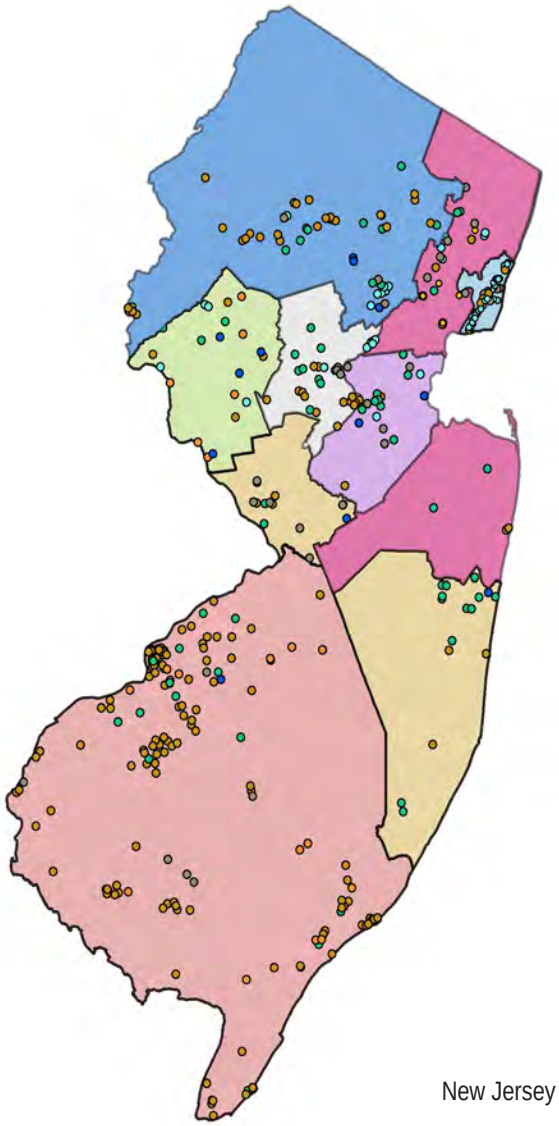
Review of the New Jersey Safe Routes to School Program:

Services, Training, Coordination, Research & Technical Assistance Update Report



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RUTGERS
Edward J. Bloustein School of Planning and Public Policy

NEW JERSEY SafeRoutes

U.S.Department of Transportation
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Introduction

The partnership between the Alan M. Voorhees Transportation Center (VTC) and the New Jersey Department of Transportation (NJDOT) to expand the capacity of the NJ Safe Routes to School Resource Center (NJSRTS RC) has continued into its third year. The NJSRTS RC provides services, training, coordination, and technical assistance directly to regional planning associations, organizations, and local and regional governments.

In 2011, the capacity of the NJ SRTSRC was expanded to form a partnership between the Alan M. Voorhees Transportation Center (VTC), all eight of New Jersey's Transportation Management Associations (TMAs) and the NJDOT. Now in its third year of the technical assistance program, NJDOT provides program administration and guidance through the TMA's SRTS Regional Coordinators and federal funding through the Local Aid Grant program. Regional Coordinators are mobilized to proactively reach out to schools, local and regional governments and other organizations to provide them with a variety of SRTS non-infrastructure services; and the NJ SRTSRC provides services, training, oversight, and technical assistance to all eight NJ TMAs.

NJSRTS Vision Statement:

"A culture and environment where walking and biking to school foster a safe and attractive way of life for students throughout New Jersey."

The Resource Center has focused 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;
- Facilitating policy-level discussions to increase linkages between active transportation and public health; and
- Providing technical assistance directly to New Jersey communities and schools.

December 2013 marks the middle of the third full year of the enhanced non-infrastructure program housed at the NJSRTS RC. The program has continued to grow and developed during its third year. Throughout the life of the program, the TMAs have significantly increased outreach levels across the state and continue to make strides in outreach and project implementation as reflected in this update report.

Included in this project update report are:

1. A summary of assistance provided by NJSRTS RC to support regional TMAs,

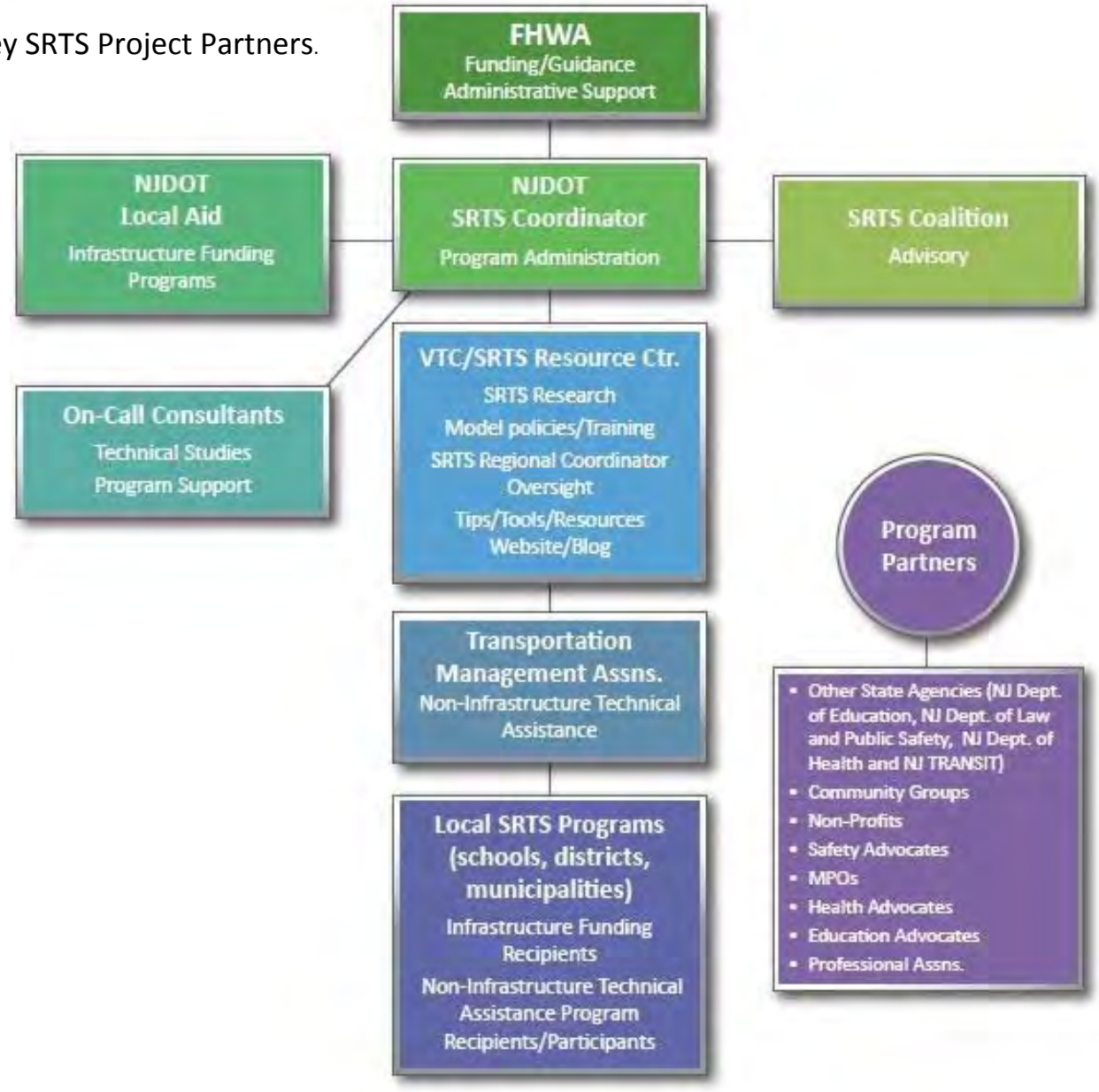
2. An overview of Walk and Bike to School Month activities from TMAs,

3. An update on research performed relevant to NJSRTS,

4. A synopsis of initial performance measures to be tracked by NJSRTS RC, and

5. Outreach Progress Reports—compiled data from the TMAs' Record of Contact forms which show their outreach and programming efforts in schools, municipalities, school districts, and counties and reflect their progress over time.

New Jersey SRTS Project Partners.



1. Summary of Assistance

This section of the report describes assistance provided by the New Jersey Safe Routes to School Resource Center to regional coordinators/TMAs as well as to communities implementing SRTS programs. Described here are tasks from the NJSRTS RC Technical Assistance and Research Scope of Work as well as additional tasks undertaken to improve the program. Additional tasks were implemented at the request of NJDOT, at the request of regional coordinators, or because they were clear actions with a demonstrable ability to improve and strengthen the NJSRTS program.

TMA Regional Coordinator Partnership

- In order to provide direction to the TMAs, VTC drafted updated templates for the two-year TMA Scope of Work and Budget for the contract covering 2013-2015.
    - Staff fielded questions from TMAs regarding the Scope of Work templates. These included questions on serving disadvantaged communities, identifying outreach priorities, specific scope requirements, and help with using the budget template effectively.
    - Resource Center staff reviewed and commented on TMA Technical Assistance Program scopes of work and submitted a memo summarizing all comments to NJDOT. Following a round of edits, staff reviewed resubmitted scopes to evaluate whether they sufficiently addressed initial comments and dealt with outstanding concerns.
- Resource Center staff continued to collect and review monthly Records of Contact from the TMAs.
- To make reporting easier for TMAs, VTC responded to TMAs concerns regarding Records of Contact (ROC) by revising the reporting format through adjustments to columns and dropdown menus and by updating some formulas. The revised ROC instrument should prove to be more user friendly for the TMAs.
- Input of past ROC entries was completed and spreadsheets were updated and sent to TMA staff each month to record new activity.
- New ROC entries were received, reviewed, and edited each month. Additional follow-up was conducted with various TMAs regarding questions or inconsistencies in reporting.
- VTC organized and led monthly coordinator meetings. Staff created an agenda for each meeting and produced a meeting summary afterwards for distribution to NJDOT and TMAs. As needed, staff provided follow-up information to TMAs after each meeting. To minimize travel, monthly meetings were alternated via conference call and in-person, and were held in conjunction with other meetings, trainings, or events.
- To help TMAs stay better connected with different organizations also working on SRTS programs in New Jersey, Resource Center staff worked to cultivate relationships with partner organizations. The National Partnership for Safe Route's to School's State Network Program Coordinator for New Jersey regularly attends monthly coordinator

meetings to discuss common issues, develops effective solutions, and looks for opportunities to coordinate efforts and work together.

- Resource Center staff maintained a Sakai file sharing website that allows VTC to share information with TMAs and for the TMAs to share information back with VTC as well as with each other. Staff ensured that all new TMA staff members working on SRTS had Sakai accounts and could access resources and assisted with questions about Sakai login, structure, materials and login.
- An orientation meeting was conducted on 9/25/13 for new TMA Coordinators to acclimate them with the SRTS program and their responsibilities. Follow-up on any outstanding issues was conducted as needed. Notes were compiled and distributed after the orientation and continued to be sent to all new hires. Additionally, a separate orientation meeting was held on 11/6/13 for staff members of Hudson TMA who were unable to attend the September meeting.

Walkability Assessment in Trenton.

- Resource Center staff worked with TMAC to schedule a meeting at which NJDOT and VTC could speak with the TMA Directors regarding the new SRTS TMA work programs. Staff delivered a presentation and answered questions at the meeting held on 8/20/13.
- Staff provided one-on-one assistance to each Regional Coordinator on their programs. Some examples include assistance with mapping, presentations, answering questions about SRTS grants and other funding opportunities, information about SRTS research, and best practices for developing a bicycle rodeo.

NJSRTS Bulk Items and Giveaways

- Helmets were purchased from “Helmets R Us” and staff worked to set up a University Purchase Order and agreement with “Helmets R Us” that would divide the helmet order among the TMAs so that the helmets would ship directly to them. Working with “Helmets R Us,” two helmet orders were finalized and helmets were shipped to each TMA.
- Resource Center staff obtained quotes for and selected vendors to re-print the NJSRTS safety information bookmark and reflective NJSRTS zipper pulls for use by the TMA SRTS Coordinators at their SRTS events and programs. The bookmarks and zipper pulls were divided among the TMAs and distributed at an in-person SRTS Coordinator meeting and training event.

NJSRTS Recognition Program

Award Recognition Program (Cross County Connection)

- Staff worked with TMAs regarding the status of each application submitted from their service area and any missing information that needed to be turned in before the application could be processed. When all information was accounted for, staff finalized the participant recognition levels and forwarded the list to NJDOT for approval.
- A certificate for the SRTS Recognition program was finalized. The certificate was created in PowerPoint to ensure that all TMAs would be able to access and edit the certificates for their region.
- Draft certificate templates were created for and sent to each TMA. The TMAs finalized the certificates for each of the awardees from their service area, and added names and made minor TMA personalization changes. Resource Center staff then gathered finalized certificates and forwarded them to NJDOT for the Commissioner's signature.
- A sample press release was developed by VTC for use by the TMAs.
- The NJSRTS Resource Center website was updated to recognize all awardees.
- Resource Center staff worked to streamline the NJSRTS Recognition Program information and application webpage on the NJSRTS Resource center website for the upcoming second round of applications. The updated website makes the application process easier and more efficient for the TMAs by incorporating a forms section that allows applicants to upload support documentation directly. The new form takes what had previously been a 2-step process and makes it a simple 1-step process.

Table at Mt. Holly (Cross County Connection)

- Resource Center staff developed and presented to TMA SRTS Coordinators a training presentation on the NJSRTS Recognition Program, highlighting changes and updates to the program and walking them through the entire application process.
- Resource Center staff answered questions from TMAs about the qualifications of each level and informed them of any missing information on existing applications.

SRTS Statewide Promotion

- VTC provided support to the TMAs for International Walk and Bike to School Day by publicizing the event through the NJSRTS email list, social media, and the Safe Routes

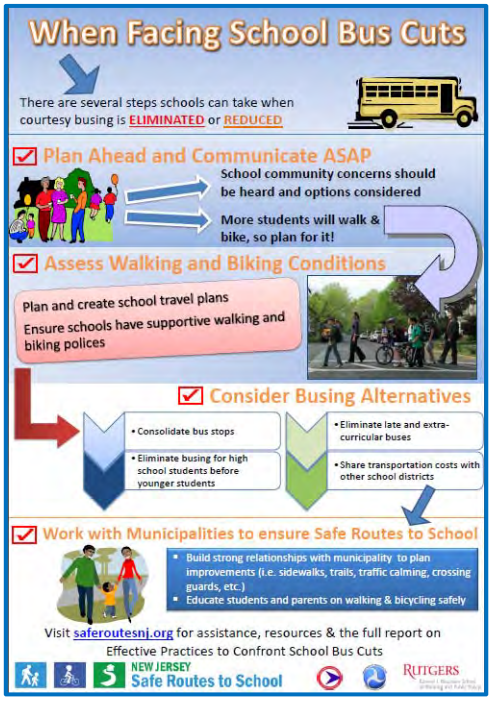
Scoop. Staff worked with each TMA providing support as they planned their events and followed up to ensure every event was registered on the iWalk website.

- To inspire TMAs to reach new heights, VTC collected data from past years of Walk and Bike to School Day events from New Jersey, Georgia and South Carolina (two other states with Regional Coordinators). Using estimates from each TMA, a target event number for 2013 was established. VTC created a handout to show the targeted increase in statewide events. **As a result of encouragement and enthusiasm from regional coordinators, a total of 150 events were registered in 2013, which was a 12% increase from 2012.**

- Resource Center staff participated in TMA Walk and Bike to School Day events throughout New Jersey. Staff attended events in Netcong and Newton (TransOptions); Mt. Holly (Cross County Connection); as well as Jamesburg and Perth Amboy (Keep Middlesex Moving).
- Resource Center staff prepared and submitted a session proposal for the National SRTS Conference in Sacramento California that specifically highlighted the work of and lesson's learned from TMA SRTS Coordinators. The proposal was accepted and Resource center staff worked with representatives from Meadowlink and Keep Middlesex Moving to help organize and develop the presentation.
- Resource Center staff worked with TMA SRTS Coordinators to prepare them for and brief them on their responsibilities associated with attending the National SRTS Conference in Sacramento California.

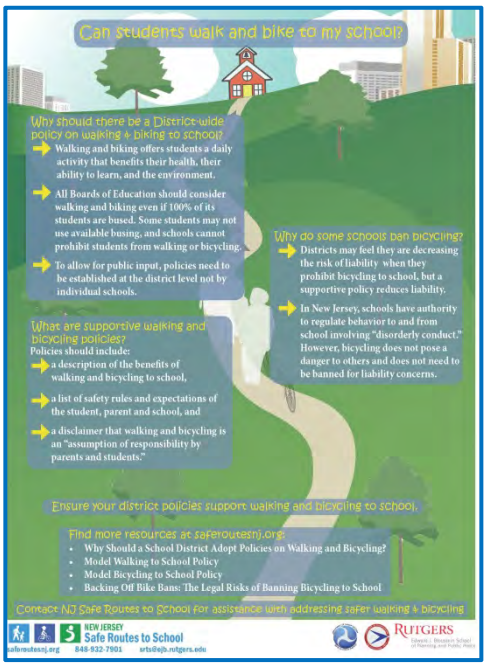
Update Tip Sheets and Resource Web Pages

- An infographic was created detailing tips on how school districts can address busing cuts. The infographic includes recommendations on how schools and municipalities can assess walking and bicycling conditions for students. School busing cuts are a common issue throughout school districts because of budget constraints, and the infographic provides TMA SRTS Coordinators with an easily accessible and understood introduction to the tools, assistance and resources the NJSRTS program has to offer.
- An infographic was created discussing the importance of supportive district-wide policies on walking and bicycling to school. The infographic provides TMA SRTS Coordinators with an easily accessible and



understood introduction to the topic of supportive walking and bicycling to school policies that they can use to encourage school districts to become involved in SRTS and to pass policies that are more favorable to walking and bicycling to and from school.

- Resource center staff created a new webpage that assists in estimating engineering costs of SRTS improvements. This webpage provides an additional resource to TMA SRTS Coordinators as they work with and encourage municipalities in their service areas to participate in the SRTS infrastructure grant program.
- A tip sheet was prepared for TMAs to assist schools and municipalities interested and applying for SRTS grants from NJDOT. The tip sheet offers strategies to increase the chances of receiving a SRTS grants.



Training to Broaden SRTS Outreach to Children with Disabilities

- Resource center staff developed, arranged and conducted a training session designed to broaden outreach of SRTS programs to children with disabilities. To develop this training, Resource center staff worked with staff from the New Jersey Travel Independence Program at Rutgers. The mission of the New Jersey Travel Independence Program (NJTIP) is to increase the independence and self-sufficiency of people with disabilities, older adults and others by empowering them to use the public transit system safely and independently. The NJTIP staff has an existing familiarity with and support of the SRTS program and the staff member who took the lead in helping us to develop the training is an experienced former classroom teacher.
- The training focused on the importance of inclusion and benefits of SRTS and physical activity for children with disabilities and special needs; a sensitivity overview focusing on language, terminology and etiquette; an understanding of disability categories, associated challenges and core strategies for inclusion; SRTS inclusion efforts throughout the US; and an interactive discussion of strategies for inclusion and working with schools in New Jersey.

Disabilities Training Session.

SRTS Local Evaluation Data Tabulation & Analysis

- Working with Greater Mercer TMA and NJ Partnership for Healthy Kids-Trenton, SRTS Arrival and Departure Tally information was received from three schools in Trenton: (1)

Hedgepeth-Williams, (2) Monument and (3) Wilson. The Tallies were entered and a report was generated and returned to Greater Mercer TMA and representatives from NJPHK-Trenton.

- Working with Meadowlink, SRTS Arrival and Departure Tally information was received from six schools in Ridgewood, NJ. The Tally information was entered and reports were generated and returned to representatives from Meadowlink and Ridgewood.
- TransOptions sent SRTS Arrival and Departure Tally information from five schools in Chatham, NJ and VTC assisted in entering and generating reports for each school.

Targeted Team Assistance

Creating School Travel Plans in Trenton

In a unique partnership, staff from Greater Mercer TMA, NJ Safe Routes to School Resource Center and NJ Partnership for Healthy Kids teamed up to complete School Travel Plans for three schools in Trenton, Monument Elementary School, Hedgpeth-Williams Elementary School, and Wilson Elementary School. Getting SRTS programs started in disadvantaged urban communities is challenging, but by working together with each group bringing its own strengths and resources to the table, to achieve a common goal.

NJ Partnership for Healthy Kids has worked hard to build a strong, positive relationship with a variety of community stakeholders in Trenton. Using these relationships and partnerships, NJ Partnership for Healthy Kids was able to recruit community members to participate in walkability audits that will help serve as the foundation for the School Travel Plans. NJ Partnership for Healthy Kids was able to use their partnership with Trenton's Faith based Community to recruit participants from four churches in Trenton, Union Baptists Church, Shiloh Baptist Church, Westminster Presbyterian Church, and Living Hope Church.

While NJ Partnership for Healthy Kids was able to effectively recruit community volunteers, they turned to Greater Mercer TMA and the NJ Safe Routes to School Resource Center for technical assistance related to conducting walkability audits and developing school travel plans. Greater Mercer TMA provided excellent organization and outreach while the NJ Safe Routes to School Resource Center brought years of experience with SRTS programs and School Travel Plans to the table by hosting monthly planning meetings to prepare for the audits, developing crash maps to inform walkability route selection, and developing an introduction to School Travel Plans and walability assessment training session for our community volunteers.

Working with community members from the faith based partnerships, staff from NJDOT, Greater Mercer TMA, NJ SRTS Resource Center and NJ Partnership for Healthy Kids completed audits at two of the schools (Monument Elementary School and Hedgpeth-Williams Elementary School) on a Saturday in May. After being trained by NJ SRTS Resource Center staff, community members set out on pre-designated walking routes accompanied by team leaders from NJDOT, Greater Mercer TMA, NJ SRTS Resource Center to complete walkability audits and to document what they found with cameras provided by NJ Partnership for Healthy Kids. Following the walkability audits, community members gathered together to debrief, discuss what they had seen and experienced, and develop some initial priorities for improvement based upon what they had experienced.

The neighborhood surrounding the third school, Wilson Elementary, lacked and organized and motivated faith based community willing to participate in the school travel plan process. Though not enough community volunteers emerged from the neighborhood, the partners from NJDOT, Greater Mercer TMA, NJ Safe Routes to School Resource Center and NJ Partnership for Healthy Kids remained committed to working with Wilson Elementary and creating a School Travel Plan for the school.

With NJDOT's approval, NJ SRTS Resource Center staff organized a monthly SRTS Coordinator meeting at which SRTS Coordinators from each of the State's TMAs would meet in Trenton and assist each other in completing walkability audits in the neighborhood of the Wilson School. Bringing all of our expertise together allowed Resource Center staff and the TMA SRTS Coordinators to help Greater Mercer TMA and our partners complete an important project while learning from each other on the job. This was an especially good training opportunity for those coordinators who are newest to the program.

Following the conclusion of the walkability audits, staff from NJ SRTS Resource Center, Greater Mercer TMA and NJ Partnership for Healthy Kids have been working together to begin drafting School Travel Plans for Monument Elementary School, Hedgpeth-Williams Elementary School, and Wilson Elementary School. While Greater Mercer TMA has been developing a framework for the School Travel Plans and working with NJ Partnership for Healthy Kids to obtain crucial background information from the City of Trenton and the three schools, NJ SRTS Resource Center staff has been focusing on synthesizing information collected during the walkability audits and organizing the hundreds of photos taken by our community partners to effectively demonstrate what we have learned in the School Travel Plans. When

completed, it is anticipated that the School Travel Plans will serve as a living reference document to be used by our faith based community partners and the City of Trenton when planning for future improvements and when applying for future SRTS grants.

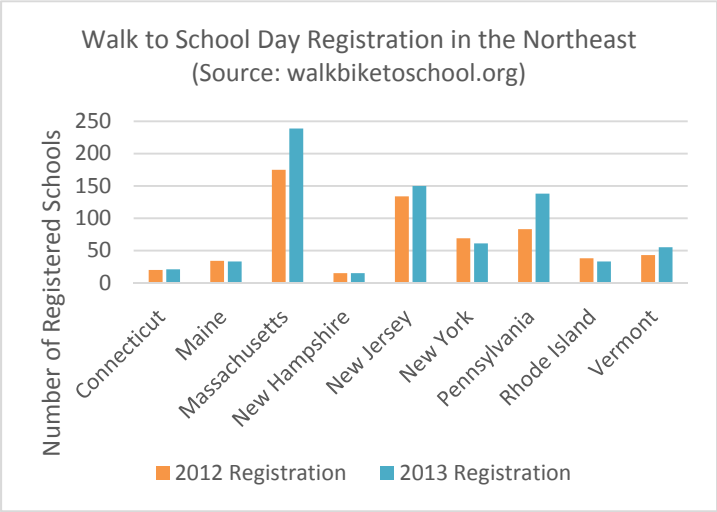
2. Walk and Bike Month Activities

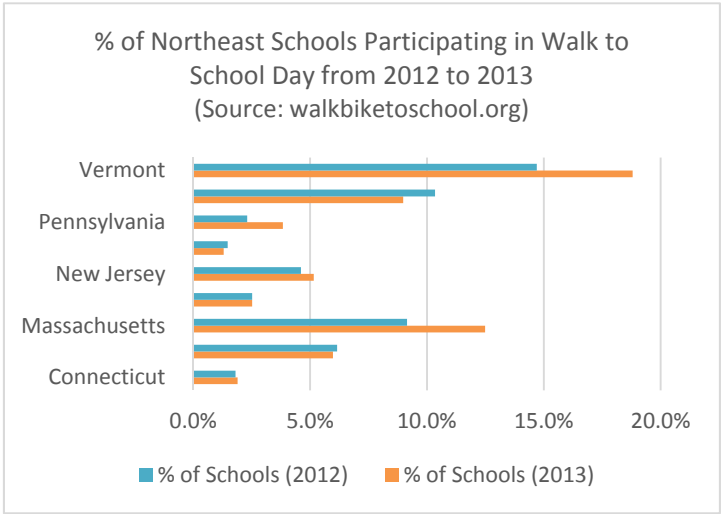
Nationwide Walk to School Month Participation:

This past October marked International Walk to School Month, when countries around the world encouraged children to walk to school instead of using motorized transportation. The significance of Walk to School Month goes beyond simply going for a walk; the greater aim is to achieve six main goals (source: www.iwalktoschool.org):

- Encourage physical activity by teaching children the skills to walk safely, how to identify safe routes to school, and the benefits of walking
- Raise awareness of how walkable a community is and where improvements can be made
- Raise concern for the environment
- Reduce crime and take back neighborhoods for people on foot
- Reduce traffic congestion, pollution, and speed near schools
- Share valuable time with local community leaders, parents, and children

In New Jersey, participation rates in Walk to School Day were high. Throughout the United States, there was an average of 86 events per state with 5% of schools participating in Walk to School Day 2013. In New Jersey, 5.2% of schools held 150 events. Not only is this amount higher than the national averages, it is a 12% increase from the number of events held in the state in 2012. However, compared to its neighbors New Jersey still has more work to do. Though it secured the 2nd highest number of registrations in the northeast, it ranks 5th in school participation. With growing participation in the state, New Jersey is well-positioned to boost awareness and strengthen its commitment to walking to school in the coming years.





New Jersey Walk to School Day Participation:

Highlights from the eight New Jersey TMAs of their Walk to School Day events in various municipalities throughout the state are summarized below. Although these are not reflective of all of the October walk and bike to school activities, they are reflective of the participation of events throughout New Jersey.

Keep Middlesex Moving organized 22 Walk to School Day events in 13 Middlesex County towns in the first 2 weeks of October. The events took place in small towns like Spotswood and Dunellen, suburbs like Piscataway and East Brunswick, and urban centers like Perth Amboy. Over 5,000 schoolchildren participated in the events, and received stickers, bookmarks, and reflective zipper pulls as prizes for their involvement. Eight schools also received Cliff Kids kits with fruit snacks, stickers and worksheets.

Woodbridge Mayor John McCormac led students and parents on a walk to Oak Ridge Heights Elementary School. (Source: Keep Middlesex Moving)

First ever Walk to School Day with 3 Walking School Buses at Oxford Central School in Warren County on October 9, 2013. (Source: TransOptions)

TransOptions nearly doubled its number of Walk to School Days from last year across 4 counties. Its SRTS program continued its ongoing programming amongst 5 schools within the school district of the Chathams, Central Avenue School in Madison, Netcong Elementary School and Merriam Avenue School in Newton. All schools held Walk to School events throughout October, with TransOptions staffing, coordinating, and sponsoring the majority of them. TransOptions welcomed 6 new schools from 5 towns to its SRTS program, which are also pending statewide SRTS recognition. A number of new schools are projected to participate in TransOptions' SRTS program and the next International Walk to School Day this spring 2014 in Mountain Lakes, Mt. Olive, New Providence, and Morristown.

Greater Mercer TMA (GMTMA) worked with teachers, the St. Lawrence Rehabilitation Center, FedEx, Lawrenceville Township representatives, local police officers, and Boomer – the mascot of the Trenton Thunder baseball team – to educate 300 fourth grade students on pedestrian safety and the changes needed to make their community even better for walking to school. GMTMA held an assembly on safe walking at Lawrence Intermediate School, including topics such as crossing at crosswalks, watching for vehicles, and wearing reflective clothing when walking at night. Walk to School Day activities included a close look at their environment to

identify hazards along their walk route and pay attention to traffic officers. The fourth graders were also given reflective tags for their coats and backpacks are a prize for participating.

HART Transit Management Association (HART TMA) worked with 8 communities in Hunterdon County for Walk to School Day, where enthusiasm for the event was extremely high. At Bloomsbury Elementary school, more than 100 of 152 total students participated in the event. Over 185 students walked at Clinton Public School, a 35% increase in participation from last year. Stockton Borough School saw a whopping 74% of the student population walking or biking. Students at these schools were rewarded with "I Walked to School" stickers, IWALK certificates, and high visibility shoelaces for their enthusiasm and involvement. HART also presented travel coffee mugs to participating schools to show appreciation for their efforts. Given the already high level of walking and biking of students at these schools, Walk and Bike to School Day events will enhance the ongoing commitment to walking and biking to school in the community.

Hudson Transportation Management Association (Hudson TMA) reported high success levels in Walk to School Day due to a renewed interest of teachers and administrators in battling child obesity and improving the environment. Hudson TMA organized a walk to school day with its mascot, Buster the Walking Bus, and taught children to ask their family members to walk more and help them practice safe habits while walking to school. In addition to the current participants, Hudson TMA welcomed East Newark, Kearny, and Union City schools to the program. They continue to invite other schools to the program, and will help with outreach to families, meet with the PTA/PTO, organize walking groups, and plan routes to school.

Cross County Connection (CCC) provided assistance for walk to school events in a number of communities, some as part of an ongoing SRTS program and others as a platform to raise pedestrian safety awareness. At Zane North in Camden County, representatives from CCC, Safe Kids, and the Brain Injury Alliance of New Jersey joined the festivities. There were also several walking school bus and prize giveaways. In Burlington County, Chesterfield Elementary hosted a bicycle rodeo, and Sacred Holly School in Mt. Holly presented the Golden Sneaker Award to the homeroom with the most walkers.

At Chesterfield Elementary, children participate in a Walking School Bus. (Source: Cross County Connection)

Meadowlink reports that Walking Wednesdays have taken off in Moonachie and Montclair. This is particularly good news for Moonachie, who was hit hard by Hurricane Sandy last year and is doing everything it can to bounce back to normal. New Milford was a new participant in International Walk to School Day. Roselle had about 900 children participating in Walk to School

Day, a massive turnout for a school that is in its first year of a Safe Routes to School Program. All 10 of Montclair Elementary and Middle Schools participated in International Walk to School Day, and even enlisted the help of Middle School students to set an example for the younger students to ensure that walking and biking to school becomes a habit.

Students participating in Miles that Matter Program. (Source: Ridewise)

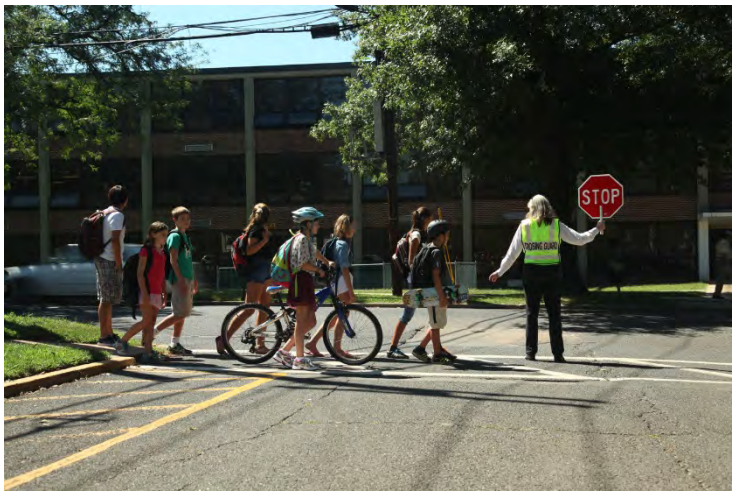
In addition to Walk to School Day events, **Ridewise** introduced the Miles that Matter mileage tracking program to 4 North Plainfield schools. The program has two primary elements: an individual state-based mileage tracking competition from North Plainfield to Island Beach State Park and a Cross the USA school team tracking competition in which 4 schools in the North Plainfield school district are competing. In the program, each student that walks to school receives a ticket for each trip. The student then places his or her name, teacher, and room number on the back of the ticket and drops it in a collection box. Ridewise collects tickets every 2 weeks and calculates the total mileage walked for each student for both the state and national competitions. After a student reaches a milestone location, the student receives a sticker with the mileage shown and a certificate of accomplishment. In addition, Ridewise maintains a leadership board to offer some friendly competition. Ridewise is proud of the Miles that Matter program and happy to report that the West End School leads with 150 amassed miles in total.

3. Research Update

This section of the report focuses on the research that was performed to support Safe Routes to School efforts. Research is conducted to provide decision makers with the information needed to improve the environment for walking and bicycling to school in New Jersey. Below are some highlights of research that was performed this past year and VTC will continue to explore and complete additional research projects.

Crossing Guard Training and Resources

Crossing guards play a vital role in the lives of children who walk or bike to school each day. At the same time, the position of crossing guard is one of the most dangerous of municipal jobs due to slips, trips and falls and crashes involving motor vehicles. In an effort to address safety concerns for crossing guards and the children they cross, the NJSRTS RC at VTC is developing a uniform, comprehensive statewide crossing guard training program and resources for police departments. NJDOT and the New Jersey Division of Highway Traffic Safety are funding this initiative.



Partnerships

A working group, comprised of NJ transportation, law enforcement professionals, and others, has contributed to development of the crossing guard training program. Other critical partnerships were established with the police training academies in Essex, Middlesex, and Burlington Counties to host trainings. The OSHA division of the New Jersey Department of Health supports crossing guard training as it relates to occupational safety.

Program Development in 2013

Research that was conducted in previous years, including traffic safety officer interviews, crossing guard focus groups, and a review of best practices nationwide, formed the basis for this year's products. The New Jersey Crossing Guard Training Manual for Supervisors was created; the crossing guard train-the-trainer presentation was developed based on the training manual, and three regional pilot train-the-trainer sessions were held for crossing guard supervisors, with a total of 74 in attendance. Discussion in these sessions helped to identify issues that are confusing or where conflicting guidance is given. A field exercise enabled discussions on conditions and potential hazards at particular intersections.

