COMPLETE STREETS OUTREACH SUMMARY

Keyport
COMPLETE STREETS PLAN

This report has been prepared as part of the North Jersey Transportation Planning Authority (NJTPA) Planning for Emerging Centers Program with financing by the Federal Transit Administration and the Federal Highway Administration of the U.S. Department of Transportation. This document is disseminated under the sponsorship of the U.S. Department of Transportation in the interest of information exchange. The NJTPA is solely responsible for its contents.

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PUBLIC INVOLVEMENT

INTRODUCTION

This plan's recommendations grew out of ideas that community members shared with the Project Team. The community engagement for this project began at the start of the COVID-19 pandemic. As a result, all feedback was collected online to protect both participants and the Project Team. Despite the challenge of pivoting to online engagement, more than 150 people were able to share their vision for how to build complete streets in Keyport. This is the equivalent level of engagement the team would have expected during "normal" engagement activities.

The following public involvement efforts helped ensure that residents and stakeholders could shape the recommendations in this plan:

- A project website, **KeyportStreets.com**, that included all relevant project information.
- The Team conducted a series of **meetings with Keyport Stakeholders** who Borough staff identified as having relevant expertise.
- An **online survey** was published on the project website. **A total of 262 people participated in the survey**.
- An **online workshop** on the project website, in both English and Spanish, allowed registrants to participate in seven activities that directly shaped the recommendations in this plan. Activities included an opportunity to give feedback on specific streets, evaluate proposals for bike lanes on Broad and Main Street, review improvements to downtown streets, and provide input on improvements to Maple Place; among other activities. The workshop also allowed participants to register for online meetings with Project Staff. **One-hundred and three (103) people participated in the workshop, submitting over 800 interactions across seven activities**.
- **Online surveys** were conducted to solicit feedback on the Demonstration Project and Draft Design Guide. Collectively, they garnered 73 ressponses.
- The Project Team met regularly with a **Technical Advisory Committee (TAC)** made up of residents, business owners, stakeholders, and elected officials.

The website, surveys, and workshop were cross promoted in many ways. The Borough posted about them on its website and Facebook page and released press releases at the launch of the website and the workshop. Members of the TAC promoted the project through their local networks, including posting on popular local Facebook pages. The Project Team also paid for advertising on Facebook over the course of the first month that the workshop was running.

SURVEY RESULTS

Background

A key goal of the survey was to develop a better understanding of residents' and stakeholders' mobility habits. Often municipalities rely on the US Census Bureau's commute to work data to understand how people move about their communities. However, this data has a number of limitations:

- The Census only asks questions about how people get to work, which only captures one dimension of peoples lives.
- Only a fraction of people are in the labor force. In Keyport, 61 percent of people over the age of 16 were in the labor force (as of 2018).[1] As a result, more than 1 in 3 people over 16 do not provide information about their mobility options and no data is collected for people under the age of 16.[2]
- Women are slightly less likely to be part of the workforce and therefore are under-represented in

1 US Census Bureau, 2014—2018 ACS 5-Year Narrative Profiles

2 Approximately 19 percent of residents are under the age of 18. The Census Bureau does readily provide information on number of residents under 16.(US Census Bureau, 2014—2018 ACS 5-Year Narrative Profiles)

this data.[3] At the same time, they are more likely to be providing care-giving services to family[4] and be responsible for domestic work.[5] Commuting to perform these essential services are not included in the Census' tabulations.

Walking to Access Essential Services

Figure 1 summarizes the US Census' commute to work data for Keyport and highlights that only approximately two percent of residents walked to work.

To overcome the gaps identified above, the survey asked participants to identify how often they walked to access essential services:

- Go grocery shopping
- Go to the doctor
- Go to the pharmacy
- Go to the bank
- Go to your place of worship / church
- Go to school
- Take your kids to school or daycare
- Go to a park, recreation field, or open space in Keyport

Figure 2 illustrates that **more than 40 percent of Keyport residents walk to access essential services, at least some of the time**. Figure 3 breaks down this information by essential service type. It is notable that nearly 1 in 3 residents walk to a grocery store at least some of the time and that walking to open spaces is one of the primary reason why people get out and walk around the Borough.

