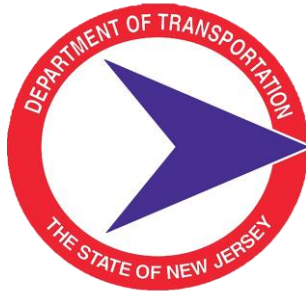


2025 NJ Safe Routes to School Academy

March 29th, 2025

Outreach Results & Lessons Learned



Acknowledgements

On behalf of the New Jersey Department of Transportation, the New Jersey 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.

Development of the New Jersey Safe Routes Academy and this report was 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.



Safe Routes Academy – Overview

The 2025 New Jersey safe Routes Academy was held in person during the New Jersey Bike & Walk Summit on Saturday, March 29th, at Princeton University in Princeton, New Jersey.

The Safe Routes Academy is designed for parents, teachers, students, municipal leaders, local volunteers, and anyone else interested in improving conditions for walking and bicycling. Participants are invited to learn about best practices and resources that they can use to increase safety and accessibility in their communities.

The 2025 Academy consisted of three sessions, the first being a double session running for 120 minutes, and the following two single sessions running for 60 minutes each.



2025 NJ Safe Routes to School Academy Sessions

Session 1
~ 35 Attendees

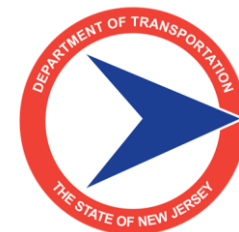
**Taking it to the
Streets -
Conducting
Walkability Audits**

Session 2
~ 25 Attendees

**How to Engage
Your Community to
Build Better Streets**

Session 3
~ 20 Attendees

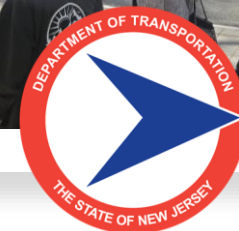
**School Zone Safety
Takes a Team**



Taking it to the Streets - Conducting Walkability Audits

In this engaging session, participants learned the fundamentals of conducting walk audits. The session focused on exploring the benefits of walkability audits, highlighting best practices, and identifying challenges and opportunities.

The session concluded with walk audit practice, equipping participants with skills to use in their own community to make it a better place to walk and bike.



Taking it to the Streets - Conducting Walkability Audits



William Riviere

Principal Planner and State Safe Routes to School Coordinator, NJDOT



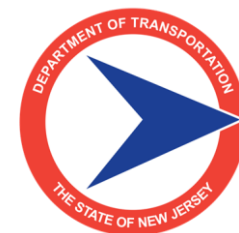
Sean Meehan

Research Project Manager – Voorhees Transportation Center, Rutgers University



James Sinclair

Senior Research Specialist - Voorhees Transportation Center, Rutgers University



How to Engage your Community to Build Better Streets

In this session, participants had the opportunity to ask local elected officials questions about advocacy and governance. The session focused on sharing lessons learned in promoting active transportation and creating a safer environment for walking and biking.

Participants learned practical strategies for engaging with municipal and school officials, building coalitions, and effectively communicating the benefits of bicycle and pedestrian infrastructure.



How to Engage your Community to Build Better Streets



William Riviere

Principal Planner and State Safe Routes to School Coordinator, NJDOT



Krista Weaver

Councilwoman, Hopewell Borough



Sean Meehan

Research Project Manager – Voorhees Transportation Center, Rutgers University



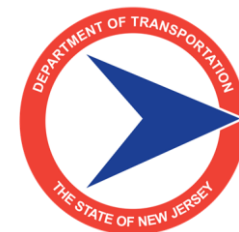
Gabrielle Benner-Meany

Belleville School Board President;
Coordinator of the Belleville Green Team



Candace Faust

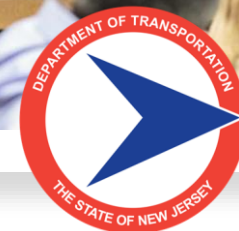
Councilwoman, Eatontown Borough



School Zone Safety Takes a Team

In this session, students and administrators from Burlington City School District shared insights as advocates for school zone safety. They discussed leveraging collaborations with local, county, and state representatives to address traffic safety concerns.

Participants learned how the students and administrators achieved quick-turnaround improvements, emphasizing the importance of strong partnerships with government officials and community organizations.



