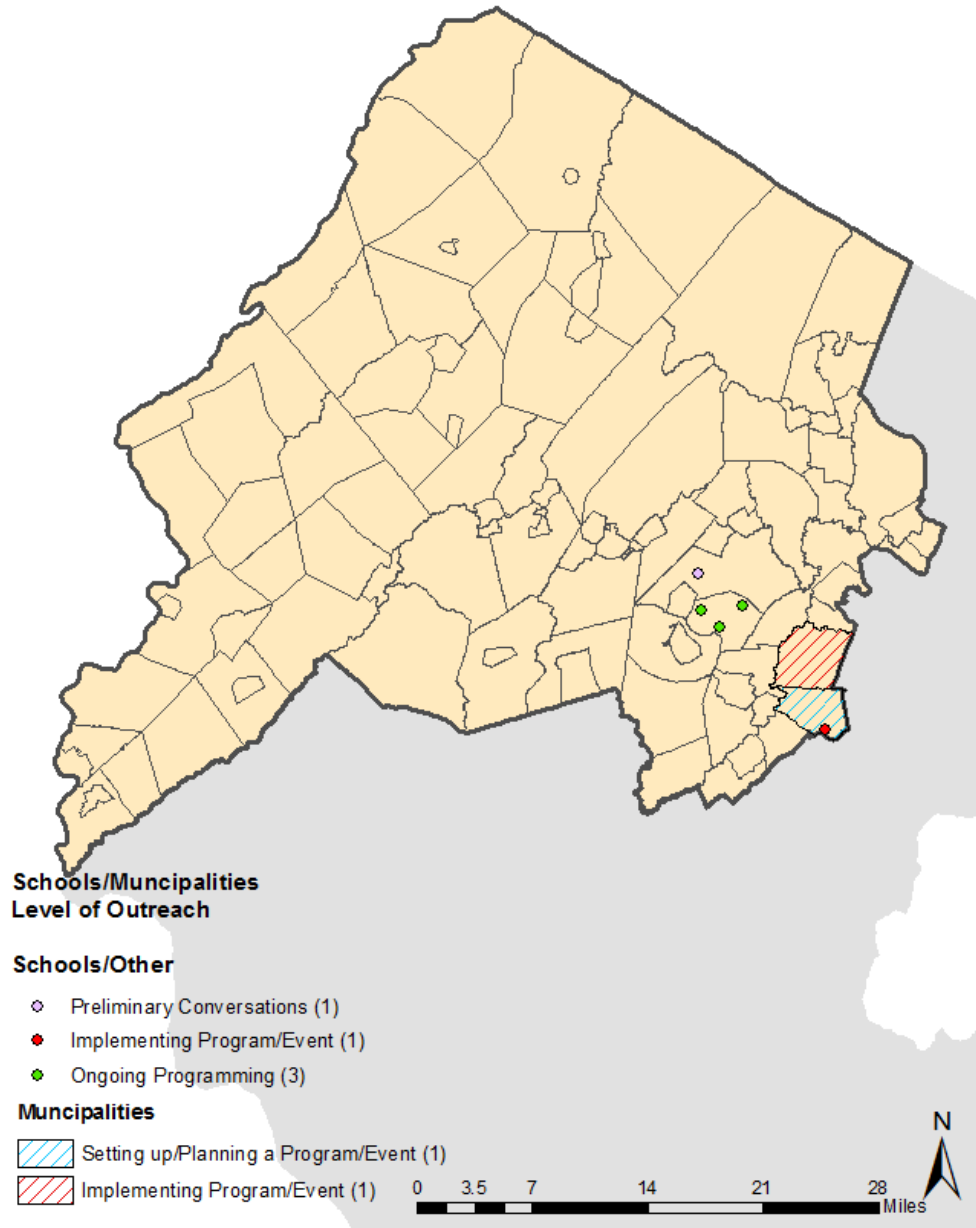
- Preliminary Conversations (7)
- Setting up/Planning a Program/Event (2)
- Implementing Program/Event (4)
- Ongoing Programming (2)

Schools/Other

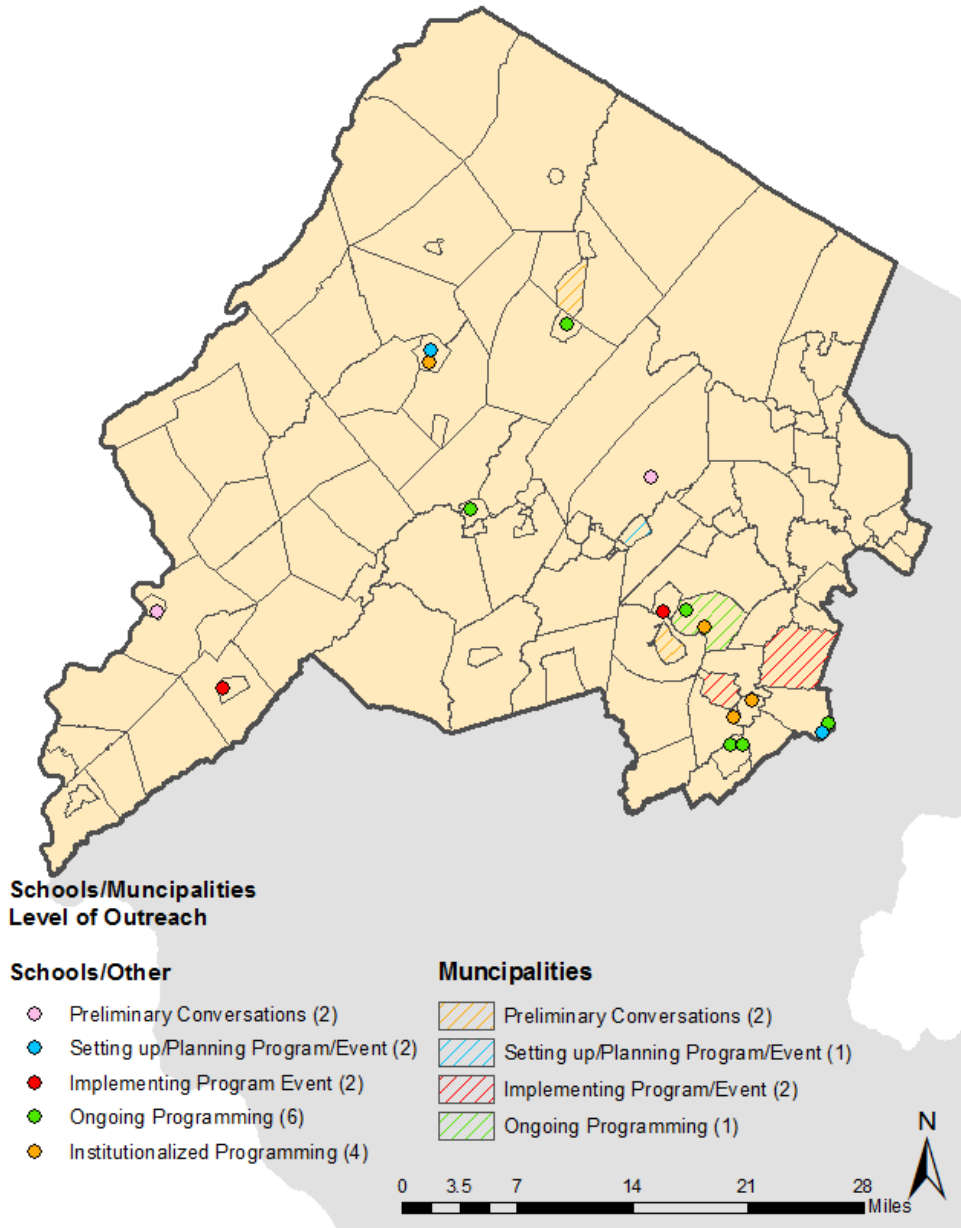
- Contact Made (33)
- Preliminary Conversations (40)
- Setting up/Planning a Program/Event (11)
- Implementing Program/Event (11)
- Ongoing Programming (18)
- Institutionalized Programming (3)