The Project Team asked participants to self identify their gender. It is noteworthy that those who identified as Female were substantially over-represented in the survey (68:32 Female to Male). This may suggest that women are more concerned about complete streets

3 Bureau of Labor Statistics, "Table 3: Employment Status of the Civilian Non-institutional Population by Age, Sex, and Race," Current Population Survey (2020)

4 National Center on Care-giving at Family Caregiver Alliance. "Women and Care-giving: Facts and Figures. Available at: https://www.caregiver.org/women-and-caregiving-facts-and-figures

5 World Employment and Social Outlook: Trends for women 2017. Available at: http://www.ilo.org/global/research/global-reports/weso/trends-for-women2017/lang--en/index.htm

Figure 1. Commute to Work Data

US. Census Bureau; 2018 5-Year ACS Estimates

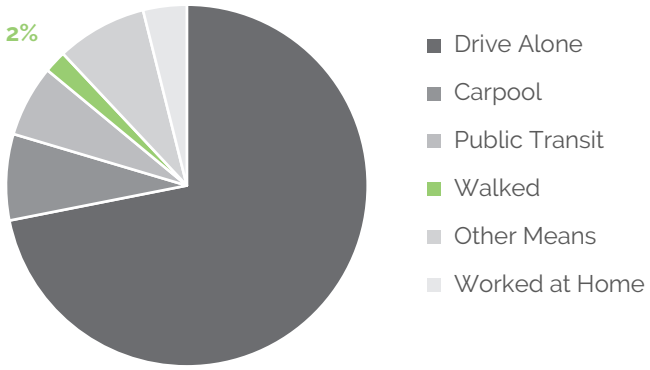
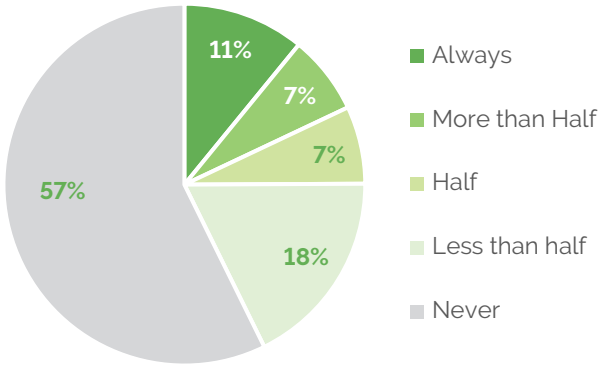


Figure 2. Walking to Essential Services

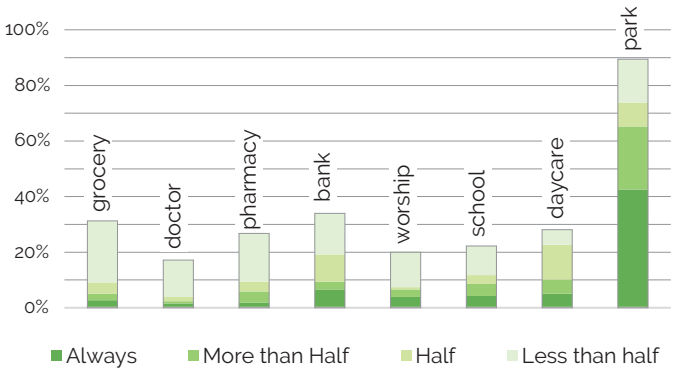
How often do you walk to the following destinations?



Project Survey

Figure 3. Walking to Essential Services by Service

How often do you walk to the following destinations?



Project Survey

than men. However, women were only about 7 percent more likely than men to say that they walked to an essential service at least half the time.

Walking to Eat and Shop

Improving walking conditions could help the Borough resolve the parking shortage in the downtown. (rewriting to remove passive voice) More than 80 percent of respondents said they walk to eat or shop in the Borough. Less than half of those people, however, say they do so more than half the time. Improved walking conditions could encourage people to walk more frequently.

Biking to Access Essential Services

Like walking, there is a shortage of data on cycling. To better understand how people travel around Keyport, the survey also asked whether residents bike to essential services. Figure 4 and Figure 5 show that respondents were much more likely to bike to access essential services than they were to bike to work (incorporated in the "other" category in Figure 2 on page 4). Nonetheless, biking remains secondary to walking as a means of accessing those services.

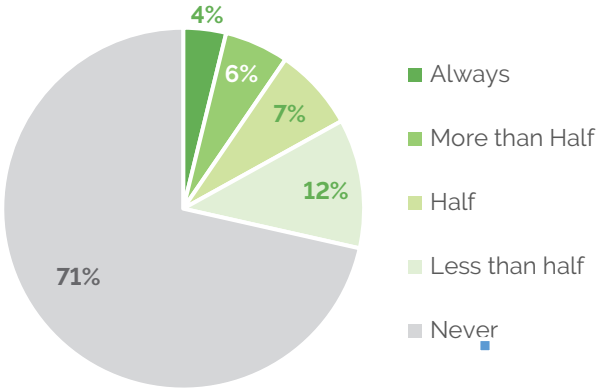
The absence of bicycle facilities on Keyport streets likely limits the number of people willing to bike to access these services. With more high-quality facilities, the Borough should anticipate increases in the number of people who access services by bike and increases in the frequency by which people bike to them.

