

UNION COUNTY & CITY OF ELIZABETH SAFE STREETS FOR ALL

Action Plan Advisory Committee (APAC) Meeting #2
March 4, 2025

Outreach Results Excerpt from Full Presentation



Michael Baker
INTERNATIONAL



Public Outreach Recap



Michael Baker
INTERNATIONAL



Outreach and Engagement Activities

Communications

-  Project Website
-  E-mail Blasts
-  Social Media
-  Strategic Partnerships
-  Bilingual (English & Spanish)

 **APAC Meetings (4)**

 **Focus Group Meetings (5)**

 **Online Survey and Map (1)**
(Supplemented with paper survey/map)

 **Pop-up Events (3)**

 **Public Meetings (3)**



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Outreach and Engagement Activities

Online Survey & Interactive Map

1

1662 Respondents
2582 Map Pins

5

Focus Groups

38 Participants
37 Organizations

3

85+ Participants

Pop-up Events

3

Public Meetings

1750+ Engagements
so far...

UNION COUNTY & CITY OF ELIZABETH SAFE STREETS FOR ALL

Focus Group Meeting
January 2025



County of Union, New Jersey
December 18, 2024 at 2:59 PM · 🌐

Union County and the City of Elizabeth are creating a Safe Streets for All (SS4A) Action Plan to make roads safer, lower the number of deaths and serious injuries on our roadways, and improve mobility and quality of life for everyone who travels in our community. Learn more at <https://ucnj.org/safe-streets/>.

The Union County Board of County Commissioners presents:

UNION COUNTY SAFE STREETS FOR ALL SURVEY!

¡ENCUESTA!

Now Open for **Your Input!**
Help improve STREET SAFETY in Union County by taking the survey and mapping your Ideas!

¡Abierto ahora para **tu opinión!**
Ayuda a mejorar la SEGURIDAD VIAL en el Condado de Union participando en la encuesta y marcando tus ideas en el mapa.

Take the Survey Here | Realice la Encuesta Aquí
<https://bit.ly/union-ss4a>

A SERVICE OF THE
UNION COUNTY BOARD OF
COUNTY COMMISSIONERS

8 22 shares

Like Comment Share

Comment as Courtenay Mercer

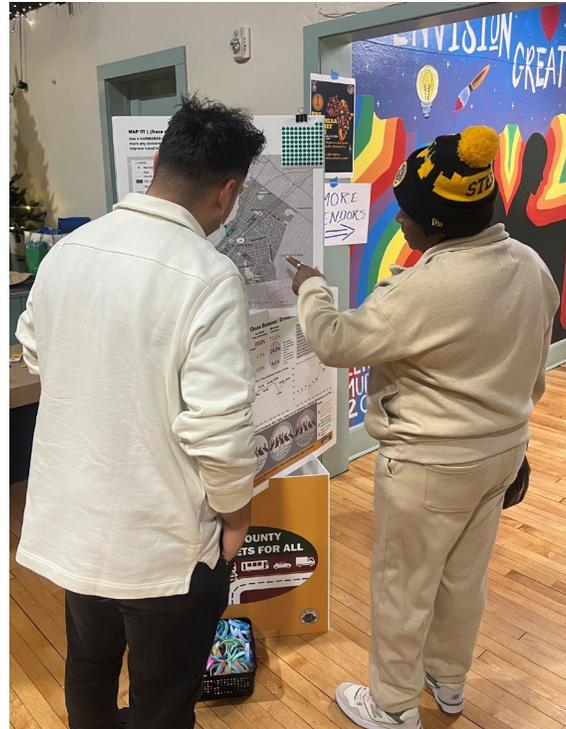


Pop-up Outreach

- ✓ **Approx. 85 participants**
- ✓ **Diverse in age, race, and ethnicity, including Hispanic/Latinos, African Americans, young families, and individuals ranging from children to middle-aged adults**



Winter Wonderland & Holiday Village
Union Township
Friday, December 06, 2024
4:30 PM – 9:30 PM



Pre-Kwanzaa Market
City of Plainfield
Saturday, December 14, 2024
12:00 PM – 6:00 PM



Holiday on the Square
City of Elizabeth
Saturday, December 21, 2024
12:00 PM – 3:00 PM

Focus Groups

38 participants representing 37 organizations, including educational institutions, social service providers, advocacy organizations, and almost all municipalities, ensuring participation from across the County.

