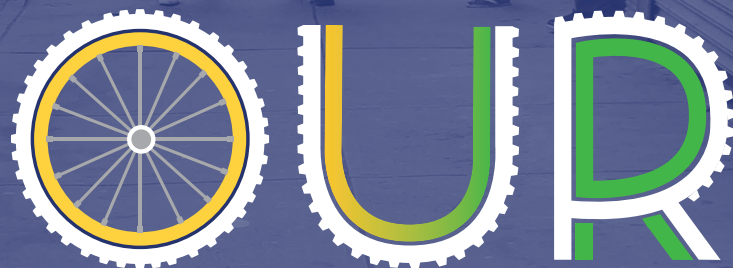


COMMUNITY ENGAGEMENT
ACTIVITIES SUMMARY
FOR



STREETS

A TRENTON BIKE PLAN FOR ALL

NUESTRAS CALLES

UNA PLANIFICACIÓN DE BICICLETAS PARA TODOS

AUGUST 2024



ARTWORKS



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OUR STREETS PROJECT TEAM

The Delaware Valley Regional Planning Commission project team included three members from the Office of Transit, Bicycle, and Pedestrian Planning:

- Cassidy Boulan, *Associate Manager, Office of Transit, Bicycle, and Pedestrian Planning*
- Marissa Volk Binjaku, *Transportation Planner*
- Christopher Mulroy, *Transportation Planner*

The City of Trenton Project Team members:

- Michael Kolber, *former Senior Planner*
- Anthony Santora, *Chief of Traffic Maintenance Operations*

OUR STREETS STEERING COMMITTEE

The *Our Streets: A Trenton Bike Plan for All* steering committee was made up of representatives from a number of organizations and agencies within Trenton or whose jurisdiction includes Trenton. The agencies and individuals are listed below.

- Aaron Brooks, *Vice Principal, Trenton Public Schools*
- Caitlin Fair, *Program Director, East Trenton Collaborative*
- Cheryl Kastrenakes, *Executive Director, Greater Mercer Transportation Management Association*
- Jacques Howard, *Founder, Trenton 365*
- James Sinclair, *Senior Research Specialist, Bicycle and Pedestrian Resource Center, Alan M. Voorhees Transportation Center*
- Jim Simon, *former Deputy Director, Community Planning & Development, Isles Inc.*
- John Boyle, *Research Director, The Bicycle Coalition of Greater Philadelphia*
- Jonathan "Lank" Conner, *Public Projects Manager, Artworks*
- Julie Krause, *Analyst, New Jersey Department of Environmental Protection*
- Kurt Lituma, *Program Coordinator, East Trenton Collaborative*
- Lisa Serieyssol, *former Executive Director, Lawrence Hopewell Trail Corporation*
- Matthew Broad, *Senior Program Manager, Trenton Health Team*
- Matthew Lawson, *Principal Planner-Transportation, Mercer County*
- Matthew Zochowski, *Senior Planner, Mercer County*
- Michael Viscardi, *Director of Programmatic Planning, NJ TRANSIT*
- Patrick Monahan, *Regional Organizer, The Bicycle Coalition of Greater Philadelphia*
- Shereyl Snider, *Community Organizer, East Trenton Collaborative*
- Sonia Szczesna, *former Director of Active Transportation, Tri-State Transportation Campaign*
- Wills Kinsley, *Director of Operations, Trenton Cycling Revolution*

EXECUTIVE SUMMARY

The Delaware Valley Regional Planning Commission (DVRPC) partnered with the City of Trenton to create a citywide bike plan, *Our Streets: A Trenton Bike Plan for All*. The plan seeks to build on previous Complete Streets initiatives in Trenton and, based on input and feedback from the local community, proposes adding bicycle facilities and making design changes on certain streets within the city to increase safety for all road users.

The plan is intended to support the creation of a network of feasible and implementable on-road bike facilities that provide the highest level of safety, comfort, and separation possible for those riding a bike in the city. Because of Trenton's historic narrow streets and disconnected street grid, this can only be achieved through reallocating space from drivers to cyclists.

To gather feedback about proposed street design changes, the project team conducted robust community engagement targeting residents representative of Trenton's demographics as a majority-minority city. This memo summarizes lessons learned and takeaways from the engagement process that can be applied by other public engagement professionals and urban planners when tailoring their own engagement plans.

Chapter 1 discusses the first step in the engagement process: two community surveys that were administered in person and online. One survey was designed for individuals who have ridden a bike in the last six months, and the other for those who have not. Over the course of four months, the project team received 274 responses to the survey. The survey results showed that safety was a primary concern for respondents and that many would bike more often if safer infrastructure were installed. However, to ensure participation in the planning process reflected Trenton's population, the project team conducted in-person

engagement events in the neighborhoods that were least-represented in the survey.

Chapter 2 focuses on the three *Our Streets: A Trenton Bike Plan for All* public engagement events that the project team planned and hosted (referred to in this memo as Our Streets events) over a five-month period. The events were structured to have a drop-in nature and included outdoor elements, such as the registration table and a pop-up bike lane, as well as indoor elements, such as an educational video and eight interactive feedback stations regarding Our Streets, Trenton Vision Zero, and the Trenton Trails Plan. The interactive feedback stations were staffed by one to four volunteers from local partner organizations, the project steering committee (see prior page), and DVRPC staff.

The three Our Streets events attracted an estimated 300 attendees. To keep attendees interested and participating at each of the eight feedback stations, the events were structured to provide tiered rewards — first small, then substantial — to attendees throughout the participation process.

- Complimentary food and beverages
- Ice cream truck giving out free cones
- Bike tune-ups
- Commuter, BMX, and children's bike giveaways
- \$50 grocery store gift card giveaways

For more about what the project team heard from the public and how it influenced the final Trenton bike network recommendations, see the full *Our Streets: A Trenton Bike Plan for All* report (expected to be published on DVRPC's Products webpage in Fall 2024).



INTRODUCTION

Trenton's Commitment to Complete Streets

Thirty percent of households in Trenton do not own a vehicle, and 38 percent have only one vehicle.¹ Instead, residents may rely on walking, biking, or riding transit to complete trips to work and school. Yet, the streets in Trenton often prioritize motorists. For over a decade, Trenton has been committed to re-designing streets to make them safer and more comfortable for all road users.

In 2012, Trenton City Council passed a resolution that directed the City to design all roadway projects to accommodate the safe movement of all road users, including pedestrians, bicyclists, transit riders, and motorists, regardless of their age and ability. Ten years later, in 2022, the City Council passed the Complete and Green Streets ordinance requiring new projects to follow the Trenton Complete Streets Design Handbook.² This ordinance requires the installation of bike facilities across the city as part of its goal to accommodate all road users. The citywide bike plan, *Our Streets: A Trenton Bike Plan for All*, helps to accomplish this by creating a network of protected bike facilities in Trenton that connect to key destinations while providing high levels of safety, comfort, and separation for those riding a bike in the city.

A Bike Plan Shaped by Outreach

The plan's public engagement efforts were crafted to hear key insights from, and discuss important potential trade-offs with, the local community. The project team shared information about types of bicycle facilities and asked the community for their feedback on each. The public also provided feedback on potential design changes, such as reallocating on-street parking or converting a two-way street to a one-way street to create dedicated, protected bicycle facilities.

The City wanted to hear from people who currently bike in Trenton, which led the project team to create an incentive structure to attract cyclists to the public engagement events (referred to in this memo as Our Streets events). Another cornerstone of the plan's outreach strategy was to engage residents who are representative of Trenton's demographics as a majority-minority city. In particular, a focus was on the city's Spanish-speaking population, which City of Trenton staff have struggled to engage in the past, even as 33 percent of residents report speaking Spanish at home.³

To achieve these objectives, the project team developed a public survey, which is discussed in Chapter 1, and hosted three in-person public engagement efforts, examined in Chapter 2. The lessons learned and takeaways explored in these chapters can be applied by other public engagement professionals and urban planners when tailoring their own engagement plans.

¹ U.S. Census Bureau. American Community Survey, 2018–2022 American Community Survey 5-Year Estimates, Table S2504. data.census.gov.

² "Trenton Complete Streets Design Handbook," DVRPC, September 2021, www.dvrpc.org/products/18041.

³ U.S. Census Bureau. American Community Survey, 2018–2022 American Community Survey 5-Year Estimates, Table DP02. data.census.gov.



CHAPTER 1:

IN-PERSON AND ONLINE COMMUNITY SURVEY

Survey Background and Objectives

To kick off community engagement for *Our Streets: A Trenton Bike Plan for All*, the Delaware Valley Regional Planning Commission (DVRPC) project team worked with the City of Trenton and the project's steering committee to develop a community survey available in-person and online.

In September 2022, the project team distributed the survey to achieve the following objectives:

- Understand how respondents feel about bicycle safety in Trenton.
- Uncover destinations that people are biking to.
- Identify barriers to biking, including how many respondents have access to a bike.
- Understand what improvements or changes would encourage more people to bike.

Survey Content

The project team designed two surveys, one for those who have ridden a bike recently and the other for those who have not. Those respondents who have ridden a bike in the past year completed the cyclist survey, and the remaining respondents completed the survey for “non-cyclists.” The project team created versions of each survey in English and Spanish to increase accessibility. Both surveys can be found in their entirety in Appendix A.

The two surveys were similar but did include some variations. For example, the cyclist survey asked respondents how likely they would be to complete more bicycle trips if certain investments were made, whereas the “non-cyclist” survey asked respondents to rate the factors that were preventing them from biking. Both surveys consisted of five to eight questions, including questions related to their Trenton connections and travel around the city. Both surveys also asked respondents to answer demographic questions including zip code, race, ethnicity, age, annual household income, and gender. This data was used to determine whether the survey sample accurately reflected Trenton's demographics. Zip codes specifically were used to identify which areas of Trenton were under-represented in the sample.

Intercept Surveys

The project team administered intercept surveys at three locations in Trenton over two days, one in September and one in October of 2022, as seen in Table 1. The project team set up a table at each location and incentivized responses with snacks and candy (see Figure 1).

Online Survey

In addition to the intercept surveys, the project team created an online version of the survey that was available from September 2022 to January 2023. The survey had logic built into the first question, “When was the last time you rode a bike?” to display either the cyclist or “non-cyclist” survey based on the response. There were hyperlinks at the top of the survey to allow respondents to easily switch to or from the English and Spanish survey versions, depending on their preference.

The project team asked the Our Streets steering committee to help promote the online survey to their list-serves and other stakeholders in an effort to get local responses. DVRPC survey information and a link was shared in its November 2022 newsletter, which was sent to 13,000 recipients. In addition, Mercer County sent a bulletin with the online survey to over 10,000 recipients.

Figure 1: Surveying at Art All Day Event



Source: DVRPC (2022)

Table 1: In-Person Survey Details

Intercept Location	Neighborhood	Date	Time of Day	Number of Responses
Art All Day event at Artworks Trenton	Mill Hill	Saturday, September 17, 2022	12:00pm-3:00pm	18
In front of Food Bazaar grocery store	Chambersburg	Thursday, October 27, 2022	10:00am-12:00pm	20
E. State Street (between Warren & Broad)	Downtown Trenton	Thursday, October 27, 2022	12:30pm-1:30pm	29

Source: DVRPC (2023)

Major Takeaways from Survey Responses

Both the online and intercept survey responses confirm that roadway safety is a primary concern for respondents. Many “non-cyclists” marked that traffic safety and personal safety were preventing them from biking, while cyclists indicated they would be much more likely to bike with the installation of safer infrastructure, such as protected bike lanes.

The survey respondents did not demographically reflect Trenton’s population. The survey responses resulted in an over-representation of the white population and an under-representation of the Black or African American population. Spanish speakers were also severely underrepresented. This demographic mismatch may have been caused in part by distributing the survey to Mercer County’s email list, as Trenton residents represent just 23 percent of the total population of Mercer County.

Lessons Learned from Intercept Survey Administration

The challenges of administering the survey helped shape additional engagement efforts. Below is a list of lessons learned from the four months of survey collection.

Artworks Trenton

- The table location at the Art All Day event was along the Assunpink Creek (see Figure 1) and there was limited foot traffic.
- There was a lack of demographic diversity among respondents. Many respondents were white and not residents of Trenton.
- The project team missed some passersby who did not have time to complete the survey in person and asked for an online version, which had yet to be created.

Chambersburg

- There was a language barrier for Spanish speakers, as no one on the DVRPC project team spoke fluent Spanish, nor was there an interpreter on site.
- Passersby were hesitant to answer questions, potentially due to the language barrier.

Downtown Trenton

- Many respondents were state workers who did not live in Trenton.
- Many respondents were on their lunch break and may have rushed to complete the survey or opted not to respond because of time constraints.

Due to a lack of demographic representation in survey responses, the project team decided to conduct additional in-person community outreach. These engagement methods are discussed in Chapter 2.



CHAPTER 2:

OUR STREETS EVENTS

Events Overview

The Delaware Valley Regional Planning Commission (DVRPC) project team hosted three public engagement events at locations across Trenton over a period of about five months, as shown in Table 2. In an attempt to provide options for a variety of schedules, one event was held on a weeknight, one on a Saturday afternoon, and one on a Sunday afternoon (roughly timed with the release of local churches).

The budget for the three engagement events came from the overall project budget for *Our Streets: A Trenton Bike Plan for All*. It cost roughly \$2,500 to produce each event, including event materials, food, and compensating a number of event partners for their services. This number does not include project team staff time, in-kind support such as event space and security, language translation, car rentals, or certain one-time costs such as video production. See Appendix D for an itemized budget of per-event and one-time costs.

Each event was designed to be family-friendly and included most or all of the following elements:

- Eight interactive feedback stations representing three forthcoming Trenton plans: Our Streets, Vision Zero, and the Trenton Trails Plan
- Pop-up bike lane
- Children's bicycle obstacle course
- Bicycle tune-ups
- Participatory art activities
- Food and drinks
- Commuter, BMX, and children's bike giveaways
- \$50 grocery store gift card giveaways

Table 2: Our Streets Event Locations, Dates, Times, and Attendance

Event Location	Neighborhood	Date	Event Hours	Estimated Attendance
Jennye Stubblefield Senior Center	Stuyvesant/Prospect	Tuesday, April 25, 2023	6:00pm-8:00pm	~40
Samuel Naples Community Center	Chambersburg	Sunday, May 7, 2023	1:00pm-3:00pm	~150
East Trenton Collaborative	East Trenton	Saturday, August 5, 2023	1:00pm-4:00pm	~110

Source: DVRPC (2023)

Event Objectives

The Trenton Complete and Green Streets ordinance, passed in 2022, requires the installation of bike facilities across the city as part of its goal to accommodate all road users. Achieving this goal requires one or more changes to be made on many narrow city streets in order to fit bike lanes: (1) reducing street parking from both sides of the street to one side of the street, (2) converting a two-way street to a one-way street, or (3) removing street parking.

Despite a large and diverse population that currently rides a bike in Trenton, many residents may be unfamiliar with bike lanes. Minimal bicycle infrastructure exists in Trenton today. Educating event attendees about different bicycle facility types, their benefits, and their drawbacks was critical for meaningful feedback.

According to DVRPC's Indicators of Potential Disadvantage tool,⁴ many areas of Trenton have populations with above-average percentages of youth, foreign-born, and low-income residents. These groups often rely on non-SOV modes of transportation — including riding a bicycle — due to age, financial barriers, or ineligibility for a driver's license. City of Trenton staff shared that they have particularly struggled to engage Spanish-speaking residents in the past. Therefore, it was crucial to structure event elements and outreach with the following populations in mind:

- Residents who had never engaged with the City before
- Spanish-speaking residents
- Residents who currently ride a bicycle in Trenton, who would like to, and/or who could benefit from another affordable transportation option

To evaluate success, it was important to track which neighborhoods were heard from, which language(s) people spoke, and who has ridden a bicycle in the last six months.

Early on, the project team recognized that the public engagement events (referred to in this memo as Our Streets events) provided a unique opportunity to get feedback on and educate about the interrelated nature of a number of ongoing DVRPC projects in Trenton. Project teams from DVRPC were also working on a trails plan and a Vision Zero plan for Trenton. All three planning processes are working to achieve similar ends: a safe, multimodal, connected transportation network for the city. To the public, these separate planning studies may be indistinguishable. Because educating the public and gathering meaningful feedback on three plans would require more of the public's time and attention than could be garnered by tabling at existing community events, the project team decided to produce "stand-alone" Our Streets events. Though this strategy required more resources, having three plans gathering feedback at each event leveraged all the work that went into organizing the events and the money spent on them.

Finally, the project team wanted the events to be as large of a net benefit to the city and residents as possible. An effort was made to spend the event budget locally as much as possible to support Trenton businesses and residents. For example, food was ordered from a local pizza restaurant; art activities and bike tune-ups were all done by Trenton residents.

⁴"Indicators of Potential Disadvantage," DVRPC, accessed February 12, 2024, www.dvrpc.org/webmaps/ipd/.

Community Partners

The backbone of the Our Streets events was local community partners and neighborhood residents. Collaborating with event partners ensured that the DVRPC team had “the finger on the pulse” of what event elements would draw residents in, what residents wanted and needed, and when and where to reach residents. It also meant wider and diversified promotion through a communications toolkit, which allowed partners to easily share the Our Streets events with their audiences. See the blue call-out box for more about the toolkit.

Local community partners each played important roles:

- Trenton Cycling Revolution (TCR) provided bike tune-up services and bikes for giveaways. TCR members staffed many of the feedback stations at each event.
- Artworks Trenton provided community art activities using stencils (activities varied at each event but included spray painting bike-related graphics and painting street murals).
- East Trenton Collaborative (ETC) provided their space in the East Trenton neighborhood as one of the three event venues, and its staff members and residents served as volunteers at each event.
- Greater Mercer TMA set up and ran a youth bike rodeo (a skills-building obstacle course) on a street closed to vehicular traffic at the last event. They also gave away helmets to bike rodeo participants.
- Latin American Legal Defense and Education Fund (LALDEF) provided one local staff member to facilitate Spanish-to-English interpretation. LALDEF also promoted the events to their clients.

- Independent local interpreters also provided Spanish-to-English interpretation. (At two of three Our Streets events, one independent interpreter was contracted. At the Our Streets event in Chambersburg, a neighborhood with a high percentage of Spanish-speakers, an additional independent interpreter was contracted.)

The organizations that provided direct services were compensated for their time and materials. This made the events mutually beneficial and built relationships that can continue into the future. The partnerships with TCR, Artworks, and LALDEF were advertised by including their logos on promotional event materials.

DVRPC PARTNER TOOLKIT

DVRPC partner toolkits contain all of a project’s marketing materials to make sharing about a project as easy as possible. DVRPC sends partner toolkits to project partners and steering committee members to share with their own audiences. This strategy amplifies project awareness. Materials compiled into a partner toolkit include, but are not limited to:

- Sample social media posts and captions, including accounts to tag to make it easy to repost
- One-sided and two-sided promotional fliers
- Sample newsletter text
- Web page banner graphic

The Our Streets toolkit was created by DVRPC’s Office of Communications and Engagement and included graphics developed by DVRPC’s Creative Services group. See Appendix B for the toolkit and graphics.

