

# Red Bank Pop-Up Bike Lane & Sharow Demonstration Project & Impact



# About the Project



**The Red Bank PorchFest Bike Lane Project** aimed to facilitate bicycling on the day of the **2023 PorchFest** and to create a safer, sustainable, and healthy community by encouraging cycling. Long term goal is for the City to create permanent sharrows and bike lanes.

# The Need for Bike Lanes

## Bike lanes promote:

- Safety
- Narrow lanes which reduces speeding
- Reduce traffic congestion
- Improve air quality
- Encourage physical activity



# The Situation in Red Bank

## Crash Data

- 56 pedestrian & cyclist crashes (2018-22) in Red Bank
- 33 ped. crashes, 23 cyclist crashes, 2,396 car crashes
- Two fatalities

## Action Plan

EZ Ride has been working with the City over the years to improve Bike & Pedestrian safety. We established an action plan with goals:

- Conduct safety education for students & residents
- The City has a Complete Streets Policy - this project will help implement the policy
- Help secure grants for infrastructure improvements to improve safety and make bike infrastructure permanent

## Red Bank Demonstration Project

# Complete Streets Project Background



- Partnered with Red Bank Borough and Green Team to install temporary painted bike lanes and sharrows along the Porch Fest route
- Routes: Drs James Parker Boulevard, Hudson Ave, Chestnut St, and Leighton Ave
- Use paint to make streets safer for cyclists
  - Painted sharrows on the streets
  - Chalked a bike lane and painted bike lane symbol
  - Marked the beginning and ending of bike lanes with delineators

# Project Description & Goals

- **Date:**
  - **October 1, 2023, 8 am - 1:30 pm**
- **Purpose:**
  - **Facilitate bike riding during the annual PorchFest Event**
  - **Collect community input on Bike Lanes & Sharrows**
  - **If feedback is positive, make the installations permanent**
- **Partners**
  - **EZ Ride, Red Bank Borough, Red Bank Environmental Commission**

# Bike Lane Project Plans



- Red Bank suggested putting a bike route along the porchfest route
- EZ Ride proposed designs for route
- City selected one design
- EZ Ride used materials from NJTPA demonstration library
- Police and DPW closed down intersection on October 1st
- EZ Ride brought materials and equipment and installed the project

## Red Bank Demonstration Project

# Promotion & Photos

- **Flyers**
- **City Website**
- **Posted to Social Media**
- **Media Advisory & Press Release**



