

# 2022 NJ Safe Routes to School Academy

Held September 8 – September 29, 2022  
Survey Results & Lessons Learned



**RUTGERS**

Edward J. Bloustein School  
of Planning and Public Policy

# Acknowledgements

This report is supported by the New Jersey Department of Transportation with funding from the United States Department of Transportation's Federal Highway Administration. New Jersey and the United States Government assume no liability for its contents or its use thereof.

The Safe Routes Academy was hosted and organized by the Alan M. Voorhees Transportation Center (VTC) which is housed at the Edward J. Bloustein School of Planning and Public Policy as part of Rutgers, The State University of New Jersey. Civic Eye Collaborative (CEC) provided support with technical assistance and visuals. Thank you to our sponsor, the NJ Department of Transportation for supporting this effort.

## Report Author

Martin Balcazar

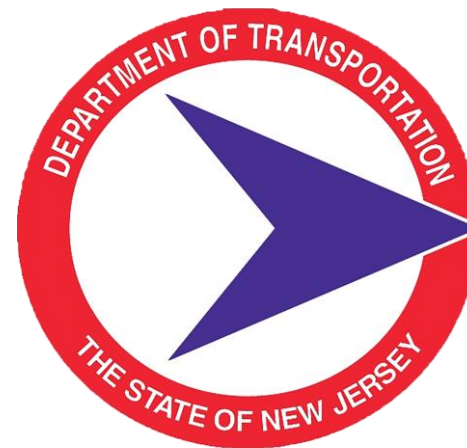
## Report Contributors

Leigh Ann Von Hagen

Sean Meehan

Jon Dugan

Catherine Bull



# Safe Routes Academy - Overview



- The Safe Routes Academy for 2022 was hosted by the Safe Routes Resource Center at Rutgers University with support from the NJ Department of Transportation.
- Four sessions were conducted online through Zoom Event, including registrations.
- Each session ran for a total of 75 minutes.
- Civic Eye Collaborative (CEC) managed all back-end functionality of the Academy, including:
  - pre-session tech checks for presenters
  - session countdown
  - participant entry
  - ongoing participant and speaker technical assistance
  - recording and posting recordings to YouTube Channels
  - all technical troubleshooting, when needed

# 2022 NJ Safe Routes to School Academy Sessions

Thursday,  
September 8<sup>th</sup>

*Cost-Effective  
Treatments: Testing  
Pedestrian and  
Bicycle Safety  
Improvements  
Through Temporary  
Demonstration  
Projects*

Thursday,  
September 15<sup>th</sup>

*TA Set-Aside  
Grant Training  
Webinar*

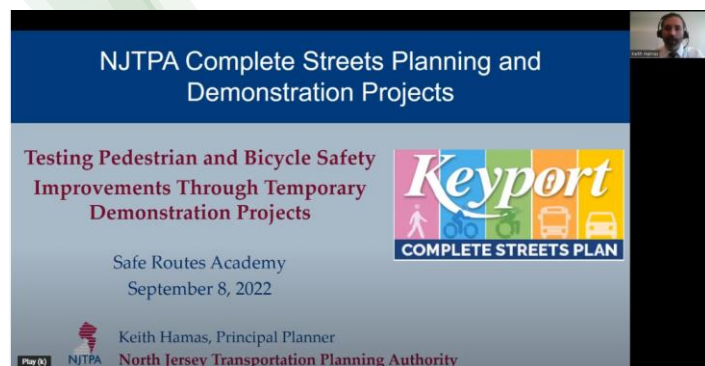
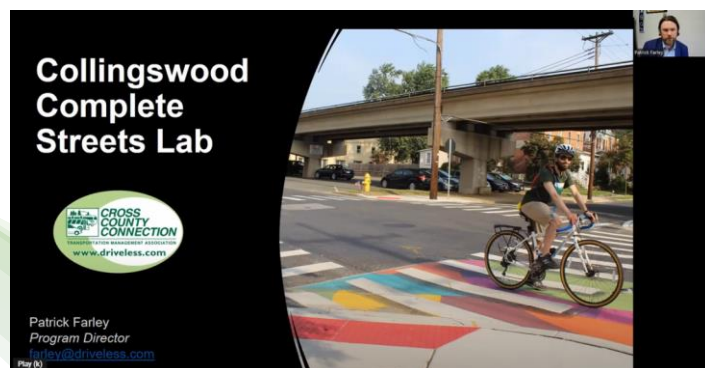
Thursday,  
September 22<sup>nd</sup>

