

Transportation Strategies EVERY MUNICIPALITY Should Consider

WITH LOCAL SUCCESS CASE STUDIES

“
Developers always get what they want. What about the town's needs?
”

“
How can we reduce the negative impacts of new development?
”

“
I can't believe something couldn't be done to save those beautiful trees and view!
”



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Using this Brochure

If you are a *mayor*, *member of a governing body*, or *member of a Planning Board or Board of Adjustment*, there is a good chance that you have been asked:

“How can we reduce the negative impacts of new local development on our lives?”

This brochure will assist you in answering that question by providing an overview of planning tools for addressing development impacts. It includes local examples of the most effective **Transportation Smart Growth Strategies** being employed in Central New Jersey and is meant to be a quick-reference guide for municipal leaders and planning staff.

Like most elected public officials or members of a land use approval board, you probably have a full-time job and family commitments to juggle along with your civic duties. You may not have the time to review the many studies on techniques to address worsening traffic congestion, roads that do not meet the needs of pedestrians and bicyclists, increasing storm water runoff, and dwindling open space.

While not all strategies are appropriate in all places, **EVERY** municipality should have a basic understanding of the 11 strategies included in this brochure. Not only will these strategies help to reduce traffic congestion; they are also current best practices in planning. Professional staff in your town can delve more deeply into any solution that might be appropriate. The resources in this brochure will help you move forward.

Who We Are

The Central Jersey Transportation Forum is a long-standing voluntary gathering of mayors and their representatives, county and state leaders, and representatives from major employers and non-profit organizations. It addresses the 24-municipality Route 1 corridor between Trenton and New Brunswick and aims to improve and better integrate regional land use and transportation planning that will result in better quality of community life.

THE 11 STRATEGIES TO KNOW

Zoning Tools

to Address the Impacts of New Development

1. **Reduce automobile trips** while creating lively and desirable activity centers with a “sense of place” by adopting **MIXED-USE ZONING REGULATIONS**. Page 4

2. **Entice developers** to provide public facilities, amenities, and services by using **INCENTIVE ZONING**. Page 6

3. **Preserve more open space** by modifying your ordinance to allow **CLUSTERED RESIDENTIAL DEVELOPMENT**. Page 8

4. **Reduce parking lot size** and storm water runoff by allowing **SHARED PARKING AND RESERVED PARKING**. Page 9

Traffic Management Tools

to Reduce Traffic and Improve Safety

5. **Reduce speeding** and improve pedestrian safety by implementing **TRAFFIC CALMING** measures. Page 10

6. **Make a road safer** for pedestrians and bicyclists without increasing traffic by implementing a **ROAD DIET**. Page 12

7. **Reduce potential crash locations** and traffic bottlenecks through better **ACCESS MANAGEMENT**. Page 14

8. **Improve traffic flow** and safety at intersections and reduce operation costs with **ROUNDABOUTS**. Page 15

Policies

to Increase Options for Getting from One Place to Another

9. **Ensure that the safety** and convenience of pedestrians, bicyclists, and transit users is considered by implementing a **COMPLETE STREETS POLICY**. Page 16

10. **Make transit a viable option** by facilitating **SHUTTLE BUS SERVICE** between major developments and the nearest transit hub. Page 18

11. **Encourage ridesharing** by working with developers to designate space for **SHARED MOBILITY OPTIONS** in facilities. Page 19

ZONING TOOLS

STRATEGY 1: MIXED-USE ZONING REGULATIONS

“Why doesn’t my town have a lively area like this where we could go out without having to get in the car?”

Modify your zoning to permit vibrant, compact, walkable, mixed-use, storefront-style development. Examples include allowing housing over retail or office space, accessory apartments, artist housing, and sidewalk cafes. Housing in these types of mixed-use developments has become a much-desired lifestyle in urban and suburban areas as well. A related approach focusing development around a train station or bus stop is known as Transit-Oriented Development (TOD). This type of development reduces dependence on the automobile.