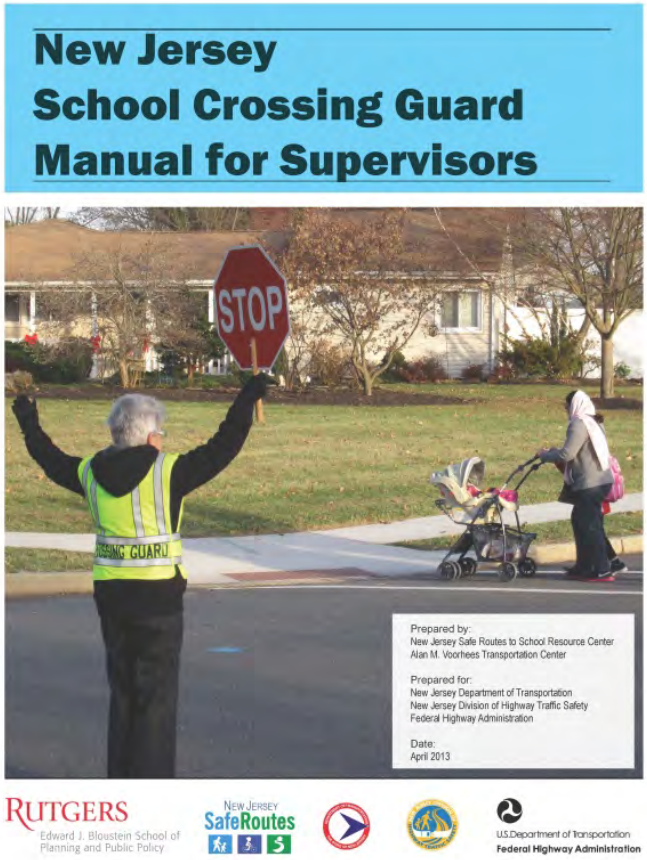
VTC received training participant feedback through questionnaires and a pre- and post-training quiz as well as feedback from crossing guard supervisors who used VTC's training presentation to train their crossing guards. The feedback included a supervisor questionnaire and the results of the pre- and post-training quiz given to crossing guards.

Crossing guard training was observed in the City of Orange Township. Based upon the training observation, responses to participant questions and comments, the results of the supervisor questionnaire and quiz, and the crossing guard quiz results, changes were made to the training manual and materials. VTC also created and distributed two tip sheets to every crossing guard in New Jersey as a reinforcement of training, and crossing guard supervisors commented favorably on these resources.

Website Resources

Web traffic to the Crossing Guard Resource Center webpage on the NJ SRTS website increased substantially as crossing guard supervisors referred to:

- New Jersey Crossing Guard Training Manual for Supervisors,
- Model Municipal Crossing Guard Policy,
- Post Observation Report form,
- Performance Review form, and other resources.



Crossing guard supervisors trained by VTC had access to the Crossing Guard Training PowerPoint presentation via the NJ SRTS website for training their guards.

Next Steps

VTC anticipates offering in the coming year additional regional train-the-trainer sessions, and new crossing guard training resources including a training video, photo resources, and more tip sheets. VTC will also explore certification of the training program, as well as address the particular challenges of crossing guard training in an urban community.

Broadening Outreach of SRTS to Children with Disabilities

Encouraging children, including those with disabilities, to be physically active and participate in Safe Routes to School (SRTS) is a vital component of the program. Today, children are less active than previous generations and childhood obesity has risen to the highest levels ever recorded within the past several years. Children with disabilities and special needs are at an even greater risk of obesity than peers without disabilities since their symptoms may impact their ability to participate and opportunities may not be typically provided. As a result, VTC conducted a research study to collect information on methods and strategies that will allow NJSRTS to become a leader and national model for inclusiveness of students with disabilities in statewide SRTS programs.

The report contains: (1) an overview of disability categories and associated challenges that could impact involvement in SRTS, (2) the importance of inclusion of children with disabilities in physical activities and SRTS, (3) a synopsis of how children with disabilities are included in SRTS programs nationwide, and (4) suggestions and strategies on how to broaden awareness and increase inclusion of children with disabilities in SRTS programs throughout New Jersey.

The research team undertook a literature review and a series of interviews with key stakeholder organizations in the disability community representing major categories of disability (physical, sensory, cognitive/developmental and mental/emotional/behavioral). The interviews were conducted to: gain a better understanding of how New Jersey SRTS programs can take steps to increase inclusion of students with disabilities; learn more about the active travel needs and issues often uniquely associated with certain disability types; and develop a core network of stakeholders in the disability community who can serve as resources.

Based on the interviews the following strategies for successful inclusion of children with disabilities in SRTS were gathered:

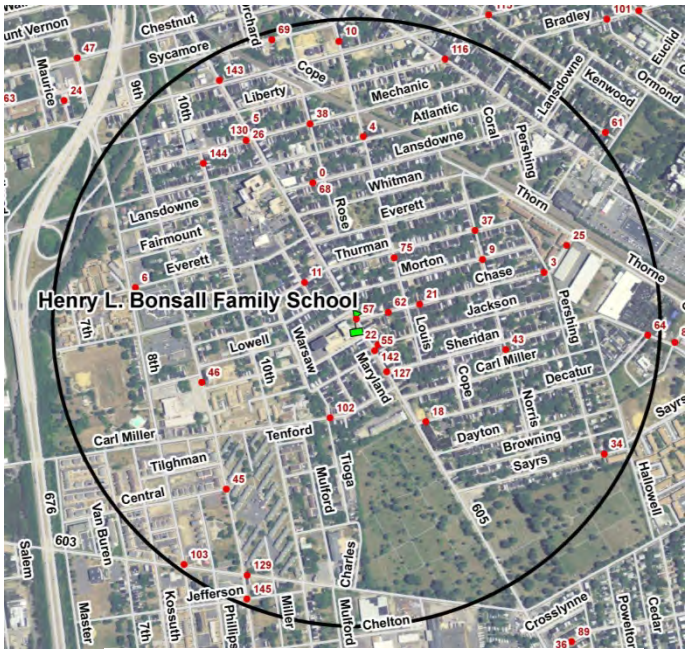
- Generate increased awareness for SRTS and building relationships with key stakeholders who can impact program success such as parents, PTA/PTOs, parent advocacy groups, and school administration and personnel representing interests of students with disabilities;

- Generate increased awareness for SRTS and building relationships with key stakeholders
- Ensure that proper supervision and support is present when implementing SRTS activities;
- Make appropriate adaptations and modifications to activities so that all children, particularly those with disabilities, can fully participate;
- Evaluate the results of SRTS inclusive efforts to ensure goals are met and identified problems/issues are understood and addressed.

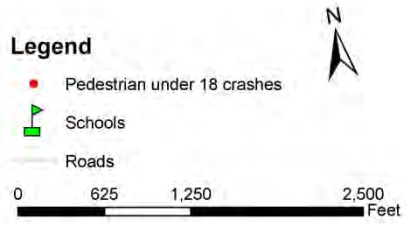
To further succeed in increasing public awareness and understanding of SRTS and to broaden outreach to include students with disabilities in SRTS programs, the following are ideas for further consideration: partner with the Statewide Parent Advocacy Network (SPAN) and present SRTS at one of their parent workshops; reach out to the Special Education Parent Advisory Committees (SEPAC) and parent organizations to build relationships and educate them about the benefits of SRTS programs and events; contact the Arc of New Jersey to disseminate information about SRTS to their network of members; as well as explore options for collaborating with WalkSafe® Miami to pilot their special needs curriculum in New Jersey for students in grades kindergarten through fifth grade to teach the important life skills of pedestrian safety.

School Siting in New Jersey

The study examined historical changes in the size and location of schools in NJ and their relevance to children walking and bicycling to school. By comparing the characteristics of schools, students, and surrounding areas of schools established in different decades, critical issues were identified that affect transportation to school in the state. The study shows that schools in the state have become larger and they are increasingly being located on state and county roads instead of local roads. Pedestrian safety for children seems to be a greater concern in the state than distance to school.



Crash map around a school in Camden



The report included: (1) data analysis of schools in New Jersey with establishment year and characteristics of schools, students and areas surrounding the schools, (2) identification of schools of interest for further study and evaluation based on high numbers of youth pedestrian crashes and other criteria, (3) a case study and assessment of Roosevelt Elementary School, an urban school located in New Brunswick with a high number of youth pedestrian crashes, and

(4) recommendations for school siting in New Jersey, and (5)next steps for implementation based on the research.

Findings from the research revealed the following:

- The data analysis of establishment years of schools throughout New Jersey shows that most newer schools (1980-present) have been constructed in urban areas rather than suburban or rural areas in New Jersey.
- This pattern of construction may be due to increased levels of state funding directed to poor urban school districts in the early 1980s in an effort to address the disparity in funding between these districts and wealthier districts.
- This pattern counters the nationwide trend of new school construction on larger sites in suburban areas farther from residential areas.
- Pedestrian crashes are more frequent in the areas surrounding the newer schools than elsewhere.
- The top 20 schools with the highest numbers of pedestrian crashes are located in only six municipalities in New Jersey: Bayonne, Camden, East Orange, Jersey City, Passaic and Paterson.

The location of new schools affects the transportation patterns of students which in turn has implications for student safety and health. Recommendations and next steps include:

Children participate in Newton iWalk for Walk to School Month.

- Consider crash data – particularly youth pedestrian crashes which can guide planners in siting schools to avoid dangerous built environments and conditions.
- Know the built environment – other environmental factors such as street connectivity and sidewalk conditions can influence how students get to school.
- Understand road characteristics – consider siting schools where traffic volumes and speeds are low and ensure funding is included to construct sidewalks, crosswalks, and/or bike paths so students can easily and safely walk and bike to school.
- Pay special attention to urban areas – since higher youth pedestrian crashes occur in urban areas and more students walk to school than those living in more suburban settings, safe pedestrian and bicycle infrastructure around schools is essential.
- Less is better – construct on smaller parcels of land to increase the likelihood that students will walk and bike to school.
- Avoid dangerous infrastructure – limit construction on and near freeways and highways which will contribute to safer walking and bicycling conditions.

Safe Routes to School and Urban Areas

Urban disadvantaged areas in New Jersey present unique challenges for young students trying to walk or bike to school. Unlike suburban areas, urban areas tend to have better pedestrian infrastructure in place. On the other hand, urban areas also have concentrated economic problems and higher rates of crime. This research included a component to examine children's perception of different walking and bicycling environments, using computerized visuals to examine what factors attract and repel students from walking and bicycling.

Academy Middle School in Jersey City

VTC conducted research at three urban disadvantaged areas in Hudson County in New Jersey – Bayonne, Harrison and Jersey City -- by obtaining feedback from middle school students on their perceptions of safety by rating images and gathering input through an interactive lesson in the classroom. The visuals included both network characteristics (e.g., crosswalk quality) as well as other environmental stressors (e.g., boarded up buildings). Students were also asked to provide input about the level of safety around the neighborhood of their school and make recommendations for improvements thus experiencing the responsibilities of planners. VTC created this component as a lesson plan teaching 780 children ages 12-14 years old and informing them about potential careers in planning.

Student rating of photos from lesson plans

4. Performance Measures

As part of the 2012 New Jersey Safe Routes to School Strategic Plan Update, stakeholders identified performance measures to reflect the growth of the program. The Strategic Plan identified seven goals:

- **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 72 performance measures for these Goals were identified. Sources for this data include Transportation Management Associations, the New Jersey Bike/Ped Resource Center, Sustainable Jersey, NJ Department of Transportation, New Jersey Local Aid, and Voorhees Transportation Center. 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 measures currently monitored were tabulated and reported to reflect the integration of SRTS and related goals in communities around the state. The number of municipalities with Complete Streets policies has more than doubled since May 2013 with an increase from 35 to 77. The other significant gain is in the number of municipalities that have been awarded Sustainable Jersey points for Safe Routes to School activities. One additional community participated in the Parent/Caregiver Survey and another completed a School Travel Plan. Safe Routes to School participation is growing throughout the state.

The following chart shows municipalities that currently have the following:

- School Travel Plan
- Complete Streets Policy
- Have completed Parent/Caregiver Survey
- Have completed Arrival/Departure Tally
- Have been awarded Sustainable Jersey points for SRTS
- Have one or more schools participating in the SRTS Recognition Program
- Have been awarded SRTS infrastructure and non-infrastructure grants in the past

SRTS Performance Measures
By Municipality

County	Municipality	School Travel Plan	Complete Streets Policy	Parent Caregiver Survey	Arrival Departure Tally	Sustainable Jersey Points for SRTS	Recognition Program Participants	SRTS Grantees Infrastructure	SRTS Grantee Non-Infrastructure	Totals
Atlantic	**Atlantic City**		x			x				**2**
Atlantic	Brigantine City							x	x	2
Atlantic	Buena Vista Township					x				1
Atlantic	**Egg Harbor City**	x					x	x		**3**
Atlantic	Galloway Township					x		x		2
Atlantic	**Hammonton Town**					x				**1**
Atlantic	Linwood City		x			x		x	x	4
Atlantic	Margate City		x							1
Atlantic	**Mullica Township**					x				**1**
Atlantic	Northfield City							x		1
Atlantic	**Pleasantville City**		x							**1**
Bergen	Allendale Borough							x	x	2
Bergen	Bergenfield Borough					x		x		2
Bergen	Closter Borough							x		1
Bergen	Demarest Borough							x		1
Bergen	Emerson Borough		x							1
Bergen	Englewood City					x				1
Bergen	Fair Lawn Borough					x				1
Bergen	Fort Lee Borough		x			x		x		3
Bergen	Franklin Lakes Borough					x				1
Bergen	**Garfield City**						x	x	x	**3**
Bergen	Glen Rock Borough			x		x				2
Bergen	Hackensack City		x							1
Bergen	Harrington Park Borough					x				1
Bergen	Hasbrouck Heights							x	x	2
Bergen	Hillsdale Borough					x				1
Bergen	Maywood Borough		x							1
Bergen	Montvale Borough		x					x		2
Bergen	Oakland Borough					x				1
Bergen	Old Tappan Borough					x				1
Bergen	Palisades Park Borough							x		1
Bergen	Paramus Borough			x		x				2
Bergen	Park Ridge Borough					x				1
Bergen	Ramsey Borough					x				1
Bergen	Ridgewood Village		x	x	x			x	x	5
Bergen	River Edge Borough		x			x				2
Bergen	River Vale Borough					x				1
Bergen	Rutherford Borough		x			x				2
Bergen	Teaneck Township					x				1
Bergen	Tenafly Borough			x	x	x		x	x	5
Bergen	Upper Saddle River Boro					x				1
Bergen	Westwood Borough					x				1
Bergen	Wyckoff Township					x				1
Burlington	Bordentown City					x				1
Burlington	**Burlington City**							x	x	**2**
Burlington	Burlington Township					x				1
Burlington	Chesterfield Township						x			1
Burlington	Edgewater Park							x		1
Burlington	Lumberton Township							x		1
Burlington	Maple Shade Township					x		x		2
Burlington	Medford Township		x							1
Burlington	Moorestown Township					x				1
Burlington	**Mount Holly Township**					x	x	x		**3**
Burlington	**Pemberton Township**	x					x			**2**
Burlington	Riverton Borough							x*		0

**Indicates funds were rescinded*

Disadvantaged communities are indicated in ***bold***

SRTS Performance Measures
By Municipality

County	Municipality	School Travel Plan	Complete Streets Policy	Parent Caregiver Survey	Arrival Departure Tally	Sustainable Jersey Points for SRTS	Recognition Program Participants	SRTS Grantees Infrastructure	SRTS Grantee Non-Infrastructure	Totals
Burlington	Southampton Township					x	x			2
Camden	**Camden City**	**x**	**x**	**x**		**x**				**4**
Camden	Cherry Hill					x				1
Camden	**Chesilhurst Borough**								**x**	**1**
Camden	Collingswood Borough					x				1
Camden	Gloucester Township		x			x				**2**
Camden	Haddon Township					x				**1**
Camden	Haddonfield Borough					x	x	x		3
Camden	**Lawnside Borough**						**x**			**1**
Camden	**Lindenwold Borough**							**x**		**1**
Camden	Magnolia Borough							x	x	2
Camden	Oaklyn Borough							x		1
Camden	Pennsauken Township					x				1
Camden	**Runnemede Borough**					**x**				**1**
Camden	Somerdale Borough			x				x		2
Camden	Stratford Borough					x				1
Camden	Voorhees Township					x		x		2
Camden	Winslow Township					x				1
Cape May	Avalon Borough					x				1
Cape May	Cape May City		x			x				2
Cape May	**Lower Township**					**x**				**1**
Cape May	**Middle Township**		**x**			**x**				**2**
Cape May	**North Wildwood City**		**x**					**x**		**2**
Cape May	Ocean City		x			x				2
Cape May	**Wildwood City**		**x**							**1**
Cape May	**Woodbine Borough**	**x**	**x**				**x**	**x**		**4**
Cumberland	**Bridgeton City**							**x**		**1**
Cumberland	**Commercial Township**					**x**				**1**
Cumberland	**Downe Township**		**x**							**1**
Cumberland	Greenwich Township					x				1
Cumberland	**Vineland City**		**x**				**x**			**2**
Essex	Bloomfield Township		x					x		2
Essex	Caldwell Borough							x		1
Essex	**East Orange City**		**x**							**1**
Essex	Glen Ridge Borough		x			x				2
Essex	**Irvington Township**		**x**							**1**
Essex	Livingston Township		x			x				2
Essex	Maplewood Township		x			x	x			3
Essex	Millburn Township					x				1
Essex	Montclair Township	x	x	x		x	x	x	x	7
Essex	**Newark City**	**x**	**x**					**x**	**x**	**4**
Essex	Nutley Township					x		x		2
Essex	**Orange Township City**		**x**			**x**				**2**
Essex	South Orange Village		x			x			x	3
Essex	West Orange Township		x			x				2
Gloucester	Clayton Borough							x		1
Gloucester	East Greenwich Township							x		1
Gloucester	**Glassboro Borough**					**x**				**1**
Gloucester	Mantua Township		x							1
Gloucester	**National Park Borough**						**x**			**1**
Gloucester	Pitman Borough							x*		0
Gloucester	**Woodbury City**		**x**							**1**
Gloucester	Woolwich Township		x							1
Hudson	Bayonne City						x	x		2

**Indicates funds were rescinded*

Disadvantaged communities are indicated in ***bold***

SRTS Performance Measures
By Municipality

County	Municipality	School Travel Plan	Complete Streets Policy	Parent Caregiver Survey	Arrival Departure Tally	Sustainable Jersey Points for SRTS	Recognition Program Participants	SRTS Grantees Infrastructure	SRTS Grantee Non-Infrastructure	Totals
Hudson	Hoboken City		x			x				2
Hudson	**Jersey City**		**x**			**x**	**x**	**x**		**4**
Hudson	**Kearny Town**					**x**				**1**
Hudson	Secaucus Town					x				1
Hudson	**West New York Town**							**x**	**x**	**2**
Hunterdon	Bethlehem Township					x	x			2
Hunterdon	Bloomsbury Borough	x							x	2
Hunterdon	Califon Borough	x	x		x		x		x	5
Hunterdon	Clinton Town	x					x	x	x	4
Hunterdon	Flemington Borough	x			x	x	x		x	5
Hunterdon	Frenchtown Borough	x	x		x	x	x		x	6
Hunterdon	Hampton Borough	x							x	2
Hunterdon	High Bridge Borough	x				x				2
Hunterdon	Lambertville City	x	x		x	x	x		x	6
Hunterdon	Lebanon Township	x					x		x	3
Hunterdon	Milford Borough	x					x	x	x	4
Hunterdon	Raritan Township	x	x		x	x		x	x	6
Hunterdon	Readington Township					x				1
Hunterdon	Stockton Borough	x					x		x	3
Hunterdon	Union Township					x				1
Hunterdon	West Amwell Township					x				1
Mercer	East Windsor Township					x				1
Mercer	Ewing Township					x				1
Mercer	Hamilton Township							x		1
Mercer	Hightstown Borough							x		1
Mercer	Hopewell Borough		x	x					x	3
Mercer	Hopewell Township					x				1
Mercer	Lawrence Township		x			x				2
Mercer	Pennington Borough			x				x		2
Mercer	Princeton Township		x			x				2
Mercer	**Trenton City**	**x**	**x**	**x**		**x**				**4**
Mercer	West Windsor Township		x			x				2
Middlesex	Cranbury Township					x		x		2
Middlesex	Dunellen Borough								x*	0
Middlesex	East Brunswick Township					x				1
Middlesex	Edison Township					x				1
Middlesex	Highland Park Borough		x			x				2
Middlesex	Jamesburg Borough							x		1
Middlesex	Metuchen Borough		x							1
Middlesex	Milltown Borough			x	x					2
Middlesex	North Brunswick Township							x	x	2
Middlesex	**New Brunswick City**		**x**	**x**	**x**			**x**	**x**	**5**
Middlesex	**Perth Amboy City**				**x**					**1**
Middlesex	Piscataway Township								x	1
Middlesex	Plainsboro Township		x							1
Middlesex	Woodbridge Township		x		x	x	x			4
Monmouth	Atlantic Highlands Borough					x				1
Monmouth	Eatontown Borough					x				1
Monmouth	Fair Haven Borough		x							1
Monmouth	**Freehold Borough**		**x**	**x**				**x**		**3**
Monmouth	Hazlet Township							x		1
Monmouth	Little Silver Borough					x				1
Monmouth	**Long Branch City**					**x**				**1**
Monmouth	Marlboro Township					x				1
Monmouth	Middletown Township					x				1

**Indicates funds were rescinded*

Disadvantaged communities are indicated in ***bold***

SRTS Performance Measures
By Municipality

County	Municipality	School Travel Plan	Complete Streets Policy	Parent Caregiver Survey	Arrival Departure Tally	Sustainable Jersey Points for SRTS	Recognition Program Participants	SRTS Grantees Infrastructure	SRTS Grantee Non-Infrastructure	Totals
Monmouth	Monmouth Beach Borough					x				1
Monmouth	Neptune Township							x	x	2
Monmouth	Ocean Township					x				1
Monmouth	Red Bank Borough		x							1
Monmouth	Shrewsbury Borough					x				1
Monmouth	Union Beach Borough							x		1
Morris	Boonton Town							x		1
Morris	Boonton Township					x				1
Morris	Chatham Township	x		x		x	x			4
Morris	Chatham Borough		x			x	x	x		4
Morris	Chester Township					x				1
Morris	Denville Township		x			x				2
Morris	**Dover Town**		**x**							**1**
Morris	Hanover Township					x				1
Morris	Kinnelon Borough					x				1
Morris	Lincoln Park Borough					x		x		2
Morris	Madison Borough		x			x	x	x		4
Morris	Mendham Township					x				1
Morris	Mine Hill Township							x	x	2
Morris	Morris Plains Borough					x				1
Morris	Morristown Town		x					x		2
Morris	Mount Arlington Borough		x			x				2
Morris	Mount Olive Township					x				1
Morris	Mountain Lakes Borough					x				1
Morris	Netcong Borough	x	x	x			x	x	x	6
Morris	Parsippany Troy-Hills				x			x		2
Morris	Washington Township					x				1
Morris	Wharton Borough	x						x	x	3
Ocean	Brick Township	x		x			x	x	x	5
Ocean	Harvey Cedars Borough		x							1
Ocean	Lacey Township		x							1
Ocean	Lakewood Township		x							1
Ocean	**Little Egg Harbor**							**x**		**1**
Ocean	**Manchester Township**					**x**				**1**
Ocean	Point Pleasant Beach		x							1
Ocean	Point Pleasant Borough		x							1
Ocean	Toms River Township		x							1
Passaic	Clifton City							x*		0
Passaic	Bloomingdale Borough								x	1
Passaic	Hawthorne Borough					x				1
Passaic	Paterson City					x				1
Passaic	Wayne Township							x		1
Passaic	West Milford Township					x				1
Salem	Elmer Borough							x		1
Salem	Elsinboro Township					x				1
Salem	Lower Alloways Creek					x				1
Salem	**Penns Grove Borough**						**x**			**1**
Somerset	Bedminster Township					x				1
Somerset	Bernards Township					x				1
Somerset	Bernardsville Borough	x				x		x		3
Somerset	**Bound Brook Borough**						**x**			**1**
Somerset	Bridgewater Township					x				1
Somerset	Franklin Township					x				1
Somerset	Green Brook Township					x				1
Somerset	Hillsborough Township					x				1

**Indicates funds were rescinded*

Disadvantaged communities are indicated in ***bold***

SRTS Performance Measures
By Municipality

County	Municipality	School Travel Plan	Complete Streets Policy	Parent Caregiver Survey	Arrival Departure Tally	Sustainable Jersey Points for SRTS	Recognition Program Participants	SRTS Grantees Infrastructure	SRTS Grantee Non-Infrastructure	Totals
Somerset	Manville Borough						x			1
Somerset	Montgomery Township		x			x				2
Somerset	North Plainfield Borough	x			x	x	x			4
Somerset	Raritan Borough		x							1
Somerset	Somerville Borough				x		x	x		3
Somerset	**South Bound Brook**						**x**			**1**
Somerset	Warren Township					x				1
Sussex	Hopatcong Borough		x							1
Sussex	Newton Town							x	x	2
Sussex	Ogdensburg Borough							x		1
Sussex	Sparta Township					x				1
Union	Berkeley Heights Township					x				1
Union	Cranford Township		x			x				2
Union	**Elizabeth City**					**x**				**1**
Union	Fanwood Borough					x				1
Union	Garwood Borough							x	x	2
Union	**Linden City**		**x**							**1**
Union	New Providence Borough		x					x		2
Union	Rahway City					x				1
Union	**Roselle Borough**		**x**					**x**		**2**
Union	Roselle Park Borough							x		1
Union	Summit City					x				1
Union	Union Township					x				1
Union	Westfield Town							x	x	2
Warren	**Alpha Borough**							**x**		**1**
Warren	Blairstown Township							x		1
Warren	Franklin Township							x		1
Warren	Greenwich Township							x		1
Warren	Hackettstown Town		x							1
Warren	Hope Township					x				1
Warren	Mansfield Township					x				1
Warren	Oxford Township								x	1
		25	77	16	14	136	36	80	39	423

**Indicates funds were rescinded*

Disadvantaged communities are indicated in ***bold***

5. Outreach Progress Reports

The following Outreach Progress Reports were prepared for each TMA based upon information reported in the monthly Record of Contact form through the month of October 2013. The reports detail how many and which communities the TMAs have contacted regarding SRTS programs, disadvantaged communities, and the change in outreach since the most recent report in May of 2013. The reports also notes which disadvantaged communities in the TMA region have not been contacted. Reports have been generated for:

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

The report also includes new information on bicycle and pedestrian events, education events, and planning and policy activities.

Overall Observations

- **TMAs made contact with 255 total municipalities in New Jersey**
- **Total disadvantaged communities contacted was 77**
- **The total number of schools contacted was 352**
- **The total number of bicycle and pedestrian events held was 312**
- **The total number of education events held was 239**

Observations
The observations section of the report is a summary of:

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

Table of Contacted Municipalities
The report shows a table listing the name of each municipality the TMA has contacted by county and the type of entity the TMA has worked with. Outreach has taken place at various levels in each community—school, school district, municipality, or community organization—and this is noted. Disadvantaged communities are indicated in the table with an asterisk. Disadvantaged

community designation has changed since the previous project update report, and this is explained below.

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

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

Pedestrian and Bicycle Events
The number of pedestrian and bicycle events taking place in the service area was tabulated in a chart. Events include walking school bus, bike train, walk to school day, bike to school day, bike rodeo, and mileage clubs.

Educational event sponsored by a local TMA.

Education Events
The number of bicycle and pedestrian events was tabulated in a chart. Examples include bike safety lessons, pededstrian safety lessons, and other school assemblies.

Policy and Planning
Inroads in encouraging bicycling and walking to school 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.

Disadvantaged Community Maps
Seven of the eight TMAs serve areas which include designated disadvantaged communities. These communities were identified early in the process as important outreach targets and SRTS participants. Regional Coordinators were instructed to provide enhanced outreach efforts to disadvantaged communities in their areas. The list of disadvantaged communities has changed since the last update report. The definition is explained below. The disadvantaged community

map indicates disadvantaged communities contacted and disadvantaged communities not contacted by the TMA within the TMA's service area.

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

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

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

Using these six variables, each municipality is given a SES score. This score may be weighted if some communities receive a significant share of students from other communities. Districts with similar scores are grouped into a DFG class. The 8 DFG classes are A, B, CD, DE, FG, I, and J. Municipalities ranked A or B (the lowest scores) are considered "Low Socioeconomic Communities" or "Disadvantaged Communities" for the purpose of this project.

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

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

Contact made

- Key players have been contacted
- Some conversations have been had about what SRTS is and what TMAs can do to help

Preliminary conversations

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

Setting up a program

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

In the process of program implementation

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

Ongoing programming

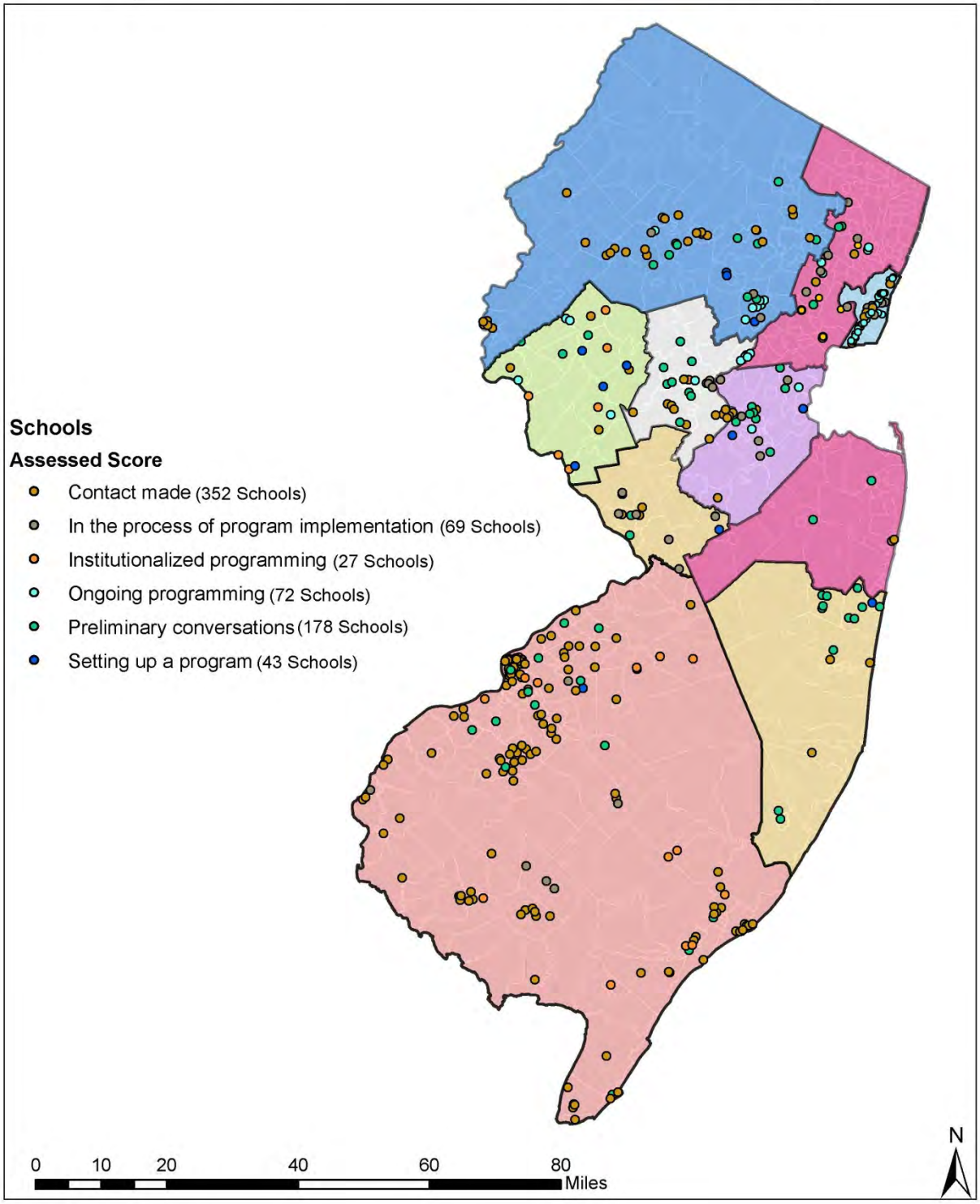
- Get Sustainable Jersey certified
- 4 SRTS events planned
- Create a School Travel Plan
- Conduct SRTS tally or parent/caregiver survey
- Hold a multi-week program such as
    - Walking School Bus
    - Golden Sneaker program
    - Multi-day bike/ped education
    - PE bike education lessons

Golden Sneaker Award Winners.

