CITY OF MARGATE

William H. Ross Elementary &
Eugene A. Tighe Middle School

School Travel Plan

CROSS COUNTY CONNECTION
TRANSPORTATION MANAGEMENT ASSOCIATION

June, 2015

NEW JERSEY
Safe Routes to School

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

Margate City School District School Travel Plan

Prepared by:

Cross County Connection
Transportation Management Association

June 2015

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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CHAPTER 1: INTRODUCTION

The City of Margate is located less than five miles southwest of Atlantic City and sixty miles southeast of Philadelphia. Margate City is bordered by Longport to the southwest and Ventnor City to the northeast. The Atlantic Ocean borders Margate City to the east and the bay serves as the border to the northwest. Margate City has a population of approximately 4,500 persons per square mile, making it one of the more densely populated communities in Atlantic County.

The Margate City Public School District serves students in Kindergarten through 8th grade. The school district consists of two schools: William H. Ross Elementary School (grades K-4th) and Eugene A. Tighe Middle School (grades 5th-8th). The Margate City School District recognizes the importance of active transportation to the health of children and the environmental health of their community. To that end, the school district passed a Resolution of Support in favor of pursuing a sustainable Safe Routes to School program in the summer of 2014 (See Appendix A). The City seeks to increase the number of children that walk or bike to school. As part of the school district's effort to create safe pedestrian corridors, improve the health of students and reduce traffic congestion around schools, the administration has chosen to develop a Safe Routes to School (SRTS) Student Travel Plan for William H. Ross and Eugene A. Tighe Schools.

Goals

The purpose of this School Travel Plan is to provide a summary of existing walking and bicycling conditions, identify potential infrastructure improvements, and recommend additional educational and encouragement activities to facilitate safe pedestrian and bicycling movement to and from each of Margate City's schools. These objectives are consistent with the National Safe Routes to School Program goals of improving the health of schoolchildren through increased activity, increasing travel safety, and reducing reliance on cars to get to school. The goals of this Travel Plan are as follows:

- To encourage more students to walk to and from school
- To create a safer walking environment for students who wish to walk to school
- To improve the overall health of schoolchildren through increased physical activity
- To establish healthy lifestyle habits among schoolchildren that will continue into the future
- To reduce the negative environmental impact of automobile trips to schools, especially the effects of vehicles idling in close proximity to children

Project Overview

The *Margate City School District Travel Plan* was created in collaboration with municipal representatives of Margate City and officials from the School District. This Travel Plan first inventories and assesses existing conditions in Chapter 2, including student travel trends, existing policies and practices that are supportive of bicycling and walking, recently obtained grants, existing infrastructure, and crash locations. Chapter 3 provides a brief overview of potential infrastructure improvements and treatments to enhance safety for children walking and bicycling to school, while Chapter 4 identifies potential improvements based on an assessment of existing conditions, input from City and School District representatives, and a walking audit of the area surrounding William H. Ross and Eugene A. Tighe Schools. Chapter 5 emphasizes and integrates the importance of the 5 E's

of SRTS, which are: Evaluation, Engineering, Education, Encouragement and Enforcement, and identifies actions and programs to encourage more students to safely walk or bike to school. Chapter 6 summarizes the findings, while Chapter 7 includes a list of resources to assist Margate City with advancing its SRTS initiative.

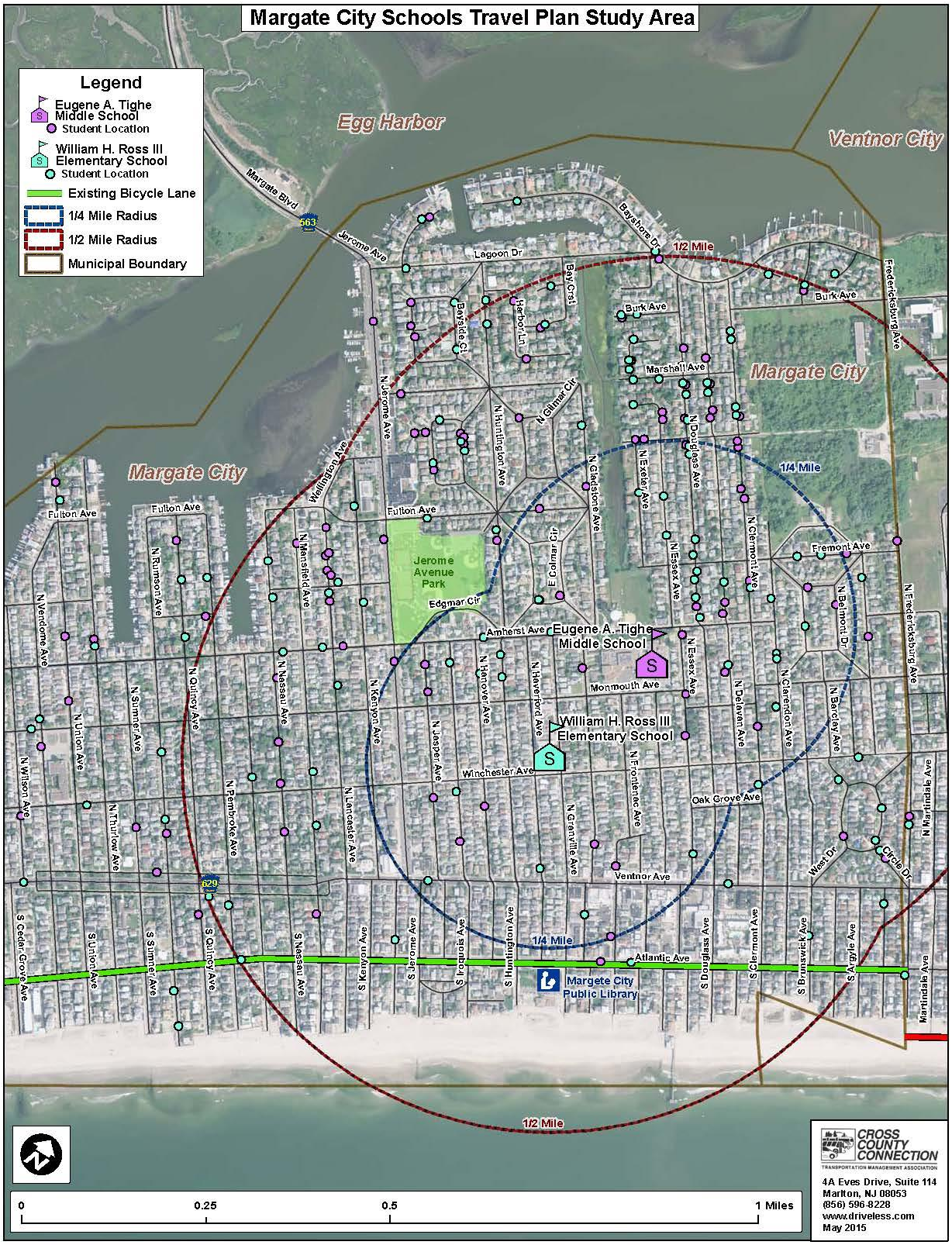
School Descriptions

William H. Ross School is located between Monmouth Avenue to the north and Winchester Avenue to the south. The Ross School is bordered by North Haverford Avenue to the west and North Granville Avenue to the east. Eugene A. Tighe Middle School is located one block north of Ross School. It is bordered by Amherst Avenue to the north, North Essex Avenue to the east, Monmouth Avenue to the south, and North Gladstone Avenue to the west. The two schools are a five minute walk from each other. Both schools are located in an urban area characterized by a grid pattern. Jerome Avenue Park is located to the west of Tighe School and two blocks northwest of Ross School, as shown in Map 1. Bicycle racks are located on the east side of Tighe Middle School and on the south side of Ross Elementary School.

Margate City School District is a walking district. The City's compact grid system is conducive to walking and bicycling to school where appropriate infrastructure exists, and sidewalks are located on the majority of streets throughout the City. Much of the City consists of single family residential homes, and Atlantic Avenue and Ventnor Avenue serve as the community's main commercial corridors between Haverford Avenue and Douglas Avenue. Attractions such as Lucy the Elephant, Wawa, Margate City Historical Museum, Margate City Public Library, and other local businesses reside in these areas. In the summer, Margate City is a popular tourist destination and students participating in activities organized by the school district must cross these roads to attend environmental courses at the beach

Margate SRTS Working Group Meeting

Map 1: Margate City Schools Travel Plan Study Area



Working Group

This Travel Plan was developed by Cross County Connection in partnership with the SRTS working group members listed below. Monica Coffey, Chairperson of the Sustainable Margate Board, was the primary contact for the Travel Plan and coordinated input from the Margate City School District and the City.