# Red Bank Demonstration Project

## Pearl St. and Oakland St.



## Red Bank Demonstration Project

# Chestnut St. & Bridge Ave.



# Chestnut St. & Pearl St.



# Red Bank Demonstration Project

## Chestnut Street

Before



After



## Red Bank Demonstration Project

# E Bergen Pl. & Hudson Ave.



## Red Bank Demonstration Project

# Photos of Asphalt Art

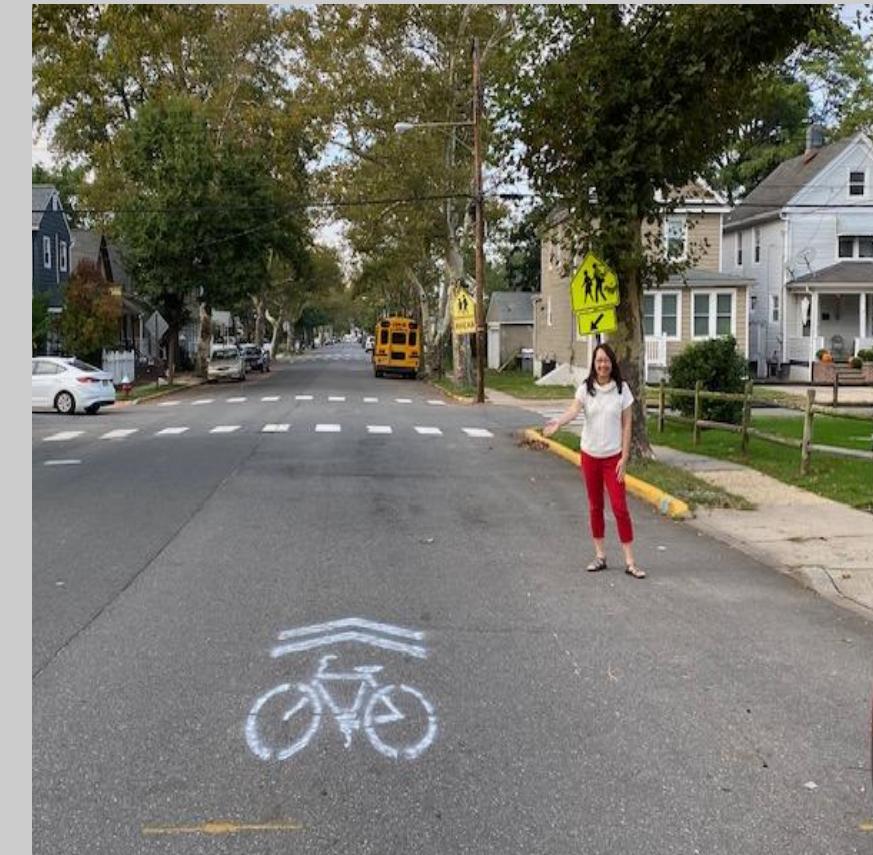
**E. Bergen Pl. & Hudson Ave.**



**Dr. James Parker Blvd. & Shrewsbury Ave.**



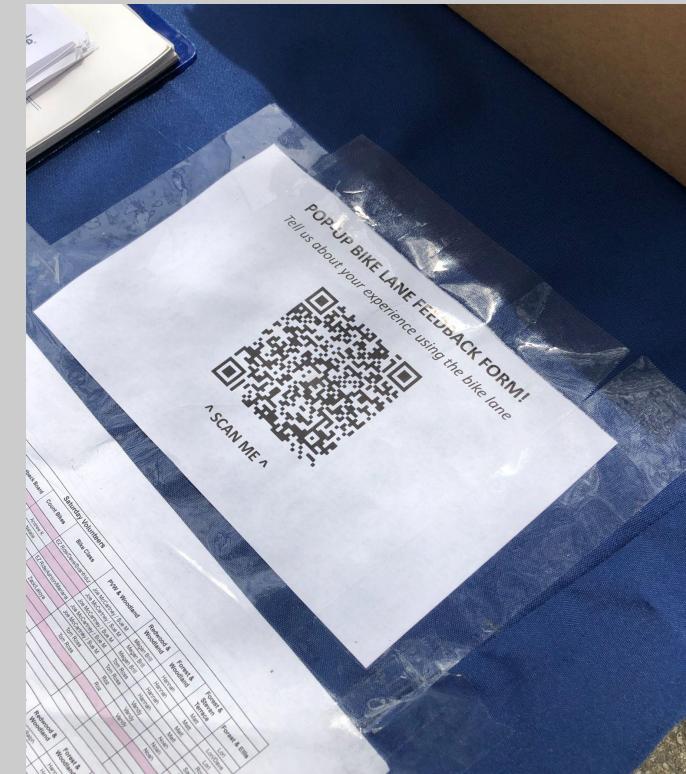
**Leighton Ave. & Bank St.**



# Evaluation Methodology

**Feedback was collected online using a QR code and surveys.**

- 1. Age of participants (adult)**
- 2. Bike lane satisfaction**
- 3. Bike lane safety**
- 4. Road safety**
- 5. Other locations for improvements**
- 6. Participant comments**



