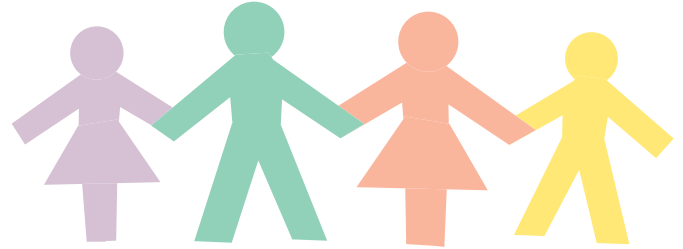


Howard Emmons & Samuel Busanksy



School Travel Plan



August, 2013



**CROSS
COUNTY
CONNECTION**

TRANSPORTATION MANAGEMENT ASSOCIATION



**NEW JERSEY
Safe Routes to School**



Sponsored by the New Jersey Department of Transportation with funding from the Federal Highway Administration.

Emmons and Busansky School Travel Plan

Prepared by:

Cross County Connection Transportation Management Association

August 2013

Cross County Connection Transportation Management Association was formally incorporated in 1989 through efforts of a group of southern New Jersey business leaders, local government officials, and representatives from the New Jersey Department of Transportation and New Jersey Transit Corporation to address mobility issues in the region and reduce the number of vehicles on state and local roadways. Today, Cross County Connection is a non-profit organization partnering with the New Jersey Department of Transportation, New Jersey Transit, Federal Highway Administration and its members to provide solutions to complex transportation problems for counties, municipalities, employers and commuters in Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester and Salem Counties.

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TABLE OF CONTENTS

I. INTRODUCTION	1
GOALS	2
EXISTING CONDITIONS	2
School Descriptions	2
Student Travel Routes	4
Bicycle & Pedestrian Crashes	4
II. TRAVEL AUDIT	6
AUDIT FINDINGS	6
Primary School Travel Corridor	6
Feeder Streets (Local Roads)	7
III. ACTIONS & RECOMMENDATIONS	12
ENGINEERING	12
Scrapetown Road	14
Feeder Streets (Local Roads)	15
Project Funding	15
EDUCATION	17
ENCOURAGEMENT	18
ENFORCEMENT	20
EVALUATION	21
IV. CONCLUSION	23
SUMMARY OF FINDINGS	23
NEXT STEPS	23

Figures

Figure 1. North on First Avenue	7
Figure 2. Crosswalk at First Avenue & Scrapetown Road	7
Figure 3. First Avenue and Scrapetown Road	8
Figure 4. No Curb Ramps or Crosswalks along Scrapetown Road	8
Figure 5. Swarthmore Court & College Avenue	9
Figure 6. College Avenue between Swarthmore Court & Yale Road	9
Figure 7. Detectable Warning Surface	9
Figure 8. Entrance at Busansky School	10
Figure 9. Third Avenue Overgrowth	10
Figure 10. University Avenue Overgrowth	10
Figure 11. West End Rec Area Overgrowth	10
Figure 12. Striped Bike Lane	14
Figure 13. Example Bike Sharrow	14
Figure 14. Shared Road Designation	14
Figure 15. Crosswalk markings	15
Figure 16. Golden Sneaker Award	20

Maps

Map 1. Emmons and Busansky Travel Plan Area & Student Locations	3
Map 2. Emmons and Busansky Crash Data	5
Map 3. Emmons and Busansky Recommended Engineering Improvements	13

Tables

Table 1. School Travel Information	4
Table 2. Education Actions	17
Table 3. Encouragement Actions	19
Table 4. Enforcement Actions	20
Table 5. Evaluation Actions	21

I. INTRODUCTION

The Pemberton School District recognizes the importance of active transportation to both the physical health of its children and the environmental health of the greater community it serves. To that end, a Safe Routes to School (SRTS) endorsement letter was signed by Patricia Austin, Business Administrator and Board Secretary for Pemberton Township Public Schools, in 2012. In addition to the general health and environmental benefits of students biking and walking to school, Pemberton Township School District has decided to participate in New Jersey's SRTS program due to specific concerns facing the community at this time. Most notable, are the looming cuts to courtesy busing for students in the neighborhoods surrounding the Howard L. Emmons and Samuel T. Busansky Elementary Schools occurring before the start of the 2014-15 school year.

Currently, there are congestion issues in the vicinity of the Emmons and Busansky schools during student arrival and dismissal times resulting from parents dropping off and picking up students in their personal vehicles. Cuts to courtesy busing could potentially exacerbate this congestion. The Pemberton School district hopes to avoid potential issues by providing Emmons and Busansky students located in nearby neighborhoods a safe and convenient means to walk and bike to school. To this end, the Pemberton Township School District has decided to encourage the Emmons and Busansky schools, along with every other school in the district, to participate in SRTS.

As an initial step in its efforts, the Pemberton Township School district has partnered with Cross County Connection TMA to create a sustainable SRTS Program for their community. This effort's goals are consistent with the National Safe Routes to School Program objectives of improving the health of schoolchildren through increased activity, increasing travel safety and reducing the reliance on cars to get to school.

The purpose of this School Travel Plan is to provide a summary of existing walking and bicycling conditions, identify possible infrastructure improvements, and recommend educational and encouragement activities which will facilitate safe pedestrian and bicycling movement to and from Emmons and Busansky Elementary Schools. The walkability and bikeability audit was conducted by Cross County Connection TMA on January 18, 2013 with the guidance of school district employees Patricia Austin, Business Administrator; Kathy Devlin, Security Chief; and Michael Press, Supervisor of Transportation. The working group identified specific areas of concern and primary travel corridors based on student location, which include roadways bordering neighborhoods and Scrapetown Road. Observational data was then collected on the quality of street crossings, sidewalk network connectivity, and the overall comfort and appeal of the pedestrian and biking environment around the schools. These categories were used to assess the condition of the existing infrastructure and identify safety concerns for children walking to and from school in the neighborhoods served by Emmons and Busansky Elementary Schools.