Table 1: Margate School District SRTS Working Group

Organization	Role	Contact
Cross County Connection TMA	SRTS Program Assistance	Sean Schweitzer, Research Assistant; Schweitzer@driveless.com
Green Team of Margate City	SRTS Champion	Monica Coffey, Atlantic County Utilities Authority Communications Manager; Mcoffey@acua.com
Margate City School District	Implementation	John DiNicola, Superintendent; jdinicola@margateschools.org
Public Works, Margate City	Implementation	Franz Adler, Public Works City of Margate
Public Works, Margate City	Implementation	Brenda Taube, Commissioner of Public Works; commissionertaube@margate-nj.com
Margate City Zoning Office	Implementation	Roger Rubin, Zoning Officer; (609)822-5438
Remington & Vernick and Walberg	Engineering	Ed Walberg, Head Engineer; ed.walberg@rve.com
Margate City Police	Enforcement	David Wolfson, Chief of Police; wolfson_David@margate_nj.com

Bicycle Racks at Ross Elementary

CHAPTER 2: EXISTING CONDITIONS

School Policies and Practices

At the beginning of each school year, students that attend both of Margate City's schools and their parents are issued a handbook outlining school transportation policies. The handbook is available online by visiting the Margate City School District website. Margate City is a walking district for all students, with the exception of students participating in special education programs or those with disabilities. These students are provided bus services. Students are permitted to bike to school. Margate City provides crossing guards at the following intersections within the study area, which are also shown in Map 2:

- Essex at Amherst Avenue
- Gladstone at Amherst Avenue
- Granville at Monmouth Avenue
- Granville at Winchester Avenue
- Haverford at Winchester Avenue
- Haverford at Monmouth Avenue
- Huntington at Amherst Avenue
- Jerome at Amherst Avenue
- Jerome at Monmouth Avenue
- Jerome at Winchester Avenue

School is in session from 8:15 AM – 3 PM at both schools. Students who arrive early are supervised by school staff from 7:45 AM until 8:15 AM. The elementary school's policy states:

Morning Drop off locations (All doors are supervised at 8:15 AM):

- Kindergarten and Grade 1 – DOOR # 2 (Haverford Ave)
- Grades 2 and 3 – DOOR # 3B (Granville Ave)
- Grade 4 – DOOR # 6 (Granville Ave)

Afternoon pick up locations:

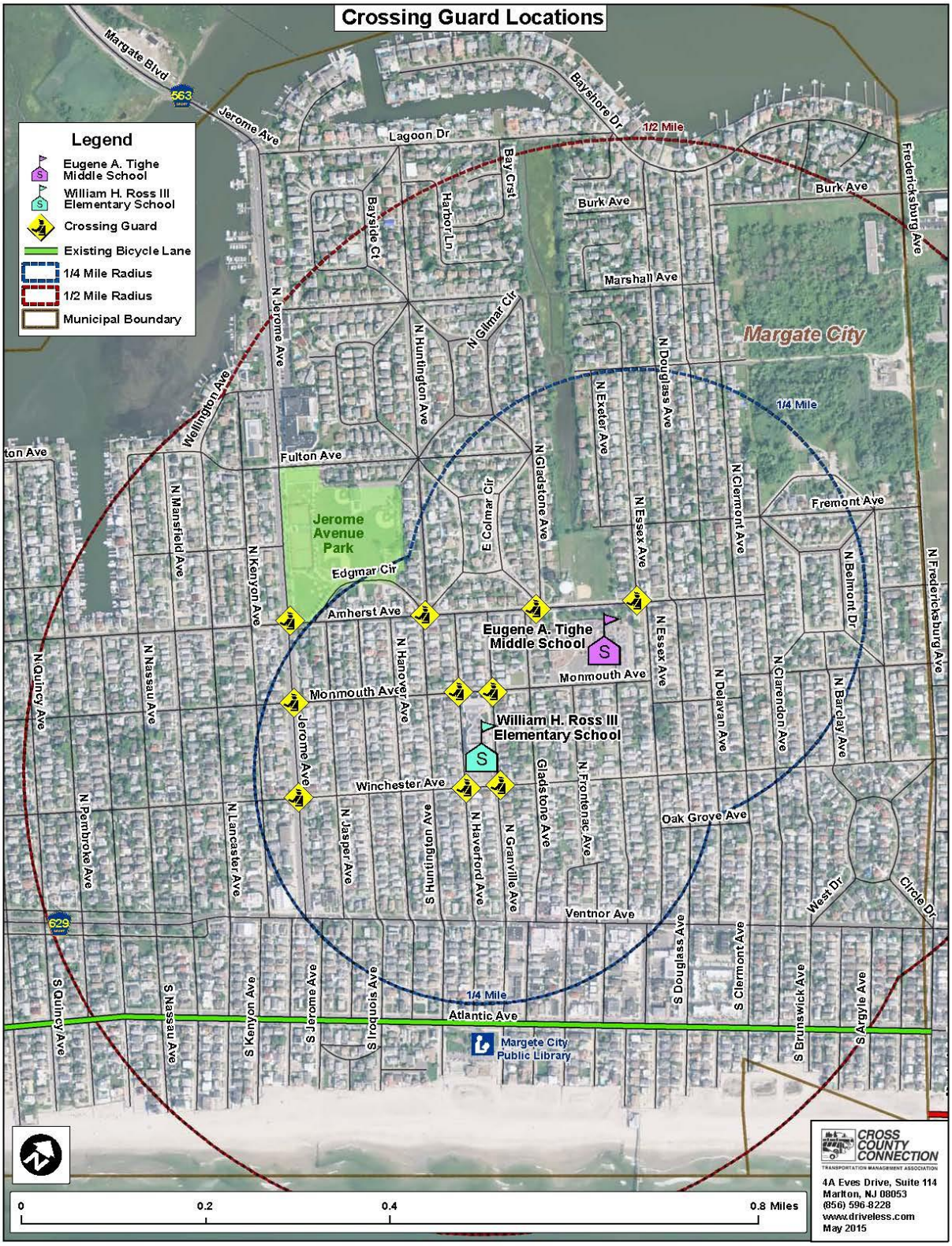
- Kindergarten and Grade 1 – DOOR #10 (Back Playground)
- Grades 2 and 3 – DOOR #3B (Granville Ave)
- Grade 4 – DOOR #6 (Granville Ave)

Students can enter or exit Tighe Middle School from either Amherst Avenue or Monmouth Avenue.

Municipal Policies and Practices

In addition to supporting the Safe Routes to School (SRTS) program, the City of Margate has demonstrated its commitment to improving safety for pedestrians, bicyclists, and other roadway users by adopting a Complete Streets policy. Complete Streets are roadways designed for users of all modes of travel, regardless of age or ability. While a Complete Street will vary depending on local context, these roadways often include elements such as sidewalks, crosswalks, curb ramps, bicycle lanes, and transit shelters. Adopting a Complete Streets policy directs transportation planners,

Map 2: Study Area Crossing Guard Locations



engineers, and other government staff and officials to consider and balance the needs of everyone in roadway projects. A Complete Streets policy is not a mandate to rebuild the entire roadway network, but rather it formalizes the idea and practice of routinely accommodating all roadway users in transportation projects.

Margate adopted its Complete Streets policy in September 2013. This initiative complements and supports the Safe Routes to School (SRTS) program as the City routinely considers all roadway users, including children, in transportation projects. Findings from the Margate School District Travel Plan should be considered during the implementation of the City's Complete Streets policy, particularly for projects in the vicinity of Tighe Middle School and Ross Elementary School.

Recent Grants

Margate City has received various grants in 2014 that have helped to support infrastructure improvements and maintain current pedestrian infrastructure. The grants Margate City received in 2014 are:

- Clean Communities----------$26,915.74
- Sustainable Jersey Capacity Building Grant----------$2,000.00
- Neighborhood Community Revitalization----------$354,664.00
- Community Development Block Grant----------$375,000.00

Margate has used these grants to trim trees and shrubbery from sidewalks and roads as well as maintain existing road/pedestrian infrastructure.