Figure 1: Parkway Town Center, Ewing, New Jersey. Source: Alberto & Associates.

Nearby Examples and Resources

- **Ewing:** The Parkway Town Center on CR 634 is an 80-acre redevelopment underway on a former GM site with 1,000 residential units, 115,000 commercial square feet, and various multimodal improvements and open spaces.
- **New Brunswick:** The Gateway is a mixed-use building adjacent to the Northeast Corridor rail line, with a pedestrian bridge to Rutgers and expanded parking.
- **Trenton:** Mixed-use and TOD can be found at Rush Crossings, The Whittaker at Mill Hill, the New Jersey Association of Realtors' Headquarters, Chambers Lofts, and Roebling Block 3.

Ewing: nj.gov/counties/mercer/departments/planning/ewing.html;
New Brunswick: www.njfuture.org/smart-growth-101/smart-growth-awards/2012-smart-growth-award-winner/2012-sga-gateway-transit-village



Figure 2: The promenade and Rutgers bookstore at Gateway Transit Village, New Brunswick, New Jersey. Source: Devco.

STRATEGY 2: INCENTIVE ZONING

“Developers get what they want, but what about the town’s needs?”

Incorporate incentives into your zoning ordinance to secure facilities and services that address your town’s needs and vision. Incentive zoning, performance zoning, and overlay zoning are all innovative land use controls that can be used alone or in concert to address specific community needs and goals.

Incentive Zoning incorporates inducements such as density bonuses, or other flexibility into zoning regulations, in order to entice a developer to provide facilities or amenities that benefit residents. Benefits could include major traffic/transit improvements, recreation space, a town square, or shuttle bus service to the nearest train station.

Performance Zoning is similar but goes one step further by establishing quantifiable performance standards that regulate the intensity of land use to prevent adverse impacts on the surrounding area in terms of traffic congestion and environmental impacts. These standards ensure that development takes place within the capacity of the public infrastructure. Performance zoning can be used to regulate traffic patterns, congestion, and the provision of open space.

Overlay Zoning is most often how the incentives or performance standards described above are implemented. An overlay zone is established on top of existing zoning to supplement or supersede the existing regulations.

Nearby Examples and Resources

- **North Brunswick:** Millions of dollars in roadway improvements and sustainable features were gained in return for greater residential densities for developers.
- **Princeton:** Zoning provides an increase in floor area allowances for mixed-use buildings if the developer provides public open space.
- **Robbinsville:** By designating the Town Center South Redevelopment Area as a place in need of redevelopment, Robbinsville is able to offer loans, grants, and tax abatements and exemptions under state law.
- **Franklin:** The Hamilton Street Revitalization and zoning changes implementing the Master Plan encourage redevelopment consistent with the Township's vision of an attractive, pedestrian-friendly, mixed-use "main street" area.

North Brunswick: ecode360.com/14765195;

Robbinsville: www.centraljersey.com/archives/robbinsville-state-oks-redevelopment-designation-for-town-center-south/article_5a80fd94-5cdd-5bbe-9c88-7b410398a4ab.html



Figure 3: Washington Town Center redevelopment, Robbinsville, New Jersey. Source: NJ Future.

STRATEGY 3: CLUSTERED RESIDENTIAL DEVELOPMENT

“I can’t believe something couldn’t be done to save those beautiful trees and view!”

Modify your zoning to offer developers more flexibility regarding housing types and densities on the portion of a site that is more suited to development, while preserving sensitive natural features on the remaining lands. While overall density is not increased, the increase in net density could make bus service or ridesharing more viable. Cluster zoning can also be utilized on non-contiguous sites that are under common ownership.

Nearby Examples and Resources

- **Hillsborough:** The Transit Ready Development District offers Transfer of Development Rights to promote smart growth.
- **Plainsboro:** The Township has six zoning districts that allow cluster development in return for community enhancements such as civic/green space or a bike and pedestrian focus.
- **Franklin:** Development regulations have clustering provisions that have been successful in preserving agriculture and open space while managing growth.
- **Robbinsville:** Two cluster developments provide contiguous, green, open space via ordinances.