Event Locations

The location of each event was a serious consideration for the project team. First, the zip codes of survey respondents were mapped to see which neighborhoods were the least represented. Then, the project team identified the most accessible community spaces near those neighborhoods in order to encourage turnout and make participants feel comfortable and welcomed. Next, the project team wanted to hold events in community spaces that would feel comfortable for most people, such as community centers or spaces of local non-profits. Schools were also discussed as possible host locations but decided against because the school district charges a fee for their use.

Finally, since the intention was to install a pop-up bike lane at each event, a location on the proposed bike network was preferable to show the bike lane in a realistic location where it might actually be installed in the future. For the first two events, there were City of Trenton community centers that fit the criteria and were available to host. The East Trenton Collaborative (ETC) building was used for the third event. Because the events were being used for a City project, no fee was charged at the community centers, and ETC graciously hosted the last event for free.

Event Date and Time

The steering committee discussed hosting each event on a different day of the week and time of day, as this would provide opportunities for different segments of Trenton residents to give feedback. In the end, the committee decided to hold one event on a weekday evening, presumably after 9–5 working hours, and to schedule the second event on a Sunday afternoon. Sunday afternoon was selected because residents were likely

to not be working and Sunday church services would be over or ending during that time. The third event was held on a Saturday afternoon, and was extended to three hours long (instead of two) due to the amount of interest and number of attendees at the previous event.

Event Structure

Each event was structured to have a drop-in nature. In contrast to traditional town hall meetings that have a set start time and usually include an educational presentation at the beginning of the meeting, this structure allowed the project team to encourage passersby to attend and give feedback throughout the full event duration. This structure also increased each event's attendance significantly, as most attendees were walk-ups.

The Our Streets events included both indoor and outdoor elements. The outdoor elements included the event registration table and “attractors” (see the next section). The indoor elements included an educational video and eight interactive feedback stations encompassing Our Streets, Trenton Vision Zero, and the Trenton Trails Plan. Although the eight feedback stations were arranged to build knowledge cumulatively and the project team encouraged attendees to visit the stations in order, attendees could choose to visit stations in any order. The following sections explain the engagement activity, purpose, and takeaways of each feedback station.

Event Registration

Activity: Attendees were greeted, encouraged to fill out the sign-in sheet, given a stamp card for recording engagement at each feedback station (see Figure 24), and oriented to the flow of the event. See Figure 2 for context.

Figure 2: Registration Table



Source: Shereyl Snider (2023)

Purpose: (1) Inform passersby about the event and encourage walk-up attendance. (2) Collect email addresses from participants who want to receive project updates. (3) Ask the optional demographic questions relevant to the Our Streets project.

Takeaways: The project team prioritized designing an approachable event and attracting attendees over collecting information about attendees. For example, the team initially considered making registration mandatory and asking additional

optional demographic questions, but ultimately decided against it because it may have deterred passersby who were interested but not yet committed to participating. The team also considered including an optional demographic questionnaire as attendees were leaving the event, but decided against it due to potential engagement fatigue.

Instead, the team estimated attendance and used perceived demographics to understand participation. The team estimated that less than half of attendees voluntarily signed in. Many attendees arrived with their families, of which typically only one family member signed in. Attendees that chose to sign in tended to fill out the entire list of demographic questions. Additionally, the team was able to estimate whether the events had engaged Trenton's Spanish-speaking population by tracking how many people registered using the Spanish-language sign-in sheet. At least one language interpreter was present at the registration table at all times to welcome Spanish-speaking participants and connect them with the interpreter stationed indoors.

After the first event, the project team filled in an "example" first response to the English and Spanish sign-in sheet, as seen in Figure 3, because there was some confusion about whether to write a postal or an email address in the "Project Updates" section of the Spanish-language sign-in sheet. This was possibly due to inexact language translation.

Figure 3: English-Language Sign-In Sheet

Do you live in Trenton? [Y/N]	If yes, what is your zip code?	Do you work or go to school in Trenton? [Y/N]	Do you or someone you live with own a car? [Y/N]	How did you hear about this event?	If you'd like to keep informed about the project, please share your email address
Y	08638	Y	N	Walked up	example@example.com

Source: DVRPC (2023)

Our Streets Educational Video

Activity: Attendees watched an eight-minute video⁵ that described Our Streets project background and goals, types of bike facilities proposed, and how the bike plan would change Trenton's streets. See Figure 4 for context. See the call-out box on Page 15 for more information about the production of the video.

Figure 4: Photo of Educational Video Screening



Source: DVRPC (2023)

Purpose: Introduce the bike plan, types of facilities and their look and feel, and potential impacts through narration and dynamic visual examples so that attendees could give informed feedback about their desires and concerns.

Takeaways: Based on attendee comments and event staff feedback, attendees gained a basic understanding of the Our Streets project scope and trade-offs before giving feedback about the plan. In one video segment, the project team rode in proposed types of bike lanes with a Go-Pro camera strapped to their helmets. According to event staff, this experiential view seemed to be particularly effective. Photo stills taken from the Go-Pro footage were also used to create visuals at the feedback station about bike facility types (see Appendix C). Photo and video examples of the different types of bike lanes and trade-offs were pivotal because there are currently limited on-the-ground examples in Trenton.

Event staff tried to fill the room before starting the video so attendees could watch from start to finish. At first, event staff planned to turn on Spanish closed captions if they were alerted that viewers needed them, but to ensure greater accessibility, staff left them on regardless of who was in the audience. Based on event staff feedback, Spanish-speaking viewers appreciated that one video segment was in spoken Spanish. Generally, the video seemed short enough to avoid losing adult interest, but the eight-minute run time was a bit long for families with young children.

⁵ DVRPC, "Our Streets: A Trenton Bike Plan for All," YouTube, April 25, 2023, educational video, www.youtube.com/watch?v=OzEQSMOGBEk.

PRODUCTION OF THE OUR STREETS VIDEO

The eight-minute educational video was produced in-house at DVRPC. Because it was the first of its kind, it required significant staff time and close collaboration between the project team, DVRPC's Creative Services group, and the Office of Communications and Engagement. The project team initially sought to outsource video production to a Trenton filmmaker. Unfortunately, external video production did not fit into the allocated project budget. As a creative solution, the project team compensated a Trenton filmmaker for legal permission to use existing relevant footage. (For detailed information about project budget and costs, see Appendix D.)

The purpose of the video was to educate the public about the bike plan's goals, extents, proposed facilities, and trade-offs. The project team decided to produce a video rather than a traditional presentation to increase accessibility in the following ways:

- Allow the events to have a flexible and drop-in nature, rather than requiring attendees to arrive at a rigid start time.
- Provide real-time Spanish captions when narrators and interviewees are speaking in English in the video.
- Encourage Spanish-speaking interviewees to answer in Spanish.
- Grant indefinite access to detailed information about the plan by uploading the video to YouTube.

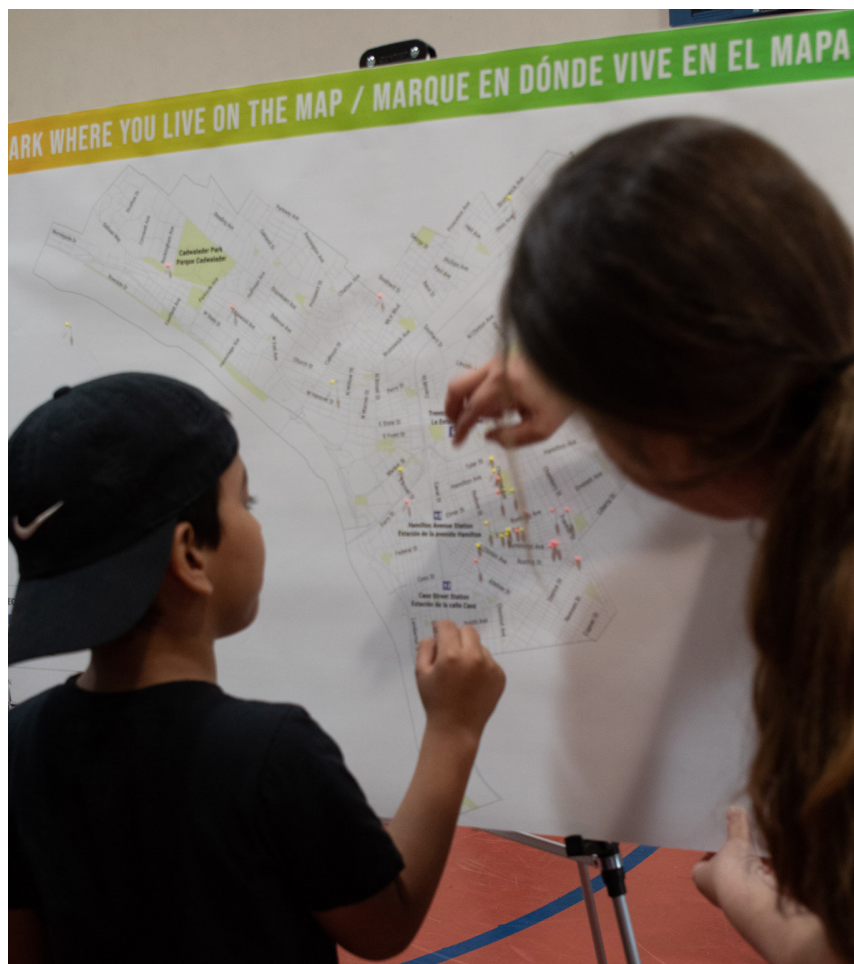
In addition to using a local filmmaker's existing video footage, the project team produced two types of new footage:

- Interviews with local leaders. Leaders included the City of Trenton's Acting Director of the Department of Housing and Economic Development, a business owner, a pastor and community activist, and members of Trenton's cycling advocacy group. The project team chose these interview subjects because of their commitment to traffic safety for vulnerable users, and/or direct experience with cycling as a main form of travel in Trenton.
- A first-person experience of cycling in each type of proposed bike facility. The project team attached a Go-Pro camera to their bike helmets while riding in each type of proposed bike facility. Although the footage was filmed in Philadelphia, the hope was that attendees could envision what riding a bike in an urbanized area with narrow streets would look and feel like.

Mark Where You Live

Activity: Attendees used a color-coded pushpin to mark where they live on a large-format, mounted map of Trenton (see Figure 5). If the attendee had ridden a bicycle in the last six months, they were considered a cyclist and used a pink pushpin. If the attendee had not ridden a bicycle in the last six months, they used a yellow pushpin.

Figure 5: Mark Where You Live Activity



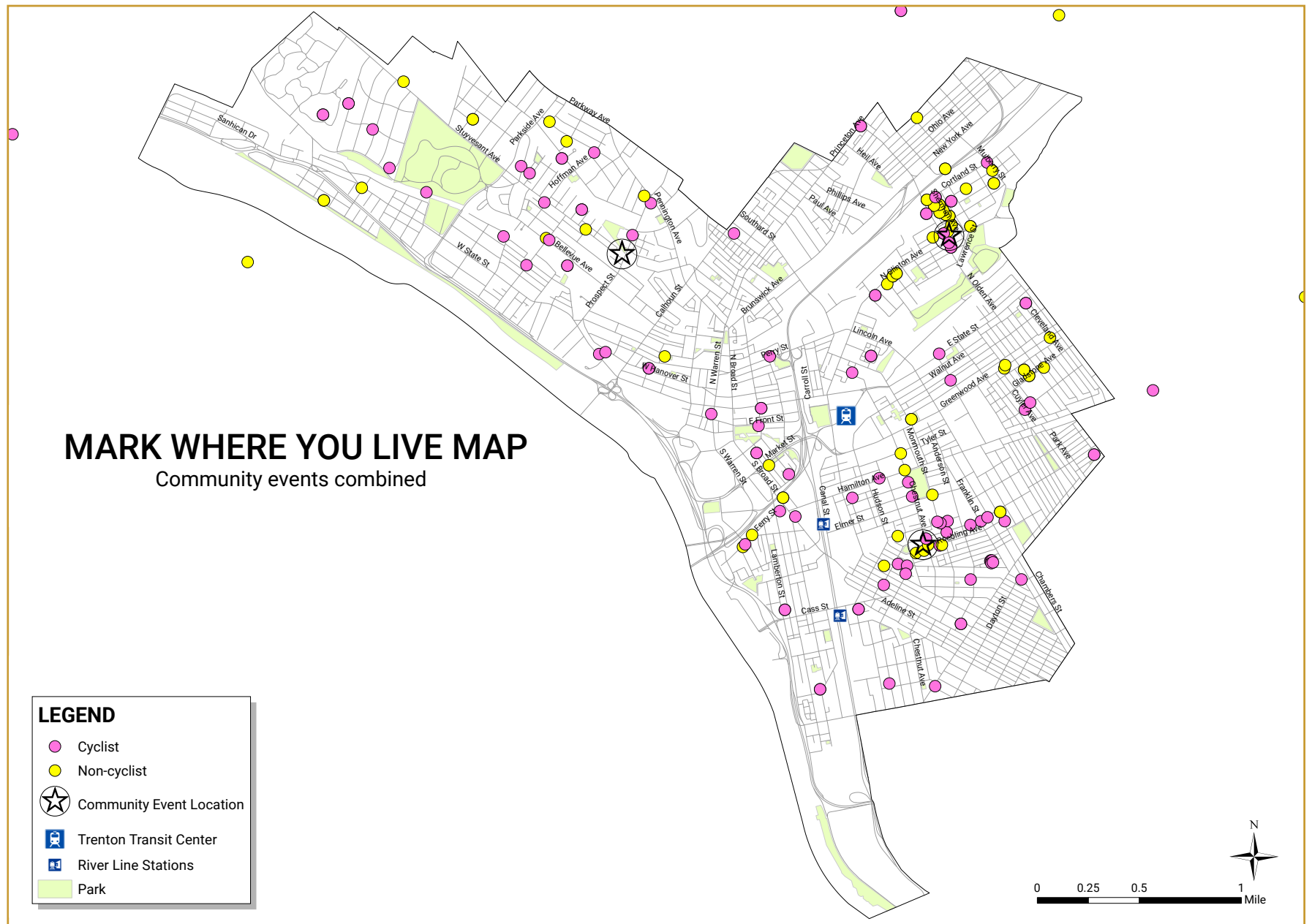
Source: Clyde Scott (2023)

Purpose: (1) Evaluate geographic diversity of attendance and determine which neighborhoods of Trenton had not been sufficiently engaged about the bike plan. (2) Determine if the project team was reaching cyclists to be able to ground truth feedback about bike safety issues (whereas “non-cyclists” might give feedback about perceived bike safety issues, or feedback from a motorist’s perspective).

Takeaways: Event attendance was clustered around each event location, particularly in East Trenton and Chambersburg (see Figure 6). This clustering reflects the walk-up nature of the event and the importance of meeting residents in their neighborhoods. Although the bike plan considers connections to bike facilities beyond Trenton’s borders, the plan prioritized gathering feedback from Trentonians, particularly those who rely on a bicycle as their primary form of transportation.

The project team initially printed the large-format map with only a few labeled street names. Attendees had trouble locating the closest intersection to their residence. Having a Trenton resident as one of the event staff at this station was crucial in this situation, as they were able to use their local knowledge of the streets to identify the correct intersection, or write down cross streets when they couldn’t locate them. After the first event, the map was reprinted at the largest scale possible and included more street labels.

Figure 6: Attendance Clustering Around Event Locations



Source: DVRPC (2023)

Our Streets Proposed Bike Network

Activity: Attendees reviewed the preliminary recommended bike network and were given a Trenton streets questionnaire, on which they answered contextual questions about streets they are familiar with, named streets they use frequently, and listed streets they avoid (see Figure 7). Cyclists were invited to draw their bike route on a Trenton bike routes questionnaire. See Appendix C for both questionnaires in their entirety.

Figure 7: Attendee Answering Trenton Streets Questionnaire



Source: Clyde Scott (2023)

Purpose: Collect key insights regarding roadway characteristics, such as whether bicyclists have been observed using the street, the condition of the roadway, driver behavior, vehicle class, the presence of handicapped parking, and more.

Takeaways: The vast majority of participants filled out the Trenton streets questionnaire. Though many cyclists attended the Our Streets events, almost no participants used the Trenton bike routes questionnaire to draw their route. Despite this, the questionnaires allowed the project team to identify which roadways are perceived as dangerous and the conditions that made them feel that way.

The project team presented the bike network as a single-colored line on a map. No information was given about which type of bike facility was recommended on each corridor. The intention behind this was to separate conversations about bike network corridors and bike facility preferences. According to event staff feedback, this was effective.

However, it would have been beneficial to get even more specific with this station's feedback prompt. Participants could discuss any street in Trenton at this station, whether it was part of the bike network or not. Many participants shared information about intersections, rather than corridors. Both of these factors made it difficult to apply feedback to the bike network recommendations. To get more actionable feedback, it would have been beneficial to ask participants to only give feedback regarding corridors along the bike network or to suggest alternative routes.

Our Streets Bike Facility Types

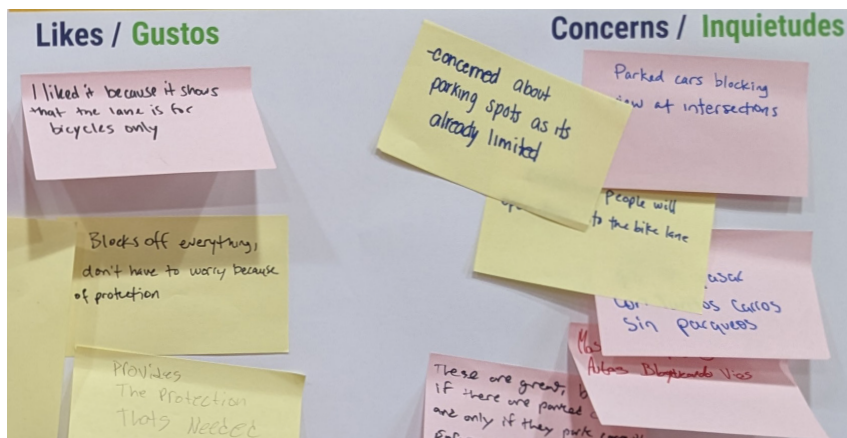
Activity: Attendees reviewed the four types of bike facilities proposed in the bike plan (two-way cycle track, parking-protected bike lane, protected bike lane, and neighborhood greenway). See Appendix C for more details about each proposed facility type. Cyclists placed a colored dot under each facility type they would rather ride on instead of using the sidewalk (see Figure 8). All attendees were encouraged to write feedback on color-coded sticky notes regarding what they liked about each facility type and their concerns about each one (see Figure 9). Cyclists used pink sticky notes; "non-cyclists" used yellow sticky notes.

Figure 8: Cyclists Mark Preferences With Colored Dots



Source: Clyde Scott (2023)

Figure 9: Color-Coded Sticky Note Feedback



Source: Corey Hannigan (2023)

Purpose: Determine if facility types proposed will increase cyclist comfort and sense of safety. Facility preferences were then used to make decisions in situations where more than one kind of facility can be fit into the available cartway width.