The **Clean Communities Grant** is intended for programs that cater to litter cleanup and removal. The grant also allows for the removal of graffiti and educational programs that help to promote clean communities.

The **Sustainable Jersey Capacity Building Grant** funds can be used for school green team expenses. Funding does not have to be for project-specific activities, although grant funding may be used for a project that will earn points for an Action Item in the Sustainable Jersey for Schools program.

The **Neighborhood Community Revitalization Grant** can be used for Catalytic Projects, Transformative Neighborhood Projects, Innovation Projects, and Recreational, Cultural and Park Land Amenities. More specifically, the funding from this grant can help to expand or rehabilitate commercial and mixed use buildings within a commercial district or can be used in residential areas as well.

The **Community Development Block Grant** will be allocated for the improvement and installation of ADA accessibility improvements, such as curb ramps, sidewalks, crosswalks, etc. and storm water drainage around Eugene A. Tighe Middle School.

Travel Mode

Student Travel Tallies were conducted by teachers at Ross Elementary and Tighe Middle School in the fall of 2014 over one week. Travel Mode results are shown in Table 2.

Table 2: Student Population Travel Mode

Travel Mode	William H. Ross Elementary School		Eugene A. Tighe Middle School	
	Students	% Total	Students	% Total
Walk	23	12%	43	21%
Bike	10	5%	31	15%
Bus	13	7%	8	4%
Dropped Off	146	76%	124	60%
Total Students	192	100%	206	100%

Out of 398 students that attend both schools, approximately 68% are driven to school. The results of the Student Travel Tally are indicative of the vehicle congestion observed at student arrival and dismissal times. Parents feel that congestion around both schools in the morning and afternoon makes it dangerous for students to walk to school, which is why they drive their children to school. However, this only further contributes to arrival and dismissal congestion.

Bicycle Facilities

There is one bikeway in Margate City: the Atlantic Avenue bicycle lanes which extend 1.6 miles along Atlantic Avenue from North Fredericksburg Avenue in Margate City to Longport Township, south of Margate City. This facility continues for another 1.4 miles in Longport Township.

There are currently no bikeways that connect to either Ross Elementary or Tighe Middle school. However, the Margate City School District does allow students to bicycle to and from school and provides uncovered bicycle parking at both schools. Bicycle racks are located on the east side of Tighe Middle School and on the south side of Ross Elementary School.

Bicycle Lanes on Atlantic Avenue

Bicycle and Pedestrian Crashes

Between 2009 and 2013, there were 24 crashes involving pedestrians and 24 crashes involving bicyclists in Margate City during school hours. Crash frequency was the highest in 2010 with fourteen crashes, and lowest in 2011 with six crashes. During 2009, 2012 and 2013 an average of nine crashes occurred involving either a pedestrian or bicyclist.

Several crashes within a mile radius occurred around Ross Elementary and Tighe Middle School, including two crashes involving bicyclists on Winchester Avenue and a pedestrian on North Delaware Avenue, which can be seen on Map 3. A large portion of bicycle and pedestrian crashes occurred on Ventnor Avenue, but car crashes were most common along Atlantic Avenue, as shown in Map 3. This roadway represents the most significant safety concern for pedestrians and bicyclists in the City due to its crash history, four-lane configuration, and the presence of many unsignalized intersections. In total, there were nineteen crashes involving either a pedestrian or bicyclist on Atlantic Avenue between 2009 and 2013 as shown in Table 3. Locations where more than one crash was reported include:

Table 3: Bicycle and Pedestrian Crash Locations (2009-2013)

Crash Location	Number of Crashes (pedestrian and Bicyclists)
Atlantic Avenue and North Jefferson Avenue	**2**
Atlantic Avenue and North Kenyon Avenue	**2**
Atlantic Avenue and North Huntington Avenue	**2**
Atlantic Avenue and North Frontenac Avenue	**2**
Ventnor Avenue and North Jefferson Avenue	**3**
Ventnor Avenue and North Washington Avenue	**3**
Ventnor Avenue and North Kenyon Avenue	**2**
Ventnor Avenue and North Huntington Avenue	**3**
Total	**19**

Of the 48 bicycle and pedestrian crashes reported in the last five years, seven occurred on streets that might be travelled by schoolchildren between the hours of 7:00 a.m. to 9:00 a.m. and 2:30 p.m. to 5:00 p.m.

Map 3: Study Area Bicycle and Pedestrian Crash Locations

CHAPTER 3: INFRASTRUCTURE IMPROVEMENT STRATEGIES

Communities can implement a variety of infrastructure improvements to enhance safety for bicyclists and pedestrians and facilitate safe and convenient student travel to and from school. This chapter provides a brief overview of common pedestrian and bicycle facilities, some of which are identified as potential improvements in Chapter 4. This chapter is intended to familiarize readers with these design treatments, but does not provide an exhaustive list of potential infrastructure improvements. Additionally, this chapter is not intended to serve as a design guide. Project designers and engineers should consult the respective engineering guidance when designing and implementing these facilities, such as American Association of State Highway and Transportation Officials' (AASHTO) *A Policy on Geometric Design of Highway and Streets*, AASHTO's Guide for the Development of Bicycle Facilities, the Federal Highway Administration's Manual on Uniform Traffic Control Devices (MUTCD), the National Association of City Transportation Officials' (NATCO) Urban Bikeway Design Guide, NJDOT's Roadway Design Manual, and others.

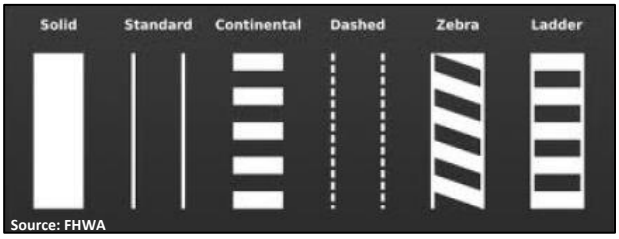
Pedestrian Improvements

Sidewalks: Sidewalks are travel lanes for pedestrians. These facilities separate pedestrian travel from motor vehicle traffic, which greatly increases safety for walkers. Sidewalks are typically a minimum of five-feet wide and are often made of concrete, asphalt, or other materials. Biking on sidewalks is permitted in Margate City; however sidewalks are not designed for bicycle travel. Bicycling on sidewalks can result in conflicts with pedestrians, which may create safety concerns. While it is appropriate for young children to ride on sidewalks with parental supervision, it may be appropriate for older children that receive bicycle safety education to ride on roadways that safely accommodate bike travel. Students at any age should always wear a properly fitted bicycle helmet.

Sidewalk on Jerome Avenue in Margate, NJ

Curb Ramps: Curb ramps provide access to sidewalks from the roadway, which is particularly important for people using wheelchairs, parents with strollers, or individuals that have difficulty stepping up and down curbs. Newly constructed or altered roadway projects are required to incorporate curb ramps in accordance with the Americans with Disabilities Act (ADA) design guidelines. ADA requirements also specify that curb ramps must be equipped with detectable warning surfaces (DWS) that provide a warning to visually impaired pedestrians. Separate curb ramps should be provided for each crosswalk, as opposed to a single ramp at a corner for both crosswalks, because visually impaired individuals use these ramps to orient themselves toward crosswalks.

ADA-compliant curb ramps in North Wildwood, NJ



Marked Crosswalks: Crosswalks exist at every intersection, regardless of whether they are marked with paint. Marked crosswalks, however, indicate preferred locations for pedestrians to cross, and help alert motorists to pedestrian crossing locations. Additionally, in New Jersey, motorists are required to stop for pedestrians in marked crosswalks, but are only required to yield to pedestrians in unmarked crosswalks. Marked crosswalks may also be used to indicate school walking routes, and may be desirable to install in locations where there are many pedestrians, such as in downtown areas and near schools. There are a variety of marked crosswalks that are permitted by the Manual on Uniform Traffic Control Devices (MUTCD), which are shown above. Solid, continental, zebra, and ladder crosswalks are more visible to motorists and are known as high-visibility crosswalks.