STRATEGY 4: SHARED PARKING AND RESERVED PARKING

“Look at the size of that gigantic empty parking lot! What were they thinking?”

Provide alternatives to conventional parking standards that often don't account for differing peak-use periods for nearby land uses.

Shared Parking can involve adopting a Shared Parking Matrix in your zoning ordinance, or granting a parking variance to accept a Shared Parking Agreement between land owners.

Reserved Parking allows a planning board or board of adjustment to approve designated parking on a development plan but not require that it be paved until warranted by growth in the actual demand for parking.

Nearby Examples and Resources

- **North Brunswick:** A parking matrix is used to prescribe parking minimums based on peak demand by hour and use.
- **Franklin:** The parking ordinance allows up to 50 percent of required parking spaces to be reserved and/or shared.
- **Robbinsville:** The ordinance allows a 20 percent reduction in required parking and 30 percent reduction in banked parking for land uses occupying more than 300,000 square feet.
- **Montgomery:** Banked parking is permitted by ordinance and used for retail shopping centers and large office complexes.

North Brunswick: ecode360.com/14765195

Franklin: ecode360.com/attachment/FR0703/FR0703-112d%20Schedule%204.pdf

TRAFFIC MANAGEMENT TOOLS

STRATEGY 5: TRAFFIC CALMING

“I don’t think it’s safe. Why can’t something be done here to permanently stop speeding before someone gets hurt?”

Traffic calming employs physical measures to deter dangerous driver behaviors, such as speeding or ignoring stop signs, in order to make roads safer for pedestrians and bicyclists. You can select from a broad array of traffic calming approaches. Some of the more common measures are narrower lanes, raised islands, on-street parking, speed tables, and textured pavements. These techniques are generally affordable and can be implemented within a reasonable timeframe.

If intermittent police enforcement at problem areas is not giving you the results that you want to curb speeding, consider traffic calming measures.

Additional Resources

NJ Bicycle & Pedestrian Resource Center
njbikeped.org/complete-streets-resources

DVRPC Municipal Implementation Tool #11:
Traffic Calming
www.dvRPC.org/reports/MIT011.pdf

Institute of Transportation Engineers (ITE) applications for speed humps and tables
www.ite.org/traffic/hump.asp and
www.ite.org/traffic/table.asp

Nearby Examples and Resources

- **West Windsor:** Colored paving, signage, and speed feedback has been installed on Cranbury Road.
- **Rocky Hill:** Bulb-outs were installed along Washington Street to prevent use of the parking lane for through travel.
- **Plainsboro:** The Plainsboro Road Traffic Calming Project has installed medians and bulb-outs, reduced lane widths, and added pedestrian crosswalks.
- **Princeton:** Princeton is increasingly making use of rumble strips to limit speed at intersections around the university, and has installed a speed table at Cleveland Road.
- **Lawrence & North Brunswick:** Each has ~50 speed humps.

Plainsboro: www.plainsboronj.com/DocumentCenter/Home/View/71;
Princeton: walkableprinceton.com/2016/08/31/bring-the-rumble/



Figure 4: Plainsboro Town Center bulb-outs, Plainsboro, New Jersey.

Source: Pictometry International. April 2009. Licensed to Mercer County, New Jersey.

STRATEGY 6: ROAD DIET

“Can’t something be done to make this unattractive, dangerous raceway into more of an asset?”

A typical Road Diet involves converting a four-lane road into two through lanes with a two-way left-turn lane in the center. The remaining space can be used for bicycle lanes, on-street parking, sidewalks, or plantings to make the area more pleasant and much safer for pedestrians.

