

MINUTES
COMPLETE STREETS COMMITTEE MEETING
December 19, 2016
Witherspoon Municipal Building

Present: Robert Altman, Kristin Appelget (Princeton University liaison), Nat Bottigheimer, Sam Bunting, Jenny Crumiller (Council liaison), Janet Heroux, Pam Hersh, Surinder Sharma, Deanna Stockton (Princeton Engineering), Jack West (Princeton Engineering), Ralph Widner. **Absent:** Amner Deleon, Tamera Matteo, Sgt. Tom Murray (Police Department liaison),

The meeting convened at 5:15 p.m.

1. Review and Approval of Minutes for September 19, 2016

Surinder Sharma moved approval of the minutes for the committee's meeting on September 19, 2016. Sam Bunting seconded. The motion was approved unanimously.

2. Election of Officers for 2017

Council member Jenny Crumiller stated that election of officers should be postponed until 2017 because new committee members will be appointed and they should be able to participate in the vote.

3. Meeting dates for 2017

Chairman Bob Altman said that, after conferring with Jenny Crumiller and Deanna Stockton, he has concluded that, given its heavy workload, the committee must meet more often than every three months during 2017. He suggested the following schedule:

February 20, 2017	August 21, 2017
April 17, 2017	October 16, 2017
June 19, 2017	December 18, 2017

<i>Janet Heroux moved approval of the revised schedule. The motion was seconded and approved unanimously.</i>

4. NJDOT Project Grant Opportunities for 2017

Deanna Stockton reported on NJDOT grant opportunities for 2017 and requested the committee's recommendations regarding priorities.

(a) Safe Streets to Transit

These projects should be within a half mile of a transit stop and be in the community's master plan. The amount roughly available would be \$300,000.

Potential projects:

- Nassau Streetscape project
- Traffic signal replacement at Witherspoon/Mt. Lucas
- Harrison Street sidewalks between Franklin and Valley Road

Neither of the latter two projects are in the Master Plan, but are important for public safety.

Pam Hersh suggested that \$300,000 is not likely to make a significant difference on Nassau Street, and that the Witherspoon/Mt. Lucas and Harrison Street projects warrant the highest priorities for the sake of public safety. Jenny Crumiller agreed.

Pam Hersh moved, and Surinder Sharma seconded, that priority be given to these two projects rather than Nassau streetscape improvement. The motion was adopted unanimously.

(b) Bikeways

Deanna Stockton described the state's goal to construct 1,000 miles of dedicated bike paths separated physically from motor traffic by an open space or barrier either within roadways or in independent rights-of-way.

She suggested two possible projects:

- A shared pathway on Lover's Lane between Mercer Street and U.S. 206.
- A pathway on Cherry Hill Road between Foulet Drive and Crestview Drive.

Janet Heroux said that it would be good to extend the existing bikeway on Cherry Hill with the proposed project from Foulet to Crestview.

Janet Heroux moved, and Sam Bunting seconded, that the committee endorse these recommended projects. The motion was approved unanimously.

(c) Municipal Aid

Deanna Stockton listed road improvement projects for which the municipality could request state aid:

- Bank Street
- All Saints Road
- Mount Lucas signal at Cherry Hill/ Witherspoon
- Snowden (Franklin-Van Dyke)
- Witherspoon between Paul Robeson & Nassau.

Surinder Sharma moved, and Pam Hersh seconded, that the committee endorse applications for municipal aid for all these projects. The motion was unanimously approved.

(d) Bus Shelters

NJDOT will provide five free bus shelters each year to the municipality. Deanna Stockton provided the following list from which five can be selected for 2017 and five for 2018:

- Basin/Alexander (2)
- Library Place/U.S. 206 (southbound)
- Witherspoon/ Hinds Plaza (northbound)
- Witherspoon/Municipal Bldg.(southbound)
- Nassau/Palmer Square
- Nassau/Moran (nw corner)
- Nassau/Maple (ne corner)
- Bunn Drive @Charter School
- Holly House on Sassafras Dr.
- Princeton Care Center on Bunn Drive

The five preferred locations for 2017 are at Basin/Alexander (2), Library Place/US 206, Nassau/Maple and PCV Holly House on Sassafras Row.

Surinder Sharma moved that the committee support the recommendations. The motion was seconded and unanimously approved.