*Prioritizing  
Safety Through  
Conducting  
Walkability &  
Bikeability  
Assessments*

Thursday,  
September 29<sup>th</sup>

*School Travel  
Plans & Planning*

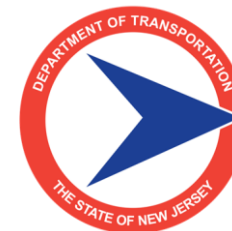
# Session 1 – Cost-Effective Treatments: Testing Pedestrian and Bicycle Safety Improvements Through Temporary Demonstration Projects



## Session Description

Temporary demonstration projects, also known as “pop-up projects,” or “quick build projects,” are a community’s “try before you buy” opportunity to test small-scale solutions for reimagining roadways and other public spaces to improve safety and quality of life for all users using inexpensive materials. Examples of demonstration projects you may see around New Jersey include temporary bike lanes, pop-up parks and seating, curb extensions, street murals, decorative crosswalks, open street events, and other innovative ideas.

This session will discuss the benefits of demonstration projects, how to approach them, and review some case studies from New Jersey.



# Session 1 – Cost-Effective Treatments: Testing Pedestrian and Bicycle Safety Improvements Through Temporary Demonstration Projects



**Leigh Ann Von Hagen,  
Moderator**

NJ Safe Routes Resource Center,  
Rutgers University



**Patrick Farley**

Cross County Connection  
Transportation Management  
Association



**James Bonanno**

Acting Director of  
Transportation, City of Asbury  
Park



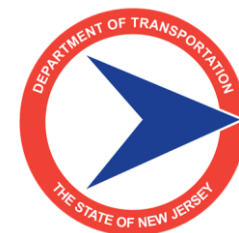
**Keith Hamas**

North Jersey Transportation  
Planning Authority



**Monika Pal**

Bloustein School, Rutgers  
University





# Session 2 – TA Set-Aside Grant Training Webinar

## Session Description

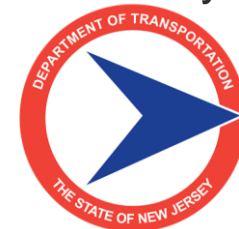
This online session will provide participants with information about applying for the Transportation Alternatives (TA) Set-Aside Program grant, administered by the New Jersey Department of Transportation (NJDOT) in partnership with the State's Metropolitan Planning Organizations. Topics that will be covered include:

- Overview of Federal Aid programs and the TA Set-Aside Program
- Detailed Review of the TA Set-Aside Application
- Grant Application Process
- Grant Resources, Tips & Strategies
- Q&A with NJDOT Local Aid Staff