Evidence shows that a Road Diet can significantly improve traffic safety with minimal effect on roadway capacity. The best candidates for Road Diets are roadways with large numbers of access points and left-turn lanes, and average daily traffic of less than 20,000 vehicles. Road Diets are a cost-effective way to make popular bike/pedestrian routes and main street commercial areas accommodating to all users.

Nearby Examples and Resources

- **New Brunswick:** The City reduced travel lanes before and after schools on Livingston Avenue to prevent speeding.
- **West Windsor:** Canal Pointe Boulevard is undergoing redevelopment from a four-lane roadway to a three-lane section with two through lanes and one lane for left turns, plus bicycle lanes.
- **Ewing:** The Township is using simple, inexpensive paint as a first phase of a road diet project on CR 634 (Parkway Avenue).



Figure 5: Parkside Avenue BEFORE Road Diet, Ewing, New Jersey. Source: Pictometry International. April 2009. Licensed to Mercer County, New Jersey.



Figure 6: Parkside Avenue AFTER Road Diet, Ewing, New Jersey. Source: Pictometry International. April 2015. Licensed to DVRPC and Mercer County, New Jersey.

Additional Resources

DVRPC Municipal Implementation Tool #16: Road Diets

www.dvRPC.org/reports/MIT016.pdf

New Jersey Department of Transportation (NJDOT)
Overview and Video

www.state.nj.us/transportation/eng/completestreets/roaddiet.shtml

STRATEGY 7: ACCESS MANAGEMENT

“Isn’t this a crazy place for a driveway? Why would anyone approve a driveway here?”

Take effective, relatively inexpensive steps to reduce driveway conflicts and traffic congestion by adopting Access Management regulations. Techniques include careful planning for placement and number of driveways, interconnections between adjacent uses, raised medians, frontage or backage (behind development) roads, or auxiliary turn lanes. Implementing these techniques can be as simple as helping decide the safest location for a driveway or as complex as adopting an overlay district.

Nearby Examples and Resources

- **West Windsor:** Reduced the number of access points along Nassau Park Boulevard, off Route 1.
- **Middlesex, Mercer, and Somerset:** Each county has access management standards and/or a plan.

Additional Resources

NJDOT Access Design Guidelines
(See Sub-chapter 6.
NJDOT Commuter Mobility Strategies)
[www.nj.gov/transportation/
eng/documents/BDC/pdf/
ADG201205.pdf](http://www.nj.gov/transportation/eng/documents/BDC/pdf/ADG201205.pdf)

Federal Highway Administration (FHWA) Access Management
[safety.fhwa.dot.gov/proven
countermeasures/
fhwa_sa_12_006.cfm](http://safety.fhwa.dot.gov/proven_countermeasures/fhwa_sa_12_006.cfm)

Access Management Model Ordinances for Municipalities Handbook (Pennsylvania)

[www.dot.state.pa.us/public/
PubsForms/Publications/
PUB%20574.pdf](http://www.dot.state.pa.us/public/PubsForms/Publications/PUB%20574.pdf)

STRATEGY 8: ROUNDABOUTS

“We’ve been waiting and hoping for a traffic signal for years. Isn’t there something else that can be done?”

A roundabout can have a dramatic impact in improving safety and reducing congestion at both signalized and non-signalized intersections.

Roundabouts are an effective tool for managing speed and transitioning traffic from a high-speed to a low-speed environment. This small circular intersection requires entering traffic to yield. It is NOT a New Jersey traffic circle, which creates confusion as to who has the right-of-way.

Additional Resources

FHWA: Proven Countermeasures for Roundabouts
safety.fhwa.dot.gov/provencountermeasures/fhwasa_12_005.cfm

Nearby Examples and Resources

- **Lawrence:** The Brunswick Circle to Lake Drive is under construction to lower speeds and improve traffic flow.
- **Hopewell:** Added at the intersection of Denow and Van Brunt.
- **Trenton:** Added at the intersection of Warren Street (Lincoln Highway) and Livingston Street.
- **Hamilton:** US 206 Whitehorse Circle under construction.

