



NEW BRUNSWICK, NJ

TOTAL POPULATION
56,084

POPULATION DENSITY
10723

TOTAL AREA (sq. miles)
5.23

OF LOCAL BICYCLE FRIENDLY BUSINESSES **0**

OF LOCAL BICYCLE FRIENDLY UNIVERSITIES **0**

10 BUILDING BLOCKS OF A BICYCLE FRIENDLY COMMUNITY

	Average Silver	New Brunswick
High Speed Roads with Bike Facilities	35%	0%
Total on- and off-road Bicycle Network Mileage to Total Road Network Mileage	48%	20%
Bicycle Education in Schools	GOOD	NEEDS IMPROVEMENT
Share of Transportation Budget Spent on Bicycling	11%	UNKNOWN
Bike Month and Bike to Work Events	GOOD	AVERAGE
Active Bicycle Advocacy Group	YES	YES
Active Bicycle Advisory Committee	MEETS EVERY TWO MONTHS	NONE
Bicycle-Friendly Laws & Ordinances	GOOD	ACCEPTABLE
Bike Plan is Current and is Being Implemented	YES	NO
Bike Program Staff to Population	1 PER 78K	1 PER 19K

CATEGORY SCORES

ENGINEERING <i>Bicycle network and connectivity</i>	2.9 /10
EDUCATION <i>Motorist awareness and bicycling skills</i>	1.9 /10
ENCOURAGEMENT <i>Mainstreaming bicycling culture</i>	3.0 /10
EVALUATION & PLANNING <i>Setting targets and having a plan</i>	3.2 /10

KEY OUTCOMES

	Average Silver	New Brunswick
RIDERSHIP <i>Percentage of Commuters who bike</i>	2.7%	1.06%
SAFETY MEASURES CRASHES <i>Crashes per 10k bicycle commuters</i>	537	181
SAFETY MEASURES FATALITIES <i>Fatalities per 10k bicycle commuters</i>	6.3	0



KEY STEPS TO SILVER



- » Continue work to build out a low-stress network of bicycle facilities that is suitable for people of all ages and abilities. As you build out your network, ensure that wayfinding allows users to understand how to use the network to access transit, community health centers, Rutgers University, and other important community destinations.
- » Develop a design manual that meets current NACTO standards or adopt the NACTO Urban Bikeway Design Guide. This will make it easier for city staff to propose and implement bicycle facility designs that have been shown to improve conditions for people who bike in other cities throughout the United States. Ensure that your community follows a bicycle facility selection criteria that increases separation and protection of bicyclists based on levels of motor vehicle speed and volume.
- » Your application indicated that the community is currently updating a bicycle master plan. This is a great step to improving conditions for bicycling and institutionalizing processes for continual improvement.

- » Establish a dedicated annual budget for implementation of the new Plan, and ensure that the Plan includes specific and measurable goals, a strong implementation plan, and dedicated funding or an annual budget to ensure its success.
- » Expand bicycle safety education to be a routine part of education for students of all ages, and ensure that schools and the surrounding neighborhoods are particularly safe and convenient for biking and walking. Work with local bicycle groups and interested parents to create Safe Routes to School programming for all K-12 schools.
- » Develop community-wide Bicycle Parking Standards to ensure that APBP-compliant bicycle parking is available in areas near transit and urban activity centers. Without secure and convenient bicycle parking it is difficult for a person to choose to ride their bicycle for transportation or utilitarian trips.

KEY STEPS CONTINUED ON PAGE 2...



NEW BRUNSWICK, NJ

Fall 2020

KEY STEPS TO **SILVER** CONTINUED

- » Continue to expand bicycle education opportunities for adults. Consider ways to target demographics who currently do not feel safe riding with classes or events that address their concerns and create an inclusive, welcoming environment.
- » Develop a community-wide trip reduction ordinance/program, commuter incentive program, and a Guaranteed Ride Home program to encourage and support bike commuters in New Brunswick.
- » Create an official Bicycle & Pedestrian Advisory Committee (BPAC) to create a systematic method for ongoing citizen input into the development of important policies, plans, and projects. Ensure that the members of the committee reflect the diversity and ability levels of cyclists in your community.
- » Appoint a staff member Bicycle & Pedestrian Coordinator or create a new position.
- » Create a bicycle count program that utilizes several methods of data collection to create an understanding of current bicyclists and the effects of new facilities on bicycling in New Brunswick. Automated bicycle counters provide long-term data on bicycle use at fixed points in a community and mobile counters can provide periodic or before/after data related to a change in your community's road or bicycle network. Observational counts and surveys can supplement automated data in order to collect demographic information and examine social equity goals.

MORE RESOURCES FOR IMPROVING YOUR COMMUNITY:

- » League of American Bicyclists: <https://www.bikeleague.org>
- » Guide to the BFC Report Card:
https://bikeleague.org/sites/default/files/Guide_to_the_Bicycle_Friendly_Community_Report_Card.pdf
- » Resources for Building a Bicycle Friendly Community: https://bikeleague.org/BFC_Resources
- » Building Blocks of a Bicycle Friendly Community:
<https://bikeleague.org/content/building-blocks-bicycle-friendly-communities>
- » The Five E's: <https://bikeleague.org/5-es>
- » Smart Cycling Program: <https://bikeleague.org/ridesmart>
- » Advocacy Reports and Resources: <https://bikeleague.org/reports>
- » Bicycle Friendly Business Program: <https://bikeleague.org/business>
- » National Bike Month: <https://bikeleague.org/bikemonth>