5. Committee Objectives and Work Plan for 2017

Bob Altman invited Ralph Widner to post a Gantt chart of a potential committee program of work to help achieve some of the goals and objectives of the Complete Streets policy during 2017. *The chart is attached to and made a part of these minutes.*

The committee's 2017 goals and objectives for 2017 are:

- (a) To identify streets scheduled for re-paving that can be included as Complete Streets during 2017. (Engineering staff)
- (b) To recommend adoption of a comprehensive bicycle plan. (Municipal staff/Bicycle Advisory Committee)
- (c) Harmonize the *FreeB/Tiger Transit* route, stop, and passenger information systems. (Public Transit Advisory Committee)
- (d) Initiate a concerted "Go Princeton" transit information and education program (Public Transit Advisory Committee)
- (e) Identify mobility/parking options for local employees and commuters. (Public Transit Advisory Committee/ Ad Hoc Task Group on Mobility Alternatives.)
- (f) Initiate a coordinated "Street Smart" traffic safety education and enforcement program. (Municipal staff/Traffic Safety Committee).
- (g) Help the Planning Board update the Sidewalk element in the Community's Master Plan. (A new ad hoc task group)
- (h) Identify the most feasible strategies to calm traffic on major thoroughfares. (Ad Hoc Task Group on Traffic Calming).

The committee then discussed the contemplated timetable and process to carry out work on these objectives during 2017.

6. Capital Projects and Complete Streets Policy

Deanna Stockton pointed out that the Complete Streets Policy states: *“Princeton should implement a Complete Streets policy though the planning, design, construction, maintenance and operation of new and retrofit transportation facilities, enabling safe access and mobility of pedestrians, bicyclists, transit users of all ages and abilities. This includes all projects funded through the Community’s Capital Program.”*

She then listed the 2017 capital projects that municipal staff will evaluate to implement Complete Streets objectives:

- Bikeway & pedestrian improvements
- Bikeshare
- Sidewalk repairs
- Walnut Lane
- Bank Street
- Carriage Way, Potter’s Run
- All Saints Road
- Cherry Valley Road (Jefferson’s curve)
- Snowden (Franklin-Overbrook)
- Jefferson (Moore-Franklin)
- Moore (Jefferson-Franklin)
- Ridgeview Road
- Henry (Moore-Jefferson)
- Hinds Plaza repairs
- Traffic Calming/Flashing Beacons
- Nassau streetscape
- Harrison SRTS traffic signals

The Engineering staff will recommend a 2017 capital projects program to Council, and include its assessment of how each project relates to the Complete Streets Policy.

7. Adoption of Bicycle Plan

Deanna Stockton said that he Planning and Engineering staffs will draft 3-4 pages of text that incorporate the goals and recommendations of the Bicycle Master Plan into the Circulation Element of the Princeton Community Master Plan. CSC can review the draft language and provide comments to the Master Plan Committee and the Planning Board.

The Master Plan Committee will hold a public meeting to review the draft language. If accepted, the draft language will be scheduled for a full Planning Board meeting. A public hearing by the Planning Board will be held before the draft language is adopted.

Janet Heroux commented that, because of gaps in the plan prepared by the consultant, the goals of the plan are not met. Deanna Stockton replied that the consultant has been asked to address such issues, but is anxious to wrap up its work by year’s end.

8. Harmonization of Local Transit Systems/ “Go Princeton” Transit Information Campaign

Though some intricate negotiations are underway with contractors, Jack West said that he hopes that real-time smartphone and internet-based passenger information will be in place by the first quarter of 2017. This will afford riders coordinated information about schedules, routes, and vehicle locations.

Ralph Widner commented that, at the university’s suggestion, any significant adjustments to *FreeB* or *Tiger Transit* stops or routes to better serve potential ridership markets cannot take place until fall.

He argued that the “Go Princeton” transit information and education campaign should not be launched until the time when we have harmonized the stops and routes of the two systems. Janet Heroux asked about the ridership markets. *Ralph Widner referred to an analysis, which is attached to and made a part of these minute (#2).*

Nat Bottigheimer remarked that ultimately how local transit will be used boils down to land use decisions. For example, he said, if new housing at the former location of the Butler apartments is purposely planned as transit-oriented, we are much more likely to win ridership than by trying to serve neighborhoods of widely dispersed homes.

Ralph Widner remarked that, in every survey and focus group conducted so far, the most glaring finding is that most residents are totally unaware of the local transit services already available, so a transit information and education campaign should be a top priority. He said the Mass Transit Trust Fund is about to approve a contract with GMTMA to design the “Go Princeton” campaign during the spring. In the meantime, he suggested, we should complete analysis and discussions about harmonizing stops and routes so that a full transit promotion campaign can be launched in the fall.