Crossing Islands: Crossing islands, or pedestrian refuge islands, are raised islands located in the center of a roadway at an intersection or mid-block crosswalk. These facilities provide pedestrians with a safe place to stop halfway across a roadway to deal with vehicle traffic traveling in one direction at a time. Slower-paced pedestrians can feel more comfortable crossing the street when crossing islands are present, and the installation of these facilities has been shown to decrease pedestrian-vehicle collisions and reduce vehicle speeds.


Pedestrian crossing island in West Windsor, NJ

Source: West Windsor Bicycle and Pedestrian Alliance

Curb Extensions: Curb extensions, also known as bump-outs or bulb-outs, extend the sidewalk or curb line into a parking lane, which reduces street width at an intersection. This improves pedestrian crossings by reducing the distance required to cross the street. These facilities also increase visibility for pedestrians since motorists are prevented from parking in or too close to a crosswalk. Curb extensions should only be used where there is a parking lane, and where transit and bicyclists would be traveling outside the curb edge.


Curb extension in Woodbury, NJ


Low-cost curb extension in Washington DC

Signage: Pedestrian crossing signs may be used to complement crosswalks, and can be helpful in alerting motorists to busy crossing locations. This signage includes traditional pedestrian crossing signs, school-specific crossing signs, and rectangular rapid flashing beacons (RRFBs), which emit a flashing yellow light when activated by a pedestrian, and others.


Pedestrian crossing signage in Woolwich, NJ

In-street signs can be installed at uncontrolled, mid-block pedestrian crossings to help to make crosswalks more visible to drivers and encourage them to stop for pedestrians. These signs can only be installed at mid-block locations as they are prohibited by the 2009 MUTCD at signalized intersections. These signs can be permanently installed in the roadway or mounted on a portable base, which allows them to be easily taken in and out of the street. These signs must reflect the respective state law regarding whether motorists are required to yield or stop for pedestrians in a crosswalk. New Jersey law requires pedestrians to stop and stay stopped for pedestrians crossing the roadway within any marked crosswalk.


In-street sign in Buena, NJ

Bicycle Improvements

Bicycle Routes: Bicycle routes are a type of on-road bikeway. These facilities designate preferred routes for bicycle travel and indicate that a roadway is a shared travel environment for bicyclists and motorists. Bicycle routes can be marked with signage, such as “bike route” or “share the road” signs. These facilities may also be marked with “sharrow” pavement markings. These markings inform motorists to expect bicyclists and show bicyclists where to ride. Bicycle route and share the road signs can also provide bicyclists with wayfinding assistance. These treatments are preferable on low-speed, low-volume roadways.


Sharrows in Ocean City, NJ

Bike route marked with signage in Woodstown, NJ

Bicycle Lanes: Bicycle lanes are another type of on-street bikeway. The installation of bicycle lanes designates space on a roadway for bicyclists with striping and pavement markings. These lanes, which are typically a minimum of five feet wide, are for the exclusive use of bicyclists and help to reduce conflicts between motorists and bicyclists. As previously mentioned, Margate installed bicycle lanes on Atlantic Avenue to facilitate bicycle travel across the City.


Bicycle lanes in Wildwood Crest, NJ

There are two additional types of bicycle lanes that can provide additional separation between motorists and bicyclists. Buffered bicycle lanes further enhance safety by increasing the space between motorists and bicyclists with a painted buffer. This creates additional passing distance and creates a sense of increased safety. These buffers are typically a minimum of two-feet wide. Protected bicycle lanes, also known as cycle tracks, include a physical barrier, such as planters or flexible plastic bollards, to further enhance comfort and safety for bicyclists riding in the roadway.


Buffered bicycle lane in Ocean City, NJ provides extra separation between motorists and bicyclists


Cycle track in Ocean City, NJ physically separates bicyclists from motorist and pedestrians with curbs and parked vehicles


Students bicycle to a local elementary school on a protected bicycle lane in Austin, TX

Source: Nathan Wilkes, Austin Transportation Department

CHAPTER 4: AUDIT FINDINGS AND CORRIDOR RECOMMENDATIONS

A walking audit was conducted on November 13, 2014 to assess walking and bicycling conditions and document areas in need of infrastructure improvement. The study area consists of residential and commercial areas located within a 1/4 – 1/2 mile radius of Ross Elementary and Tighe Middle Schools. The following analysis is based on the observations from the walking audit and numerous discussions with participants from the SRTS working group, who relayed input from parents. The working group met with Cross County Connection prior to the audit to provide specific input to guide the assessment of existing conditions. The audit was held in damp weather from 11:30 AM to 4:00 PM with a temperature of approximately 45 degrees.

Corridor Selection

Due to the saturation of the student population throughout Margate City, audits were conducted along major and minor student travel corridors identified by the working group, which are shown in Map 4 and are listed below.

Major student travel corridors include:

- Winchester Avenue
- Monmouth Avenue
- Amherst Avenue

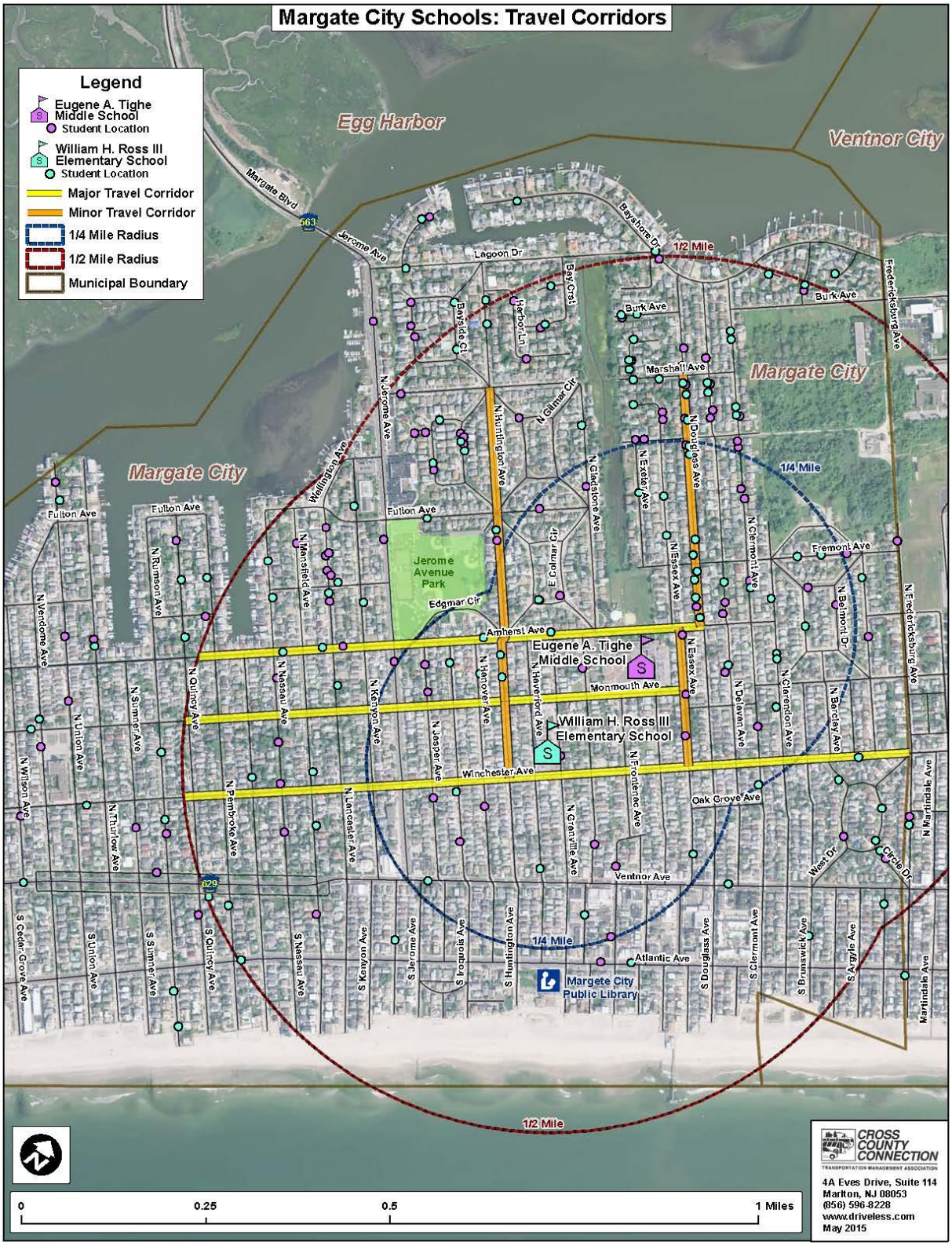
Minor student travel corridors include:

- North Huntington Avenue
- North Douglass Avenue
- North Essex Avenue

While not corridors of student travel to and from school, Atlantic Avenue and Ventnor Avenue were also audited because students have to cross both roadways during summer classes and activities conducted by Margate City School District at the beach. This chapter describes each corridor, discusses safety concerns, and suggests infrastructure improvements to enhance safety and encourage safe walking and bicycling to and from Ross Elementary and Tighe Middle School. Recommendations for improvements are shown in Map 5 and are discussed in more detail in this chapter.