General

January 22, 2025

January 23, 2025

Education Institutions

January 24, 2025

Municipalities

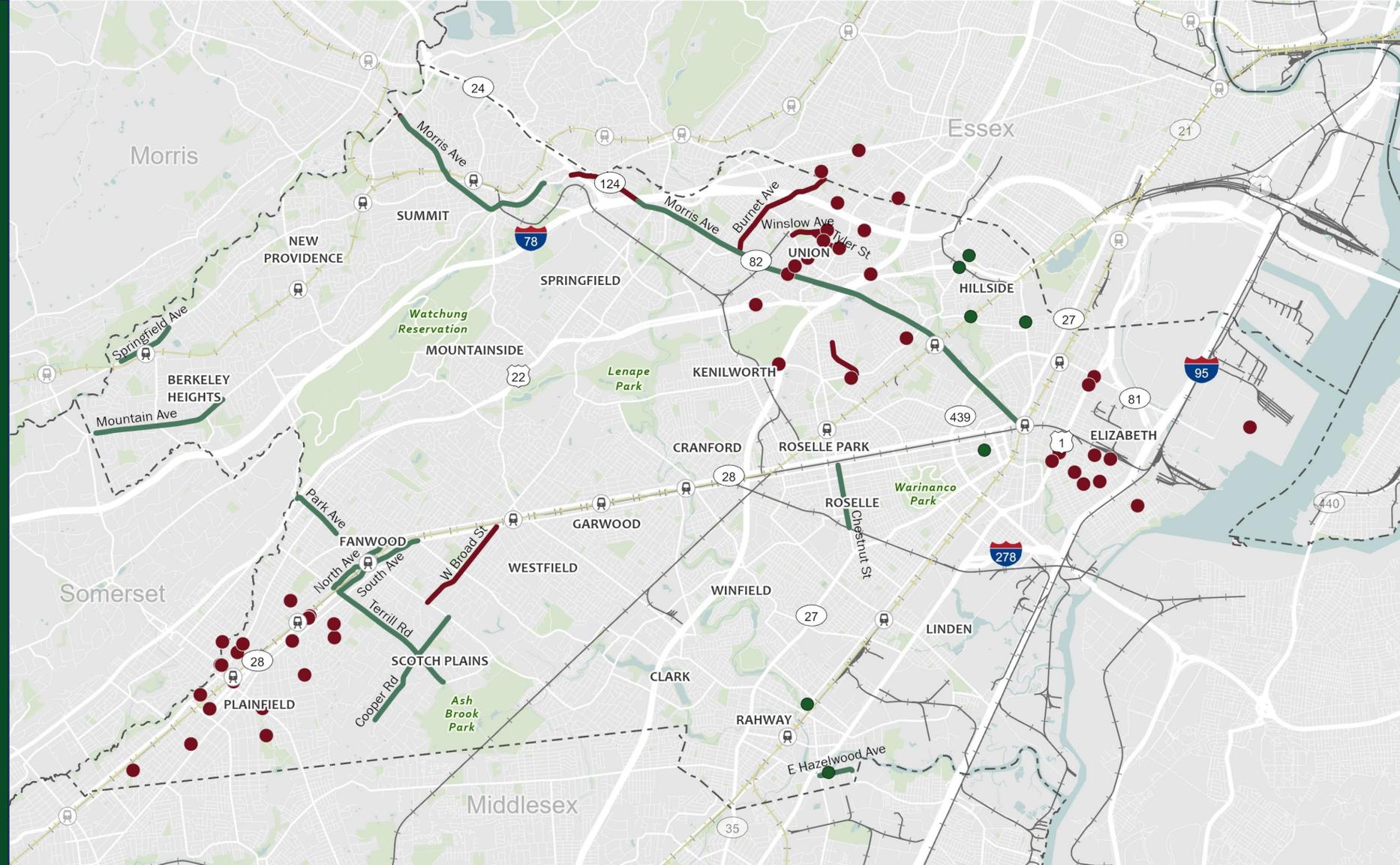
January 29, 2025

January 30, 2025

KEY TAKEAWAYS

- **Enhance pedestrian infrastructure** with more RRFBs, lighting, and traffic calming measures to create safer walking environments.
- **Expand protected bike lanes** and promote safe e-bike and scooter use through education campaigns and infrastructure integration.
- **Prioritize safety improvements** at high-risk intersections and key corridors across Union County to protect all road users.
- **Improve school zone safety** by addressing parental drop-off behavior, enhancing sidewalks, adding bike lanes, and revisiting bus transportation policies.
- **Reduce traffic congestion & unsafe driving practices** by increasing enforcement and improving street design to prevent bottlenecks.
- **Strengthen first/last-mile connectivity** to transit stations by expanding bike parking, shared mobility programs, and regional trail connections.

Focus Group & Pop-up Areas of Concern



LEGEND

Outreach Activities

- Pop-Ups Concern Pins
- Pop-Ups Concern Corridors
- Focus Group Key Intersections
- Focus Group Key Corridors

-  Union
-  Rail
-  Municipal Boundary
-  Water
-  Open Space

Data Sources: EPA NHDPlus, NJGIN Open Data, NJTRANSIT, NJ Office of GIS, and US Census