# Red Bank Demonstration Project

# Feedback from

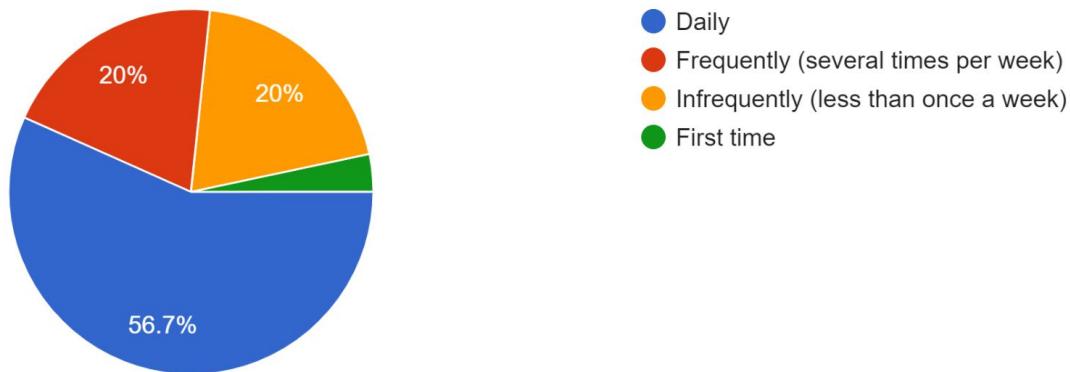
# Community Participants



# Frequency of Travel Throughout Red Bank

1. How often do you travel throughout Red Bank?

30 responses

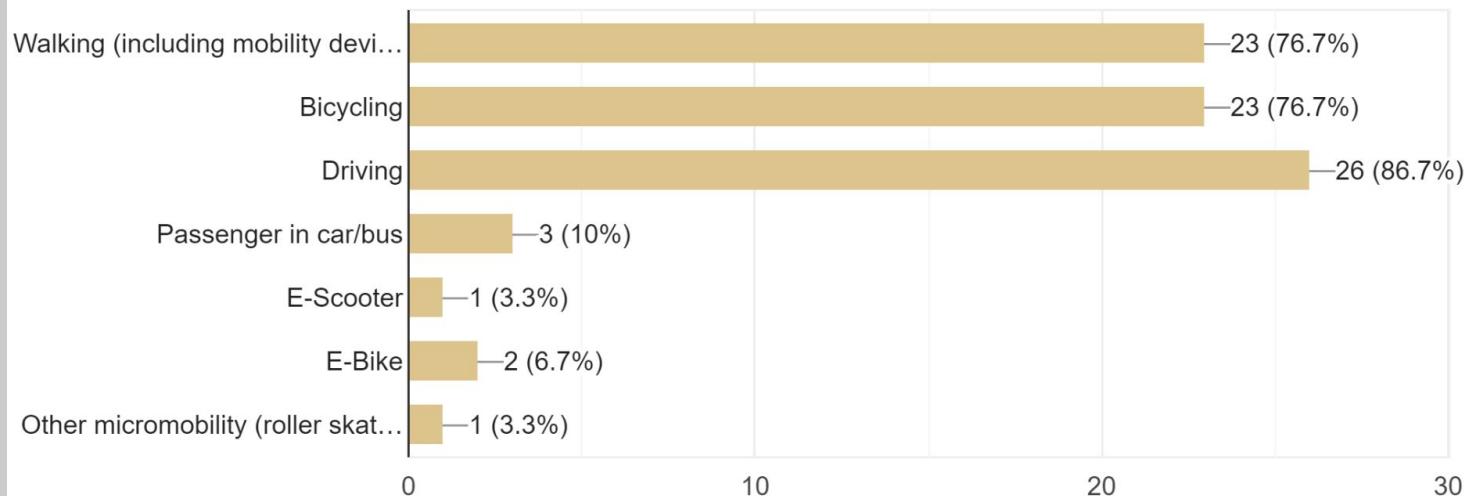


- **56.7% (17) of participants travel through the intersection daily or**
- **20% (6) travel frequently**
- **20% (6) travel infrequently**
- **3.3% (1) first time**