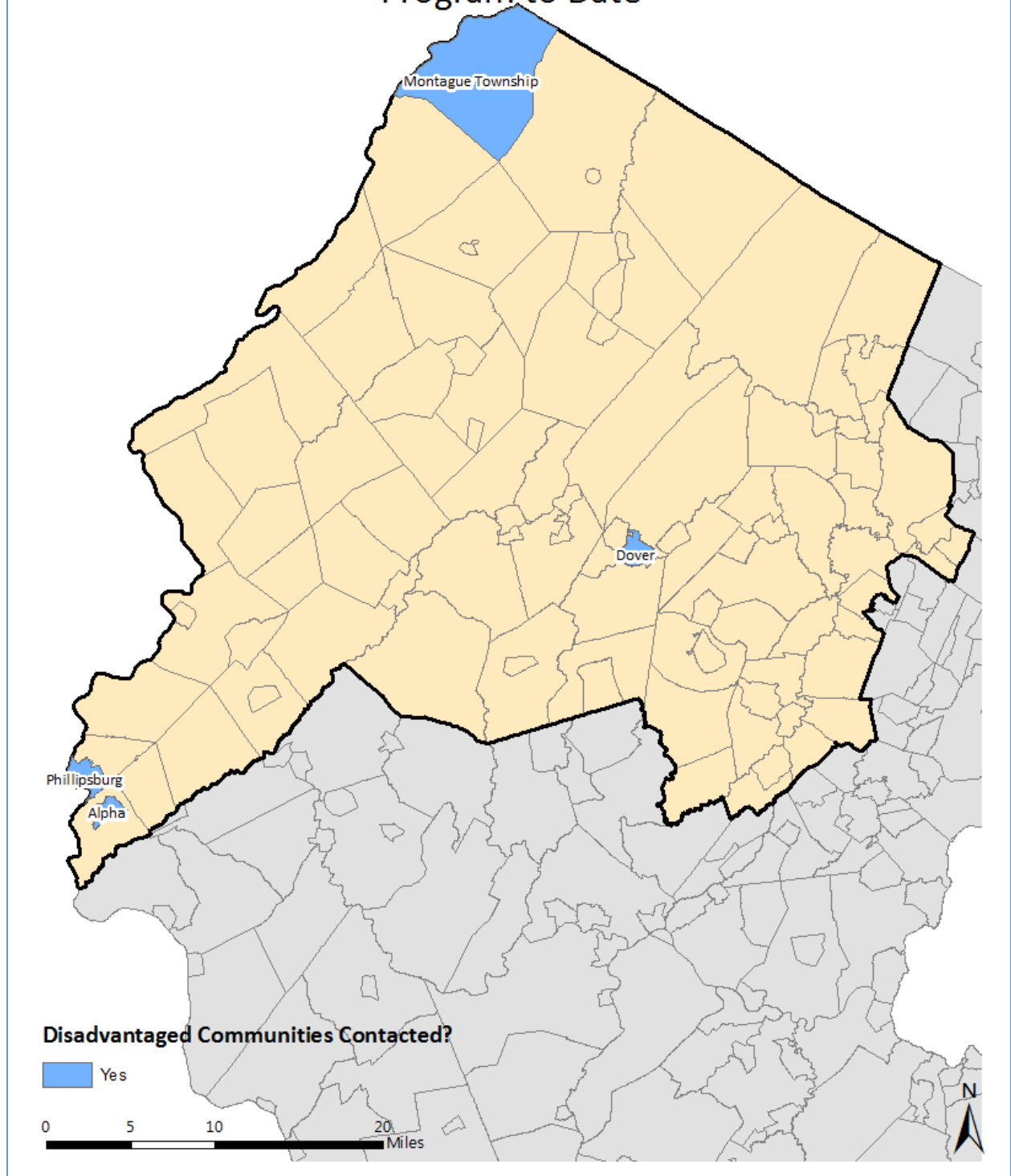
TransOptions Jan-June 2015



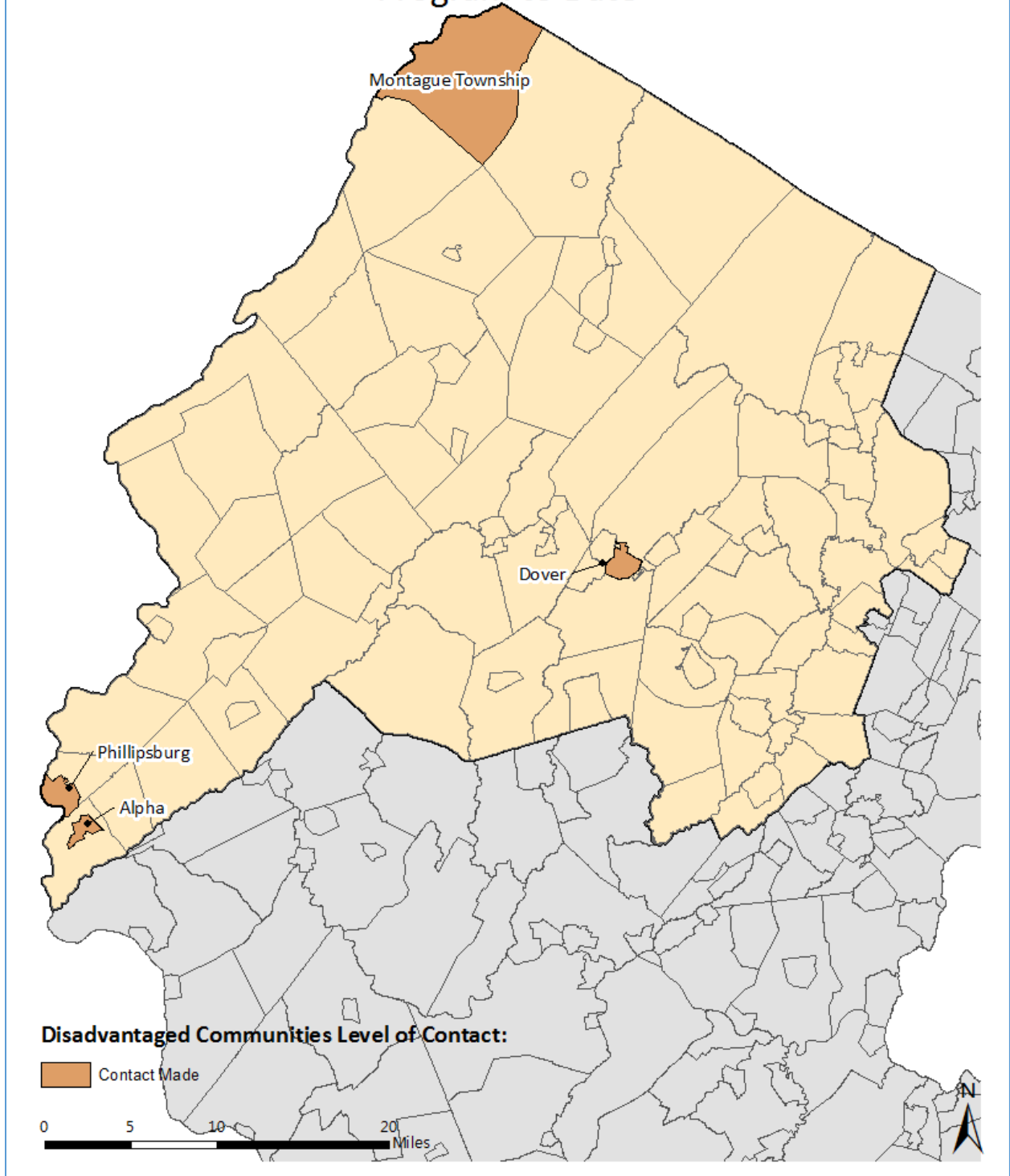
TransOptions July-Dec 2015



TransOptions TMA Program to Date



TransOptions TMA Program to Date



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, seven 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) since the inception of the program.

SRTS Performance Measures By Municipality - Program to Date as of December 2015

County	Municipality	Completed School Travel Plan(s)	Complete Streets Policy Adoption	Student Travel Mode Tallies	Sustainable Jersey Points for SRTS action	Sustainable Jersey Points for Complete Streets action	SRTS Recognition Program Winners	SRTS Infrastructure Grantees	Totals
Atlantic	Absecon			x			x		2
Atlantic	Atlantic City		x			x			2
Atlantic	Brigantine City				x	x		x	3
Atlantic	Buena Borough		x						1
Atlantic	Egg Harbor City	x	x		x	x	x	x	6
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	x		4
Atlantic	Northfield City		x					x	2
Atlantic	Pleasantville City		x		x	x	x		4
Atlantic	Somers Point		x		x	x	x		4
Atlantic	Ventnor City				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	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	South Hackensack						x		1
Bergen	Tenafly Borough		x	x				x	3
Bergen	Wallington			x					1
Bergen	Wood-Ridge						x		1
Bergen	Englewood City							x	1
Burlington	Bordentown		x						1
Burlington	Brown Mills						x		1
Burlington	Burlington City							x	1
Burlington	Chesterfield Township				x		x		2
Burlington	Delran Township					x			1
Burlington	Edgewater Park						x	x	2