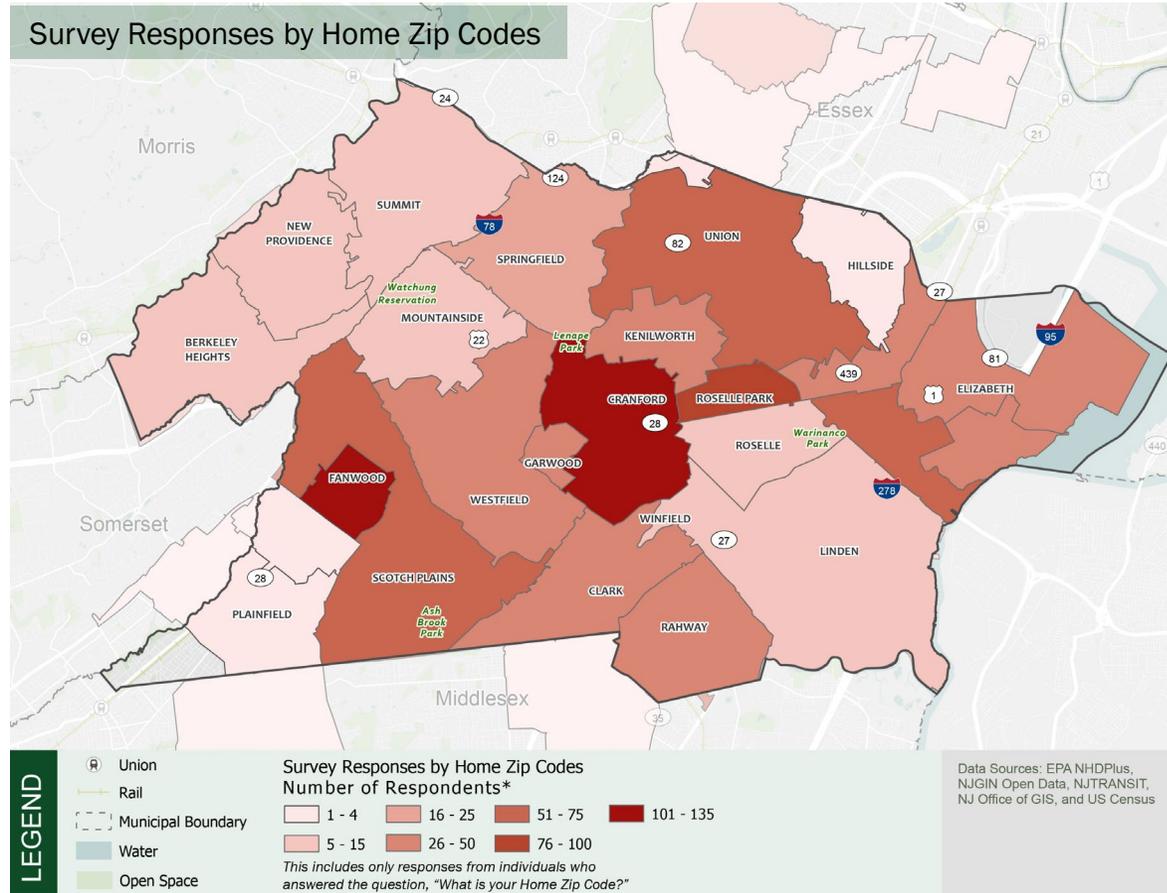


Survey and Interactive Map

DEPLOYMENT

- 1600+ participants & 2600+ map pins
- Multilingual survey and promotion (English & Spanish)
- Offered an opportunity to win Visa gift cards
- Promoted on social media
- Survey closed January 31st