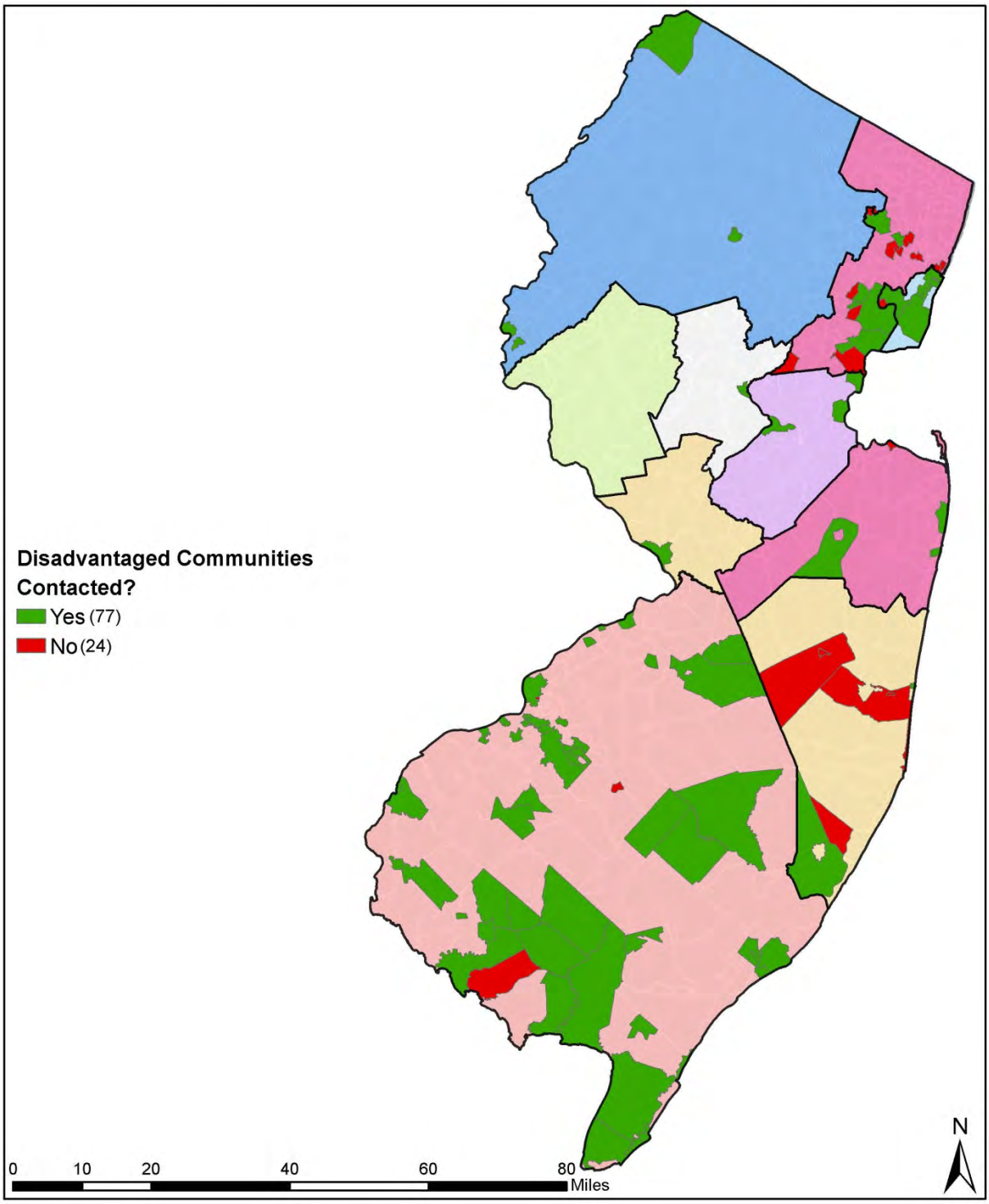
Institutionalized programming

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

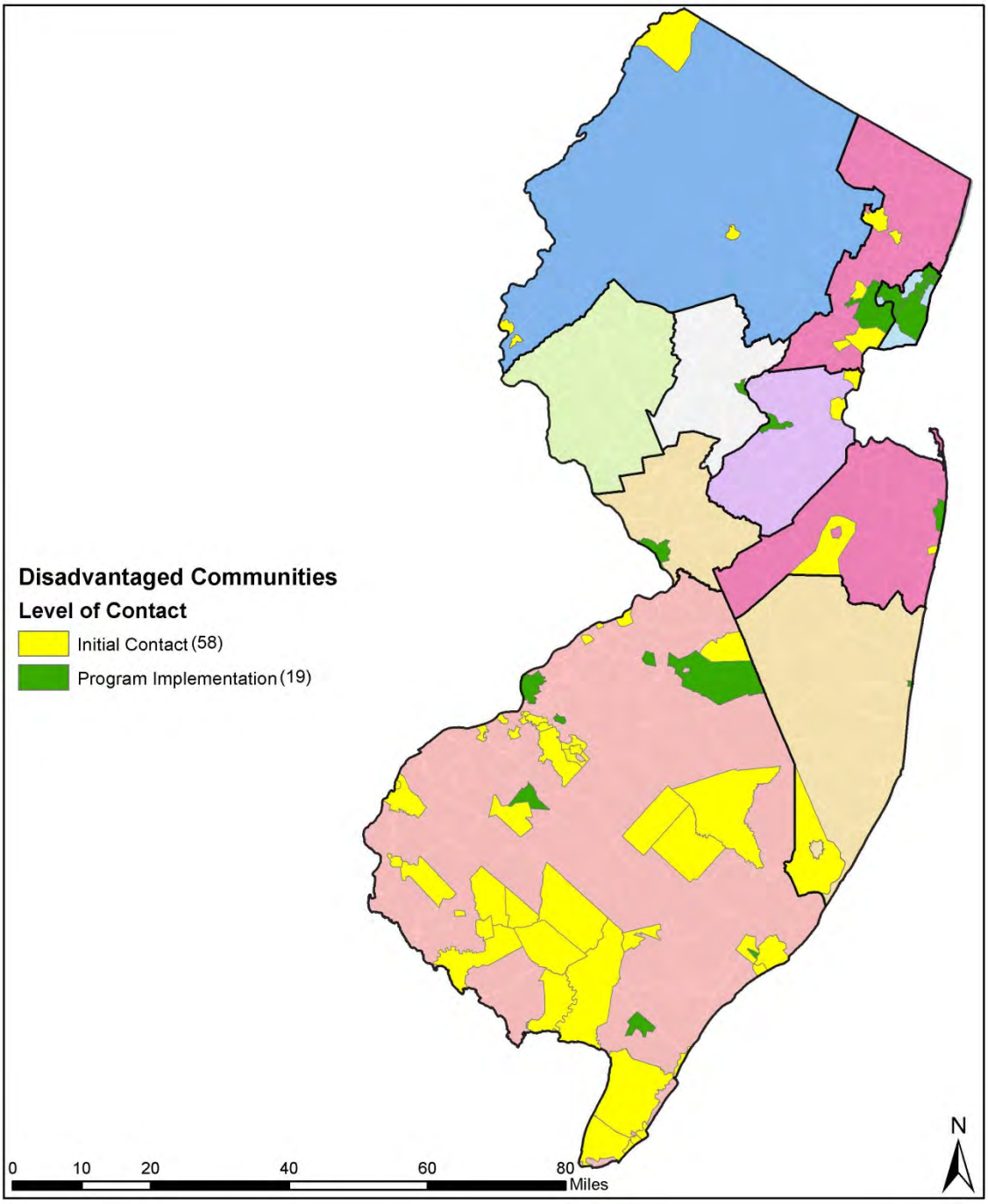
Statewide School Outreach Levels



Statewide Disadvantaged Community Outreach Levels



Statewide Disadvantaged Community Outreach Levels



Cross County Connection

Outreach Progress Report as of October 2013

Observations

- Total number of municipalities contacted: 106
- Contacts at the District Level: 55, 31% increase from last report
- Contact at the School Level: 201, 26% increase from last report
- Contacts at the Municipal Level: 24, 20% increase from last report
- Contacts at any other Level: 2
- 50 Low Socioeconomic Status Communities contacted
- 2 Low Socioeconomic Status Communities were not contacted: Chesilhurst Borough and Lawrence Township.

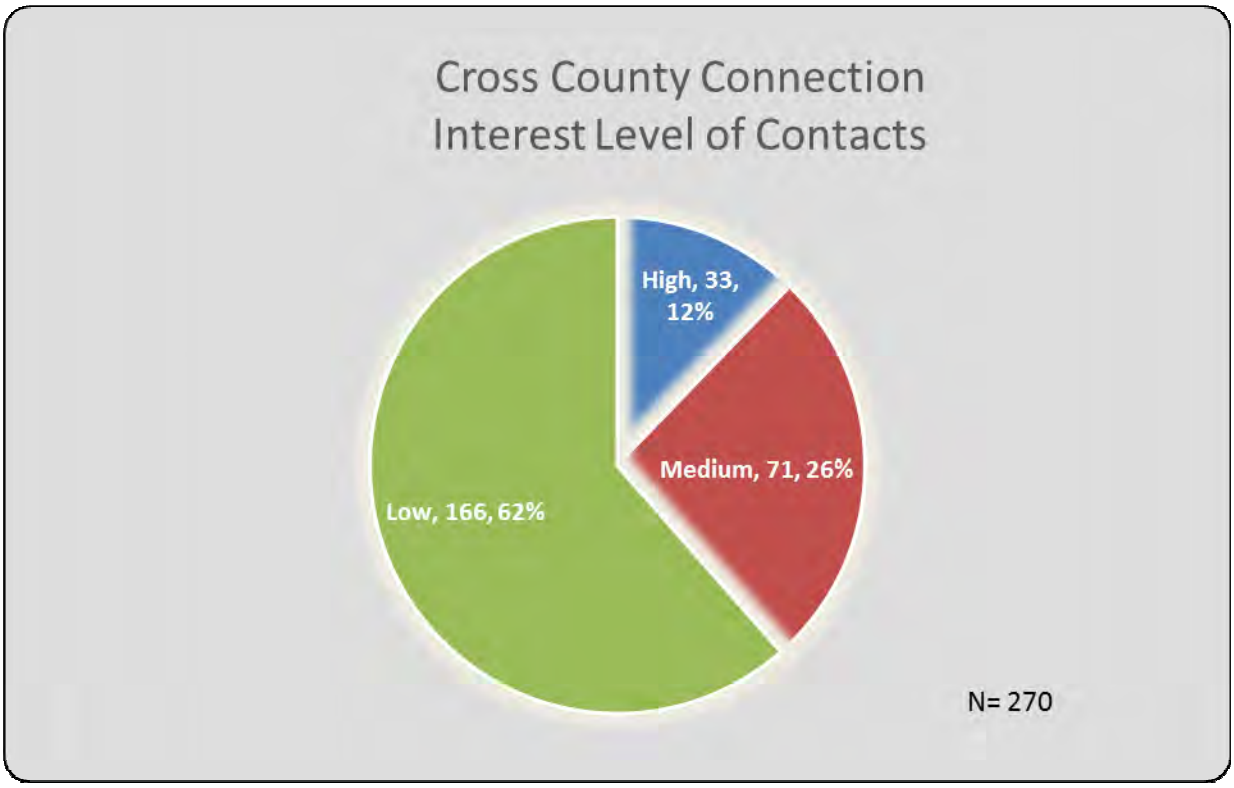
Table of Contacted Municipalities (*=Low Socioeconomic Status Community)

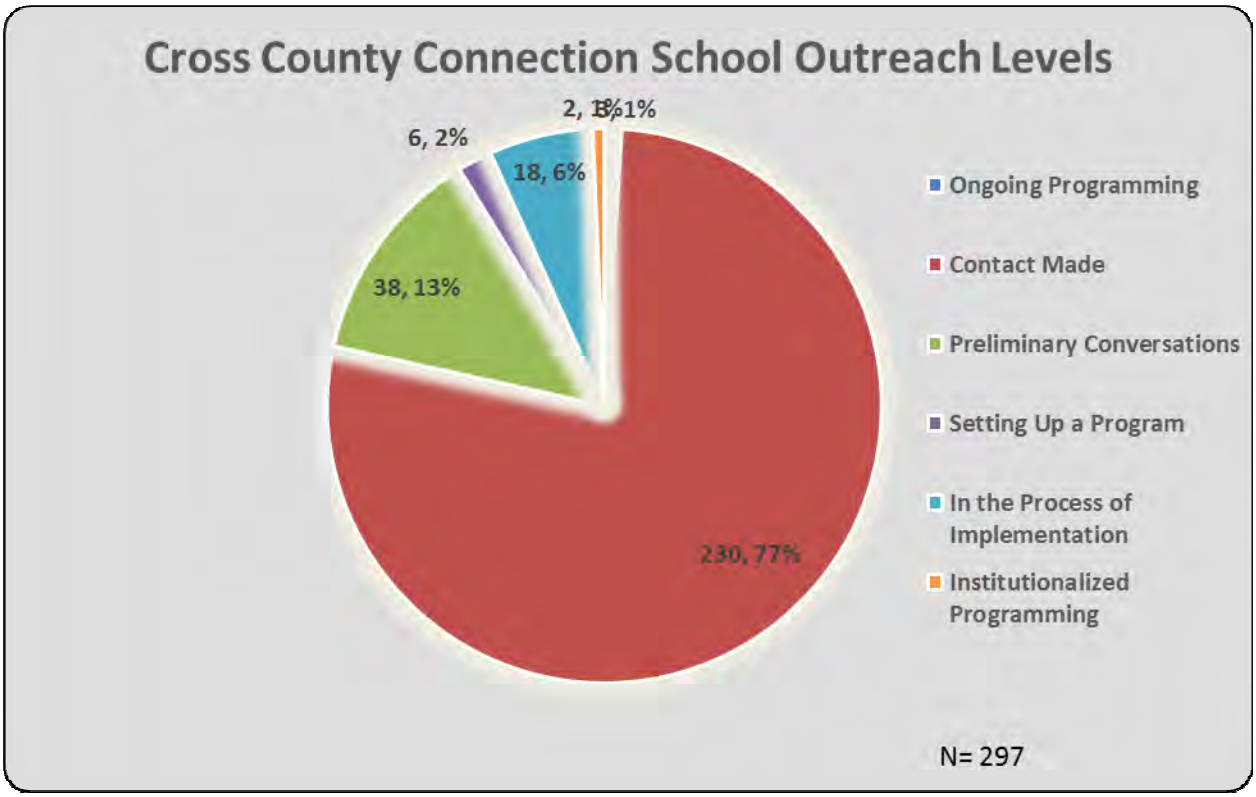
Municipality	Extent of Contact
Atlantic County	
Absecon	School, District, and Other
Atlantic City*	District and 9 Schools
Brigantine	1 School
Egg Harbor City*	2 Schools
Elwood	2 Schools
Galloway Township	District, Municipality, and 4 Schools
Hammonton*	District, Municipality, and 2 Schools
Linwood	Municipality and 2 Schools
Mullica Township*	District
Northfield	District
Pleasantville*	District and 8 Schools
Somers Point	Municipality and 3 Schools
Ventnor City*	District
Weymouth Township*	District
Wildwood	1 School
Burlington County	
Beverly*	District and 2 Schools
Burlington*	District, Municipality, and 2 Schools
Cinnaminson Township	1 School
Delanco Township	District

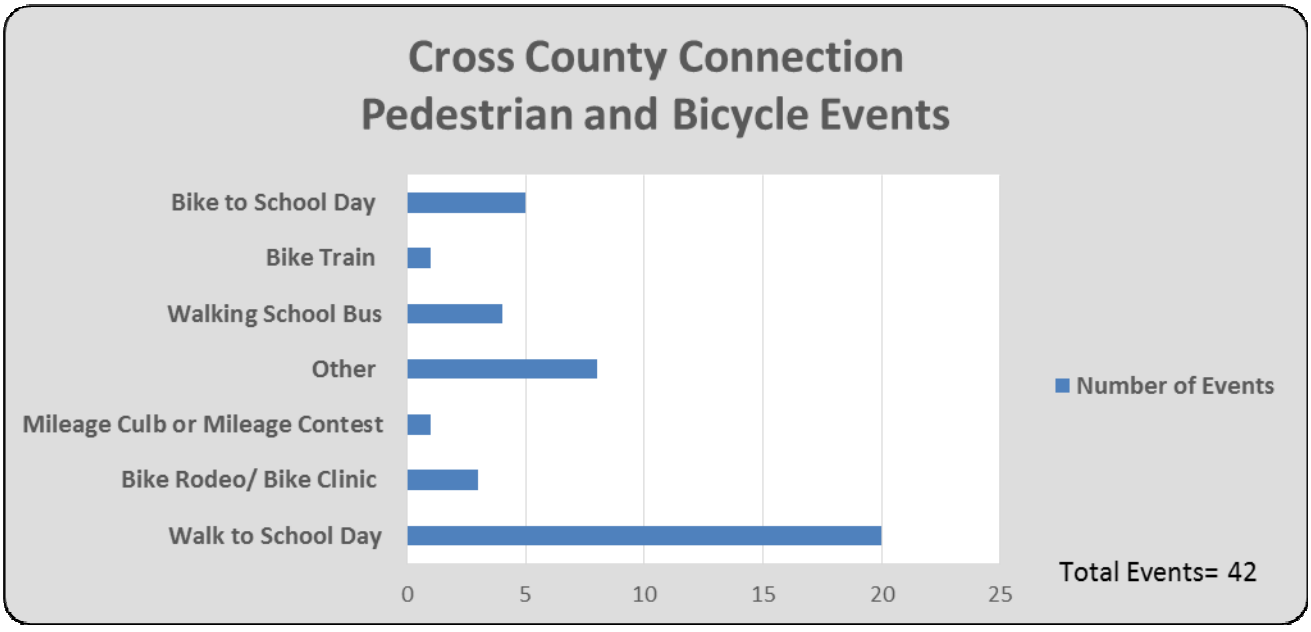
Evesham Township	Municipality and 6 Schools
Marlton	1 School
Medford Lakes	1 School
Moorestown	5 Schools
Mount Holly Township*	2 Schools
Mount Laurel Township	Municipality and 2 Schools
New Hanover Township*	District and 1 School
Palmyra	1 School
Pemberton Township*	Municipality and 2 Schools
Riverside Township*	2 Schools
Southampton	Municipality and 3 Schools
Washington Township*	District and School
Westampton Township	1 School
Willingboro Township	District
Camden County	
Atco	1 School
Bellmawr*	District and 1 School
Brooklawn*	District
Camden*	District, Municipality, and 22 Schools
Cherry Hill	Municipality and 2 Schools
Clementon*	District
Collingswood	3 Schools
Gloucester City*	District and 2 Schools
Haddon Heights	Municipality and 4 Schools
Haddon Township	Other
Haddonfield	1 School
Laurel Springs	Municipality
Lawnside*	Municipality and 1 School
Lindenwold*	District and 2 Schools
Magnolia	Municipality
Mount Ephraim	District and 1 School
Pennsauken Township	2 Schools
Pine Hill*	District and 1 School
Runnemede*	District
Stratford	District and 2 Schools
Voorhees Township	District and Municipality
Winslow Township	Municipality
Cape May County	
Cape May	District and 3 Schools
Dennis Township	Municipality
Lower Township*	District and 2 Schools
Marmora	2 Schools
Middle Township*	District

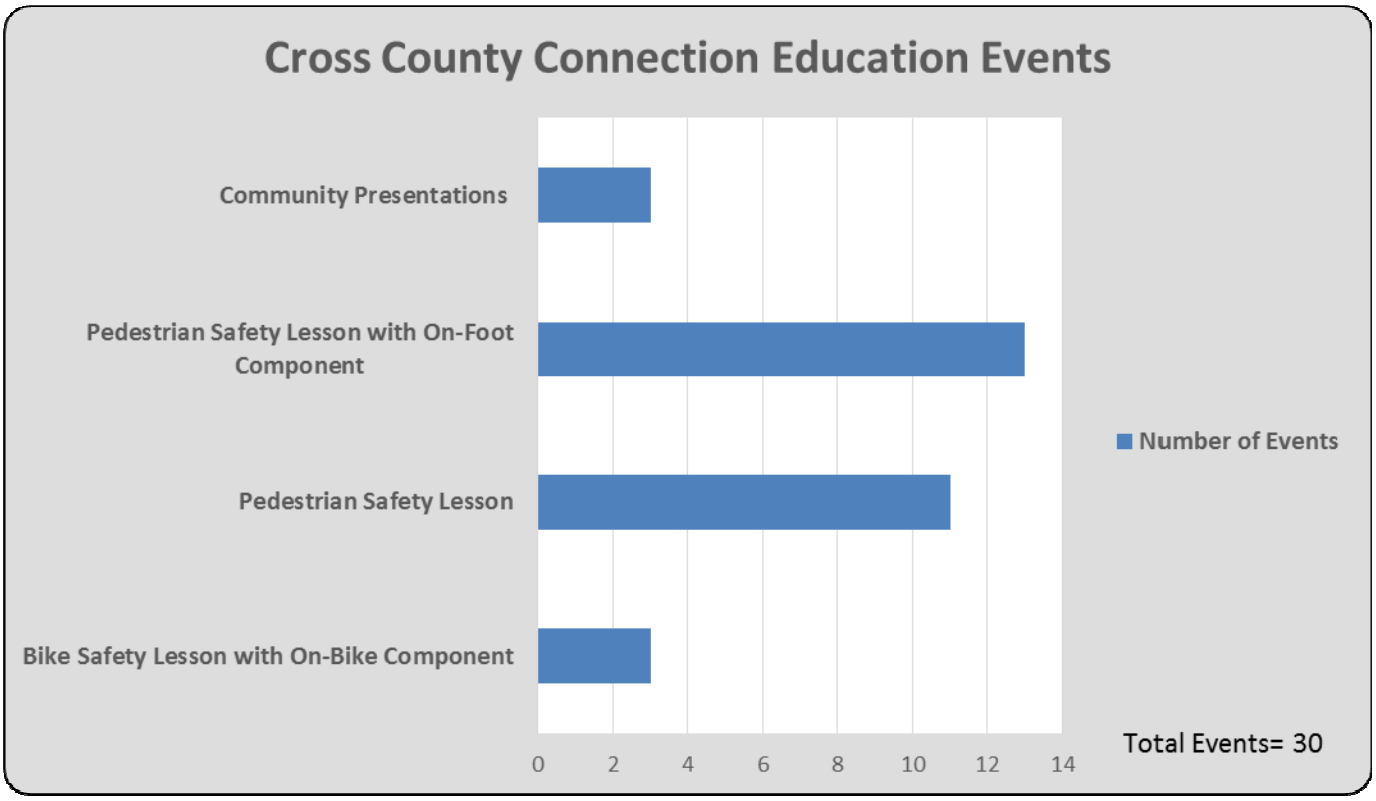
North Wildwood*	District and 1 School
Ocean City	District
Petersburg	1 School
Sea Isle City*	District
Upper Township	1 School
Wildwood*	District and 2 Schools
Wildwood Crest*	District
Woodbine*	1 School
Cumberland County	
Bridgeton*	12 Schools
Commercial Township*	District
Deerfield Township*	District and 1 School
Downe Township*	District
Fairfield Township*	District and 1 School
Greenwich Township	1 School
Maurice River Township*	Municipality
Lawrence Township	Municipality
Millville*	District and 15 Schools
Port Norris	2 Schools
Shiloh*	1 School
Upper Deerfield Township*	District
Vineland*	District and 5 Schools
Gloucester County	
Deptford Township	Municipality
East Greenwich Township	Municipality
Elk Township*	District
Glassboro*	District, Municipality, and 4 Schools
Gloucester	Municipality
Harrison Township	District
Mantua Township	1 School
National Park*	District and 1 School
Paulsboro*	District and 2 Schools
Pitman	3 Schools
Sewell	5 Schools
Turnersville	4 Schools
Washington Township	District
Wenonah	Other
Westville*	District
Woodbury*	District and 2 Schools
Woolwich Township	District
Salem County	
Carneys Point	2 Schools
Elmer	District

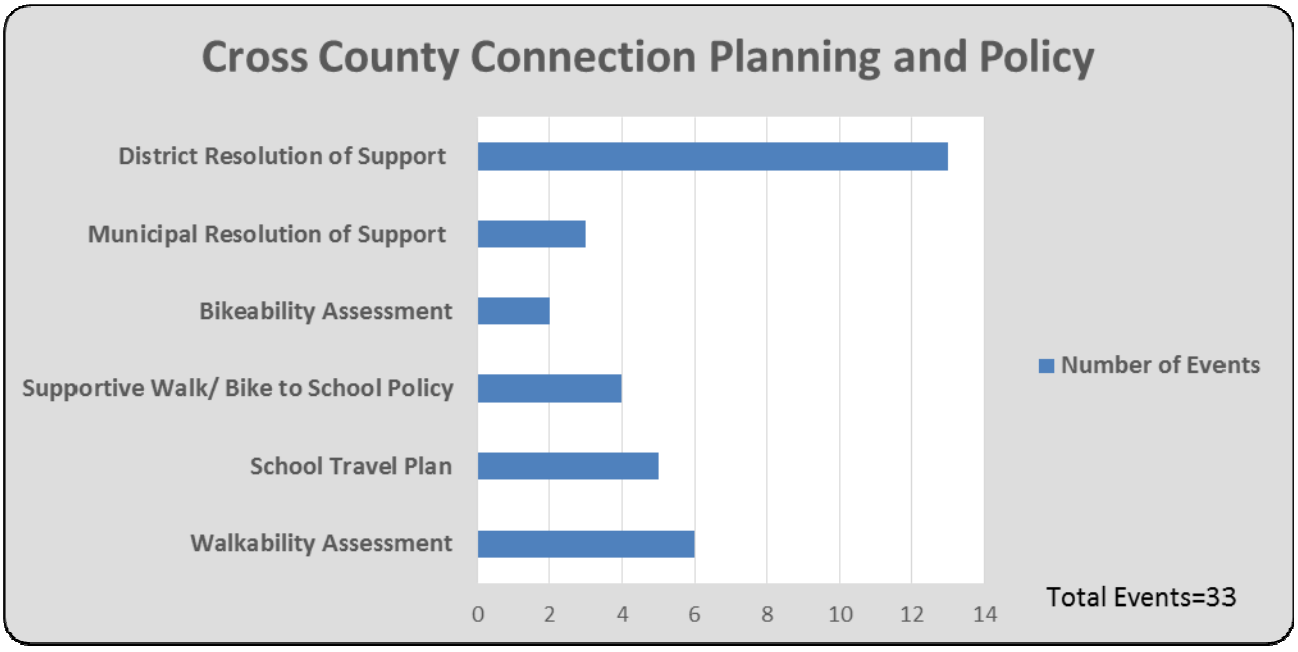
Lower Alloways Creek Township	District
Mannington Township	1 School
Penns Grove*	District and 2 Schools
Pennsville	4 Schools
Quinton*	District and 2 Schools
Salem*	District and 4 Schools
Total= 106 Communities	

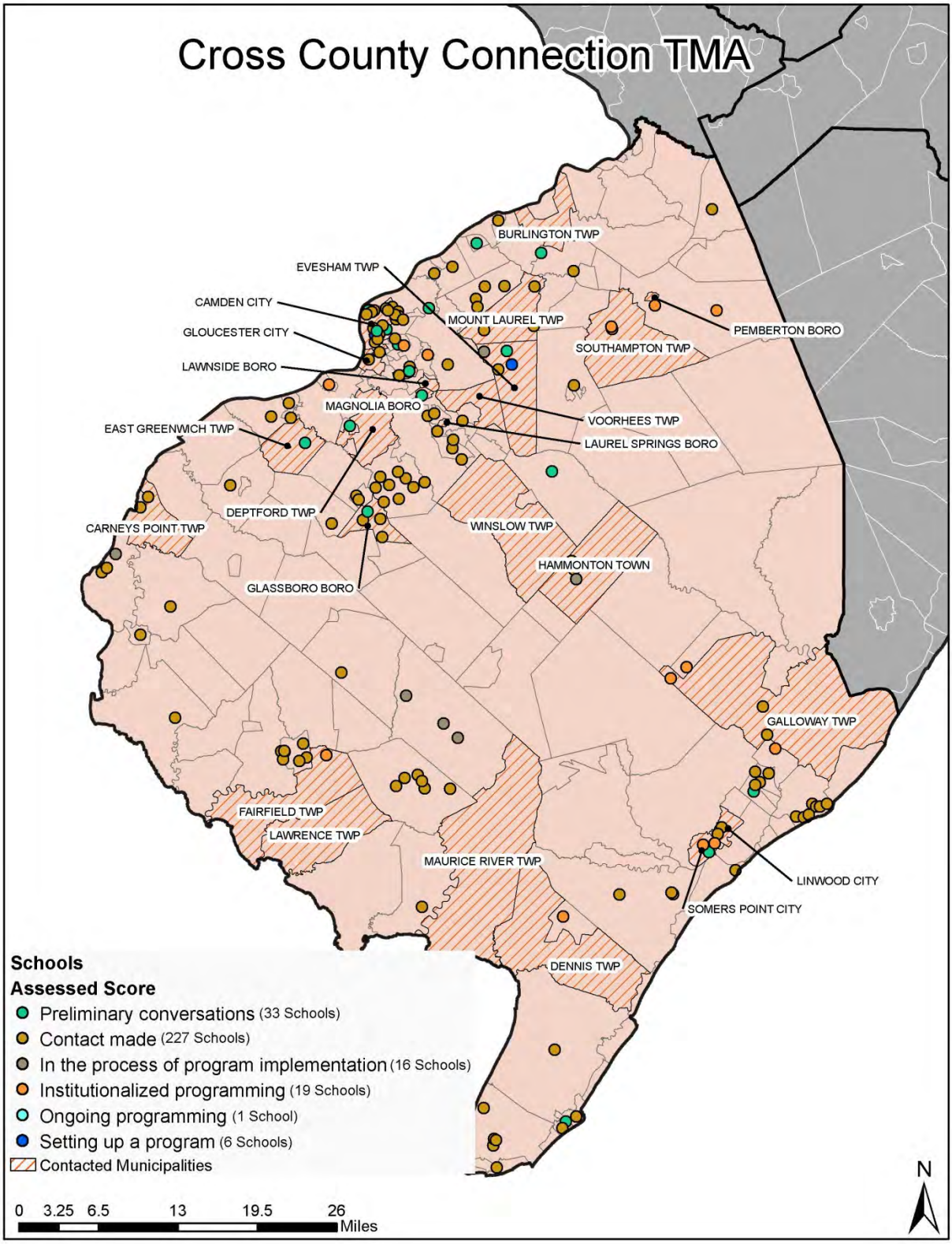


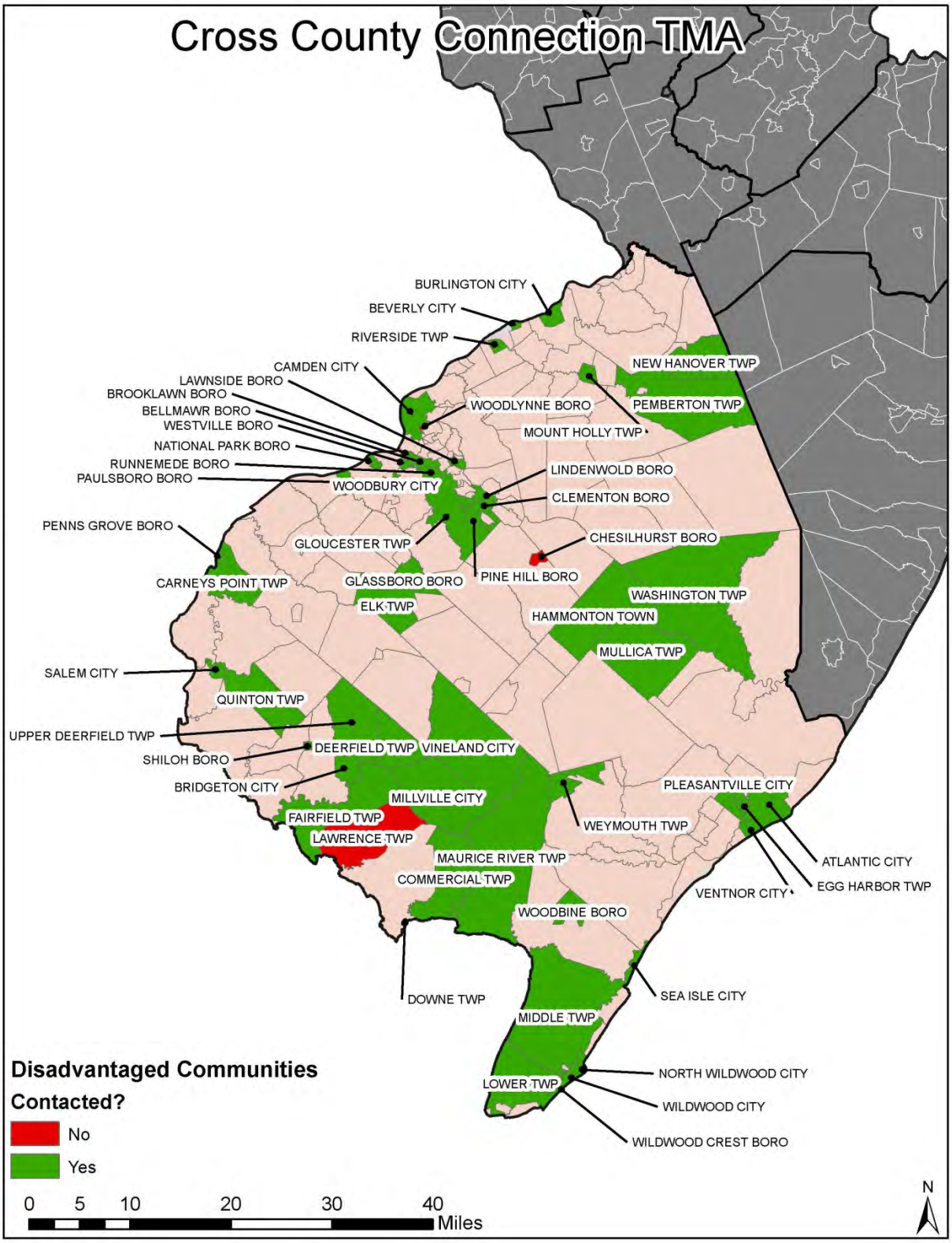

Cross County Connection School Outreach Levels
2, 1%
6, 2%
18, 6%
38, 13%
230, 77%
Ongoing Programming
Contact Made
Preliminary Conversations
Setting Up a Program
In the Process of Implementation
Institutionalized Programming
N= 297

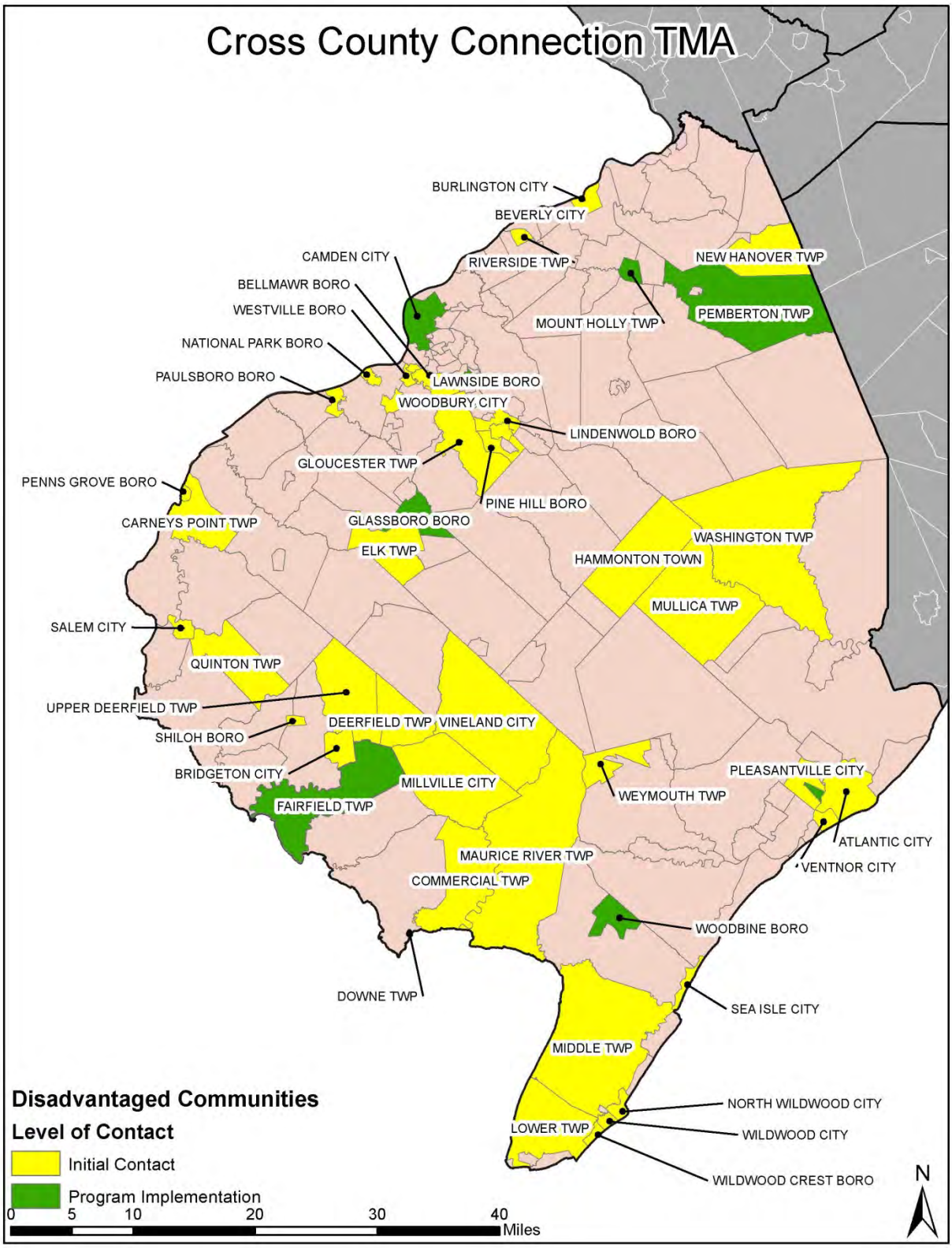

Cross County Connection
Pedestrian and Bicycle Events
Bike to School Day
Bike Train
Walking School Bus
Other
Mileage Culb or Mileage Contest
Bike Rodeo/ Bike Clinic
Walk to School Day
0
5
10
15
20
25
Number of Events
Total Events= 42


Cross County Connection Education Events
Community Presentations
Pedestrian Safety Lesson with On-Foot Component
Pedestrian Safety Lesson
Bike Safety Lesson with On-Bike Component
0
2
4
6
8
10
12
14
Number of Events
Total Events= 30


Cross County Connection Planning and Policy
District Resolution of Support
Municipal Resolution of Support
Bikeability Assessment
Supportive Walk/ Bike to School Policy
School Travel Plan
Walkability Assessment
0
2
4
6
8
10
12
14
Number of Events
Total Events=33