Disadvantaged communities are indicated in **bold**

SRTS Performance Measures By Municipality - Program to Date as of December 2015

County	Municipality	Completed School Travel Plan(s)	Complete Streets Policy Adoption	Student Travel Mode Tallies	Sustainable Jersey Points for SRTS action	Sustainable Jersey Points for Complete Streets action	SRTS Recognition Program Winners	SRTS Infrastructure Grantees	Totals
Burlington	Evesham Township			x					1
Burlington	Lumberton Township							x	1
Burlington	Maple Shade Township			x			x	x	3
Burlington	Medford Township		x						1
Burlington	Moorestown		x			x			2
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	4
Camden	Camden City	x	x	x		x		x	5
Camden	Cherry Hill		x			x			2
Camden	Collingswood Borough	x					x	x	3
Camden	Gibbsboro						x		1
Camden	Gloucester Township		x			x			2
Camden	Haddon Heights		x			x			2
Camden	Haddonfield Borough				x	x	x	x	4
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		x	5
Cape May	Middle Township		x						1
Cape May	North Wildwood City		x					x	2
Cape May	Ocean City		x	x	x	x			4
Cape May	Wildwood City		x						1
Cape May	Woodbine Borough	x	x		x	x	x	x	6
Cumberland	Bridgeton City						x	x	2
Cumberland	Downe Township		x						1
Cumberland	Vineland City		x				x	x	3
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			x			2
Essex	Montclair Township	x	x	x	x	x	x	x	7
Essex	Newark City	x	x	x		x	x	x	6
Essex	Nutley Township							x	1
Essex	Orange Township City		x			x			2
Essex	South Orange Village		x						1
Essex	West Orange Township		x		x				2
Gloucester	Clayton Borough							x	1