GOALS

- To form a Safe Routes to School team in each school.
- To relieve issues resulting from the discontinuation of courtesy busing.
- To encourage more students to walk and bike to and from school.
- To make it safer for children to walk and bike to and from school.
- To improve the health of schoolchildren through increased physical activity.
- To establish healthy lifestyle habits among schoolchildren that will continue into the future.
- To reduce traffic congestion around schools at arrival and dismissal times.
- To reduce the negative environmental impact of automobile trips to schools especially the effects of vehicles idling in close proximity to children.

EXISTING CONDITIONS

School Descriptions

Howard L. Emmons and Samuel T. Busansky Elementary Schools are located on Scrapetown Road. The area affected by the cuts to courtesy busing is located between two county roads: Pemberton Vincentown Road (CR 616) and Magnolia Road (CR 644), which are shown in Map 1. The schools are situated in a residential area, approximately 200 yards from one another, opposite First and Rottau Avenues. Rottau Park is located between Rottau and Second Avenues and provides children of the community an open area to play. West End Rec Area is located one third of a mile east of the schools at the intersection of Scrapetown Road and Harvard Avenue, includes baseball and soccer fields, tennis and basketball courts, as well as a playground. The West End Rec Area also contains a sizable parking lot which, as discussed later in this audit, could relieve congestion in the vicinity of the Emmons and Busansky schools by functioning as a satellite drop off point for students.

Once courtesy busing is cut, both schools will be drawing “walkers” from the same neighboring communities: Lake Valley Acres, University Apartments and Rottau Village. As shown in Table 1, it is anticipated that 144 students residing in these neighborhoods will be affected by the termination of courtesy busing in September of 2014. Lake Valley Acres is a residential development with single family detached housing, located between Vincentown and Scrapetown Roads. University Apartments is situated within the confines of Lake Valley Acres and consists of approximately 25 two-story garden apartments along three streets between Yale Road and College Drive. Rottau Village, also a residential development with single family detached housing, is located across from both elementary schools between Scrapetown and Magnolia Roads. Currently, there are no crossing guards stationed in these neighborhoods.

Map 1. Emmons and Busansky School Travel Plan Area & Student Locations

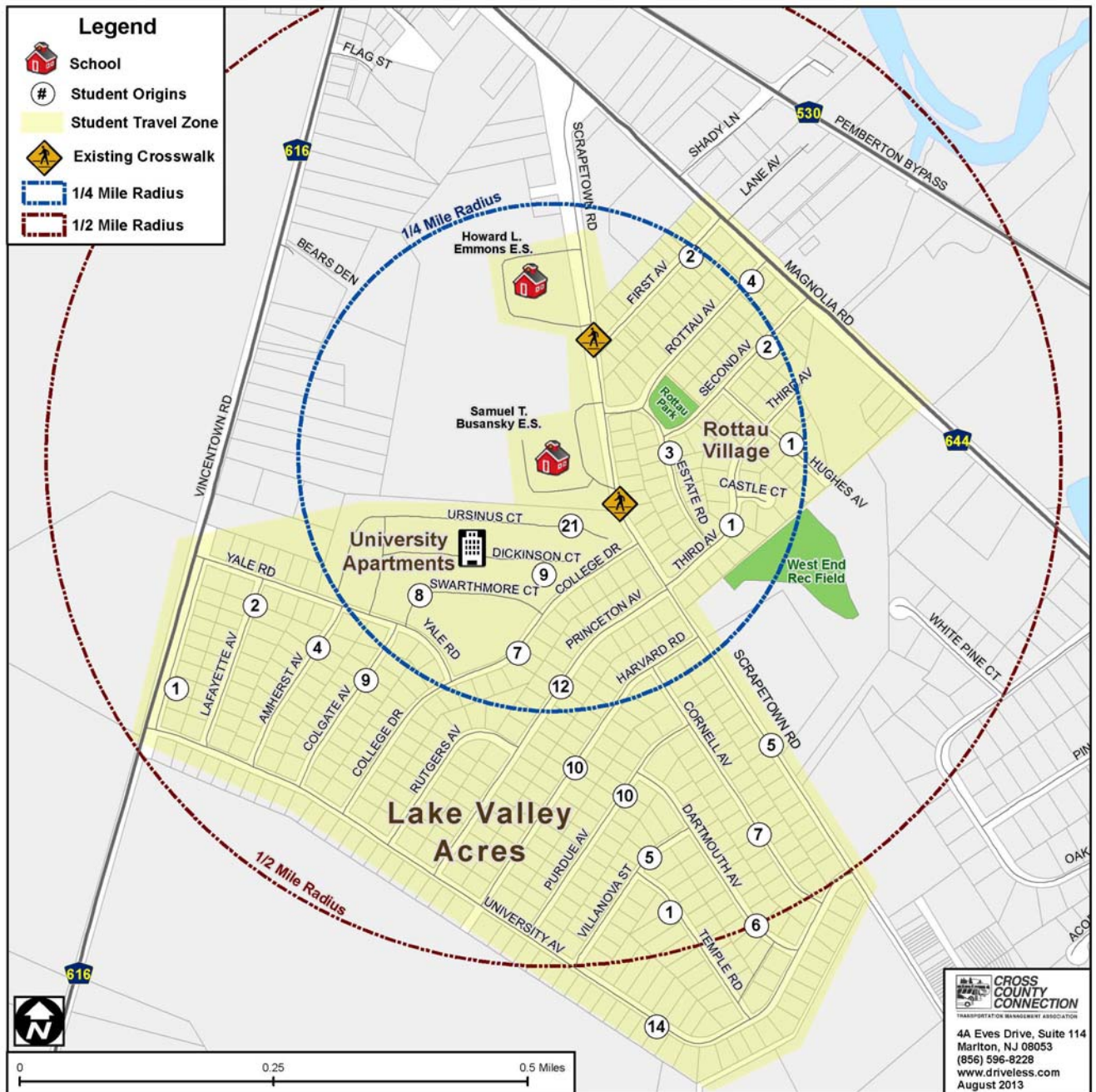


Table 1: School Travel Information

	Howard L. Emmons Elementary	Samuel T. Busansky Elementary
Location	14 Scrapetown Rd	16 Scrapetown Road
Grade	K-5	K-5
Arrival time	8:55 am	8:55 am
Dismissal time	3:40 pm	3:40 pm
Student Population	347	321
Total number of students affected by the discontinuation of courtesy busing	144	

Student Travel Routes

Prior to field audits, student locations without home addresses were provided in order to identify travel routes. As seen in Map 1, all students living in the study area that attend either Emmons or Busansky Schools must traverse Scrapetown Road during their commute.