Takeaways: Bike facility preferences differed between cyclist and “non-cyclist” attendees. Most attendees did not comment on every facility type. The types they chose to comment on may indicate what they felt most strongly about or the types they understood best. Comments that were not explicitly positive comprised a mix of questions, concerns, and suggestions. Concerns generally fell into three categories: not enough protection for the bike lane, lack of cyclist sight lines due to parking, and the need for robust traffic calming to force drivers to slow down. Because this station in particular was designed to have one event staff member walk each person or small group through each facility type, staff were usually able to address and discuss these concerns.

The project team initially asked attendees four questions corresponding to each of the four proposed facility types. Based on event staff feedback, this appeared to overwhelm and fatigue participants. After the first event, the project team pared down the number of questions to those detailed in the “activity” section above, and this seemed to increase willingness to engage at this station.

Our Streets Use of Street Space

Activity: Attendees were given a to-scale model of three Trenton streets for which the Our Streets project team needed help to develop bike network recommendations. They were also given to-scale pieces representing travel lanes, on-street parking lanes, and bike facility types proposed in the plan. Attendees were invited to arrange the pieces to build their recommendation of how limited street space should be used (see Figure 10).

Figure 10: Example of an Attendee's Ideal Street



Source: Kathy Dieal (2023)

Purpose: Provide a tangible example of the mismatch between space available on an average Trenton street (30–40 feet) and the space needed to fit two protected bike lanes, two on-street parking lanes, and two travel lanes (54 feet) — and therefore, the need to make trade-offs.

Takeaways: Most participants were familiar with at least one of the streets, and tended to “redesign” only that street. A few participants were unfamiliar with all three streets, and made a generic “ideal street” instead. Contextual information about each street was provided (i.e., a bus route runs along this street, a school is nearby), but this did not seem necessary for participation. Interestingly, all “redesigns” of all three streets included dedicated bike lanes, except one. Event staff at this station took photos of each redesigned street after participants were finished, which helped the project team uncover themes.

Although this hands-on activity was useful for starting a conversation about what attendees value in a street design, the project team decided to eliminate this activity after the second event (in favor of adding a station about prioritization) because the “redesigns” did not seem likely to affect final bike plan recommendations.

Our Streets Trade-Offs

Activity: Attendees were invited to write feedback on color-coded sticky notes regarding what they would and wouldn’t be willing to change about how street space is used to accommodate the bike network. Cyclists used pink sticky notes; “non-cyclists” used yellow sticky notes. One or more changes would need to be made on certain streets to implement the bike network: (1) reducing street parking from both sides of the street to one side of the street, (2) converting a two-way street to a one-way street, and (3) removing street parking. Attendees were asked if they would try any of these changes for a few months to evaluate if they are feasible in the long-term. See Appendix C for event materials illustrating these trade-offs.

Purpose: Gauge public willingness to change roadway configurations to determine feasibility when implementing the bike network.

Takeaways: Attendees were generally willing to try short-term pilots of different street configurations in order to fit bike lanes on narrow streets. This may have been due to phrasing the question as “trying” a change for a few months rather than committing to a permanent change. In addition to phrasing the question this way on feedback boards, event staff were also instructed to emphasize this. The project team displayed a map that showed what is left of the bike network if streets aren’t changed, to emphasize how necessary making trade-offs are to achieving a connected bike network. See Figure 11 for the map. This “at-a-glance” visual tool seemed to work well to frame conversations about trade-offs.

LEGEND/LEYENDA

- High Injury Network/Red de Lesiones Altas
- On-road bicycle facilities - existing/Instalaciones para ciclistas en las calles - existentes
- On-road trail connections - in progress/Conexiones a senderos para ciclistas en las calles-en curso
- On-road bicycle facilities - in progress/Instalaciones para ciclistas en las calles - en curso
- Trails - existing/Senderos - existentes
- Trail entrances/Entradas a senderos
- Trenton Transit Center/La Estación de Tren
- River Line Stations/Las Estaciones del RiverLine
- Parks/Parques

DRAFT BICYCLE NETWORK/BORRADOR DEL MAPA CICLISTA

- Road space reallocation - parking on both sides to parking on one side
Reasignación de espacio vial: estacionamiento en ambos lados a estacionamiento en un lado
- Road space reallocation - all existing parking removed
Reasignación de espacio vial: eliminación de todo el estacionamiento existente
- Road space reallocation - two-way to one-way street conversion
Reasignación de espacio vial: conversión de calles de dos sentidos a calles de un solo sentido
- To be determined
Por determinar

If streets aren't changed, this is what is left of the bike network, because 10' is needed for any kind of bike lane, and 11'-12' for any kind of protected bike lane.

Si las calles no se cambian, esto es lo que queda de la red ciclista, porque se necesitan 10' para cualquier tipo de carril bici, y 11'-12' para cualquier tipo de carril bici protegido.

OUR STREETS COMMUNITY ENGAGEMENT ACTIVITIES SUMMARY

Our Streets Prioritization

Activity: This activity was included at the third event only, so responses only reflect those attendees. Attendees placed a set of three sticky dots each numbered 1, 2, and 3 on a large-format, mounted map of the proposed bike network. The dots indicated the first, second, and third priority streets where they would like to see bike facilities installed first.

Purpose: Determine which streets should be prioritized for bike facility implementation.

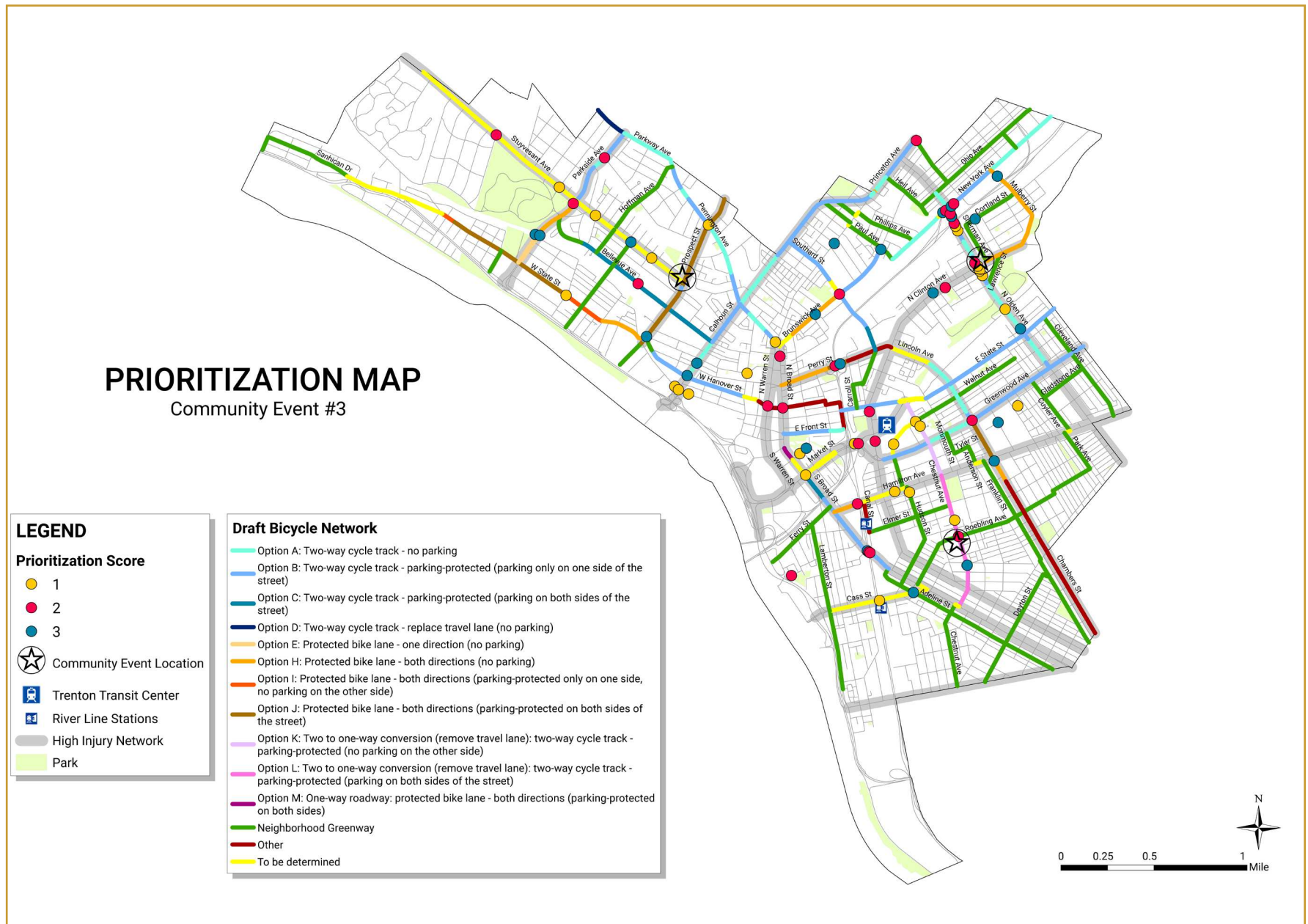
Takeaways: Priorities were weighted to create scores for each street on the bike network:

- Sticky dots labeled “1” were weighted to equal 3 points.
- Sticky dots labeled “2” were weighted to equal 2 points.
- Sticky dots labeled “3” were weighted to equal 1 point.

This method was intended to make it easy to determine which corridors were priorities for bike network implementation. However, when dots were placed at intersections where both intersecting streets were part of the proposed network, it was impossible to discern which street was intended to be prioritized (see Figure 12). Additionally, participants’ responses may have been swayed by the following factors:

- Seeing prior responses may have influenced decisions or created ‘groupthink,’ a phenomenon that can occur when the desire for harmony within the group results in a different decision-making outcome.
- Since many attendees were walk-ups, they may be familiar with or live along the streets surrounding the event venue, and thus, they were more likely to prioritize those streets.

Figure 12: Prioritization Map (Digitized)



Source: DVRPC (2023)

Trenton Vision Zero

Activity: Attendees mapped the locations of where they live, work, play, and learn in relation to the Trenton High Injury Network. Attendees were also encouraged to fill out a Vision Zero pledge card, which asked why safe streets in Trenton were important to them (see Figure 13).

Figure 13: Completed Vision Zero Pledge Card



Source: DVRPC (2023)

Purpose: Every year, close to a dozen Trentonians are killed or seriously injured from crashes on the city's streets. The Vision Zero policy is built on the premise that these crashes are preventable and Trenton's streets can be made safe for all users. Trenton needs a Vision Zero policy and action plan to ensure safety for all road users, but policies and plans need momentum to be implemented. The Vision Zero station collected resident support and feedback for implementing safe streets in Trenton.

Takeaways: The Vision Zero station was the second-to-last in the feedback station lineup, and many attendees understandably demonstrated engagement fatigue that made it difficult for them to be enthusiastic about a concept they hadn't heard about before. While listening to the pitch, it was helpful for attendees to look at a handout that described Vision Zero and its relevance to Trenton through both graphics and text. Asking questions like "do you know anyone who's been involved in a crash?" were helpful openers that made Vision Zero more relatable. It was important to honor any emotions that came up in response to that question.

Mapping attendees' interactions with the High Injury Network by putting pins on a map was a helpful way to demonstrate their personal connections to Vision Zero. This often prompted attendees to share detailed information about the dangers of the roads they lived, worked, played, or traveled on frequently.

More street labels, landmark labels (particularly schools and parks), and sturdier poster stands would have made the mapping activity smoother. Whether event staff could easily find certain locations on the High Injury Network map or not seemed to influence the level of trust attendees had in the overall event, because it showed the depth – or lack thereof – of the relationship between the planner and the community.

Nearly all attendees were willing to sign the pledge card, and only a few needed more context about what the pledge cards were being used for to feel comfortable signing. There was some confusion about what and how to write on the pledge card that could have been improved with better wording and graphic clues.

Trenton Trails Plan

Activity: Attendees marked a map of the existing, upcoming, and conceptual trails network with colored dots indicating trails they currently use or would use if constructed (see Figure 14). Additionally, attendees were asked what would make them feel safer when using a trail and what amenities would make their experience more enjoyable.

Figure 14: Trenton Trails Plan Station



Source: Clyde Scott (2023)

Purpose: (1) Determine which routes people use most frequently to reach their destinations. The Trenton Trails Plan team wanted to know if people use the existing trail system or other routes to get from one destination to another. (2) Determine whether the proposed trail network developed during the planning process would provide connectivity currently missing from the existing system. (3) Understand which amenities, interventions, or infrastructure would make the user experience better and increase trail safety in Trenton.

Takeaways: Due to the scale of the map and limited street labeling, participants often needed help orienting themselves before identifying the trails they currently use most or would use in the future. More street labels and contextual information would have been helpful in this exercise.

When asked about what would make participants feel safer on trails, many participants looked at the comments already provided on the board for inspiration. This may have influenced their response, though many offered additional items that were not previously listed. Once they understood the prompt better, however, participants showed a lot of enthusiasm and offered ideas such as regular trash collection, lighting, benches, and other furniture to rest on. The trails plan team gleaned a better understanding of current trail system use and what connections can be made or improved in the future as the system continues to be built out.

Attracting Passersby

The Our Streets events were designed to be visible to passersby to draw attention to and pique interest in the event and bring people inside the venue to give feedback. Visibility was achieved through the following on-street elements:

- Closing the street to vehicular traffic and hanging a branded event banner (see Figure 15)
- Pop-up bike lane for attendees to ride in (see Figure 16)
- Community art activities led by a professional street artist affiliated with Artworks Trenton (see Figures 17 and 18)
- Bike tune-ups provided by local cycling advocacy group Trenton Cycling Revolution (see Figure 19)
- Bike rodeo (child-friendly obstacle course designed to teach basic bike safety skills) facilitated by Greater Mercer TMA (see Figure 20)
- Ice cream truck giving out free cones (see Figure 21).
- Sidewalk chalk drawings done by attendees during the event (see Figure 22)
- Event registration table staffed by DVRPC, language interpreters, and volunteers (see Figure 23)

Figure 15: Street Closure



Source: Clyde Scott (2023)

Figure 16: Pop-Up Bike Lane



Source: Clyde Scott (2023)

Figure 17: Spray Paint Art Activity



Source: DVRPC (2023)

Figure 18: Street Mural Art Activity



Source: DVRPC (2023)

Figure 19: Bike Tune-Ups



Source: DVRPC (2023)

Figure 20: Bike Rodeo



Source: Cheryl Kastrenakes (2023)

Figure 21: Ice Cream Giveaway



Source: DVRPC (2023)

Figure 22: Sidewalk Chalk Drawings



Source: DVRPC (2023)

Figure 23: Registration Table



Source: DVRPC (2023)

Incentives to Participate

There were a number of incentives the DVRPC team used to achieve robust public feedback:

- Complimentary food and beverages
- Ice cream truck giving out about 110 free cones per event
- Bike tune-ups provided by Trenton Cycling Revolution (TCR)
- About 8 bicycle giveaways per event consisting of a mix of commuter, BMX, and children's bikes
- Three \$50 grocery store gift card giveaways per event

More detail about each incentive is provided in the following sections.

Tiered Rewards

To keep attendees interested in continuing to each of the eight feedback stations, the Our Streets events were structured to provide tiered rewards — first small, then substantial — to attendees throughout the participation process.

Rewards were selected based on what Trenton residents might want or need, as related to the Our Streets project, though the team carefully considered both the cyclist and “non-cyclist” perspective. For example, grocery store gift cards were identified as an incentive to attract participation regardless of whether someone rides a bike in Trenton. Rewards also aimed to support local businesses and organizations wherever possible.

Attendees could receive small rewards by learning about the Our Streets project. Before engaging with feedback stations, attendees were encouraged to watch the eight-minute educational video about the plan's background and goals. Once attendees watched the video, a DVRPC staff member would give them two paper tickets. The blue ticket redeemed a free ice cream from the ice cream truck outside the venue, and the orange ticket redeemed a free bike tune-up from TCR. These incentives served as an instant reward for choosing to learn about the bike plan and were meant to encourage further participation.

Attendees could receive more substantial rewards by visiting the feedback stations that followed the educational video. Staff at the registration table distributed paper stamp cards to each attendee (see Figure 24). Attendees were then given stamps on their card at each feedback station with which they engaged. Upon exiting the venue, attendees who were 18 years of age or older had the opportunity to enter to win a bike or a \$50 grocery store gift card. However, children were also given stamp cards to make family participation more fun.

Figure 24: Stamp Card

PUNCH CARD

Present this card at each of the following engagement booths. You'll get a punch at each booth you visit.

When you visit 5 booths, you can enter to win your choice of a bike or a \$50 grocery store gift card. If you visit all 8 booths, you can enter twice!

5 PUNCHES = 1 TICKET 8 PUNCHES = 2 TICKETS

1 2 3 4 5 6 7 8

Source: DVRPC (2023)

If adult attendees engaged with five of eight feedback stations, they were given one entry for the giveaways; if they engaged with all eight stations, they could enter twice, either for the same or both giveaways, and increase their chances of winning (see Figure 25). The purpose of the substantial rewards was to encourage meaningful engagement at every feedback station, ideally in order, since the information given at each station built on the information provided at the one before it. The project team recognized that engaging with five to eight stations was a lot to ask of attendees. The team was pleasantly surprised that many attendees did opt to engage with all eight stations.

Figure 25: Ticket to Enter Giveaway

OUR STREETS GIVEAWAY

Please fill out the information below and deposit in the box near the exit. We will not share your information with any other party. By depositing this ticket you confirm that you are over 18 years old and not related to DVRPC staff.

NAME _____

PHONE NUMBER _____ EMAIL _____

STREET ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

WHICH GIVEAWAY ARE YOU ENTERING? (choose one)

☐ BICYCLE* (will be given out during the event)

☐ \$50 GROCERY STORE GIFT CARD (will be mailed)

IF ENTERING TO WIN A FREE BIKE, WHICH TYPE OF BIKE WOULD YOU PREFER? (check all that apply)

☐ KIDS BIKE

☐ COMMUTER BIKE

☐ BMX BIKE

*Bike winner names will be drawn during the event. If you can't stay, please check this box ☐. We will contact you to coordinate a pick up at a later date from the Community Outreach Garage located at 601 N Clinton Ave, Trenton, NJ 08638.

Source: DVRPC (2023)

Bikes were distributed to giveaway winners during each event. Types of bikes given away included BMX, commuter, and children's bikes (see Figures 26 and 27). Typically, a few winning names were drawn at the event halfway mark and a few more toward the end of the event. TCR donated the bikes given away and facilitated bike distribution. If an attendee could not pick up their bike the day of the event, TCR coordinated with them to find another pickup time.

Figure 26: Child Bike Giveaway



Source: Greater Mercer TMA (2023)

Figure 27: Adult Bike Giveaway



Source: Corey Hannigan (2023)

Grocery store gift cards were mailed a week after the event. The DVRPC team called winners to confirm where the card should be mailed. Gift cards had a \$50 value and were redeemable at Food Bazaar, a grocery chain with a location in Trenton.