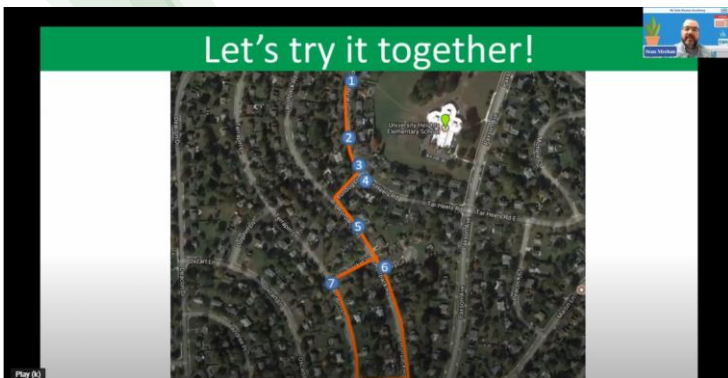
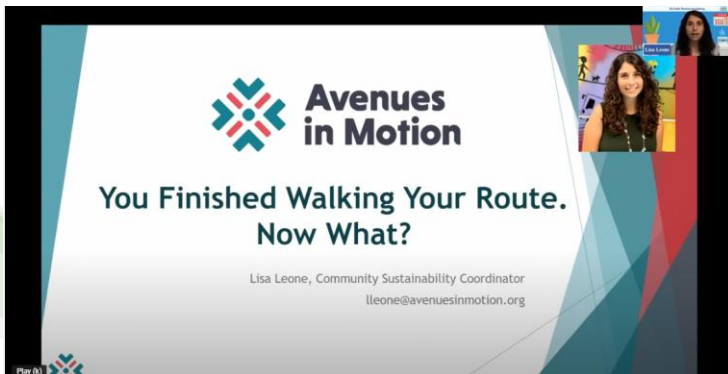
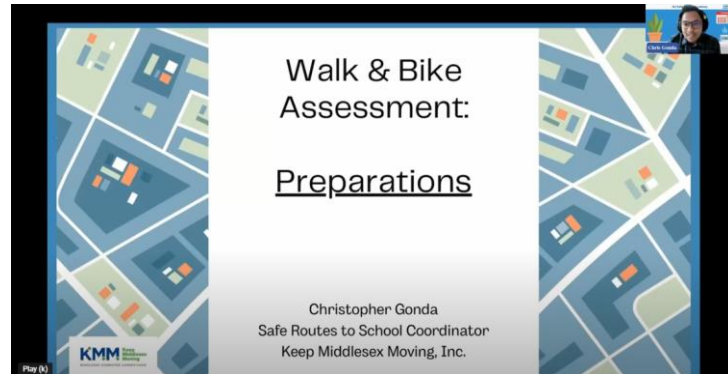
The session is designed to assist you with making your grant application stronger to turn your project into a reality.



Grants and Programs  
September 15, 2022 NJDOT Transportation Alternatives (TA) Set-Aside Program Grant Webinar



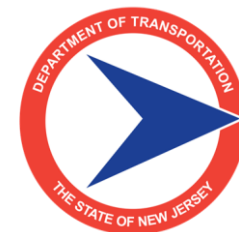
# Session 3 – Prioritizing Safety Through Conducting Walkability & Bikeability Assessments



## Session Description

Do you want to identify barriers that make it difficult for people in your community of all ages and abilities to walk? Conducting a walk or bike assessment is a great way to not only identify observations about physical conditions and feelings of comfort and safety, but also to provide a different mindset and view of walking and bicycling for participants who don't or infrequently walk or ride in your community.

This session will teach you how to coordinate your own walk or bike assessment and provide you with tips, tools, and resources for not only planning your event but setting the stage for further action to help address the barriers you identify.





# Session 3 – Prioritizing Safety Through Conducting Walkability & Bikeability Assessments



**Debra Kagan,  
Moderator**

NJ Bike & Walk Coalition



**Lisa Leone**

Avenues in Motion Transportation  
Management Association



**Chris Gonda**

Keep Middlesex Moving  
Transportation Management  
Association



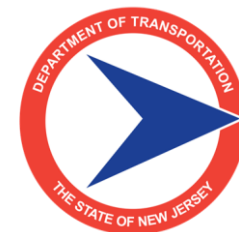
**Sean Meehan**

NJ Safe Routes Resource Center,  
Rutgers University



**Jon Dugan**

NJ Safe Routes Resource Center,  
Rutgers University



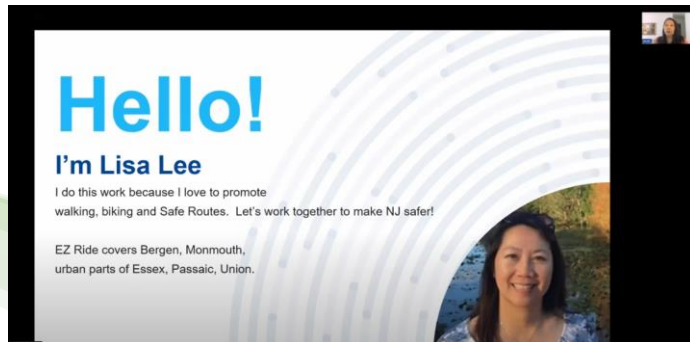
# Session 4 – Developing School Travel Plans to Make Walking & Bicycling Safer



## Session Description

Learn how to take the next step toward making lasting change in your community by completing a School Travel Plan.

This session will focus on the ins and outs of creating a School Travel Plan that will help to foster important partnerships between schools and the community, generate ideas and actions to make walking and bicycling safer and more desirable modes of transportation, and help to make your grant funding applications more competitive so your goals can become a reality.