Disadvantaged communities are indicated in **bold**

SRTS Performance Measures By Municipality - Program to Date as of December 2015

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Gloucester	East Greenwich Township							x	1
Gloucester	Glassboro		x			x			2
Gloucester	Mantua Township		x						1
Gloucester	Monroe Township				x	x			2
Gloucester	National Park Borough			x			x		2
Gloucester	Woodbury City		x			x			2
Gloucester	Woodbury Heights						x		1
Gloucester	Woolwich Township		x						1
Hudson	Bayonne City						x	x	2
Hudson	Hoboken City		x			x	x		3
Hudson	Jersey City		x			x	x	x	4
Hudson	Kearny Town						x		1
Hudson	North Bergen						x		1
Hudson	Secaucus Town		x			x			2
Hudson	Union City		x				x		2
Hudson	West New York Town						x	x	2
Hunterdon	Bethlehem Township						x		1
Hunterdon	Bloomsbury Borough	x		x			x		3
Hunterdon	Califon Borough	x	x	x			x		4
Hunterdon	Clinton Town	x			x		x	x	4
Hunterdon	East Amwell		x						1
Hunterdon	Flemington Borough	x	x	x			x		4
Hunterdon	Franklin Township		x			x			2
Hunterdon	Frenchtown Borough	x	x	x	x	x	x		6
Hunterdon	Hampton Borough	x		x			x		3
Hunterdon	High Bridge Borough	x		x	x		x		4
Hunterdon	Lambertville City	x	x	x	x	x	x		6
Hunterdon	Lebanon Township	x					x		2
Hunterdon	Milford Borough	x		x			x	x	4
Hunterdon	Raritan Township		x		x	x		x	4
Hunterdon	Sergeantsville						x		1
Hunterdon	Stockton Borough	x		x			x		3
Mercer	East Windsor Township	x	x	x					3
Mercer	Ewing Township		x			x			2
Mercer	Hamilton Township		x					x	2
Mercer	Hightstown Borough	x	x			x		x	4
Mercer	Hillsborough Township					x			1
Mercer	Hopewell Borough		x	x					2
Mercer	Hopewell Township		x	x					2
Mercer	Lawrence Township		x		x	x			3
Mercer	Pennington Borough		x	x				x	3
Mercer	Princeton Township	x	x	x		x		x	5
Mercer	Robbinsville	x	x						2
Mercer	Trenton City	x	x	x	x	x			5
Mercer	West Windsor Township		x						1
Middlesex	Cranbury Township							x	1

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Middlesex	Dunellen Borough								0
Middlesex	Highland Park Borough		x		x	x	x	x	5
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	New Brunswick City		x	x	x		x	x	5
Middlesex	North Brunswick Township			x				x	2
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	Asbury Park		x				x		2
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	Sea Bright		x						1
Monmouth	Shrewsbury Borough				x		x		2
Monmouth	Union Beach Borough							x	1
Morris	Boonton Town							x	1
Morris	Chatham Borough		x		x	x	x	x	5
Morris	Chatham Township	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	x				2
Morris	Lincoln Park Borough							x	1
Morris	Long Hill Township		x						1
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	4
Morris	Parsippany Troy-Hills			x				x	2
Morris	Randolph		x						1
Morris	Wharton Borough	x						x	2
Morris	Whippany			x			x		2
Ocean	Bay Head Borough				x				1
Ocean	Brick Township	x			x		x	x	4

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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
Salem	Woodstown			x					1
Somerset	Bedminster Township		x						1
Somerset	Bernardsville Borough	x						x	2
Somerset	Bound Brook Borough		x				x		2
Somerset	Far Hills		x						1
Somerset	Hillsborough Township		x			x			2
Somerset	Manville Borough						x		1
Somerset	Montgomery Township		x			x			2
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	2
Sussex	Ogdensburg Borough						x	x	2
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	x	5
Union	New Providence Borough		x	x			x	x	4
Union	Rahway					x			1
Union	Roselle Borough		x				x	x	3
Union	Roselle Park Borough							x	1
Union	Scotch Plains			x					1
Union	Summit City		x			x			2
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

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Warren	Greenwich Township							x	1
Warren	Hackettstown Town		x						1
Warren	Oxford Township	x		x			x		3
Warren	Washington						x		1
	Totals	36	122	45	40	61	81	101	486

Disadvantaged communities are indicated in **bold**

3. NJ SRTS on Local and National Stages

To showcase the New Jersey Safe Routes to School program both locally and nationally, staff from the Alan M. Voorhees Transportation Center (VTC) continually seeks opportunities to provide presentations about Safe Routes to School resources, research, and programs at local, statewide, and national conferences and events. Presentations given by the VTC staff of the New Jersey Safe Routes to School Resource Center during the report period are listed below:

- **Transportation Research Board 94th Annual Meeting**, January 11-15, 2015 in Washington D.C.
 - “Gender Differences in Youth Bicycling: Findings from a survey of New Jersey children.”
 - “Stranger Danger, Cell Phones, Traffic and Active Travel to Schools: Perceptions of Parents and Children.”

- **American Planning Association New Jersey Chapter 2015 Planning Conference**, January 29-30, 2015 in New Brunswick, NJ.
 - “Complete Streets & Safe Routes to School for Rural New Jersey”

- **Youth Bike Summit** February 13-15, 2015 in Seattle Washington
 - “Gender Differences in Youth Bicycling: Findings from a survey of New Jersey children.”

- **New Jersey Bike and Walk Coalition Summit**, February 21, 2015 in New Brunswick, NJ.
 - “Using Safe Routes to School as a Springboard for Expanding Walking & Biking Throughout Your Community”
 - “Safe Crossings: NJ Crossing Guard Training and Resources Program”
 - “Gender Differences in Youth Bicycling: Findings from a survey of New Jersey children”
 - “Who’s watching the kids? How parent perception, gender, and technology play a role in where children bike and walk”
 - “What’s Health Got To Do With It? Using Health Impact Assessment to Foster Walk and Bike Friendly Communities”

- **NJ Complete Streets Summit**, October 26, 2015 in New Brunswick, NJ
 - “Funding Your Complete Streets Project”

- **New Jersey School Board’s Association Conference**, October 27-29 2015 in Atlantic City, NJ
 - “Healthy Schools = Increased Performance + Cost Savings.”

- **National Walking Summit**, October 28-30, 2015, Washington, DC
 - “Using Health Impact Assessment to Foster Walk Friendly Communities”

- **New Jersey Prevention Network Get Active NJ Webinar**
 - “Improving Walkability through Policy”

4. NJ SRTS Statewide Program Activities

Walk to School Month, October 2015

Nationally, October is recognized as Walk to School Month across the United States. In October 2015, schools and communities from throughout NJ celebrated by participating in walk and bike to school days, walking school buses, walking contests and competitions as well as bike rodeos. Here are some highlights from Safe Routes to School Regional Coordinators from the state's eight Transportation Management Associations (TMAs).

HART – Hunterdon County

HART TMA which services Hunterdon County reported incredible participation of International Walk to School Day (iWalk) which included 12 participatory area schools, 1,120 students, 119 teachers/volunteers and 25 routes. HART was pleased that many schools experienced increases in the amount of participating students compared to prior years. Students also recognized their crossing guards, who helped facilitate the iwalk, and they also conducted a lawn sign contest promoting walking to school.