These recommendations are based on an assessment of existing conditions, input from the working group, findings from the audit, sound planning judgement, and guidelines set by the American Association of State Highway and Transportation Officials (AASHTO) and the National Association of City Transportation Officials (NACTO). These recommendations are intended to enhance safety and facilitate student travel to and from school. Recommendations may include repairing or installing crosswalks, repairing or installing sidewalks, incorporating curb cuts and ADA-compliant curb ramps, improving signage, implementing bikeways, enhancing visibility, and applying traffic calming measures. Recommendations found in the Margate School District Travel Plan are general in nature, and Cross County Connection recommends that the City conduct further engineering analysis before implementing any of the suggestions in this plan.

Map 4: Major and Minor Travel Corridors in Margate City



Map 5: Recommended Infrastructure Improvements

Major Travel Corridor: Winchester Avenue

Winchester Avenue borders the Ross School to the south. Winchester Avenue is a recommended travel route for students that attend Ross School and Eugene A. Tighe Middle School due to the presence of connected pedestrian facilities and its proximity to Ross Elementary School. For the purposes of student travel, Winchester Avenue is a recommended travel corridor between North Quincy Avenue and Fredericksburg Avenue since many students live along this stretch.

Roadway Characteristics

- One-way street (east to west)
- Posted speed limit is 20 MPH in the school zone (North Jerome Avenue to North Frontenac Avenue) and 25 MPH outside of the school zone
- On-street parking is permitted on both sides of the roadway
- "No passing" signage throughout the corridor
- Continuous sidewalks on both sides of the street
- Curb cuts at most intersections, some of which are not ADA-compliant curb ramps
- Intermittent marked crosswalks at some locations along Winchester Avenue but not all. Marked crosswalk locations include where the roadway intersects Jerome Avenue, Haverford Avenue, Granville Avenue, and North Essex Avenue.
- Pedestrian crossing signage at several key locations, such as the intersections with Iroquois Avenue, Granville Avenue, and Gladstone Avenue
- Crossing guards are located at intersections with North Jerome Avenue, North Haverford Avenue, and North Granville Avenue
- At student arrival and dismissal times, an increase in congestion was observed on Winchester Avenue.

Transportation Concerns

- There have been two accidents involving bicyclists on Winchester Avenue in the study area between 2009 and 2013, and a third occurred just outside of the study area (see Map 3).
- Marked crosswalks are missing at several key intersections where student travel is likely.
- There is a lack of ADA-compliant curb ramps at many intersections along Winchester Avenue.

Recommendations

- **Implement a bikeway:** The presence of accidents involving bicyclists along Winchester Avenue indicates that this roadway is used for bicycle travel. To enhance safety for bicyclists and alert motorists to the potential presence of bicyclists, Margate City should consider creating a bikeway on Winchester Avenue. Due to the low posted speed limit, bicycle route signage or sharrows may be an appropriate treatment. To further enhance safety and separate bicyclists from motor vehicles, particularly children bicyclists, Margate may want to consider installing a bicycle lane, buffered bicycle lane, or protected bicycle lane on one side of the roadway, which would likely require removing a lane of parking on that side of the roadway.
- **Install marked crosswalks at key intersections:** While high-visibility crosswalks are installed on Winchester Avenue immediately adjacent to the Ross School, the City may want to

consider installing marked crosswalks at nearby intersections due to increased congestion at arrival and dismissals times and the likelihood that many students will utilize this major travel corridor based on student location data. The following intersections should be considered for improvements, such as installing standard or high-visibility marked crosswalks:

  - Winchester Avenue at North Gladstone Avenue
  - Winchester Avenue at North Huntington Avenue

- **Install pedestrian crossing signage at key intersections:** While pedestrian crossing signage is already located at several intersections, Margate City may want to consider installing the signage at other key locations or upgrade existing signs to models that feature flashing lights to further alert motorists to the presence of pedestrians. The following intersections, which already feature high-visibility crosswalk treatments, should be considered for the installation of pedestrian signage or signage upgrades.
  - Winchester Avenue and Jerome Avenue
  - Winchester Avenue and North Haverford Avenue (flashing signage)
  - Winchester Avenue and North Granville Avenue (flashing signage)
- **Repaint faded crosswalks:** The City should consider repainting the faded crosswalk at the intersection of Winchester Avenue and North Essex Avenue.
- **Implement ADA improvements:** Margate City should continue implementing ADA improvements throughout the corridor when feasible.

High-visibility crosswalks at the intersection of Winchester Avenue and North Haverford Avenue

Winchester Avenue at North Huntington Avenue features curb cuts and a stop bar but lacks marked crosswalks

Major Travel Corridor: Monmouth Avenue

Monmouth Avenue parallels Winchester Avenue and passes Tighe Middle School to the north and Ross Elementary to the south. Monmouth Avenue from North Quincy Avenue to North Essex Avenue was selected as a major corridor due to the presence of connected pedestrian facilities, its proximity to both schools, and connections to minor travel corridors.

Roadway Characteristics

- One-way street (west to east)
- Posted speed limit is 20 MPH in the school zone (North Hanover Avenue to North Essex Avenue) and 25 MPH outside of the school zone
- On-street parking is permitted on both sides of the roadway
- "No passing" signage throughout the corridor
- "Stop Ahead" pavement markings are located adjacent to Ross Elementary
- Continuous sidewalks on both sides of the street
- Marked crosswalks at strategic locations, such as where the roadway intersects Jerome Avenue, North Haverford Avenue, North Granville Avenue, and North Essex Avenue.
- Pedestrian crossing signage at several key locations, including intersections with North Huntington Avenue and North Granville Avenue
- Crossing guards are located at intersections with North Jerome Avenue, North Haverford Avenue, and North Granville Avenue
- There have been no crashes involving pedestrians or bicyclists along Monmouth Avenue.

Transportation Concerns

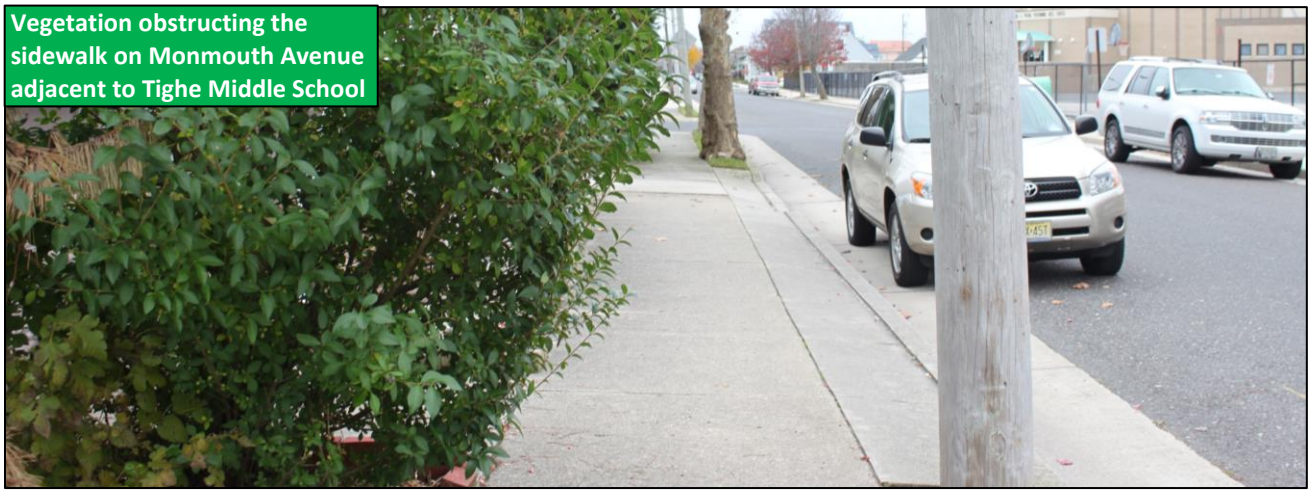
- Crosswalks are missing at several intersections where student travel is likely, such as several immediately adjacent to Tighe Middle School.
- There is a lack of ADA-compliant curb ramps at most intersections along Monmouth Avenue.
- School officials identified vehicle speeding as a safety concern along Monmouth Avenue. The posted speed limit is 20 MPH in the school zone and 25 MPH outside.
- At student arrival and dismissal times, an increase in traffic volumes was observed on Monmouth Avenue around both schools.
- Vegetation obscures the sidewalk between North Exeter Avenue and North Essex Avenue.