DEMOGRAPHICS



**WHITE
LATINO**

FEMALE

**Gen Z, MILLENNIALS
& Gen X**

**88%
ACCESS
TO CAR**

**Workforce
& High
Income**

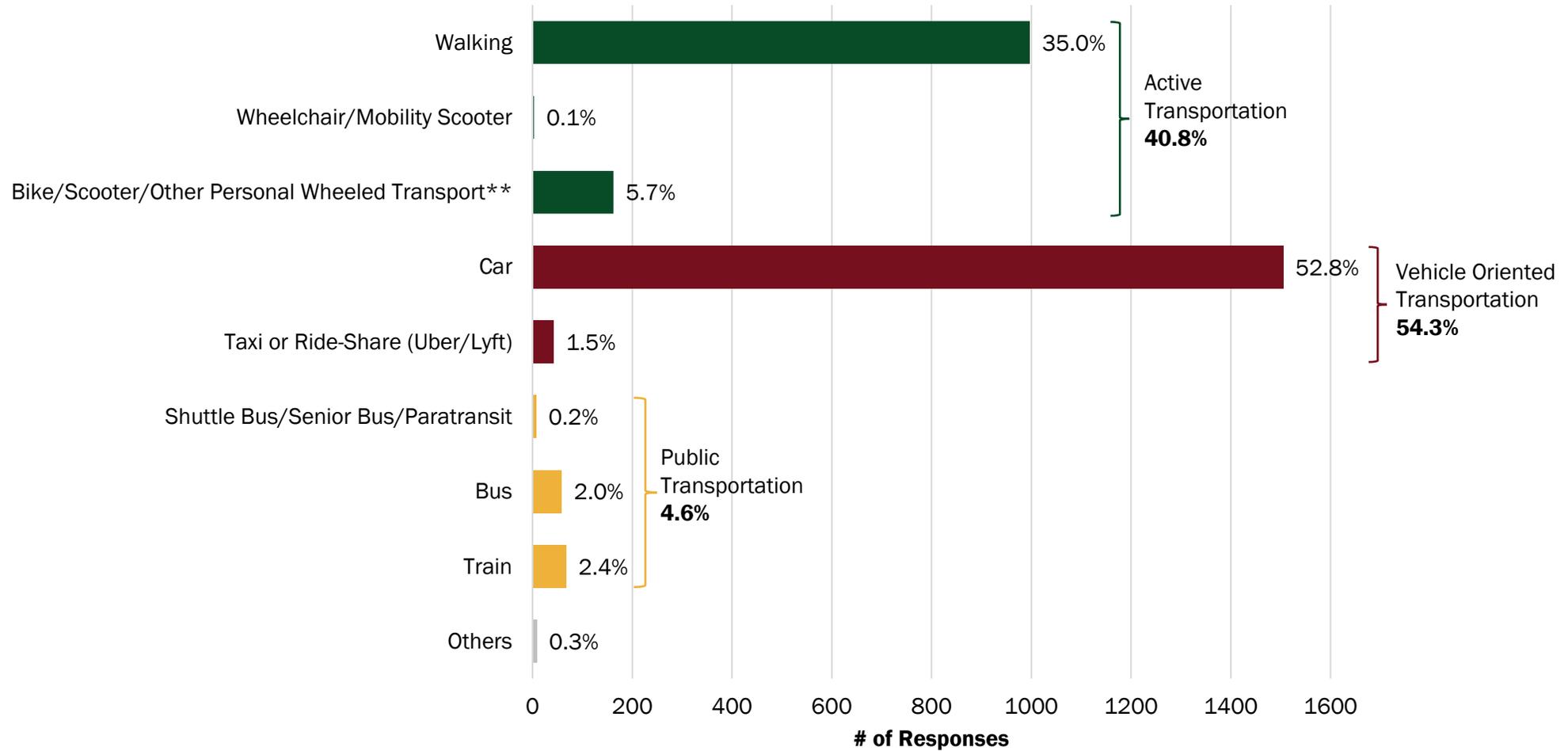


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CURRENT TRAVEL MODE

CURRENT TRAVEL MODE
(Survey & Pop-up Responses Combined)