Complimentary Food and Beverages

Complimentary food and beverages were placed near the venue entrance and offered to all attendees. This placement was intended to make attendees feel welcome, provide an instant reward for choosing to enter the venue and engage, and make watching the educational plan video more enjoyable (Figure 28).

Food and beverage choices aimed to support local businesses, be as sustainable as possible, and cater to various dietary restrictions. At each event, pizza (from Trenton restaurant Jerry's) and veggie trays were provided, including vegetarian and vegan options. Because the events were hosted during mealtimes, the quantity and quality of food provided aimed to replace a meal. Leftover food was distributed to attendees at the end of each event. The events were planned to minimize single-use plastic. There were several ways the project team approached this:

- All beverages were canned.
- Plastic silverware was reduced as much as possible by choosing foods that could be eaten without utensils.
- Most other trash was recyclable or at least biodegradable (i.e., cardboard and paper products).

Figure 28: Complimentary Food and Beverages



Source: DVRPC (2023)

Coloring Table

The project team recognized the importance of having child-friendly activities available at the Our Streets events. In addition to the family-friendly outdoor elements, a staffed coloring table was placed alongside the indoor feedback stations (see Figure 29). The coloring table functioned as de facto childcare, as parents could drop their children off there while they engaged at each station. Coloring books educated children about the environmental benefits of riding a bike.

Figure 29: Coloring Table



Source: DVRPC (2023)

Staffing and Volunteers

Having abundant event staff and volunteers was essential to the success of the Our Streets events. Each feedback station had one to four representatives to help explain aspects of the plan, answer questions, and facilitate feedback in a one-on-one manner (see Figure 30). In total, the three Our Streets events were staffed by approximately 70 volunteers.

Figure 30: Multiple Staff Per Feedback Station



Source: DVRPC (2023)

Furthermore, each feedback station aimed to have a mix of DVRPC staff, Trenton residents, and local organizations represented. The purpose for this was to achieve a mix of familiar faces with local knowledge and staff with technical planning expertise to be able to comprehensively answer all attendee questions about the plan.

Local organizations and community members participated in the Our Streets events in the following ways:

- Volunteers from TCR staffed feedback stations about types of bike infrastructure proposed and trade-offs of the plan.
- Volunteers from ETC and ETC's resident-led Traffic Safety Community Organizing Committee (TSCOC) staffed the registration table and feedback stations about streets and places in Trenton.
- Volunteers from Isles' Climate Corps staffed feedback stations about Trenton's streets.
- Volunteers from the Our Streets project steering committee staffed various feedback stations.

Enlisting extra volunteers was crucial so volunteers could take breaks to eat, visit each station to give feedback, and rest. An event manager was designated for each event, whose job was to run the event timeline (i.e., prompt drawing giveaway winners, rotate volunteers through breaks, etc.) and problem-solve any issues that arose.

A few weeks before each event, the DVRPC team asked local organizations and the project steering committee to secure volunteer commitment of staff and members. The project team shared context about the overall event and discrete task descriptions with prospective volunteers so they could decide where their knowledge and interests fit best. Additionally, committed volunteers and language interpreters were given materials in advance of the events to help prepare them to answer anticipated questions from attendees. A one-page "Frequently Asked Questions" summary was created, as well as a longer document with a more comprehensive description of the project, Trenton demographics, and other useful context. See Appendix C for more details about volunteer placement and materials.

Copies of these materials were distributed at a volunteer meeting 30 minutes before the event start time so volunteers could have them readily available to reference. This meeting served the following purposes:

- DVRPC staff oriented volunteers to the flow of the event, the space, each other, and reviewed the volunteer materials that had been electronically distributed beforehand.
- Volunteers asked questions about the event flow and/or their assigned feedback station.
- DVRPC established a point person volunteers should go to if they felt unsafe in an interaction or had a question.

After each event, the project team followed up with a form requesting event staff feedback about what worked or didn't work at the station they facilitated. Feedback was used to tweak each engagement activity as needed before the next event.

Advertising and Promotion

Although most event attendance was generated by attracting passersby, the project team heavily advertised the Our Streets events. All event and marketing materials were developed in both English and Spanish. Promotional channels the DVRPC team used to raise awareness about the events are outlined below:

- Promotion by event partners and steering committee to their networks (see Appendix B for complete promotional communications toolkit)
- Paid social media advertising using Meta, which included Facebook and Instagram (see Appendix B)
- City of Trenton press release
- Earned media in local news outlets including Trenton Daily and The Trentonian
- Targeted event flier outreach and distribution
- Mailers to randomly selected Trenton mailing addresses

- City of Trenton webpage⁶
- Email correspondence to each of Trenton's City Council members inviting them to attend the Our Streets events
- Large-format printed vinyl banners hung at each event location prior the event date (see Figure 31)
- Posting on event aggregator sites (i.e., Trenton School District calendar, Facebook, Eventbrite, AARP)
- Presentations to Trenton-based groups
 - Trenton Planning Board (virtual)
 - Trenton Health Team Community Advisory Board (virtual)
 - Capital City Community Coalition (in-person)

Figure 31: Printed Banners Hung Near Event Venue



Source: DVRPC (2023)

Flier distribution was focused on places where youth, foreign-born, and low-income residents might go — all of whom may face financial barriers to owning a car or may be ineligible for a driver's license. The DVRPC team prioritized outreach to community groups, local faith organizations, social service providers, and laundromats. Outreach included phone calls, email correspondence, and dropping off printed information packets at locations where a representative could not be reached.

⁶ "Our Streets: A Trenton Bike Plan for All," *Bicycle/Trails Planning*, City of Trenton, 2023, www.trentonnj.org/244/Bicycle-Trails-Planning.

Signage and Wayfinding

On the day of each event, large sandwich boards with information about the event, activities, and giveaways were placed near the venue entrance and at nearby prominent locations. The sandwich boards conveyed information in English and Spanish, as seen in Figure 32.

Figure 32: Event Advertising Signage



Source: DVRPC (2023)

Creating a to-scale floor plan in advance of each event was crucial to create wayfinding that worked with space limitations. To better orient and guide attendees sequentially, arrows made of painters tape were placed on the floor to direct them from station to station. At the first Our Streets event, colored balloons indicated whether the station was affiliated with Our Streets, Trenton Vision Zero, or the Trenton Trails Plan. However, this layer of distinction didn't seem necessary, so balloons were not used at subsequent events.

Event Outcomes

All three engagement events cost a sum of approximately \$7,450 excluding staff time, in-kind support such as event space and security, language translation, car rentals, or certain one-time costs such as video production. For approximately \$7,450, the events were able to provide the following:

- Interactive feedback activities regarding three DVRPC plans (Our Streets, Trenton Vision Zero, Trenton Trails Plan)
- A combined 575 feet of on-street pop-up bike lanes
- Approximately 70 large pizzas, 12 vegetable trays and 250 ice cream cones
- 24 bikes and nine grocery store gift cards giveaways

See Appendix D for a detailed per-event budget.

Public Attendance

Attendees were asked to sign in at the registration table at each event. See Appendix C for the sign-in sheet. The sheet was available in both English and Spanish and asked the following questions:

- Do you live, work, or go to school in Trenton?
- Do you or someone you live with own a car?
- How did you hear about this event?

In total, approximately 300 members of the public attended the Our Streets events. Attendance levels are an estimate, as sign-in

was voluntary and many attendees arrived with their families, of which typically only one family member signed in.

Elected Officials in Attendance

The three Our Streets events were held in different wards in Trenton to ensure geographical diversity. The project team invited elected officials, including the mayor, the council member representing the ward, and at-large council members, to each event. North Ward Councilwoman Jennifer Williams, South Ward Councilwoman Jenna Figueroa Kettenburg, and East Ward Councilman Joseph Harrison attended; Mayor Reed Gusciora attended twice. The opportunity to educate and hear feedback from elected officials in attendance was valuable to build support for the bike network and its implementation.

Overview of Takeaways by Feedback Station

At each station, the DVRPC project team asked attendees to complete an activity or to provide feedback. Below is a summary of takeaways from each station.

Registration

On the sign-in sheet, many attendees reported that they had only heard about the event by passing by. Few reported having seen promotional fliers and other materials.

Mark Where You Live

While attendees reported living in different areas of Trenton, many were clustered around the event locations. Of the 134 attendees that marked the map, 60 percent had ridden a bike in the last six months, while 40 percent had not.

Draft Bike Network

Attendees were asked to identify dangerous or uncomfortable roadways they currently bike on or would like to use. Many participants shared information about intersections, rather than corridors. This made it difficult to apply the feedback to the bike network recommendations, since the network will be applied by corridor.

Bike Facility Types

Attendees reviewed four types of bicycle facilities, including a two-way cycle track, a parking-protected bike lane, a protected bike lane, and a neighborhood greenway. The parking-protected bike lane was the most popular among cyclists of the four bicycle facility types.

Trade-Offs

Although some attendees were concerned about removing on-street parking to create space for dedicated bicycle facilities, many supported trying roadway design changes for a few months to evaluate their impacts.

Prioritization

This station was only present at the third Our Streets event. Many attendees prioritized the implementation of the bike network on corridors near the event venue. Since many attendees were walk-ups, they may have been familiar with or lived along the streets surrounding the event venue, and thus, they were more likely to prioritize those streets.

Online Feedback

The DVRPC team created an interactive web page on the public engagement platform Engagement HQ to capture feedback from those unable to attend the community events.⁷ The page sought to translate the experience of attending the in-person events by providing background on the project, sharing *Our Streets: A Trenton Bike Plan for All* informational video, and asking feedback questions about the draft bicycle network, proposed facility types, and potential trade-offs. Seventeen visitors registered for project email updates. The web page received only three comments, each expressing that protected bike lanes are needed for increased road safety.

⁷ DVRPC. "Our Streets: A Trenton Bike Plan for All." DVRPC's Public Participation Page. Accessed November 14, 2023. <https://publicparticipation.dvrpc.org/ourstreetsTRENTON>.

Lessons Learned

Community engagement with Trenton residents was critical in shaping recommendations for the forthcoming Our Streets report. Below is a list of lessons learned from the robust community engagement conducted by the DVRPC project team and its partners.

- It is difficult to support local vendors who often cost more than cheaper online alternatives (i.e., printing vinyl banners at a local sign shop versus online).
- It is challenging to “right-size” requests of partners, as many community organizations have limited capacity to take on additional work, despite compensation for being an event partner.
- Demographic research of languages spoken at home is crucial before designing event and marketing materials. Materials should be available in every language that is spoken by a sizable population in the project area.
- A further demographic analysis at the neighborhood level is necessary to “right-size” the number of language interpreters needed at each event. Two language interpreters were hired per event but usage varied by neighborhood. For example, the second event benefited from a third interpreter, whereas the interpreters at the first event were barely used.
- A concise educational video requires more up-front resources but can be a more effective tool than a formal presentation. It has the potential to reach a larger audience as it can be translated into other languages and easily shared online.
- Members of the public will likely give feedback on the elements of a proposal that they feel most passionate about or understand best. Many attendees were motivated by the stamp card and engaged with all eight feedback stations, but they did not necessarily answer every prompt at each station.

- Creating multiple ways for the public to engage with and envision a bike lane (built to-scale on the street, in large format images, through a video, etc.) effectively allowed attendees to see what the recommendations would be like on the ground.
- The pop-up bike lanes worked as a visual tool, not necessarily as a riding experience. Very few people tried riding a bike in them during the events.
- Despite requiring significant staff time to create, the project’s Engagement HQ web page had limited reach and very few visitors. The low online response rate emphasized the importance of the in-person public engagement events.

Keys to Success

Overall the Our Streets events were a success in terms of educating and getting feedback from the public about the bike network and its recommendations. DVRPC and the City of Trenton’s community engagement efforts were recognized by the New Jersey Department of Transportation with a Complete Streets Excellence Award at the New Jersey Complete Streets Summit in October 2023. The community also expressed appreciation for the events and the opportunity to learn more and provide input. Generally the City doesn’t host a lot of events that bring the City’s work directly to the neighborhoods; that likely contributed to the positive response. Elected officials also recognized the value of the events; the third event was added in direct response to a request from the North Ward councilwoman to bring an Our Streets event to her ward for the benefit of her constituents.

Define Goals and Target Audiences Early

Defining goals and target audiences early in the planning process enabled the project team to create a tailored engagement strategy that prioritized hearing from participants but also educated them about the plan and the types of bicycle infrastructure being proposed. The project video was one of the main educational tools to cover these topics and it allowed

people to arrive whenever worked best for them since it was restarted about every 10 minutes.

In addition, time was budgeted for the project team to workshop all the event details with partners and other DVRPC colleagues to refine them. This was done in tandem with planning for language translation early to ensure that there was time for local interpreter feedback before finalizing project materials.

Create a Foundation of Community Partnerships

Another key to the success of the events was building them around partnerships with community groups and residents. The value of community-based language interpreters was a clear example: they shared information about the events in advance, provided feedback afterwards, and went above and beyond to bring people from local churches to the events. They were compensated for their time and were recruited to participate in other civic roles.

The project team recruited residents to staff the registration table and each feedback station, ensuring that attendees were likely to see a familiar face and have conversations that were resident-to-resident, not just planner-to-resident. The project team tried to match a volunteer's skills and knowledge with an event role and empowered them with information to answer questions that might come up. After each event, the project team requested volunteer feedback about what worked or didn't work at the station they staffed. Feedback was used to tweak each engagement activity as needed before the next event.

Create a Visible On-Street Presence

There was a lot of value in designing the events to have an on-street presence that caught the attention of passersby, whether they were walking, biking, or in cars. Based on the sign-in sheets, most of the attendance was from those walking up. Because the events were held in three separate neighborhoods, there were attendees from most areas of the city.

Use Incentives to Encourage Participation

The events were built to have a tiered incentive structure with participants receiving bigger and better rewards for each additional activity completed. This system seemed to keep attendees progressing through all eight stations. Most participants earned at least one entry for one of the big giveaways through participating in most of the feedback stations.

Create One-On-One Engagement Opportunities

Each event was staffed so there were multiple volunteers at each feedback station. This gave staff and attendees the ability to have one-on-one conversations. This was a helpful way for attendees to talk through questions or comments they had in an easy and relaxed way, and also allowed for constructive disagreements. At the stations the project team gave particular thought to how questions were being asked. For example, when asking about various types of bicycle facilities, many of which require a reallocation of road space and therefore some sort of trade-off, the question to attendees was would they be willing to try each for two months. Participants could consider what it might be like to pilot or try some of these changes, rather than agreeing to a permanent change right off the bat.



CHAPTER 3:

CONCLUSION

Through the community engagement process, particularly planning and hosting the in-person events, the project team was able to try many new techniques and strategies and share those lessons learned with other DVRPC and City of Trenton staff. The purpose of this memorandum is to share these lessons with additional agencies that are pursuing similar public engagement strategies. The following sections present an outline of both resources and outcomes to consider when embarking on such an engagement process.

Resources Invested into Engagement

A summarized list of resources the DVRPC project team invested into the Our Streets public engagement is as follows:

- A project timeline that extended three months past the typical fiscal year timeline in order for the project team to plan and execute the events, including time for relationship-building, creating and disseminating marketing materials, and planning the events.
- One Our Streets project team member working full time and one working half time for about four months on engagement strategy and preparation.
- Other DVRPC groups, such as Creative Services and Office of Communications and Engagement staff, also spent significant amounts of time producing event materials and planning the events. One Creative Services staff member produced the eight-minute educational video about the project, which took 55 days to complete.
- Approximately 12 DVRPC staff members (not including the Our Streets project team) volunteered as event staff, which was a time commitment of about 5-6 hours per event.
- Multiple trips from Philadelphia (where DVRPC is

headquartered) to Trenton to administer intercept surveys, attend community meetings, tour event venues, distribute fliers, test ride the bike network, and more.

- A few thousand dollars for language translation of event materials, event partner compensation, and event supplies.

Benefits and Outcomes from Engagement

A summarized list of benefits and outcomes from the Our Streets public engagement is as follows:

- The project team and City staff built relationships with community groups and residents that can continue to be built upon in future related work.
- DVRPC staff built a network of Trenton-based relationships that proved especially crucial after the City's sole planning staff member left the position.
- The Our Streets engagement effort deepened DVRPC and the City of Trenton's relationship, especially regarding active transportation planning. The City requested that Coronavirus Response and Relief Supplemental Appropriations Act (CRRSAA) funds be allocated to create a new DVRPC planning position to provide technical and staff support to implement the forthcoming bike plan, trails plan, the Trenton Complete Streets Design Handbook and other existing initiatives like Vision Zero.

Hopefully the outreach and engagement for the Our Streets project will mark the start of a new standard for community engagement in the city, in addition to laying the groundwork for the implementation of the plan's recommendations.





APPENDICES


- A: Community Survey Questions
- B: Event Outreach and Promotion
- C: Event and Volunteer Materials
- D: Event Budget



APPENDIX A:

COMMUNITY SURVEY QUESTIONS

Figure A-1: Non-Cyclist Survey



**Non-cyclist Survey
2022**

When was the last time you rode a bike?

☐ Within the last month

☐ Within the last 6 months

☐ Over 6 months ago

☐ I have never ridden a bike in the City

1. How are you connected to the City of Trenton? (select all that apply)

☐ I live in Trenton

☐ I work in Trenton

☐ I attend school in Trenton

☐ I visit Trenton (cultural amenities, hobbies/interest, family/friends, etc)

☐ I own a business in Trenton

☐ Other: _____

2. Which of these modes of your transportation do you use three or more times per week? (select all that apply)

☐ Public transit (NJ Transit, SEPTA)

☐ Bicycle

☐ Walking

☐ Driving Alone

☐ Carpooling

☐ Ride-share (Uber, Lyft, taxi)

☐ Other: _____

3. Do you have access to a bike?

☐ Yes

☐ No

4. How do you feel about the following statement?
"I am willing to be mildly inconvenienced as a motorist to improve safety conditions for bicyclists in Trenton."

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

5. On a scale of 1-5, how likely are the following to prevent you from biking?

Personal Safety Concerns 1 (Very Unlikely)	2	3	4	5 (Very likely)
Traffic Safety Concerns 1 (Very Unlikely)	2	3	4	5 (Very likely)
Cost of purchasing a bike 1 (Very Unlikely)	2	3	4	5 (Very likely)
The way biking is perceived by others 1 (Very Unlikely)	2	3	4	5 (Very likely)
Need to travel with others (e.g. children, parents) 1 (Very Unlikely)	2	3	4	5 (Very likely)
Inability to run certain errands (e.g. grocery store) 1 (Very Unlikely)	2	3	4	5 (Very likely)
Lack of dedicated bike facilities or routes 1 (Very Unlikely)	2	3	4	5 (Very likely)
Lack of space to store bike 1 (Very Unlikely)	2	3	4	5 (Very likely)

DEMOGRAPHICS

DVRPC's public outreach process will ideally represent the residents of Trenton, NJ by geographic and demographic diversity. Please help us understand who is responding to this survey by sharing some of your demographic characteristics.