Lawrence:

www.lawrencetwp.com/documents/manager/NJDOT%202.25.16.pdf;

Hamilton: www.dvRPC.org/asp/TIPsearch/2016/NJ/Tip-Search/DetailPrintTIP.asp?projid=95040&searchtype=TIP

POLICIES

STRATEGY 9: COMPLETE STREETS POLICY

“It doesn’t seem like anybody even thought about the needs of pedestrians, bicyclists, and transit users when they designed this road/development.”

A Complete Streets policy ensures that the needs of all users—pedestrians, bicyclists, motorists, and transit riders—are considered when designing roads and developments. Complete Streets are safer and more accommodating than roadways that are designed only to address the needs of automobiles. Many governing bodies have adopted resolutions establishing such policies. A Complete Streets Policy directs decision makers and professional staff in your municipality to design roadways and developments to provide safe access for everyone.

Adoption and implementation of a Complete Streets Policy does not mandate that you install bike lanes and sidewalks everywhere. Context is key, as one size DOES NOT fit all. The amenities found in a busy downtown may vary drastically from what you would find in a more residential context. The policy simply mandates that the community “consider” the needs of all road users in order to balance the safety and convenience of all road users. After adoption, implementation is important.

Requirements to design for pedestrians, bicyclists, and transit riders (current or future) should be incorporated into your zoning ordinance or subdivision site plan. This ordinance can then be used in the development review

process before the planning board or board of adjustment to ensure that multimodal needs are adequately addressed. Many municipalities utilize a Complete Streets Checklist to support the review process.

Nearby Examples and Resources

- **Multiple:** Municipalities in the Forum have adopted Complete Streets in coordination with NJDOT's efforts.
- **Hopewell:** The first municipality in New Jersey to adopt a Complete Streets ordinance.
- **Trenton:** The City's Health Loop incorporates a range of pedestrian, bicyclist, and transit use amenities along Warren Street and South Broad Street.
- **Montgomery:** Extensive sidewalks and more than 26 miles of bike-ped paths connect parks, schools, businesses, and neighborhoods.
- **South Brunswick:** The Township adopted an ordinance permitting Land Use Boards to review compliance.

Multiple: njbikeped.org/complete-streets-2/; Hopewell: See Revised General Ordinances Section 15-6, clerkshq.com/default.ashx?clientsite=Hopewell-nj; South Brunswick: [www.municode.com/library/nj/south_brunswick_township/codes/code_of_ordinances?nodeId=CH62LAUS_ARTXII\[COST\]](http://www.municode.com/library/nj/south_brunswick_township/codes/code_of_ordinances?nodeId=CH62LAUS_ARTXII[COST])

Additional Resources

Toms River and Lakewood (Ocean County):
Route 9 Corridor Master Plan

www.state.nj.us/transportation/works/njfit/route9.shtml

STRATEGY 10: SHUTTLE BUS SERVICE

“I can’t take the train or bus because they leave me too far from my destination. Instead, I get held up in traffic every day.”

There are many developments with significant density that are located too far away from a train station to make walking to or from the station viable. Unfortunately, it is often not cost effective for New Jersey Transit to serve these areas. Municipalities need to consider options such as shuttle services to get people the last few miles to and from transit so that it becomes a viable option for more people.

Nearby Examples and Resources

- **Monroe:** The Township offers a shuttle to Princeton that is open to all passengers to ride.
- **Hamilton and Trenton:** Z-line shuttle buses carry passengers from the Hamilton Marketplace to Matrix Business Park where many employers, including Amazon, are located.
- **East Windsor:** The Princeton Junction Shuttle provides service to and from the Princeton Junction Train Station during the morning and evening rush hours.
- **Princeton:** The FreeB Shuttle is a free bus that loops around Princeton during commuter hours, making stops throughout the community and at the New Jersey Transit DINKY train station.