# Session 4 – Developing School Travel Plans to Make Walking & Bicycling Safer



**Laura Torchio,  
Moderator**

Technical Advisor & Placemaking  
Director, NV5



**Sean Meehan**

NJ Safe Routes Resource Center,  
Rutgers University



**Lisa Lee**

EZ Ride Transportation  
Management Association



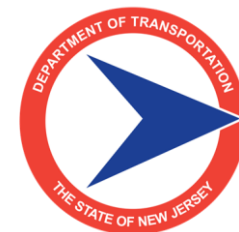
**Jon Dugan**

NJ Safe Routes Resource Center,  
Rutgers University



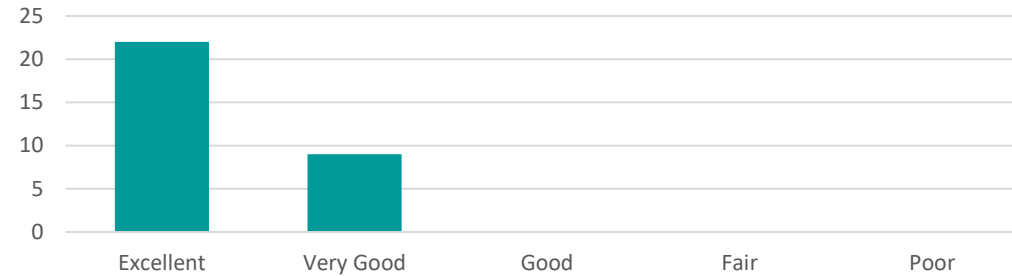
**Lisa Serieyssol**

Greater Mercer Transportation  
Management Association



# 2022 NJ Safe Routes to School Academy Sessions

Overall, how would you rate the sessions?



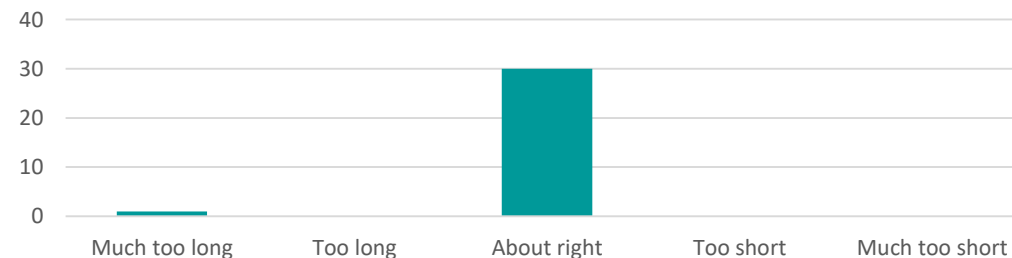
*"I liked the interactive part of the meeting - it made it more engaging than just listening to the material."*

Did the sessions broaden your knowledge on the topics?



*"Excellent to hear from people who have really done these projects. Great advice!"*

Were the sessions length too long, too short, or about right?



*"Great session. Thanks!"*

# 2022 NJ Safe Routes to School Academy Sessions

## *Cost-Effective Treatments: Testing Pedestrian and Bicycle Safety Improvements Through Temporary Demonstration Projects*

- 48 participants
- A topic one participant suggested was an overview of all the agencies involved in a project and how to access the right people within an agency.

*"Great session."*

*"I learned about activities in my community that will help me connect with the right people."*

## *Prioritizing Safety Through Conducting Walkability & Bikeability Assessments*

- 32 participants
- Participants appreciated the interactive part of the meeting. It helped to engage better in the session.

*"Great job!"*

*"I appreciated the visuals and interactive part of the webinar that allowed us to see examples to help better understand areas that we could relate to in our neighborhoods."*

## *School Travel Plans & Planning*

- 25 participants
- Participants showed interest in learning more how to advocate for pedestrians and bicyclists.