Hunterdon County lawn sign Contest

Greater Mercer TMA – Mercer and Ocean Counties



Greater Mercer TMA Safety Wheel Quiz

Greater Mercer TMA had double the participation rate for International Walk/Bike to School Day in both Mercer and Ocean Counties! In October 2015, nine schools in Mercer and four schools in Ocean County scooted, biked, or walked during Walk to School Month.

Ocean Road School in Point Pleasant Beach, home to a 2015 Safe Routes to School bookmark contest winner, participated in a pedestrian and bicycle safety assembly followed by a Walk to School event the next day.

Lawrence Intermediate School's "Walk This Way" program included a blind spot activity with Fed Ex trucks, a pedestrian safety quiz wheel, and a visit from Boomer, the Trenton Thunder baseball team mascot. Students split into groups and also completed a walkability assessment of their neighborhood to indicate obstacles for walking.

Slackwood, Johnson Park, and Ocean Grove schools had banners for walkers to sign. As students clambered to the table to sign up, they were awarded with stickers, reflectors, color-changing pencils, and other giveaways.

Keep Middlesex Moving – Middlesex County



Highland Park Walk to School Day

Every October, Keep Middlesex Moving promotes safe, healthy walks to school on International Walk to School Day. This year's event took place on October 7th and was a great success. Twenty schools throughout 12 towns took part, with 5400 students receiving stickers, reflective zipper pulls and "Walk Safe, Walk Fit" bookmarks. The bookmarks were created by Middlesex County third graders during last year's "Walk Safe, Walk Fit" contest. This event would not have been possible without the support of their participating schools and police departments, as well as the NJ DOT.

This year, Dunellen saw an estimated 50% growth in participation! Events in Metuchen and at Oak Ridge Heights School in Woodbridge support regular "Walking Wednesdays," helping to make walking an everyday habit. Metuchen, Highland Park, and Dunellen are also looking forward to a spring walking event in April.

EZ Ride – Bergen, Essex, Monmouth, Passaic, and Union Counties

EZ Ride's Safe Routes to School team connected with the borough of Haledon and the Haledon Public School administration in spring 2015. Together, they coordinated a timeline to launch a series of events to promote safe walking and biking for students. The events included pedestrian safety assemblies and a bike rodeo on October 3rd. Overall, 300 students walked to school in October for International Walk to School Day. In November, the school planned to



Haledon Bike Rodeo

conduct a travel tally to find out how many students walk, bike, or use other means such as the school bus, a family vehicle, public transit, or carpool to travel to and from school. This data will serve as a

baseline to track increased walking and biking in the future. The SRTS team will join with the PTA and law enforcement to participate in a Walkability Assessment in spring 2016. During this activity, the group will identify what improvements can be made along the main routes leading to Haledon School.

Cross County Connection TMA – Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester and Salem Counties:



Margate City's International Walk to School

Cross County Connection assisted 20 schools throughout southern New Jersey with Walk to School events this fall, reaching roughly 2,540 students within 14 municipalities. They assisted schools by helping conduct walk to school events and through giveaways which were distributed by walk to school leaders in their respective schools.

Margate City's International Walk to School Day event included over 300 students participating from Tighe Middle School and Ross Intermediate School. Safety giveaways such as glow in the dark bracelets,

reflective sneaker stickers, and whistle lights were distributed. In Gibbsboro School's Walk to School Day students participated by either biking or walking to school. Safety giveaways were also handed out to participating students.

Hudson TMA – Hudson County:

Hudson TMA's Walk to School 2015 had 15 schools participate. Over 1,300 children and family members walked between September and November. A total of about 4,400 children participated in the Walk More and Walk Safely rallies held at each school in their auditoriums after the walk.

Ridewise TMA – Somerset County:

Ridewise helped facilitate a variety of events for Walk and Bike Month this year. Schools in North Plainfield such as the West End School, the East End School, Somerset School and Stony Brook School all held their Walking School Bus events with good participation. At the Van Derveer School in Somerville, all 800+ children were given walking and biking instruction through three large group sessions, and their Walking School Bus event had about 45 participating students. Stony Brook School also held a Walking School Bus event that had 70 student participants and were pleased to accept a Bronze SRTS Recognition Award from NJDOT. For the Bound Brook SRTS Walking School Bus event, they walked all routes while cleaning up on along the routes, talked to the crossing



Jersey City Walk to School Day

guards, demonstrated safe walking skills and cleaned the arrival area at a local park. Other events that were conducted in November included Miles that Matter and a Safety Poster Contest.

TransOptions TMA - Essex, Morris, Passaic, Sussex, Union and Warren Counties:



Walk to School Day at Salt Brook School in New Providence

Salt Brook Elementary in New Providence held their district-wide Walk to School Day event. Students walking to school had the chance to high-five the school's mascot while TransOptions' employees distributed free giveaways as encouragement and rewards. Washington Elementary and Morris Plains held Traffic Safety Town presentations. The course was offered to the schools as a Safe Routes to School/Street Smart campaign to give students a hands-on lesson about the rules of the road through the perspective of multiple modes of travel. Because of the event's proximity to Halloween, additional "Trick or Treat Bags" were added to the

course to reinforce pedestrian safety principles during the holiday. All students from Washington Elementary 4th grade classes and Morris Plains' 3rd and 4th grade classes participated.

New Jersey Walk to School Month, April 2015

In addition to National Walk to School month in October, students, parents, school and municipal staff, as well as community members from all over New Jersey Celebrated New Jersey Walk and Bike to School Month in April 2015 by leaving the car at home and walking or bicycling to school.

Cross County Connection TMA – Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester and Salem Counties:

Cross County Connection TMA worked with schools throughout their region to hold walk to school events. Cross County connection partnered with Gibbsboro School where a walk to school event is held each month. In April the event coincided with their “character building week,” which highlights aspiring character traits to convey to their peers and to people within the community. They held a satellite drop-off event where students met at three different locations and walked with parent volunteers to school where giveaways were handed to participating students. Holly Glen Elementary School conducted their first walk to school event in the month of April and will continue to conduct walk to school events every Wednesday until the end of the school year. They met at a satellite drop-off point at the town library located down the road from the school. Sacred Heart School in Mount Holly planned three walk to school events for spring with the first event in April.



Gibbsboro April Walk to School Day Event



Students walk to Oak Knoll Elementary School in Williamstown.

Oak Knoll Elementary School in Williamstown held their first Walk to School Day on Earth Day. Roughly 60 students participated in the event. Cross County Connection provided Oak Knoll students who participated with glow in the dark bracelets, bike reflectors, wristbands, and zipper pulls down to hand out as giveaways.