9. CSC Input to Sidewalk and Circulation elements of Master Plan

Ralph Widner asked Deanna Stockton whether the Master Plan committee of the Planning Board had a specific timetable during which it would welcome input from the committee regarding sidewalks and circulation. She replied that the Planning Board is required to re-examine the Master Plan every 10 years to ensure that it is consistent with current conditions in the community. *A general summary of the elements required in such a re-examination is attached to and made a part of these minutes (#3).*

Deanna Stockton commented that there are significant gaps in sidewalk access, particularly near schools, and that input from CSC on this matter should prove particularly valuable. Jenny Crumiller said that a sidewalk map that clearly identifies such gaps is of critical interest to her.

Sam Bunting remarked that he fully agrees on the importance of the sidewalk issue and that CSC should take the initiative to address it. However, he is doubtful that CSC should volunteer major input to the Circulation element, since that is clearly a major focus of the Planning Board’s Master Plan committee itself.

Ad Hoc Task Group on Sidewalks Established

It was agreed that CSC establish an *Ad Hoc Task Group on Sidewalks*, chaired by Sam Bunting. Its purpose is to examine the sidewalk map in the Master Plan and prepare recommendations for the Master Plan Committee of the Planning Board by April 2017. Other members from the committee who agreed to serve on the task group are Jenny Crumiller, Pam Hersh, and Nat Bottigheimer. Additional members, both on the CSC and from outside, may be invited to serve as well.

10. Comprehensive “Street Smart” Traffic Safety Program

Deanna Stockton reported that the first phase of the “Street Smart” Campaign—conducted on October 4-7, 2016—was intended to sensitize and educate the public about inappropriate traffic behavior. *A summary of this phase with tentative findings so far is attached to and made a part of these minutes (#4).*

A second enforcement phase will follow in the spring while schools and the university are still in session. In this phase, rather than just receive an informational leaflet and verbal advisement from an officer, violators will be ticketed.

11. Transit/Ridesharing/Parking Alternatives for Local employees and Commuters

In late 2016, the Public Transit Advisory Committee conducted its initial surveys of local employees and commuters to determine whether, if provided, they would use other ways to get to their local jobs rather than drive. *A summary of the results is attached to, and made a part of these minutes (#5).*

Ralph Widner reported that during the first half of 2017, the Public Transit Advisory Committee will continue these surveys and then submit the results. They are intended to assist in planning local transit services and parking strategies.

12. Traffic Calming

Janet Heroux reported that the ad Hoc Task Group on Traffic Calming is availing itself of assistance from the Vorhees Transportation Center at Rutgers University to “screen down” a wide range of traffic calming measures to those that might prove most practicable in Princeton. Her hope is that the task group will report the results of its labors in June 2017.

13. Traffic Safety Committee Report

- (a) Deanna Stockton described a pilot traffic calming experiment on John Street at Lytle using a rubber mat. She said this is an experiment and she will report the results.
- (b) She also reported that the new traffic lights recommended by the committee at Mountain and Great Road are now installed.
- (c) Ralph Widner provided a 2014 accident survey in the Princeton area provided by the Delaware Valley Regional Planning Commission. *It is attached to and made a part of these minutes (#6).*

The meeting adjourned at 7 p.m.

Respectfully submitted,
Ralph R. Widner, Secretary

COMPLETE STREETS COMMITTEE

2017 Goals, Objectives, Work Plan

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Integration and Coordination of Local Transit Systems and Routes Summary

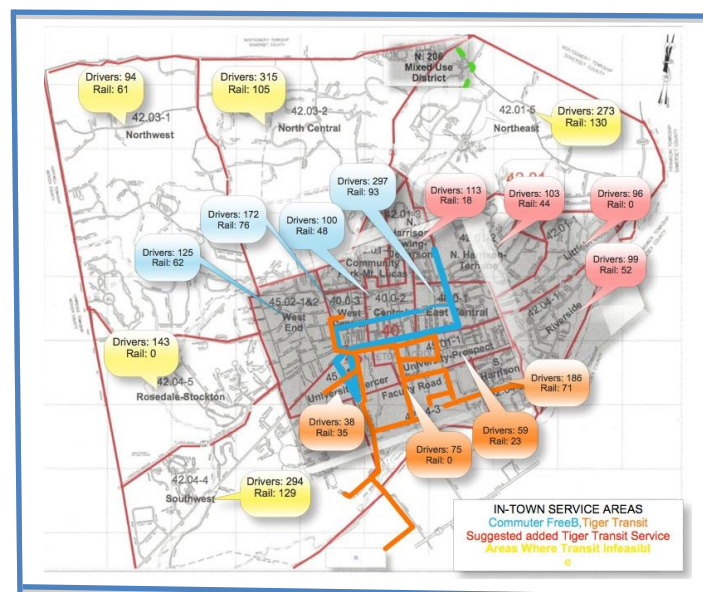
Potential Commuter Ridership Market for Local Transit in 2010-2014