Students living in Rattau Village must cross Scrapetown Road to get to Emmons or Busansky School. Depending on the location of their residence, they can use one of the existing crosswalks spanning the roadway at First Avenue or further south between College Drive and Rottau Avenue (near the exit of Busansky School).

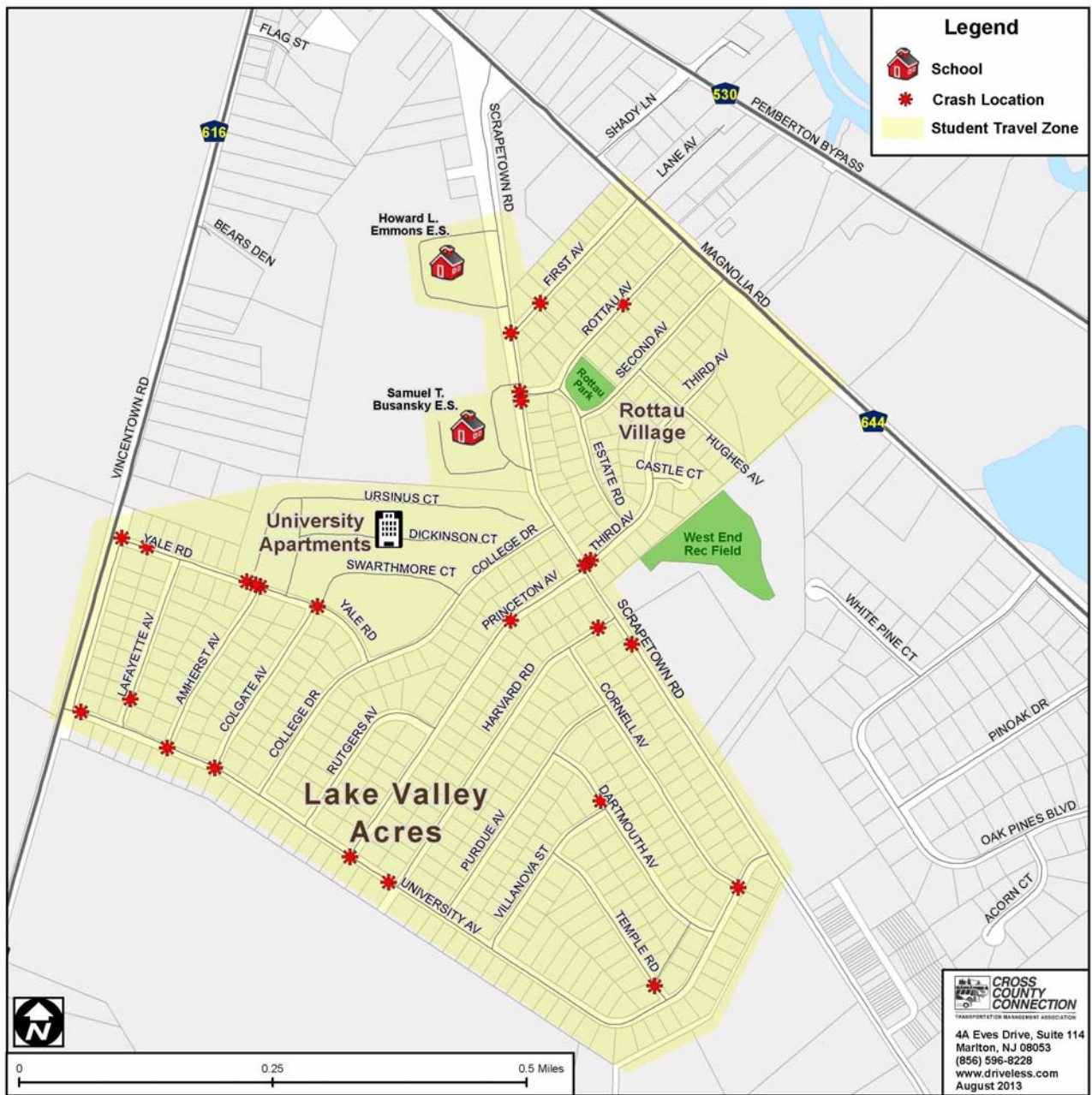
The street pattern of Lake Valley Acres, along with an even disbursement of students throughout the neighborhood, makes it difficult to identify primary routes to funnel students to within Lake Valley Acres to get to Scrapetown Road. Therefore, students do not use specific corridors to travel when bicycling or walking. Rather, students use multiple feeder streets to get to Scrapetown Road depending on the location of their residence.

Students living in University Apartments share similar travel patterns as those living in the northern portion of Lake Valley Acres when traveling to Scrapetown Road. Due to the complex location within the neighborhood, these children must use Yale Road and College Drive.

Bicycles & Pedestrian Crashes

There were 26 vehicular crashes in the study area between 2008 and 2012. However none of the crashes involved a pedestrian or bicyclist (see Map 2). Currently, there is little to no pedestrian activity in the vicinity of these schools during student arrival and dismissal due to the existence of courtesy busing in the surrounding neighborhoods. The 2014-2015 school year will be the first year with no courtesy busing. It is anticipated that this will increase pedestrian activity along the area's roadways. Many neighborhood streets were the site of multiple crashes including: Yale Road, with six crashes; Scrapetown Road with three; Princeton Avenue with three; and, University Avenue with three. These are neighborhood streets where Emmons and Busansky students are anticipated to be walking and biking.