School Zone Safety Takes a Team



William Riviere

Principal Planner and State Safe Routes to School Coordinator, NJDOT



James Flynn

Assistant Superintendent, Burlington City School District



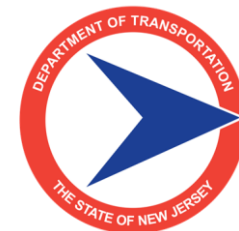
Sean Meehan

Research Project Manager – Voorhees Transportation Center, Rutgers University



Students

Burlington City School District



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 the NJ SRTS interest list of over 900 members. Partner organizations were asked to share the posts to their own social media accounts.

Join us at the
NJ Safe Routes Academy
at the NJ Bike & Walk Summit



Saturday, March 29, 2025
Princeton University
9:00 AM – 4:30 PM

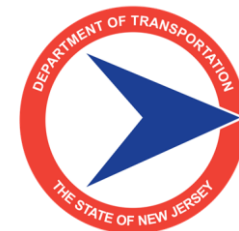
Learn how to make
your community more
walk-and-bike-friendly!

[REGISTER NOW!](#)

njbwc.org/summit-2025/register



RUTGERS-NEW BRUNSWICK
Edward J. Bloustein School
of Planning and Public Policy
Alan M. Voorhees Transportation Center



Social Media Toolkit

Facebook / Instagram:

Interested in improving conditions for walking and bicycling in your community? Join us at New Jersey's Safe Routes Academy, sponsored by @NewJerseyDOT. This year's event will take place on Saturday, March 29, 2025, as part of the NJ Bike & Walk Summit.

Register now to learn about the best practices and resources that you can use to increase safety and accessibility in your community.

Register here: <https://njbwc.org/summit-2025/register/>

#SafeRoutesNJ #NJDOT #njbwc #biking #walking #safestreets #safestreetsforall #sustainability #transportation #transport #publictransportation #publictransport #transit #activetransportation



Social Media Toolkit

Twitter :

Join us @NewJerseyDOT's NJ Safe Routes Academy at the NJ Bike & Walk Summit on March 29, 2025! Learn best practices for safer, more accessible communities. Register now: <https://njbwc.org/summit-2025/register/> #SafeRoutes #NJSummit

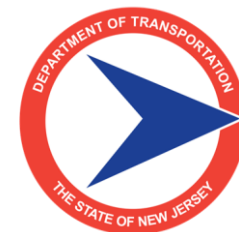
LinkedIn:

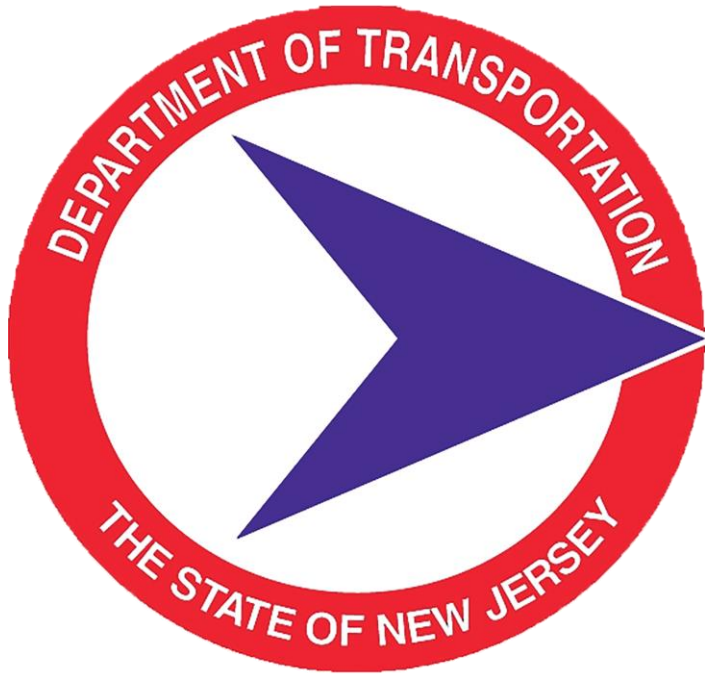
Interested in improving conditions for walking and bicycling in your community? Join us at New Jersey's Safe Routes Academy, sponsored by @NewJerseyDOT. This year's event will take place in person on Saturday, March 29, 2025, as part of the NJ Bike & Walk Summit.

Register now to learn about the best practices and resources that you can use to increase safety and accessibility in your community.

Register here: <https://njbwc.org/summit-2025/register/>

#SafeRoutesNJ #NJDOT





SafeRoutes



Academy 