Cross County Connection TMA
BURLINGTON TWP
EVESHAM TWP
CAMDEN CITY
MOUNT LAUREL TWP
PEMBERTON BORO
GLOUCESTER CITY
SOUTHAMPTON TWP
LAWNSIDE BORO
MAGNOLIA BORO
VOORHEES TWP
EAST GREENWICH TWP
LAUREL SPRINGS BORO
DEPTFORD TWP
CARNEYS POINT TWP
WINSLOW TWP
HAMMONTON TOWN
GLASSBORO BORO
GALLOWAY TWP
FAIRFIELD TWP
LAWRENCE TWP
MAURICE RIVER TWP
LINWOOD CITY
SOMERS POINT CITY
DENNIS TWP
Schools
Assessed Score
Preliminary conversations (33 Schools)
Contact made (227 Schools)
In the process of program implementation (16 Schools)
Institutionalized programming (19 Schools)
Ongoing programming (1 School)
Setting up a program (6 Schools)
Contacted Municipalities
0 3.25 6.5 13 19.5 26
Miles
N


Cross County Connection TMA
BURLINGTON CITY
BEVERLY CITY
RIVERSIDE TWP
CAMDEN CITY
LAWNSIDE BORO
BROOKLAWN BORO
BELLMAWR BORO
WESTVILLE BORO
NATIONAL PARK BORO
RUNNEMEDE BORO
PAULSBORO BORO
WOODBURY CITY
WOODLYNNE BORO
NEW HANOVER TWP
PEMBERTON TWP
MOUNT HOLLY TWP
LINDENWOLD BORO
CLEMENTON BORO
PENNS GROVE BORO
GLOUCESTER TWP
CHESILHURST BORO
PINE HILL BORO
CARNEYS POINT TWP
GLASSBORO BORO
ELK TWP
WASHINGTON TWP
HAMMONTON TOWN
MULLICA TWP
SALEM CITY
QUINTON TWP
UPPER DEERFIELD TWP
DEERFIELD TWP
VINELAND CITY
SHILOH BORO
BRIDGETON CITY
MILLVILLE CITY
FAIRFIELD TWP
LAWRENCE TWP
WEYMOUTH TWP
PLEASANTVILLE CITY
ATLANTIC CITY
EGG HARBOR TWP
VENTNOR CITY
MAURICE RIVER TWP
COMMERCIAL TWP
WOODBINE BORO
DOWNE TWP
SEA ISLE CITY
MIDDLE TWP
LOWER TWP
NORTH WILDWOOD CITY
WILDWOOD CITY
WILDWOOD CREST BORO
Disadvantaged Communities
Contacted?
No
Yes
0 5 10 20 30 40
Miles
N


Cross County Connection TMA
BURLINGTON CITY
BEVERLY CITY
CAMDEN CITY
RIVERSIDE TWP
NEW HANOVER TWP
BELLMAWR BORO
WESTVILLE BORO
MOUNT HOLLY TWP
PEMBERTON TWP
NATIONAL PARK BORO
PAULSBORO BORO
LAWNSIDE BORO
WOODBURY CITY
LINDENWOLD BORO
GLOUCESTER TWP
PENNS GROVE BORO
PINE HILL BORO
CARNEYS POINT TWP
GLASSBORO BORO
WASHINGTON TWP
ELK TWP
HAMMONTON TOWN
MULLICA TWP
SALEM CITY
QUINTON TWP
UPPER DEERFIELD TWP
DEERFIELD TWP
VINELAND CITY
SHILOH BORO
BRIDGETON CITY
MILLVILLE CITY
PLEASANTVILLE CITY
WEYMOUTH TWP
FAIRFIELD TWP
ATLANTIC CITY
MAURICE RIVER TWP
VENTNOR CITY
COMMERCIAL TWP
WOODBINE BORO
DOWNE TWP
SEA ISLE CITY
MIDDLE TWP
Disadvantaged Communities
Level of Contact
Initial Contact
Program Implementation
NORTH WILDWOOD CITY
LOWER TWP
WILDWOOD CITY
WILDWOOD CREST BORO
N
0 5 10 20 30 40
Miles

Greater Mercer TMA

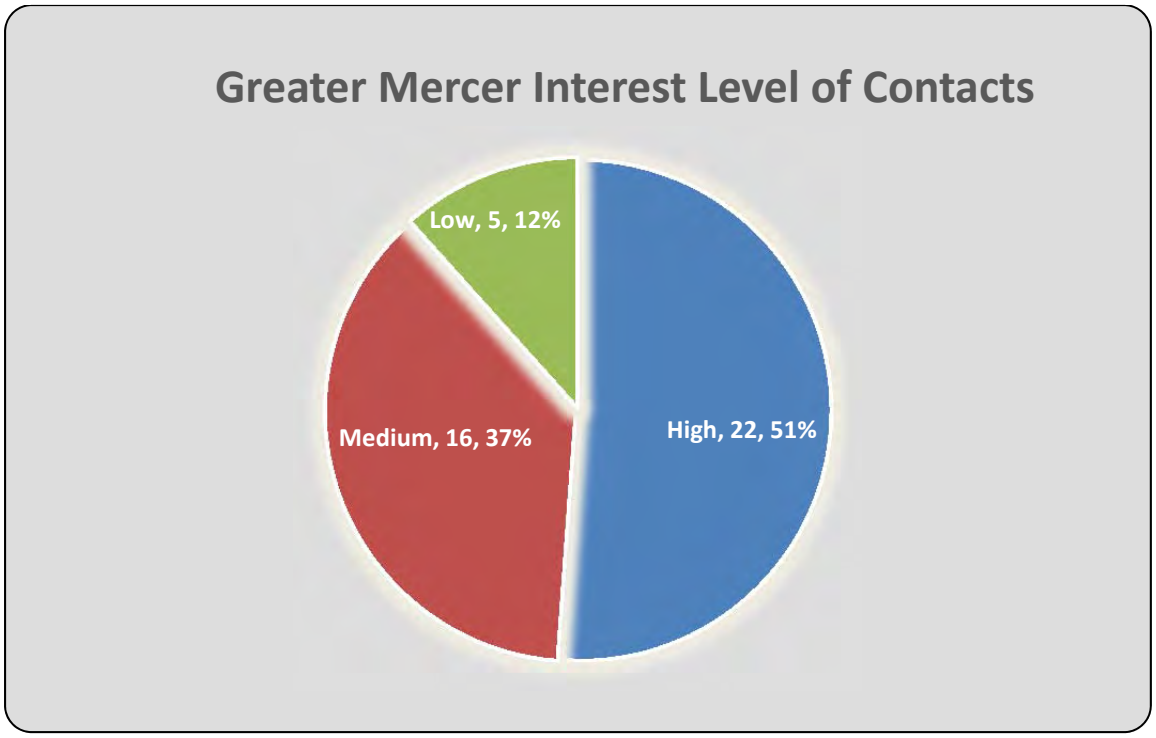
Outreach Progress Report as of October 2013

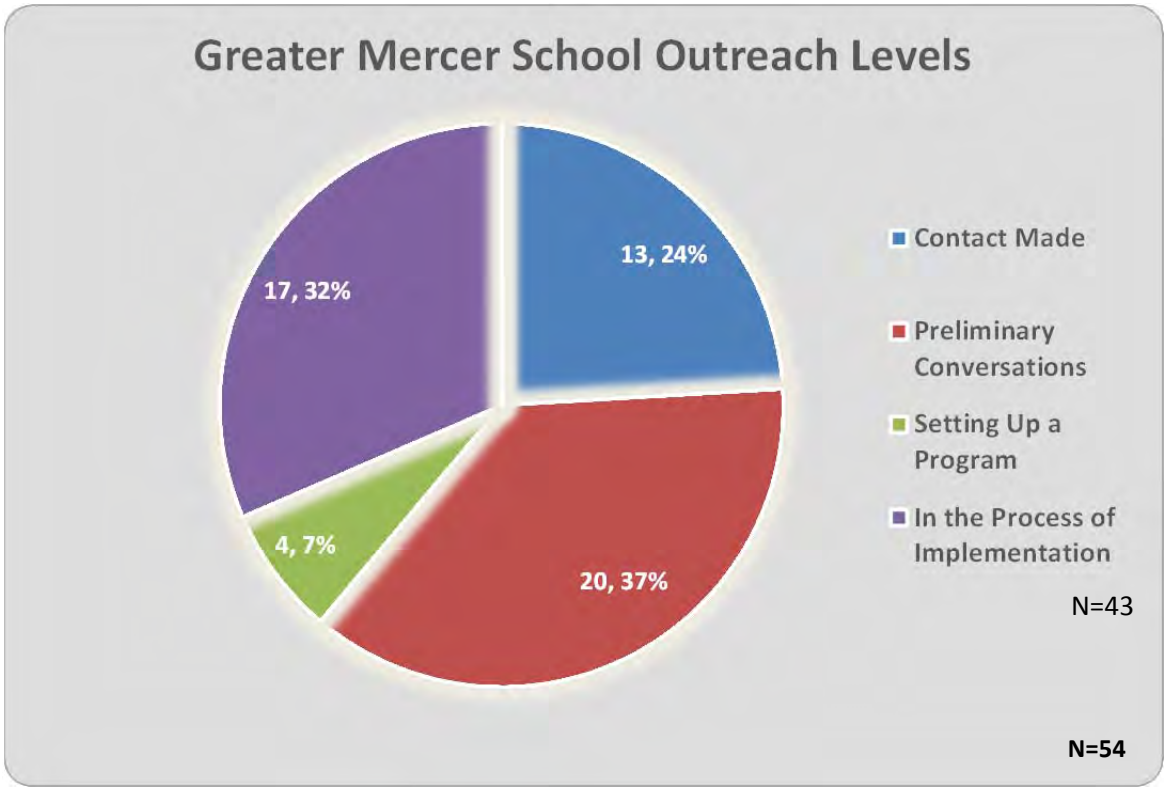
Observations

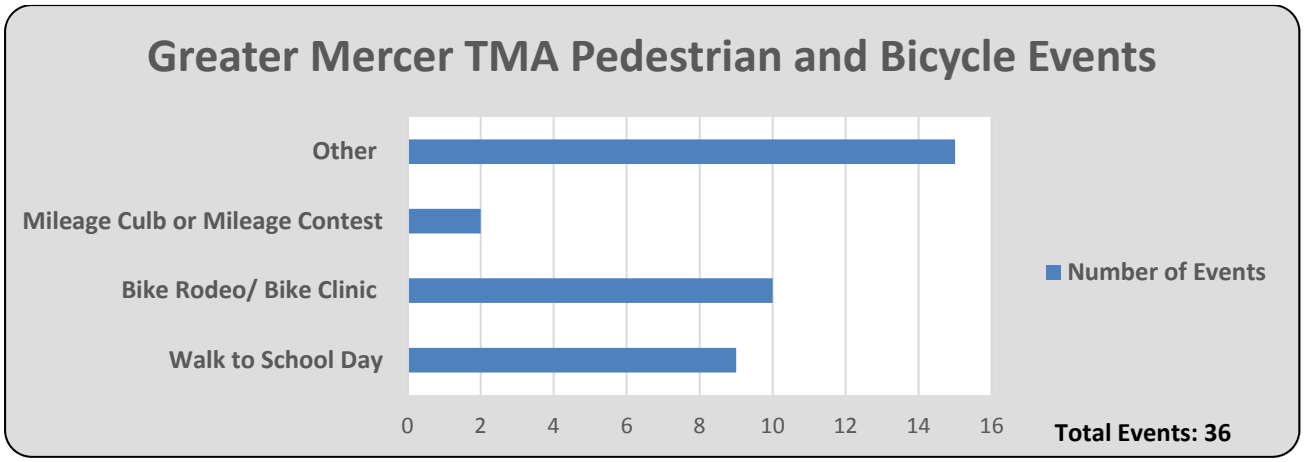
- Total number of municipalities contacted: 18
- Contacts at the District Level: 2
- Contacts at the School Level: 26, 8.33% increase from the last report
- Contacts at the Municipal Level: 4
- Contacts at any other Level: 4
- 7 Low Socioeconomic Status Communities contacted
- 5 Low Socioeconomic Status Communities were not contacted: Lakehurst Borough, Manchester Township, Seaside Heights Boro, Berkeley Township, and Eagleswood Township.

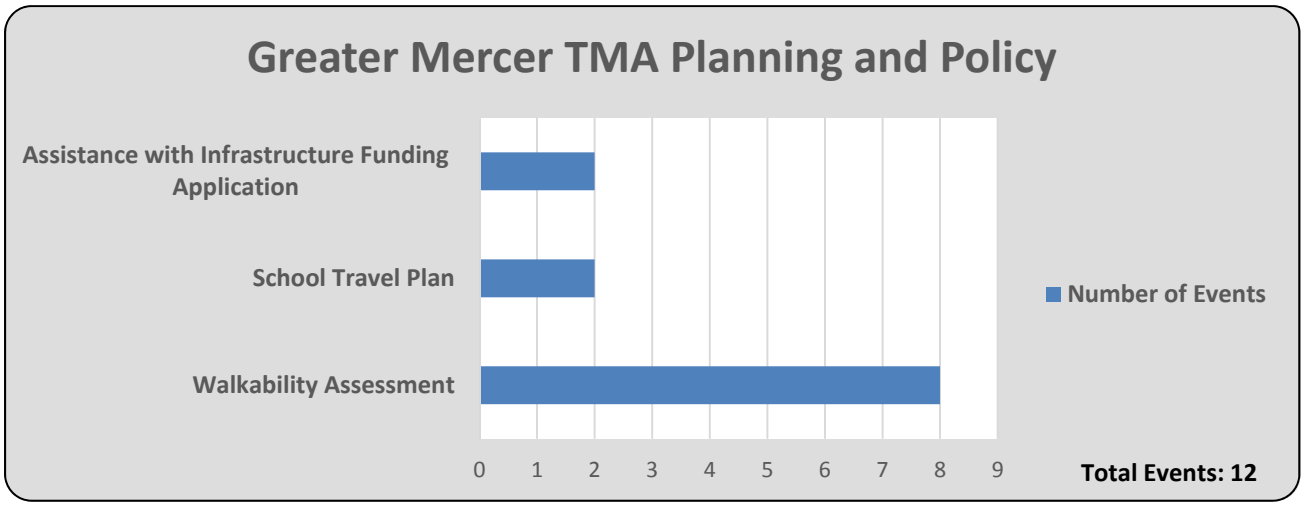
Table of Contacted Municipalities (*=Low Socioeconomic Status Community)

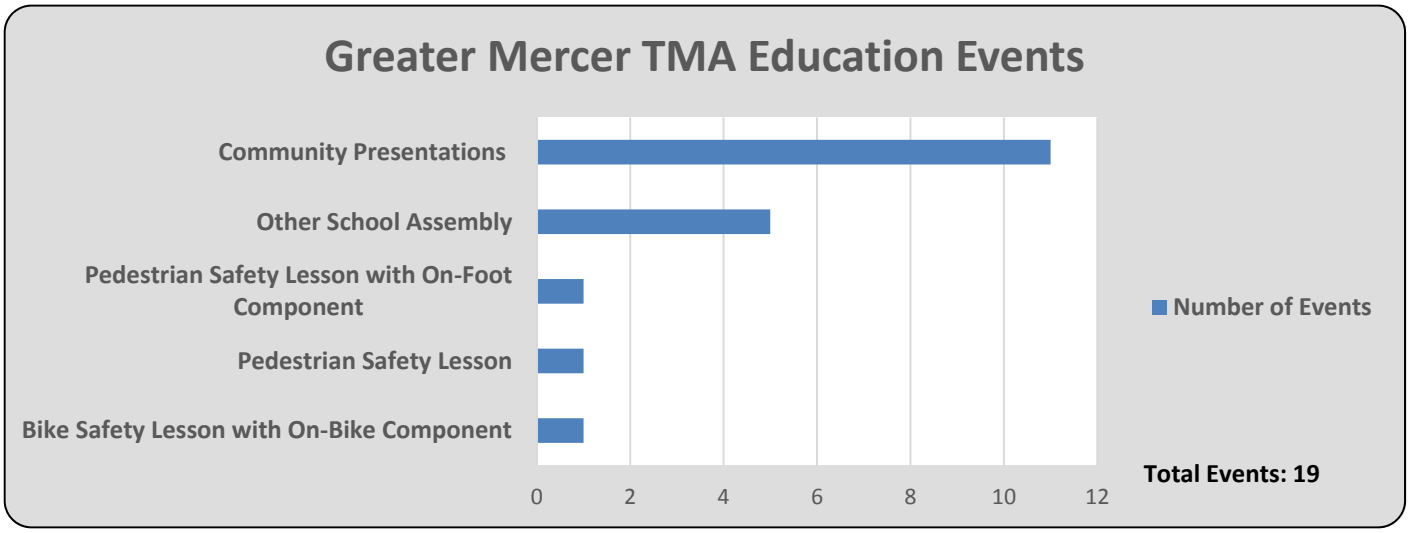
Municipality	Extent of Contact
Mercer County	
Ewing Township	2 Schools
Hamilton	1 School
Hightstown	2 Schools and Other
Hopewell	District
Lawrence Township	Municipality, 1 School, and Other
Princeton Township	Municipality
Robbinsville Township	1 School
Trenton*	District, 2 Schools, and Other
West Windsor Township	Other
Ocean County	
Barnegat Township	1 School
Bay Head	1 School
Brick Township	6 Schools
Lakewood Township	4 Schools
Little Egg Harbor Township*	1 School
Point Pleasant	Municipality
Seaside Heights*	1 School
Toms River	Municipality and 2 Schools
Tuckerton	1 School
Total= 18 Communities	

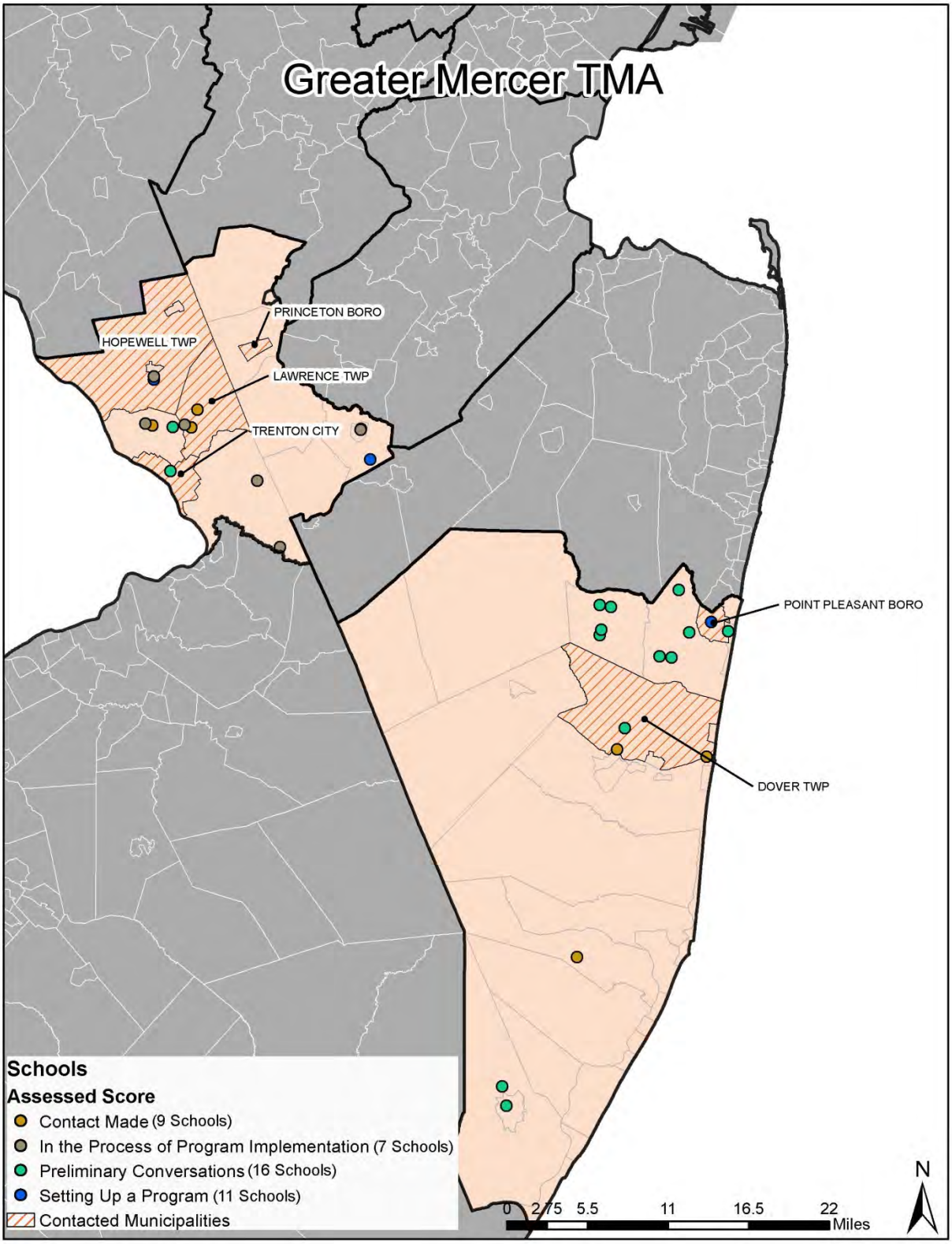

Greater Mercer Interest Level of Contacts
Low, 5, 12%
Medium, 16, 37%
High, 22, 51%

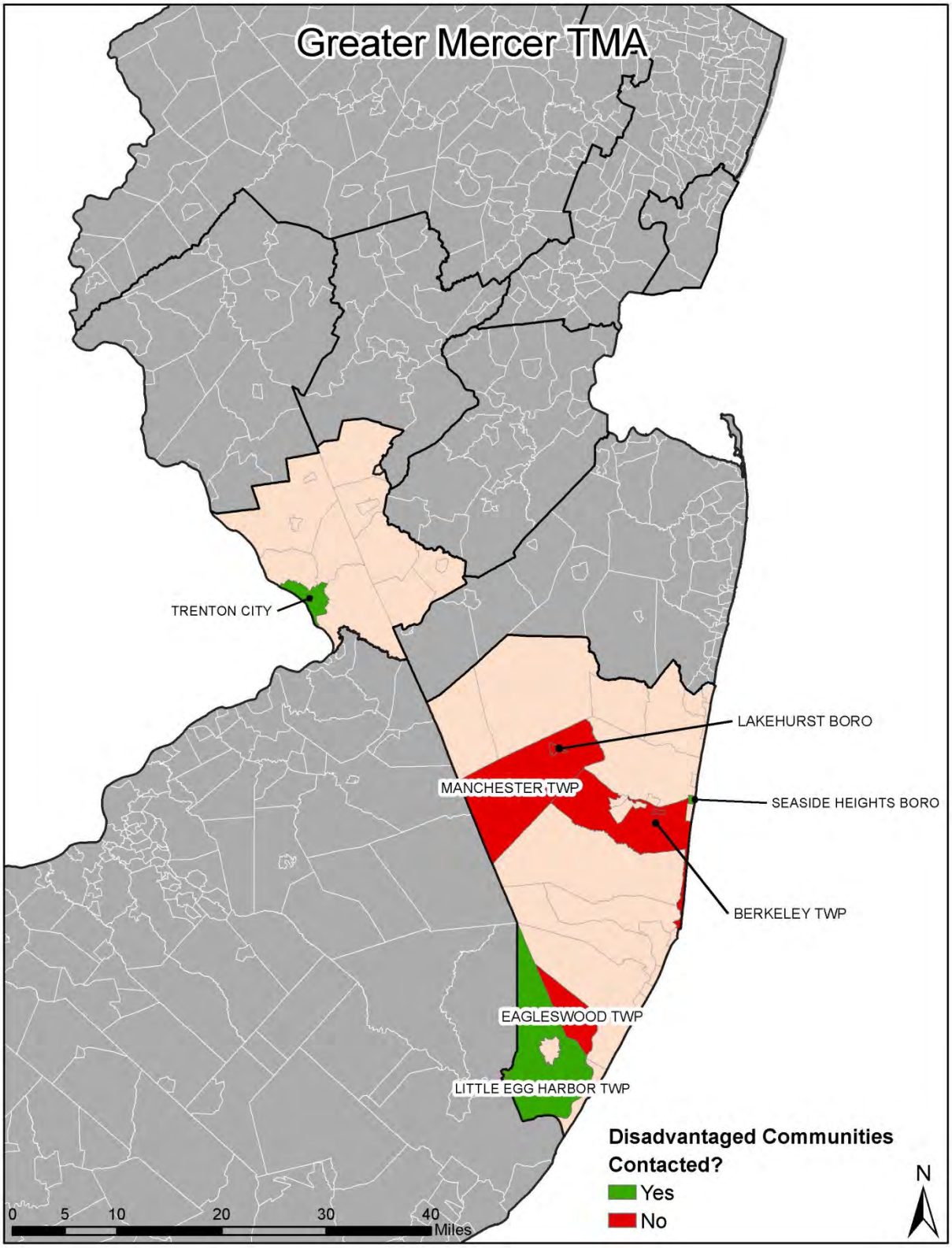

Greater Mercer School Outreach Levels
13, 24%
17, 32%
4, 7%
20, 37%
Contact Made
Preliminary Conversations
Setting Up a Program
In the Process of Implementation
N=43
N=54

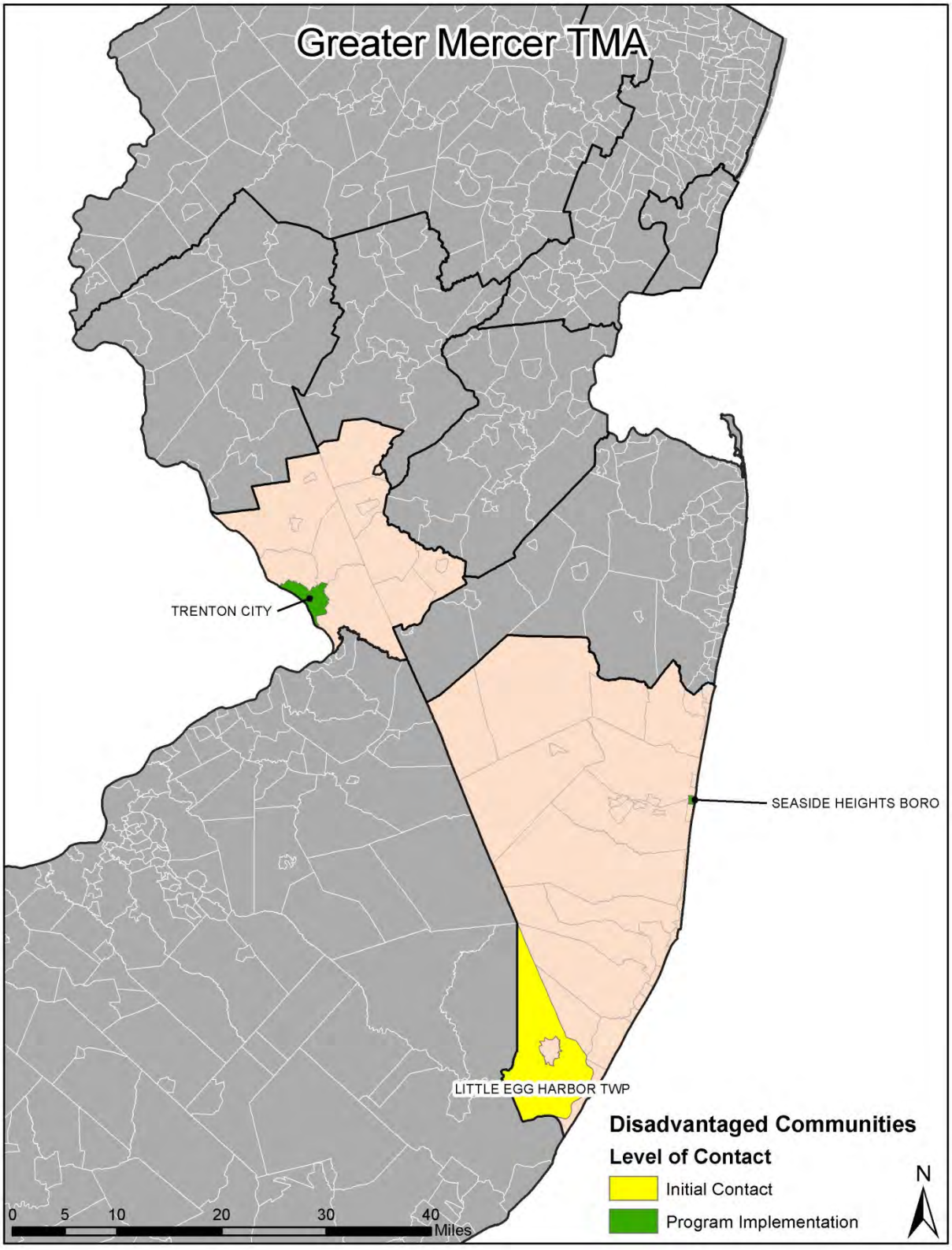

Greater Mercer TMA Pedestrian and Bicycle Events
Other
Mileage Culb or Mileage Contest
Bike Rodeo/ Bike Clinic
Walk to School Day
0
2
4
6
8
10
12
14
16
Number of Events
Total Events: 36


Greater Mercer TMA Planning and Policy
Assistance with Infrastructure Funding Application
School Travel Plan
Walkability Assessment
0
1
2
3
4
5
6
7
8
9
Number of Events
Total Events: 12


Greater Mercer TMA Education Events
Community Presentations
Other School Assembly
Pedestrian Safety Lesson with On-Foot Component
Pedestrian Safety Lesson
Bike Safety Lesson with On-Bike Component
0
2
4
6
8
10
12
Number of Events
Total Events: 19


Greater Mercer TMA
PRINCETON BORO
HOPEWELL TWP
LAWRENCE TWP
TRENTON CITY
POINT PLEASANT BORO
DOVER TWP
Schools
Assessed Score
Contact Made (9 Schools)
In the Process of Program Implementation (7 Schools)
Preliminary Conversations (16 Schools)
Setting Up a Program (11 Schools)
Contacted Municipalities
0 2.75 5.5 11 16.5 22
Miles
N


Greater Mercer TMA
TRENTON CITY
LAKEHURST BORO
MANCHESTER TWP
SEASIDE HEIGHTS BORO
BERKELEY TWP
EAGLESWOOD TWP
LITTLE EGG HARBOR TWP
Disadvantaged Communities Contacted?
Yes
No
N
0 5 10 20 30 40
Miles


Greater Mercer TMA
TRENTON CITY
SEASIDE HEIGHTS BORO
LITTLE EGG HARBOR TWP
Disadvantaged Communities
Level of Contact
Initial Contact
Program Implementation
N
0 5 10 20 30 40
Miles

Hart TMA

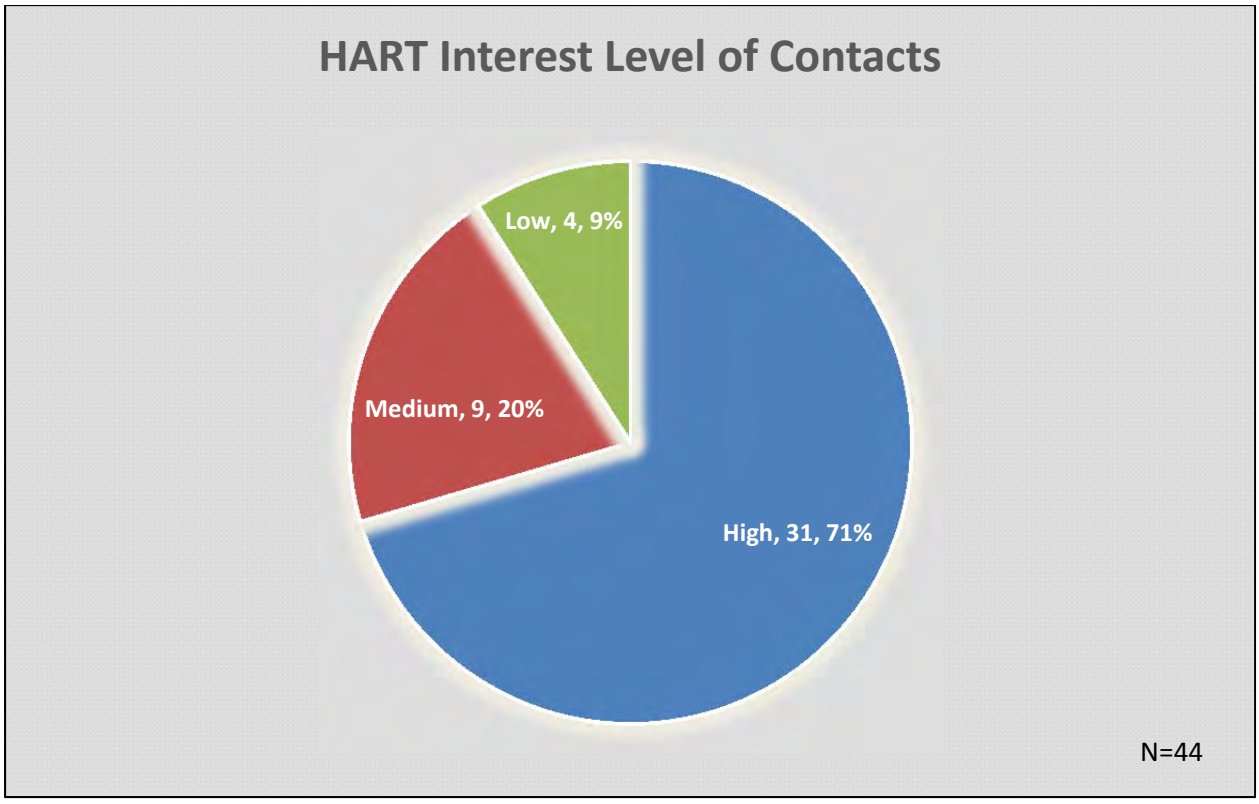
Outreach Progress Report as of October 2013