Map 2. Emmons and Busansky Crash Data



II. TRAVEL AUDIT

Scrapetown Road serves as the primary collector for students traveling to Busansky and Emmons schools. Students must either travel along or cross the roadway at some point during their commute. Therefore, an assessment of Scrapetown Road's pedestrian and bicycling infrastructure was conducted, along with the feeder streets (local roads) that intersect with Scrapetown Road.

Other roadways were examined based on anticipated student travel patterns and issues with through traffic from Scrapetown Road to County Road 616, which were identified by school district representatives. Motor vehicles cutting through Lake Valley Acres using Yale Road to College Drive were observed traveling at high speeds during the audit. This poses potential safety hazards for students walking from University Apartments.

AUDIT FINDINGS

On January 18, 2013, with the guidance of school district representatives, Cross County Connection conducted an audit of conditions along the routes school children take to walk and bike to and from school. The following conditions were observed.

Primary School Travel Corridor

Scrapetown Road

All Emmons and Busansky Elementary students have to travel along or cross Scrapetown Road to get to their school. Scrapetown Road is a moderate volume north-south road, connecting Magnolia and Simontown Roads. The speed limit north of University Avenue is 25MPH and a 25MPH school zone is designated at the intersection of College Drive and Scrapetown Road.

As mentioned earlier, students walking or biking to school from Lake Valley Acres, University Apartments or Rottau Village must either cross or walk along Scrapetown Road at some point during their commute. Despite Scrapetown Road carrying a moderate level of traffic volume, there are a limited number of crosswalks at the intersections of feeder streets with the exception of the entrances to each school, at First Avenue and between College Road and the exit to Busansky School (as seen on Map 1).

The working group voiced their concerns regarding the current high levels of vehicle congestion on Scrapetown Road during student arrival and dismissal times. They foresee a bigger issue with congestion levels rising once courtesy busing is cut in September of 2014. Unfortunately, due to a lack of shoulder space, implementation of vehicle queuing lanes is not possible on Scrapetown Road at arrival and dismissal times. This strengthens the need to provide a safer pedestrian and biking environment and encourage students to walk and bike to school in order not to exacerbate existing problems with congestion.

Other transportation concerns included:

- Moderate through traffic was reported by working group and observed during field observation along Scrapetown Road.
- There are no bicycle accommodations on Scrapetown Road such as sharrows, bike lanes, or share the road signage
- Traffic congestion and queuing at arrival and dismissal times creates potential safety hazards for pedestrians crossing Scrapetown Road between the schools and Rottau Village.
- Adjoining curb-ramps to crosswalks at the entrance and exit to Busansky School are not ADA compliant making walking to school for children with disabilities more difficult and less safe. Additionally, curb-ramps are needed for children who could bicycle on the sidewalk.

Feeder Streets (Local Roads)

First Avenue

First Avenue is a local road, with a low-volume of two way traffic and a 25MPH speed limit. It connects Scrapetown Road to Magnolia Road. First Avenue intersects with Scrapetown Road less than 200 feet south of Emmons Elementary and approximately 235 feet north of Busansky Elementary, making it a prime candidate to be a heavily traveled corridor for students walking to school from Rottau Village. Currently, there are no sidewalks on either side of the street, thus forcing pedestrians to walk in the roadway, as seen in Figure 1. This presents a safety concern for children walking along this street.

As seen in Figure 2, there is a crosswalk located at the northeast corner of the intersection of First Avenue and Scrapetown Road leading to Emmons Elementary School. Although this pedestrian facility exists, it is lacking an ADA compliant curb ramp. This does not allow for safe and convenient movement for pedestrians and bicyclists and disabled students. This is an issue since this is currently the only crosswalk for students crossing Scrapetown Road from Rottau Village.

Figure 1: North on First Avenue



Figure 2: Crosswalk at First Avenue & Scrapetown Road



Students traveling north on Scrapetown Road from Rottau Avenue to use the crosswalk located at the northeast end of the intersection of First Avenue and Scrapetown Road must have safe walk ways to this location. Currently, there is no crosswalk at First Avenue, as shown in Figure 3.

College Drive, Princeton Avenue, Harvard Avenue, and University Avenue

These roadways are all low volume residential streets with two-way traffic, which feed into Scrapetown Road. There are currently no crosswalks located at any intersection of these roads and Scrapetown Road. In addition none of these intersections are equipped with ADA-compliant curb ramps, as shown in Figure 4. This could raise safety issues for students traveling along these roadways by foot or bicycle. A relatively higher volume of pedestrian and bicycle traffic is expected to occur when courtesy busing is cut.

Figure 3: First & Scrapetown Road



Figure 4: No curb ramps or crosswalks along Scrapetown Road



Yale Road and College Drive

There are gaps in the sidewalk network for students traveling from University Apartments and residences along the northern side of College Avenue. Currently, there are no sidewalks on the northern side of Yale Road between the western end of Swarthmore Court and College Avenue, as seen in Figure 5. Figure 6 also shows a lack of sidewalks along the northern side of College Avenue between the eastern end of Swarthmore Court and Yale Road. As mentioned previously, Yale Road has seen the highest frequency of vehicular crashes in the area. Many of these crashes involved vehicles striking objects on the side of the road, making gaps in the sidewalk network alongside it a pressing concern. Crash frequency may be attributed to this roadway being used as part of a cut through, which connects County Road 616 with Scrapetown Road. Children may walk in the street or along worn paths to traverse these gaps on their way to Scrapetown Road. The installation of sidewalks would increase the level of safety for all pedestrians.