Increasing Biking and Walking

Respondents identified the following three improvements as top issues that would increase their walking and biking: slower traffic, better facilities, and safer walking and biking conditions. Only a small number of respondents cited concerns about crime and personal safety as reasons for not walking or biking.

Figure 4. Biking to Essential Services

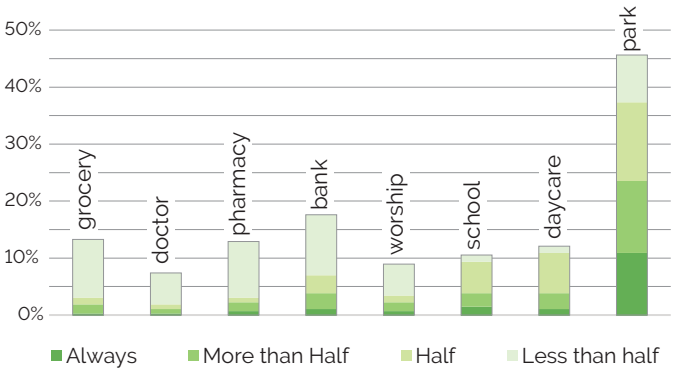
How often do you ride your bike to the following destinations?



Project Survey

Figure 5. Biking to Essential Services by Service

How often do you ride your bike to the following destinations?



Project Survey

WORKSHOP BACKGROUND

The online public workshop included seven activities that allowed participants to rate the quality of streets in Keyport, identify how they would like Borough streets to evolve in a post-COVID environment, and to respond to four proposals to change the design of certain streets.

KEYPORT STREET CONDITIONS

Participants were able to rate major streets and intersections in the Borough on a scale of one to five stars. On average, participants rated the quality of streets for driving (3.4) significantly better than for walking (2.6), biking (2.0), handicap access (2.3), and general accessibility (2.5).

Figure 6 summarizes participants' ratings of streets for walking by street segments. In general, streets with heavier traffic volumes like Beers, First, Broad, and portions of Atlantic Street were all rated relatively low (less than 3 stars). This is consistent with survey responses which identified slowing traffic as something that would increase the likelihood that people would walk more.

Figure 7 summarizes participants ratings of streets for biking. It is noteworthy that all street segments were generally rated as lower for biking than walking. This is likely due to the lack of bicycle facilities in the Borough. However, like walking ratings, high volume traffic streets were consistently rated lower than other streets.

The Project Team would have expected the Henry Hudson Trail to score higher than 3.5. However, it is possible that users scored it lower because of the quality of the trail crossings. Stakeholders regularly brought up this issue in interviews. The County has obtained grant funding to improve these crossings, which may boost the overall impression of the trail.

In addition to individual street segments, participants were able to provide feedback on the quality of intersections. Overwhelmingly, responses show that intersections are areas where the Borough will need to make substantial improvements when building out its complete streets network.

A NEW NORMAL

Participants in the workshop were asked to identify what changes to the use of streets they would like to see continue after the COVID pandemic. They could also like comments they agreed with. Responses largely focused on identifying more opportunities to use streets to support local businesses. As one participant noted,

> *"I would like to see more outside dining. Almost like how Washington Street in Cape May is or State Street in Madison WI. It would invite more businesses to open up and give Keyport a chance."*

Another popular theme was the need to have more opportunities for biking. A highly liked comment noted that biking is important because,

> *"The new normal will have more people home during day, Connecting the Henry Hudson Bike Path directly/visibly to downtown could draw people to all of this outdoor dining."*

Likewise, participants noted that there is a strong connection between the need to activate downtown businesses and making bicycle connections. A highly liked comment noted that,

> *"Utilizing outdoor space is a great idea to bring people to town, however parking would be an issue. So connecting the trail to downtown would help with this."*

Figure 6. Average Rating for Walking

Figure 7. Average Rating for Biking

ONE-WAY ON BROAD AND MAIN

Virtual demonstration projects were used to illustrate different approaches to adding bicycle facilities on Broad and Main streets. Participants could enter into an environment similar to Google Streetview where they could pan around to see the impact of the proposed changes. They were then able to rate each one. Figure 8 shows the three options. The responses show there is strong support for bicycle facilities that provide high quality protection for riders.

As the quotes to the right illustrate, participants noted that the protected bike lane option provided a nice balance, that offered both parking and high quality cycling facilities. Several participants also noted that it will be important to enforce parking restrictions to keep the bike lanes open. Many municipalities have tackled this issue and Keyport can learn from those experiences.