- Estimated number of residents who drove to jobs in town: 2,742
- Estimated number for whom local transit to workplace infeasible: 1,119
- Estimated number for whom local transit to work is feasible: 1,623
- Estimated number in current *FreeB*/*Tiger Transit* service areas: 1,212.

Commuter *FreeB* and *Tiger Transit* Routes Do Not Match Markets

- An estimated 1,212 residents who drove to workplaces in town during 2010-2014 lived within the current service areas of either the *Commuter FreeB* or *Tiger Transit*. Though their service areas abut, the routes of the two systems are not integrated.
- Many university employees live in residential areas served by the *Commuter FreeB*, but only a very few use it.
- Correspondingly, some residents in neighborhoods served by *Tiger Transit* hold off-campus jobs in town, or want to get to Princeton Station to connect with their out-commute by train. The *Tiger Transit* routes to which they have access do not go to these destinations, so they drive.
- Finally, about 411 drivers who work in town reside in close-in neighborhoods not served currently by either the *Commuter FreeB* or *Tiger Transit*.

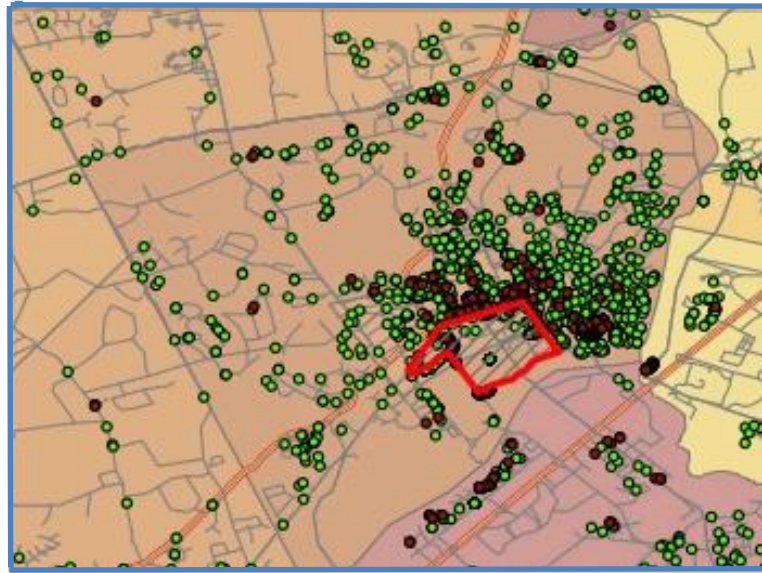
Commuter FreeB and *Tiger Transit*: Potential Ridership Markets
Resident Drivers to In-Town Jobs & Resident Rail Out-Commuters



Sources: 2010-2014 ACS Modes to Work by Census Block Group
Princeton University Tiger Transit Route map; Princeton FreeB route map.

About 23% of Princeton's working residents are employees or researchers at Princeton University and most live in neighborhoods in the eastern and northeastern quadrants of the community outside of the *Tiger Transit* service area.

Resident Princeton University Employees and Graduate Students, 2008



Source: *Princeton University Campus Plan: Traffic, Parking & Circulation*, 2008
Prepared by BFJ Planning for the Princeton Planning Board

