

07 POLICIES AND PROGRAMS

While proper design and physical infrastructure improvements are essential to creating a safe, comfortable, and convenient environment for bicycling and walking in Fair Haven, they are only part of the process. Underlying policies and programs sponsored by the municipality, as well as partnerships with non-governmental organizations or local businesses, can help create a successful and sustaining bicycle and pedestrian friendly community, support and promote higher rates of bicycling and walking, and foster mutual respect among all roadway users. Efforts can include educational programs, encouragement initiatives, and enforcement activities. Appropriate travel behaviors and practices among bicyclists, pedestrians, and drivers alike are essential to creating safe and accessible communities.

EDUCATION

Educational programs provide all roadway users – cyclists, pedestrians, and motorists – with information about their rights and responsibilities and applicable laws. These efforts can increase general awareness and promote courteous and safe interaction among all users. Educational programs may include a simple distribution of information in a wide range of formats to improve motorist, cyclist, or pedestrian awareness and understanding of traffic laws and safe practices. Larger efforts could include a more structured, hands-on training program to improve individual skills and abilities. Educational programs should be tailored to specific audiences, such as school-age children, parents, adults, seniors, or motorists.

Specific recommendations for Fair Haven include:

- » Distribute public service announcements (PSAs) and brochures on topics such as speeding, safe bicycling, how to bicycle with traffic, proper helmet usage, bicycle routes, and safe pedestrian behavior. Materials can be posted or distributed at the Fair Haven Public Library, the municipal office, the schools, and/or at community events. PSAs may also be printed in the local newspaper

or posted on the Fair Haven Borough website or social media site. Resources with safety information and brochures include the Meadowlink Transportation Management Association (TMA); NJDOT's Bicycling in New Jersey and Pedestrian Safety websites; the Pedestrian and Bicycle Information Center, a national clearinghouse of information related to walking and bicycling sponsored by the FHWA and operated by the University of North Carolina Highway Safety Research Center; and the National Highway Traffic Safety Administration (NHTSA).

- » Emphasize distribution of information to parents of Fair Haven school children who walk and bicycle to school. Coordinating with school officials is the most effective way to distribute safety information.
- » Work with nearby municipalities including Red Bank, Rumson, Little Silver and Sea Bright along with the Meadowlink TMA to develop a brochure tailored to the regional needs of bicyclists and pedestrians and how they can travel seamlessly between the municipalities to their destinations.
- » Integrate bicycle and pedestrian educational programs into school curricula. Both the Sickles and Knollwood schools are located within walking and bicycling distance of the majority of the

Borough. To support and foster safe bicycling and walking to and from the schools, as well as to develop lifelong habits, educational programs tailored for children should be an important element of the overall community campaign. Several types of resources are available:

- Traffic Safety Learning Progression Component: Funded by the Division of Highway Traffic Safety and developed by Kean and Rowan Universities, the curriculum includes lessons on pedestrian, bicycle, and traffic safety. It is an on-going educational program, with lesson plans on several pedestrian safety issues tailored to each age group with interactive activities. These materials are available to all New Jersey schools free of charge. Kindergarten through Grade 8 lesson plans can be found at <http://bianj.org/prevention/childhood-safety/pedestriansafety/> and Grade 9-12 lesson plans at <http://teensafedriving.bianj.org/submit-a-lesson-plan/>.
 - Other programs, such as WalkSafe™, BikeSafe™, and Safe Kids also offer educational materials and other activities focused on school-aged children.
- » Partner with local community groups, schools, the police department, businesses, local advocacy groups, or other interested parties to organize bicycle training through the League of American Bicyclists (LAB). The LAB offers a range of courses by certified instructors for different ages and different abilities. These interactive training courses are a good way to educate cyclists on traffic rules and safety equipment, as well as to practice cycling skills that enable novices and experts to ride confidently and safely with traffic.
- » Utilize the Ambassadors in Motion program (AIM) at the Alan M. Voorhees Transportation Center at Rutgers University as a resource for bicycle and pedestrian education. AIM provides training on helmet fittings, bicycle skills, bike safety checks, and other topics related to bicycling and Complete Streets
- » Meadowlink TMA also provides technical expertise and educational resources to support local Complete Street initiatives, including:
- Administers the Safe Routes to School program to schools and municipalities to encourage walking and bicycling to school in a safe manner
 - Organizes a “walking school bus” and provides a step by step guide for faculty and parents
 - Presentations about bicycle and pedestrian safety in schools, including topics such as yielding to cars, pedestrian signal indicators, distracted driving, helmet fitting, where to ride on the road, rules of the road, hand signals, visibility and predictability, and more
 - Conducts a walkability/bikeability audit to identify obstacles to pedestrians and bicyclists along local roadways
 - Conducts a bicycle rodeo event to teach children the basic skills needed to ride their bicycles. Students typically learn about pre-ride safety checks, bicycle sizing and helmet fitting, bicycle handling and safety drills, and information on how to interact with traffic
 - Creates school travel plans that lay out suggested steps towards increasing walking and bicycling for a school. A typical travel plan includes the following elements:
 - ♦ School description
 - ♦ Working group and partnership
 - ♦ Walk/bike barriers and opportunities
 - ♦ Map of school neighborhood
 - ♦ Goals and proposed actions
 - ♦ Program evaluation and monitoring
 - ♦ Administer the “Train the Trainer” program by supplying teachers with all of the necessary information, including training, to teach grade-schoolers about bicycle and pedestrian safety