30 survey responses

# Mode of Transportation Used in Red Bank

2. What mode of travel do you usually use to travel through Red Bank? (select all that apply)  
30 responses



**Most common mode of transportation:**

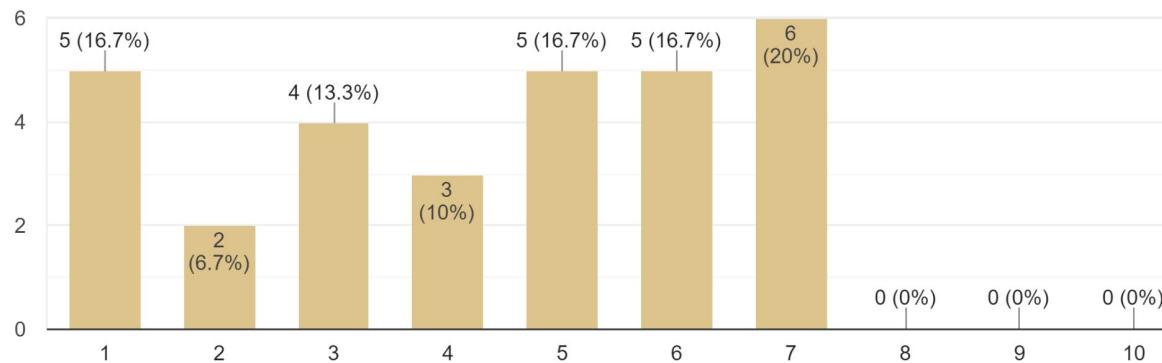
- **Driving: 26 (86.7%)**
- **Walking: 23 (76.7%)**
- **Biking: 23 (76.7%)**

30 survey participants  
produced 77 responses

# Rate the Safety of Cycling in Red Bank

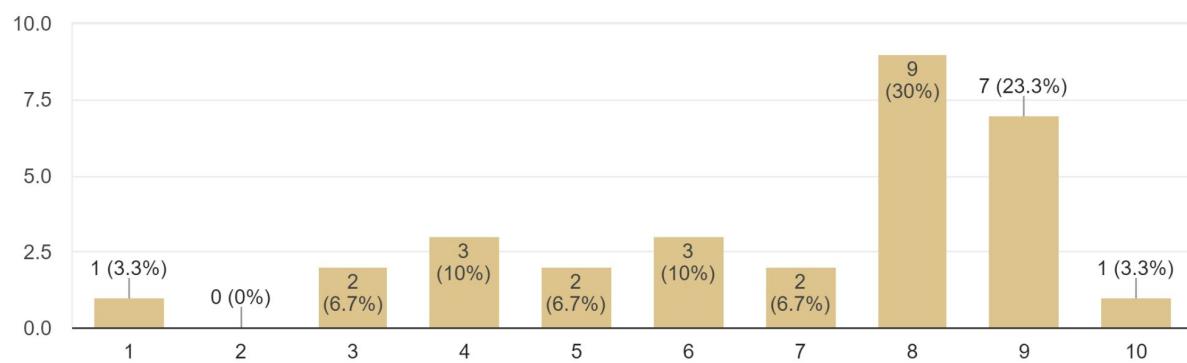
3. I would rate the safety of the streets for cyclist before the demonstration project as:

30 responses



4. I would rate the safety of the streets for cyclists with the temporary bicycle lanes and sharrows as:

30 responses



**1= Not Very Safe, and 10 = Very Safe**

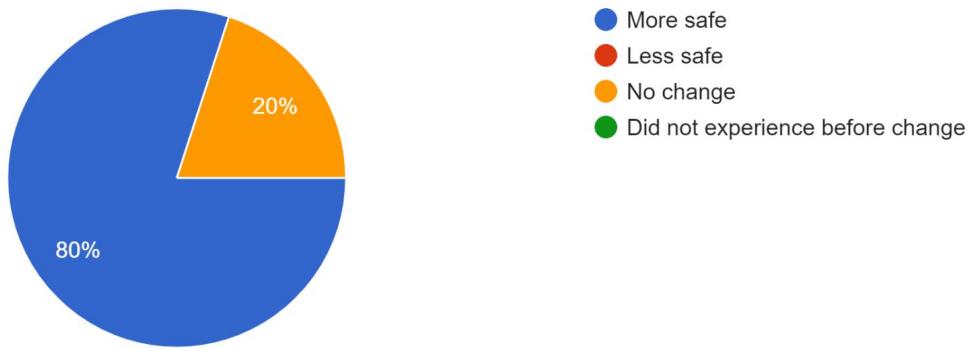
**Survey results suggest the pilot bike lanes/sharrows generally made survey participants feel safer**