Figure 5: Swarthmore Court and College Avenue**Figure 6: College Avenue between Swarthmore Court and Yale Road**

Missing curb ramps

There are a number of missing curb ramps at intersections and crosswalks in the neighborhoods proximate to the Emmons and Busansky schools. This creates a safety hazard for students with mobility impairments and impedes bicycle travel for younger students that ride on sidewalks. The Americans with Disabilities Act (ADA) requires state and local governments to follow specific standards at pedestrian crossings that dictate the width, slope and placement of curb ramps. ADA requirements also specify that curb ramps must be equipped with detectable warning surfaces, as shown in Figure 7, that provide detectable warning to visually impaired pedestrians. The ADA rules and requirements vary depending on whether the roadway was constructed “Pre-ADA” – 1992 or earlier – or, “Post-ADA” – 1993 to present.¹ Cross County Connection recommends consulting with an engineer or other qualified professional familiar with ADA requirements when exploring options to improve pedestrian safety in the study area.

Figure 7: Detectable warning surface

¹ For more information on the Specific Requirements for local governments under the Americans with Disabilities Act please visit *ADA Best Practices Tool Kit for State and Local Governments* at <http://www.ada.gov/pcatoolkit/toolkitmain.htm>.

Although Busansky Elementary School has crosswalks located at vehicle entrance and exit ways, they are not equipped with ADA-complaint curb ramps that ease the transition between street and sidewalk level, as seen in Figure 8. This causes pedestrian and bicycling mobility issues especially for those with disabilities. This is a common problem in the areas that surround Emmons and Busansky schools, including Lake Valley Acres and Rottau Park.

Figure 8: Entrance at Busansky not equipped with ADA-compliant curb ramp



Crosswalks

Many intersections remain unmarked on corridors where student pedestrian traffic is anticipated, most notably along Scrapetown Road which experiences the heaviest traffic volumes in the community. Crosswalks improve safety by demonstrating to the pedestrian the proper area to cross the street while also alerting a motorist to the potential presence of pedestrians in that intersection.

Vegetation Overgrowth/Maintenance

Significant overgrowth of vegetation can force pedestrians off the sidewalks and into adjacent roadways. This scenario is evident along Third Avenue (Figure 9), the bend along the north side of University Avenue (Figure 10) and in the vicinity of the West End Rec Area on the east side of Scrapetown Road heading north (Figure 11). Visibility is limited while driving around a corner or bend. It is important that pedestrians stay on the sidewalk in these areas and that their movement is not affected. In addition, well-manicured and maintained vegetation along sidewalks improves the aesthetic quality of the pedestrian environment and improves pedestrian comfort level along these roadways.

Figure 9: Third Avenue overgrowth



Figure 10: University Avenue overgrowth



Figure 11: West End Rec Area overgrowth



Bikeways and Facilities

Biking is a great way for children to get to school. Currently, there are no bikeway connections, such as a bicycle lane or bike path, to Emmons or Busansky Elementary. While there is no policy prohibiting students from biking to school, neither school is equipped with bicycle racks, making biking to school an unrealistic option for students.

Biking on sidewalks is permitted in the Township, however sidewalks are not built for bicycle travel and biking on sidewalks often results in conflicts with pedestrians. For children under 10, it is appropriate and even desirable for them to ride with parental supervision on sidewalks away from vehicle traffic. For older students that have received bicycle safety instruction, it may be appropriate to ride on roadways that safely accommodate bike travel. Students at any age should always wear a properly fitting bicycle helmet and be taught how to bicycle safely and the rules of the road.

Most residential streets in the community are already conducive to general bicycle travel due to low traffic volumes coupled with low travel speeds, but lack the additional amenities, such as bike lanes and bicycle parking, that would increase bicyclist safety and encourage biking to school.

III. ACTIONS & RECOMMENDATIONS

The following are the Actions and Recommendations suggested to achieve the goals listed in the Introduction by addressing the 5 E's of Safe Routes to School: Engineering, Education, Encouragement, Enforcement, and Evaluation. To further evolve each action item, both Emmons and Busansky Elementary schools should organize a Safe Routes to School Team. The team should consist of school administrators, faculty and a champion. A champion is an individual dedicated to leading and coordinating the team's efforts in building an effective SRTS program by determining and evaluating goals for the school community and monitoring the program's effectiveness in the future. Each team should report to district administrators and coordinate individual efforts with Cross County Connection TMA.

ENGINEERING

Engineering recommendations are focused on low-cost safety improvements that can be implemented in a short time frame. It is one of the complimentary strategies that SRTS programs use to enable more children to walk and bicycle to school safely. Funding for such projects can come from the Safe Routes to School Infrastructure Grant Program. Solicitation for the SRTS Infrastructure Grant is done by the New Jersey Department of Transportation. For more information on the availability of the grant, visit www.state.nj.us.

There are various improvements that can be made throughout the communities served by Emmons and Busansky schools. These improvements will be addressed on a corridor by corridor basis. It must be noted that these suggested engineering strategies are best used in conjunction with education, encouragement, enforcement, and evaluation activities.

The following are suggestions concerning pedestrian and bicycling infrastructure which should be considered moving forward and are shown on Map 3.

Map 3. Emmons and Busansky Recommended Engineering



Scrapetown Road

To facilitate safe bicycle travel, it would be preferable to stripe a bike lane (see Figure 12) on Scrapetown Road. Along with signage and pavement markings, a striped bike lane clearly delineates the motorists' travel lane and the bicyclists' travel lane. It is the policy of the Burlington County Engineer's Office that a bike lane is at least six feet wide. It is recommended that Pemberton Township conduct an engineering analysis to determine if sufficient right-of-way exists along Scrapetown Road for a bike lane.

If a bike lane is not feasible, shared lane pavement markings, or "sharrows," should be considered to increase the safety for older students who elect to bicycle to and from school. Younger students would be more comfortable and should ride on sidewalks alongside Scrapetown Road. Installation of sharrows makes the movements of both motorists and bicyclists more predictable. These markings alert automobile drivers to expect and share the road with cyclists, designate a roadway as a preferable bicycle route and guide cyclists on where to ride in the lane (see Figures 13 & 14). "Share the Road" (W16-1P) signage may also be used in combination with sharrows. Guidance on shared lane marking installation is found in Section 9C.07 of the Manual on Uniform Traffic Control Devices (MUTCD).