● Faculty & staff

● Graduate students

Linking Resident Rail Commuters to Princeton Station via Local Transit

- The Census Bureau estimated that 947 Princeton residents out-commuted by rail during 2010-2014.
- About +/-300 live in residential areas that cannot be served effectively by local transit and they drive to and park at Princeton Junction.
- The remaining 647 live in Princeton's central or close-in neighborhoods and can be served by local transit if routes are properly aligned and service is frequent. About 279 live in the current service area of the Commuter *FreeB* and 334 live within *Tiger Transit's* area of service—a total of 537.
- Based upon the only survey presently available—undoubtedly obsolete—we estimate that, up until 2013, roughly 462 daily out-commuters rode the Dinky to Princeton Junction.
- This implies that 66% of the potential in-town market for commuter service to Princeton Junction has been satisfied (462 out of 647).
- However, during December 2015, the Commuter *FreeB* carried only about 4% of the rail commuters in its service area to Princeton station. (University reports do not enable us to make similar estimates for *Tiger Transit*.)
- The reasons for this light ridership may be two-fold: (1) As the focus group interviews discovered, many commuters are unaware of the commuter *FreeB* service to Princeton Station; and (2) 50%-75% of the *FreeB* service area lies within walking distance of

Princeton Station. (In a 2006 survey for Princeton University, Chance Management Advisors estimated that 45% of Dinky passengers walked to the station, 28% drove and parked, 10% were dropped off, 5% bicycled, and 45 arrived by shuttle.)

Recommendations:

- (a) Local transit to Princeton station is likely to be a preferred option mainly for those beyond walking distance of Princeton Station. The local transit service area should be extended into those close-in residential areas beyond walking distance of the station, but where significant numbers of in-town workers or rail out-commuters reside—Riverside, Littlebrook, North Harrison, and the West End.
- (b) *Tiger Transit* routes should be evaluated to determine (1) how the concentrations of university employees in the community's northeast quadrant can be incentivized to use *Tiger Transit* to go to and from work; and (2) how *Tiger Transit* could link the 306 rail commuters in its service to Princeton station during rush hours. The primary purpose of the *FreeB* should be to serve residents who are unable to get to and from in-town destinations without transit assistance.

RE-EXAMINATION OF MASTER PLAN

Sidewalk and Circulation Elements

The Planning Board is required to re-examine the Master Plan every ten years. The Board's Master Plan Committee would welcome CSC input to this year's re-examination of the sidewalk and circulation elements.

A re-examination includes:

- (a) A description of any problems or changes in objectives since prior adoption of the Master Plan (e.g., adoption of the Complete Streets Policy by Council and the Board).
- (b) The degree to which any problems (e.g., traffic) have increased, or objectives (e.g., Complete Streets) have changed.
- (c) Any significant changes in assumptions, policies, or objectives related to changes in the density and distribution of population, alterations in land use, housing conditions, circulation (traffic), or activities affecting the environment or public health.
- (d) Recommended Master Plan changes, including underlying objectives, policies & standards, and whether a new plan or regulation should be prepared.

PRELIMINARY FINDINGS, PHASE I

STREET SMART PROGRAM

During Phase I:

A. Information campaign

- Signs with the safety messaging were posted in numerous locations and stores throughout town.
- Coffee sleeves and coasters with Street Smart messages were distributed through merchants and the university.
- Social media were used to broadcast the messages.

B. Personal contacts

- Princeton police and GMTMA personnel were on the streets for four days and contacted 2000 individuals who violated safety rules. Safety tip cards were distributed. (Princeton University public safety officers were part of the team during its two days on campus.

C. Observations/Evaluations of Impact

- GMTMA did pre and post-observations at Goheen crosswalk and the Nassau/Washington/Vendeventer intersection. Though analysis is not complete—
 - There was a very high level of compliance at the Goheen crosswalk (98%). Cell phone usage dropped from 6.5% to 3.3%. The number of vehicles that stopped for pedestrians increased y 14.5%.
- At Nassau& Washington, the results were mixed—
 - High compliance using the crosswalk (95%) and a 4.5% increase in motorists stopping for pedestrians, but there was an increase in the number not obeying/using the traffic signals (4.8%) as well as an increase in cell phone usage (4.3%).
 - PEOPLE DID NOT SEEM TO UNDERSTAND THAT THEY NEED TO PRESS THE BUTTON FOR THESE NEW SIGNALS. THEY GREW FRUSTRATED AND WALKED AGAINST THE SIGNAL.
 - The right turn on red signal was not operating at the start of the phase, but was activated by the time the phase ended.