Hamilton and Trenton: www.gmtma.org/pg-bus-zline.php;

East Windsor: www.east-windsor.nj.us/transportation;

Princeton: www.princetonnj.gov/freeB-jitney-shuttle.html

STRATEGY 11: SHARED MOBILITY OPTIONS: CARPOOLS AND VANPOOLS, CARSHARE, AND BIKESHARE PROGRAMS

“I would consider ridesharing or vanpooling if there was a convenient place to meet so I didn’t have to go far out of my way.”

Provide new parking facilities in convenient locations, or encourage owners of existing parking lots to designate some spaces for users of transit, carpooling, and vanpooling. Encourage bikeshare programs where applicable as well.

The availability of shared mobility options is growing. You can support these options to reduce traffic and increase choices by offering favorable zoning and indemnification of property owners for providing these spaces. Descriptions and examples for each are provided separately in the following paragraphs.

Carpools and Vanpools reduce cost and frustration for travelers (often commuters). Providing small, conveniently located parking lots or spaces dedicated to those who carpool or vanpool as part of major development or redevelopment projects supports this solution. While larger lots are usually located near transit stops, additional conveniently located small lots or spaces can facilitate ridesharing. Lots can vary in size and can be public or private. Incentive zoning can be used to entice developers to provide these lots (see Strategy 2).

Carshare Programs help reduce the number of cars on the road by facilitating the choice to not own a personal car, or for a family to own fewer cars. Municipalities can facilitate the provision of carshare services by third-party providers at

convenient locations, so it's easy to rent a car by the hour using a smartphone or computer.

Bikeshare Programs offer the opportunity to conveniently go short distances (under two miles) without driving a car. Coordination between adjacent municipalities in providing this service could expand its usefulness.

Additional Resources

Transportation Management Association Council (TMAC) of New Jersey
tmacouncilnj.org

Nearby Examples and Resources

- **Twin Rivers:** The Twin River Plaza lot provides 160 spaces for carpooling and/or taking transit.
- **Plainsboro:** The Township leases parking space from the Plainsboro Shopping Center and Princeton Meadows Shopping Center for park and ride.
- **Princeton and Princeton University:** Zipcar and Enterprise Carshare are two private transportation network companies that offer an alternative to car ownership.
- **Princeton and Princeton University:** Zagster provides bikesharing services in over 100 locations and has located stations on and around Princeton University's campus.

Princeton carshare: www.zipcar.com/find-cars/princeton;

Princeton bikeshare: zagster.com/princeton

IMPLEMENTATION TIPS

Build Buy-in Early

An essential element in using any of the strategies in this brochure is starting discussions early and with a wide range of partners and stakeholders. This educates, improves plans, and eases implementation.

Think Regionally, Act Locally

The Forum strongly believes that early sharing of information between municipalities on proposed master plan changes and proposed developments will optimize development patterns and mobility in the region and help everyone in the long term.

Next Steps

We hope you have found this brochure useful, and we wish you the best as you seek ways for your municipality to handle the impacts of new development to enhance quality of life. Please share what you learn with your neighbors at the Central Jersey Transportation Forum by providing information to Chair@CentralJerseyTF.org.