It is recommended that:

- Shared lane pavement markings, or "sharrows," (Figure 13) be installed
- "Share the Road" signs (Figure 14) to alert motorists to the potential of bicyclist using the roadway be installed

Figure 12: Striped bike lane



Figure 13: Sharrow



Figure 14: Shared road designation



Wayfinding signage and markings provide direction to students and parents and mark roads as preferred travel routes. Wayfinding could include paint markings designating preferred corridors by color or markers that designate safe travel routes. These markings and signs also increase visibility of walking routes among the community and encourage more children to walk or bike to school.

Feeder Streets (Local Roads)

Several crosswalks located on feeder streets that connect with Scrapetown Road are unmarked. High visibility marked crosswalks are important in locations with significant pedestrian traffic because it both alerts motorists to the presence of a crosswalk and designates proper crossing locations to pedestrians.

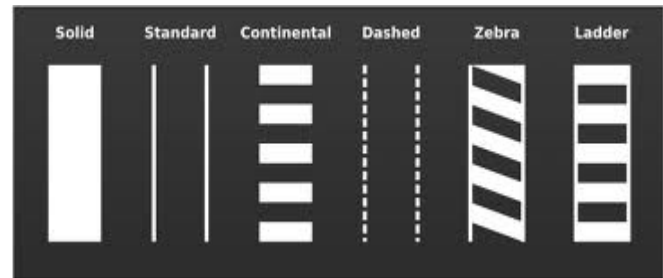
The installation of crosswalks is recommended at the intersections of:

- Harvard Avenue and Scrapetown Road
- Princeton Avenue and Scrapetown Road
- College Drive and Scrapetown Road
- Third Avenue and Scrapetown Road
- Rottau Avenue and Scrapetown Road

Additionally, it is recommended that the crosswalks at First Avenue and Scrapetown Road be repainted.

Higher visibility crosswalk striping, such as zebra or continental markings as shown in Figure 14, should be used to delineate heavily-used crosswalks on Scrapetown Road. Higher visibility crosswalks have been shown to reduce vehicle-pedestrian conflicts. Mobile in-street pedestrian crossing signage should be considered for placement at heavily used crossing locations at arrival and dismissal times.

Figure 15: Crosswalk markings



As mentioned earlier, several locations in Lake Valley Acres and Rottau Village lack continuous sidewalks.

It is recommended that sidewalks and appropriate ADA-compliant curb cuts be installed along:

- First Avenue
- Northern side of Yale Road to the corner of College Drive
- Northern side of College Drive to the corner of Swarthmore Court

Project Funding

Implementation of engineering improvements can be expensive. Fortunately, there are funding programs at the state and federal level dedicated to assist with the implementation of projects that would improve the safety of Busansky and Emmons students walking and biking to school. It must be stressed that time is limited between now and the 2014-2015 school year. Applying for these grants will require quick action. These funding programs are competitive, have deadlines and the application process requires time to complete. In addition, the programs listed below are very competitive and receive far more funding requests than can be obligated. Cross County Connection is available to provide assistance in determining appropriate funding sources and preparing grant applications.

The funding programs listed below are provided as a general guide, and are not an exhaustive list of available funding sources. For more information on a specific program, please contact the granting agency or refer to the grant program guidelines found on the program websites.

SAFE ROUTES TO SCHOOL (SRTS) INFRASTRUCTURE PROGRAM

Federal funding is available for SRTS projects that improve the safety of children walking or biking to school. The program is administered through NJDOT. Eligible projects may include the planning, design, construction or installation of sidewalks, crosswalks, signals, traffic-calming and bicycle facilities within two miles of an elementary or middle school (K-8). Local and regional governments, school districts and individual schools are eligible to be project sponsors and receive direct funding.

TRANSPORTATION ALTERNATIVES PROGRAM (TAP)

TAP is a federal funding program administered through NJDOT. The program is designed to foster more livable communities and promote alternative modes of transportation such as biking and walking. Eligible activities include bikeway construction, acquisition of right-of-way for bikeways and many other projects.

Activities funded by TAP were previously funded by the Transportation Enhancements Program contained in previous federal transportation bills. A key addition to the TAP program in the current federal transportation bill (MAP-21) is the funding eligibility for projects dedicated to the construction, planning and design of infrastructure projects that provide “safe routes for non-drivers” which includes children, seniors and disabled persons. NJ-DOT is providing the 20% match required under the new MAP-21 legislation.

Eligible project sponsors for TA funds include local and regional governments, transit agencies, school districts and individual schools.

MUNICIPAL AID PROGRAM

Municipal Aid is a state funding program administered by NJDOT for roadway and bridge improvements, including bicycle and pedestrian projects. Each county is appropriated funds for their constituent municipalities based on a formula. Municipalities must submit applications, detailing a potential project, to their local NJDOT District Office. The state has set a goal to distribute 10% of the competitive Municipal Aid funding to bicycle and pedestrian projects for FY2013. Projects awarded funds in 2012 included construction of bicycle lanes and pedestrian safety improvements.

School districts and individual schools are not eligible to apply for these funds directly, but should encourage their municipal government to apply for these funds and direct them towards improving the bicycle and pedestrian safety around their schools.

For more information regarding these funding programs contact:

New Jersey Department of Transportation (NJDOT)

Website: <http://www.state.nj.us/transportation/business/localaid/>

Program contact:

District Manager, NJDOT
1 Executive Campus
Route 70 West, 3rd Floor
Cherry Hill, NJ 08002
Phone: 856-486-6618
Fax: 856-486-6771

EDUCATION

Education efforts are an important component in developing a sustainable Safe Routes to School Program and to relieve issues pertaining to the termination of courtesy busing that the school district will be facing in the 2014-15 school year. These actions can help change community perceptions about how children should travel to and from school safely. They will also ensure that children receive proper instruction on walking and bicycling while raising community awareness of the benefits of walking and biking. Table 2 details the recommended Education Actions.