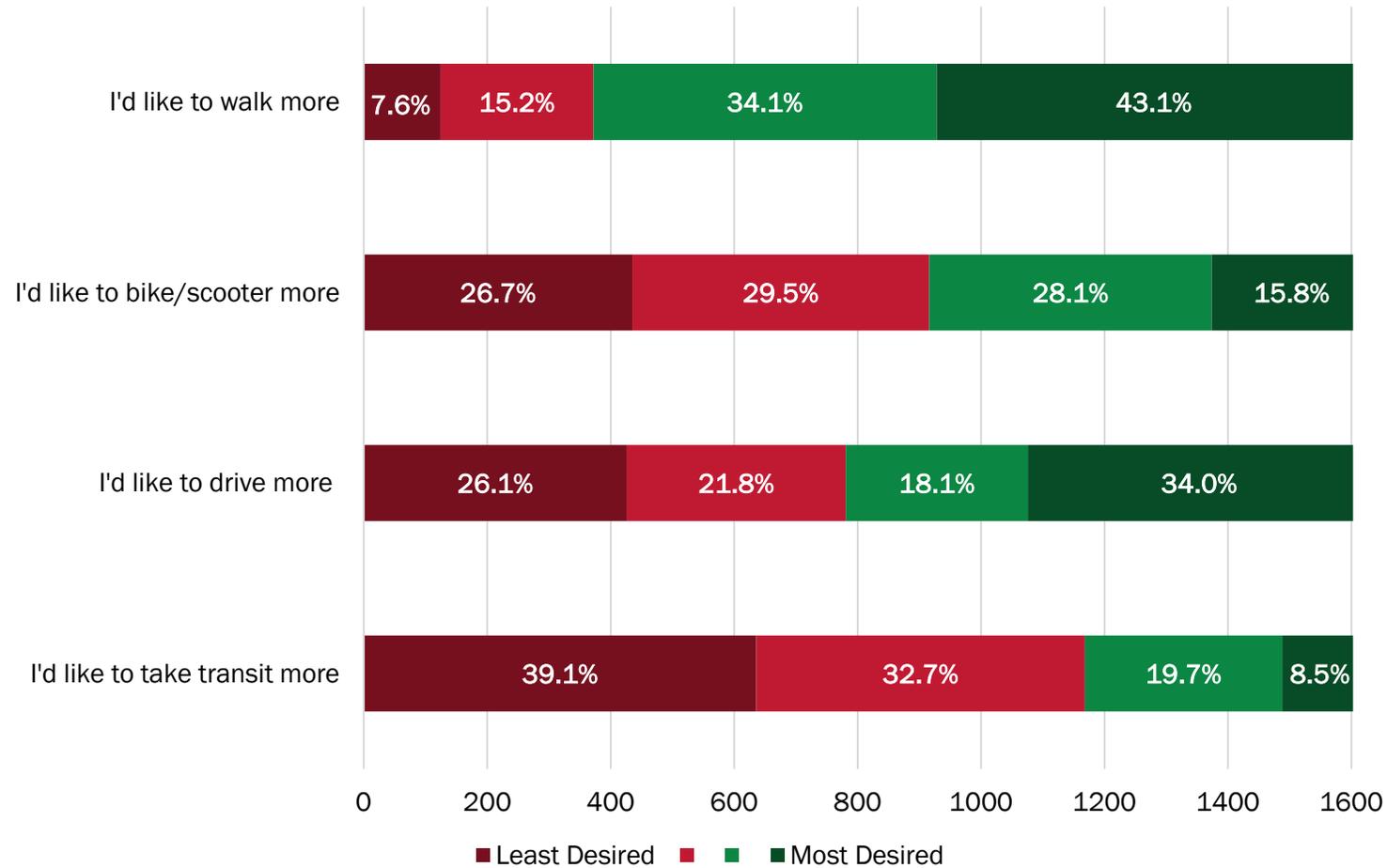


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