Protected bike lanes are much safer and people are more likely to utilize them than unprotected bike lanes. The buffer also gives room for car doors.

This would be amazing. It should start from High school and go down to the water.

nice safety for bikers and still plenty of parking for homeowners and businesses

This keeps a substantial amount of parking and dedicates an area for biking.

Protected bike lanes are a great idea but will need to be enforced for illegal parking.

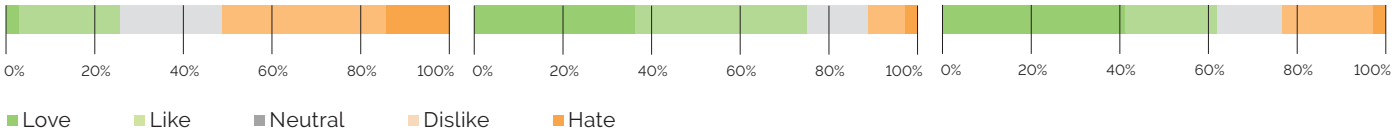
This would be safest for bikes as they are the most removed from moving vehicles

Figure 8. Options for Bike Lanes on Broad and Maple

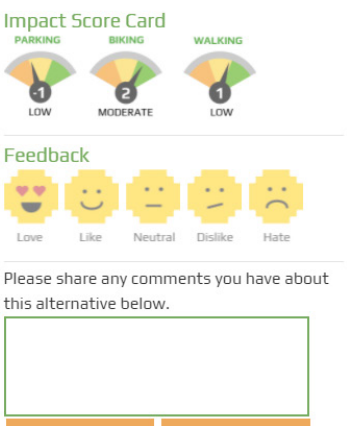
Standard bike lane

Protected bike lane

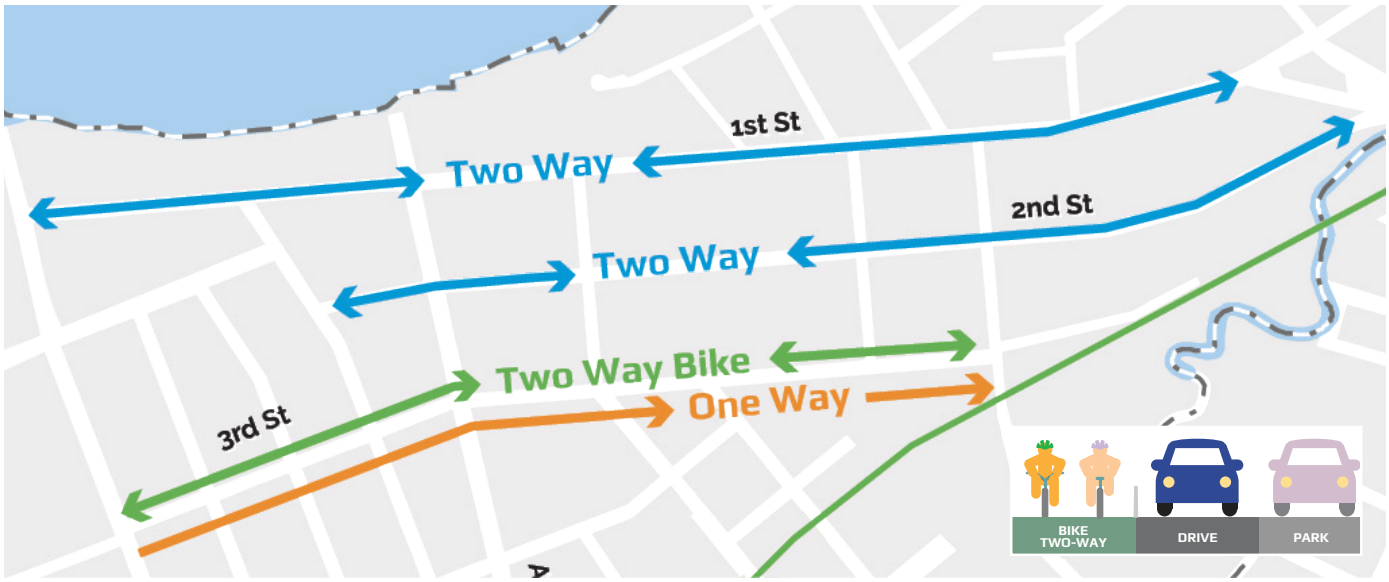
Cycle track



Example of virtual demonstration project



THIRD STREET TWO-WAY BICYCLE FACILITY



The Project Team developed a presentation that participants could watch that explained a proposal to convert of Third Street into a one-way street. This change would allow the Borough to build a two-way bicycle facility that would better connect the Henry Hudson the eastern neighborhoods to the downtown, as illustrated above.