## Street Safety

### Do Changes Make You Feel More or Less Safe?

5. Compared to how the streets were before, do you think the changes make it:

30 responses



- **More Safe: 80% (24)**
- **No Change: 20% (6)**

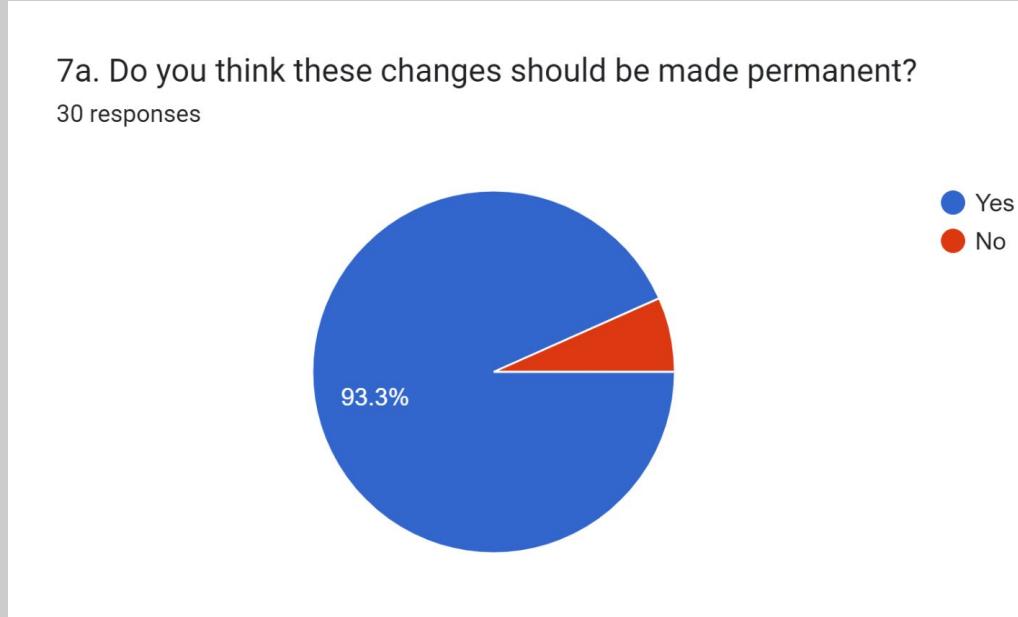
94 survey responses

# Red Bank Demonstration Project Feedback

## Survey Comments Regarding Changes

- Feels safer to ride in a painted bike lane.
- Drivers seemed more aware of cyclists.
- Having pavement markings makes drivers more aware of bikers. Also, more bikers make drivers more aware of bikers.
- Dedicated lanes with many people actively using them makes the bike lanes feel “official”, which makes drivers notice them more.
- Calling driver attention to cyclists and having them be accepted on the road made this feel much safer.
- More signage and indication that bikes and scooters may use the road reminds people that laws exist.
- The changes made for PorchFest made transportation by foot/bike much safer. There are tight corners, buildings, and traffic throughout Red Bank that make taking the legal route (bikes on street) incredibly dangerous. The added safety measures we saw at PorchFest made me feel much safer going from home to home.

