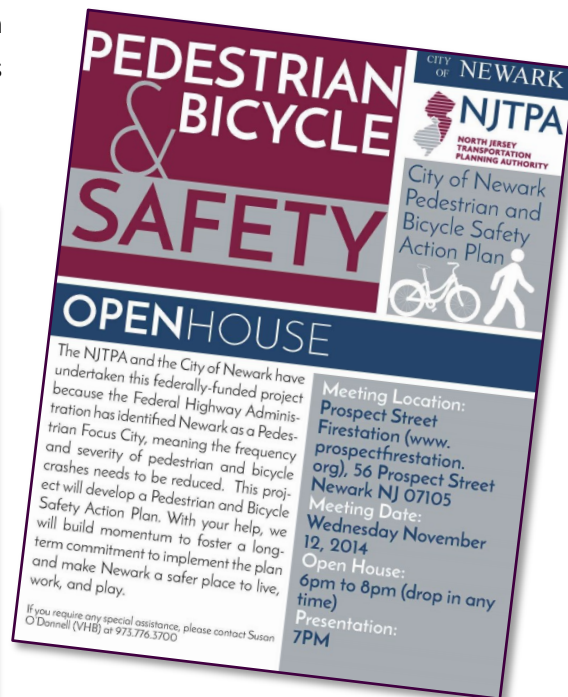


OUTREACH



The City of Newark Pedestrian and Bicycle Safety Action Plan process involved significant community outreach efforts, including four Stakeholder/Steering Committee meetings and three Public Information Centers, as well as a survey administered during a June 11, 2015 Farmer’s Market. Based on input from Steering Committee/Stakeholder members, the stakeholder meetings were held on weekdays from 10 to 11 a.m. at NJTPA’s offices and Public Information Centers were held on weekday evenings from 6 to 8 p.m. at three locations throughout the city.

For each Public Information Center, flyers were created advertising the location and agenda, which were posted on the City of Newark and NJTPA websites, along with Facebook and Twitter. Nearly 200 participants from different communities across the city helped shape the Newark Pedestrian and Bicycle Safety Action Plan through stakeholder and community outreach activities.



OUTREACH

STAKEHOLDER OUTREACH

MEETING

#1

When: August 7, 2014

Where: NJTPA Offices

Purpose:

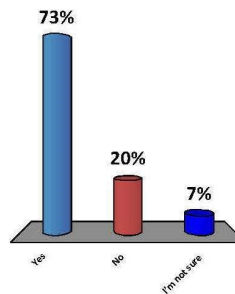
Presented project schedule, goals and tasks, explained that steering committee responsibilities were to get the public involved, provide input and ideas, and develop policies to reduce the severity and frequency of pedestrian and bicycle crashes in the city, showed top 10 high pedestrian and bicycle crash locations and top 10 severe crash corridors.

What was gained:

Input from participants using TurningPoint software on the topics of when and where to conduct Public Information Centers and input on policies toward achieving the goals of the project.

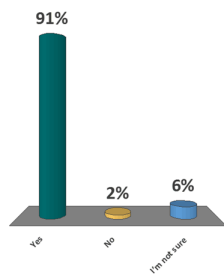
Policy Question – Would you be in support of a Citywide speed limit of 25mph (unless otherwise posted)?

- A. Yes
- B. No
- C. I'm not sure



Policy Question – Would you be in support of a Vision Zero policy (similar to NYC)?

- A. Yes
- B. No
- C. I'm not sure



City of Newark Pedestrian and Bicycle Safety Action Plan
November 12, 2014 Public Information Center



Sample policy question asked at the stakeholders at the meeting.

Summary of Crash Data

Behavior: Vehicle Contributing Factors*

Vehicle Contributing Factors*	Intersections	Corridors
Driver Inattention	39%	12%
None (Driver/Pedcycle)	24%	31%
Other Driver/Pedalcyclist Action	6%	6%
Unknown	18%	16%
Unsafe Speed	3%	20%
Other Driver/Environmental Action	9%	14%

*As determined by reporting officer at crash scene
City of Newark Pedestrian and Bicycle Safety Action Plan
October 1, 2014 Steering Committee/Stakeholder Meeting

Sample of City-wide crash data statistics presented to the Stakeholders at the meeting.