*"Great session. Thanks!"*

*"Excellent speakers."*



# Future NJ SRTS Academy Summits

---



Suggested Topics

---

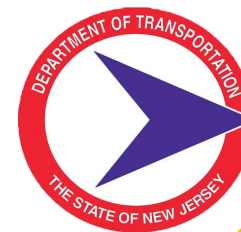


Preferred Time of Day

---



Resources to Address SRTS in the Community



Preferred  
topics/speakers  
to see at future  
NJ SRTS Academy  
sessions or in a  
webinar series

- E-scooters, do we need to educate children on how to use them?
- Techniques for safe street realization in the suburbs, i.e., less densely populated areas.
- Strategies and contacts for working with law enforcement
- Speed evaluations and technology for conducting these.

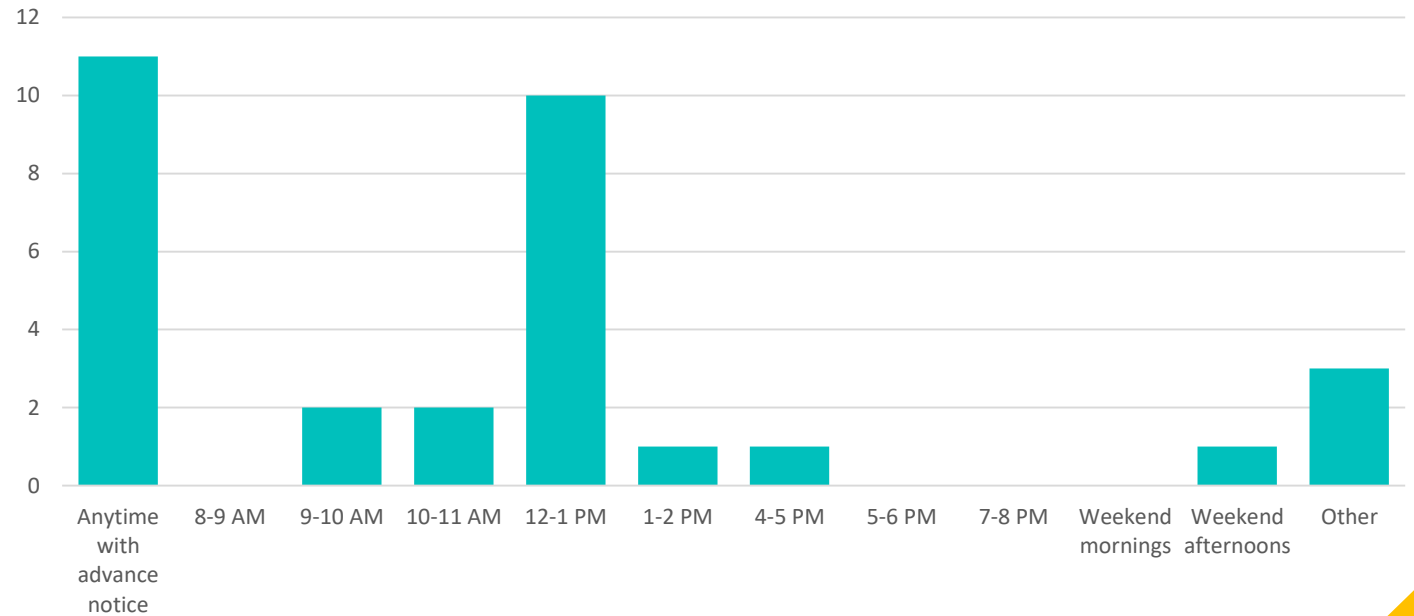
Preferred  
topics/speakers  
to see at future  
NJ SRTS Academy  
sessions or in a  
webinar series

- Success stories and “how to”:
  - Conduct walking school buses and bike trains.
  - Convince their local town councils to participate.
  - Navigate local town and county politics and management.
  - Work with town engineers on designing and implementing sidewalks, traffic calming, etc.
  - Work with town administration when they say the roads can not accommodate bike lanes. (e.g., too narrow, too many cars, too few people bicycling, etc.)

## Resources that could help address Safe Routes to School in communities

- Funding for walking school buses.
- Suggestions for communicating to parents wishing to influence their PTA's about what change is possible. So many schools have policies that forbid children from riding their bikes to school!
- Just listening to others' experiences on what does/doesn't work.
- The supplies needed to create a temporary project
- Help select grants & convincing the town that people walking and bicycling are worth protecting.
- Designs for higher-speed roads.