Among those who participated in the activity, there was overwhelming support for the project. Below are some of the comments participants submitted:

Connection and signage at the east side of the bike path (connecting to t he Henry Hudson) would be a critical feature to drive adoption and attract path users to utilize this as a quicker and safer route to downtown.

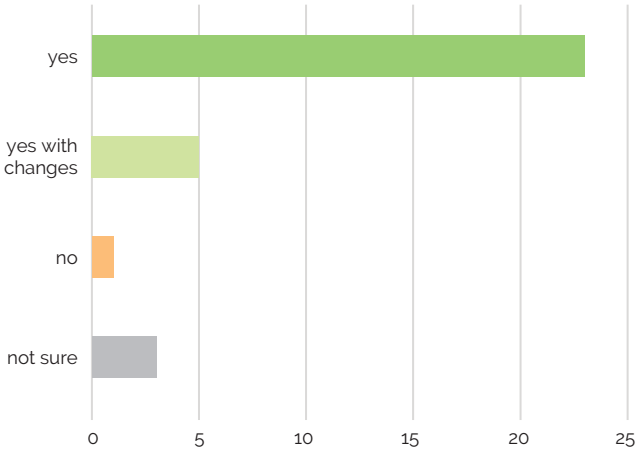
love it - its simple and makes sense

This is a fabulous idea. We need more bike paths and less on street parking.

I understand there may be some inconvenience to residents making this a one way street. The challenge will be to make them understand (as we do on Broad) the big picture benefits for quality of life and overall aesthetics in town.

I love this proposal! It makes Keyport feel more safe, accessible, and like the type of friendly community-centric town that I want to live in.