Transition Day
2017



- » Provide training for local officials, planners, engineers, and public works staff to support Complete Streets implementation. Fair Haven's adoption of a Complete Streets policy ensures that transportation projects should provide for all expected users, including pedestrians and cyclists. Providing training on

effective implementation and maintenance will reinforce the Borough's policy and help make it part of all future transportation investments in the study area. NJDOT has resources available online and periodically provides training workshops.

ENCOURAGEMENT

Encouraging active modes of transportation such as walking and bicycling has a host of benefits for residents and the community, including better health, reduced road congestion, support for local businesses, reduced environmental impact, and lower per-trip costs. By supporting and promoting walking and bicycling activities, the Borough can spur a change in travel habits among residents and visitors, and entice more residents to walk and bike more regularly.

Recommendations include:

- » Encourage the use of "Walking School Buses" and "Bike Trains" to promote physical activity for children and parents traveling to and from schools. Walking school buses and bike trains provide an organized and supervised way for children to walk and bike to school, particularly for younger children, and can make walking and bicycling a fun, social activity. Work with school staff, parent volunteers, and the police department to organize the events. Assistance is available through the Meadowlink TMA.
- » Continue to hold Fair Haven Transition Day annually to encourage students and parents to walk and bike to school and as a popular community event. Utilize the Transition Day video created by NJDOT to promote the event and the strong walk and bicycle to school culture of the Borough.
- » Continue utilizing resources through SRTS and Meadowlink TMA to provide activities that encourage bicycling and walking at local schools, such as bike rodeos or other events.
- » Create and publish an online bike map on the Fair Haven Borough website and social media account, highlighting the location of

bicycle lanes, off-road facilities, preferred on-road cycling routes, bike parking, and major destinations (schools, businesses, etc). Providing information on Fair Haven Borough's bicycle facilities and best routes can encourage more people to try cycling.

- » Highlight pedestrian and bicycle improvements that accompany transportation projects through press releases, websites, and social media. By focusing on these elements and improved conditions, more people will be encouraged to walk and bike.
- » Apply to become a Bicycle or Walk Friendly Community. These programs, sponsored by the League of American Bicyclists and the Federal Highway Administration, respectively, will not only encourage bicycle use or increased walking by residents, but serve as a potential marketing tool to encourage visitors to travel to the study area.
- » Continue to publicize and participate in Bike Month, including events such as Bike to School Day, Bike to Work Day, and Bike to Work Week. Use the events to encourage cycling throughout the month and the year.
- » Continue the popular 3rd Street closure during school arrival and dismissal hours. This popular program is one of the most successful single effort to foster interest in bicycling and walking in Fair Haven.
- » Participate in Park(ing) Day or other event as a way to pilot an idea and demonstrate different ways to utilize public space. Typically held in September every year, cities and towns around the world use Park(ing) Day to temporarily convert a parking space into a parklet. A parklet is a small public space that could include planters, greenery, or street furniture, among other things. Like any

“tactical urbanism” event, Park(ing) Day is an opportunity to collaborate with and engage residents, businesses, and other interested stakeholders to think creatively about the Borough’s streets and public space and try out ideas using temporary materials. This allows residents to visualize other uses of the street and see first-hand how the street would function. Temporary installations can spur new ideas or refine initial concepts, and lead to more permanent installations. In New Jersey, communities such as New Brunswick and Morristown have participated in Park(ing) Day, while Princeton and Rahway have implemented longer-term parklets.