Additional Resources

Central Jersey Transportation Forum

www.dvRPC.org/CentralJerseyForum

NJDOT Route 1 Regional Growth Strategy

vtc.rutgers.edu/route-1-smart-growth

TMAC of New Jersey

tmacouncilnj.org

New Jersey Department of Community Affairs (NJDCA), Local Planning Services

www.nj.gov/dca/services/lps/index.html

NJDOT Transit Village Initiative

www.state.nj.us/transportation/community/village

DVRPC Smart Growth Resources

www.dvRPC.org/SmartGrowth

CONTACTS FOR MORE INFORMATION

East Windsor	Mayor Janice Mironov, mayor@east-windsor.nj.us , (609) 443-4000 x252 (<i>Strategy 10</i>)
Ewing	Charles Latini, cwl@latinigleitz.com , (609) 883-2900 x7605 (<i>Strategies 1 & 6</i>)
Franklin	Mark Healey, mark.healey@twp.franklin.nj.us , (732) 873-2500 x6271; Vincent Dominach, vincent.dominach@twp.franklin.nj.us , (732) 873-2500 x6274 (<i>Strategies 2, 3, & 4</i>)
Hillsborough	David Maski, dmaski@hillsborough-nj.org , (908) 369-8382 (<i>Strategy 3</i>)
Hopewell	Paul Pogorzelski, paulpogo@hopewelltwp.org , (609) 737-0605 x664 (<i>Strategies 8 & 9</i>)
Lawrence	James Parvesse, jparvesse@lawrencetwp.com , (609) 844-7084 (<i>Strategy 5 & 8</i>)
Monroe	Amy Rutherford, arutherford@monroetwp.com , (609) 443-0511 (<i>Strategy 10</i>)
Montgomery	Gail Smith, gsmith@twp.montgomery.nj.us , (908) 359-8211 x294; Lori Savron, lsavron@twp.montgomery.nj.us , (908) 359-8211 (<i>Strategies 4 & 9</i>)
New Brunswick	Tom Loughlin, tloughlin@cityofnewbrunswick.org , 732-246-5357 (<i>Strategies 1 & 6</i>)
North Brunswick	Tom Vigna, tvigna@northbrunswicknj.gov , (732) 247-0922 x208 (<i>Strategy 2, 4 & 5</i>)
Plainsboro	Les Varga, lvarga@plainsboronj.com , (609) 799-0909 x1502 (<i>Strategies 3, 5, & 11</i>)
Princeton	Deanna Stockton, dstockton@princetonnj.gov , (609) 921-7077 x1138 (<i>Strategies 2, 5, 8, 10, & 11</i>)
Robbinsville	Ann Bell, annb@robbinsville-twp.org , (609) 918-0002 x109 (<i>Strategies 2, 3, & 4</i>)

South Brunswick	Bryan Bidlack, bbidlack@sbtnj.net , 732-329-4000 x 7240 (Strategy 9)
Trenton	Jeffrey Wilkerson, jwilkerson@trentonnj.org , (609) 989-3502; Regine Saintilien, rsaintilien@trentonnj.org , (609) 989-3503 (<i>Strategies 1, 8, 9, & 10</i>)
West Windsor	Francis Guzik, fguzik@westwindsortwp.com , 609-799-9396 (<i>Strategies 5, 6, & 7</i>)
Mercer County	Matt Lawson, mlawson@mercercounty.org , (609) 989-6551 (<i>Strategy 7</i>)
Middlesex County	George Ververides, george.ververides@co.middlesex.nj.us , (732) 745-3013 (<i>Strategy 7</i>)
Somerset County	Walt Lane, lane@co.somerset.nj.us , (908) 231-7021; Matthew Loper, loper@co.somerset.nj.us , (908) 231-7024 (<i>Strategy 7</i>)
New Jersey Transit	Vivian Baker, vebaker@njtransit.com , (973) 491-7822; Mike Viscardi, mviscardi@njtransit.com , (973) 491-7183
Greater Mercer Transportation Management Association (TMA)	Cheryl Kastrenakes, ckastrenakes@gmtma.org , (609) 452-1491 x225
Keep Middlesex Moving TMA	Bill Neary, bneary@kmm.org , (732) 745-4465
NJDOT	Bureau of Statewide Strategies, (609) 530-2884; Commuter Mobility Strategies, (609) 530-5858
NJDCA Local Planning Services	Sean Thompson, sean.thompson@dca.nj.gov , (609) 292-1716
North Jersey Transportation Planning Authority	Megan Kelly, mkelly@njtpa.org , (973) 639-8414
DVRPC	Jaclyn Davis, jdavis@dvrpc.org , (215) 238-2818

“Look at that big
empty parking lot!
What were they
thinking?”

“What, a driveway HERE?”

“A traffic signal
hasn't come. What
ELSE can we do?”



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