Table 2: Education Actions		
Education Actions	Responsibility	Time Frame
Creation and distribution of education materials to students, parents/guardians and community members	Pemberton School District/Cross County Connection TMA /NJSRTS Program	2013-2014 School Year; Annually
In-class education on safe walking and bicycling practices, along with their health and environmental benefits	Pemberton School District/Cross County Connection TMA	2013-2014 School Year; Annually
Inclusion of SRTS elements in teacher and Student Handbooks	Pemberton School District	2013-2014 School Year; Annually
Participate in New Jersey's SRTS Webinar Program	Pemberton School District	Ongoing
Social Media Account	Pemberton School District/Busansky/Emmons	Ongoing

Cross County Connection and the Alan M. Voorhees Transportation Center will provide safety education and outreach materials for distribution to students, parents and school staff. These materials may be circulated at parent-teacher meetings, school walking events, in-class, or included with municipal

information. Pedestrian and bicycling safety education should also be addressed at parent-teacher meetings. Inclusion of parents in educational programming is a good way to reinforce safety education at home.

Both schools should take advantage of Cross County Connection's 3rd and 4th Grade Pedestrian Program on an annual basis. Through active participation, students will learn about the benefits of walking, ways to avoid potential hazards while walking, how to properly understand and obey pedestrian signals, cross roadways safely, and understand traffic flow. New Jersey Core Curriculum Standards Cumulative Progress Indicators are covered in this program. Schools, such as Sacred Heart in Mount Holly and Spragg Elementary in Egg Harbor City, use the 3rd and 4th Grade Pedestrian Program as a building point for their SRTS programs. After the pedestrian lesson is administered, it is followed by an encouragement activity, like a walk to school day. This method builds the excitement of students by preparing them to participate as safe and knowledgeable pedestrians.

Once SRTS Teams are formed, social media accounts on Facebook can be created to solicit input from the community, as well as to disseminate information and request volunteers for encouragement activities. An email account can also be created to gather data.

ENCOURAGEMENT

Encouragement actions promote walking and biking to school through programs such as walking school buses, satellite walking events, a Golden Sneaker Award, and other activities that generate excitement about walking and biking. Since the school district has identified that schools are already subjected to traffic congestion at student dismissal and arrival times, it is crucial that the potential problems which will be caused by the discontinuation of courtesy busing are addressed sooner rather than later. It is a reasonable assumption that congestion around both school campuses will increase during the 2014-15 school year as more parents elect to drive their children to school. This places a greater importance on encouragement activities that present viable options to parents and students other than being picked up and dropped off at school. These programs will be essential to building the momentum necessary to significantly change school travel habits and ease the transition Emmons and Busansky Elementary face from losing courtesy busing.

Table 3: Encouragement Actions		
Encouragement Actions	Responsibility	Time Frame
Satellite Drop Off Program	Pemberton School District/Busansky/Emmons/Cross County Connection TMA	2013-2014 School Year
Walking School Bus Pilot	Pemberton School District/Busansky/Emmons/Cross County Connection TMA	2013-2014 School Year
Bicycle Rodeo	Pemberton School District/Busansky/Emmons/Cross County Connection TMA	2013-2014 School Year
Participation in International Walk to School Day	Busansky/Emmons	Annual in October
Participation in International Bike to School Day	Busansky/Emmons	Annual in May
Golden Sneaker Award Pilot	Busansky/Emmons	2013-2014 School Year, Monthly

During field audits, two locations were identified as possible satellite drop off and pick up locations: Rottau Park and West End Rec Area. Satellite Drop Off Programs work by moving vehicle congestion away from schools while promoting physical transportation. Typically, organizers will chose a time and date where parents or guardians can drop off their children so they can walk or bike to school from a specific location near school grounds with school staff. These programs exist to include younger students that cannot walk or bike alone and students who live in areas that are too far from their schools to participate in bike and pedestrian encouragement activities and events. In Southampton School District, school administrators worked with Fire Department officials to allow parents of students from Schools 1, 2 and 3 to use the fire hall's parking lot as a satellite drop off area. By identifying a safe location near school grounds, all students' were able to participate in walk to school day festivities and not just "walkers".

In some cases a Satellite Drop Off Program can be the most successful encouragement activity because children have the opportunity to speak with school officials and faculty. Each SRTS Team can determine the frequency, number of volunteers and other logistical information needed to coordinate the activity. Parents should and can be solicited to volunteer.

Walking School Buses are a great way to get younger students involved in a SRTS Program. Like a school bus, a Walking School Bus travels a fixed route each day and students are "picked up" along the journey to school. The route can be identified through the mapping of student locations and can be as long or short as needed. A Walking School Bus is usually led by a parent volunteer. Cross County Connection can provide free train-the-trainer services to ensure volunteers are qualified to lead the walk. Many Walking School Buses occur on a regular basis, but the frequency of the Walking School Bus can be determined by the SRTS Team.

In Haddonfield, there are three Walking School Buses. Routes were identified based upon student locations to ensure the highest number of students would be served by each route. Initially, the Walking School Buses were to occur once per week. However, due to the high number of participants, parents now lead the Walking School Buses twice per week.

Bicycle rodeos are another strategy to teach a large group of schoolchildren safe bicycling practices, such as how to check tire pressure, brakes and bike chains, fit a helmet, signal for turns, and come to quick stops. Since Emmons and Busansky Elementary Schools are situated on one campus, Cross County Connection can assist in the coordination of a combined bicycle rodeo on school grounds.

To further promote bicycling and walking, each school should participate in International Walk and International Bike to School Days, which are held in the months of October and May, respectively. School events may be registered online by visiting www.walkbiketoschool.org. Tatem Elementary in Haddonfield and Woodbine Elementary in Woodbine use International Walk to School Day as the official kick off to their Walking School Buses.

A Golden Sneaker Award Program is an incentivized contest, that can be run in various ways. Some schools tally each student that walks or bikes to school daily, and at the end of each month the homeroom with the most walking students will earn the “Golden Sneaker.” At Sacred Heart in Mount Holly, their Golden Sneaker Award Program is run differently. Student travel tallies are conducted at each Walk to School Day event as opposed to doing them monthly. A Golden Sneaker Award, like the one shown in **Figure 15**, can be created by spray painting an old running shoe gold and mounting it on top of a trophy stand. Incentive programs are a good way to keep the momentum going with SRTS programs.