Park(ing) Day parklet in New Brunswick

ENFORCEMENT

When combined with education, enforcement is a key element to ensuring safe travel for all roadway users. While the police department cannot dedicate a significant amount of resources to enforce traffic regulations, targeted enforcement campaigns, through warnings and tickets, are effective at correcting unsafe behaviors. Safety is a shared responsibility among all roadway users, and enforcement should apply to both motorists (speeding, failure to stop for pedestrians) and cyclists (riding on the wrong side of the street, failure to adhere to traffic control devices). Potential strategies for Fair Haven include:

- » Implement a pedestrian safety enforcement (PSE) program. A key resource for local police departments is the PSE program sponsored by the NJ Division of Highway Traffic Safety (NJDHTS) with support from NJDOT. The PSE program provides a structured approach to crosswalk compliance enforcement, with training and support for local police officers. It addresses two important contributing factors to pedestrian crashes: driver knowledge of the law and driver yielding behavior. A variety of resources for enforcement are available through the NJDHTS, including grant funding. PSE training workshops are

also available through the NJ Bicycle and Pedestrian Resource Center. One common PSE program supported by the NJDHTS is the “Cops in Crosswalks” decoy program. Used in municipalities throughout New Jersey, the program is a targeted enforcement campaign. A plainclothes police officer attempts to cross a marked crosswalk, and drivers who fail to stop for the pedestrian are given a warning or citation. NJDOT provides additional information about PSE programs and resources in its Pedestrian Safety Action Plan Toolbox.

- » Institute a community-oriented traffic calming campaign to help raise awareness about speeding and safety. Campaigns used elsewhere in New Jersey include “Twenty is Plenty” and “Keep Kids Alive, Drive 25.”
- » Continue distributing safe behavior tickets to children to positively reinforce their good bicycle and pedestrian travel behaviors.
- » Implement variable message signage and mobile radar units on main roadways throughout Fair Haven (e.g., Hance Road, Fair Haven Road, River Road, and Ridge Road), but especially near the schools, to make motorists more aware of their travel speeds.

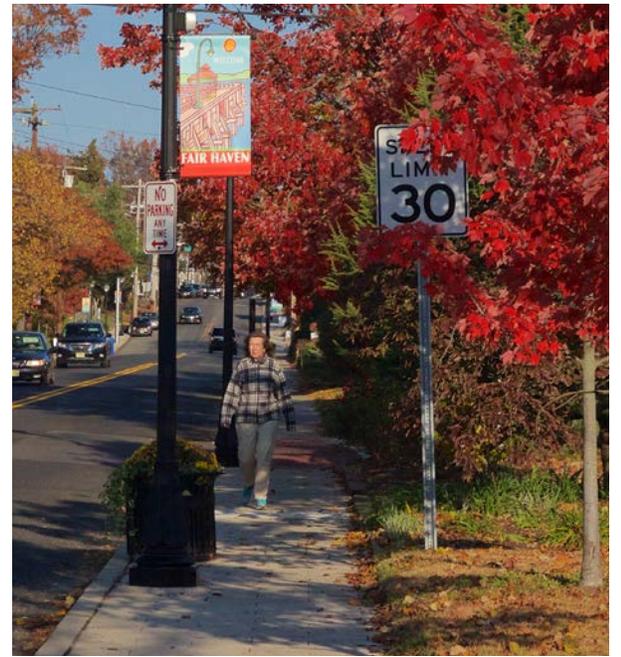
POLICIES

Supportive local policies can help create avenues to advance infrastructure improvements and facilitate implementation of the plan. This section summarizes several potential policy initiatives.