## Preferred time of day for sessions



Most of the participants are flexible if they are noticed with time.



Otherwise, 12 to 1 pm is the preferred time.



## Comments and feedback

- “Run one in the evenings.”
- “Maybe tack on a short tutorial ‘walk through’ or commercial of the many great resources available on your and others’ websites, so they have a better idea of what is out there.”
- “Going to another site to input observations didn't work on my phone.”
- “I liked the interactive part of the meeting - it made it more engaging than just listening to the material.”
- “I appreciated the visuals and interactive part of the webinar that allowed us to see examples to help better understand areas that we could relate to in our neighborhoods.”
- “On the one intersection with ADA ramp to cross the main road, it looked like the specs were written to put in curb cuts when they repaved the boulevard, but they did not include stripping the crosswalk cause that road was in much better shape.”

# Social Media Toolkit

A “Social Media Toolkit” was created with registration announcements and weekly reminders.

The content was approved by NJDOT Communications and shared via email with a list of over 80 partner organizations, asking them to share the posts to their own social media accounts.

## Engagement results (#SafeRoutesNJ #NJDOT)

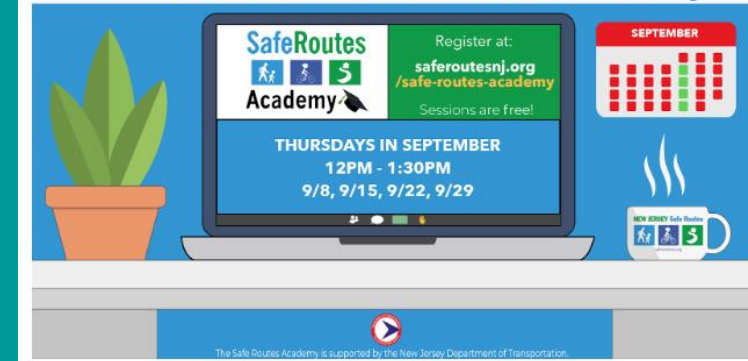
16 tweets generated 3,520 impressions and 117 engagement interactions, which include:

- 28 Retweets
- 28 Likes
- 7 Partner reposts



REGISTER NOW (8/5/22, 8/11/22, 8/25/22)

Join us at the NJ Safe Routes Academy!



Safe Routes NJ @SafeRoutesNJ · Aug 9

Interested in quick turnaround walk or bike safety projects? Learn about temporary, low cost “pop-up” options at the Safe Routes Academy! Participate in the free 2022 Safe Routes Academy sponsored by @NewJerseyDOT Register at [saferoutesnj.org/safe-routes-ac...](https://saferoutesnj.org/safe-routes-academy) #SafeRoutesNJ #NJDOT



1



4



6



# Social Media Posts

REGISTER NOW (8/10/22, 8/18/22)

- **TWITTER (max 280 characters):**

This FREE virtual summit sponsored by @NewJerseyDOT will highlight Safe Routes projects and how to make communities more walk- and bike-friendly for all.

#SafeRoutesNJ #SafeRoutesAcademy #NJDOT

Register at [saferoutesnj.org/safe-routes-academy](https://saferoutesnj.org/safe-routes-academy)

- **FACEBOOK:**

This FREE virtual summit sponsored by @NewJerseyDOT will highlight Safe Routes projects and how to make communities more walk- and bike-friendly for all.

#SafeRoutesNJ #SafeRoutesAcademy #NJDOT

Register at [saferoutesnj.org/safe-routes-academy](https://saferoutesnj.org/safe-routes-academy)





# Social Media Posts

REMINDERS THURSDAYS IN SEPTEMBER (Sept. 1, 8, 15, 22)

- **TWITTER (max 280 characters):**

The 2022 New Jersey Safe Routes Academy is on Thursdays in Sept! Register now for these FREE online sessions sponsored by @NewJerseyDOT to learn more about how to address walking and bicycling safety in your town! Register at [saferoutesnj.org/safe-routes-academy](https://saferoutesnj.org/safe-routes-academy) #SafeRoutesNJ Safe Routes Academy #NJDOT