# Should the Project Be Permanent?



- **Yes: 93.3% (28)**
- **No: 6.7% (2)**

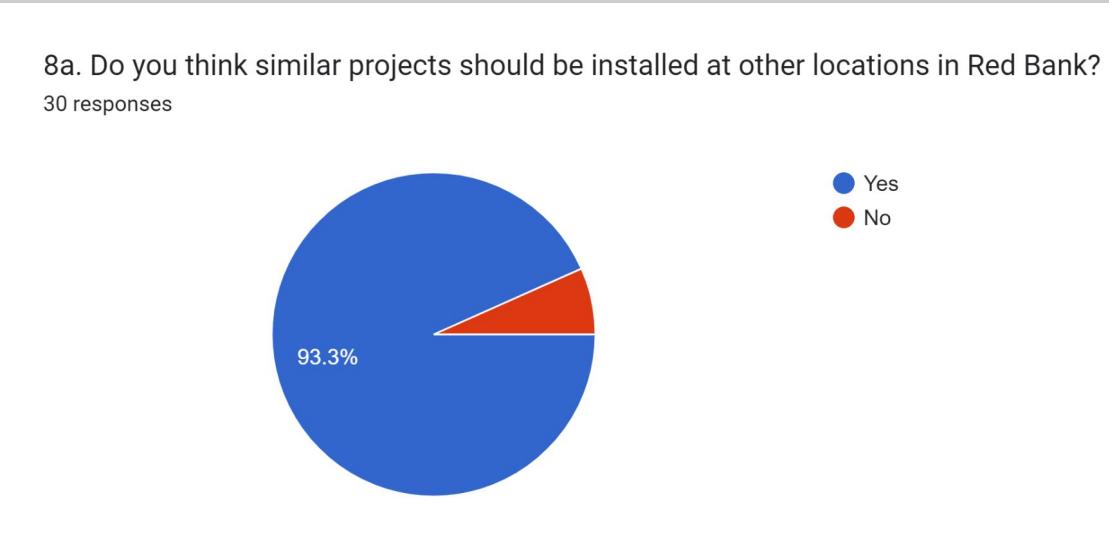
30 survey responses

# Why Should the Project Be Permanent?

## Comments from Online Survey:

- The large number of bikers clearly demonstrated the demand is there
- I could ride to work from Middletown if I thought the roads were safer for cyclists.
- Red Bank needs more designated bike lanes for sure.
- I think more people would be willing to use a bike for transportation--commuting, errands and school, if they felt a little safer. I've biked in many US cities. Those with dedicated bike lanes have a good percentage who use them on a daily basis, even in Minneapolis in the winter
- This improves safety for cyclists
- Will promote cycling and people may choose to bike rather than drive or walk if they feel safer.
- Red Bank is a walkable and bikeable city so it should be more conducive to foot and bike traffic
- Anything is better than what we have now.

# Should Similar Projects Be Installed at Other Locations?



- Yes: **93.3% (28)**
- No: **6.7% (2)**

30 survey responses

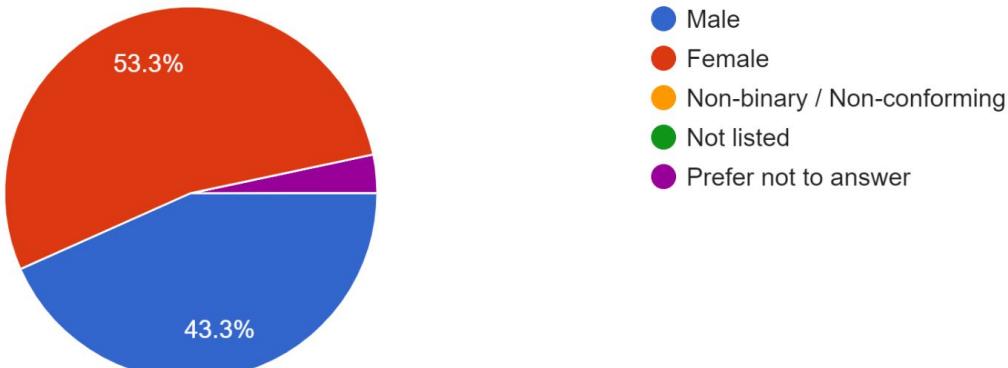
# Where Else Should Similar Projects Be Installed?