Figure 16: Golden Sneaker Award



ENFORCEMENT

Enforcement of unlawful behavior around schools, on primary travel corridors and throughout the communities of Lake Valley Acres, University Apartments and Rottau Village is important to ensuring a safe walking and biking environment for children.

Table 4: Enforcement Actions		
Enforcement Actions	Responsibility	Time Frame
Speed Enforcement	Pemberton Twp. Police	Ongoing
Stop for pedestrian in crosswalks enforcement	Pemberton Twp. Police	Ongoing
Vegetation maintenance	Pemberton Twp. Police	Ongoing

Scrapetown Road should be targeted for enforcement due to the fact that all children walking or biking to school must travel along this roadway. In addition to future efforts, participation in New Jersey's

Pedestrian Decoy Safety Program² should be considered. This program has been a successful enforcement tool in many New Jersey communities to ensure that vehicles stop for pedestrians at crosswalks and obey New Jersey's "Stop and Stay Stopped" law (NJ 39:4-36).

Since the SRTS Infrastructure Grant Program does not allow for award recipients to use funding for crossing guards, Pemberton Township School District and Pemberton Township Police should look into hiring crossing guards to monitor travel at student arrival and dismissal times.

While performing field audits several locations along Scrapetown Road and in the neighborhoods of Rottau Village and Lake Valley Acres had sidewalks obstructed by vegetation. Maintenance at these locations are important so as not to impede pedestrian activity, thus forcing students into the street. Well maintained vegetation also improves the aesthetic quality of the pedestrian environment and improves the comfort level of the sidewalk user. Maintenance responsibilities will be subject to the ownership of adjacent parcels. However, the school district and local government should educate residents about this problem and encourage them to maintain their properties.

During the audit, the following locations were noted as needing maintenance:

- The bend along University Avenue
- South side of Estate Road
- North side of Scrapetown Road between the entrance of West End Rec Field and Third Avenue

EVALUATION

Developing a monitoring program to determine participation in walking and bicycling programs allows each school to evaluate the success of their SRTS initiatives and actions. This will also help prioritize and modify efforts to achieve the aforementioned goals. Once each school creates their SRTS Team, Cross County Connection will assist in identifying student travel tally methods that best suit each individual school. Some schools monitor student travel at the beginning of each day by surveying students through a show of hands. This is a simple and effective way of monitoring the effectiveness of SRTS efforts.

Table 5: Evaluation Actions		
Evaluation Action	Responsibility	Time Frame
Student Travel Tally	Pemberton School District/Busansky/Emmons	2013-2014 School Year; Annually
Parent Survey	Pemberton School District/Cross County Connection TMA / Voorhees Transportation Center	2013-2014 School Year; Annually

Student Travel Tallies help measure how students get to school and whether the SRTS program has a positive effect on increasing the number of students that chose to safely walk or bike to school. Travel

² "Cops in Crosswalks': Pedestrian Decoy Enforcement in New Jersey" (2010), Pedestrian and Bicycle Information Center, Accessed on 3/19/2013, <http://www.walkinginfo.org/library/details.cfm?id=4649>.

tallies can be conducted in various ways: show of hands in homeroom or perform travel counts at student arrival locations. As mentioned in the Encouragement section, some schools chose to monitor student travel during Walk to School Day events as part of incentivized contests.

Parent surveys may be sent home with children or distributed to parents electronically to determine parent attitudes and concerns about children walking or bicycling to school. Survey results may be submitted to the Voorhees Transportation Center for compilation and reporting. Cross County Connection will assist schools in assessing results and coordinating follow-up activities, if desired.

Additional information on evaluation methods is available at the New Jersey Safe Routes to School website: <http://saferoutesnj.org/resources/stp/measuring-progress/>

IV. CONCLUSION

SUMMARY OF FINDINGS

Pemberton Township School District is committed to increasing the number of children that walk and bike to school through safety improvements and programs that educate and encourage biking and walking. The School District is currently looking to establish sustainable SRTS programs in each of their schools to facilitate the process of eliminating courtesy busing in the future. This Travel Plan was undertaken to address the School District's interest in walking and biking programs, and its continued concerns about existing and potential safety issues.

The Plan outlines several education and encouragement programs that the School District can actively pursue or has expressed interest in, including a walking school bus program, encouragement programs and events, and participation in walk/bike to school month activities. Infrastructure improvements such as wayfinding signage, and shared road treatments were recommended on Scrapetown Road, along with installation of crosswalk treatments at feeder streets, including Harvard Avenue, Princeton Avenue, College Drive, Third Avenue, and Rottau Avenue, which intersect with Scrapetown Road. Sidewalk installation should also be reviewed along Yale Road, College Drive and First Avenue.

Partnership among local and regional organizers is integral to the sustained success and implementation of this Travel Plan to increase walking and biking to school. Infrastructure improvements should be employed alongside hands-on education and encouragement activities to maintain momentum to achieving the goals of SRTS.

NEXT STEPS

The 2012-2013 school year marks the first year that Cross County Connection has worked with the Pemberton School District. Due to the proposed discontinuation of courtesy busing in 2014-2015 and the foreseen necessity to educate and encourage schoolchildren to safely bike and walk to and from school, the following steps should be taken in each school during the 2013-2014 school year to develop a sustainable SRTS Program:

1. Establish individual SRTS Teams
2. Identify a school Champion
3. Work with Cross County Connection to determine encouragement and educational activities that each school would like to implement
4. Establish a baseline of monitoring how children travel to school
5. Continuously monitor travel patterns

Implementation of these steps will greatly increase the sustainability and success of SRTS efforts for Busansky and Emmons Elementary Schools. Infrastructure improvements must be employed alongside

hands-on education and encouragement programs to maintain momentum towards achieving the goal of reducing traffic congestion and relieving issues pertaining to the loss of courtesy busing.