Figure 9. Third Street Results



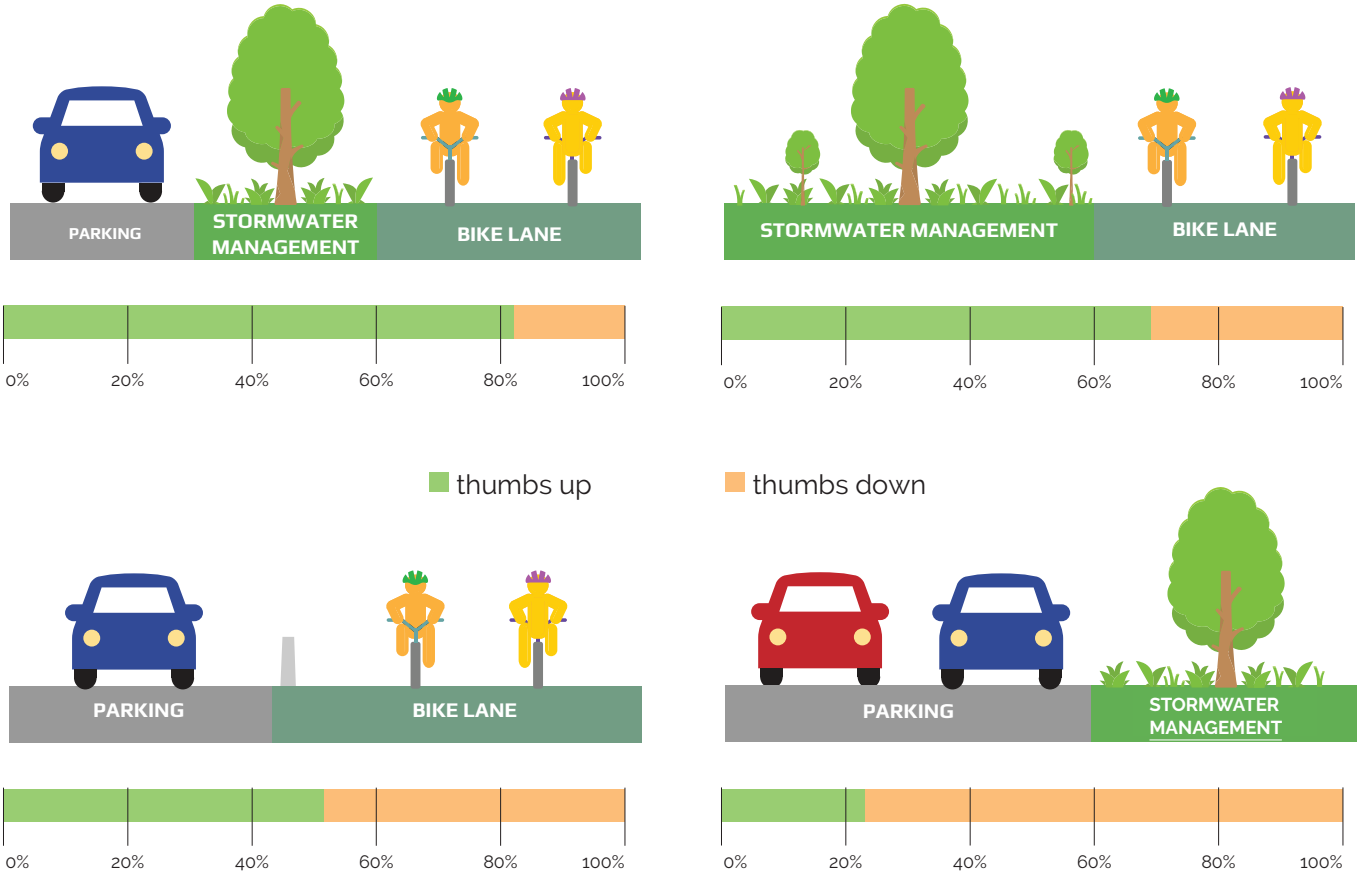
MAPLE PLACE RE-DESIGN

Early in the process, the Project Team identified Maple Place as a potential area for substantial change. The street carries low traffic volumes relative to the amount of space dedicated to vehicular traffic and the long stretches of space dedicated to parking often go unused. In total, the Team found that almost half of the street could be re-purposed to new uses without substantial impact on drivers.

As part of one activity, participants selected images that best represented how the almost 22 feet of space (in cross section) should be re-allocated. Based on the results (Figure 10) and the comments, it is clear that participants felt that:

- Biking is a top priority.
- Stormwater management is as important as parking, if not more.
- A balanced approach between parking, stormwater management, and bicycle facilities would achieve the most support.

Figure 10. Maple Place Redesign



RE-PURPOSING WIDE RESIDENTIAL STREETS

Keyport has several residential streets that are substantially wider than they need to be to support their adjacent land uses. This creates an opportunity for the Borough to re-imagine space on these streets in a way that could provide assets to residents on those streets. To help identify how that area could be re-purposed, the Project Team presented participants with three sets of images. They could then like or dislike elements on those images, and provide written comments about what they did or did not like. Figure 11 illustrates the results of those exercises.

Green Streets

The green street images received the most support; participants liked how attractive it could make streets and liked the addition of more greenery. The major concern that participants expressed was maintenance.

Play Streets

The play street images received the most negative reactions. Participants were concerned about having such activities close to traffic and there were questions about who would set up and maintain them. In addition, participants expressed concern for people who lived on these streets and the impact the activity would have on residents. Many participants, however, expressed support for similar activities downtown, on the waterfront, or in parks which they said were more appropriate for such activities.

Shared Streets

The shared street concept was also well received. Participants like the look of the streets (one participant noted, "the clean brick sidewalks look great") and there were several comments about the cleanliness of the street. Some participants questioned the value in investing as much in higher quality paving in areas that were further from downtown that would not see as much foot traffic. Overall, however, there was strong support for the concept of creating spaces where pedestrians and motorists shared the street.

Figure 11. Maple Place Redesign

DOWNTOWN STREETS

The workshop also included a video that proposed redesigning a street, to illustrate how Front and First streets could be transformed. Along the way, participants were asked to answer some key questions about how they wanted to see downtown streets evolve.

One of the questions asked participants to identify locations where they felt unsafe crossing Front or First Street. The majority of participants indicated that intersections on Atlantic, Church and Beers Streets were the most problematic for safe crossing.