Summary of Crash Data

What did we learn about WHY?

- Drivers: At intersections, drivers are not paying attention/On corridors, drivers are speeding
- Pedestrians: At intersections, peds are not paying attention or failing to obey WALK signals/ On corridors, peds are failing to obey WALK signals and crossing where prohibited
- Most crashes do not involve alcohol
- Other causes not covered by crash data?

City of Newark Pedestrian and Bicycle Safety Action Plan
October 1, 2014 Steering Committee/Stakeholder Meeting

OUTREACH

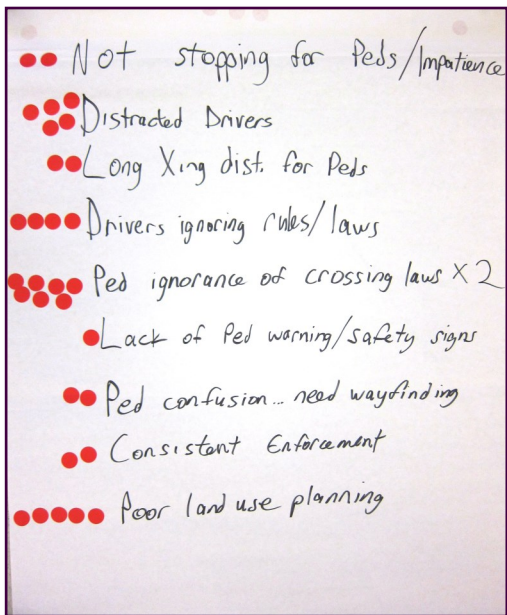
STAKEHOLDER OUTREACH

MEETING

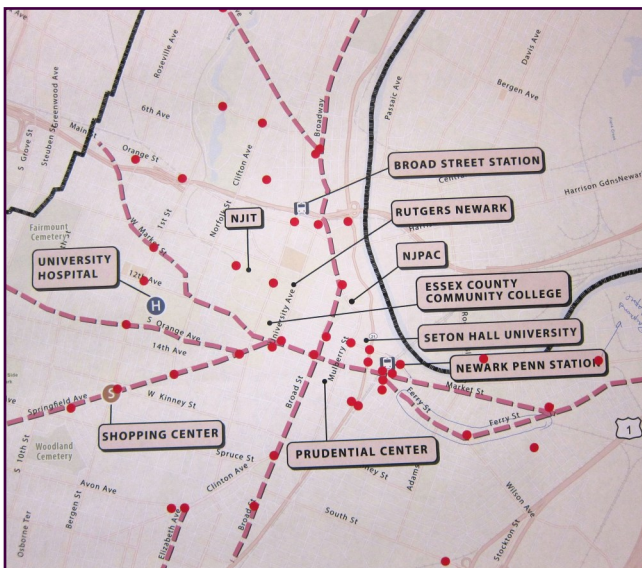
#2

When: October 1, 2014

Where: NJTPA Offices



Sample Policy questions asked at the meeting.



Locations of concern identified on a map

Purpose:

Presented citywide pedestrian and bicycle crash density maps and bike routes along with summary crash statistics from the combined 10 intersections and corridors.

What was gained:

Input from participants on locations considered to be unsafe crossing or biking intersections and corridors. Participants used maps to identify locations and explain why they felt certain pedestrian crossings and bike routes were unsafe. The most common reasons cited by participants included:

- Distracted drivers not paying attention to pedestrians
- Pedestrian confusion about/ignoring vehicle and traffic laws regarding legal street crossings
- Poor land use planning
- Drivers improperly/impatiently bypassing turning vehicles which jeopardizes pedestrians and cyclists
- Very wide streets



OUTREACH

STAKEHOLDER OUTREACH

MEETING

#3

Purpose:

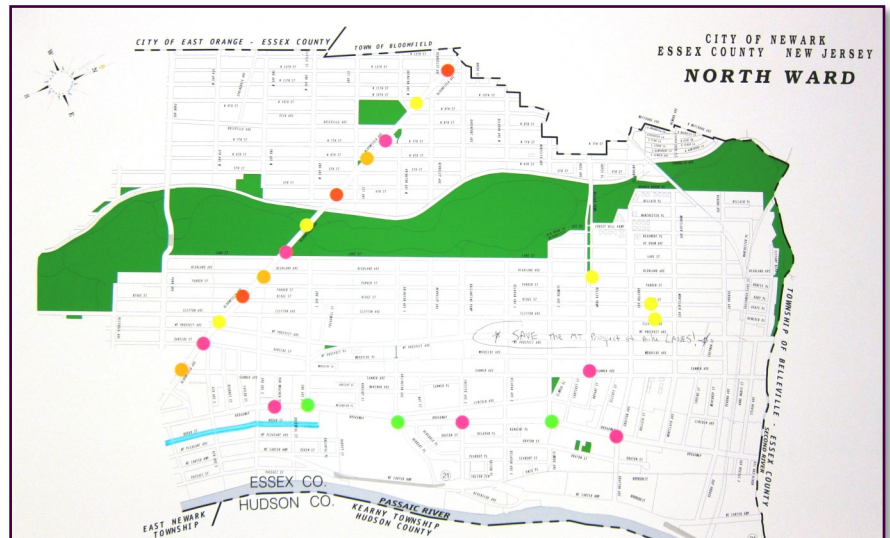
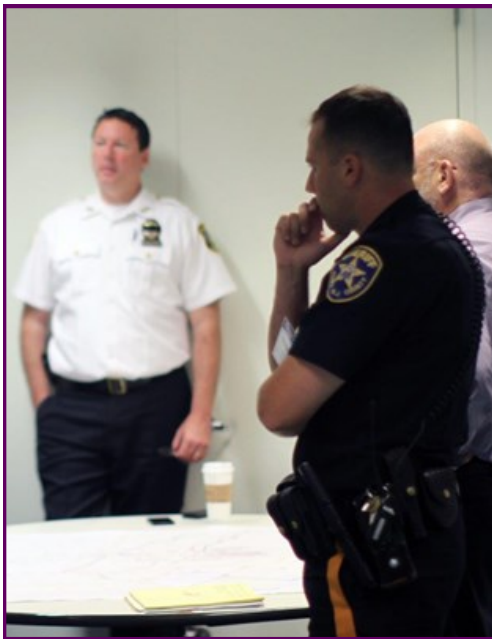
Presented progress and draft toolbox of improvements including engineering design and policies to reduce the frequency and severity of pedestrian and bicycle crashes.

What was gained:

Gathered input from steering committee and stakeholders on toolbox contents and policies. Presented an outline of the toolbox and ways to solicit input from the public at the next Public Information Center.

When: February 23, 2015

Where: NJTPA Offices



At Penn Station
Raymond Plaza E and Ferry
there are a lot of people
and confusing traffic signal
displays heading eastbound
out of penn station
People are always trying
to cross

HIGH TRAVEL
SPEEDS
SPEEDING
CARS!



OUTREACH

STAKEHOLDER OUTREACH

MEETING

#4

When: May 28, 2015

Where: NJTPA Offices

Purpose:

Recapped the goals of this effort and presented an outline of the Pedestrian and Bicycle Safety Action Plan. Presented a method for inventorying high-risk roadway attributes to guide the recommended improvements for the 10 high crash intersections and corridors. Presented an approach to gathering input from the public at the next Public Information Center.

What was gained:

Input on potential teaming partners and funding sources. Funding sources identified from meeting were Local Safety Program, Safe Routes to School, Transportation Alternatives Program, Municipal Aid, Safe Routes to Transit, Bikeways Program, NJ Division of Highway Traffic Safety Grants for Enforcement Activities, and Congestion Mitigation and Air Quality Improvement

Pedestrian Safety Island

A pedestrian safety island is a segment of roadway median that is used as a refuge for pedestrians that are crossing the road. They are used throughout the city along wide roadways and at multi-modal transit locations.