- Branch Ave., Maple Ave.
- West Front Street & Maple Ave
- Rt. 35 Bridge
- Broad St., West Front St., Monmouth St., Shrewsbury Ave.
- Harding Rd., Broad St.
- Branch Ave., Spring St., Bridge Ave.
- All streets

## Gender

14. Which most closely describes your gender?

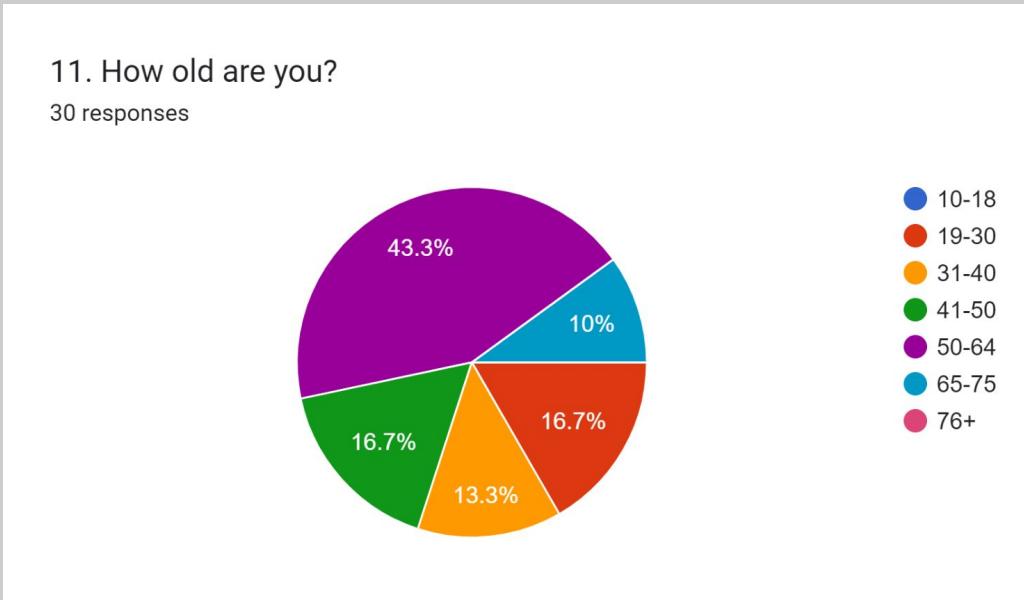
30 responses



- **53.3% (16) Female**
- **43.3% (13) Male**
- **3.3% (1) preferred not to answer**

30 survey responses

# Participant Ages



- **Ages 50-64, 43.3% (13)**
- **Ages 41-50, 16.7% (5)**
- **Ages 19-30, 16.7% (5)**

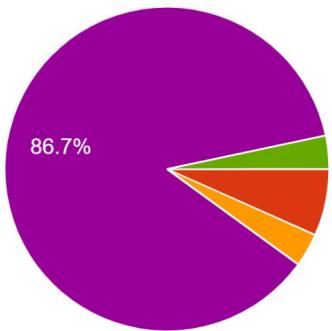
30 survey responses

# Racial/Ethnic Background

## Racial Background

12. With which race do you most identify with? (Select one)

30 responses

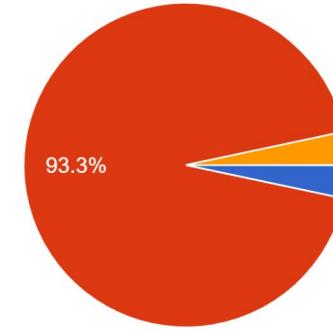


- American Indian or Alaska Native
- Asian or Asian American
- Black or African American
- Native Hawaiian or Pacific Islander
- White
- Two or more races
- Not listed
- Prefer not to answer