- » Land Use and Development Review: Continue to use the land use and development review process to ensure new development includes appropriate bicycle and pedestrian accommodations. Leveraging private development activity provides an opportunity for the Borough to advance planned improvements and preferred design standards by requiring their integration in development site plans. Potential elements that could be addressed through site plan review include, but are not limited to, streetscape improvements, filling sidewalk gaps, repairs to existing sidewalk, driveway access modifications, and bicycle parking. Large scale projects could also include intersection or roadway improvements.
- » River Road Redevelopment Plan: As discussed in conceptual recommendations for the River Road corridor in Chapter 5 (page 49), a long-term redevelopment plan can create a unified, comprehensive vision for the Borough's downtown. The plan should integrate land use and transportation objectives and define desired streetscape improvements and typologies, pedestrian and bicycle circulation needs, building setbacks, placemaking strategies, and site access and parking considerations, among others. With a plan in place, the Borough can further guide redevelopment activity along the corridor through planning and development review process.
- » Bicycle Parking Ordinance: As discussed on page 83, adopt an ordinance requiring bicycle parking with new development. The ordinance should define minimum short-term and long-term bicycle parking facilities based on the land use and its size, and define appropriate design standards.
- » Sidewalk Program: To implement sidewalk maintenance and construction projects, the Borough should continue to require sidewalk repair or installation as a part of new development or major renovation. For properties where sidewalk is not necessary, the developer should contribute to a Borough sidewalk fund that can be used to support sidewalk repair and construction projects in other areas of the Borough. This dedicated sidewalk fund can be supplemented with grant funding and other funding sources. Where applicable, sidewalk improvements should be bundled into other roadway projects to reduce costs.

Another common funding mechanism for sidewalk projects used in New Jersey municipalities is to require abutting property owners to contribute to the costs of sidewalk repairs. Rather than require individual property owners to make repairs themselves, the Borough could consider administering a program where they bundle improvements together to reduce costs. Abutting property owners could be asked to contribute a percentage of the cost, with the Borough covering the remainder through other funding sources.

In commercial areas, the Borough could consider establishing a business improvement district or other strategies to collaborate with local businesses to support streetscape projects in the downtown.
- » Speed Limits: Adjust the speed limit on all bicycle boulevards to 20 MPH. Work with Monmouth County to reduce the speed limit to 25 MPH along River Road, as discussed on page 50.





08 IMPLEMENTATION AND NEXT STEPS

The recommendations in this Plan provide a roadmap for improving walking and bicycling in Fair Haven. Prioritized and implemented over time, they outline a blend of infrastructure improvements and supportive policies and programs to help the Borough realize its vision for making “walking and bicycling convenient, comfortable, and safe transportation options for people of all ages and abilities,” and the “natural, default choice” for children, residents, and visitors alike.

The pedestrian and bicycle infrastructure improvements presented in Chapters 5 and 6 are intended to be conceptual in nature, and may require varying levels of design, survey, or further analysis, and/or coordination with residents, businesses, or other stakeholders, depending on the magnitude of the improvement. As the concepts advance through engineering design, they should reflect the current best practices and guidelines referenced in the previous chapters. The recommendations are summarized in an implementation matrix in Appendix A2, which also identifies a timeframe for the improvement (short/medium/long), potential implementation partners, and order-of-magnitude cost (where practical).

The Borough is already active in advancing several bicycle and pedestrian improvements throughout the community, including planned sidewalk improvements along Third Street and Fair Haven Road, as well as its 2017 Road and Sidewalk Program, which includes:

- » Sidewalk improvements along:
 - Schwenker Place
 - Cambridge Avenue near Park Road
 - Park Road near Forrest Avenue
 - Cedar Avenue
 - Willow Street
- » Linden Drive at Buttonwood Drive curb improvements and reduced curb radii
- » Fair Haven Road at Buttonwood Drive curbing, striping, and drainage improvements

- » Battin Road at Holly Lane curb improvements
- » Crosswalk improvements at:
 - River Road at Fair Haven Road
 - River Road at De Normandie Avenue
 - River Road at Oak Place
- » Sidewalk, striping, and curb ramp improvements along Hance Road, between River Road and Lewis Point Road

The Borough should use this Plan to integrate additional improvement recommendations into planned projects and identify and prioritize future projects. The Plan can also help bolster applications for grant funding to support implementation efforts.

Fair Haven should also work with NJDOT, the North Jersey Transportation Planning Authority (NJTPA), and Monmouth County to help advance proposed improvements, leverage other projects, and identify resources and funding opportunities. Other entities, such as Meadowlink TMA, may also be able to support non-infrastructure strategies, such as Safe Routes to School activities. Development activity provides another avenue for implementation, leveraging private investment to construct elements of the Plan and enhance bicycle and pedestrian mobility.

Finally, the Plan should be shared with neighboring municipalities to help inform and advance efforts to create a regional, interconnected bicycle network.

