Safe Routes to School Planning and Engagement Practices

Looking at the Big Picture: District-wide School Travel Plans
DEMOGRAPHICS

Population Density

Race

- 42.6% Black
- 38.4% Other Race
- 15.5% White
- 1.8% Asian
- 1.7% Two or More Race

Ethnicity

- 38.9% Latino or Hispanic
- 61.1% Non Latino or Hispanic
“Black or African American” or “White” seem more concentrated in tracts near Edison Township and Scotch Plains Township.

<table>
<thead>
<tr>
<th>Race</th>
<th>Population</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black or African American</td>
<td>21,465</td>
<td>42.0%</td>
</tr>
<tr>
<td>Some other race</td>
<td>19,386</td>
<td>38.4%</td>
</tr>
<tr>
<td>Asian</td>
<td>854</td>
<td>1.8%</td>
</tr>
<tr>
<td>White</td>
<td>7,812</td>
<td>15.5%</td>
</tr>
<tr>
<td>Two or more races</td>
<td>866</td>
<td>1.7%</td>
</tr>
<tr>
<td>Total</td>
<td>50,423</td>
<td>100%</td>
</tr>
</tbody>
</table>

Table 1: Population of Race in City of Plainfield, NJ

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Population</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not Hispanic or Latino</td>
<td>30,799</td>
<td>61.1%</td>
</tr>
<tr>
<td>Hispanic or Latino</td>
<td>19,624</td>
<td>38.9%</td>
</tr>
<tr>
<td>Total</td>
<td>50,423</td>
<td>100%</td>
</tr>
</tbody>
</table>

Table 2: Population of Ethnicity in City of Plainfield, NJ

Figure 4: 2010 Population by Age and Sex - City of Plainfield, NJ

Figure 5: Hispanic or Latino (of any race) Population Percentage of City of Plainfield, NJ

Figure 6: Black Alone (not Hispanic or Latino) Population Percentage of City of Plainfield, NJ

Figure 7: White Alone (not Hispanic or Latino) Population Percentage of City of Plainfield, NJ
PEDESTRIAN & BICYCLE CRASH DATA
Spatial Distribution, 2010-2014

Bicycle Pedestrian
(of 6,155 total crashes, 2010-2014)
Source: Plan4Safety, Retrieved 2016

Legend
- Elementary School
- Middle School
- High School
- Charter School
Crash Type (2010-2014)
- Bicyclist Injury (87)
- Pedestrian Injury (225)

Crash Type (2010-2014)
City of Plainfield

Source: NJ Geographic Information Network, City of Plainfield, NJDOT
PEDESTRIAN & BICYCLE CRASH DATA
Time Distribution, 2010-2014

Crash Time for All types from 2010 - 2014

Arrival Time: 8:00-8:30 AM
Dismissal Time: 2:20-3:00 PM
Morning Peak: 7:00-8:59 AM
Afternoon Peak: 2:00-3:59 PM
Why are STPs Important?

A written document that contains plans and goals targeting a safer, more sustainable, and healthier school environment.

- “Maps out” how to improve pedestrian and bicycle travel
- Identifies short term solutions for immediate action as well as long term ones that may require further planning
- Creates partnerships between the school, municipality, and surrounding community
- Helps secure funds and grants
Rutgers University Studio Class

- 2\textsuperscript{nd} Year graduate students
- Supervised by experienced advisors
- Local Community Engagement
- Real Clients
- Real work products
- Real work experience!
Required 6 Elements in NJ

1. School Description
2. Working Group & Partnerships
3. Map(s) of School Neighborhood
4. Walk / Bike Barriers & Opportunities
5. Goals & Actions
6. Program Evaluation & Monitoring
School Description

- City Characteristics/demographics
- School Characteristics
- School District Transportation
- Existing SRTS Efforts
- Existing Policies (School & Municipal)
- Crash Data
Working Group & Partnerships

Parents
- PTA Representatives

School/School District Representatives
- Superintendent
- Board of Education
- Principal
- Teachers
- Other staff (School Nurse, coach, Transportation Supervisor, etc.)
- Students

Municipal/County Representatives
- Mayor/Councilmembers/Freeholders
- Police Department
- Crossing guards/CG supervisor
- Traffic Engineering
- Planning Department
- Parks/Recreation Department
- Environmental Department

Community Representatives
- Local Non-Profits
- Bike/Ped Advocates
- Green Teams
- Other Local and Regional Advocates
PUBLIC INPUT

School Student Travel Mode Tally

Schools:

• Maxson Middle School
• Plainfield Academy for the Arts and Advanced Studies (PAAAS)
• Cedarbrook Elementary School
• Cook Elementary School
• Evergreen Elementary School
• Stillman Elementary School
• Washington Community School

Total 10,940 trips.
PUBLIC INPUT

Public Meeting with PTA - Summary & Comments

- Additional crossing guards needed with more crossing guard training
- Heavy truck traffic along Route 28
- Speeding, especially on Clinton Ave, West 7th St, and Route 28
- Bike racks and bike lanes are needed at all schools
- Specific traffic safety concerns identified at each school
- Need for pedestrian and bicycle education
1. Common Problems