Recommendations

- **Implement a bikeway:** While there were no bicycle accidents along this corridor, the installation of a bikeway on Monmouth Avenue would complement the installation of one on Winchester Avenue by providing a bicycle travel option in the opposite direction. Margate City should consider creating a bikeway on Monmouth Avenue to provide this complementary route, enhance safety for bicyclists, and alert motorists to the potential presence of bicyclists. Due to the low posted speed limit, bicycle route signage or sharrows may be an appropriate treatment. To further enhance safety and separate bicyclists from motor vehicles, particularly children bicyclists, Margate may want to consider installing a bicycle lane, buffered bicycle lane, or protected bicycle lane on one side of the roadway, which likely would require removing the lane of parking on that side of the street.

- **Install marked crosswalks at key locations:** While high-visibility crosswalks are installed on Monmouth Avenue immediately adjacent to the Ross School on North Haverford Avenue and North Granville Avenue, the City should consider installing marked crosswalks at several nearby intersections due to increased congestion at arrival and dismissals times and the likelihood that many students will utilize this major travel corridor based on student location data. Improvements at these intersections would also facilitate travel to Tighe Middle School. The following intersections should be considered for improvements, such as installing standard or high-visibility marked crosswalks
    - Monmouth Avenue at North Huntington Avenue
    - Monmouth Avenue at North Gladstone Avenue
    - Monmouth Avenue at North Frontenac Avenue
    - Monmouth Avenue at North Exeter Avenue
- **Upgrade Pedestrian Crossing Signage:** The City should consider upgrading pedestrian crossing signage to models that include flashing lights at intersections with North Haverford Avenue and North Granville Avenue to enhance visibility of students at Ross School.
- **Vegetation maintenance:** Coordinate with property owners to prevent vegetation from obstructing the sidewalk, as depicted below.
- **Implement ADA improvements:** Margate should consider implementing ADA improvements throughout the corridor when feasible.

High-visibility crosswalks and pedestrian signage at Monmouth Avenue and North Haverford Avenue


Vegetation obstructing the sidewalk on Monmouth Avenue adjacent to Tighe Middle School

Major Travel Corridor: Amherst Avenue

Amherst Avenue is a two-way roadway that parallels Monmouth Avenue to the north, and Tighe Middle School is located on Amherst Avenue between North Gladstone Avenue and North Essex Avenue. Amherst Avenue between North Quincy Avenue and North Douglass Avenue was selected as a major travel corridor due to the presence of connected pedestrian facilities, its proximity to Tighe Middle School, and its connections to minor travel corridors.

Roadway Characteristics

- Two-way street
- Posted speed limit is 20 MPH in the school zone (North Gladstone Avenue to North Douglass Avenue) and 25 MPH outside of the school zone
- On-street parking is permitted on both sides of the roadway
- Continuous sidewalks on both sides of the street
- Standard marked crosswalks at "T" intersections throughout the corridor, including North Jasper Avenue, Edgmar Circle, North Iroquois Avenue, North Hanover Avenue, and North Granville Avenue
- High-visibility ladder crosswalks at strategic locations throughout the corridor, such as where the roadway intersects Jerome Avenue, North Huntington Avenue, North Gladstone Avenue, and North Essex Avenue, as well as at two mid-block locations in front of Tighe Middle School.
- Pedestrian crossing signage at several key locations, including intersections with North Hanover Avenue, North Huntington Avenue, North Granville Avenue, and North Gladstone Avenue.
- Crossing guards are located at intersections with North Jerome Avenue, North Huntington Avenue, North Haverford Avenue, and North Essex Avenue
- At student arrival and dismissal times, an increase in congestion was observed on Amherst Avenue.

High-visibility mid-block crosswalk at the entrance to Tighe Middle School

Transportation Concerns

- Students traveling east on Amherst Avenue must traverse the intersection of Amherst Avenue and North Huntington Avenue, which can be a concern for both pedestrians and bicyclists as five roadways converge at one point.
- One pedestrian accident occurred just outside of the travel corridor at the intersection of Amherst Avenue and North Delavan Avenue.
- Standard crosswalks at the intersection with North Douglass Avenue are faded.

Recommendations

- **Examine potential intersection improvements at North Huntington Avenue and Amherst Avenue:** Crossing North Huntington Avenue on the north side of Amherst Avenue can be difficult for pedestrians since five roadways converge at this point. The crossing distance is also unusually large. To enhance safety for pedestrians and motorists at this intersection, the City should examine potential safety improvements at this intersection, such as installing curb extensions, a pedestrian refuge island, additional pedestrian crossing signage, or other appropriate treatments.
- **Install in-street pedestrian crossing signs at mid-block locations:** Due to the presence of several "T" intersections and mid-block crosswalks in front of Tighe Middle School, Margate should consider purchasing and installing in-street pedestrian crossing signs to enhance awareness of pedestrians and inform motorists to stop for pedestrians. These could be installed in the roadway or mounted on a portable base for use only during arrival and dismissal hours.
- **Repaint faded crosswalks:** The City should consider repainting the faded crosswalk at the intersection of Amherst Avenue and North Douglass Avenue.
- **Implement ADA improvements:** The City should consider implementing ADA improvements throughout the corridor when feasible.

Five-point intersection at Amherst Avenue and North Huntington Avenue is difficult for pedestrians to navigate. Unusually long crosswalk depicted in the background.

Minor Travel Corridor: North Huntington Avenue

North Huntington Avenue runs from Lagoon Drive to Margate City Beach. The segment of the roadway between Winchester Avenue and Marshall Avenue was selected as a minor corridor as it connects to all three major travel corridors and is a primary roadway in the neighborhood to the northwest of Tighe Middle School. North Huntington Avenue is a two-way street; from Amherst Avenue to Margate City Beach, North Huntington is a one-way street heading north.

Roadway Characteristics

- One-way street southeast of Amherst Avenue, two-way street between Amherst Avenue and Lagoon Drive
- Posted speed limit is 20 MPH
- On-street parking is permitted on both sides of the roadway
- Continuous sidewalks on both sides of the street
- High-visibility crosswalks at the five-point intersection of North Huntington Avenue and Amherst Avenue (discussed in the Amherst Avenue section)
- Two eight-point intersections
- Crossing guard is located at intersection with Amherst Avenue

Transportation Concerns

- There are multiple intersections where more than two roads connect, several of which do not have crosswalks to guide students across the roadway or alert motorists. During the walking audit, turning conflicts between motorists were observed.

Recommendations

- **Examine potential intersection improvements at problematic intersections:** The City should examine potential intersection improvements, including installing marked crosswalks, curb extensions, and pedestrian signage at Amherst Avenue and North Huntington Avenue, North Huntington Avenue and Fulton Avenue, and North Huntington Avenue and Marshall Avenue as vehicles may approach from up to eight directions.
- **Implement ADA improvements:** The City should consider implementing ADA improvements throughout the corridor when feasible.

Seven-point intersection at North Huntington Avenue and Marshall Avenue

Minor Travel Corridor: North Douglass Avenue

North Douglass Avenue runs from Bayshore Drive to Margate City Beach. The section of North Douglass Avenue between Amherst Avenue and Marshall Avenue was selected as a minor corridor since it serves as a connection to Amherst Avenue from the neighborhood to the north of Tighe Middle School.