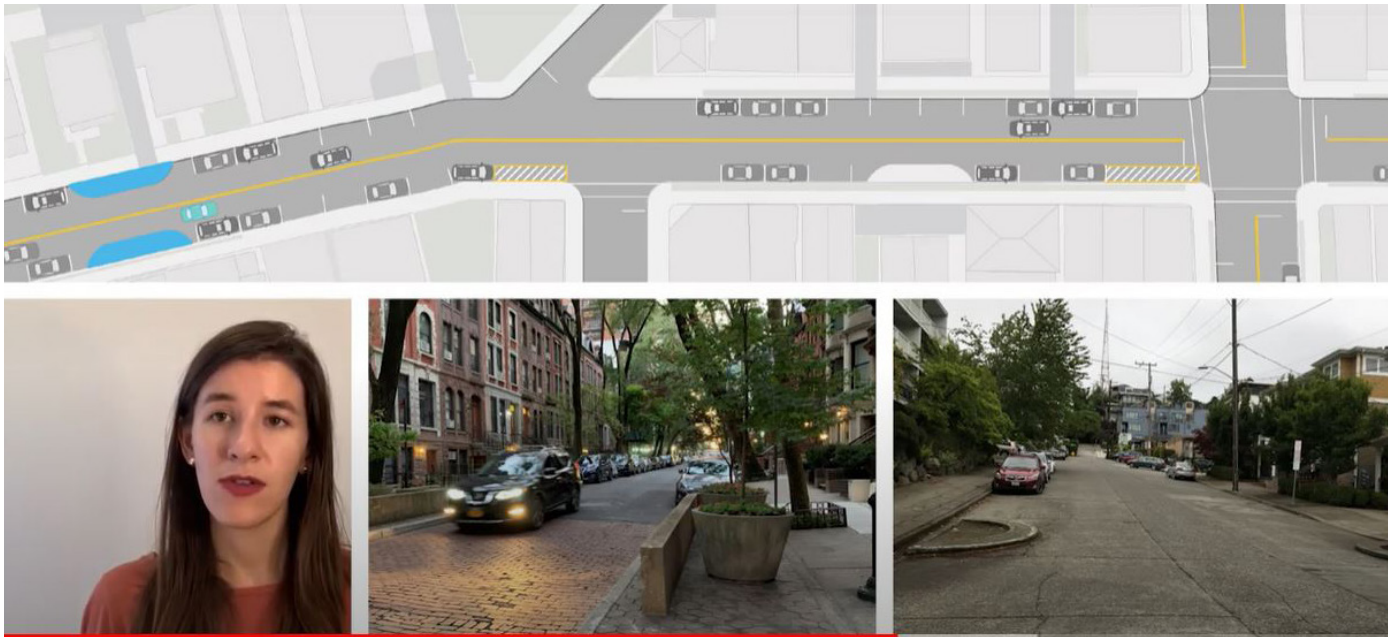
Curb extensions were presented as a potential intervention that would help make crossing safer. Installing curb extensions would allow the Borough to create new space for non-automotive uses. Participants expressed support for all the options presented for how to re-use this space: :

- flood management rain garden/ bioswale
- bicycle parking
- flower pots/street trees
- public garbage and recycling receptacles

Participants were also asked which improvements would support bus passengers. Again, there was strong support for all options presented:

- bench/seating
- more signage
- weather protected waiting areas
- more space to wait for the bus

Figure 12. Presentation of changes to Downtown Streets



DRAFT DESIGN GUIDE SURVEY

Feedback was solicited on the Draft Design Guide in the late Spring of 2021, which was kicked off by the launch of the Demonstration Project. The survey was advertised through email, website, and printed materials in association with the demonstration project. Every participant in the project to date who supplied an email address was notified that the document was available for review and comment. Twenty email addresses were collected for future distribution of information associated with Complete Streets in Keyport.

Key Findings

- Three quarters of respondents felt the proposed bicycle network, as proposed or with minor changes, would make the Borough safer and more convenient place for bicyclist of all ages and abilities. Only 2 respondents felt the network would not make the Borough safer for bicyclists.
- Eighty-two percent of respondents felt the proposed bicycle network, as proposed or with minor changes, would make the Borough safer and more convenient place for bicyclist of all ages and abilities.
- All street-types received overwhelming support: no street type received less than 70% full-support. All street types would be supported by 83 – 90% of respondents with minor changes. This shows overwhelming strong support for the proposed visions for each street.

Figure 13. Do you feel the proposed bicycle network will make the Borough a safer and more convenient place for bicyclists of all ages and abilities?

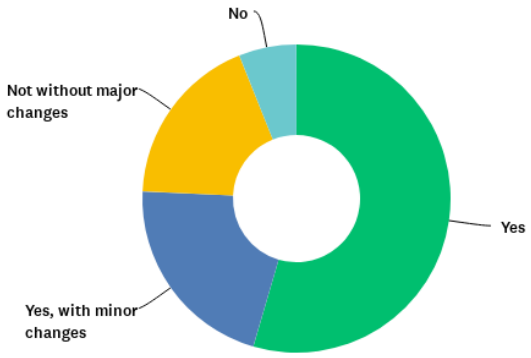
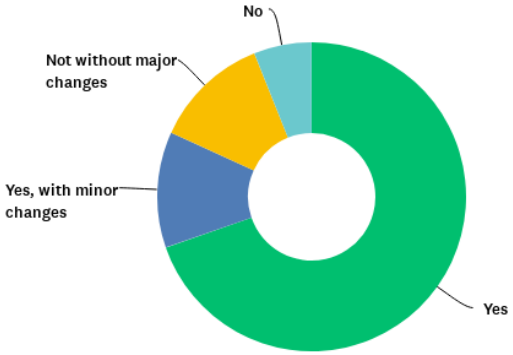


Figure 14. Do you feel the proposed pedestrian network will make the Borough a safer and more convenient place for pedestrians of all ages and abilities?