New Jersey Walk and Bike to School month also provided Cross County Connection with an ideal opportunity to expand their SRTS Bicycle and Pedestrian Safety Program. These interactive and

informative 45 minute assemblies are often provided in preparation for walk to school day events. In addition to the safety rules and signs for pedestrians, the importance of bike helmets was discussed during each lesson. Each child who participated was given a coloring book, a brochure on bike safety for parents and a word search to complete and mail to Cross County Connection. At Holly Glen Elementary

the presentation was taught to 116 second graders, 126 third graders and 119 fourth graders; At Van Zant Elementary in Marlton Cross the presentation was given to 60 students from four 1st grade classes; at Oak Knoll school 215 students from 2nd 3rd, and 4th grades participated; at Woodbine Elementary School two separate sessions were given to 18 third graders and 19 fourth graders.

Additionally, CCC TMA held a Bicycle Rodeo at the Collingswood Green Festival where the fundamentals of bicycling and bicycle maintenance were taught to children. Helmet fittings were conducted for children whose helmet did not fit properly or did not have one.

HART – Hunterdon County

The Annual Walk to School Week in Hunterdon County was the official start of the spring “walk to school season” at 12 of the county’s elementary and middle schools. Throughout the week, more than 1,000 Hunterdon students arrived at school via “walking school buses.” These are designated, chaperoned walking routes. Parents, faculty members and students walk along the route, “picking up” additional students at stops along the way.



Students walk to Barley Sheaf Elementary School in Raritan Township.

Many are motivated to participate so that their school can win the Golden Sneaker Award, a friendly competition among the participating schools. The award recognizes the school with the highest percentage of students walking to school during the event, and the winning school is presented with the award to display in its building. And, of course, the school gets the “bragging rights” for a year.



Students Lebanon Township walk to school.

Participating schools this year included Barley Sheaf Elementary School in Raritan Township, Bloomsbury Elementary School, Califon Public School, Clinton Public School, Frenchtown Elementary School,

Hampton Public School, High Bridge Elementary School, Lambertville Public School, Lebanon Borough School, Milford Public School, Reading-Fleming Intermediate School and Stockton Borough School.

EZ Ride – Bergen, Essex, Monmouth, Passaic, and Union Counties

Essex County – Montclair’s Bradford School kicked off Walk-to-School Wellness Wednesday on April 1, 2015 to celebrate NJ Walk & Bike to School month. Two other schools, Charles H. Bullock School and Edgemont Montessori School, also held walking events to encourage children to get moving this spring. While Montclair’s children and parents walked off their winter blues, they started to gear up for National Bike Month in May.

Passaic County – In the City of Paterson, one school joined New Jersey’s pedestrian celebration by holding its first walking event on April 28, 2015. School #28 organized a Walk Party that included the entire student body with a walk around the school grounds in support of healthy and active transportation. They set up large speakers and walked along to the music. Each student expressed his or her own commitment to walking by personalizing a sneaker and signing the school’s Walk-to-School Banner. Based on the Walk Party’s success, this event will be the first of many.

Bergen County – Two Pedestrian Safety events took place in Bergen County during New Jersey’s Walk & Bike to School Month. Safe Kids Bergen County invited EZ Ride for a day of assemblies at Brookside Elementary School in Westwood, where children learned how to properly stop, look, listen, and most importantly – think. EZ Ride also visited Garfield’s James Madison School #10 with the same safety



School #28 in Paterson’s Walk Party.

message. The Safe Routes to School team talked to students at both schools about being safe while walking, especially on the way to school.

Students at Hillside School in Allendale, NJ participated in Walk to School Day by meeting in pods of Walking School Buses to travel together by foot on the way to school. The students had the opportunity to be escorted to school by administrators, local officials and law enforcement personnel on their journey. Members of the school’s Environmental Club also distributed stickers that read, "I walked to school today with kids around the globe."

Essex County – In hopes to invigorate the students for New Jersey’s very own Walk and Bike to School Month, Brookdale Elementary promoted Trek to School Thursday throughout the month of April. On the morning of April 23RD, the school principal, parents and a large number of students took to the streets in Bloomfield to share the journey to school together with friends.



Brookdale Elementary Trek to School

TransOptions TMA - Essex, Morris, Passaic, Sussex, Union and Warren Counties:



Walking to Allen W. Roberts School in New Providence.

TransOptions helped communities throughout their region step into the Spring walking season with a variety of events. Walk and Bike to School Weeks were held in New Providence and Hanover Township in April. In New Providence, over 1,000 students walked or biked to school throughout the week at Salt Brook School, Allen W. Roberts School and New Providence Middle School. Approximately 500 students walked or biked to school throughout the week at Salem Drive School, Mountview Road School and Bee Meadow School in Hanover Township. A tally count was also administered as part of both events to keep track of how students are getting to and from school.



Walkers are greeted at Salem Drive School in Hanover Township.

Various publicized Walk to School events were held at all five elementary schools and Chatham Middle School in the School District of the Chathams with a big focus on Earth Week from April 20-24. Southern Boulevard School featured music and a guessing game. Lafayette Avenue and Milton Avenue schools held Earth Day interactive lessons along with their walks; scavenger hunts, lessons on compost, renewable energy and watersheds were also featured. On April 22 at Lafayette Avenue School, a student from Chatham High School played guitar and sang "Outdoors" by Jason Mraz to students as they walked in the school.

In Netcong each month, students and parents at Netcong Elementary School are encouraged to leave the car at home and take a walk or ride a bike to school on Walk and Roll Wednesdays. Each month has a theme and students who walk or bike to school receive a backpack charm that corresponds with that theme. In April, the Walk and Roll Wednesday event was combined with a fundraising Walk-a-thon.

In Netcong each month, students and parents at

In Ogdensburg, students celebrate New Jersey Walk and Bike to School Month with a Safe Routes to School Poster Contest. Over 100 students submitted posters in which they described their feelings on walking to school and how it benefits them and the



Ogdensburg SRTS Poster Contest winners.

environment. Ogdensburg School also walks to school every Friday utilizing their established Walking School Bus routes around the neighborhood.

Greater Mercer – Mercer and Ocean Counties

Greater Mercer TMA had one of its busiest seasons yet. Activities were not just numerous, but unique. A student design bookmark contest, bicycle/pedestrian safety quiz wheel, and a bike maintenance clinic accented a large number of school-wide assemblies and outreach events.



Slackwood Elementary School bookmark contest winner receiving her award from Principal Jay Billy, and Jerry Foster from GMTMA.

Greater Mercer received over 300 entries in its second annual bookmark design contest. This year's theme, "My Favorite Place to Walk/Bike Is..." really sparked imagination in the entries. Ultimately, four winners were selected and the bookmarks were professionally printed. There was great pride exhibited by the winners, and it was a treat to recognize their accomplishments. Runner-ups received a certificate of recognition and a bicycle safety kit complete with a helmet, bike lights, and safety vest.