## Hispanic or Latino

13. Are you Hispanic or Latino?

30 responses



- Yes
- No
- Prefer not to answer

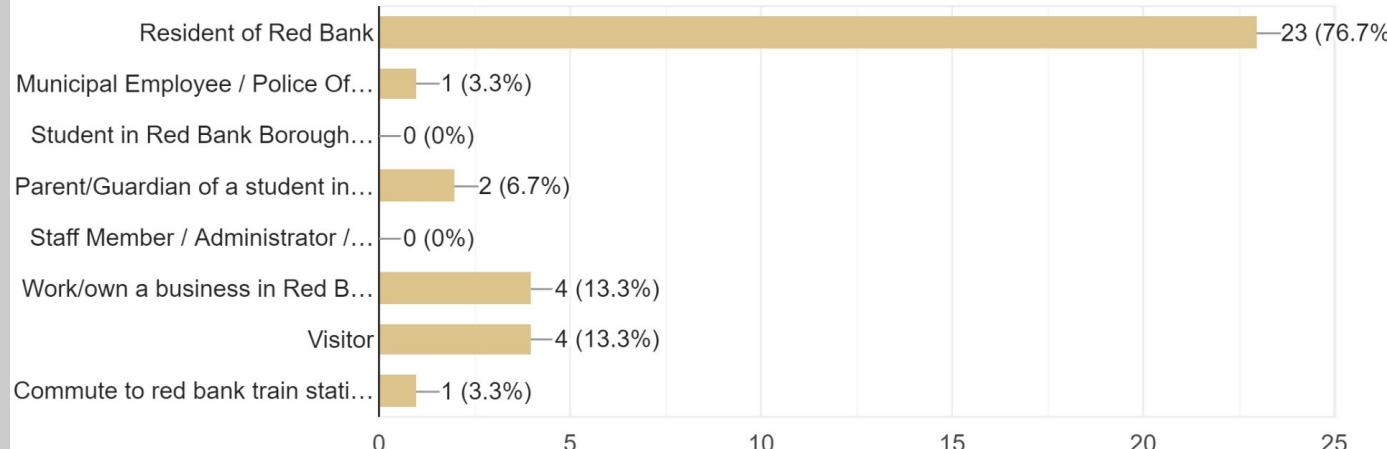
**86.7% (26) of participants have a White background**

**93.3% (28) of participants do not identify as Hispanic or Latino**

# Residency and Occupation

10. Are you a... (select all that apply)

30 responses



- **Most participants are residents: 23**
- **Work and/or own a business in Red Bank: 4**
- **Visitors: 4**

30 survey participants produced 35 responses

# Recommendations



## Infrastructure

- Install painted bike lanes, painted sharrows, and delineators to prevent parking in bike lanes, near intersections, and to increase pedestrian and motorist visibility
- Install flashing solar-powered stop signs - two or four way which are more affordable than traffic signals. Pedestrian-activated solar-powered rectangular rapid flashing beacons are also a good affordable solution.
- Consider raised crossings, build curb extensions and signals if funds are available
- Consider a six to twelve month long demonstration to collect more data post-installation

## Education and Encouragement

- Continue work with schools and engage community

## Evaluation

- Post-observations and community surveys
- Conduct post-speed study and assess crash data if a longer-term demo project is conducted

# Next Steps

- **ST: Create/share report/case study**
- **ST: Pursue grant to make the design permanent**
- **Mid-Term: Install more CS demos in Red Bank**
- **Mid-Term: Update Complete Street Ordinance**
- **LT: Make the modifications permanent**
- **LT: More CS Projects (at intersections)**

# Lessons Learned

- **More promotion in City**
- **Police essential to close and prepare streets**
- **Project gets more notice when paired with a community event**

# Project Contributors:

## EZ Ride

Lisa Lee, Mike Johnson, Erlea Maldonado, Adam Iaccheo, & Jensy Jimenez

## Borough of Red Bank

Nancy Facey-Blackwood, Chief Darren McConnell, Marta Quinn, Heather Kovar,  
John Shepard, Paulo Rodriguez-Heyman, and William Portman,  
Chalk Machine, Chalk

## NJTPA & Hudson County

Materials library: Spray Paint, Sharrows Stencils,

## Monmouth County Planning/Engineering

Loan of Bike Lane Symbol Stencil

## NJDHTS

Engagement Banner

# Thank You!

**EZ Ride Bike & Pedestrian Program**  
**info@ezride.org, 201-939-4242 ext. 3**

**<https://ezride.org/transportation/bikepedestrian-program/>**