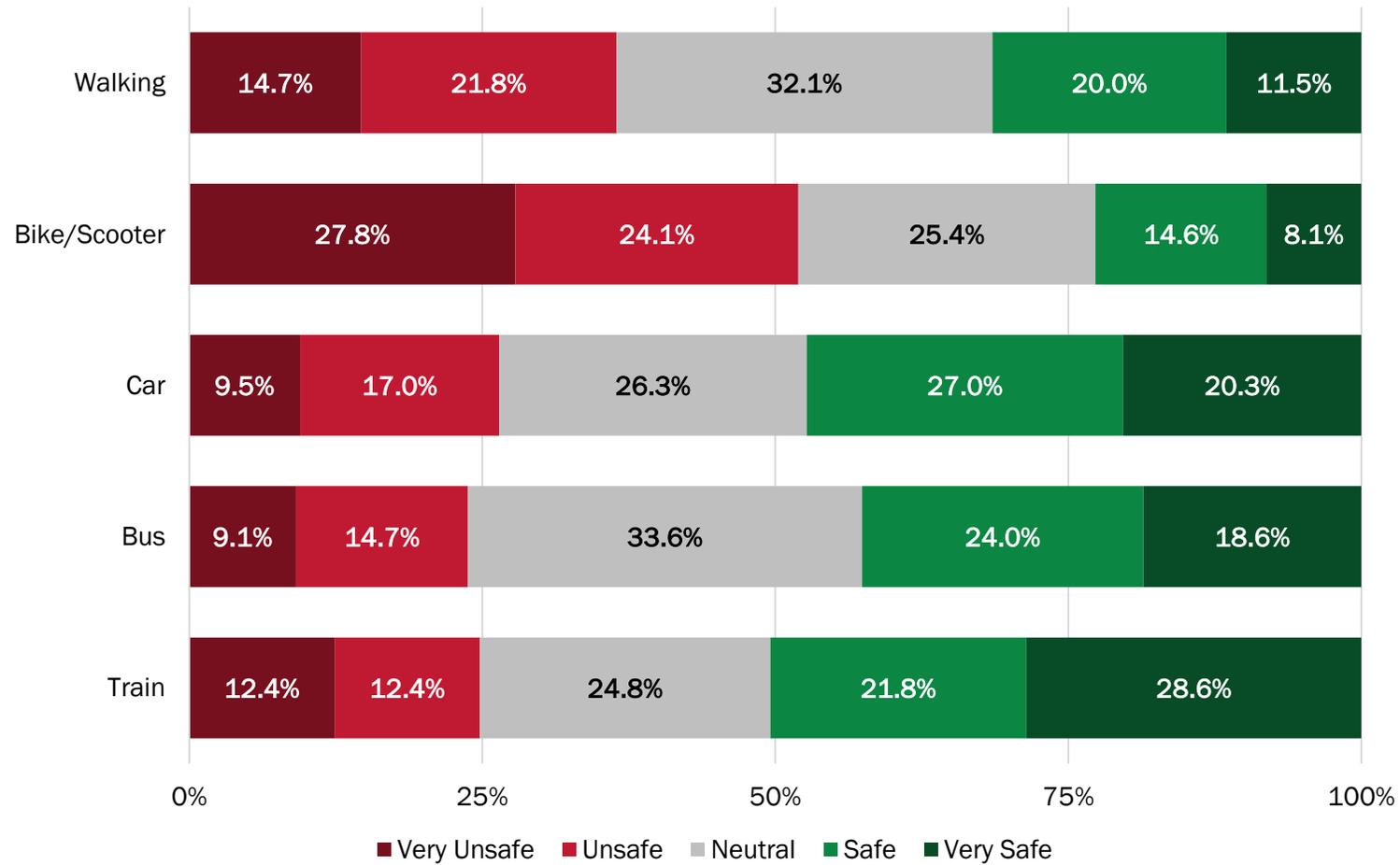
FUTURE TRAVEL MODE