In addition to the onsite Safe Routes to School events, we were invited to teach bike safety to elementary school children of a local parent group. There was a Greater Mercer TMA table at Communiversiity, a Princeton event that draws over 40,000 people annually. Greater Mercer premiered the environmental quiz wheel that incorporated questions about anti-idling and air quality at the Montgomery Earth Day Fair. Trenton youth were treated to a community fair on their spring break. The fair displayed area organizations, including GMTMA, that promoted healthy behavior and positive recreation.

A hands-on component to activities actively engaged the students. Within the assemblies, student "cars" obeyed traffic laws to enable the walker to cross. Second Life Bikes in Asbury assisted with an after-school bicycle clinic on Bay Head Elementary School's lawn. Mechanics were on hand to instruct participants about tire pressure, maintenance tips, and bicycle part inspections. Students gained a new appreciation for bike care and were thrilled to turn wrenches and dig in.

Every Walk/Bike to School event featured a safety quiz wheel. Created out of a bicycle wheel itself, numbered spoke tabs correspond to questions in one of three different age-appropriate clusters. Students walking by could not resist trying their hand at questions and were awarded with prizes.



Princeton's Johnson Park Elementary School Walk to School Day.

Keep Middlesex Moving – Middlesex County

Keep Middlesex Moving supported some exciting events for NJ Walk and Bike to School Month in April.

On April 19th KMM joined Safe Kids Middlesex County in distributing bicycle helmets and bike safety information at New Brunswick Ciclovía, an open streets event that closes streets to vehicular traffic and opens them to bicyclists and walkers to build a culture of health and healthy transportation in New Brunswick's neighborhoods.



Families from Irving Primary School and Bartle Elementary School in Highland Park walk to school.

On Tuesday, April 21st KMM was welcomed by 200 students at Watchung Elementary School in Middlesex Borough at a Walk and Bike Safety Assembly, preparing the students for their annual 2nd and 3rd grade bike rodeo in June.

Wednesday April 22nd was Spring Walk to School Day for Campbell Elementary School in Metuchen and Oak Ridge Heights School #21 in Woodbridge. Woodbridge students were joined on their walk by their mayor!

On April 24th, an unusually chilly spring morning, families from Irving Primary School and Bartle Elementary School in Highland Park bundled up for Spring Walk to School Day.

At the Raritan Bay Area YMCA in Perth Amboy, the April 25th YMCA Healthy Kids Day featured a bike rodeo run by KMM, YMCA staff, and some great volunteers!

With a full schedule of assembly presentations, events and bike rodeos scheduled for May and June, April was a great “warm up” for spring walk and bike safety education in Middlesex County.



Raritan Bay Area YMCA Bike Rodeo.

Ridewise TMA – Somerset County:

Hundreds of students from North Plainfield laced up their sneakers and walked to school in support of New Jersey Walk and Bike to School Month. The North Plainfield School District has been participating in the RideWise SRTS program for the past five years and, this year close to 200 students took part in the district's four Walking School Bus events; East End students met at the Hydewood Baptist Church on April 21st and West End students met at Vermeule Playground on April 24th while Somerset and Stony Brook students left from the North Plainfield Public Library on April 22nd and April 23rd, respectively.



‘Sparky,’ the Somerset Patriots mascot, joined West End Elementary School students from North Plainfield for their Walking School Bus

Joining the students and their families this year were Mayor Michael Giordano, Jr., school administrators and staff – including Superintendent of Schools Dr. James V. McLaughlin, and ‘Sparky,’ the Somerset Patriots mascot; the Patriots, along with Modell’s Sporting Goods, are major sponsors of the program.

As part of their participation in the program, the North Plainfield School District designates one Wednesday a month as Walk to School Wednesday, however students are encouraged to walk as much as possible.

Hudson TMA – Hudson County

Hudson TMA celebrated New Jersey Walk and Bike to School Month by expanding their popular Golden Sneaker program. The Golden Sneaker program has two parts. It first begins with a mileage counting walking contest between all classes in the second and third grades of a participating school. Each school has its own contest and does not compete against other schools. The desire to win the Golden Sneaker trophy incentivizes the children to walk. All talks with the children include an emphasis on walking to school. The second part of the program is an interactive discussion with the children on where they can walk to (especially school) and how to do so safely. Golden sneaker contests were held with seven schools in Jersey City, one school in Bayonne, and one school in North Bergen.



Walk and Bike to School Event in Jersey City

Hudson TMA also provided several Bike Safety Assemblies. The Bike Safety Assembly is comprised of a discussion on biking with an interactive quiz show on biking safely. Bike Safety Assemblies were held at three schools in West New York, two schools in Union City, and two schools in North Bergen.

Additionally, more advanced bike to school events were held with PS 15 in Jersey City. During New Jersey Walk and Bike to School Month, two very well attended Bike to School day events were held. Prior to hosting the Bike to School Events, Hudson TMA worked with PS 15 to hold a Bike Repair Day to identify and rectify minor bicycle repair issues prior to the events.

5. TMA SRTS Coordinator Training

To foster the use of best practices throughout the State, the NJ SRTS Resource Center develops, coordinates, and facilitates training programs for SRTS Regional Coordinators. These training opportunities offered throughout the year help to ensure that SRTS Regional Coordinators are well-informed about SRTS programming and to establish consistency throughout the State. In-person trainings offer opportunities for the SRTS Regional Coordinators to share their experiences and learn from one another through discussions to explore barriers and opportunities to SRTS program expansion, how to overcome the barriers and how to leverage the opportunities. Below is a description of trainings developed based on priorities set by NJDOT that were coordinated throughout 2015.