Cost: \$-\$\$
Time Frame: medium

Benefits

- Reduces pedestrian crossing distance and the exposure time experienced by the pedestrian crossing a wide roadway.
- Reduces the complexity of crossing multiple lanes of traffic by allowing pedestrians to cross one direction of traffic at a time if needed.
- Provides protection to pedestrian from turning cars.
- Reduces speed of on-coming as well as turning vehicles.

Application

- Can require a significant amount right-of-way.
- Implementation may require lane reductions or other more significant traffic impacts.
- Emergency vehicle access is often impacted and should be considered.
- Visually-impaired pedestrians may be unaware of pedestrian safety island.
- Pedestrian refuge islands require the installation of a curbed island, flush sidewalk zone, tactile paver and bollards. Size and materials may vary greatly depending on location.

Representative Locations

- Broad Street
- Bloomfield Avenue
- Mt. Prospect Avenue

Network Pedestrian & Bicycle Safety Toolbox // 18

Recap of Safety Action Plan Process:

- Data Driven
- Collected and analyzed crash data
- Collected and analyzed pedestrian and bicycle counts

May 28, 2015 Steering Committee/Stakeholder Meeting

Progress

- Fourth Stakeholder meeting (today) and third Public Information Center:
- Present implementation plan and gather input

OUTREACH

COMMUNITY OUTREACH

MEETING

#1

Purpose:

Presented the project schedule, goals of the plan, tasks to be completed and synergies with other safety efforts including Street Smart NJ, FHWA Road Safety Audits and the Safe Routes to School program. Citywide pedestrian and bicycle crash density maps were presented along with crash statistics from the 10 high crash intersections and corridors.

When: November 12, 2014

Where: Prospect Firehouse
56 Prospect Street
East Ward

What was gained:

Gathered input from participants on perceived unsafe crossings at intersections or along corridors using city's ward maps to help identify the locations. Participants placed dots on the maps and provided additional comments on Post-it notes explaining why certain locations were in need of improvements.



OUTREACH

COMMUNITY OUTREACH

MEETING

#2

When: March 26, 2015

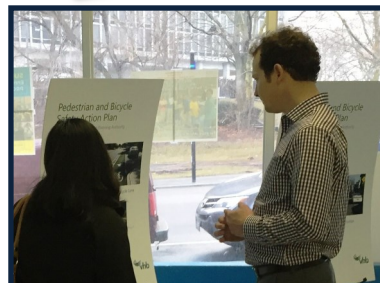
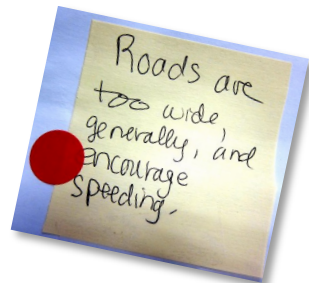
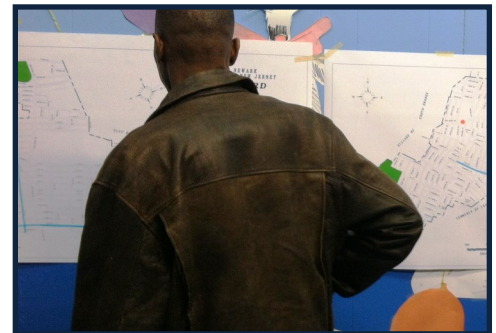
Where: La Casa de Don Pedro
23 Broadway
Central Ward

Purpose:

Presented the draft toolbox of improvements including engineering design and policies to reduce the frequency and severity of pedestrian and bicycle crashes.

What was gained:

Gathered public input on where certain types of improvements were needed based on the draft toolbox's broad categories (chapters) such as street design, crossing design, speed control, bike facilities and bike intersection design. Participants placed color-coded dots corresponding to each toolbox chapter on city ward maps to indicate where specific improvements were needed. Participants were also asked to prioritize safety policies with most requested policies being Vision Zero, Neighborhood Slow Zones, Arterial Slow Zones, Citywide No-Turn-On-Red, and Education & Outreach.