FUTURE TRAVEL MODE
(Survey & Pop-up Responses Combined)

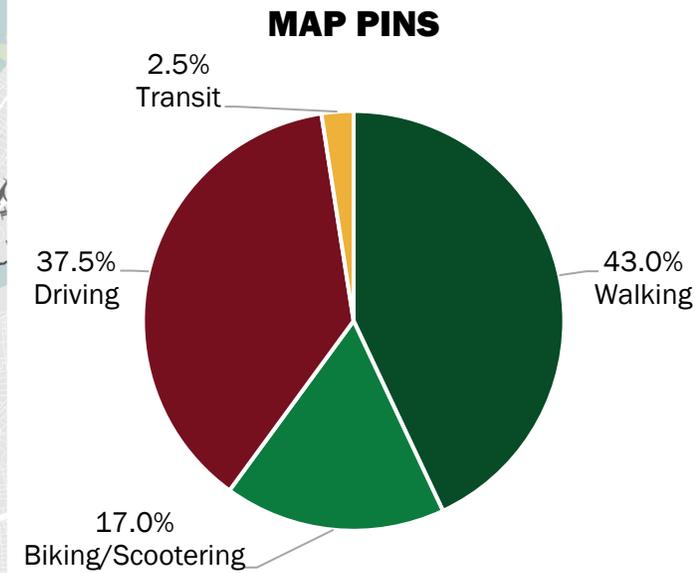
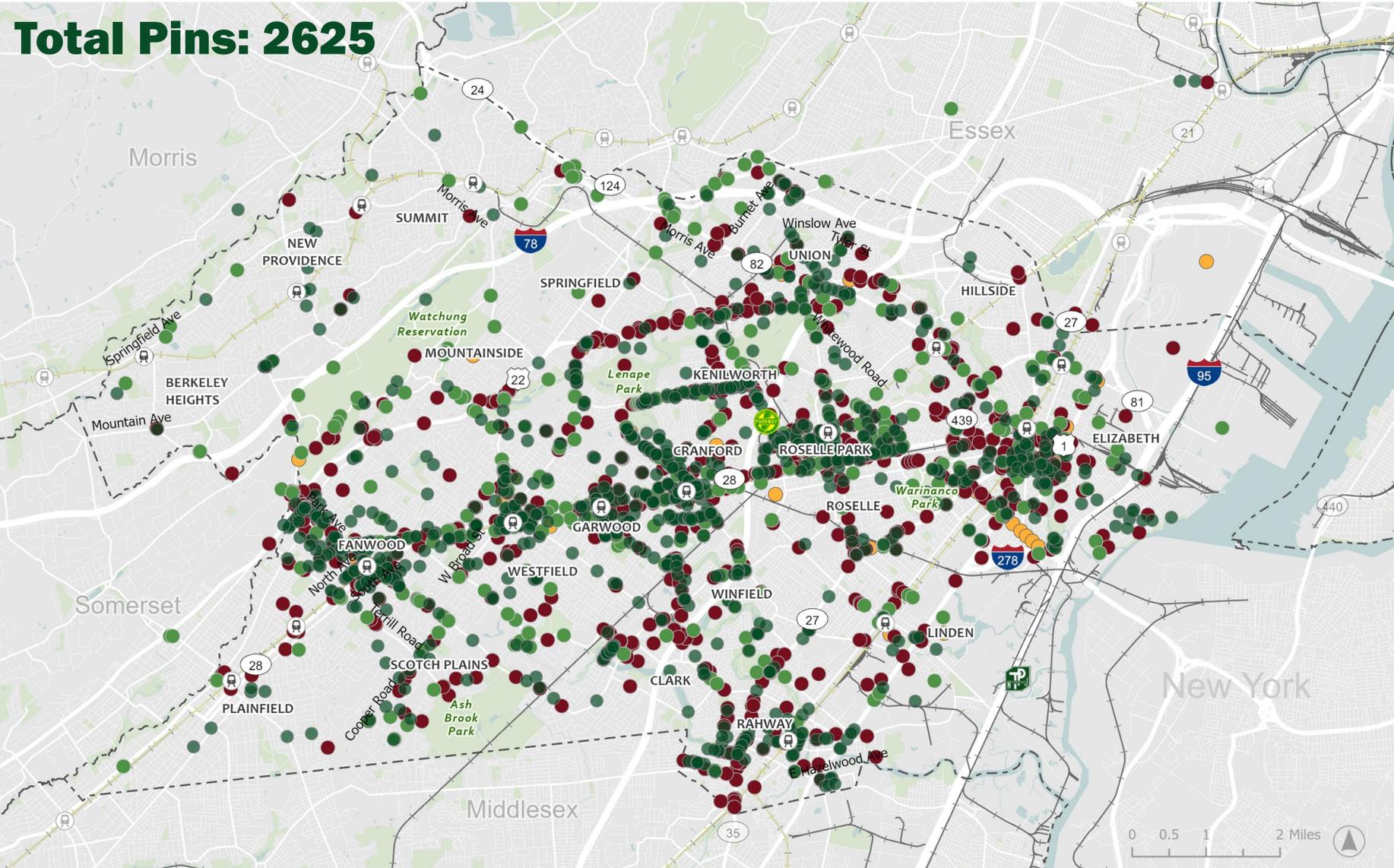


SAFETY PERCEPTION

HOW SAFE DO YOU FEEL?
(Survey & Pop-up Responses Combined)



Total Pins: 2625



LEGEND

Map it!

- Walking Pins
- Biking/Scootering Pins
- Driving Pins
- Transit Pins

- Union
- Rail
- Municipal Boundary
- Water
- Open Space

Data Sources: EPA NHDPlus, NJGIN Open Data, NJTRANSIT, NJ Office of GIS, and US Census



COMBINED MAPPING RESPONSES