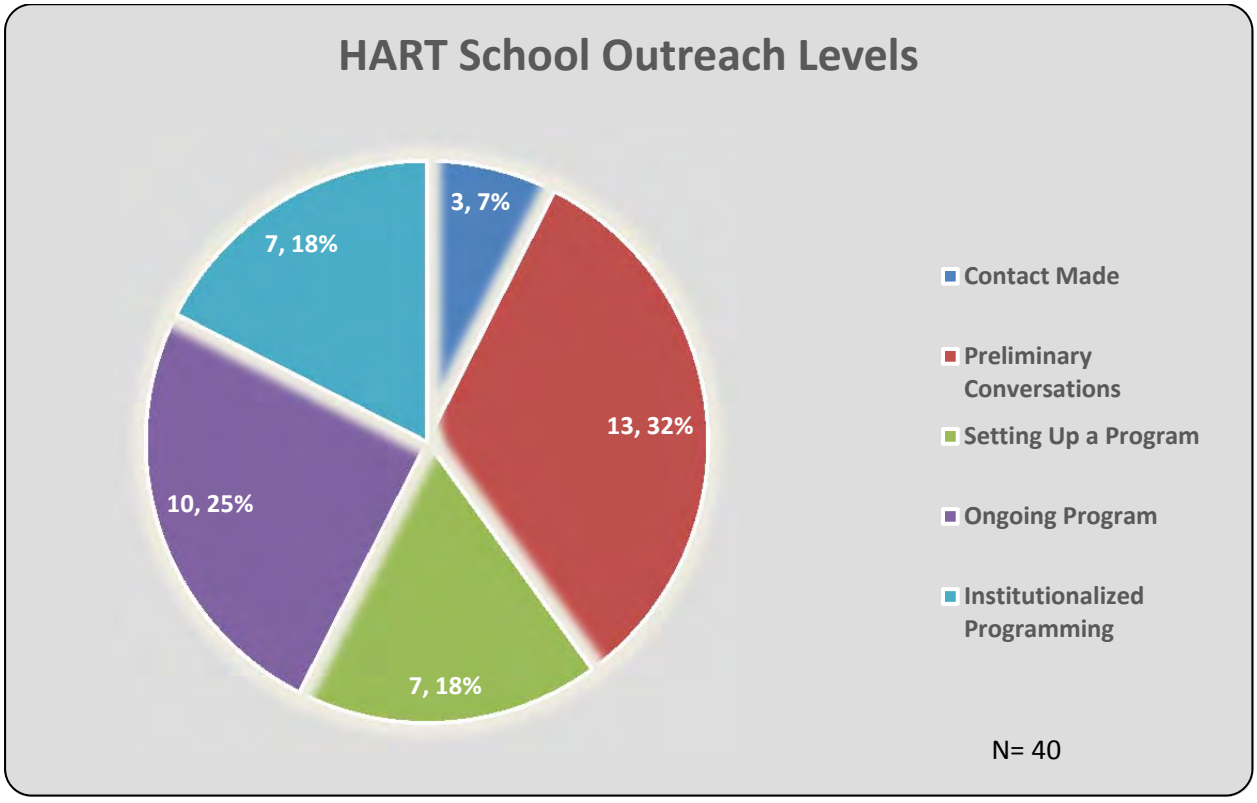
Observations

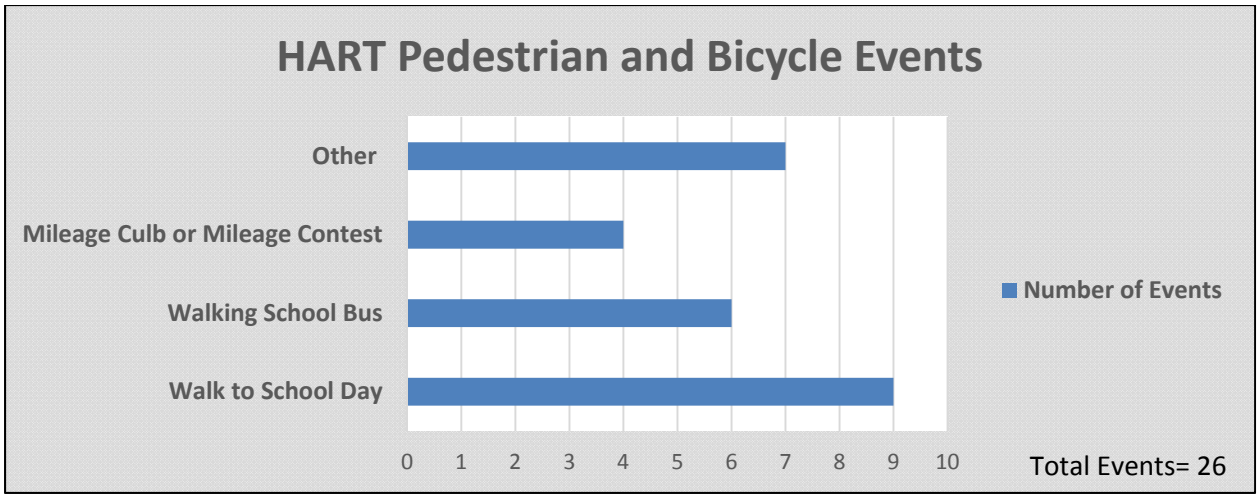
- Total number of municipalities contacted: 20
- Contacts at the District Level: 1
- Contacts at the School Level: 25
- Contacts at the Municipal Level: 5
- Contacts at any other Level: 2
- No Low Socioeconomic Status Communities in the HART TMA region

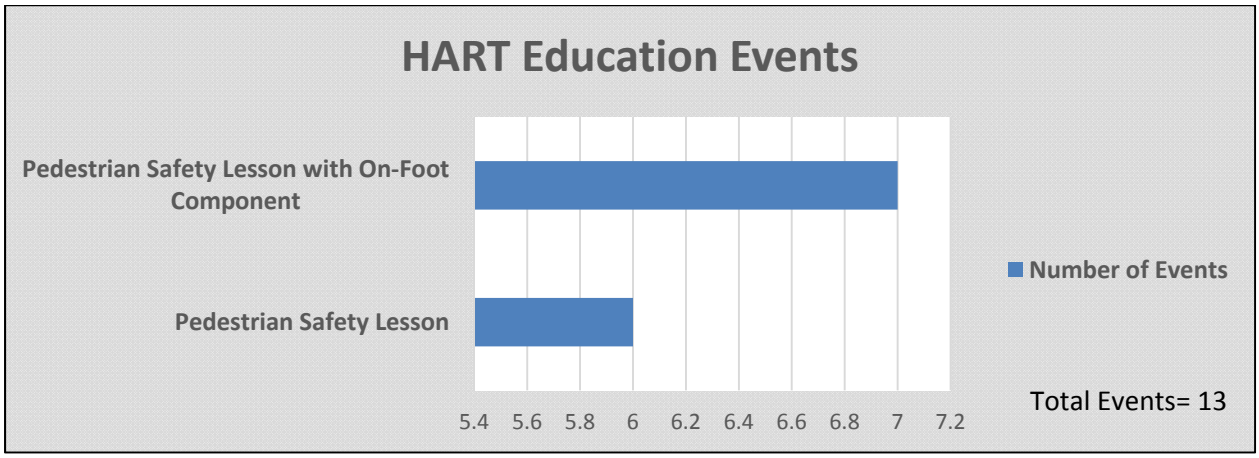
Table of Contacted Municipalities

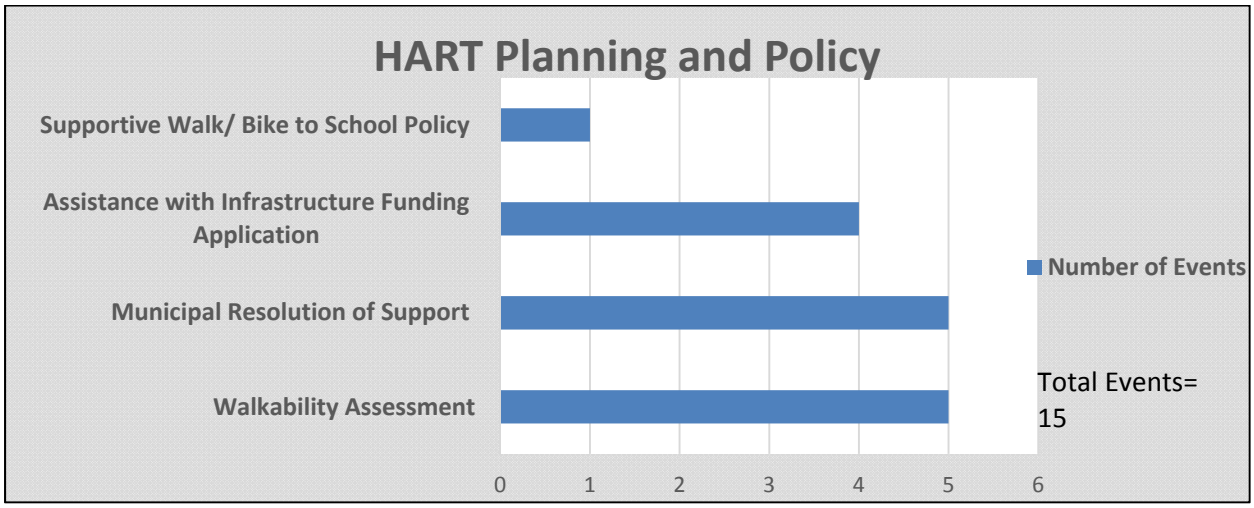
Municipality	Extent of Contact
HUNTERDON COUNTY	
Alexandria Township	1 School
Bloomsbury	1 School
Califon	Municipality and 1 School
Clinton Township	Municipality, Other, and 1 School
Delaware	1 School
Flemington	Municipality and 1 School
Franklin Township	1 School
Frenchtown	Municipality and 1 School
Hampton	1 School
High Bridge	2 Schools
Kingwood Township	1 School
Lambertville	1 School
Lebanon	District and 2 Schools
Milford	1 School
Raritan Township	Municipality and 4 Schools
Readington Township	Other and 1 School
Stockton	1 School
Tewksbury Township	1 School
Union Township	1 School
West Amwell Township	1 School
Total: 20 Communities	

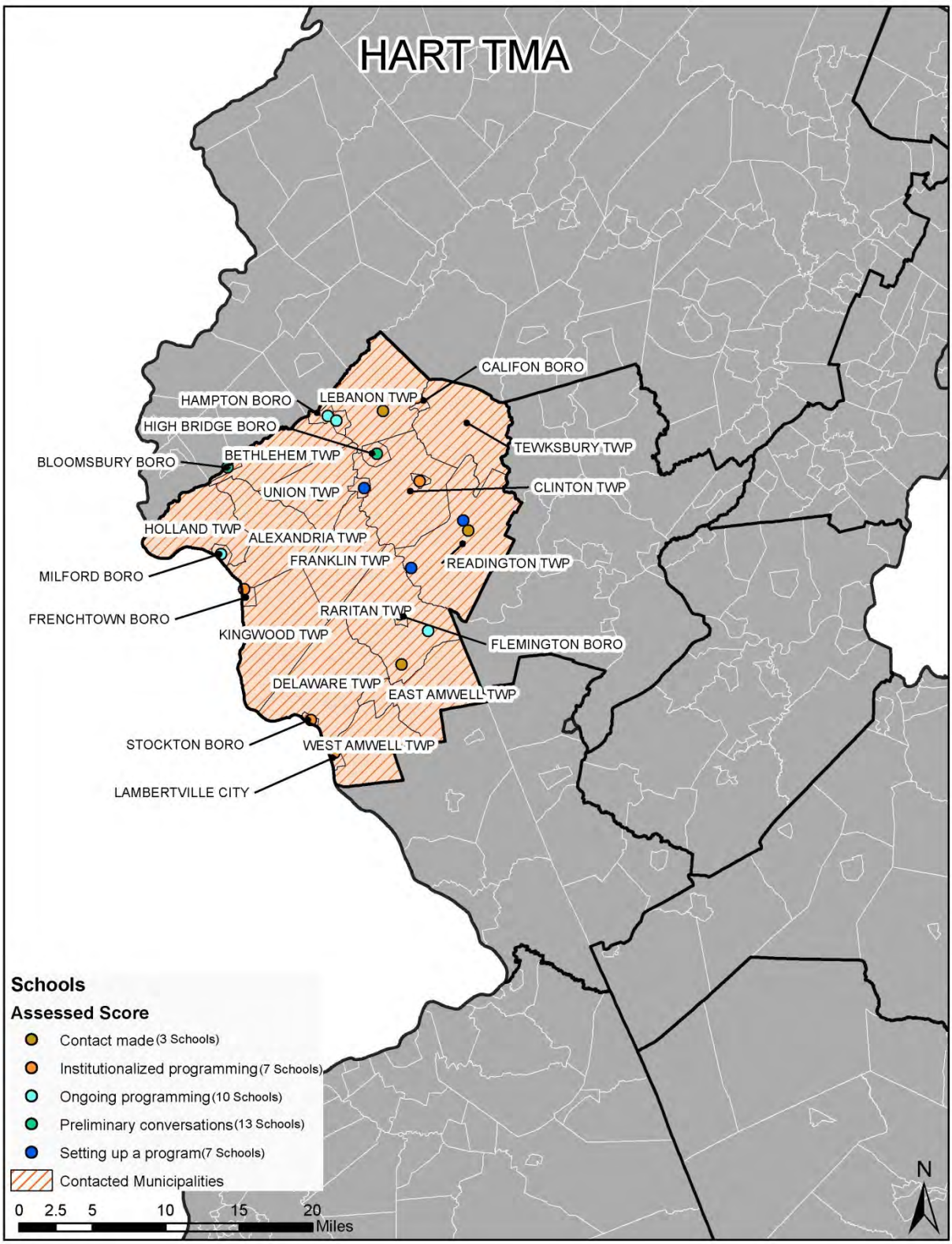

HART Interest Level of Contacts
Low, 4, 9%
Medium, 9, 20%
High, 31, 71%
N=44


HART School Outreach Levels
3, 7%
13, 32%
7, 18%
10, 25%
7, 18%
Contact Made
Preliminary Conversations
Setting Up a Program
Ongoing Program
Institutionalized Programming
N= 40


HART Pedestrian and Bicycle Events
Other
Mileage Culb or Mileage Contest
Walking School Bus
Walk to School Day
0 1 2 3 4 5 6 7 8 9 10
Number of Events
Total Events= 26


HART Education Events
Pedestrian Safety Lesson with On-Foot Component
Pedestrian Safety Lesson
5.4 5.6 5.8 6 6.2 6.4 6.6 6.8 7 7.2
Number of Events
Total Events= 13


HART Planning and Policy
Supportive Walk/ Bike to School Policy
Assistance with Infrastructure Funding Application
Municipal Resolution of Support
Walkability Assessment
0 1 2 3 4 5 6
Number of Events
Total Events= 15


HART TMA
CALIFON BORO
HAMPTON BORO
LEBANON TWP
HIGH BRIDGE BORO
TEWKSBURY TWP
BETHLEHEM TWP
BLOOMSBURY BORO
UNION TWP
CLINTON TWP
HOLLAND TWP
ALEXANDRIA TWP
FRANKLIN TWP
READINGTON TWP
MILFORD BORO
RARITAN TWP
FRENCHTOWN BORO
KINGWOOD TWP
FLEMINGTON BORO
DELAWARE TWP
EAST AMWELL TWP
STOCKTON BORO
WEST AMWELL TWP
LAMBERTVILLE CITY
Schools
Assessed Score
Contact made (3 Schools)
Institutionalized programming (7 Schools)
Ongoing programming (10 Schools)
Preliminary conversations (13 Schools)
Setting up a program (7 Schools)
Contacted Municipalities
0 2.5 5 10 15 20
Miles
N

Hudson TMA

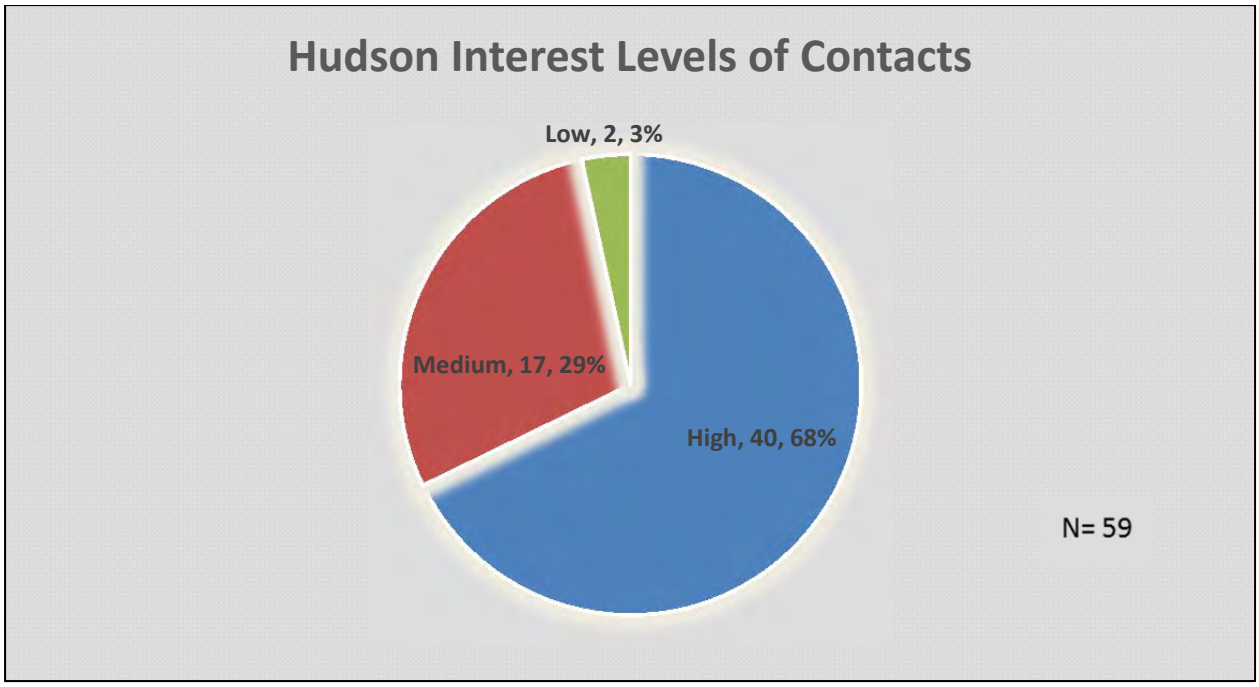
Outreach Progress Report as of October 2013

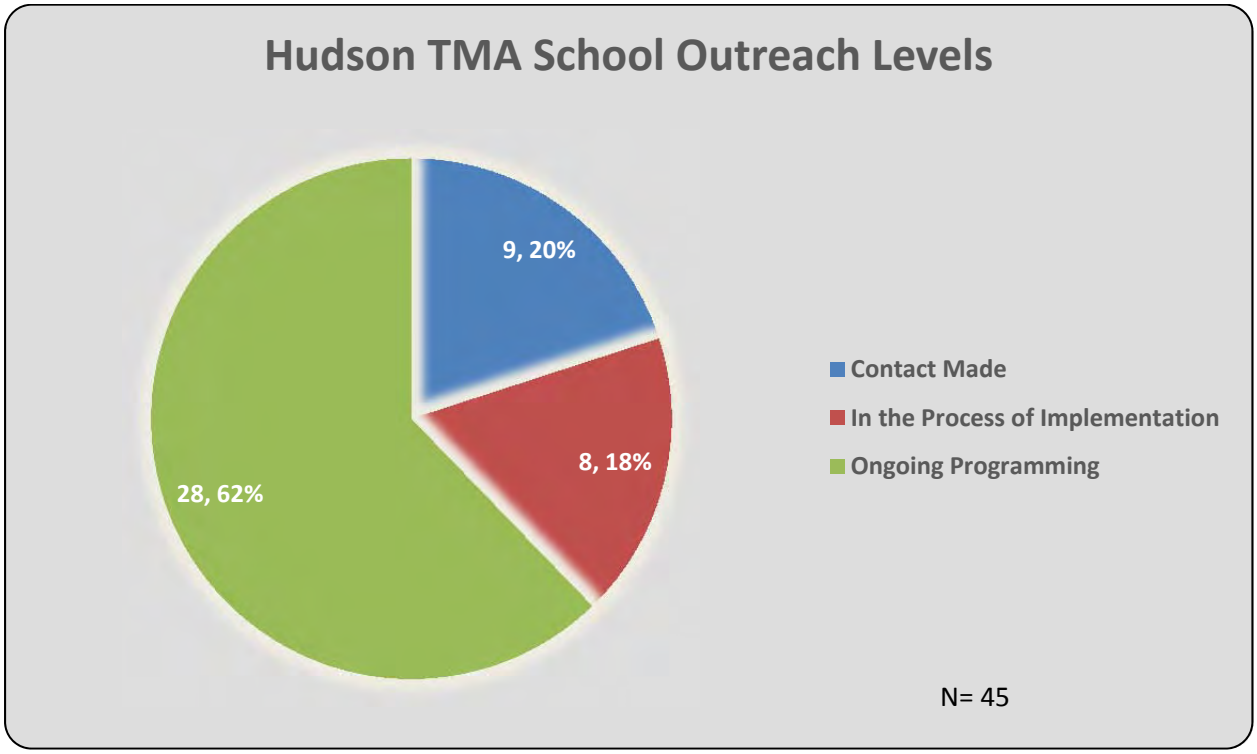
Observations

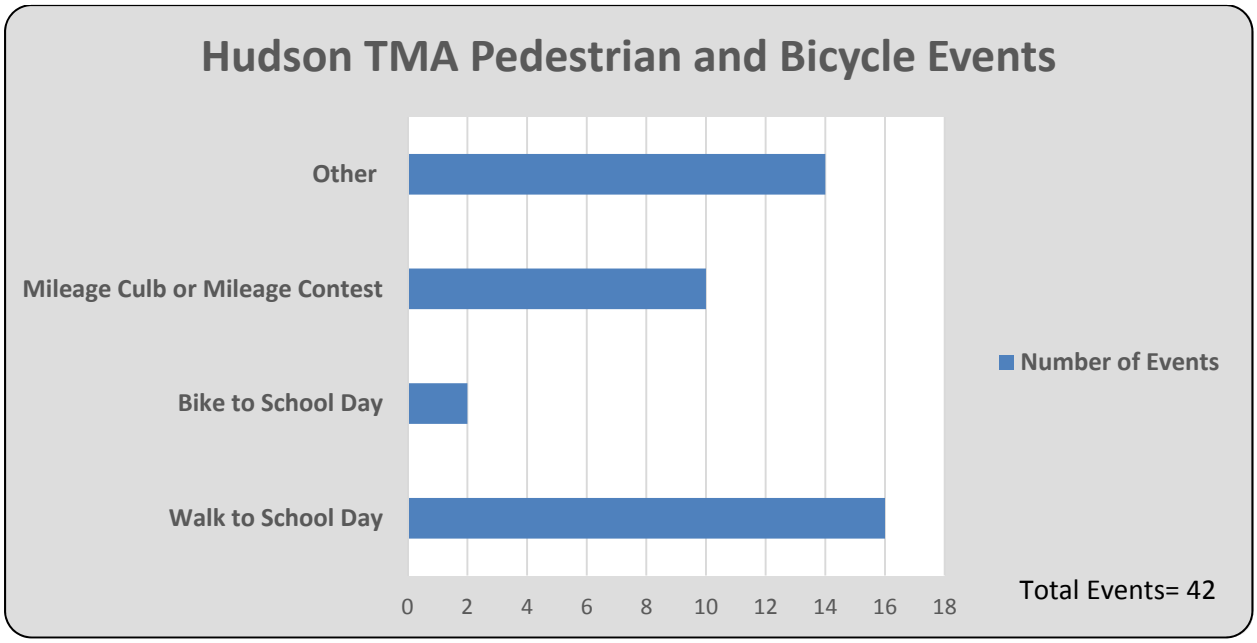
- Total number of municipalities contacted: 9
- Contacts at the District Level: 2
- Contacts at the School Level: 31
- Contacts at the Municipal Level: 2
- 6 Low Socioeconomic Status Communities contacted
- 2 Low Socioeconomic Status Communities were not contacted: East Newark Borough and Harrison Town.

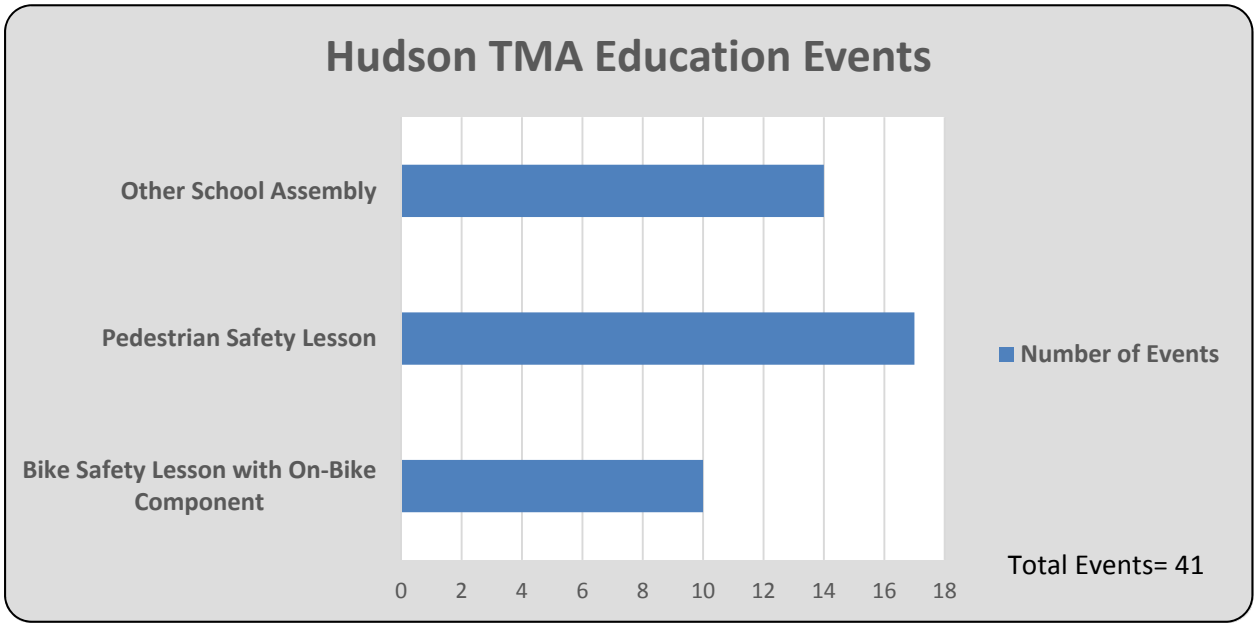
Table of Contacted Municipalities (*=Low Socioeconomic Status Community)

Municipality	Extent of Contact
HUDSON COUNTY	
Bayonne	3 Schools
Guttenberg*	1 School
Hoboken	District and 1 School
Jersey City*	20 Schools
Kearny*	Municipality
North Bergen*	2 Schools
Secaucus	District and Municipality
Union City*	2 Schools
West New York*	2 Schools
Total: 9 Communities	

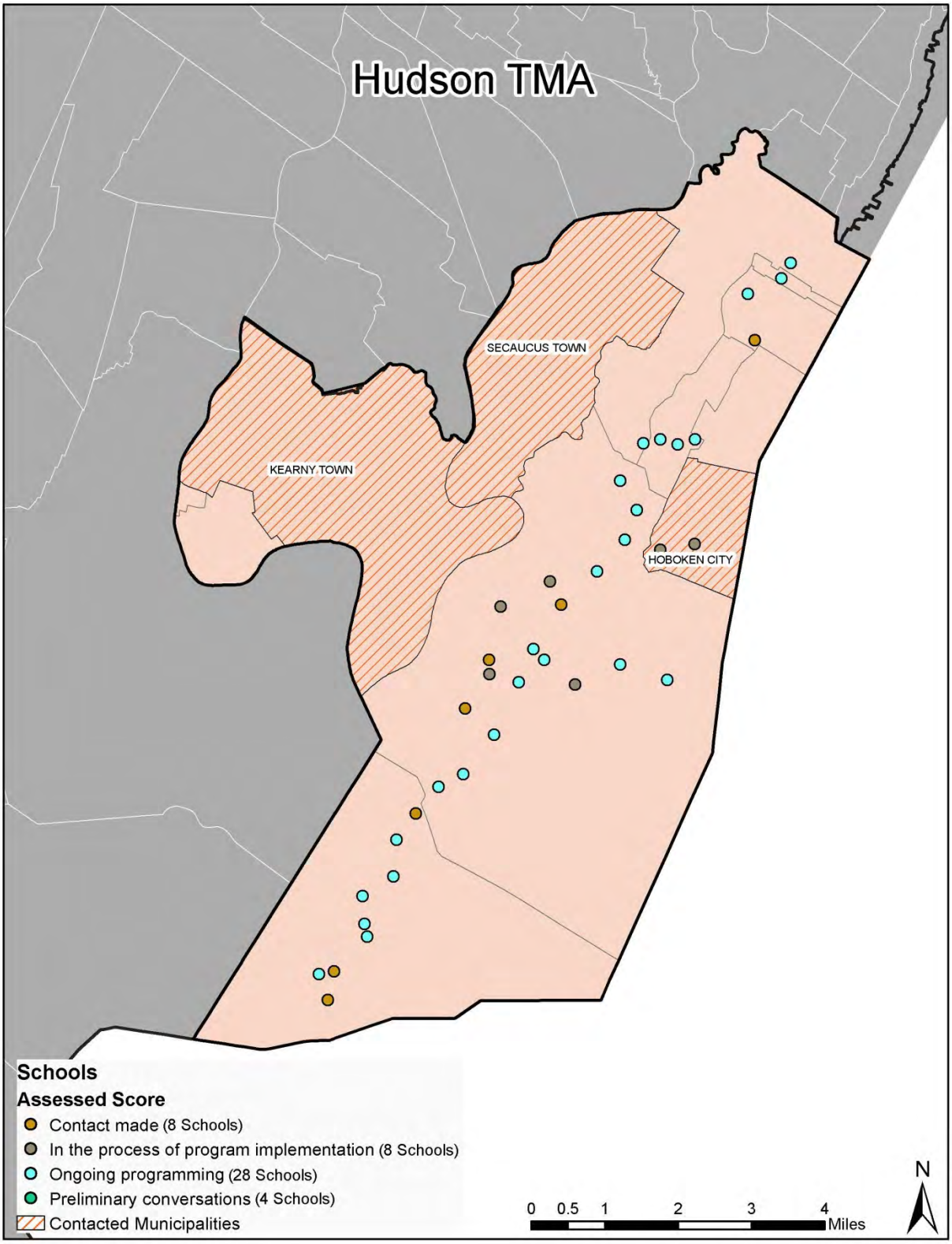

Hudson Interest Levels of Contacts
Low, 2, 3%
Medium, 17, 29%
High, 40, 68%
N= 59

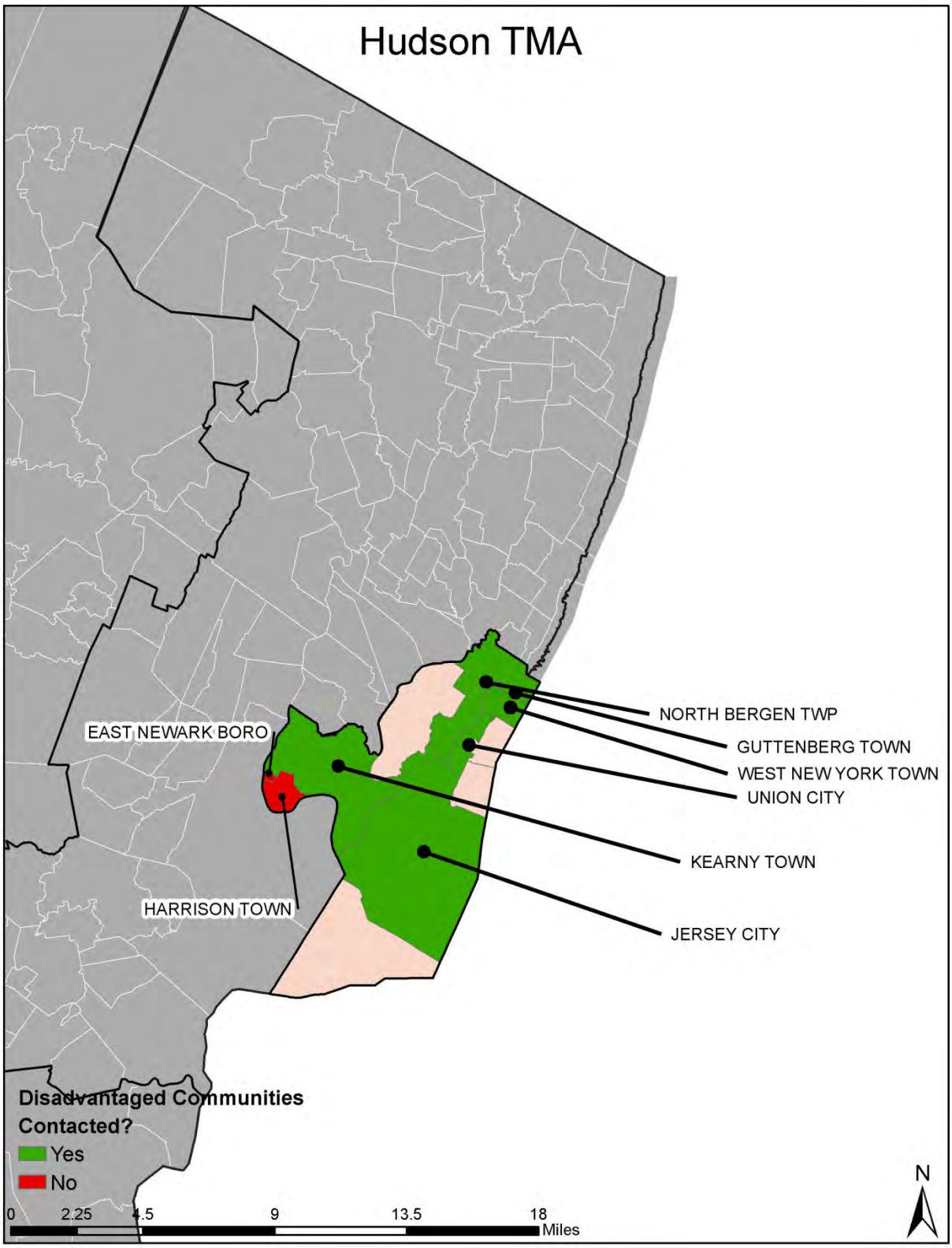

Hudson TMA School Outreach Levels
9, 20%
8, 18%
28, 62%
Contact Made
In the Process of Implementation
Ongoing Programming
N= 45

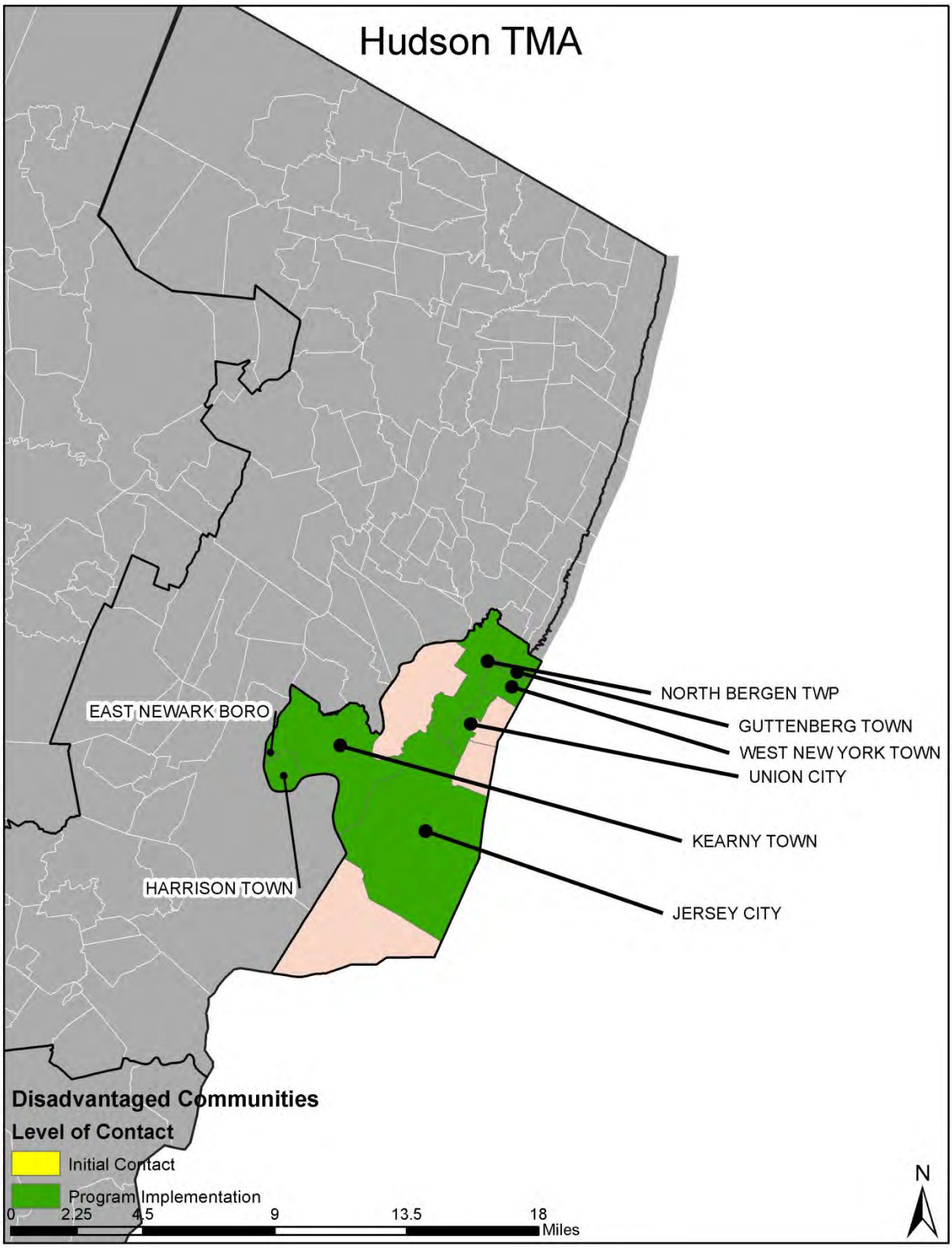




NOTE: Hudson TMA has not completed any activities relating to Policy and Planning.