Roadway Characteristics

- Two-way street
- Posted speed limit is 25 MPH
- On-street parking is permitted on both sides of the roadway
- Continuous sidewalks on both sides of the street
- Standard crosswalk on the north side of the intersection of Fremont Avenue and North Douglass Avenue and a standard crosswalk on the east side of the intersection of Amherst Avenue and North Douglass Avenue.
- "Watch Children" signage throughout the corridor
- No crossing guards are located throughout the corridor

Transportation Concerns

- Lack of ADA curb ramps at intersections along North Douglass Avenue
- Faded crosswalk at the intersection of North Douglass Avenue and Amherst Avenue

Recommendations

- **Repaint faded crosswalks:** The City should consider repainting the faded crosswalk at the intersection of Amherst Avenue and North Douglass Avenue.
- **Install marked crosswalks and pedestrian signage at key locations:** The City should consider installing a marked crosswalk on the northern side of the intersection of Amherst Avenue and North Douglass Avenue, as a crosswalk already exists on the east side, and this location is the intersection of two student travel corridors.
- **Implement ADA improvements:** The City should consider implementing ADA improvements throughout the corridor.

Faded crosswalk at N Douglass Avenue and Amherst Avenue (Source: Google Maps)

Minor Travel Corridor: North Essex Avenue

North Essex Avenue is located one block southwest of North Douglass Avenue and similarly spans the entire width of the City from Bayshore Drive to the beach. The section of North Douglass Avenue between Amherst Avenue and Winchester Avenue was selected as a minor travel corridor because it links the three major travel corridors and acts as an extension of the north-south travel corridor on North Douglass Avenue for children traveling to Ross Elementary.

Roadway Characteristics

- One-way street
- Posted speed limit is 25 MPH
- On-street parking is permitted on both sides of the roadway
- Continuous sidewalks on both sides of the street
- High-visibility crosswalks at the intersections of North Essex Avenue and Amherst Avenue and North Essex Avenue and Monmouth Avenue.
- Standard crosswalks at the intersection of North Essex Avenue and Winchester Avenue
- "Watch Children" signage throughout the corridor
- Crossing guard is located at the intersection with Amherst Avenue

Transportation Concerns

- Lack of ADA curb ramps at intersections along North Essex Avenue
- Faded crosswalk at the intersection of North Essex Avenue and Winchester Avenue

Recommendations

- **Implement ADA improvements:** The City should consider implementing ADA improvements throughout the corridor when feasible.
- **Repaint faded crosswalks:** The City should consider repainting the faded crosswalk at the intersection of Winchester Avenue and North Essex Avenue.

Ladder crosswalks at Amherst Avenue and North Essex Avenue (Source: Google Maps)

Other Corridors: Atlantic Avenue and Ventnor Avenue

As stated earlier, Ventnor Avenue and Atlantic Avenue serve as Margate City's main commercial corridors. Both roadways run parallel to the Atlantic Ocean, and Atlantic Avenue connects to numerous roadways that serve as beach access points. Attractions such as Lucy the Elephant, Wawa, Margate City Historical Museum, Margate City Public Library, and other local businesses are located in these areas. While these roads are not main corridors of student travel, students have to cross them during summer classes and activities conducted by Margate City School District, such as environmental courses at the beach. The Chief of Police has stated that because Margate City is a shore town, vacationers quadruple the total population in the summer, and the increased congestion can make these roadways more difficult to cross.

Roadway Characteristics – Atlantic Avenue

- Two-way, four lane street
- Posted speed limit is 35 MPH
- On-street parking is permitted on both sides of the roadway
- Bicycle lanes marked with striping and signage
- Continuous sidewalks on both sides of the street
- Marked crosswalks at every intersection

Roadway Characteristics – Ventnor Avenue

- Two-way, two lane street
- Posted speed limit is 25 MPH
- On-street parking is permitted on both sides of the roadway
- Continuous sidewalks on both sides of the street
- Marked crosswalks at most intersections

Transportation Concerns - Atlantic Avenue

- Illegal parking was evident along Atlantic Avenue at various locations.
- Several crosswalks throughout the corridor are faded.
- There is a lack of ADA curb ramps at several intersections throughout the corridor.
- Numerous accidents involving bicyclists and pedestrians have occurred along the roadway.
- Many marked crosswalks exist at unsignalized intersections.
- During the audit, motorists were observed not stopping for pedestrians in crosswalks.
- Bicycle lane markings are dropped at intersections.

Transportation Concerns - Ventnor Avenue

- Numerous accidents involving bicyclists and pedestrians have occurred along the roadway
- Several faded crosswalks throughout the corridor
- Lack of ADA curb ramps at several intersections throughout the corridor

Recommendations

- **Implement traffic calming measures:** Margate should consider implementing traffic calming measures throughout both corridors to reduce automobile speeds such as median island narrowing, curb bump-outs, and pedestrian activated flashing light sign at major corridor intersections.
- **Radar speed signs:** Margate should consider setting up radar speed signs along these corridors to reduce automobile speeds.
- **Improve pedestrian crossings:** While pedestrian crossing signage and marked crosswalks are already located at several intersections, Margate City may want to consider installing the signage at other key locations where signage is lacking to further alert motorists to the presence of pedestrians.
- Examine the feasibility of installing curb extensions or pedestrian refuge islands to enhance pedestrian safety.
- The City should consider repainting the faded crosswalks throughout both corridors
- **Implement ADA improvements:** The City should consider implementing ADA improvements throughout the corridor when feasible.
- **Improve bicycle lane striping:** The bicycle lanes on Atlantic Avenue are dropped at intersections. Bicycle lanes are commonly dashed at intersections to alert motorists to the potential presence of bicyclists and guide bicyclists through intersections. High-visibility green paint is sometimes used at busy or problematic intersections. Margate may want to examine these treatments to enhance safety and visibility of bicyclists.
- **Enforce "No Parking" laws:** The City should consider strictly enforcing violators parking their cars in "No Parking" areas.

Illegal parking on Atlantic Avenue adjacent to the bicycle lane

CHAPTER 5: NON-INFRASTRUCTURE RECOMMENDED ACTIONS

The following are the recommended non-infrastructure actions suggested to achieve the goals of the *Margate City School District Travel Plan* by addressing the 5 E's of Safe Routes to School: Education, Encouragement, Enforcement, Engineering, and Evaluation.

Education

Education efforts are an important component in developing a sustainable Safe Routes to School Program and to relieve pedestrian and bicycle travel issues. These actions can help change a community's perception of 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 4 details the recommended Education Actions.

Table 4: Education Actions

Education Actions	Responsibility	Time Frame
Creation and distribution of educational materials to students, parents/guardians and community members	Tighe and Ross Schools/Cross County Connection TMA/NJSRTS Program	Ongoing
In-class education on safe walking practices, along with health and environmental benefits	Tighe and Ross Schools/Cross County Connection TMA/ The Brain Injury Alliance of New Jersey	Annually
Inclusion of SRTS elements in Teacher and Student Handbooks	Tighe and Ross Schools	Annually
Participate in New Jersey's SRTS Webinar Program	Tighe and Ross Schools	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.

The school district should continue to take advantage of Cross County Connection's 1st-3rd Grade Pedestrian Program on an annual basis. Additional information about the Pedestrian Safety Program is available on Cross County Connection TMA's website: (http://driveless.com/TransportationPlanning/SafeRoutes.html). 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. Many schools in southern New Jersey use the Pedestrian Program as a building block for their SRTS programs.

To supplement Cross County Connection's 1st-3rd Grade Pedestrian Program, it would be beneficial to the health and wellbeing of students for the Margate City School District to also take advantage of other programs available to schools which teach children safe bicycling and walking, such as the Brain Injury Alliance of New Jersey (http://bianj.org/).

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. These programs are essential to building the momentum necessary to significantly change school travel habits. The School District's Walking Wednesday program is an excellent example of an encouragement program.

Walk to School Day at Ross Elementary

Margate City School District has coordinated a Walking Wednesday encouragement program. Each Wednesday, students are asked to walk or ride their bike to school. Students that participate earn stickers. At the end of each school year, students that earn the most stickers are entered into a raffle to win a gift certificate from a local store.