- **FACEBOOK:**

The 2022 New Jersey Safe Routes Academy is at noon on Thursdays in Sept! Register now for these FREE online sessions sponsored by @NewJerseyDOT to learn more about how to address walking and bicycling safety in your community! Register at [saferoutesnj.org/safe-routes-academy](https://saferoutesnj.org/safe-routes-academy) #SafeRoutesNJ Safe Routes Academy #NJDOT

**2022 New Jersey  
Safe Routes Academy**  
September 8<sup>th</sup>, 15<sup>th</sup>, 22<sup>nd</sup>, & 29<sup>th</sup>  
from 12-1:30pm

Register for free at: [saferoutesnj.org/safe-routes-academy](https://saferoutesnj.org/safe-routes-academy)

SafeRoutes Academy

DEPARTMENT OF TRANSPORTATION  
THE STATE OF NEW JERSEY

# Social Media Posts

Session 1 (8/9/22, 9/6/22)

- **TWITTER (max 280 characters):**

Interested in quick turnaround walk or bike safety projects? Learn about temporary, low cost “pop-up” options at the Safe Routes Academy! Participate in the free 2022 Safe Routes Academy sponsored by @NewJerseyDOT. Register at [saferoutesnj.org/safe-routes-academy](https://saferoutesnj.org/safe-routes-academy)

#SafeRoutesNJ #NJDOT

- **FACEBOOK:**

Interested in quick turnaround walk or bike safety projects? Learn about temporary, low cost “pop-up” options at the Safe Routes Academy! Temporary demonstration projects are an opportunity to implement “try before you buy” small-scale, inexpensive road designs to advance walking and bicycling. To learn more, participate in the 2022 Safe Routes Academy sponsored by @NewJerseyDOT. Register at [saferoutesnj.org/safe-routes-academy](https://saferoutesnj.org/safe-routes-academy) #SafeRoutesNJ #SafeRoutesAcademy #NJDOT





# Social Media Posts

Session 2 (8/15/22, 9/13/22)

- **TWITTER (max 280 characters):**

Sign up for free TA Set-Aside Grant Training to learn how to apply for federal grant funding administered by @NewJerseyDOT. Register at [saferoutesnj.org/safe-routes-academy](https://saferoutesnj.org/safe-routes-academy) #SafeRoutesNJ #NJDOT

- **FACEBOOK:**

Sign up for free TA Set-Aside Grant Training, to learn how to apply for federal grant funding administered by @NewJerseyDOT.

Topics include:

- Overview of Federal Aid programs and the TA Set-Aside Program
- Detailed Review of the TA Set-Aside Application
- Grant Application Process
- Grant Resources, Tips & Strategies

Register at [saferoutesnj.org/safe-routes-academy](https://saferoutesnj.org/safe-routes-academy)  
#SafeRoutesNJ #SafeRoutesAcademy #NJDOT



**2022 New Jersey  
Safe Routes Academy**  
September 8<sup>th</sup>, 15<sup>th</sup>, 22<sup>nd</sup>, & 29<sup>th</sup>  
from 12-1:30pm

Register for free at: [saferoutesnj.org/safe-routes-academy](https://saferoutesnj.org/safe-routes-academy)

**SafeRoutes Academy**

DEPARTMENT OF TRANSPORTATION  
THE STATE OF NEW JERSEY

# Social Media Posts

Session 4 (8/29/22, 9/27/22)

- **TWITTER (max 280 characters):**

Learn how to take the next step toward making lasting change in your community by completing a School Travel Plan. Participate in the free 2022 Safe Routes Academy sponsored by @NewJerseyDOT. Register at [saferoutesnj.org/safe-routes-academy](https://saferoutesnj.org/safe-routes-academy) #SafeRoutesNJ #NJDOT

- **FACEBOOK:**

Learn how to take the next step toward making lasting change in your community by completing a School Travel Plan. Interested in learning what next steps you can take after completing your bike/walk audit? This session will focus on the details of creating a School Travel Plan and will help to foster important partnerships between schools and the community. Participate in the free 2022 Safe Routes Academy sponsored by @NewJerseyDOT. Register at [saferoutesnj.org/safe-routes-academy](https://saferoutesnj.org/safe-routes-academy) #SafeRoutesNJ Safe Routes Academy #NJDOT