Hudson TMA
SECAUCUS TOWN
KEARNY TOWN
HOBOKEN CITY
Schools
Assessed Score
Contact made (8 Schools)
In the process of program implementation (8 Schools)
Ongoing programming (28 Schools)
Preliminary conversations (4 Schools)
Contacted Municipalities
0 0.5 1 2 3 4
Miles
N


Hudson TMA
NORTH BERGEN TWP
GUTTENBERG TOWN
WEST NEW YORK TOWN
UNION CITY
EAST NEWARK BORO
KEARNY TOWN
HARRISON TOWN
JERSEY CITY
Disadvantaged Communities Contacted?
Yes
No
0
2.25
4.5
9
13.5
18
Miles
N


Hudson TMA
NORTH BERGEN TWP
GUTTENBERG TOWN
WEST NEW YORK TOWN
UNION CITY
EAST NEWARK BORO
KEARNY TOWN
HARRISON TOWN
JERSEY CITY
Disadvantaged Communities
Level of Contact
Initial Contact
Program Implementation
0 2.25 4.5 9 13.5 18
Miles
N

Keep Middlesex Moving

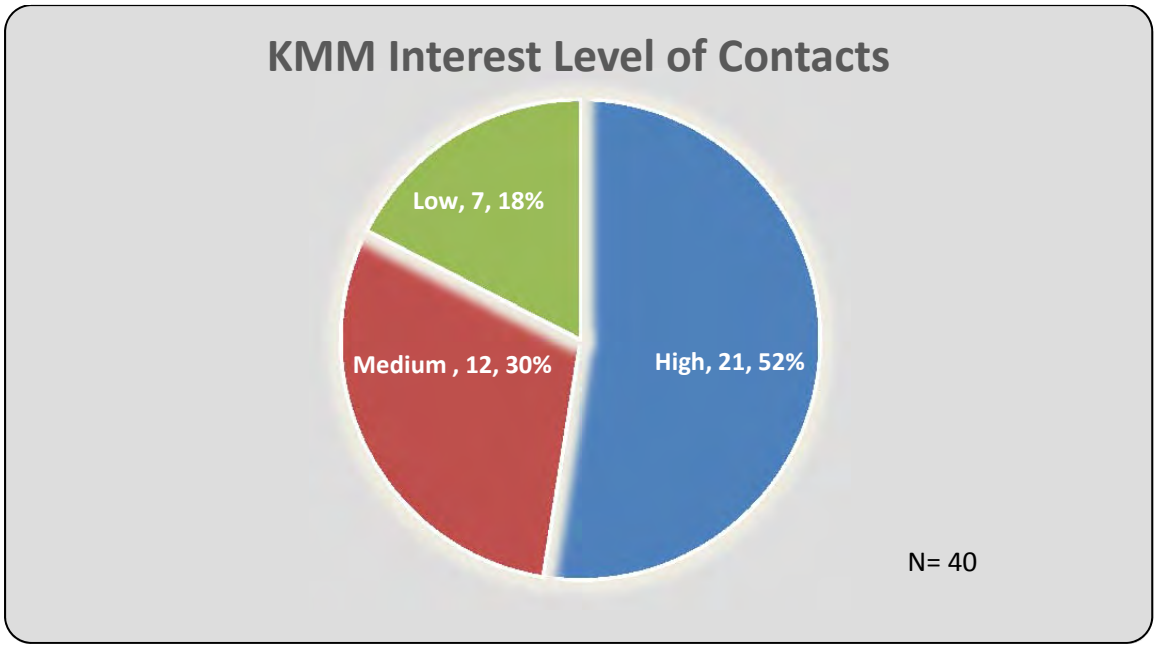
Outreach Progress Report as of October 2013

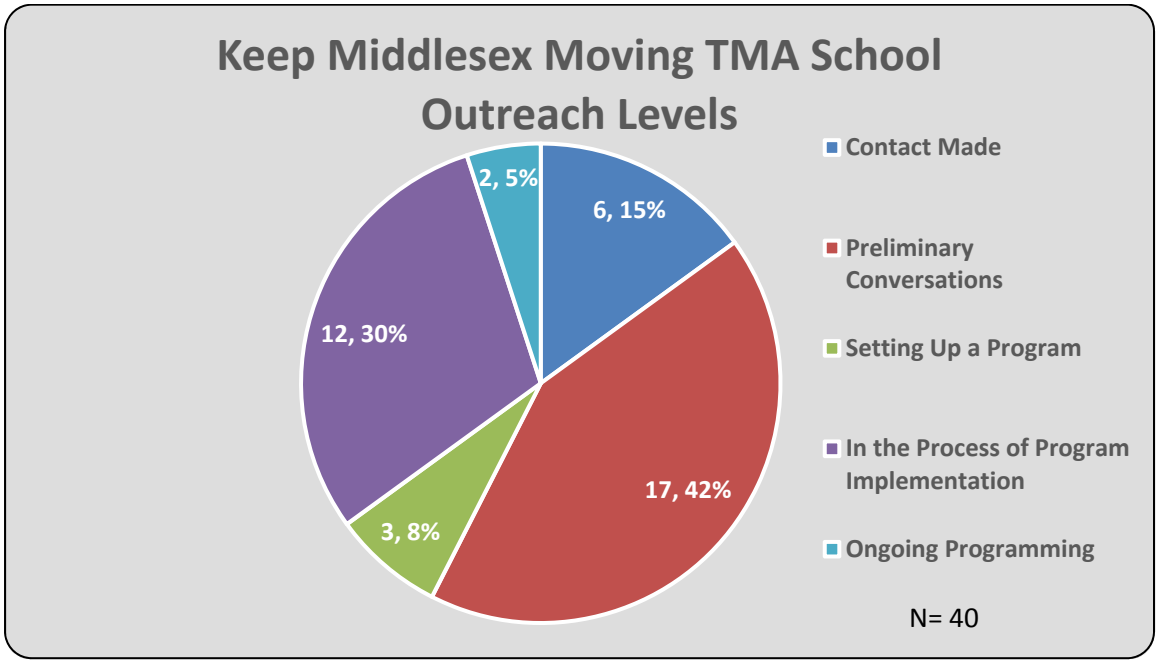
Observations

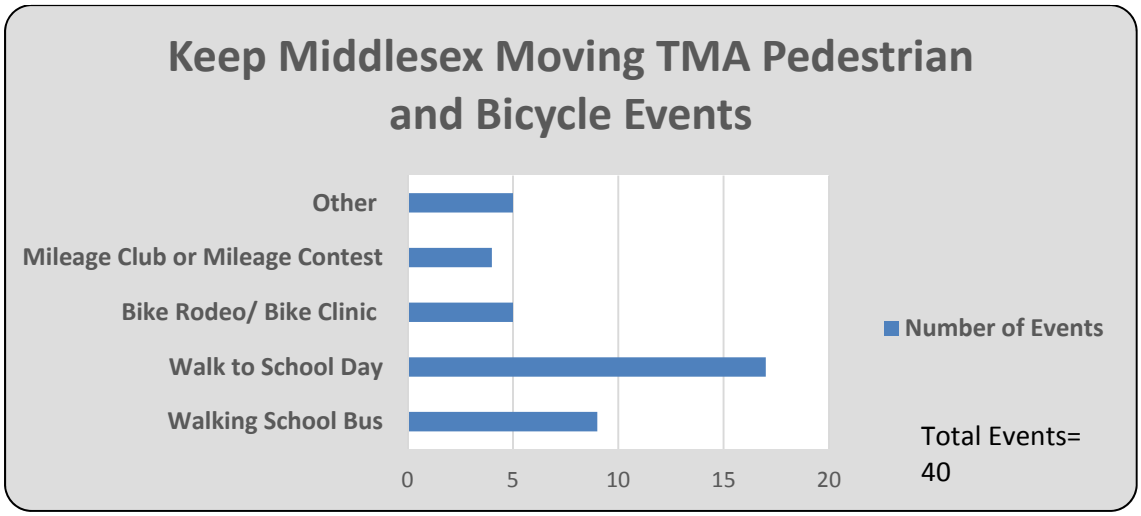
- Total number of municipalities contacted: 11
- Contacts at the District Level: 8
- Contacts at the School Level: 9
- Contacts at the Municipal Level: 5
- Contacts at any other Level: 4
- All 3 Low Socioeconomic Status Communities were contacted.

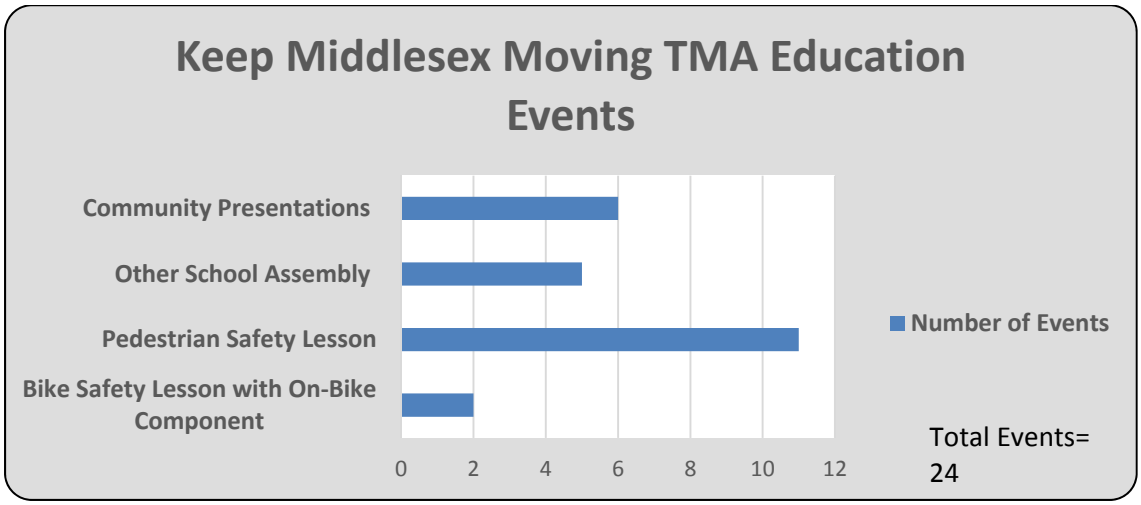
Table of Contacted Municipalities (*=Low Socioeconomic Status Community)

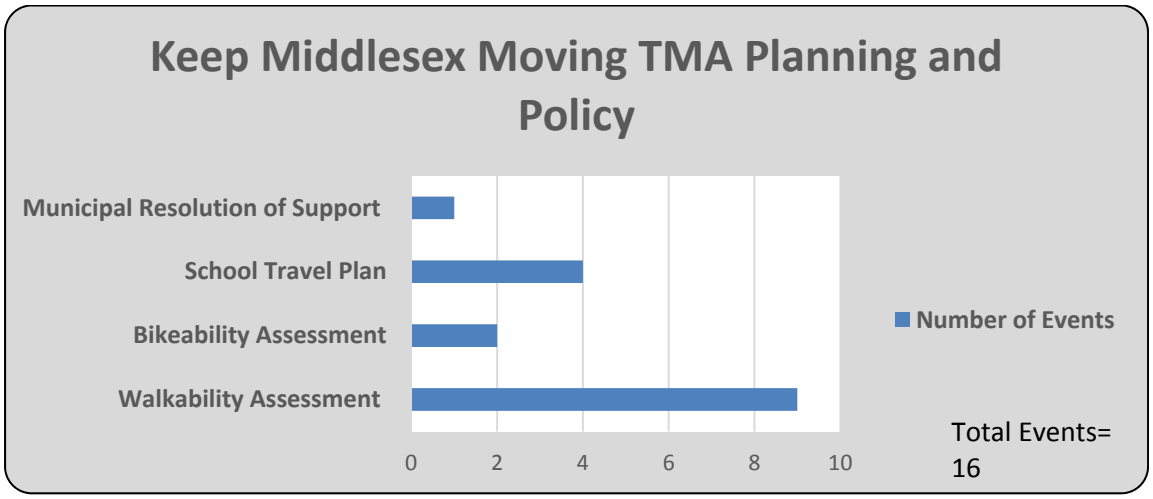
Municipality	Extent of Contact
MIDDLESEX COUNTY	
Carteret*	District
Cranbury Township	1 School
East Brunswick	District and 2 Schools
Edison	Other and 2 Schools
Highland Park	District
Milltown	Municipality
New Brunswick*	District, Municipality, and Other
North Brunswick	District, Municipality and 1 School
Perth Amboy*	District
Spotswood	District and Municipality
Woodbridge Township	District, Municipality, 2 Others, and 3 Schools
Total: 11 Communities	

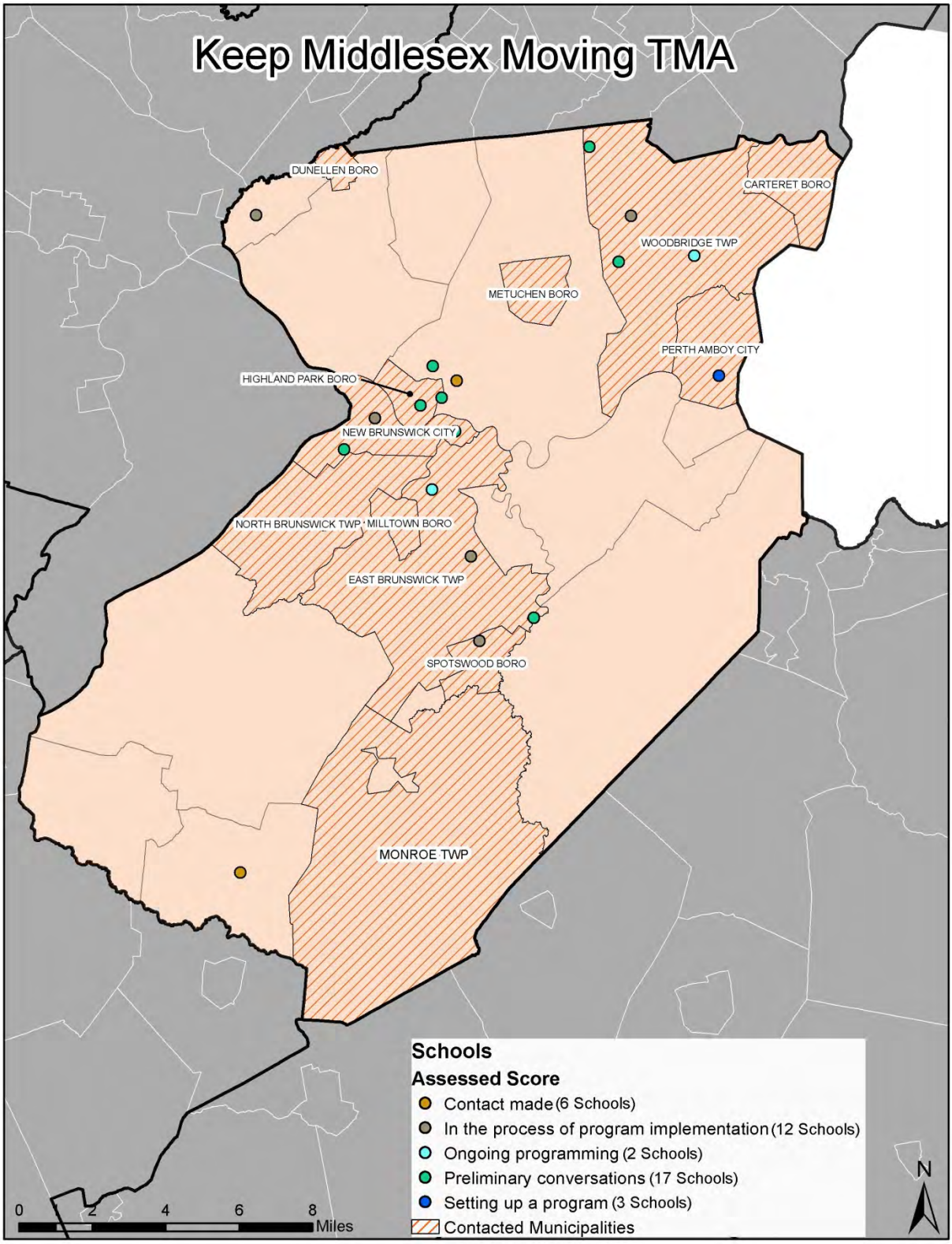

KMM Interest Level of Contacts
Low, 7, 18%
Medium , 12, 30%
High, 21, 52%
N= 40

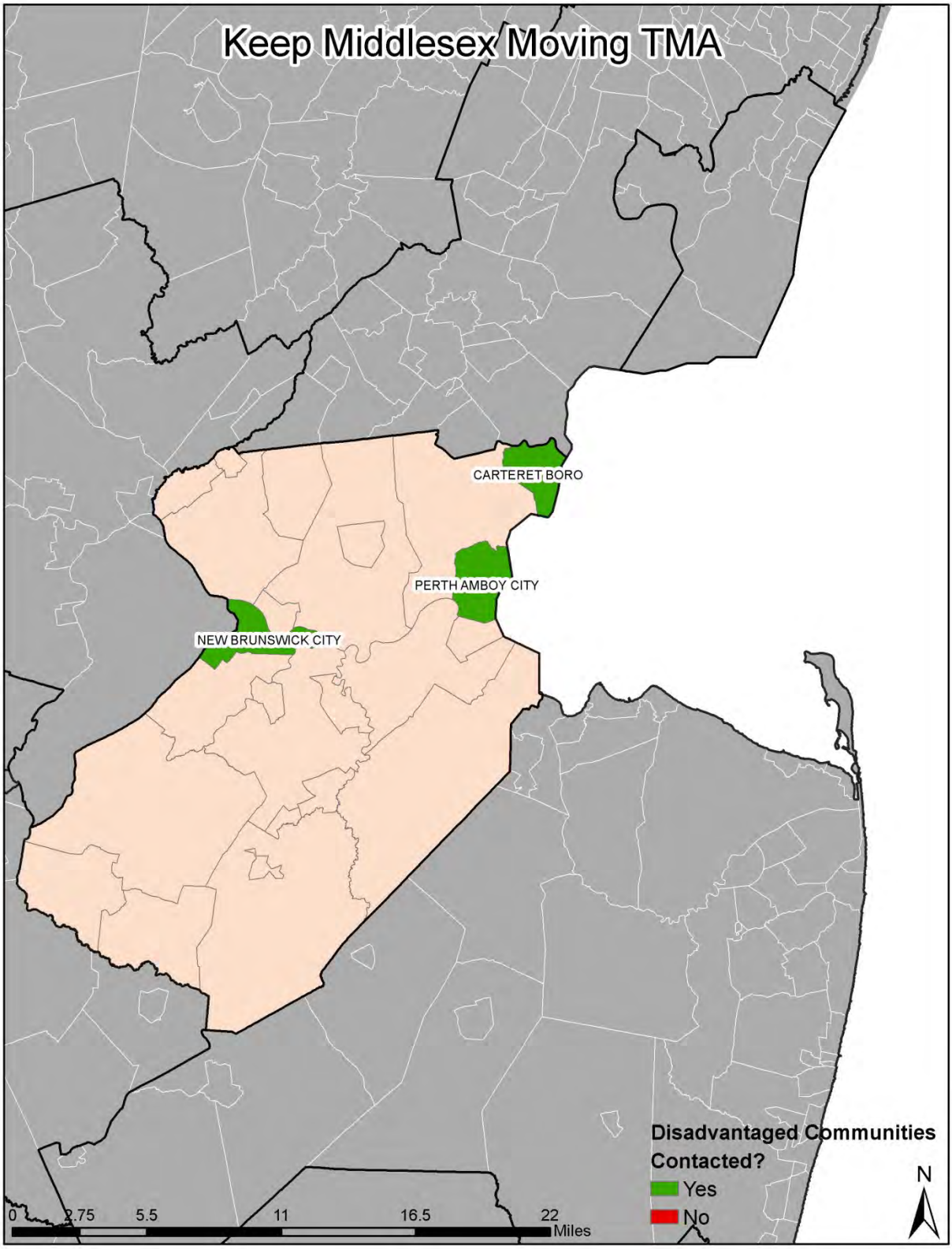

Keep Middlesex Moving TMA School Outreach Levels
2, 5%
6, 15%
12, 30%
17, 42%
3, 8%
Contact Made
Preliminary Conversations
Setting Up a Program
In the Process of Program Implementation
Ongoing Programming
N= 40

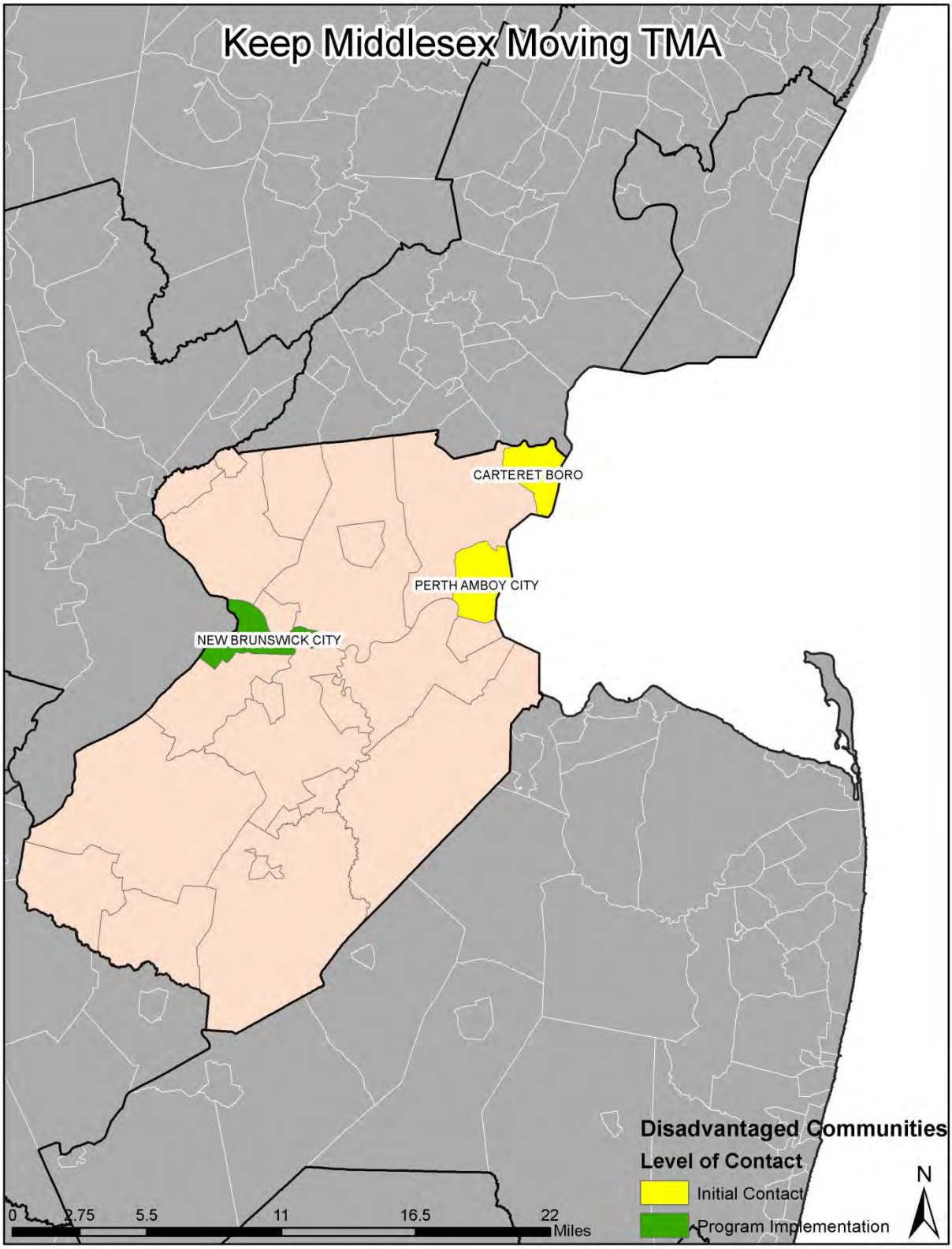

Keep Middlesex Moving TMA Pedestrian and Bicycle Events
Other
Mileage Club or Mileage Contest
Bike Rodeo/ Bike Clinic
Walk to School Day
Walking School Bus
0
5
10
15
20
Number of Events
Total Events= 40


Keep Middlesex Moving TMA Education Events
Community Presentations
Other School Assembly
Pedestrian Safety Lesson
Bike Safety Lesson with On-Bike Component
0
2
4
6
8
10
12
Number of Events
Total Events= 24


Keep Middlesex Moving TMA Planning and Policy
Municipal Resolution of Support
School Travel Plan
Bikeability Assessment
Walkability Assessment
0
2
4
6
8
10
Number of Events
Total Events= 16


Keep Middlesex Moving TMA
DUNELLEN BORO
CARTERET BORO
WOODBRIDGE TWP
METUCHEN BORO
PERTH AMBOY CITY
HIGHLAND PARK BORO
NEW BRUNSWICK CITY
NORTH BRUNSWICK TWP
MILLTOWN BORO
EAST BRUNSWICK TWP
SPOTSWOOD BORO
MONROE TWP
Schools
Assessed Score
Contact made (6 Schools)
In the process of program implementation (12 Schools)
Ongoing programming (2 Schools)
Preliminary conversations (17 Schools)
Setting up a program (3 Schools)
Contacted Municipalities
0
2
4
6
8
Miles
N


Keep Middlesex Moving TMA
CARTERET BORO
PERTH AMBOY CITY
NEW BRUNSWICK CITY
Disadvantaged Communities Contacted?
Yes
No
N
0
2.75
5.5
11
16.5
22
Miles


Keep Middlesex Moving TMA
CARTERET BORO
PERTH AMBOY CITY
NEW BRUNSWICK CITY
Disadvantaged Communities
Level of Contact
Initial Contact
Program Implementation
N
0
2.75
5.5
11
16.5
22
Miles

Meadowlink TMA

Outreach Progress Report as of October 2013

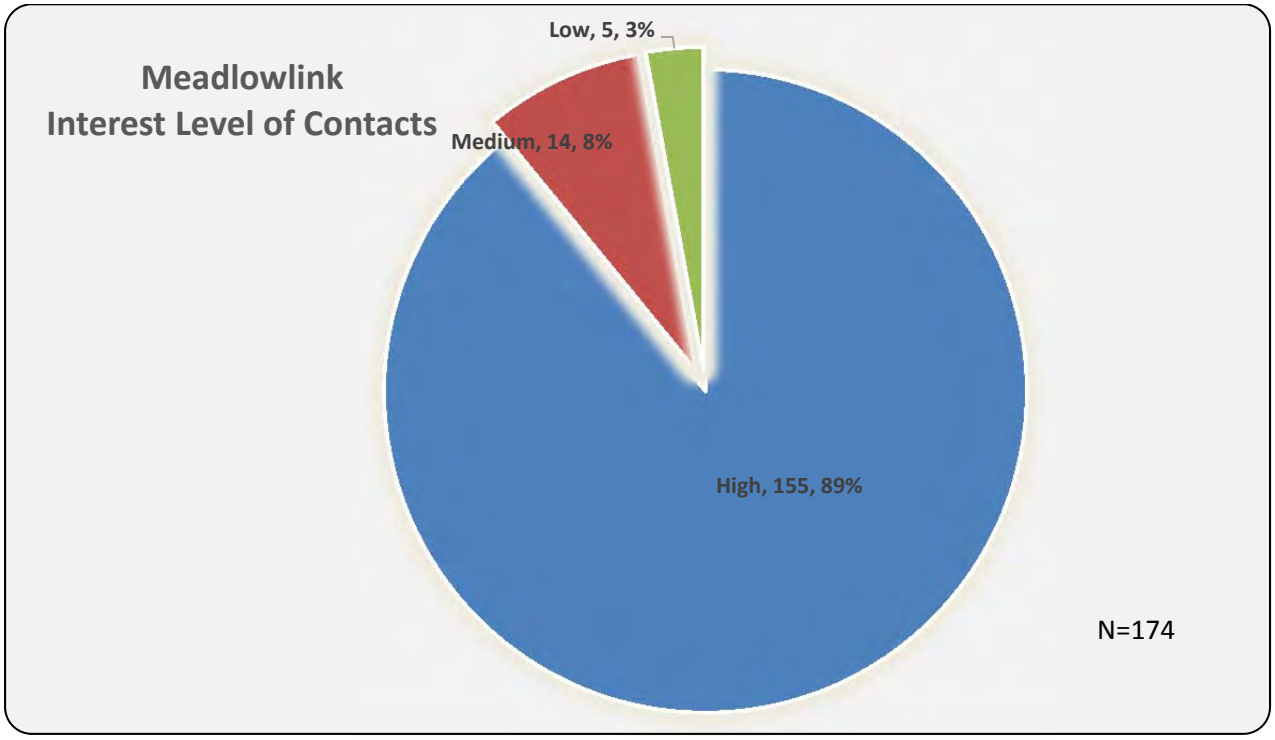
Observations

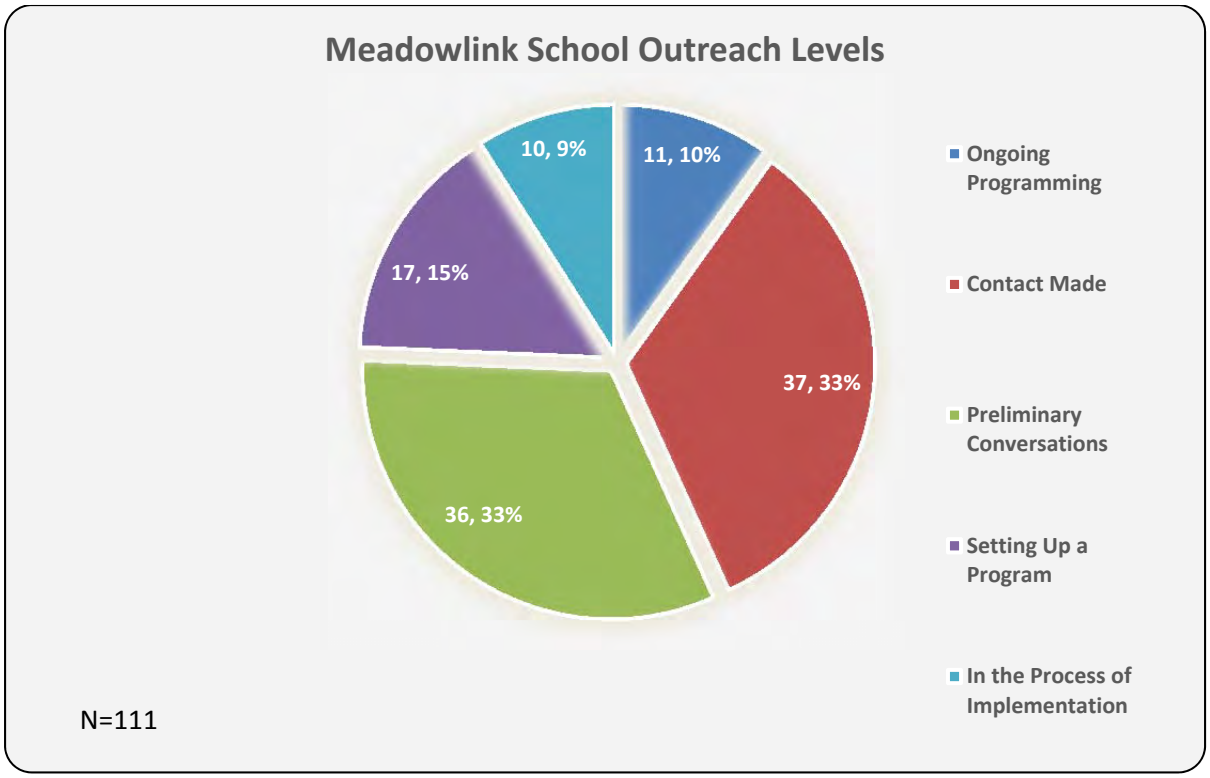
- Total number of municipalities contacted: 23
- Contacts at the District Level: 5, 25% increase from last report
- Contacts at the School Level: 21
- Contacts at the Municipal Level: 5
- Contacts at any other Level: 19
- 7 Low Socioeconomic Status Communities contacted
- 11 Low Socioeconomic Status Communities were not contacted: Haledon Borough, Lodi Borough, Wallington Borough, Passaic City, Cliffside Park Borough, Fairview Borough, City of Orange, Linden City, Winfield Township, Plainfield City, and Keansburg Borough.