Table 5: Encouragement Actions

Encouragement Actions	Responsibility	Time Frame
Walking Wednesdays	Tighe and Ross Schools	Weekly
Walking School Bus (WSB) Pilot Program	Ross School/Cross County Connection TMA	Monthly
Satellite Drop Off Program/Walking School Bus	Tighe and Ross Schools/Cross County Connection TMA	Monthly
Bicycle Rodeo	Tighe and Ross Schools/Cross County Connection TMA	Fall 2015/Spring 2016
Participation in International Walk to School Day	Tighe and Ross Schools	Annually in October
Participation in International Bike to School Day	Tighe and Ross Schools	Annually in May
Golden Sneaker Award Pilot	Tighe and Ross Schools	Ongoing

A Walking School Bus (WSB) is a group of children walking to school along a fixed route with one or more adults. It is suggested that both schools develop a pilot program during the school year. By doing so, younger students will be given the opportunity to learn about safe pedestrian practices, while familiarizing themselves with their neighborhoods.

The SRTS Team should explore the opportunity to organize a Satellite Drop-off Program if a WSB program is not undertaken. Much like a Walking School Bus, students are asked to meet school faculty at a designated location where the group then walks to the school. It is suggested that these events be coordinated at various times throughout the year to ensure sustainability and keep

momentum going through future years. Cross County Connection will work with the school district to identify safe satellite drop-off locations based upon where students reside.

Cross County Connection can assist the school district in the planning of a bicycle rodeo on school grounds. Bicycle rodeos are used to teach a large group of schoolchildren safe bicycling practices, such as how to fit a helmet, signal for turns, and come to quick stops.

To further promote walking and bicycling, each school should participate in International Walk to School Day and International Bike to School Day, which are held in the months of October and May, respectively. School events may be registered online by visiting www.walkbiketoschool.org. International Walk to School Day in October can act as the official annual kick off to the schools' SRTS Programs.

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." A Golden Sneaker Award 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.

Enforcement

Enforcement of safe and lawful travel behavior around schools, on all travel corridors and throughout the City is important to ensuring a safe walking environment for children.

Table 6: Enforcement Actions

Enforcement Action	Responsibility	Time Frame
Speed Enforcement	Margate City Police	Ongoing
Stop for pedestrians in crosswalks enforcement	Margate City Police	Ongoing
Parking Enforcement	Margate City Police	Ongoing
Property Maintenance Enforcement	Margate City Public Works	Ongoing

Roadways around each school should be targeted for immediate enforcement due to concerns about speeding and a lack of adherence to crosswalk regulations. In addition to existing efforts, participation in New Jersey's Pedestrian Decoy Safety Program[1] should be considered. This program has been a successful enforcement tool in many New Jersey communities to ensure that vehicles stop for pedestrians in crosswalks and obey New Jersey's "Stop and Stay Stopped" law (NJ 39:4-36).

While performing walking audits, it was noticed that Monmouth Avenue had sidewalks obstructed by vegetation. Sidewalk maintenance throughout Margate City is 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, improves visibility, 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.

[1] "Cops in Crosswalks: Pedestrian Decoy Enforcement in New Jersey", Pedestrian and Bicycle Information Center. Accessed on 12/9/2014, http://www.pedbikeinfo.org/data/library/details.cfm?id=4649

As mentioned in Chapter 4, illegal parking was observed along Atlantic Avenue. This can impede motorists' ability to see pedestrians in crosswalks. Parking laws should be enforced to deter this behavior.

Engineering

Engineering recommendations in this Travel Plan are discussed in Chapter 4 and shown on Map 5 on Page 17. These recommendations focus on safety improvements throughout the study area, most of which can be implemented in a relatively short timeframe. These recommendations are general in nature and should be examined in more detail. Any improvement would require further engineering analysis and would be subject to appropriate design guidelines and regulations, such as the Manual on Uniform Traffic Control Devices (MUTCD).

Evaluation

Determining participation in walking and biking programs, and parent concerns is an important part of a SRTS program. Evaluating these factors allows school staff to determine the success of their SRTS activities and how they might best prioritize and modify their efforts to encourage more children to walk and bike to school.

Table 7: Evaluation Actions

Evaluation Action	Responsibility	Time Frame
Student Travel Tally	Tighe and Ross Schools	2014-2015 School Year; Quarterly
Parent Survey	Tighe and Ross Schools Cross County Connection TMA Voorhees Transportation Center	2014-2015 School Year; Annually

Margate City School District conducted student travel tallies in the fall of 2014. Student tallies are held in-class by school staff to determine how children arrived at school that day. Tallies should be held at regular intervals to determine the impact of SRTS activities in student travel choices (usually held week long to gain better accuracy). Tallies should also be compared quarterly to measure success. Parent surveys may be sent home with children or distributed to parents electronically to determine parent attitudes and concerns about children walking or biking to school.

CHAPTER 6: CONCLUSION

William H. Ross Elementary School and Eugene A. Tighe Middle School are committed to increasing the number of children who walk to school through safety improvements and programs that encourage walking and educate students about safety procedures. The municipality and school district currently address child walking safety by providing crossing guards at busy intersections and providing a Safe Routes to School Program that includes both education and encouragement activities. *The Margate City School District Travel Plan* was developed to address the school district's interest in improving walking programs, and the continued concerns about existing and potential safety issues due to speeding, road crossings and pedestrian infrastructure gaps in the community it serves.

Next Steps

Implementation of this plan and the sustained success of any effort to increase walking and bicycling to school will require continued partnership among local and regional organizations. Infrastructure improvements must be employed alongside hands-on education and encouragement programs to maintain momentum towards achieving the goals set forth by the SRTS Team. The following entities should undertake the actions listed below and outlined in more detail through this document to implement the Margate School Travel Plan.

- Margate City and the School District should collaborate to pursue the SRTS Infrastructure grants and other grants administered by NJDOT and SJTPO to implement recommendations identified in Chapter 4, such as repainting crosswalks, installing additional pedestrian signage, implementing bikeways, and other pedestrian safety improvements.
- The School District, Cross County Connection, and the Brain Injury Alliance should continue to facilitate pedestrian safety education and encouragement activities.
- Margate City Police Department should continue enforcement efforts and consider participating in the pedestrian safety decoy program to increase compliance with New Jersey's "Stop and Stay Stopped" law.
- Margate City School District, Cross County Connection, and the Voorhees Transportation Center should continue evaluation efforts, such as conducting student travel tallies and parent surveys, in order to modify the SRTS program, where necessary.

Funding Resources

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 Ross Elementary and Tighe Middle School students walking and bicycling to school. These funding programs are competitive, have deadlines and the application process requires time to complete. In addition, the programs listed below 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 federally funded 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 (TE) 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. NJDOT is providing the 20% match required under the new MAP-21 legislation. Eligible project sponsors for TAP funds include local and regional governments, transit agencies, school districts and individual schools.

Municipal Aid Program

Municipal Aid is a state-funded program administered by NJDOT for roadway and bridge improvements, which may include the installation of bicycle and pedestrian facilities. 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. Projects awarded funds in 2014 included the reconstruction of Amherst Avenue.

School districts and individual schools are not eligible to apply for these funds directly, but they 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 three funding programs contact:

New Jersey Department of Transportation (NJDOT)
Website: http://www.state.nj.us/transportation/business/localaid/
District Manager, NJDOT
1 Executive Campus
Route 70 West, 3rd Floor
Cherry Hill, NJ 08002
Phone: 856-486-6618
Fax: 856-486-6771

Summary

The Margate City Student Travel Plan was created through the collaboration of the Margate City Safe Routes to School working group and Cross County Connection TMA. This Travel Plan was undertaken to address Margate City School District's interest in improving/incorporating new pedestrian infrastructure to create a safer walking and bicycling environment for students to get to and from school. The Travel Plan outlines the potential safety issues and concerns regarding pedestrian infrastructure within close proximity to both William H. Ross Elementary and Eugene A. Tighe Middle School and offers recommendations to the areas of concern which are defined in this Travel Plan.

The sustained success of any effort to increase walking and bicycling to school will require continued partnership among local and regional organizations. Infrastructure improvements must coincide with hands-on education and encouragement programs to maintain momentum towards achieving goals set forth by the Safe Routes to School working group. Both William H. Ross Elementary and Eugene A. Tighe Middle School and the City have demonstrated, through current and past efforts, that they are committed to creating a community that promotes healthy and active lifestyle for students, as well as providing a safe environment for walking and bicycling.