# Social Media Posts

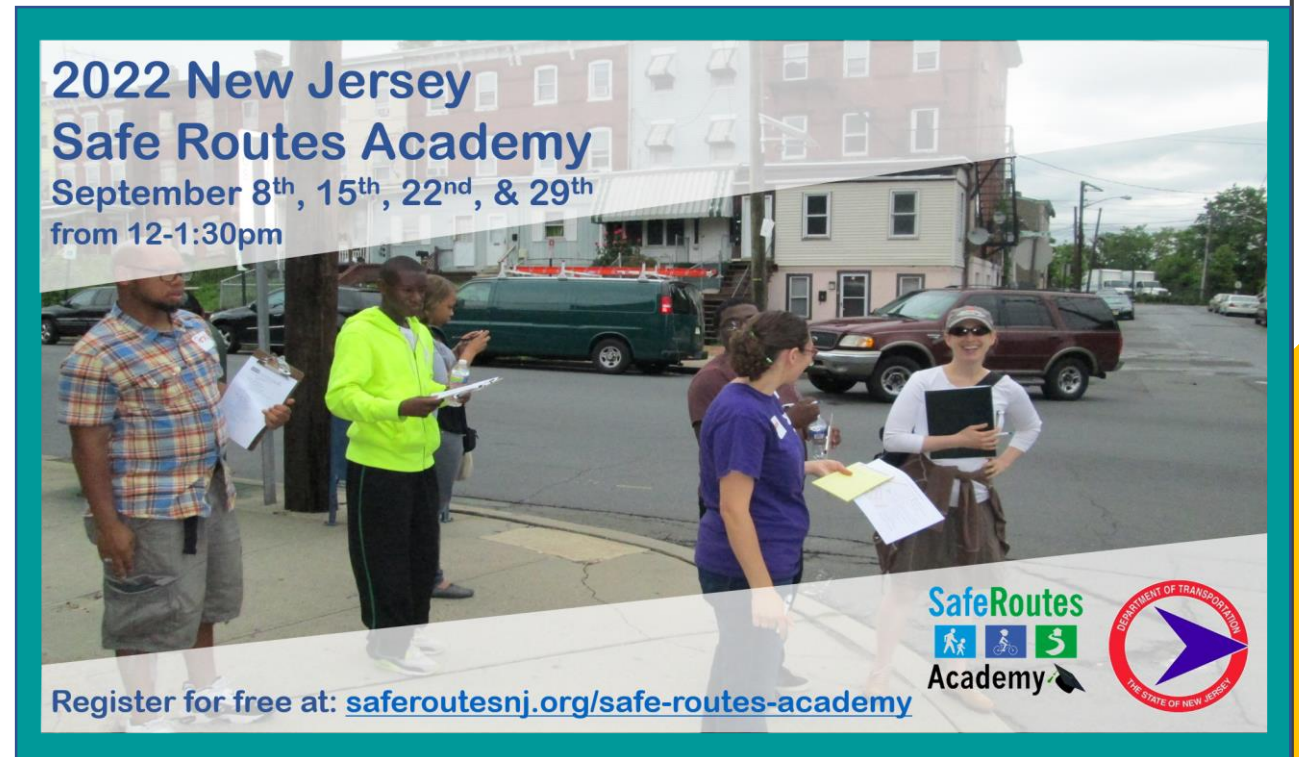
Session 3 (8/22/22, 9/20/22)

- **TWITTER (max 280 characters):**

Walk and bike audits identify barriers to travel for people of all ages and abilities. Learn how to conduct one in your town by participating in the free 2022 Safe Routes Academy sponsored by @NewJerseyDOT. Register at [saferoutesnj.org/safe-routes-academy](https://saferoutesnj.org/safe-routes-academy) #SafeRoutesNJ #NJDOT

- **FACEBOOK:**

Walk and bike audits identify barriers to travel for people of all ages and abilities. Want to learn how to coordinate your own walk/bike audit and set the stage for further action to address road safety? Participate in the free 2022 Safe Routes Academy sponsored by @NewJerseyDOT. Register at [saferoutesnj.org/safe-routes-academy](https://saferoutesnj.org/safe-routes-academy) #SafeRoutesNJ #SafeRoutesAcademy #NJDOT



# Thank You!



**RUTGERS**

Edward J. Bloustein School  
of Planning and Public Policy