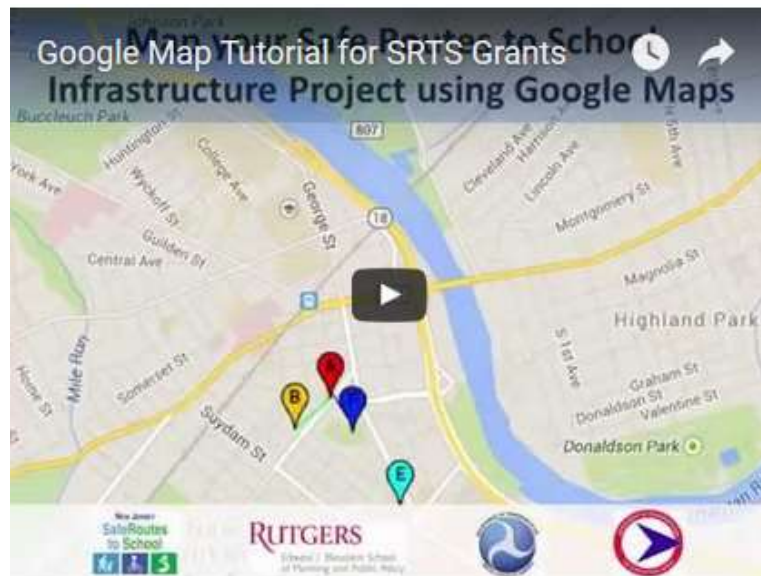
New Coordinator Training

AS TMA SRTS staff changes and expands, it's important to make sure that new staff members have the tools and knowledge necessary to coordinate SRTS programs in their service area. In 2015, three group training sessions were organized for new TMA SRTS staff. The trainings covered the organization of SRTS in New Jersey and the roles of various players; meetings, records of contact, and quarterly reports; SRTS electronic resources; and key points and resource review of important SRTS training materials. All new TMA staff who attended trainings were provided with a flash drive containing key training presentations and resources that have been developed throughout the life of the NJ SRTS program. Following each meeting, detailed notes were compiled and distributed to all attendees.

Google Maps Tutorial

Mapping is an important part of SRTS programs, especially the development of school travel plans. To assist TMA SRTS Coordinators and the general public with mapping needs, the NJ SRTS Resource center developed an informative tutorial designed to help those without GIS develop effective maps using the free Google Maps service. The tutorial script was repeatedly refined to keep it relatively short and simple while making it accessible and easily understood for a wide audience

regardless of their level of computer skills. Once completed, the tutorial video was placed on the NJ SRTS Resource Center website and discussed with TMA SRTS Coordinators during a monthly meeting.



Working with Municipalities and School Boards

To assist TMA SRTS staff in expanding their SRTS programs, the NJ SRTS Resource Center developed a training focusing on key partners in municipalities and school districts and how to work with them and get them to work together to strengthen and improve SRTS programs. Staff recruited a guest speaker, Susan Welkovits Council president of Highland Park, to speak to the group about municipal government, how municipal government works, and how best to work with municipal government. In addition to the section of the training dealing with municipalities, staff developed a section of the training detailing how Schools and Schoolboards work and how to work with them. Trish Sanchez drew upon her experience as a former School board Vice-president to develop and delivered the presentation.

Minimizing Risk and Overcoming Liability Concerns

Fears of risk and liability can conspire to stop conversation about SRTS programs in otherwise amenable schools and communities. To help TMA SRTS Coordinators overcome these fears of liability and risk, staff conducted “Safe Routes to School & Liability: Minimizing Risk and Overcoming Concerns” training that was based upon a presentation given by Sara Zimmerman of the SRTS National partnership. Staff modified the presentation to suit the needs and specific circumstances of New Jersey and presented the information to the TMA SRTS Coordinators. The presentation covered fear of liability, liability basics, immunity for volunteers, how SRTS can help with liability, and approaches and suggestions to liability and minimizing risk.

Social Media Overview

Social media has become an increasingly popular and effective way for reaching the public and piquing interest in programs and projects. To develop and organize a presentation on the “ins and outs” of using social media effectively expand SRTS programs in New Jersey, staff recruited and worked with Tamara Swedberg, the Instructional Technology Specialist at the Bloustein School, who has an extensive



background in leading courses and workshops at multiple institutions on the use of a variety of technology including social media. The presentation covered a social media overview, building your campaign effectively, and more detail about effectively using Facebook, Twitter, LinkedIn, Blogs, YouTube, Pinterest, Instagram, and Snapchat to promote programs, projects, and events.

2015 In Review

2015 marked the fourth full year of the expanded New Jersey SRTS Program -- a partnership between NJDOT, the NJ SRTS Resource Center, and all eight of New Jersey's Transportation Management Associations. Since 2011, this partnership has greatly increased the outreach of the New Jersey SRTS Program, reaching nearly 60% of New Jersey's municipalities. Throughout this program, an importance has been placed upon ensuring that Safe Routes to School is a program for everyone, and that our state's disadvantaged communities receive equal benefit from the program. Under NJDOT's leadership, this program has resulted in outreach to 92% of New Jersey's disadvantaged communities.

As part of the NJ Safe Routes to School Strategic Plan Update, performance measures were identified to reflect the growth and success of the program. To date, there have been: 36 completed school travel plans, 122 Complete Streets Policies adopted, Student Arrival and Departure Tallies completed for 45 schools, 40 completed SRTS Actions for Sustainable Jersey, 61 completed Complete Streets Actions for Sustainable Jersey, 81 SRTS Recognition Program winners, and 101 SRTS Infrastructure grants awarded.

To showcase the New Jersey Safe Routes to School program both locally and nationally, staff from the NJ SRTS Resource Center provide presentations about Safe Routes to School resources, research, and programs at local, statewide, and national conferences and events. During 2015, 13 presentations were given at 8 conferences and events.



Nationally, October is recognized as Walk to School Month across the United States. Since 2011, New Jersey's participation has continued to grow through TMA sponsored events including walk and bike to school days, walking school buses, walking contests and competitions as well as bike rodeos. In addition to National Walk to School month in October, students, parents, school and municipal staff, as well as community members from all over New Jersey built upon the success of National events by celebrating New Jersey Walk and Bike to School Month in April 2015 by leaving the car at home and walking or bicycling to school. Programs and events were held throughout New Jersey, with each TMA putting their own spin on the program, some combining events with postcard or bookmark contests and others ensuring that SRTS programs and messages were included as part of wider community events.



To help to ensure that SRTS Regional Coordinators are well-informed about SRTS programming and to establish consistency throughout the State the NJ SRTS Resource Center develops, coordinates, and facilitates training programs for SRTS Regional Coordinators throughout the year. In-person trainings also offer opportunities for the SRTS

Regional Coordinators to share their experiences and learn from one another as well. This year trainings included “New Coordinator Training,” a “Google Maps Tutorial,” “Working with Municipalities and School Boards,” and “Social Media Overview.”

Though significant progress has been made, there is still much to be done. SRTS Regional Coordinators at each TMA will continue to promote and implement SRTS programs in their service areas guided by training, oversight, and technical assistance informed by continued research from the NJ SRTS Resource Center. Using national best practice research and relying on the lessons learned through past success, the New Jersey SRTS Program will continue to grow as we seek to reach out to and partner with additional schools, local and regional governments, and other organizations to provide SRTS programs and services, ensuring that inclusion of disadvantaged communities remains a core program priority.