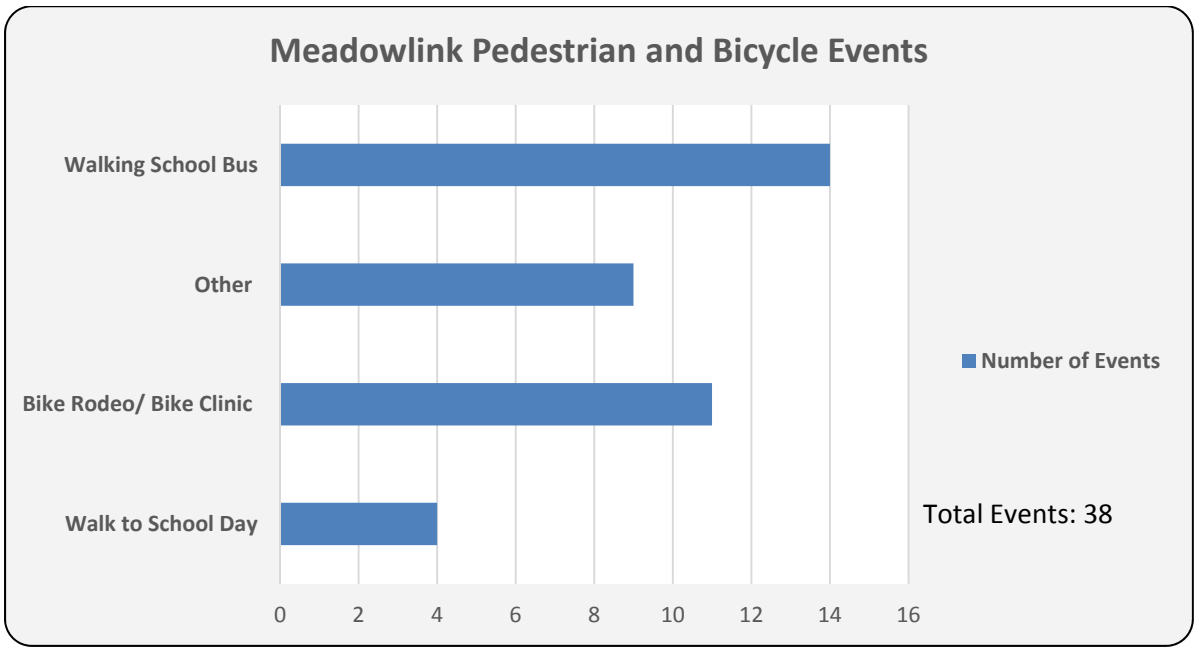
Table of Contacted Municipalities (*=Low Socioeconomic Status Community)

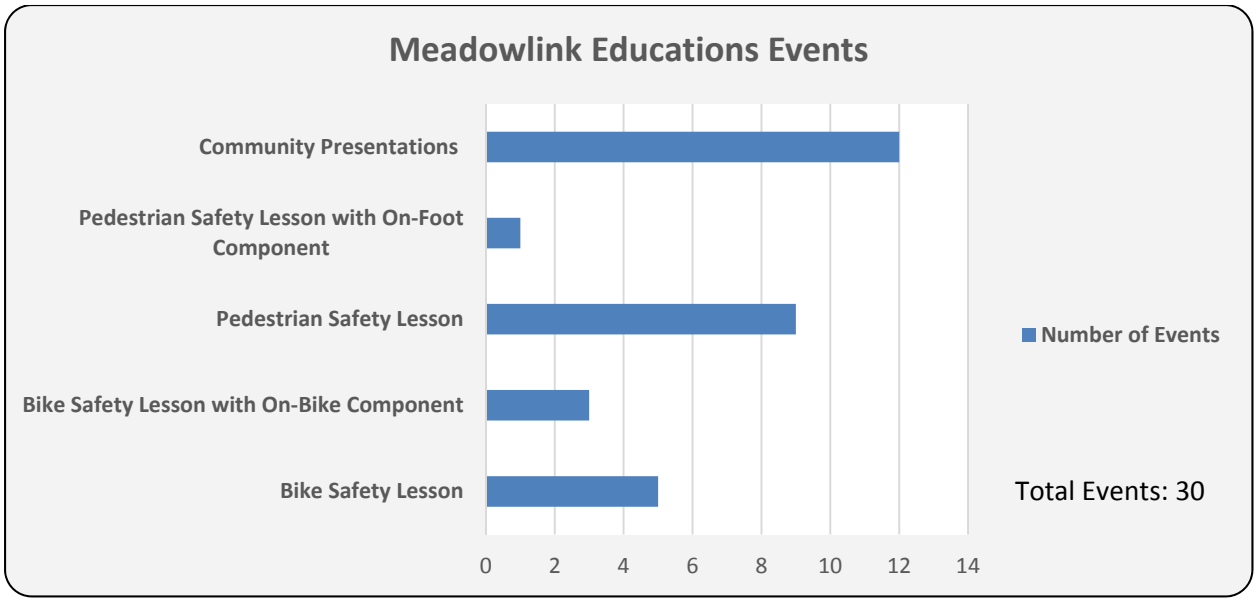
Municipality	Extent of Contact
BERGEN COUNTY	
Fair Lawn	Other
Garfield*	Municipality, Other, and 2 Schools
Glen Rock	Municipality and District
Hasbrouck Heights	3 Schools
Maywood	Other
Park Ridge	Other
Ridgewood	Municipality
ESSEX COUNTY	
East Orange*	2 Schools
Maplewood	2 Schools
Montclair	5 Schools
Newark*	8 Others and 1 School
West Orange	School
MONMOUTH COUNTY	
Asbury Park*	2 Others and 1 School
Belmar	Municipality
Farmingdale	District and 1 Other
Freehold Borough*	District
Freehold Township	1 School
Middletown Township	Other
Neptune Township	District

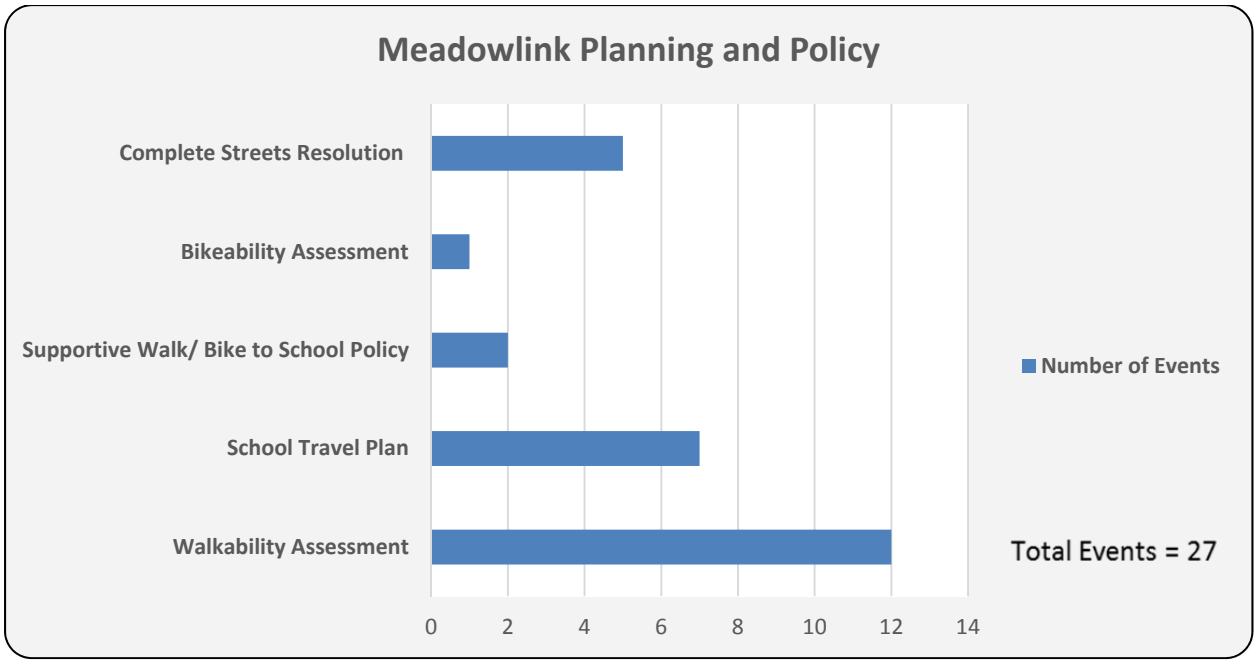
Red Bank	2 Schools
PASSAIC COUNTY	
Paterson*	3 Others and 1 School
UNION COUNTY	
Elizabeth City*	District
Mountainside	Municipality
Total: 23 Communities	

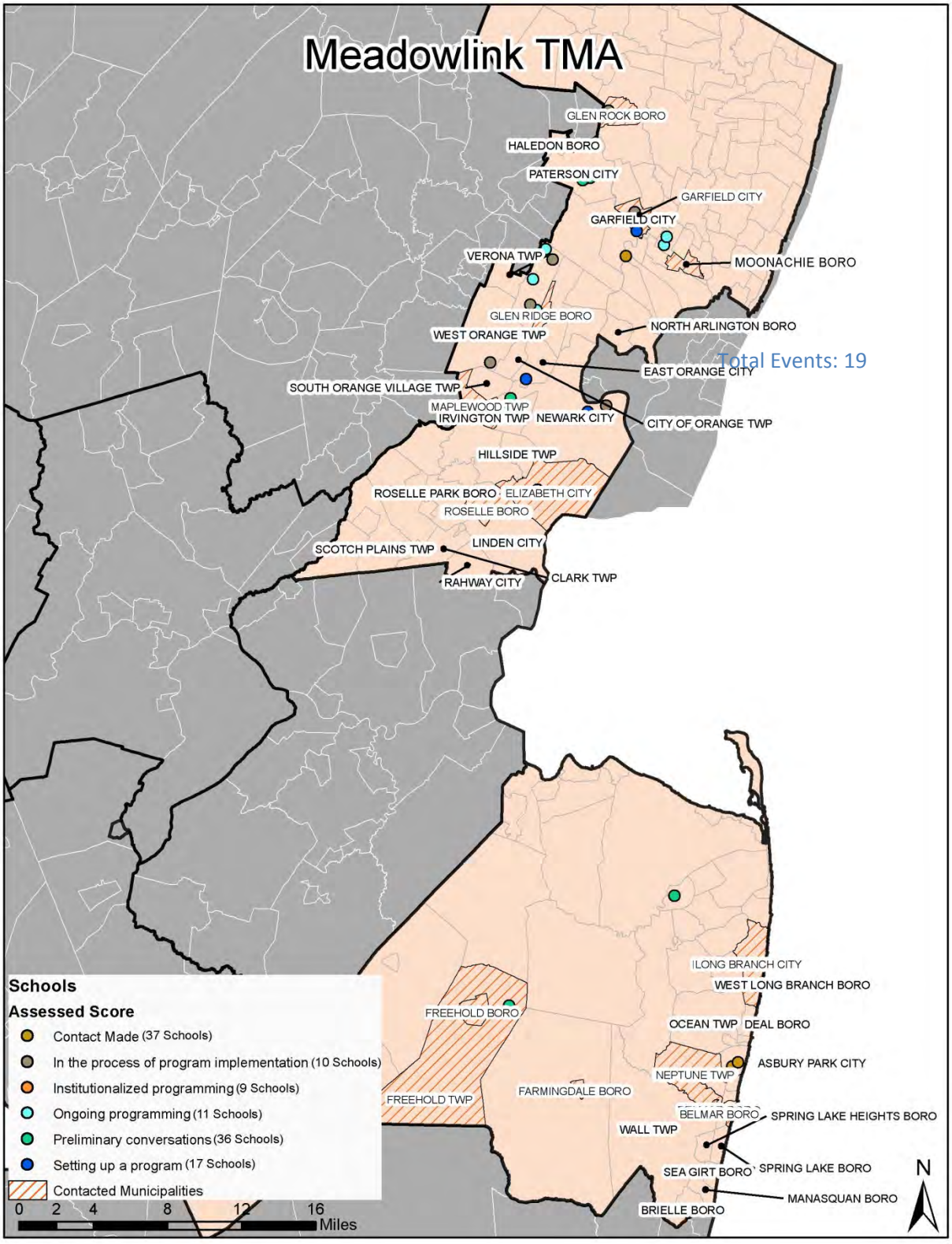


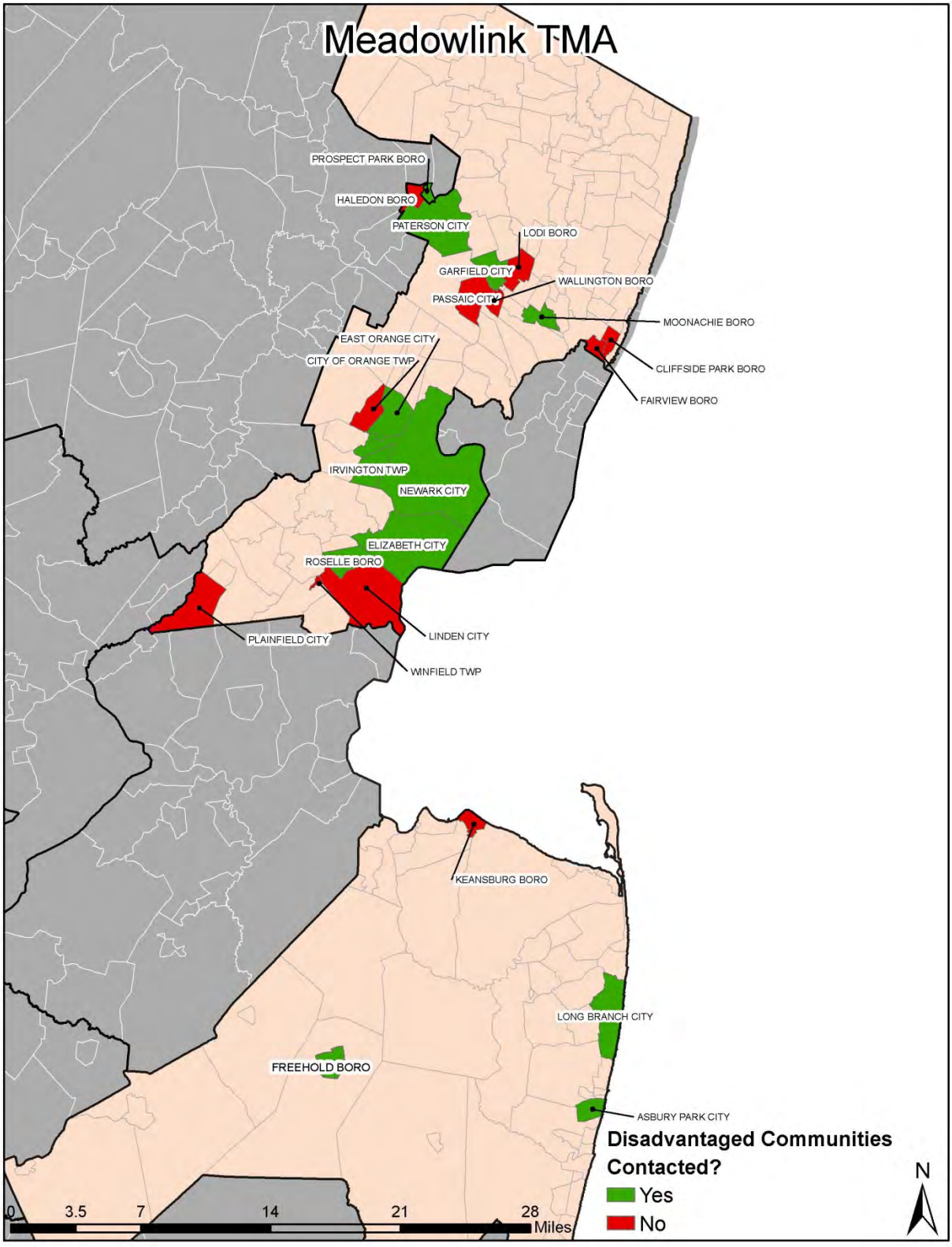

Meadowlink School Outreach Levels
11, 10%
37, 33%
36, 33%
17, 15%
10, 9%
Ongoing Programming
Contact Made
Preliminary Conversations
Setting Up a Program
In the Process of Implementation
N=111

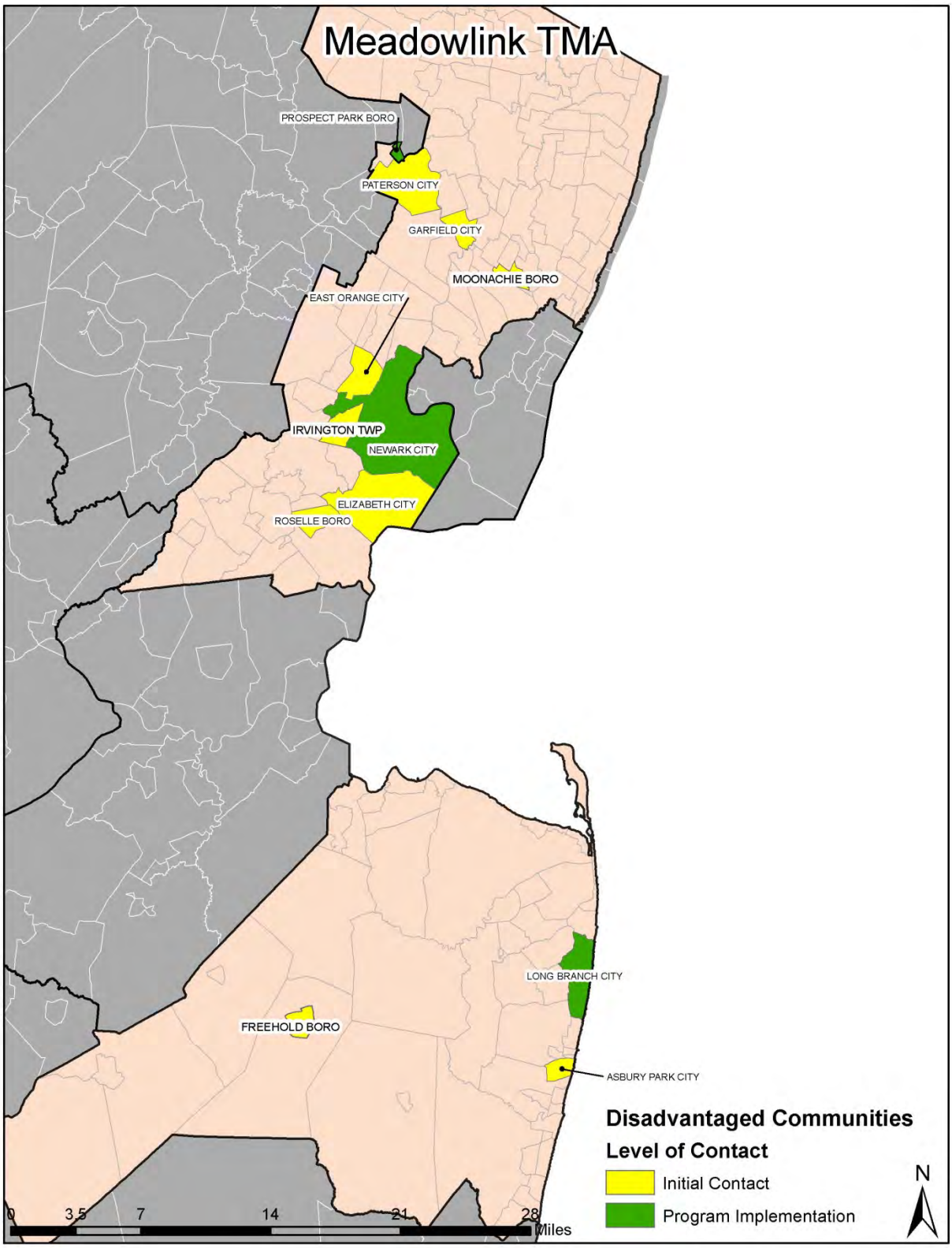

Meadowlink Pedestrian and Bicycle Events
Walking School Bus
Other
Bike Rodeo/ Bike Clinic
Walk to School Day
0
2
4
6
8
10
12
14
16
Number of Events
Total Events: 38


Meadowlink Educations Events
Community Presentations
Pedestrian Safety Lesson with On-Foot Component
Pedestrian Safety Lesson
Bike Safety Lesson with On-Bike Component
Bike Safety Lesson
0
2
4
6
8
10
12
14
Number of Events
Total Events: 30


Meadowlink Planning and Policy
Complete Streets Resolution
Bikeability Assessment
Supportive Walk/ Bike to School Policy
School Travel Plan
Walkability Assessment
0
2
4
6
8
10
12
14
Number of Events
Total Events = 27


Meadowlink TMA
GLEN ROCK BORO
HALEDON BORO
PATERSON CITY
GARFIELD CITY
GARFIELD CITY
VERONA TWP
MOONACHIE BORO
GLEN RIDGE BORO
WEST ORANGE TWP
NORTH ARLINGTON BORO
Total Events: 19
EAST ORANGE CITY
SOUTH ORANGE VILLAGE TWP
MAPLEWOOD TWP
IRVINGTON TWP
NEWARK CITY
CITY OF ORANGE TWP
HILLSIDE TWP
ROSELLE PARK BORO
ELIZABETH CITY
ROSELLE BORO
LINDEN CITY
SCOTCH PLAINS TWP
CLARK TWP
RAHWAY CITY
LONG BRANCH CITY
WEST LONG BRANCH BORO
FREEHOLD BORO
OCEAN TWP
DEAL BORO
ASBURY PARK CITY
NEPTUNE TWP
FARMINGDALE BORO
FREEHOLD TWP
BELMAR BORO
SPRING LAKE HEIGHTS BORO
WALL TWP
SEA GIRT BORO
SPRING LAKE BORO
MANASQUAN BORO
BRIELLE BORO
Schools
Assessed Score
Contact Made (37 Schools)
In the process of program implementation (10 Schools)
Institutionalized programming (9 Schools)
Ongoing programming (11 Schools)
Preliminary conversations (36 Schools)
Setting up a program (17 Schools)
Contacted Municipalities
0 2 4 8 12 16
Miles
N


Meadowlink TMA
PROSPECT PARK BORO
HALEDON BORO
PATERSON CITY
LODI BORO
GARFIELD CITY
WALLINGTON BORO
PASSAIC CITY
MOONACHIE BORO
EAST ORANGE CITY
CITY OF ORANGE TWP
CLIFFSIDE PARK BORO
FAIRVIEW BORO
IRVINGTON TWP
NEWARK CITY
ELIZABETH CITY
ROSELLE BORO
LINDEN CITY
PLAINFIELD CITY
WINFIELD TWP
KEANSBURG BORO
LONG BRANCH CITY
FREEHOLD BORO
ASBURY PARK CITY
Disadvantaged Communities Contacted?
Yes
No
N
0
3.5
7
14
21
28
Miles


Meadowlink TMA
PROSPECT PARK BORO
PATERSON CITY
GARFIELD CITY
MOONACHIE BORO
EAST ORANGE CITY
IRVINGTON TWP
NEWARK CITY
ELIZABETH CITY
ROSELLE BORO
LONG BRANCH CITY
FREEHOLD BORO
ASBURY PARK CITY
Disadvantaged Communities
Level of Contact
Initial Contact
Program Implementation
N
0 3.5 7 14 21 28
Miles

Ridewise TMA

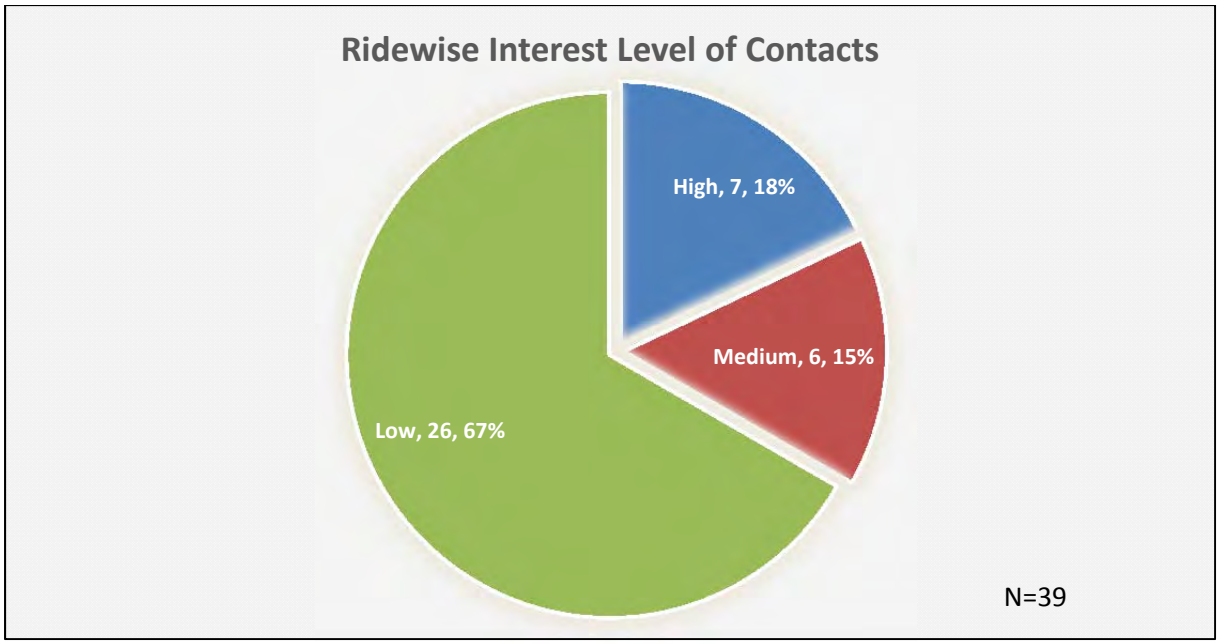
Outreach Progress Report as of October 2013

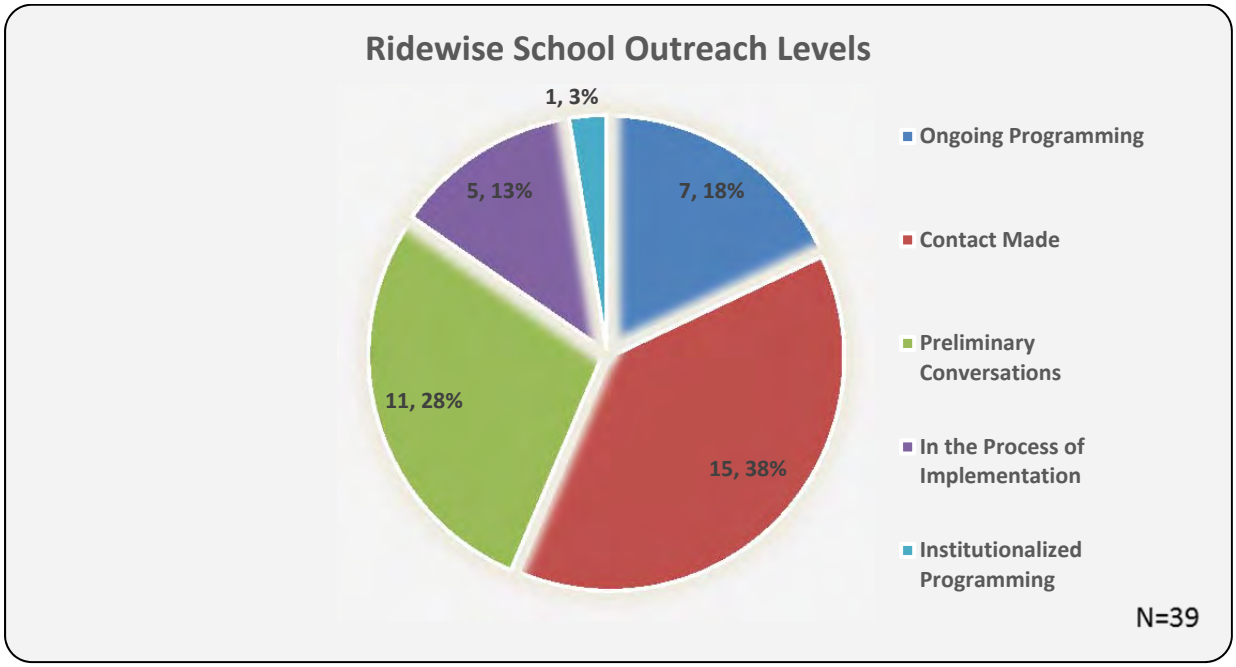
Observations

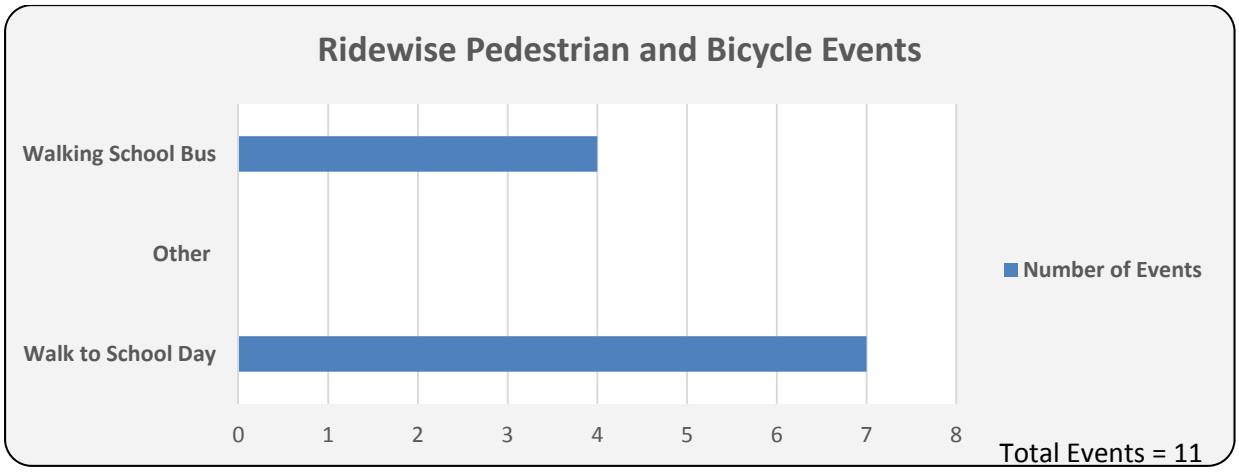
- Total number of municipalities contacted: 9
- Contacts at the District Level: 2
- Contacts at the School Level: 36, 3% increase from last report
- Contacts at the Municipal Level: 0
- Contacts at any other Level: 0
- Both (2) Low Socioeconomic Status Communities were contacted.

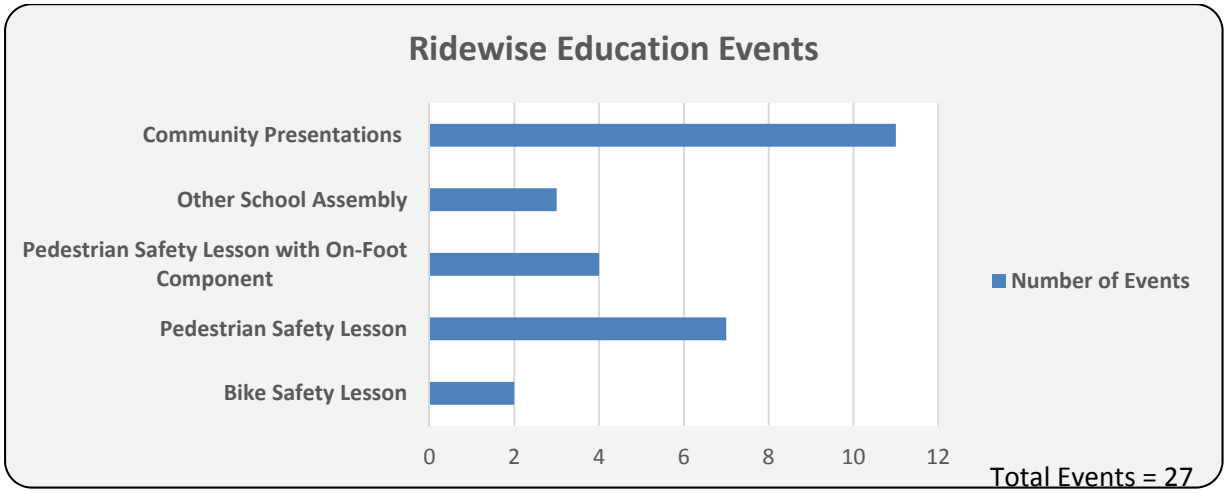
Table of Contacted Municipalities (*=Low Socioeconomic Status Community)

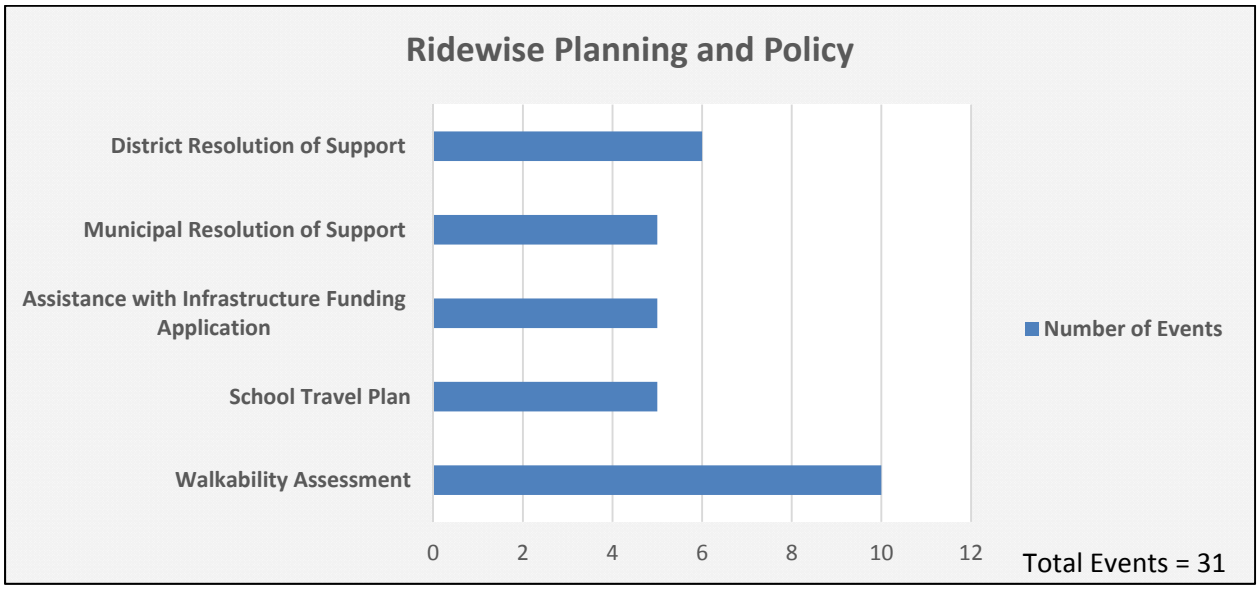
Municipality	Extent of Contact
SOMERSET COUNTY	
Bound Brook*	District and 3 Schools
Bridgewater Township	6 Schools
Franklin Township	8 Schools
Hillsborough Township	7 Schools
Manville	3 Schools
North Plainfield	District and 4 Schools
Raritan	1 School
Somerville	2 Schools
South Bound Brook*	1 School
Total: 9 Communities	

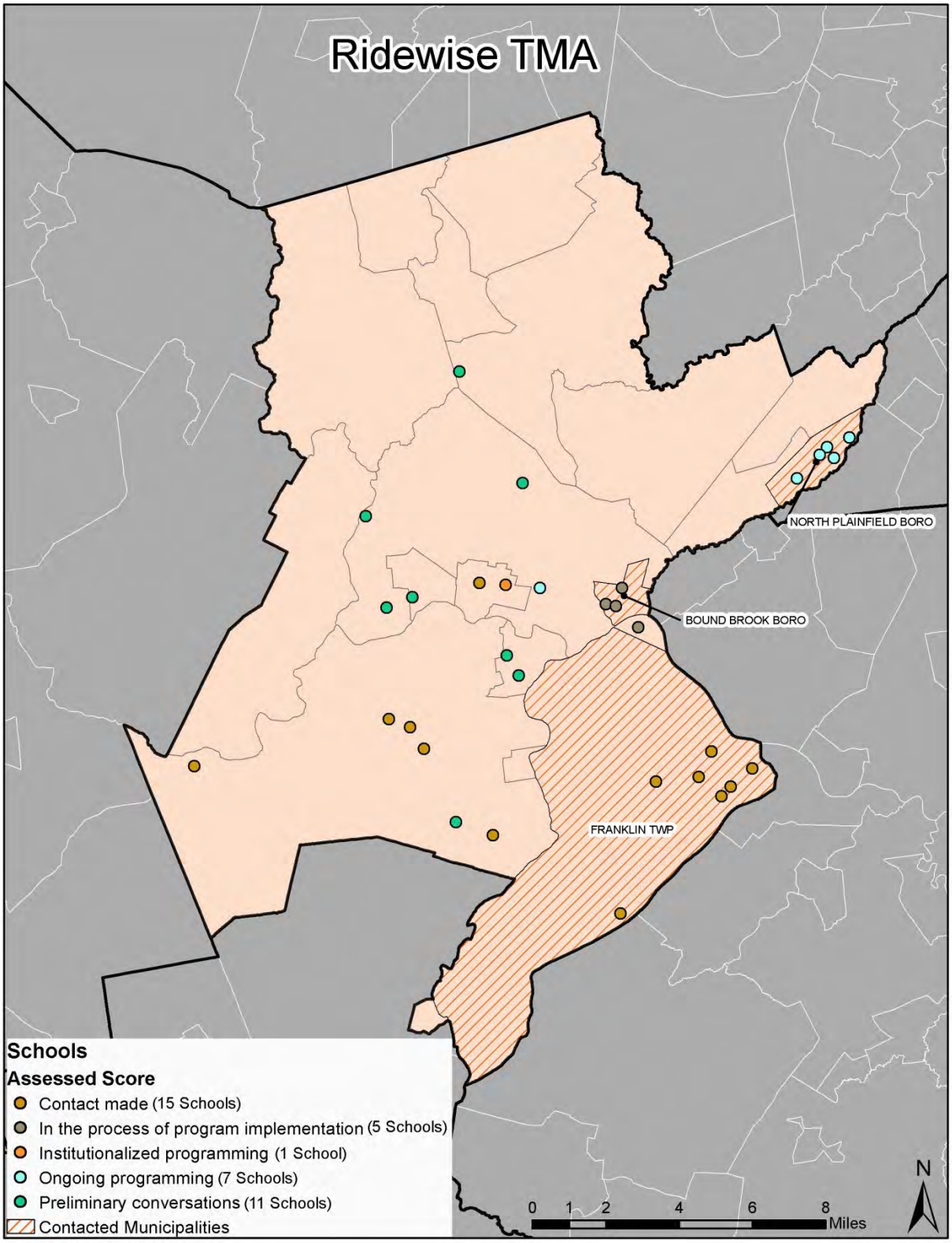

Ridewise Interest Level of Contacts
High, 7, 18%
Medium, 6, 15%
Low, 26, 67%
N=39