1.1 Drivers

1. Drivers do not yield to pedestrians in crosswalk.
   - Woodland Elementary School
     - E 7th St
     - Woodland Ave
   - Emerson Elementary School
     - Intersection of George St and Emerson Ave
   - Evergreen Elementary School
     - Edgewood Ave
   - Plainfield High School
     - Intersection of W 7th and Arlington Ave
     - Intersection of Kenyon Ave and W 9th St

2. Speeding.
   - Woodland Elementary School
     - E 7th St
     - Woodland Ave
   - Emerson Elementary School
     - Leland Ave
   - Evergreen Elementary School
     - Carnegie Ave
   - Washington Elementary School
     - W 4th St
     - W 7th St
   - Plainfield High School
     - Intersection of W 7th and Central Ave

3. Roll over stop bar and blocking crosswalk.
   - Emerson Elementary School
     - Intersection of George St and Emerson Ave
   - Evergreen Elementary School
     - Carnegie Ave
   - Stillman Elementary School
     - Intersection of W 4th St and Madison Ave
     - Intersection of W 5th St and Arlington Ave

4. Illegal parking.
   - Emerson Elementary School
     - Intersection of Emerson and E 3rd St
   - Washington Community School
     - Darrow Ave
   - Plainfield High School
     - Central Ave between W 6th and W 7th

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1. Common Problems

1.4 Sidewalk

<table>
<thead>
<tr>
<th>No sidewalk.</th>
<th>Sidewalk is broken or cracked.</th>
<th>Sidewalk is blocked.</th>
</tr>
</thead>
</table>
| Evergreen Elementary School  
  - Evergreen Ave  
  - Prospect Ave | Woodland Elementary School  
  - E 7th St  
  - E 3rd St | Emerson Elementary School  
  - E 3rd St between Emerson Ave and Leland Ave |
| Stillman Elementary School  
  - Madison Ave, between 2nd St and 3rd St | Evergreen Elementary School  
  - Edgewood Ave  
  - Park Ave | Washington Community School  
  - West End Ave |
| | Stillman Elementary School  
  - Madison Ave  
  - Intersection at W 9th and Madison Ave | Plainfield High School  
  - Central Ave between W 6th and W 7th |
| | Plainfield High School  
  - W 9th Street  
  - Arlington Ave  
  - Intersection at Central and W 7th  
  - Steele Ave | Maxson Middle School  
  - E 7th St |
| | Maxson Middle School  
  - E 7th St | |
1. Common Problems

1.5 Intersection

1. No marked crosswalk.
   Woodland Elementary School
   - Intersection of Berckman St and E 7th St
   Emerson Elementary School
   - T Intersection at Leland Ave and Columbian Ave
   Washington Elementary School
   - Intersection of W 4th St and Spooner Ave
   - W 7th St and Spooner Ave
   - Darrow Ave and W 4th St
   - Grant Ave and W 4th St
   - W 7th St and Grant Ave
   - Darrow Ave and W 4th St
   Plainfield High School
   - Intersection of W 9th St and Kenyon Ave

2. Crosswalk is too long.
   Woodland Elementary School
   - Intersection of Central St and Woodland Ave
   Stillman Elementary School
   - Intersection of Park Ave and Front St

3. Crosswalk is faded.
   Woodland Elementary School
   - Intersection of Berckman St and E 7th St
   Emerson Elementary School
   - Sumner Ave and George St
   - Sumner Ave and E 3rd St
   Evergreen Elementary School
   - Carnegie Ave
   Stillman Elementary School
   - W Font St and Madison Ave
   - W 5th St and Madison Ave
   Washington Community School
   - Route 28 and West End Ave
   - W 4th St and Spooner Ave
   - W 7th St and Spooner Ave
   - Darrow Ave and W 4th St
   - Grant Ave and W 4th St
   - W 7th St and Grant Ave
   Plainfield High School
   - W 7th and Central Ave
   - W 9th and Kenyon Ave
   - Stella Ave and Kenyon Ave

4. Curb ramp or ADA bumpy pad is broken.
   Woodland Elementary School
   - Intersection of Central St and E 7th St
   Emerson Elementary School
   - Intersection of Sumner Ave and George St
   Plainfield High School
   - Intersection of Park Ave and W 7th
   - Kenyon Ave and W 9th St
   - Arlington Ave and W 7th
   - W 9th and Madison Ave
2. Problems During School Arrival/Dismissal Time

1. Overall congestion.
2. Illegal parking.
3. Idling.
4. Parents and students crossing street between cars.
5. Crossing guards overwhelmed.
6. Parents drop off/pick up in the middle of the street.
3. Good Practices