PRINCETON PUBLIC TRANSIT ADVISORY COMMITTEE

2016 and Proposed 2017 Surveys to Identify Mobility Alternatives for Local Employees and Local Commuters

In 2016, the Public Transit Advisory Committee and a team funded by the Mass Transit Trust Fund undertook a series of surveys or focus group interviews to determine whether local employees and commuters would respond to transit and other mobility options if they were available. This brief summarizes the findings from the 2016 surveys and focus groups and then proposes additional surveys or focus group interviews during 2017 to:

(1) determine whether fringe parking with shuttle services to central Princeton might help reduce the number of local employees who drive into and park downtown (and reduce their—or their employer's—parking costs as well); and—

(2) determine whether commuters in certain neighborhoods would take advantage of *FreeB/Tiger Transit* if routes and service were modified to serve them.

2016 Surveys: Summaries & Findings

1. Survey of 35 employees of one major restaurant in Princeton.
2. Survey of 32 employees of member businesses of the Princeton Merchants Association.
3. Focus group interviews with Princeton residents.
4. Focus group interviews with drivers from Hamilton.

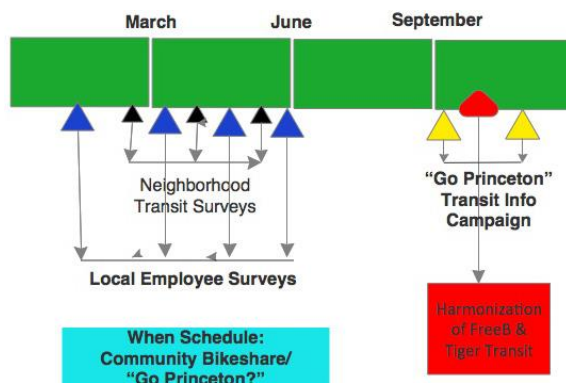
Proposed 2017 Surveys

(a) Continued employee surveys

1. Employees in Palmer square.
2. Employees of additional members of the Princeton Merchants Association.
3. Employees of other businesses throughout the community.
4. Municipal and school district employees.

(b) Neighborhood Focus groups or surveys to evaluate the feasibility of modified, extended, and integrated *FreeB/Tiger Transit* routes:

5. In-town workers and rail commuters who reside in the Riverside/Littlebrook/Mt. Lucas/Jefferson/Prospect neighborhoods.



Some Preliminary Findings 2016

Though the numbers of respondents surveyed so far are too small to draw definite conclusions, some early patterns are suggestive:

Potential “Market” for Fringe Parking

1. A majority of in-commuters who drive to in-town jobs said that, if offered, they would take advantage of free or low-cost fringe parking linked by a free shuttle to their workplace. This was affirmed in the Hamilton focus group interviews as well.

Scheduling Shuttle Services to Parking a Challenge

2. The work schedules of restaurant workers stretch from 7 a.m. to midnight and are highly variable, posing special challenges for any shuttle service serving fringe parking.

Fringe Parking Needs to Be Near U.S. 1

3. In-commuters originate from very diffusely located towns, so several fringe parking locations may be required to capture traffic from different “catchment areas.” The greatest numbers come from the south and north on the U.S. 1 Corridor and from the east across U.S. 1 as far as from the Jersey Shore (see Figure 1).

“Go Princeton” Transit Information Campaign Very Important

4. Most residents and commuters do not know about local transit services that already exist.

Local Transit Must Be Competitive with Car

5. Most who might be served by an integrated *FreeB/Tiger Transit* system would only use it if it (a) conveniently links their home and their destination, is (b) frequent enough to respond to their needs, (c) has trip times reasonably competitive with other ways to get around, (d) is free or very low cost, and (e) is reliable in terms of schedule and few breakdowns.

Early Schematic of In-Commuter Origins Local Employees



2014 Crash Data in Forum Voting Municipalities (Mercer)

CRASHES				PEOPLE			PEDESTRIANS		BICYCLISTS		
	TOTAL	FATAL	INJURY	PDO	KILLED	INJURED	TOTAL	HIT	KILLED	HIT	KILLED
East Windsor	824	5	156	663	5	230	1,959	8	1	6	
Ewing	1,277	2	225	1,050	2	321	2,776	15	1	11	
Lawrence	1,300	5	265	1,030	5	364	3,038	7	2	3	
Princeton	889		143	746	-	189	1,922	24		7	
Robbinsville	689	3	121	565	3	160	1,630	2		2	
Trenton	2,366	3	506	1,857	3	672	5,618	86	2	11	
West Windsor	1,410	2	213	1,195	2	291	3,348	5	1	4	
TOTALS	8,755	20	1,629	7,106	20	2,227	20,291	147	7	44	-

PDO=Property Damage Only

Source: DVRPC Data Navigator www.dvrpc.org/data/navigation