6. Are you of Spanish/Hispanic/Latino origin? Yes No

7. How would you describe yourself? (please select all that apply)

- | | |
|--|--|
| <input type="checkbox"/> Asian or Pacific Islander | <input type="checkbox"/> Black or African American |
| <input type="checkbox"/> White | <input type="checkbox"/> American Indian, Native American, or Alaskan Native |
| <input type="checkbox"/> Other: _____ | |

8. What is your age? Under 18 18-34 35-44 45-54 55-64 65-74 75+

9. What is your annual household income?

- | | |
|---|--|
| <input type="checkbox"/> Less than \$20,000 | <input type="checkbox"/> \$60,000 to \$80,000 |
| <input type="checkbox"/> \$20,000 to \$40,000 | <input type="checkbox"/> \$80,000 to \$100,000 |
| <input type="checkbox"/> \$40,000 to \$60,000 | <input type="checkbox"/> \$100,000 + |

10. What is your gender? _____ **11. What is your zip code?** _____


If interested in receiving updates about this project, please provide your email address:



DVRPC fully complies with Title VI of the Civil Rights Act of 1964 and related nondiscrimination mandates in all activities. For more information about DVRPC's Title VI Program or to obtain a Title VI Complaint Form, visit www.dvrpc.org.GetInvolved/TitleVI, call (215) 592-1800, or email public_affairs@dvrpc.org.

Source: DVRPC (2023)

Figure A-2: Cyclist Survey



**Cyclist Survey
2022**

When was the last time you rode a bike?

☐ Within the last month
☐ Within the last 6 months

☐ Over 6 months ago
☐ I have never ridden a bike in the City

1. How are you connected to the City of Trenton? (select all that apply)

☐ I live in Trenton
☐ I work in Trenton
☐ I attend school in Trenton
☐ I visit Trenton (cultural amenities, hobbies/interest, family/friends, etc)
☐ I own a business in Trenton
☐ Other: _____

2. Which of these modes of your transportation do you use three or more times per week? (select all that apply)

☐ Public transit (NJ Transit, SEPTA)
☐ Bicycle
☐ Walking
☐ Driving Alone
☐ Carpooling
☐ Ride-share (Uber, Lyft, taxi)
☐ Other: _____

3. Which of the following are reasons you bike? (select all that apply)

☐ Go to/from work
☐ Go to/from school
☐ Recreational/Exercise
☐ Shopping/Errands
☐ Visiting family or friends
☐ Don't own a car
☐ Other: _____

4. What are the three places you bike to most often?

5. How often do you bike on average?

☐ Often (4+ times per week)
☐ Sometimes (1-3 times per week)
☐ Occasionally (1-3 times per month)

☐ Seldom (less than once per month)
☐ Never

6. How do you feel about the following statements:
"I feel safe and comfortable riding my bike in Trenton with the current routes and facilities"

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

"I am willing to be mildly inconvenienced as a motorist to improve safety conditions for bicyclists in Trenton."

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

8. On a scale of 1-5, how likely would you be to complete more trips on a bicycle with the following?

More enforcement of traffic laws	1 (Very Unlikely)	2	3	4	5 (Very likely)
Infrastructure to prevent aggressive driving (e.g. speed bumps, curb extensions, etc.)	1 (Very Unlikely)	2	3	4	5 (Very likely)
Protected bike lanes (protection may include curb, parking lanes, and/or delineators)	1 (Very Unlikely)	2	3	4	5 (Very likely)
Standard bike lanes	1 (Very Unlikely)	2	3	4	5 (Very likely)
More connected bicycle network	1 (Very Unlikely)	2	3	4	5 (Very likely)
Safer and more frequent crossings & intersections	1 (Very Unlikely)	2	3	4	5 (Very likely)
More lighting on roadways	1 (Very Unlikely)	2	3	4	5 (Very likely)
Better conditions of roadways (e.g. fewer potholes, debris, or snow)	1 (Very Unlikely)	2	3	4	5 (Very likely)
Increased connections with transit facilities (i.e. NJTransit, SEPTA)	1 (Very Unlikely)	2	3	4	5 (Very likely)

DEMOGRAPHICS

DVRPC's public outreach process will ideally represent the residents of Trenton, NJ by geographic and demographic diversity. Please help us understand who is responding to this survey by sharing some of your demographic characteristics.

9. Are you of Spanish/Hispanic/Latino origin? Yes No

10. How would you describe yourself? (please select all that apply)

- ☐ Asian or Pacific Islander
- ☐ Black or African American
- ☐ White
- ☐ American Indian, Native American, or Alaskan Native
- ☐ Other: _____

11. What is your age? Under 18 18-34 35-44 45-54 55-64 65-74 75+

12. What is your annual household income?

- ☐ Less than \$20,000
- ☐ \$20,000 to \$40,000
- ☐ \$40,000 to \$60,000
- ☐ \$60,000 to \$80,000
- ☐ \$80,000 to \$100,000
- ☐ \$100,000 +

13. What is your gender? _____ **14. What is your zip code?** _____

If interested in receiving updates about this project, please provide your email address:



DVRPC fully complies with Title VI of the Civil Rights Act of 1964 and related nondiscrimination mandates in all activities. For more information about DVRPC's Title VI Program or to obtain a Title VI Complaint Form, visit www.dvrpc.org.GetInvolved/TitleVI, call (215) 592-1800, or email public_affairs@dvrpc.org.

Source: DVRPC (2023)



APPENDIX B:

EVENT OUTREACH AND PROMOTION

Paid Social Media Ads

A series of ads were designed to appear in a carousel format on a variety of social media platforms.

Figure B-1: Paid Social Media Ad 1



Source: DVRPC (2023)

Figure B-2: Paid Social Media Ad 2



Source: DVRPC (2023)

Figure B-3: Paid Social Media Ad 3



Source: DVRPC (2023)

Figure B-4: Paid Social Media Ad 4



Source: DVRPC (2023)

Figure B-5: Social Media Ad 5



Source: DVRPC (2023)

Figure B-6: Partner Promotional Communications Toolkit

OUR STREETS: A TRENTON BIKE PLAN FOR ALL PROMOTIONAL TOOLKIT

Outreach Timeline

Promote event from now until August 5, 2023

Contact

Marissa Volk, Transportation Planner, DVRPC, mvolk@dvrpc.org

Resources

Graphics available:

<https://drive.google.com/drive/folders/1LxMJMR54xctONEHfC4iCW58Ry26EosD8?usp=sharing>

Project website: www.dvrpc.org/ourstreets

Key Message: Join the Delaware Valley Regional Planning Commission (DVRPC) and the City of Trenton at an Our Streets event to tell them what you think about recommendations to improve biking safety and infrastructure so cyclists of all ages and abilities feel comfortable riding throughout the city.

Acompañe a la Comisión Regional de Planificación del Valle de Delaware (Delaware Valley Regional Planning Commission, DVRPC) y a la Ciudad de Trenton en el evento Nuestras Calles para decirles lo que piensa acerca de las recomendaciones para mejorar la seguridad y la infraestructura de los ciclistas para que los ciclistas de todas las edades y habilidades se sientan cómodos circulando por la ciudad.

Who to tag:

Twitter: @dvrpc; @ArtworksTrenton; @trentoncycling, @gmtma

Facebook: Delaware Valley Regional Planning Commission; City of Trenton NJ - City Hall; Artworks Trenton; Trenton Cycling Revolution; Greater Mercer Transportation Management Association

Instagram: @dvrpc; @trentoncycling; @artworkstrenton, @greatermercetma

SOCIAL MEDIA TEXT - TO ADVERTISE THE EVENTS

OR SHARE @DVRPC'S POSTS

- The City of Trenton and @DVRPC are hosting a free bike safety event at East Trenton Collaborative on 8/5 from 1-4 pm. Come enjoy free food, bike tune-ups, and bike obstacle courses, help paint a street mural, view recommendations on how to make roads in Trenton safer for all, and provide your feedback. Spanish translation provided. Learn more: www.dvrpc.org/ourstreets

La ciudad de Trenton y @DVRPC organizarán un evento gratuito en East Trenton Collaborative el 5 de agosto de 1 a 4 p.m. centrado en la seguridad en bicicleta. Venga a disfrutar de comida gratis, puesta a punto de bicicletas y actividades artísticas para toda la familia, vea recomendaciones sobre cómo hacer que las calles en Trenton sean

más seguras para todos y envíe sus comentarios. Se proporciona traducción al español. Obtenga más información: www.dvrpc.org/ourstreets

- Join the City of Trenton and @DVRPC at an Our Streets Event to share your thoughts on bicycle safety and infrastructure recommendations. Enjoy free food, bike tune-ups, family-friendly activities, and more! Learn more: www.dvrpc.org/ourstreets

Acompañe a la Ciudad de Trenton y @DVRPC en el evento Nuestras Calles para compartir sus pensamientos sobre la seguridad de las bicicletas y las recomendaciones de infraestructura. ¡Disfrute de comida gratis, puesta en punto de bicicletas, actividades para toda la familia y más! Obtenga más información: www.dvrpc.org/ourstreets

- Join the City of Trenton and @DVRPC for an Our Streets Event on 8/5 from 1-4 pm at East Trenton Collaborative. Enjoy free food, bicycle tune-ups, and family-friendly activities, and share your feedback on bike safety recommendations. Learn more: www.dvrpc.org/ourstreets

Acompañe a la Ciudad de Trenton y @DVRPC para el evento Nuestras Calles el 5 de agosto de 1 a 4 p.m. en East Trenton Collaborative. Disfrute de comida gratis, puesta en punto de bicicletas y actividades para toda la familia, y comparta sus comentarios sobre las recomendaciones de seguridad para bicicletas. Obtenga más información: www.dvrpc.org/ourstreets

- Do you bike, walk, roll, or drive around Trenton? Join the City and @DVRPC for a free event focused on bicycle safety. Enjoy free food, bike tune-ups, family-friendly activities, and more! Learn more: www.dvrpc.org/ourstreets

¿Acostumbra andar en bicicleta, caminar, patinar o conducir por Trenton? Acompañe a la Ciudad y @DVRPC para un evento gratuito enfocado en la seguridad de las bicicletas. ¡Disfrute de comida gratis, puesta en punto de bicicletas, actividades para toda la familia y más! Obtenga más información: www.dvrpc.org/ourstreets

- The City of Trenton and @DVRPC want bicyclists of all ages and abilities to feel comfortable riding throughout the city. View their recommendations and share your feedback at a free community event. Learn more: www.dvrpc.org/ourstreets

La Ciudad de Trenton y @DVRPC quieren que los ciclistas de todas las edades y habilidades se sientan cómodos al circular por la ciudad. Consulte sus recomendaciones y comparta sus comentarios en un evento comunitario gratuito. Obtenga más información: www.dvrpc.org/ourstreets

SOCIAL MEDIA TEXT - TO ADVERTISE ONLINE ENGAGEMENT/PROJECT IN GENERAL

- The City of Trenton and @DVRPC are studying ways to improve bicycle safety and infrastructure throughout the city, and they want to hear from you! From May 24 - August

5, you can view proposed improvements and share your thoughts at www.dvrpc.org/ourstreets.

La Ciudad de Trenton y @DVRPC están estudiando maneras de mejorar la seguridad e infraestructura para bicicletas en toda la ciudad, ¡y quieren conocer su opinión! Del 24 de mayo al 5 de agosto, puede ver las mejoras propuestas y compartir sus opiniones en www.dvrpc.org/ourstreets.

- Do you ride a bicycle in the City of Trenton? Or do you wish you could ride your bike but choose not to due to safety concerns? @DVRPC and the City of Trenton want to hear from you! View recommendations and share your thoughts on proposed bike safety and infrastructure improvements: www.dvrpc.org/ourstreets

¿Se traslada en bicicleta en la Ciudad de Trenton? ¿O le gustaría poder trasladarse en bicicleta pero decide no hacerlo por seguridad o por otros motivos? ¡@DVRPC y la Ciudad de Trenton quieren escucharlo! Consulte las recomendaciones y comparta sus opiniones sobre las mejoras de infraestructura y seguridad para bicicletas propuestas: www.dvrpc.org/ourstreets

- Do you bike, walk, roll, or drive around Trenton? If so, the City of Trenton and @DVRPC want to hear from you. They have created a draft bicycle plan to help make roads safer for all. View the recommended changes and share your thoughts: www.dvrpc.org/ourstreets

¿Acostumbra andar en bicicleta, caminar, patinar o conducir por Trenton? Si es así, la Ciudad de Trenton y @DVRPC quieren conocer su opinión! Han creado un proyecto de plan ciclista para ayudar a que las calles sean más seguras para todos. Consulte los cambios sugeridos y comparta sus opiniones: www.dvrpc.org/ourstreets

- The City of Trenton and @DVRPC want to make riding a bicycle safer for all. View their proposed improvements and tell us what you think: www.dvrpc.org/ourstreets

La Ciudad de Trenton y @DVRPC quieren hacer que circular en bicicleta sea más seguro para todos. Consulte sus propuestas de mejora y díganos lo que piensa: www.dvrpc.org/ourstreets

- The City of Trenton and @DVRPC want bicyclists of all ages and abilities to feel comfortable riding throughout the city. View their recommendations and share your feedback online from now until August 5: www.dvrpc.org/ourstreets

La Ciudad de Trenton y @DVRPC quieren que los ciclistas de todas las edades y habilidades se sientan cómodos al circular por la ciudad. Consulte sus recomendaciones y comparta sus comentarios en línea desde ahora hasta el 5 de agosto: www.dvrpc.org/ourstreets

- There's still time to tell the City of Trenton and @DVRPC what you think about their proposed bicycle safety improvements! Online feedback period ends August 5: www.dvrpc.org/ourstreets

¡Todavía hay tiempo para decirle a la Ciudad de Trenton y @DVRPC lo que piensa sobre las mejoras propuestas para la seguridad de las bicicletas! El período de comentarios en línea finaliza el 5 de agosto: www.dvrpc.org/ourstreets

SAMPLE NEWSLETTER TEXT 1 - EVENTS

Title 1: Join Us for an Our Streets Community Event

Title 2: City of Trenton and DVRPC to Host Our Streets Event

Do you bike, walk, roll, or drive around Trenton? The City of Trenton and the Delaware Valley Regional Planning Commission (DVRPC) want to make getting around safer. They are hosting a free event at East Trenton Collaborative on 8/5 from 1-4 pm to get your feedback about Trenton's draft bicycle plan, called *Our Streets: A Trenton Bike Plan for All*.

Come to the Our Streets event for free food and Mister Softee ice cream; bring your bike for a free tune-up; enter to win bikes and grocery store gift cards; try a family-friendly bike obstacle course, help paint a street mural, and more. Spanish translation will be provided.

Everyone is welcome — bring your neighbors and tell the City of Trenton and DVRPC what you think. These events will also include information about Trenton Vision Zero and trails in Trenton.

Learn more at www.dvrpc.org/ourstreets.

Título 1: Acompáñenos para un evento comunitario de Nuestras Calles

Título 2: La Ciudad de Trenton y la DVRPC organizarán el evento Nuestras Calles

¿Acostumbra andar en bicicleta, caminar, patinar o conducir por Trenton? La Ciudad de Trenton y la Comisión Regional de Planificación del Valle de Delaware (Delaware Valley Regional Planning Commission, DVRPC) quieren que circular sea más seguro. Están organizando un evento gratuito en East Trenton Collaborative el 5 de agosto de 1 a 4 p.m. para recibir sus comentarios sobre el borrador del plan ciclista de Trenton, llamado *Nuestras Calles: Una Planificación de Bicicletas Para Todos*.

Venga a los eventos Nuestras Calles para obtener comida gratis y helado Mister Softee; traiga su bicicleta para una puesta a punto gratuita; ingrese para ganar bicicletas y tarjetas de regalo de supermercados; participe en actividades artísticas familiares, y más. Habrá traducción al español.



APPENDIX C:

EVENT AND VOLUNTEER MATERIALS

Bike Plan Printed Event Materials

Registration

Figure C-1: Sign-In Sheet (English)

Do you live in Trenton? [Y/N]	If yes, what is your zip code?	Do you work or go to school in Trenton? [Y/N]	Do you or someone you live with own a car? [Y/N]	How did you hear about this event?	If you'd like to keep informed about the project, please share your email address
Y	08638	Y	N	Walked up	example@example.com

Source: DVRPC (2023)

Figure C-2: Sign-In Sheet (Spanish)

¿Vive en Trenton? [S/N]	Si contestó que sí, ¿cuál es su código postal?	¿Trabaja o asiste a la escuela en Trenton? [S/N]	¿Usted o alguien con quien vive tiene un automóvil? [S/N]	¿Cómo se enteró de este evento?	Si desea mantenerse informado sobre el proyecto, escriba su nombre y correo electrónico
S	08638	S	N	Caminando	ejemplo@ejemplo.com

Source: DVRPC (2023)

Educational Video

Figure C-3: Educational Video Instructions

Instead of a presentation we created an **8-minute video** about the Trenton bike plan.

After you watch the video, you'll get a ticket for a **free Mister Softee ice cream** and, if you brought your bike, a ticket for a **free bike tune-up**. Bring your tickets **outside** to redeem!

En vez de una presentación, preparamos un **video de 8 minutos** sobre el plan ciclista de Trenton.

Después de ver el video recibirá un boleto para un **helado gratis de Mister Softee** y, si trajo su bicicleta, un boleto para una **revisión y afinación gratuita de bicicleta**. ¡Traiga sus boletos **al exterior** para canjearlos!

Source: DVRPC (2023)

Mark Where You Live

Figure C-4: Mark Where You Live Instructions

If you HAVE ridden a bicycle in the last 6 months, use a PINK push pin.