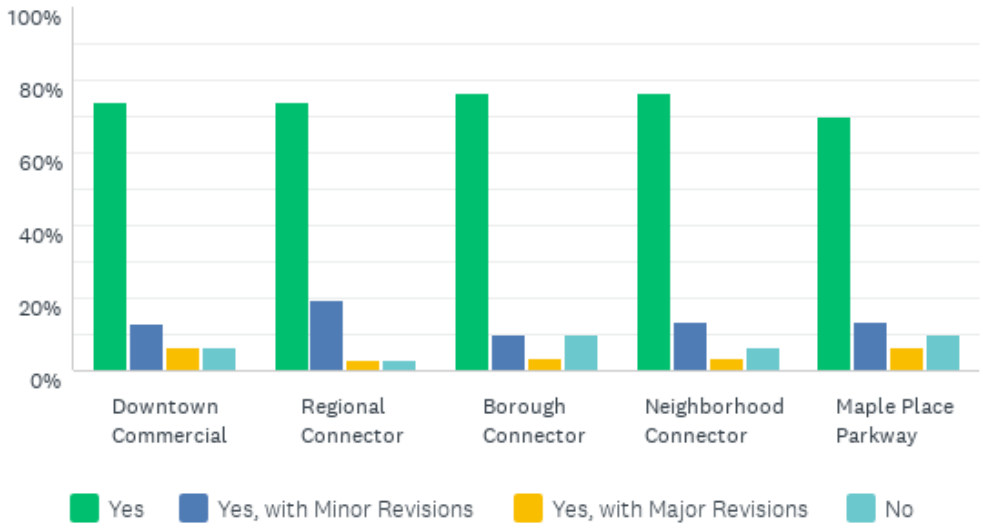
Suggestions for Incorporation

The following summarizes comments and suggested changes:

- There is considerable misunderstanding about the proposal for Third Street, including the belief that it will remove parking from the street (which it will not). There were also comments that suggested that 2nd Street be made one-way in the opposite direction to form a one-way pair, which makes sense. The Project Team recommends incorporation of an appendix that provides more details on the 3rd Street proposal that can be used to educate residents about the specifics of the proposal. It is also recommended that the Implementation Plan include a reference to a potential demonstration project on 3rd Street to support community discussion on the project.
- There were comments that raised concerns about how school loading would work. The project team recommends including an appendix that identifies potential loading options, as detailed in an earlier presentation. These loading options will be identified as preliminary concepts that will require further investigation.
- There was desire to improve the connections to Cedar Street, Veteran's, and Benjamin C Terry parks across 1st street. The intersections of First Street with Waverly and Fulton Streets should be recategorized as enhanced intersections.
- There was concern about speeding along 2nd Street. The intersection of Fulton and Second Street should be recategorized as an enhanced intersection which would allow for more robust traffic calming coming off the long block between Stone Street and Fulton Street.
- Some respondents associated the term "Parkway" for the Maple Place Parkway with high speeds and car prioritization. It is recommended that the name be changed to "Maple Place Boulevard."
- Hurley street should be added to the bicycle network (sharrows).
- The Division Street trail mid-block crossing should be prioritized as it is a cut-through for parents and schoolchildren.
- Division and Union Streets (the school loading area) should be added to the pedestrian priority network.
- There were several comments that focused on maintenance. The Implementation Plan will should be updated to reflect the importance of that work.

A detailed comment response matrix is attached as an appendix to this Document.

Figure 15. Do you support the proposed vision for the street typologies listed below?



CONCLUSION

The following summarizes the major take aways from the public involvement process. These findings will be incorporated in the Complete Streets Design guide:

- Walking is a means by which many people access essential services. More than 40% many Keyport residents walk to access essential services, at least some of the time.
- Biking is an important, but less frequently used, mode of transportation used to access essential services.
- The Borough should look for opportunities to find alternative uses for streets, especially parking areas, to support local businesses.
- The Borough should look to establish strong bicycle connections to commercial districts.
- The Borough should pursue a design for Broad and Main Street that includes a protected bike lane.
- The Borough should develop a design for Third Street that includes a two-way bicycle lane and a one-way motorized vehicle lane.
- The Borough should explore a balanced approach between parking, stormwater management, and bicycle facilities would achieve the most support.
- The Borough should prioritize green elements on oversized residential streets.
- The Borough should look to make pedestrian safety improvements along First Street at the intersections of Atlantic and Church and the intersection of Front Street and Beers Street.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