OUTREACH

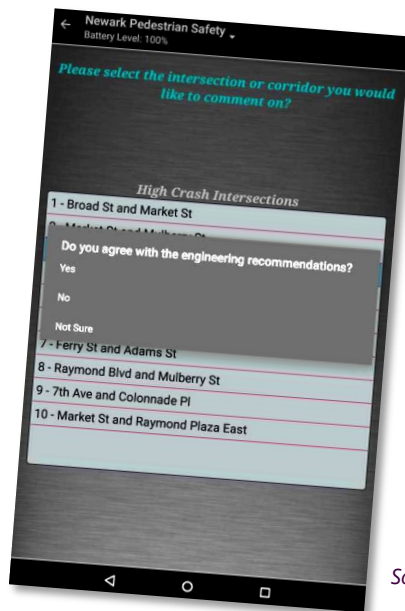
COMMUNITY OUTREACH

MEETING

#3

When: June 4, 2015

Where: First Zion Hill
Missionary Baptist Church
15 Leslie Street
South Ward



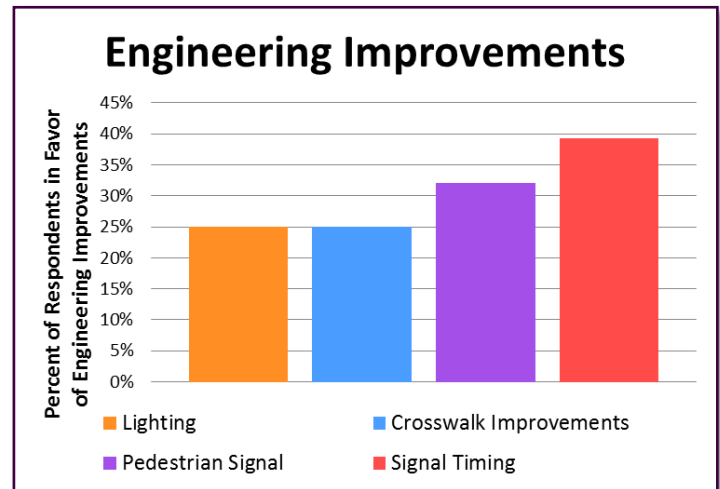
Screenshot taken from the survey app.

Purpose:

Presented an outline of the Pedestrian and Bicycle Safety Action Plan including the potential engineering improvements at the 10 high crash intersections and corridors utilizing the toolbox strategies.

What was gained:

Gathered public input on potential engineering improvements using a survey app developed specifically for the Pedestrian and Bicycle Safety Action Plan. Participants were asked questions including whether they generally agreed or disagreed with the recommended improvements at a specific location (or were unsure), what improvements they would recommend based on familiarity with the location and whether vehicle or pedestrian safety education or enforcement were needed.



This bar charts represent an aggregate of opinions on the recommended improvements and strategies at the 10 high crash intersections and corridors taken from the survey app.

OUTREACH

COMMUNITY OUTREACH

MEETING

#4

When: June 11 2015

Where: PSE&G Plaza
Farmer's Market
Central Ward

Purpose:

Gathered input from the public on potential engineering improvements.

What was gained:

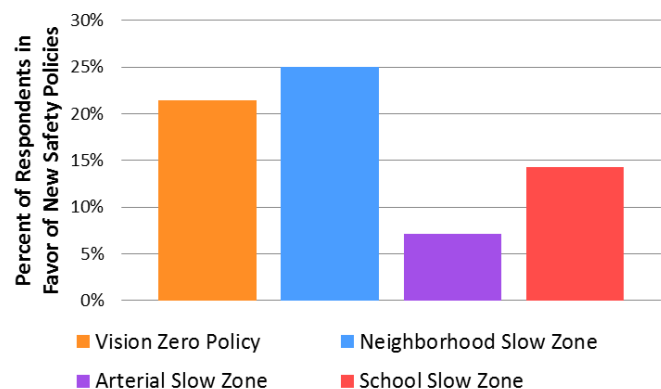
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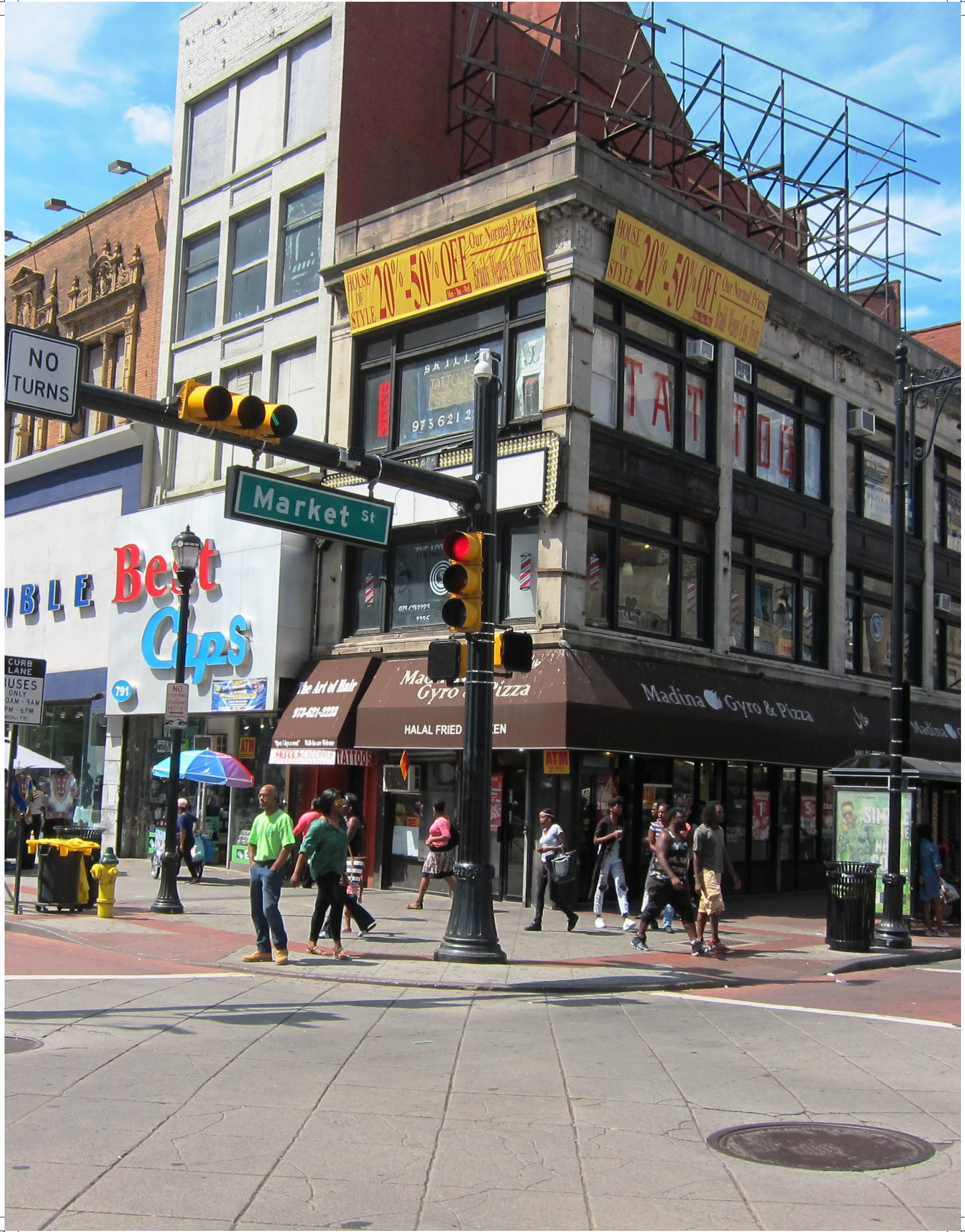


Education and Enforcement



Safety Policies





NO TURNS

Market St

IBLE Best Cuts

791

CURB LANE
USES ONLY
8AM - 9AM
PM - 6PM

NO PARKING
EXCEPT
LOADING UNLOADING
MATERIALS

The Art of Hair
972-821-2222

Madina Gyro & Pizza
HALAL FRIED CHICKEN

Madina Gyro & Pizza

HOUSE OF STYLE 20% - 50% OFF Our Normal Prices

HOUSE OF STYLE 20% - 50% OFF Our Normal Prices

HAIR TATTOOS PERCUTS
973-621-2...

TATTOO