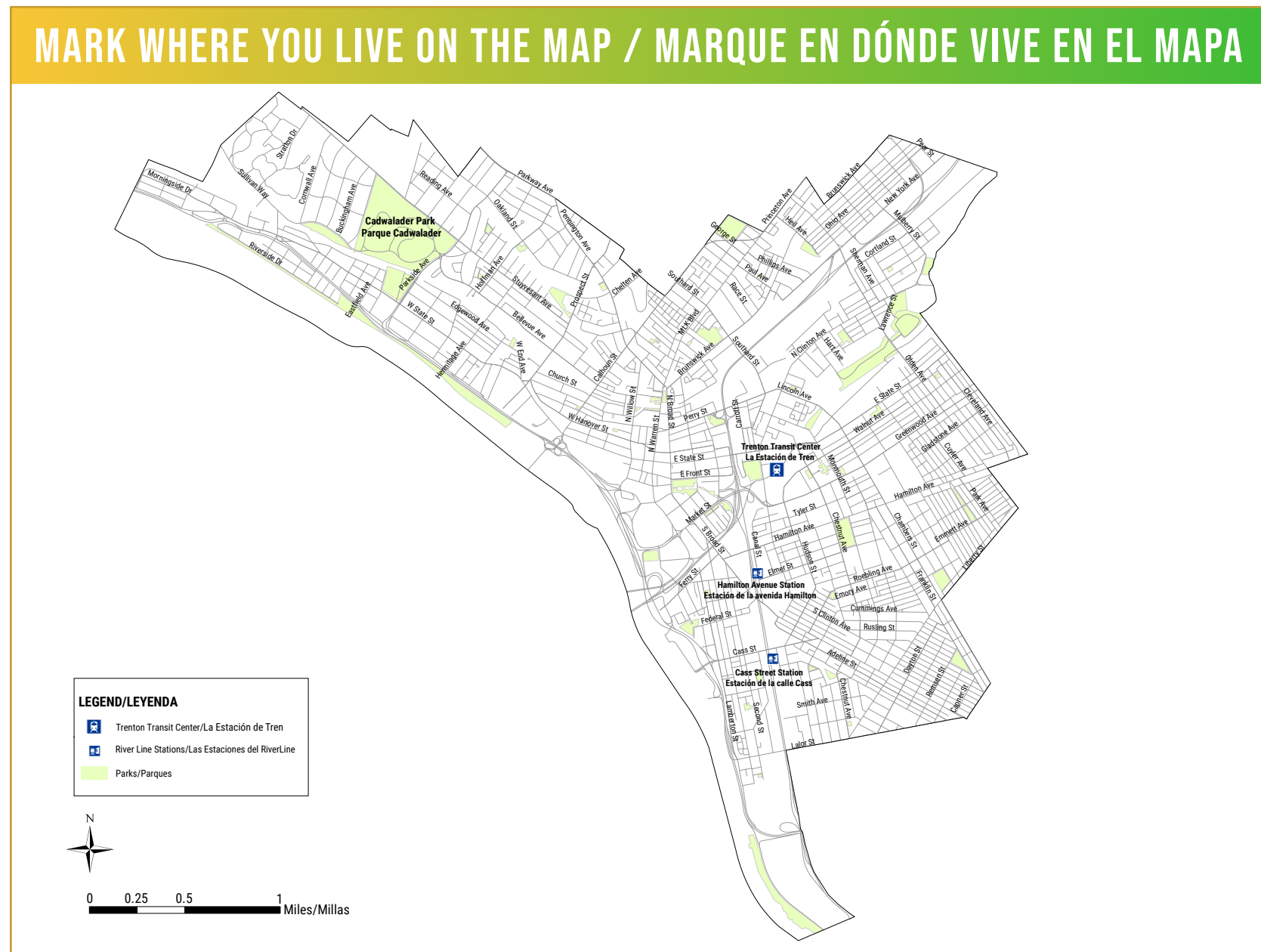
Si HA montado en bicicleta en los últimos 6 meses, use una tachuela ROSA.

If you have NOT ridden a bicycle in the last 6 months, use a YELLOW push pin.

Si NO ha montado en bicicleta en los últimos 6 meses, use una tachuela AMARILLA.

Source: DVRPC (2023)

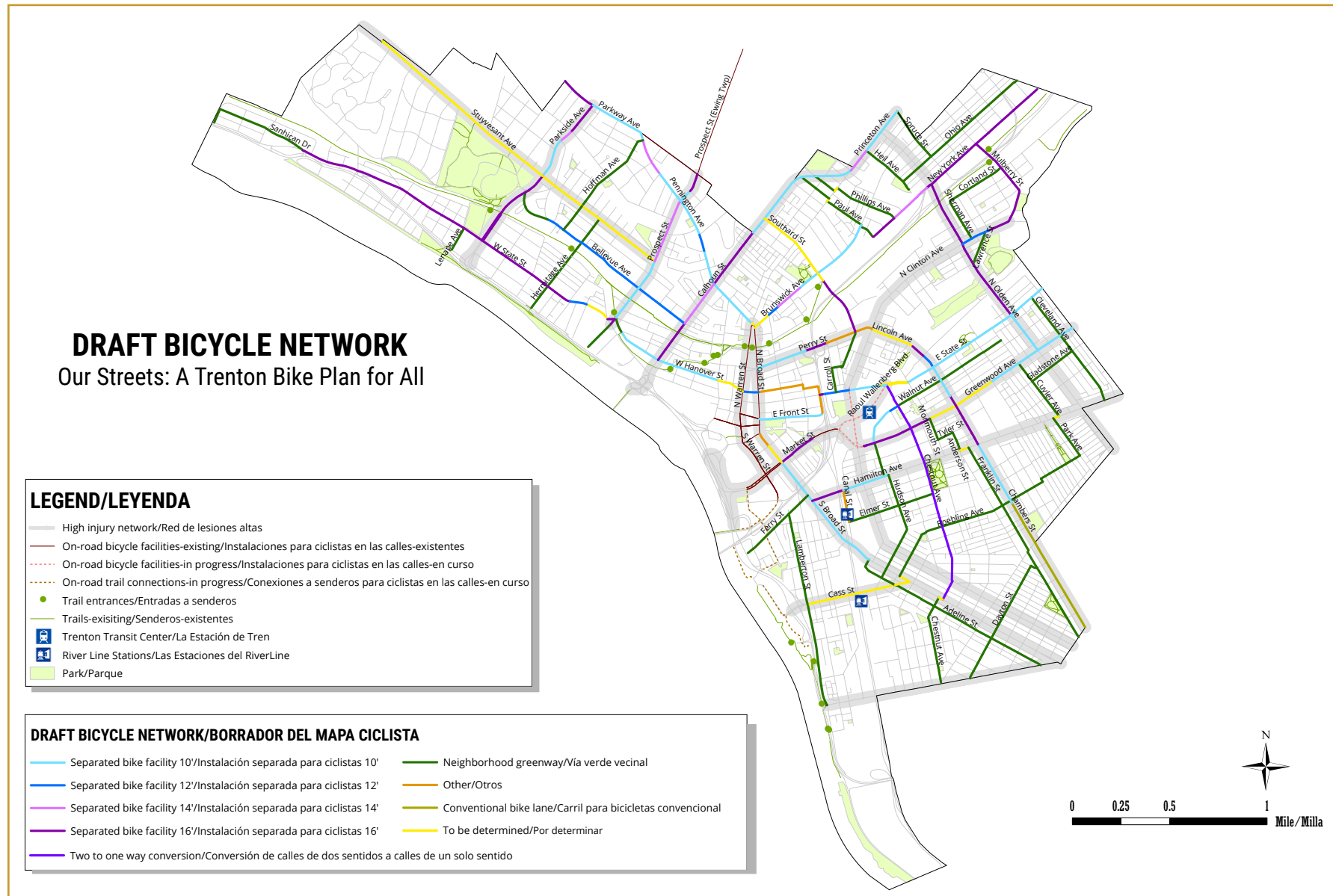
Figure C-5: Mark Where You Live Map



Source: DVRPC (2023)


Draft Bike Network

Figure C-6: Draft Bike Network Map



Source: DVRPC (2023)

Figure C-7: Trenton Streets Questionnaire



Which street do you want to tell us about?

How do you know about this street? (Check all that apply)

- ☐ I live on this street
- ☐ I bike on this street
- ☐ I travel here and would ride a bike on this street if it were improved
- ☐ I work or go to school on this street
- ☐ Other: _____

What should we know about this street? (Check all that apply)

- ☐ A lot of bicyclists use this street
- ☐ This street connects to somewhere I need or want to go: (Destination) _____
- ☐ There are a lot of potholes
- ☐ There is no or poor street lighting
- ☐ There are fast drivers
- ☐ There is a lot of truck traffic
- ☐ I have concerns about my personal safety or crime
- ☐ There is handicapped parking on this street
- ☐ Other: _____

Would you like to see bike lanes on this street? (Circle one)

Yes	No	Not sure
-----	----	----------

Source: DVRPC (2023)

MARK THE MAP

- Circle places that you need or want to go
- Draw an X on streets that you avoid and write why
- IF YOU BIKE: Draw a line showing streets you currently ride a bike on
- Are there any streets you want to tell us more about? Write in below:

Street 1: _____

What should we know about this street? _____

Would you like to see bike lanes on this street? Yes / No / Not sure

Street 2: _____

What should we know about this street? _____

Would you like to see bike lanes on this street? Yes / No / Not sure

C - 6

Bike Facility Types

Figure C-9: Bike Facility Types Feedback Instructions

If you HAVE ridden a bicycle in the last 6 months, use PINK sticky notes to answer the questions.

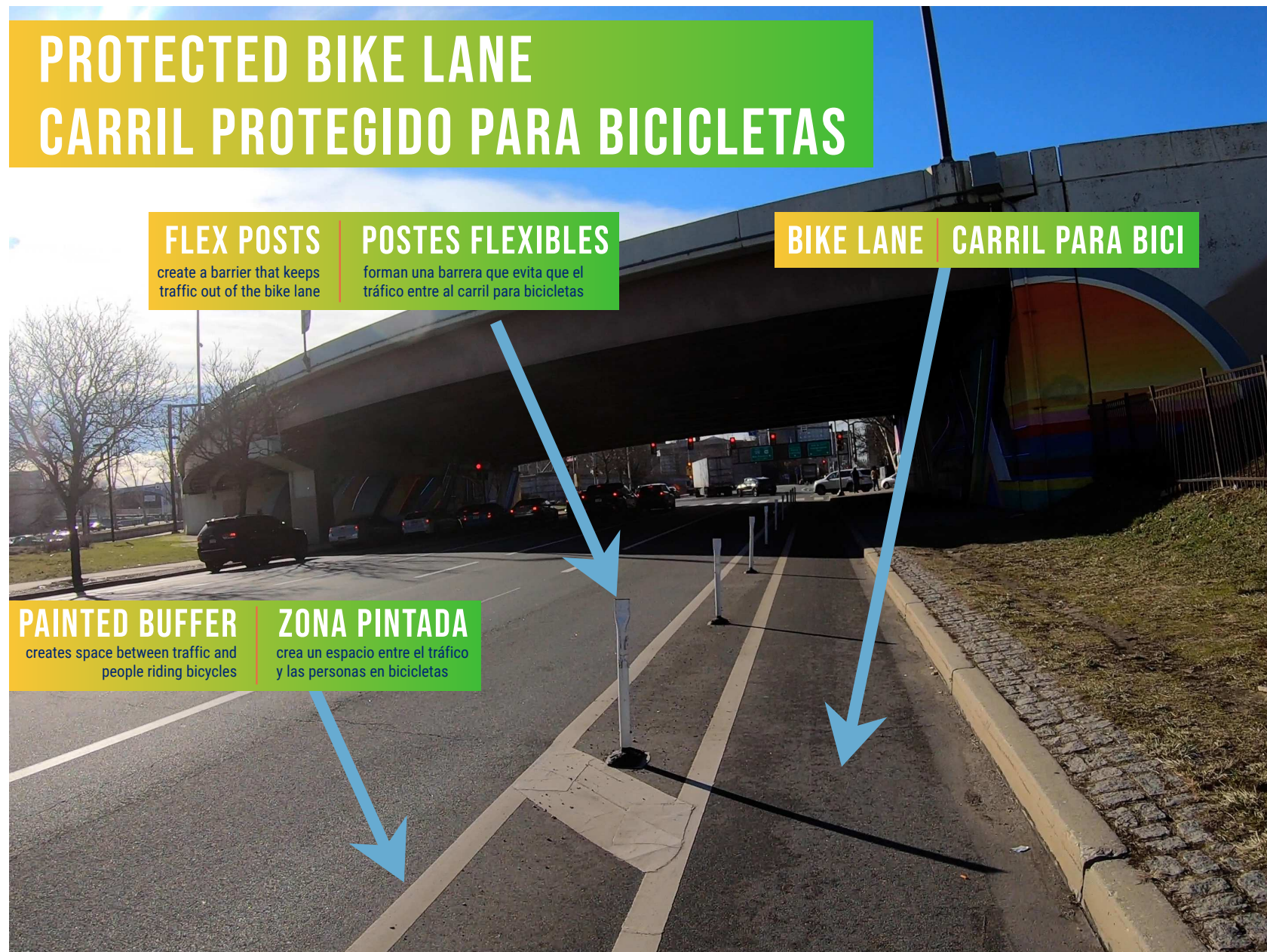
Si HA montado en bicicleta en los últimos 6 meses, use notas adhesivas ROSAS.

If you have NOT ridden a bicycle in the last 6 months, use YELLOW sticky notes to answer the questions.

Si NO ha montado en bicicleta en los últimos 6 meses, use notas adhesivas AMARILLAS.

Source: DVRPC (2023)

Figure C-10: Protected Bike Lane Diagram



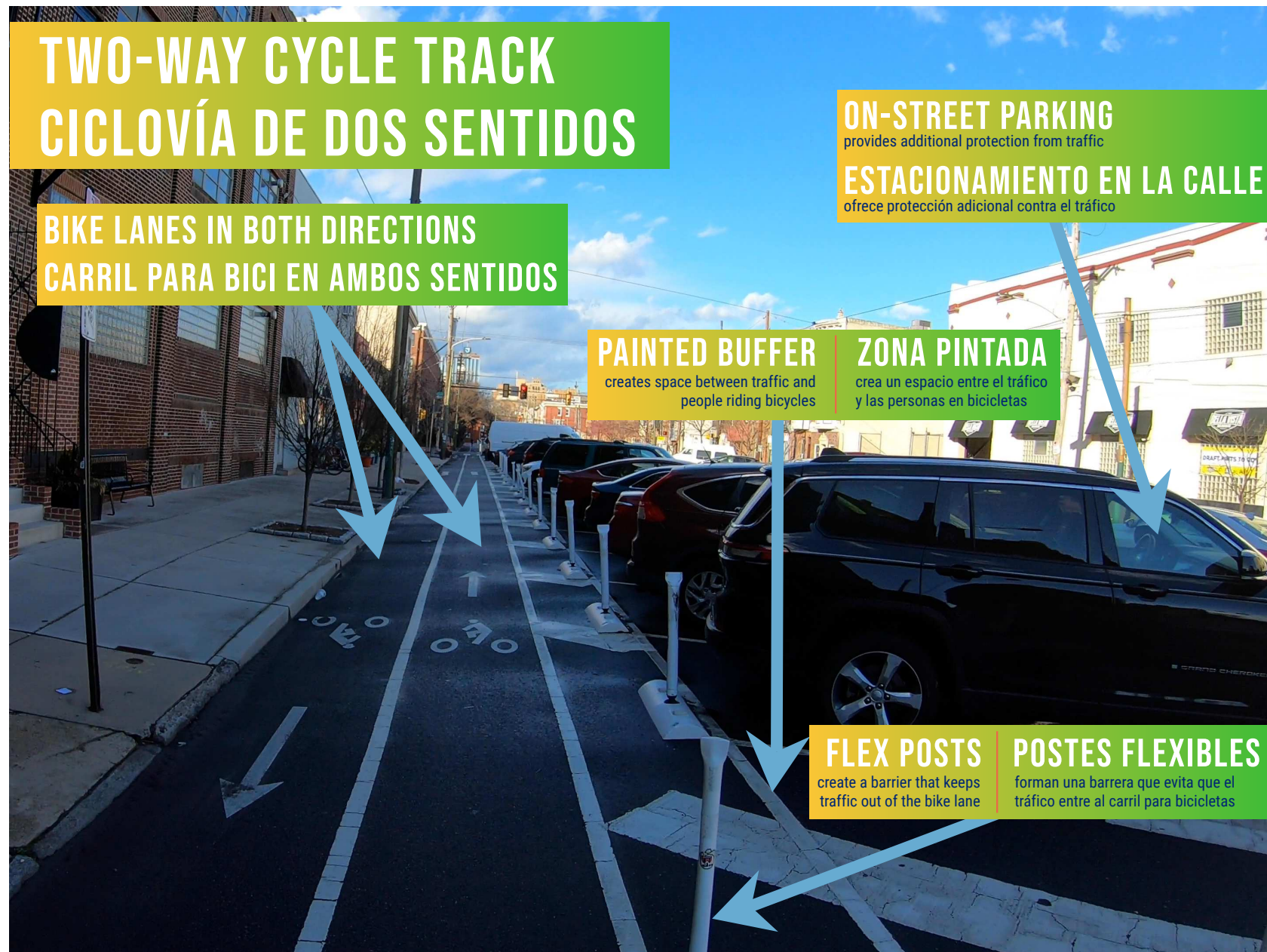
Source: DVRPC (2023)

Figure C-11: Parking-Protected Bike Lane Diagram



Source: DVRPC (2023)

Figure C-12: Two-Way Cycle Track Diagram



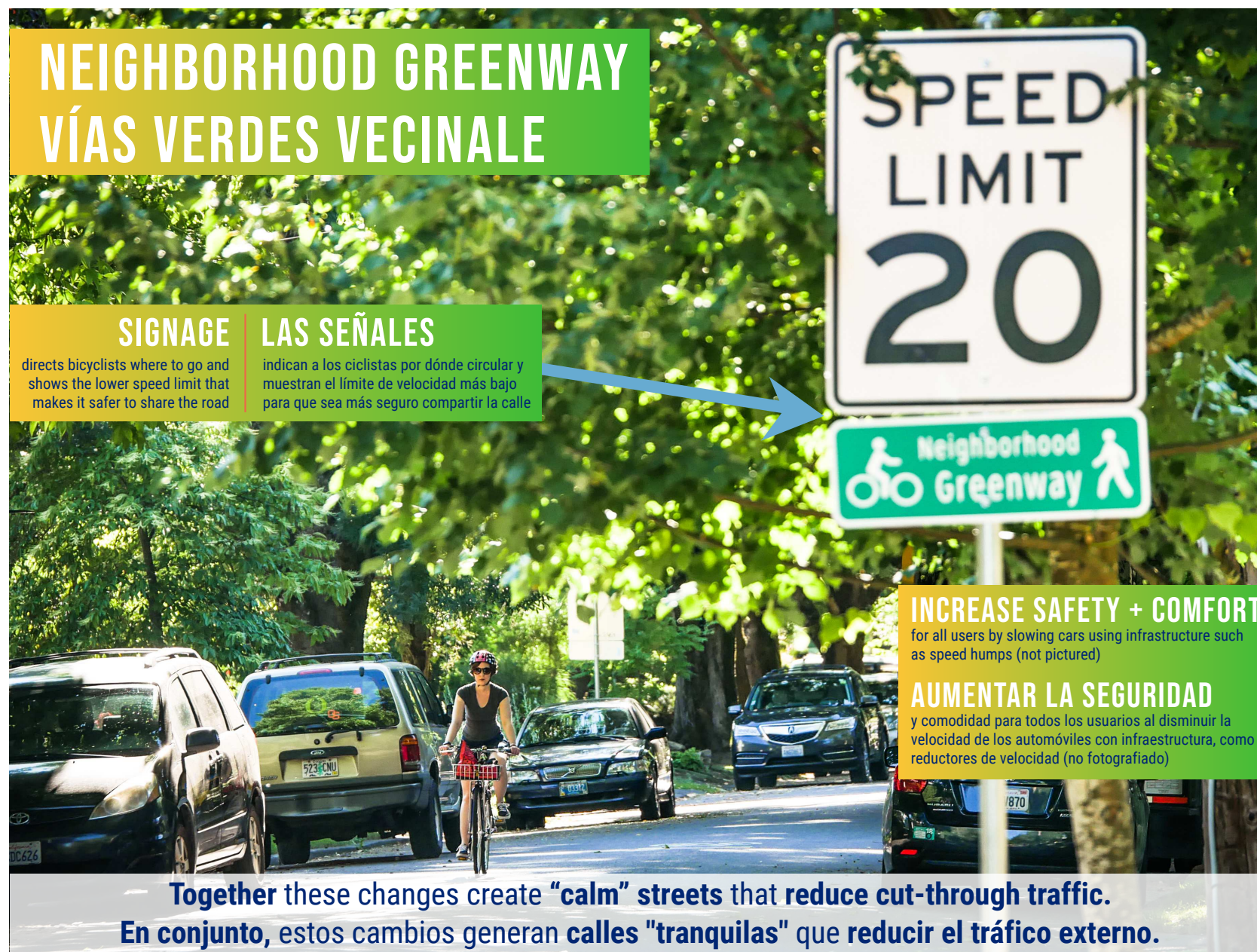
Source: DVRPC (2023)

Figure C-13: Neighborhood Greenway Diagram (1 of 2)



Source: DVRPC (2023)

Figure C-14: Neighborhood Greenway Diagram (2 of 2)



Source: DVRPC (2023)

Figure C-15: Bike Facility Preferences (1 of 2)

IF YOU BIKE: Would you prefer to ride in these bike lanes instead of on the sidewalk? Place a colored dot below if YES.