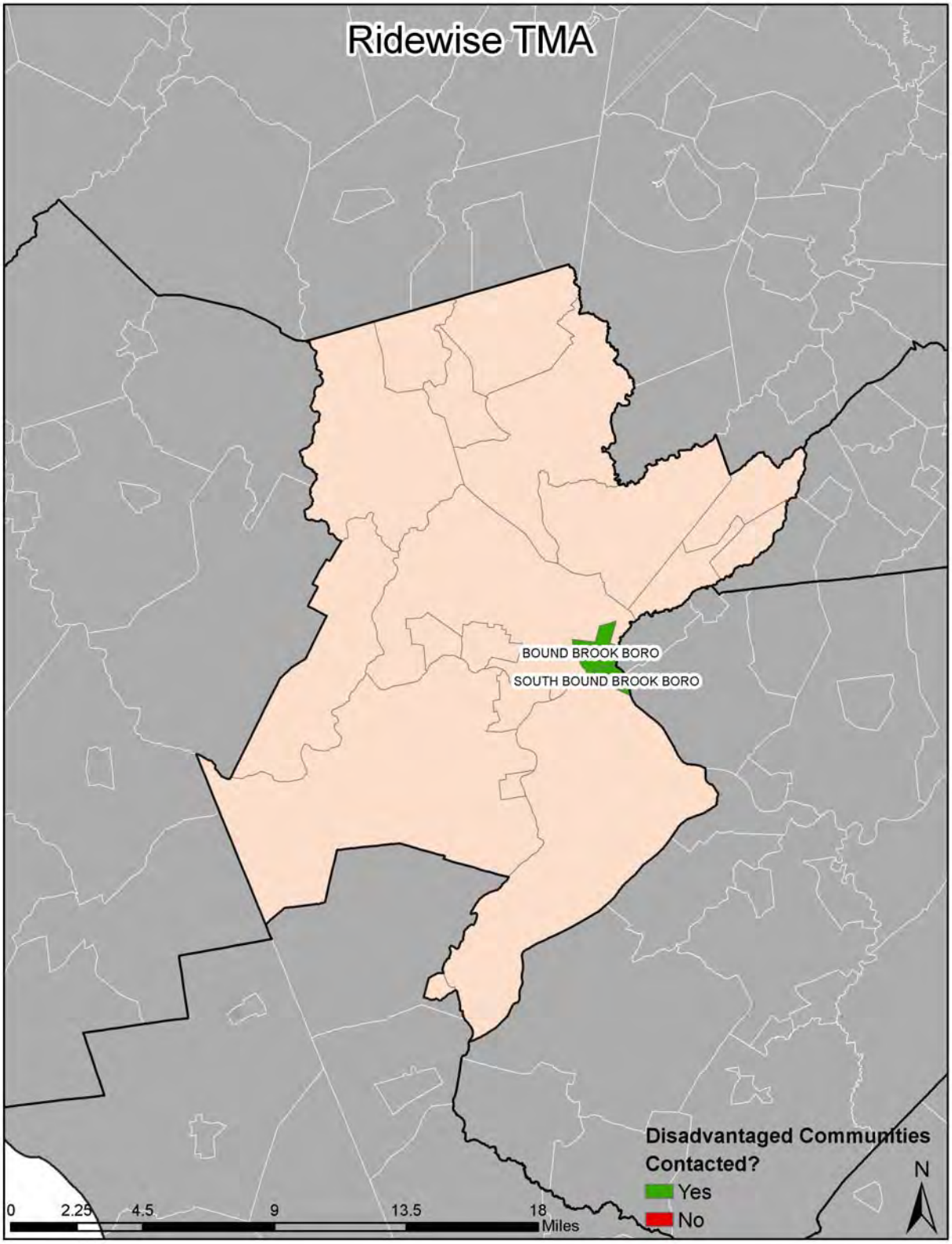

Ridewise School Outreach Levels
1, 3%
5, 13%
7, 18%
11, 28%
15, 38%
Ongoing Programming
Contact Made
Preliminary Conversations
In the Process of Implementation
Institutionalized Programming
N=39

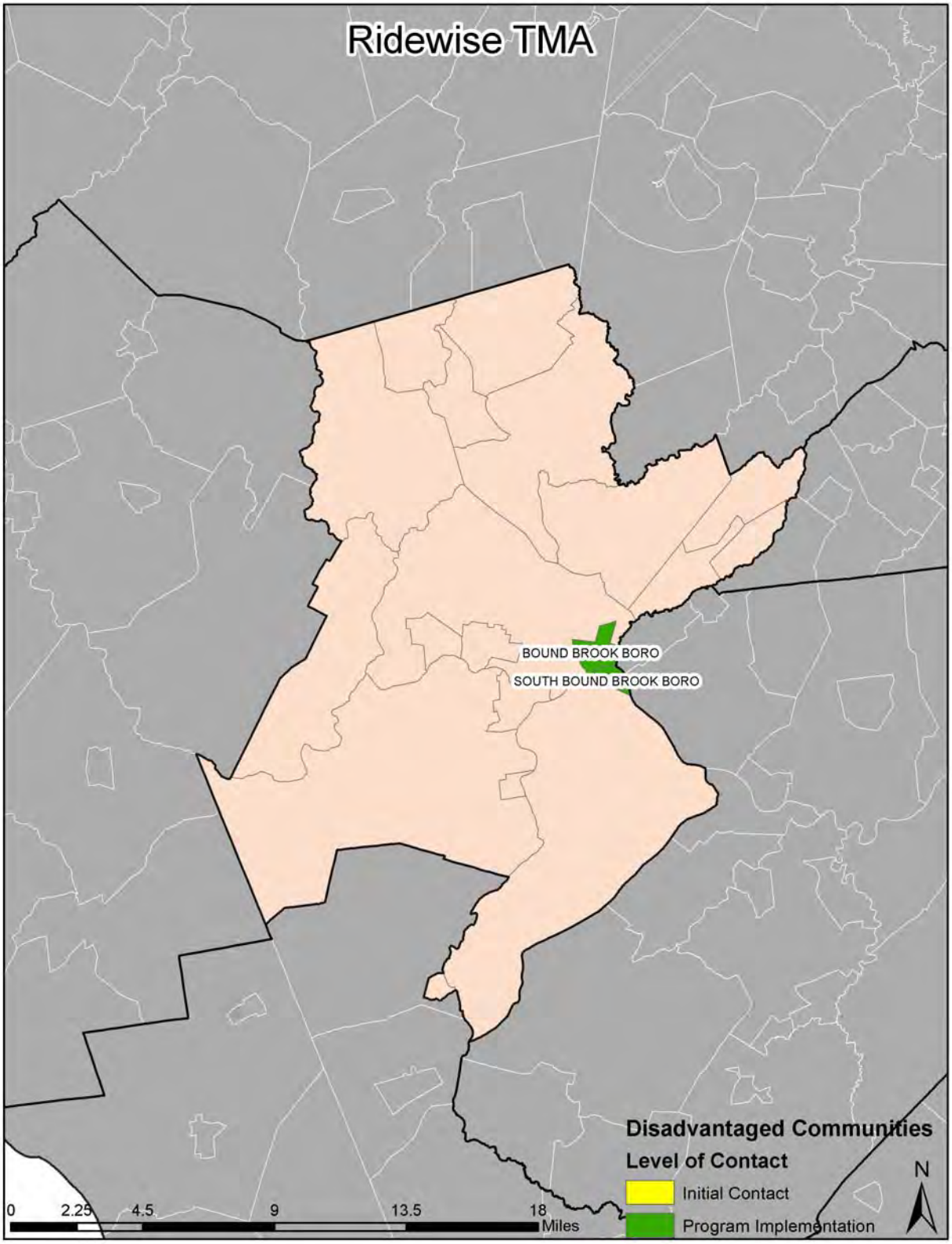

Ridewise Pedestrian and Bicycle Events
Walking School Bus
Other
Walk to School Day
0
1
2
3
4
5
6
7
8
Number of Events
Total Events = 11


Ridewise Education Events
Community Presentations
Other School Assembly
Pedestrian Safety Lesson with On-Foot Component
Pedestrian Safety Lesson
Bike Safety Lesson
0
2
4
6
8
10
12
Number of Events
Total Events = 27


Ridewise Planning and Policy
District Resolution of Support
Municipal Resolution of Support
Assistance with Infrastructure Funding Application
School Travel Plan
Walkability Assessment
0
2
4
6
8
10
12
Number of Events
Total Events = 31


Ridewise TMA
NORTH PLAINFIELD BORO
BOUND BROOK BORO
FRANKLIN TWP
Schools
Assessed Score
Contact made (15 Schools)
In the process of program implementation (5 Schools)
Institutionalized programming (1 School)
Ongoing programming (7 Schools)
Preliminary conversations (11 Schools)
Contacted Municipalities
0 1 2 4 6 8
Miles
N


Ridewise TMA
BOUND BROOK BORO
SOUTH BOUND BROOK BORO
Disadvantaged Communities Contacted?
Yes
No
N
0
2.25
4.5
9
13.5
18
Miles


Ridewise TMA
BOUND BROOK BORO
SOUTH BOUND BROOK BORO
Disadvantaged Communities
Level of Contact
Initial Contact
Program Implementation
N
0
2.25
4.5
9
13.5
18
Miles

TransOptions TMA

Outreach Progress Report as of October 2013

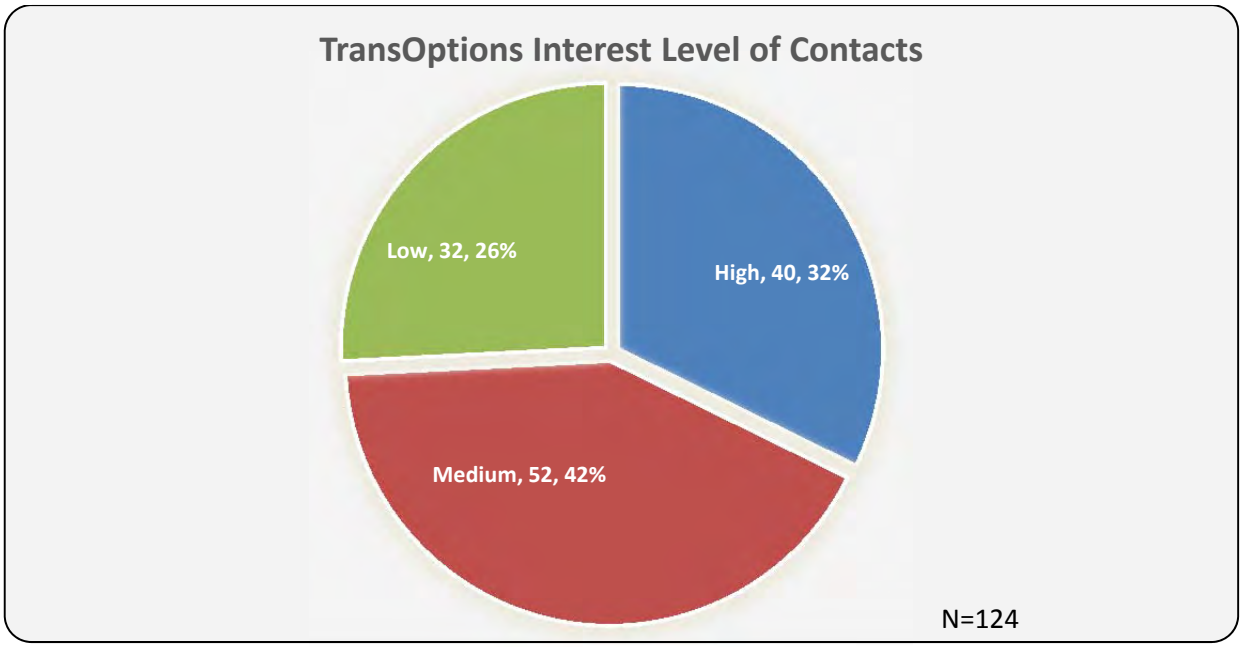
Observations

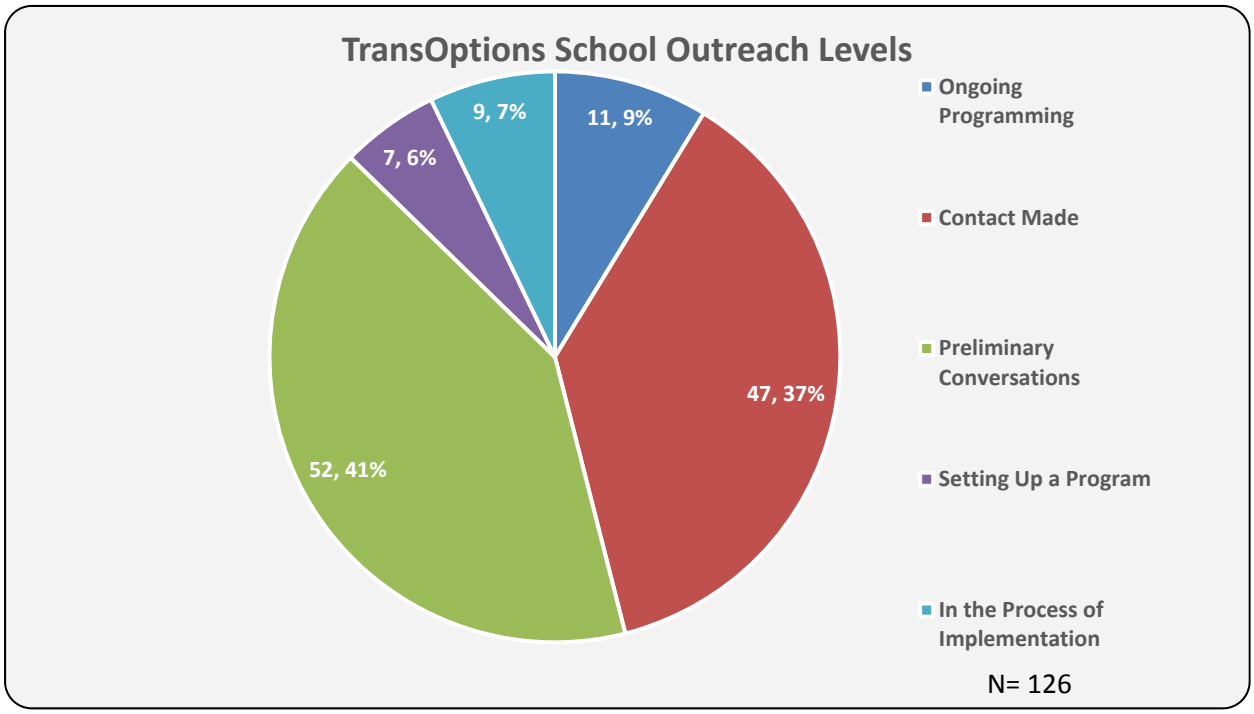
- Total number of municipalities contacted: 59
- Contacts at the District Level: 41, 5% decrease from last report
- Contacts at the School Level: 56, 2% increase from last report
- Contacts at the Municipal Level: 9
- Contacts at any other Level: 2
- All 4 Low Socioeconomic Status Communities contacted

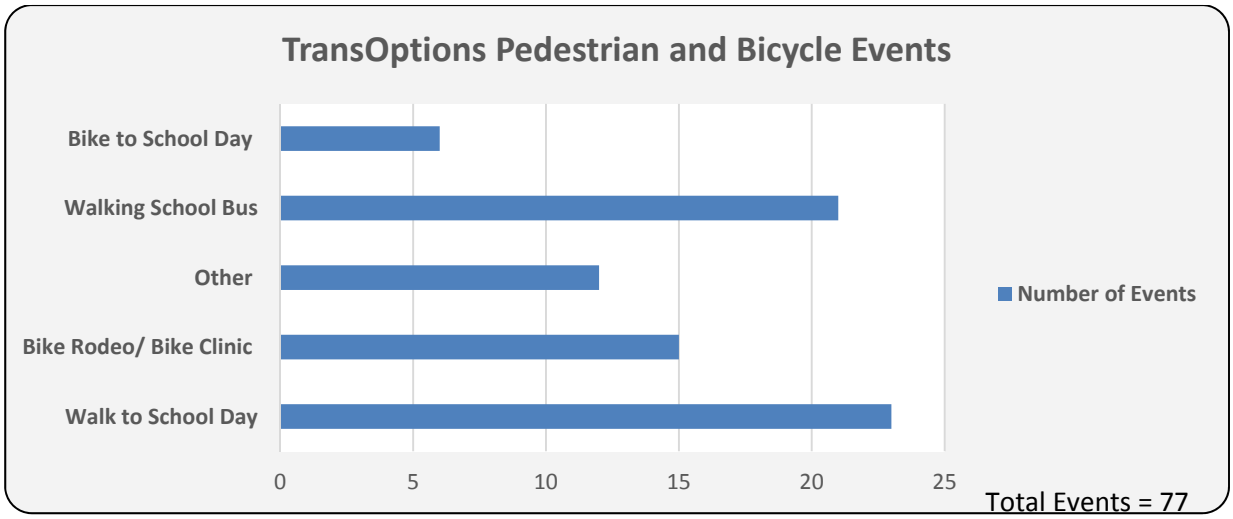
Table of Contacted Municipalities (*=Low Socioeconomic Status Community)

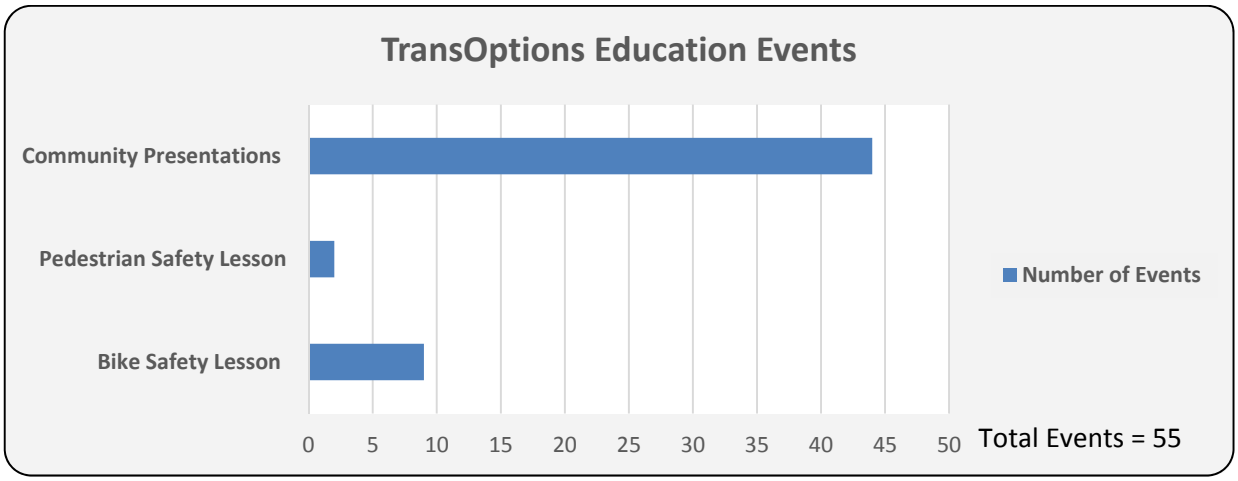
Municipality	Extent of Contact
HUNTERDON COUNTY	
Holland Township	1 School
MORRIS COUNTY	
Boonton Township	District and 3 Schools
Byram Township	District
Chatham Borough	District and 7 Schools
Chatham Township	Municipality
Dover*	District, Municipality, and 4 Schools
East Hanover	1 School
Hanover Township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

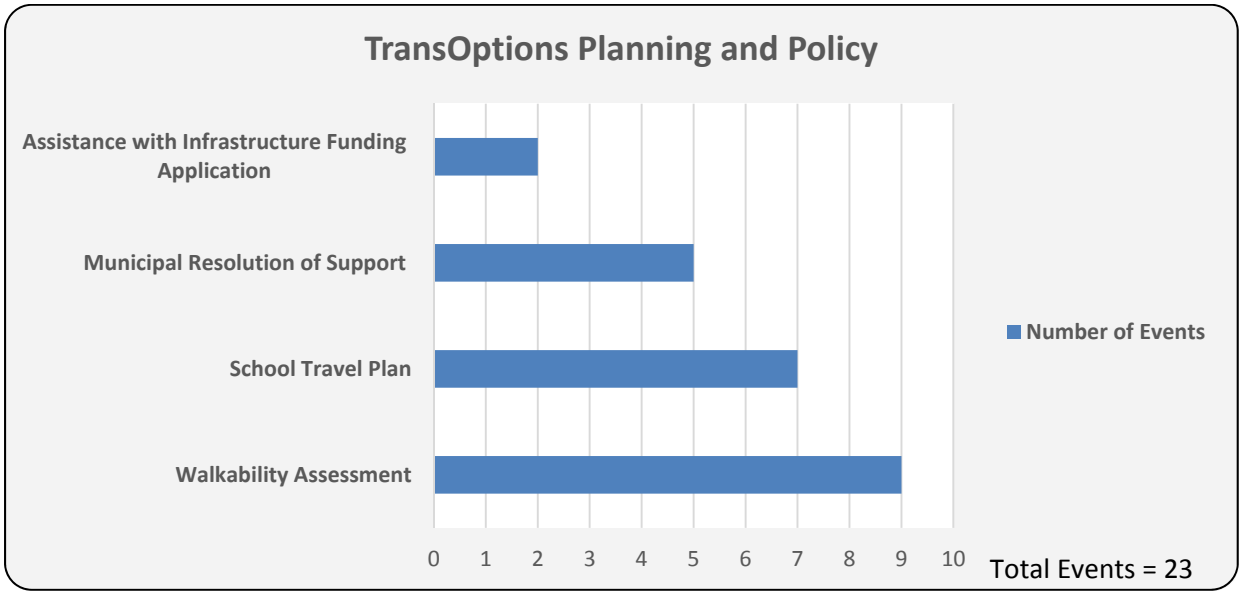
Bloomingdale	Municipality
Little Falls	4 Schools
SOMERSET COUNTY	
Franklin Township	District
SUSSEX COUNTY	
Andover	District
Frankford Township	District
Fredon Township	District
Green Township	District
Greenwich Township	District
Hamburg	District
Hampton Township	District
Hardyston Township	District
Hopatcong	4 Schools
Lafayette Township	District
Montague Township*	District
Newton	District, 2 Others, and 2 Schools
Ogdensburg	District
Sandyston Township	District
Sparta Township	District
Stanhope	District
Stillwater Township	District
Sussex	District
Vernon Township	District
WARREN COUNTY	
Alpha*	District
Belvidere	District
Blairstown	School
Frelinghuysen Township	District
Hackettstown	District and 3 Schools
Harmony Township	District
Hope Township	District
Knowlton Township	District
Liberty Township	District and 1 School
Lopatcong Township	District
Mansfield Township	District
Oxford Township	District
Phillipsburg*	Municipality, District, and 6 Schools
Warren Township	District
Washington Township	District
Total: 59 Communities	

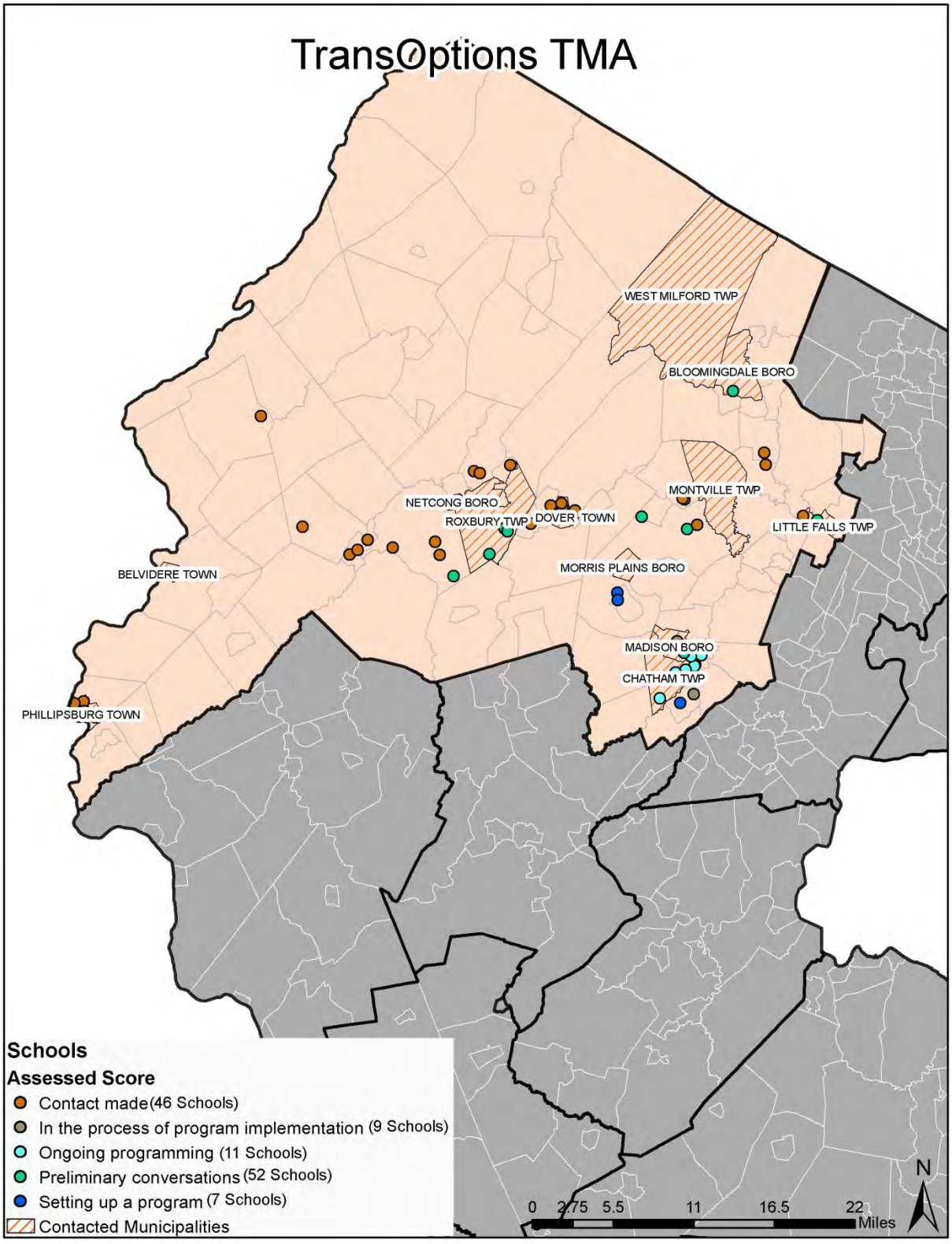

TransOptions Interest Level of Contacts
Low, 32, 26%
High, 40, 32%
Medium, 52, 42%
N=124

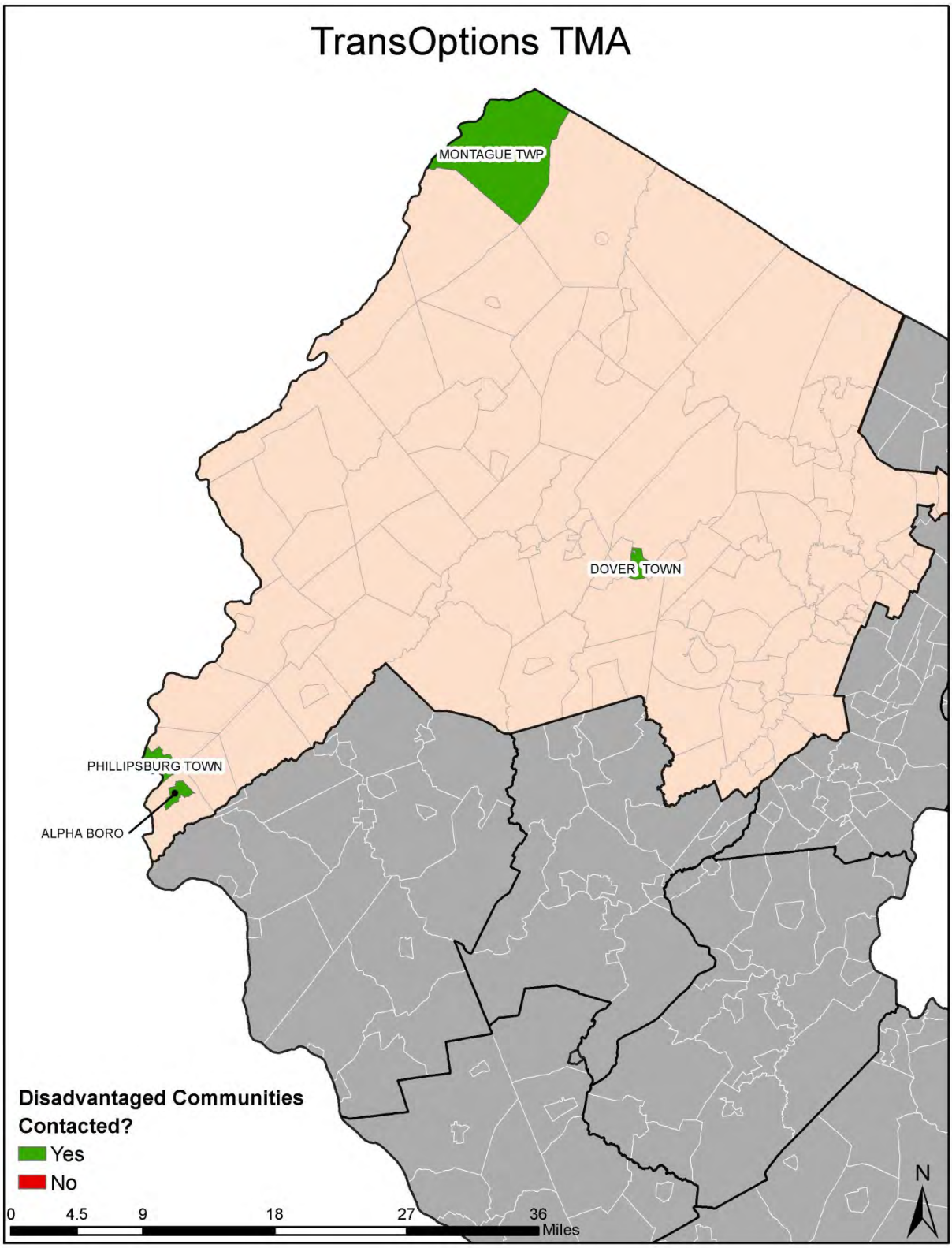

TransOptions School Outreach Levels
9, 7%
11, 9%
7, 6%
47, 37%
52, 41%
Ongoing Programming
Contact Made
Preliminary Conversations
Setting Up a Program
In the Process of Implementation
N= 126

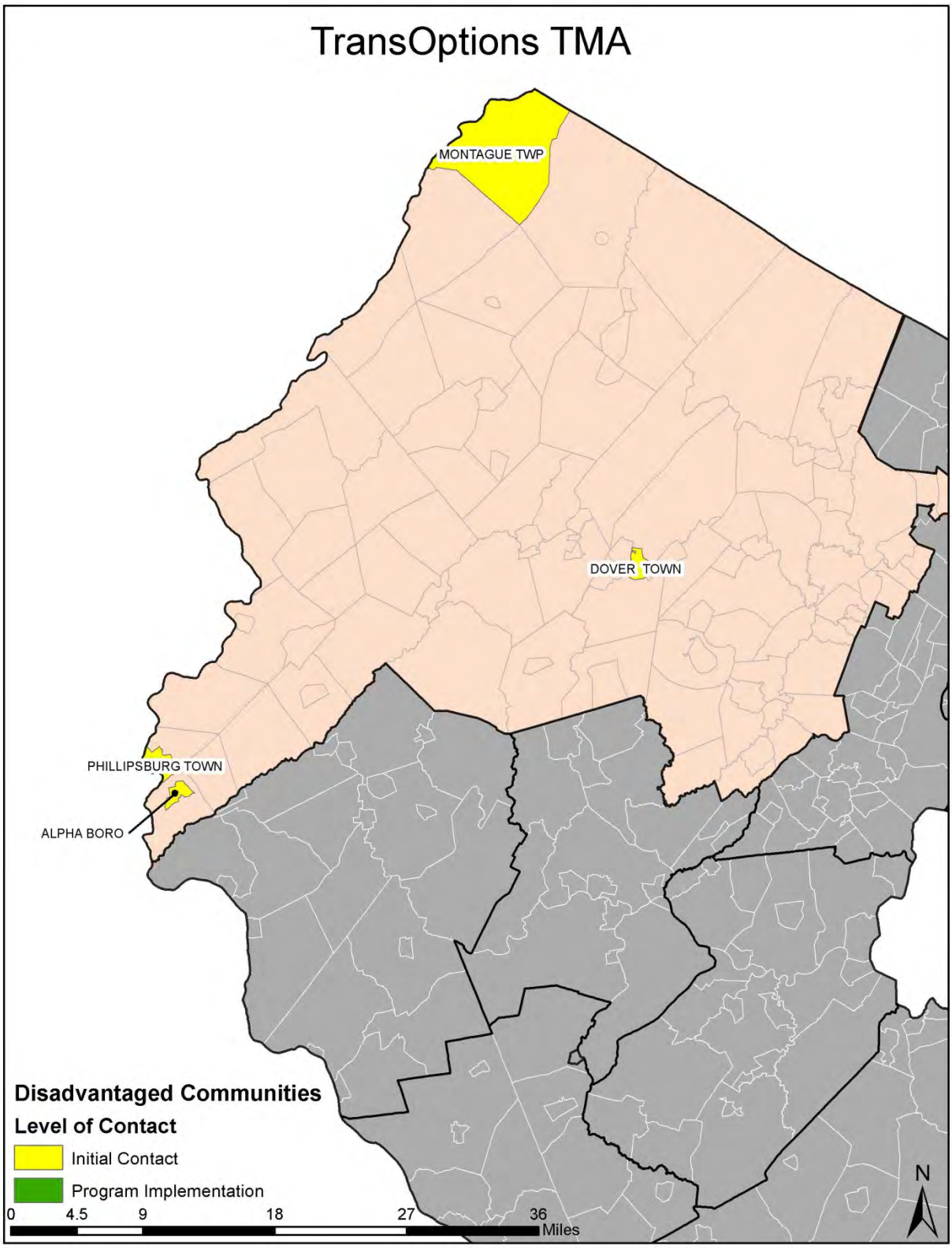

TransOptions Pedestrian and Bicycle Events
Bike to School Day
Walking School Bus
Other
Bike Rodeo/ Bike Clinic
Walk to School Day
0
5
10
15
20
25
Number of Events
Total Events = 77


TransOptions Education Events
Community Presentations
Pedestrian Safety Lesson
Bike Safety Lesson
0
5
10
15
20
25
30
35
40
45
50
Number of Events
Total Events = 55


TransOptions Planning and Policy
Assistance with Infrastructure Funding Application
Municipal Resolution of Support
School Travel Plan
Walkability Assessment
0
1
2
3
4
5
6
7
8
9
10
Number of Events
Total Events = 23


TransOptions TMA
WEST MILFORD TWP
BLOOMINGDALE BORO
MONTVILLE TWP
NETCONG BORO
ROXBURY TWP
DOVER TOWN
LITTLE FALLS TWP
BELVIDERE TOWN
MORRIS PLAINS BORO
MADISON BORO
CHATHAM TWP
PHILLIPSBURG TOWN
Schools
Assessed Score
Contact made (46 Schools)
In the process of program implementation (9 Schools)
Ongoing programming (11 Schools)
Preliminary conversations (52 Schools)
Setting up a program (7 Schools)
Contacted Municipalities
0 2.75 5.5 11 16.5 22
Miles
N


TransOptions TMA
MONTAGUE TWP
DOVER TOWN
PHILLIPSBURG TOWN
ALPHA BORO
Disadvantaged Communities Contacted?
Yes
No
0
4.5
9
18
27
36
Miles
N


TransOptions TMA
MONTAGUE TWP
DOVER TOWN
PHILLIPSBURG TOWN
ALPHA BORO
Disadvantaged Communities
Level of Contact
Initial Contact
Program Implementation
0
4.5
9
18
27
36
Miles
N