1. Flashing lights installed in school zone to warn speeding.
   Woodland Elementary School
   - E 7th St
   Maxson Middle School
   - Intersection of Rt 28 (South Avenue) and Berckman St
   - Intersection of Rt 28 (South Avenue) and Woodland Ave
   - Intersection of Rt 28 (South Avenue) and Bevidere Ave
   - Intersection of Rt 28 (South Avenue) and Leland Ave

2. Highly-visible paint or crosswalk applied to enhance school zone.
   Woodland Elementary School
   - E 7th St
   - Intersection of Emerson Ave and E 2nd St
   - Intersection of Emerson Ave and E 3rd St
   - Intersection of Emerson Ave and George St
   Plainfield High School
   - T Intersection of Park Ave and Evergreen Ave
   - Intersections on Park Ave, from 4th St to 9th St
   Maxson Middle School
   - Intersections on Rt 28 (South Avenue), between Leland Ave and Berckman St

3. Flush center median is used in school zone to slow traffic.
   Stillman Elementary School
   - Intersection of Front St and Park Ave
   - Madison Ave between 3rd St and 4th St

4. Bold school zone signage.
   Woodland Elementary School
   - E 7th St
   - Sidewalk near school entrance
   Washington Community School
   - Darrow Avenue and W 4th St
   Stillman Elementary School
   - W 5th St between Arlington Ave and Madison Ave
Goals & Actions

SRTS 5 E’s

• **Education**
  Instruct children and parents on safe walking and biking behavior

• **Encouragement**
  Promote walking and biking to school through programs and other strategies

• **Enforcement**
  Aimed at changing the drivers’ behavior and intended to reinforce greater participation

• **Engineering**
  Enhance and create safe places to walk and bike

• **Evaluation**
  Use data to determine if your strategies are meeting your goals
## Encouragement

<table>
<thead>
<tr>
<th>Encouragement Actions</th>
<th>Lead Organization</th>
<th>Time Frame</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsor student poster contests, walking mileage clubs, golden sneaker awards, etc. centered on walking and biking to school activities</td>
<td>Schools, City of Plainfield, EZ Ride</td>
<td>Short-term</td>
<td>Low</td>
</tr>
<tr>
<td>Circulate the School Travel Plan Report and publicize SRTS programs for Plainfield Schools</td>
<td>EZ Ride, Schools, City of Plainfield, VTC</td>
<td>Short-term</td>
<td>Low</td>
</tr>
<tr>
<td>Host Bike/Walk to School Days throughout the school year</td>
<td>Schools, EZ Ride, City of Plainfield, VTC</td>
<td>Short-term, Mid-term, Long-term</td>
<td>Low</td>
</tr>
<tr>
<td>Participate in International Walk to School Day in October and National Bike to School Day in May, as well as NJ Walk and Bike to School month in April</td>
<td>Schools, EZ Ride, City of Plainfield</td>
<td>Short-term, Mid-term, Long-term</td>
<td>Low</td>
</tr>
<tr>
<td>Leverage school website and school and community Social Media to spread awareness of and to advance Safe Routes to School safety messages, especially in advance of events</td>
<td>Schools, EZ Ride, City of Plainfield</td>
<td>Mid-term, Long-term</td>
<td>Low</td>
</tr>
<tr>
<td>Create walking school bus programs for elementary schools</td>
<td>Schools, EZ Ride, City of Plainfield</td>
<td>Short-term, Mid-term, Long-term</td>
<td>Low</td>
</tr>
<tr>
<td>Host Ciclovia events on weekends that encourage walking, bicycling, and other family activities</td>
<td>EZ Ride, City of Plainfield, VTC</td>
<td>Short-term</td>
<td>Median</td>
</tr>
</tbody>
</table>
CENTRAL ST. & WOODLAND AVE.

Current Conditions

- Unmarked Crosswalk
  - Woodland Ave
- Large curb Radii
  - Central St
- Long Crosswalk
  - Central St

Rutgers
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Safe Routes to School
www.saferroutesnj.org
Central St. & Woodland Ave.

Potential Solutions

- Marked Crosswalk & ADA pads Woodland Ave
- Refuge Island Added Central St.
- Sidewalk widening Central St.
Add sidewalk

Repaint sidewalk for high visibility.

Refuge island to reduce the crosswalk distance and crosswalk widening.

Ergonomic crosswalk
What do you do now?

STP is a blueprint for action
- Prioritize projects
- Guide funding applications

Living document – periodically revisit and reevaluate
- Measure changes and adjust methods and priorities
  - Periodic Walk and Bike Assessments
  - Student Travel Mode Tally
  - Parent/Caregiver Survey

Evaluate success by qualitative metrics
- Activity of the school transportation committee
- School policy changes that support walking and bicycling
- Integration of active transportation into the school curriculum
- Participation in walk and bike to school days
- Involvement of parents in walking and bicycling activities
- Coordination with local governments and organizations to promote active transportation
What did Plainfield do?

- Active Partnership between School District and City
- Applied together for a SRTS grant to address concerns
- Received a Smart Growth Award
Thank You!

Website: SafeRoutesNJ.org

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