SI USA BICICLETA: ¿Preferiría usar este tipo de carriles para bicis en lugar de la acera? Ponga un punto de color debajo si la respuesta es Sí.

PROTECTED BIKE LANE CARRIL PROTEGIDO PARA BICICLETAS	PARKING-PROTECTED BIKE LANE CARRILES PARA BICICLETAS PROTEGIDOS CON ESTACIONAMIENTOS

Source: DVRPC (2023)

Figure C-16: Bike Facility Preferences (2 of 2)

IF YOU BIKE: Would you prefer to ride in these bike lanes instead of on the sidewalk? Place a colored dot below if YES.

SI USA BICICLETA: ¿Preferiría usar este tipo de carriles para bicis en lugar de la acera? Ponga un punto de color debajo si la respuesta es Sí.

TWO-WAY CYCLE TRACK / CICLOVÍA DE DOS SENTIDOS

NEIGHBORHOOD GREENWAY / VÍAS VERDES VECINALE

Source: DVRPC (2023)

Figure C-17: Bike Facility Likes and Concerns

What do you **like** about these types of bike lanes? What **concerns** do you have about these types of bike lanes?
 ¿Qué **le gusta** de este tipo de carriles para bicis? ¿Qué **inquietudes** tiene sobre este tipo de carriles para bicis?

PROTECTED BIKE LANE / CARRIL PROTEGIDO PARA BICICLETAS	PARKING-PROTECTED BIKE LANE CARRILES PARA BICICLETAS PROTEGIDOS CON ESTACIONAMIENTOS
<div> <div>Likes / Gustos</div> <div>Concerns / Inquietudes</div> </div>	<div> <div>Likes / Gustos</div> <div>Concerns / Inquietudes</div> </div>
TWO-WAY CYCLE TRACK / CICLOVÍA DE DOS SENTIDOS	NEIGHBORHOOD GREENWAY / VÍAS VERDES VECINALE
<div> <div>Likes / Gustos</div> <div>Concerns / Inquietudes</div> </div>	<div> <div>Likes / Gustos</div> <div>Concerns / Inquietudes</div> </div>

Source: DVRPC (2023)

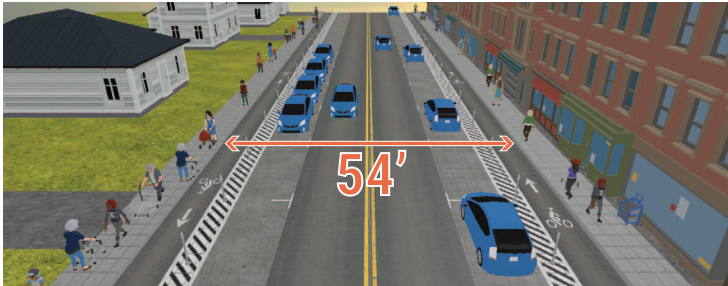
Build Your Ideal Street

Figure C-18: Build Your Ideal Street Instructions

54 feet is usually needed to fit two protected bike lanes, two on-street parking lanes, and two travel lanes. **Trenton's historic and narrow streets are generally 30-40 feet.**

We are stumped about how to fit bike lanes on some streets! We invite you to **create your vision for how street space can be used** to fit bike lanes, vehicle lanes, and/or on-street parking.

Move the pieces around to build your ideal street. After you're done, let staff know and **we'll take a picture** so we can consider your idea in more detail.



Habitualmente se necesitan 54 pies para incluir dos carriles protegidos para bicicletas, dos carriles de estacionamiento en la calle y dos carriles de circulación. **Las calles históricas y estrechas de Trenton generalmente miden de 30 a 40 pies.**

¡No sabemos cómo poner carriles para bicicletas en algunas calles! Lo invitamos a **expresar su visión de cómo le gustaría que se use el espacio de las calles** para incluir carriles para bicicletas, carriles de circulación o carriles de estacionamiento en la calle.

Mueva las piezas para elaborar su calle ideal. Cuando termine, avísele al personal y **tomaremos una fotografía** para poder analizar su idea con más detalle.

Source: DVRPC (2023)

Figure C-19: Build E. State Street Instructions

These pieces represent a 40' wide section of E State St.

Why safe and comfortable bike lanes on E State St are important:

- This street has a bus route (608). Infrastructure can help buses and bikes share street space safely.
- There aren't many other streets that connect Trenton Transit Center to the City border
- This street connects to many local destinations, like schools, businesses, and Greg Grant Park

Initial ideas for E State St:

- One protected bike lane in both directions (6' each)
- Protected two-way cycle track (11')

Estas piezas representan una sección de E State St de 40 pies de anchura.

Por qué es importante tener carriles para bicicletas seguros y cómodos en E State St:

- Esta calle tiene una ruta de autobús (608). La infraestructura puede ayudar a que autobuses y bicicletas compartan el espacio de la calle con seguridad.
- No hay muchas otras calles que conecten a el Centro de Transporte Público de Trenton con los límites de la ciudad
- Esta calle se conecta con muchos destinos locales, como escuelas, negocios y Greg Grant Park

Ideas iniciales para E State St:

- Un carril protegido para bicicletas en ambos sentidos (6 pies cada uno)
- Ciclovía de dos sentidos - protegido (11 pies)

Source: DVRPC (2023)

Figure C-20: Build Stuyvesant Street Instructions

These pieces represent a 36' wide section of Stuyvesant Ave.

Why safe and comfortable bike lanes on Stuyvesant Ave are important:

- Stuyvesant Ave is part of the High Injury Network, which represents 16% of Trenton streets on which 75% of all killed and serious injury crashes occur.
- Bus routes run along this street (609, 619). Infrastructure can help buses and bikes share street space safely.
- There aren't many other streets that connect Prospect Street to the City border
- This street connects to many local destinations, like schools and Cadwalader Park

Initial ideas for Stuyvesant Ave:

- We need your help!

Estas piezas representan una sección de Stuyvesant Ave de 36 pies de anchura.

Por qué es importante tener carriles para bicicletas seguros y cómodos en Stuyvesant Ave:

- Stuyvesant Ave forma parte de la red de lesiones altas, que representa al 16% de las calles de Trenton en las que ocurren el 75% de todas las colisiones con muertes y lesiones graves.
- En esta calle pasan rutas de autobús (609, 619). La infraestructura puede ayudar a que autobuses y bicicletas compartan el espacio de la calle con seguridad.
- No hay muchas otras calles que conecten a Prospect Street con los límites de la ciudad
- Esta calle se conecta con muchos destinos locales, como escuelas y Cadwalader Park

Ideas iniciales para Stuyvesant Ave:

- ¡Necesitamos su ayuda!

Source: DVRPC (2023)

Figure C-21: Build Chestnut Avenue Instructions

These pieces represent a 36' wide section of Chestnut Ave.

Why safe and comfortable bike lanes on Chestnut Ave are important:

- This street connects to many bus routes (601, 603, 606, 608, 609)
- This street provides a continuous connection between S Broad St, the Chambersburg neighborhood, and E State St
- This street connects to many local destinations, like schools, churches, and Unity Square Park

Initial ideas for Chestnut Ave:

- Changing from a two-way street to a one-way street to fit protected bike lanes in both directions (6' each) or protected two-way cycle track (11')

Estas piezas representan una sección de Chestnut Ave de 36 pies de anchura.

Por qué es importante tener carriles para bicicletas seguros y cómodos en Chestnut Ave:

- Esta calle conecta con muchas rutas de autobús (601, 603, 606, 608, 609)
- Esta calle provee una conexión continua entre S Broad St, el vecindario de Chambersburg y E State St
- Esta calle se conecta con muchos destinos locales, como escuelas, iglesias y Unity Square Park

Ideas iniciales para Chestnut Ave:

- Cambiar de ser una calle de dos sentidos a una calle de un sentido para incluir carriles protegidos para bicicletas en ambos sentidos (6 pies cada uno) o ciclovía de dos sentidos - protegido (11 pies)

Source: DVRPC (2023)

Figure C-22: Trade-Off Impacts to Bike Network



If you HAVE ridden a bicycle in the last 6 months, use PINK sticky notes to answer the questions.

Si HA montado en bicicleta en los últimos 6 meses, use notas adhesivas ROSAS.

If you have NOT ridden a bicycle in the last 6 months, use YELLOW sticky notes to answer the questions.

***Si NO ha montado en bicicleta
en los últimos 6 meses, use
notas adhesivas AMARILLAS.***

Source: DVRPC (2023)

Figure C-24: Two-Sided to One-Sided Parking



On some streets, not all parking spaces are used.
En algunas calles no se utilizan todos los espacios de estacionamiento.

In order to fit bike lanes on narrow streets, for a few months, are you willing to try changing street parking from parking on two sides of the street to street parking on one side of the street? Why or why not?

Para colocar carriles para bicicleta en calles estrechas, ¿estaría dispuesto a probar el cambio del estacionamiento en ambos lados de la calle a un solo lado de la calle por unos meses? ¿Por qué, o por qué no?

On which streets? ¿En cuáles calles?

Source: DVRPC (2023)

Figure C-25: Parking Removal



*On some streets, not all parking spaces are used.
En algunas calles no se utilizan todos los espacios
de estacionamiento.*

In order to fit bike lanes on narrow streets, are you willing to try removing street parking for a few months? Why or why not?

Para colocar carriles para bicicleta en calles estrechas, ¿estaría dispuesto a probar la eliminación del estacionamiento en las calles por unos meses? ¿Por qué, o por qué no?

On which streets? ¿En cuáles calles?

Source: DVRPC (2023)

Figure C-26: Two-Way Street to One-Way Street



Chestnut Ave, a two-way street, is proposed to be changed to a one-way street with a two-way cycle track or protected bike lanes.

Se propone cambiar Chestnut Ave, una calle de dos sentidos, a una calle de un solo sentido con carriles para bicicletas protegidos o una ciclovía de dos sentidos.

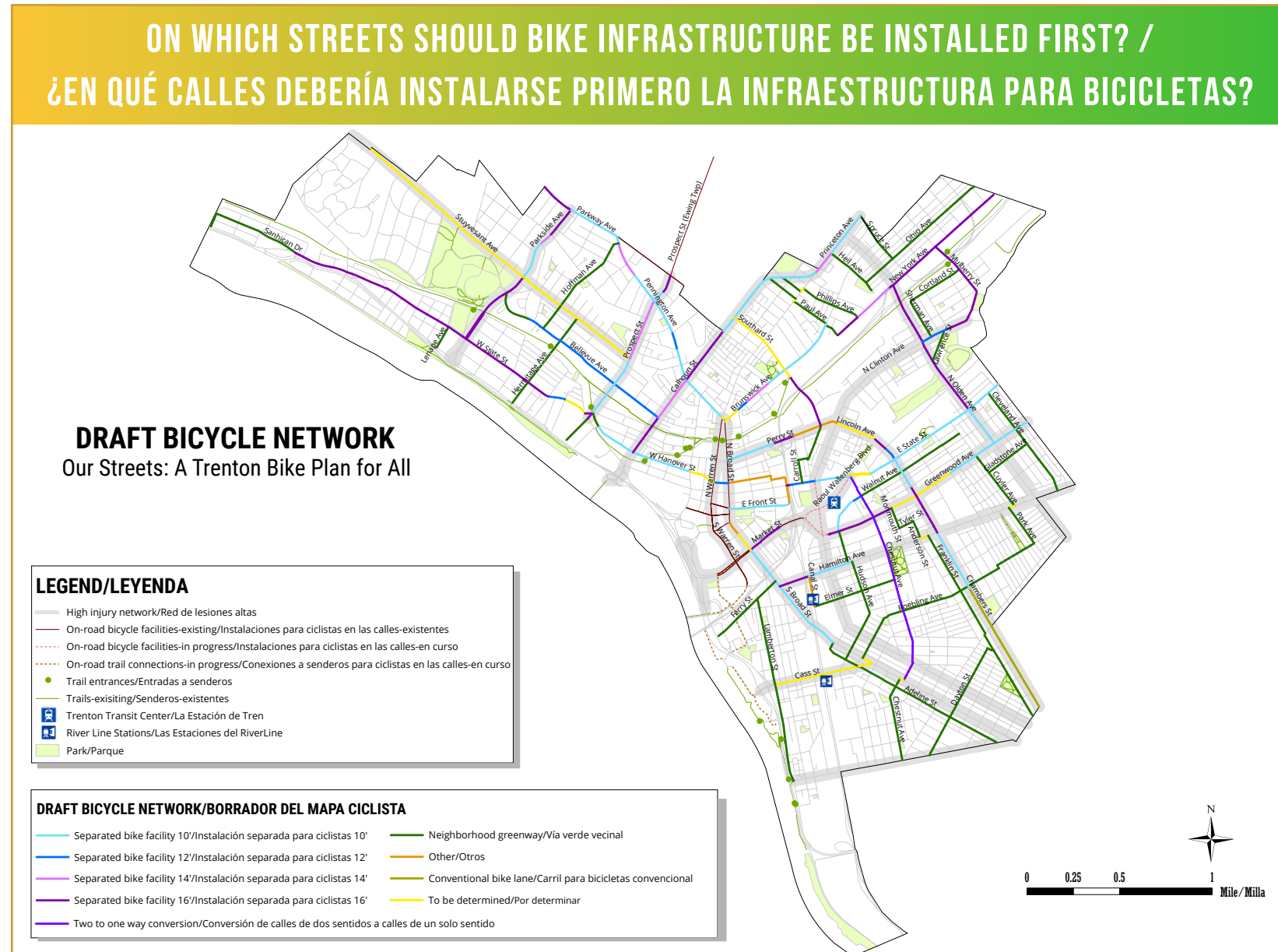
In order to fit bike lanes on narrow streets, for a few months, are you willing to try changing certain streets from a two-way street to one-way street? Why or why not?

Para colocar carriles para bicicleta en calles estrechas, ¿estaría dispuesto a probar en esas calles el cambio de una calle de dos sentidos a un solo sentido por unos meses? ¿Por qué, o por qué no?

Source: DVRPC (2023)

Prioritization

Figure C-27: Prioritization Map



Source: DVRPC (2023)

Exit Station

Figure C-28: Exit Station Instructions

Thanks for sharing your feedback!

At this final booth you can:

- Exchange your stamp card for a ticket to **enter the giveaway** (or 2 tickets if you visited all 8 booths!)
- **Let us know how you feel** about the bike plan in a short video
 - What would a bike network in Trenton mean to you?
 - What kind of conversations did you have at the event today?
 - What did you like about this event?

¡Gracias por sus comentarios!

En este último módulo puede:

- Canjear su tarjeta de sellos por un boleto para **participar en el sorteo** (¡o 2 boletos si visitó los 8 módulos!)
- **Díganos lo que opina** sobre el plan ciclista en un video breve
 - ¿Qué significaría una red ciclista en Trenton para usted?
 - ¿Qué tipos de conversaciones sostuvo en el evento de hoy?
 - ¿Qué le gustó de este evento?

Source: DVRPC (2023)

Figure C-29: Ticket to Enter Giveaway

OUR STREETS GIVEAWAY

Please fill out the information below and deposit in the box near the exit. We will not share your information with any other party. By depositing this ticket you confirm that you are over 18 years old and not related to DVRPC staff.

NAME _____

PHONE NUMBER _____ EMAIL _____

STREET ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

WHICH GIVEAWAY ARE YOU ENTERING? (choose one)

- ☐ BICYCLE* (will be given out during the event)
☐ \$50 GROCERY STORE GIFT CARD (will be mailed)

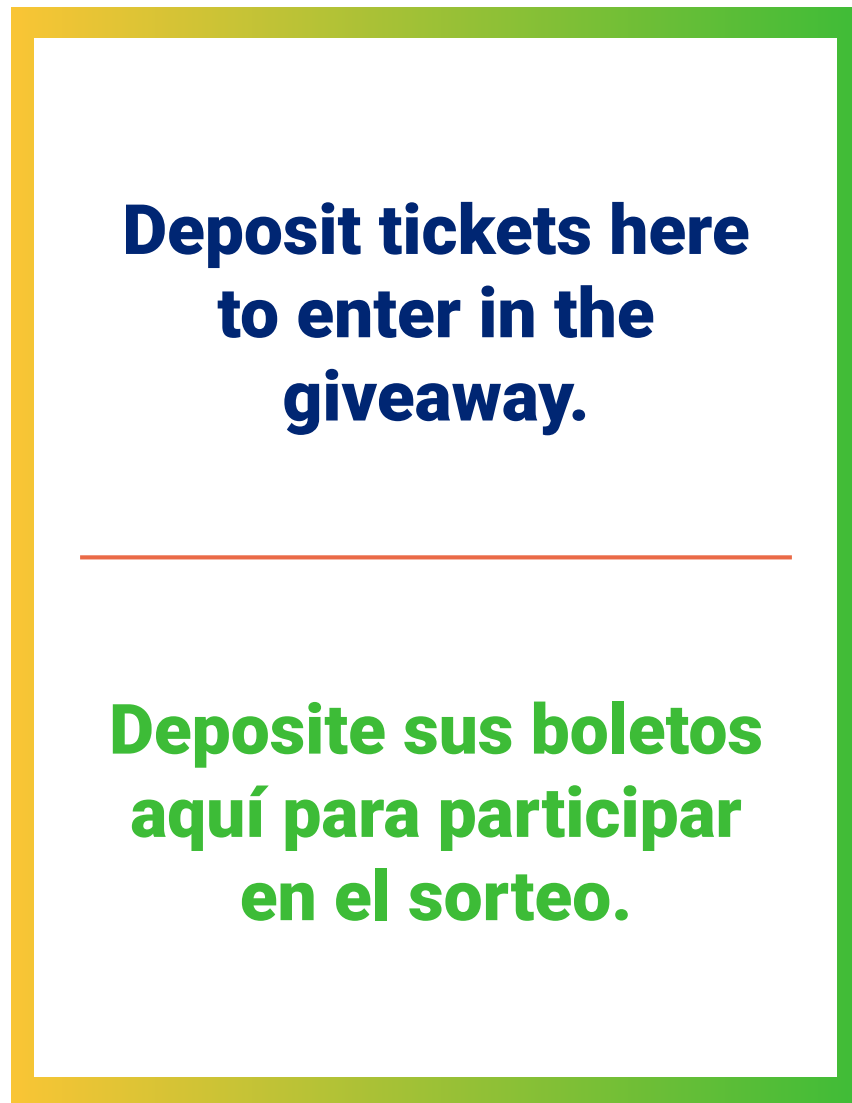
IF ENTERING TO WIN A FREE BIKE, WHICH TYPE OF BIKE WOULD YOU PREFER? (check all that apply)

- ☐ KIDS BIKE
☐ COMMUTER BIKE
☐ BMX BIKE

*Bike winner names will be drawn during the event. If you can't stay, please check this box ☐ . We will contact you to coordinate a pick up at a later date from the Community Outreach Garage located at 601 N Clinton Ave, Trenton, NJ 08638.

Source: DVRPC (2023)

Figure C-30: Instructions to Enter Giveaway



Source: DVRPC (2023)

Pop-Up Bike Lane

Figure C-31: Pop-Up Bike Lane Instructions



Source: DVRPC (2023)

Bike Plan Printed Volunteer Materials

Figure C-32: Matching Volunteers to Feedback Activities

Our Streets Event Volunteer Sign-Up Sheet

Event is Saturday August 5, 2023 at East Trenton Collaborative from 1-4pm.
If possible, please arrive 15-30 minutes early.
 East Trenton Collaborative is located at 601 N Clinton Ave, Trenton NJ 08638.*
 *Please note that Sherman Ave will be closed for the event from St. Joe's Ave to N. Clinton Ave.
 Any questions, please contact Marissa Volk: mvolk@dvrpc.org or (cell) 555-555-5555

Volunteer safety is our top priority. If a situation or interaction arises during the event that makes you uncomfortable, please remove yourself from the situation and let the project team (Anthony Santora, Michael Kolber, Cassidy Boulan, Marissa Volk, Christopher Mulroy) and/or onsite security guards know.

Registration (outside) + Mark Where You Live:

- Greeting the public, facilitating sign in and name tags, and orienting them to how the event will flow (8 booths to visit that encompass three projects: Trenton Bike Plan, Trenton Trails Plan, and Trenton Vision Zero). They will earn incentives (free ice cream, free bike tune-up, bike/\$50 grocery store gift card giveaway) as they visit the booths. And Help the public mark where they live with a pin on a mounted map.
- [3] Volunteers Needed:
 - Rep from project team - TYPE NAME HERE
 - Rep from East Trenton Collaborative - TYPE NAME HERE
 - Rep from East Trenton Collaborative - TYPE NAME HERE

Flyering (outside):

- Distributing flyers to passing cyclists and pedestrians to invite them to the event.
- [2-3] Volunteers Needed:
 - TYPE NAME HERE
 - TYPE NAME HERE

Video Station (inside):

- Screening an 8-minute educational video about Trenton Bike Plan. After the video concludes, hand out tickets for free bike tune-up and free ice cream.
- [1-2] Volunteers Needed:
 - TYPE NAME HERE
 - TYPE NAME HERE

Streets Station (inside):

- Introducing a map showing the draft bike network (streets that are recommended to include bike lanes) and guiding the public to fill out paper surveys to share more information about streets they are familiar with.
- [2-3] Volunteers Needed:
 - Rep from City of Trenton - TYPE NAME HERE
 - Trenton resident familiar with the streets - TYPE NAME HERE
 - Trenton resident familiar with the streets - TYPE NAME HERE

Bike Lanes Station (inside):

- Showing and facilitating sticky-note feedback about different kinds of bike lanes and their benefits (illustrated on easels).
- [3] Volunteers Needed:
 - Rep from DVRPC - TYPE NAME HERE
 - Rep from DVRPC - TYPE NAME HERE

- Rep from TCR - TYPE NAME HERE

Trade Offs Station (inside):

- Facilitating sticky-note feedback about trying parking consolidation, parking removal, and two-way to one-way street conversion in order to fit bike lanes on narrow streets.
- [3] Volunteers Needed:
 - Rep from City of Trenton - TYPE NAME HERE
 - Rep from bike advocacy group - TYPE NAME HERE
 - Someone familiar with bike lane infrastructure - TYPE NAME HERE

Prioritization Station (inside):

- Facilitating feedback about which streets should be prioritized for the installation of bike infrastructure.
- [1-2] Volunteers Needed:
 - Rep from East Trenton Collaborative - TYPE NAME HERE
 - Rep from project - TYPE NAME HERE
 - TYPE NAME HERE

Vision Zero Station (inside):

- Educating the public about Vision Zero (a strategy to eliminate all traffic deaths) and encouraging them to sign a pledge in support.
- [1-2] Volunteers Needed:
 - Rep from DVRPC - TYPE NAME HERE
 - TYPE NAME HERE
 - TYPE NAME HERE

Exit Station (inside):

- Giving out tickets to enter in the bike and \$50 grocery store gift card giveaway.
- [2] Volunteers Needed:
 - Rep from project - TYPE NAME HERE
 - TYPE NAME HERE

Pop-Up Bike Obstacle Course (outside):

- Ensuring the public is safe when riding in a pop-up bike obstacle course (bikes and helmets will be provided).
- [2] Volunteers Needed:
 - Rep from Greater Mercer TMA - TYPE NAME HERE
 - TYPE NAME HERE

Trails Station (inside):

- Asking the public about their sentiments on existing and upcoming trail developments.
- Staffed:
 - Rep from DVRPC - TYPE NAME HERE
 - Rep from DVRPC - TYPE NAME HERE

Source: DVRPC (2023)

Figure C-33: Volunteer Talking Points Handout

Our Streets: A Trenton Bike Plan for All - Informational Sheet

Purpose: Share a draft of the bicycle plan with residents and hear community feedback and ideas

- The plan proposes adding bicycle lanes and making design changes on certain streets
- Organizers: City of Trenton and the Delaware Valley Regional Planning Commission (DVRPC)

Booths/activities:

- Registration (outside) - sign in and get your punch card
- [1] Bike Plan - Short educational video (instead of presentation), get ice cream and bike tune up ticket
- [2] Bike Plan - Mark where you live
- [3] Bike Plan - Streets where bike lanes are proposed
- [4] Bike Plan - What are bike lanes?
- [5] Bike Plan - Trade offs
- [6] Bike Plan - On which streets should bike lanes be installed first?
- [7] Trenton Trails Plan - Off street trails
- [8] Trenton Vision Zero AND kids coloring station - nationwide road safety initiative
- Exit - enter giveaway (bikes and grocery store gift cards), record a video or take a photo
- Try riding in a bike obstacle course (child-focused) - we have bikes and helmets available
- Bike tune-up (outside) - orange ticket is needed (from video station)
- Mister Softee ice cream (outside) - blue ticket is needed (from video station)
- Family-friendly art activity (outside) - painting a street mural

Punch card:

- You'll get a punch at each booth you visit
- Exchange punch card at exit for 1 ticket (5 booths visited) or 2 tickets (8 booths visited)

Giveaway (must be over 18 to enter):

- [2] bikes, one adult and one child (must be picked up during the event)
- [3] \$50 grocery store gift cards (will be mailed after the event)

Top talking points/messages:

- Change can be hard, but especially since COVID, behavior on the roads has become worse. We need to change the status quo so that all road users are **safer**. Bike lanes have been proven to make roads safer for everyone.
- The **Complete and Green Streets Ordinance** requires that the city accommodate bikes so it's a matter of finding the streets that are best for bike lanes.
- **30% of Trenton households don't have cars**. We need to make sure those folks have safe ways to get around, including making biking a safe, comfortable option.
- For many a bike is not for recreation but transportation! Many Trentonians are unable to afford to buy a car and/or the costly maintenance, upkeep, gas, and insurance payments that it requires.

How did you decide which streets get bike lanes?

- The project team looked at what was possible based on space available. 54 feet is usually needed to fit two protected bike lanes, two on-street parking lanes, and two travel lanes. Trenton's historic and narrow streets are generally 30-40 feet.
- Routes that are long and continuous are best. We also needed to find ways for bikers to cross highways, rail lines, and other things that divide up the city.

- We wanted to provide bike routes to the places people want to go: shopping, work, church, schools, parks and make sure that each neighborhood was connected to the network.
- We also surveyed 274 members of the public about where they need and want to go in Trenton and tried to increase access to those places by adding bike lanes.
- But we need public input and local expertise. That's where you come in!

PARKING + OTHER DIFFICULT CONVOS - direct folks to Station 6

- "There is not enough on-street parking now."
 - Tell me more. Where are you thinking of? Can you be more specific?
 - The project team understands that changes to parking will be a big change. When selecting streets to propose bike lanes on, we tried to avoid residential and commercial areas because we understand these areas have higher demand.
 - This plan could provide the opportunity to have parking permits on streets with bike lanes so that people that live on the block have a higher chance of parking closer to their house.
 - More people biking could = more available parking
- "I need to be able to park close to my destination because I don't feel safe walking."
 - Personal safety is very important. Are there opportunities for you to park off the street in a driveway or parking lot?
 - Are there other recommendations the project team can include in this plan to make you feel safer? More street lights, cleaner and maintained streets...?
- "Businesses will be hurt if people can't park out front."
 - Studies have shown that people walking and biking spend money at businesses too!
 - Many streets have open spaces around the block
 - We can test some of these changes out to see what the impacts are

Traffic & Congestion

- "Traffic is already bad, why don't we make the roads wider for more cars?"
 - This is a space problem! Trenton is historic, and so the roads and sidewalks are narrow. Buildings are very close to the street. There often isn't room to make roads wider.
- "I see people biking on the sidewalk. Can't they stay there?"
 - Riding on the sidewalk isn't technically legal.
 - We want sidewalk space to be available for people walking, especially those in wheelchairs, with strollers or shopping carts, or walkers. Most Trenton sidewalks aren't very wide. If more bicyclists can feel safe riding in on-road bike lanes, pedestrians become safer on the sidewalk too.

Who is this for?

- "This will make gentrification worse."
 - The goal of our bike plan is to serve the current residents of Trenton! We want to make sure all Trentonians feel safe and comfortable whether they are walking, driving, or biking.
 - New bike lanes are not associated with displacement of people of color or low income residents. (2021 study analyzed socioeconomic changes in residential areas in 29 US cities)(Source: [Streetsblog article STUDY: New Bike Lanes Aren't Associated With Displacement of BIPOC, Low-income People](#))

- “Only white people bike”
 - When we’ve been out and about in Trenton, we’ve seen all sorts of people riding, especially people of color!
 - “On a per mile basis, black Americans are 4.5 times more likely to die riding a bike than white Americans.” (source: ACS 5-Year estimates: [AJPM: Disparities in Activity and Traffic Fatalities by Race/Ethnicity](#) (2022))
- “Who is this plan for?”
 - Those who need an affordable alternative to driving.
 - The plan is intended to serve people who want to bike more, but in particular, residents who might not have regular access to vehicles. The City is seeking feedback about the bike plan, especially from communities that have been historically left out of the planning process. By doing so, we hope that proposed changes are beneficial and desired by all.
 - Everybody! A transportation system that gives people options is good for everyone. In many places at least 40% of residents don’t have a driver’s license.

Carless Households

- “Everyone I know drives.”
 - What neighborhood do you live in? Why do you think everyone drives?
 - ~68% of households in Trenton have one car or no car at all. (source: ACS 5-Year estimates: [DP04 | SELECTED HOUSING CHARACTERISTICS](#))
 - ~30% of households in Trenton do not have a vehicle - right now the roads in Trenton prioritize motor vehicles, but this leaves out about 10,000 Trenton households who get around without one. (source: ACS 5-Year estimates: [S0501 | SELECTED CHARACTERISTICS OF THE NATIVE AND FOREIGN-BORN POPULATIONS](#))
- “Why don’t bikers just buy cars?”
 - For many a bike is not for recreation but transportation! Many Trentonians are unable to afford to buy a car and/or the costly maintenance, upkeep, gas, and insurance payments that it requires.
 - 27.7% of Trentontians live in poverty - owning a car is very expensive and not possible for all residents. (source: ACS 5-Year estimates: [S1701 | POVERTY STATUS IN THE PAST 12 MONTHS](#))
 - Cyclists may also just want the freedom that a bike offers, such as the wind in their hair, the lack of paying or looking for parking, or easier storage in their home. There are few better ways to enjoy the warm Spring weather than on a bike.
 - Children and senior citizens are often not able to rely on a car for transportation and a bike offers them a safe and often convenient mode of travel whether it’s to school, park, trails, or to visit friends/family.

Safety

- We need these lanes to make all users safer!
 - In an average year, over 50% of deaths on Trenton’s roadways are people walking or biking.
- “How would this increase safety?”
 - Bike lanes narrow the driving spaces which tends to slow down drivers

- Bike lanes can reduce total crashes on city and local roads by 30% (source: USDOT FHWA: [Bicycle Lanes: Proven Safety Countermeasures](#))
- “I’m scared to ride my bike in Trenton.”
 - The goal of this plan is to achieve safer streets for everyone. In addition to bike lanes, the plan recommends certain low-traffic streets where a lower speed limit or infrastructure like speed humps could be implemented to make it safer to share the road. Together these changes create “calm” streets that encourage local uses and benefit residents by reducing cut-through traffic.
 - At Station 4 you can learn more about the types of bike lanes proposed and how they increase safety for all road users.
 - Tell me more. What conditions make you scared to ride a bike in Trenton?
- When bikers break the rules, the results aren’t likely to result in death or serious injury.

Implementation

- “When will this be implemented?”
 - This plan looks at the space available in the street and fits bike lanes in them. To be able to implement bike lanes, each street will need to be studied in more detail, to create designs and then get public feedback on the designs.
 - Streets where many residents need to go to access services can be prioritized to receive bike lanes first. Also, some streets are scheduled to be repaved in the next couple of years. Bike lanes can be added when they are repaved.

Demographics of Trenton

-Population: 90,097

-Area: 7.6 mi²

-Population Density: 11,854 per mi²

-Racial breakdown:

Black or African American: 51.6%

White: 34.8%

Some other race: 17.5%

Asian: 1.3%

American Indian and Alaska Native: 0.7%

-Hispanic or Latino (of any race): 36.7%

Source: 2021 American Community Survey 5-Year Estimates

Source: DVRPC (2023)



APPENDIX D:

EVENT BUDGET

Budget Summary

Table D-1 (below) and D-2 (following page) show per-event advertising and material costs. Table D-3 (following page) shows language translation costs. Travel costs are not included

Table D-1: Approximate Per-Event Budget

Item	Item Cost	Quantity	Sum Cost	Notes
Grocery store gift cards	\$50.00	3	\$150.00	Giveaway incentive
Mister Softee giveaway	\$350.00	1	\$350.00	Give away limited menu of ice creams for 2 hours
Drinks, napkins, cups	\$55.00	1	\$55.00	Food/beverages
Spray cans of chalk paint	\$14.00	5	\$70.00	Used to stripe ~200ft pop-up bike lane
Gaffers tape	\$50.00	1	\$50.00	Tape down flex posts adjacent to pop-up bike lane
Pizza	\$16.00	25	\$400.00	Food/beverages
Vegetable tray	\$15.00	4	\$60.00	Food/beverages
Trash and recycling bags	\$22.00	1	\$22.00	One box of each
Custom vinyl banners	\$68.00	1	\$68.00	6ft promotional banners hung outside of each event venue
Art partner	\$500.00	1	\$500.00	Custom participatory art activity
Bike tune up partner	\$250.00	1	\$250.00	Labor and materials for pop-up bike tune up
Bike giveaway	\$54.00	6	\$324.00	Included a mix of BMX, commuter, and children's bikes
Total Approximate Cost Per Event			\$2,299.00	Costs went down slightly with each event, as some materials from the first event were reused at each following event

Source: DVRPC (2023)

Table D-2: One-Time Event Expenses

Item	Item Cost	Quantity	Sum Cost	Notes
Video production	\$500.00	1	\$500.00	Paid Trenton filmmaker to license the reuse of pre-existing video footage
Printed mailers	\$0.50	500	\$250.00	Sent to randomly selected Trenton addresses to advertise the events
Feedback materials	\$100.00	1	\$100.00	Chalk, colored push pins and sticky notes, painters tape, etc.
Signage	\$175.00	1	\$175.00	8.5"x11" clear sign holders, sandwich boards, poster stand, etc.
Total Approximate One-Time Event Expenses			\$1,025.00	Paid for these items once and used them at all three events

Source: DVRPC (2023)

Table D-3: Language Translation Expenses

Item	Item Cost	Quantity	Sum Cost	Notes
Written event materials	\$183.33	3	\$550.00	3 separate translation requests, each consisting of multiple pages of text
Live interpretation	\$150.00	21	\$3,150.00	A combined 21 hours of live interpretation done by multiple interpreters
Total Approximate One-Time Event Expenses			\$3,700.00	Includes both live interpretation and written translation done in advance

Source: DVRPC (2023)

COMMUNITY ENGAGEMENT ACTIVITIES SUMMARY FOR

OUR STREETS: A TRENTON BIKE PLAN FOR ALL

Publication Number:

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Date Published:

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Geographic Area Covered:

Trenton, Mercer County, New Jersey

Key Words:

Trenton, bike plan, bicycle, engagement, outreach, public, community, Complete Streets, multimodal, micromobility, equity, public participation, feedback

Abstract:

The Delaware Valley Regional Planning Commission (DVRPC) partnered with the City of Trenton to create a citywide bike plan, called *Our Streets: A Trenton Bike Plan for All*. To gather feedback about proposed street design changes, the DVRPC project team conducted robust community engagement targeting residents representative of Trenton's demographics as a majority-minority city. The *Community Engagement Activities Summary for Our Streets: A Trenton Bike Plan for All* memorandum summarizes lessons learned and takeaways from the engagement process, which can be applied by other public engagement professionals and urban planners when tailoring their own engagement plans.

Staff Project Team:

Cassidy Boulan, *Associate Manager, Office of Transit, Bicycle, and Pedestrian Planning*

Christopher Mulroy, *Transportation Planner*

Marissa Volk Binjaku, *Transportation Planner*

Staff Contact:

Marissa Volk Binjaku

Transportation Planner

Phone: 215.238.2833

Email: mvolk@dvrpc.org



190 N Independence Mall West

8th Floor

Philadelphia, PA 19106-1520

215.592.1800

www.dvrpc.org



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