

Recommendations for the Bayshore Study Area

April 30, 2015

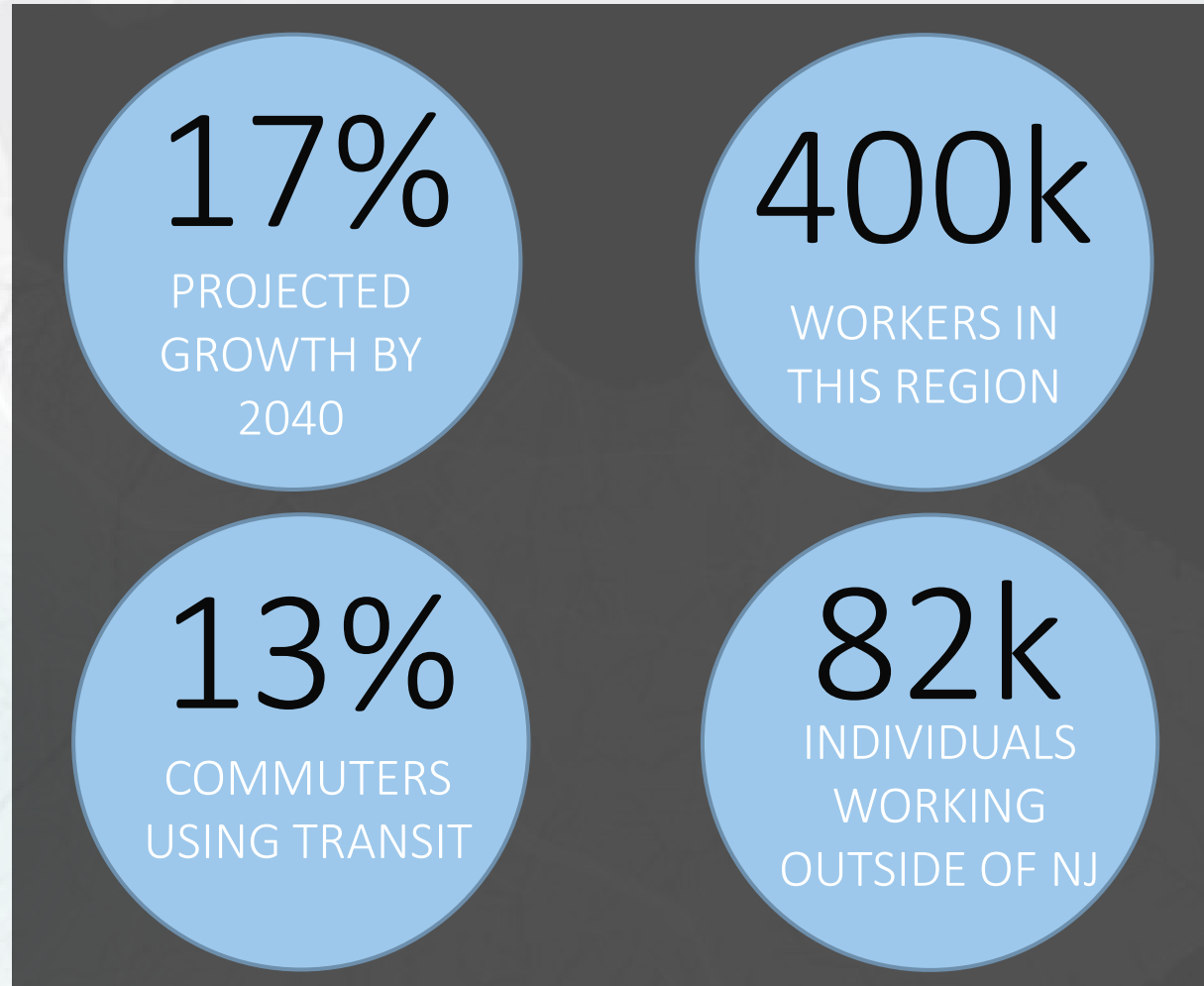


Today's Agenda

- ▶ Introduction and Overview of the Region
- ▶ Public Engagement and Stakeholder Feedback
- ▶ Regional Redevelopment Analysis
- ▶ Route Analysis
 - ▶ Commuter Bus Proposals and Recommendations
 - ▶ Local Bus Proposals and Recommendations
- ▶ Question and Answer



Trends in the Bayshore Study Area



Key Demographics

HIGH DENSITY

Perth Amboy, Keansburg,
Woodbridge, Red Bank

LOW-INCOME

Perth Amboy and Keansburg

AGING POPULATIONS

Fair Haven, Rumson, Little Silver,
Shrewsbury, Middletown, Hazlet, Old
Bridge, S. Amboy, P. Amboy, Woodbridge

ACCESS TO CAR

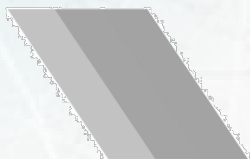
Perth Amboy, Keansburg, and Red Bank

30-50% COMMUTING OUTSIDE NJ

Woodbridge, South Amboy, Perth
Amboy

TRANSIT USAGE

In the NJTPA region, about 13% of
commuters use public transit.



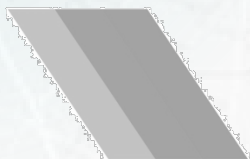
Stakeholder Feedback

Two rounds stakeholder outreach focus groups were conducted on February 9th, 2015.

The focus group was an initial way to:

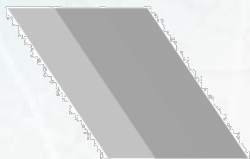
- (1) assess our priorities;
- (2) better understand our study area;
- (3) learn from professionals and officials that know their municipalities

The feedback helped to identify areas and characteristics to focus in on as we began our analysis, and eventually drove many of our recommendations.



Public Engagement

- Borough of Keyport
- Township of Middletown
- Keep Middlesex Moving TMA
- T and M Associates
- Middlesex County College
- Township of Hazlet
- Borough of Carteret
- Township of Old Bridge
- Sayreville Economic Redevelopment Agency
- NJTPA
- Monmouth County Department of Human Services
- Middlesex County Planning Department
- Brookdale Community College
- Meadowlink TMA
- Woodbridge Center Mall
- Middlesex County Aging and Disabled Services
- Fort Monmouth Economic Revitalization Authority
- City of Perth Amboy
- Borough of Atlantic Highlands
- City of South Amboy
- Township of Woodbridge
- Borough of Sea Bright



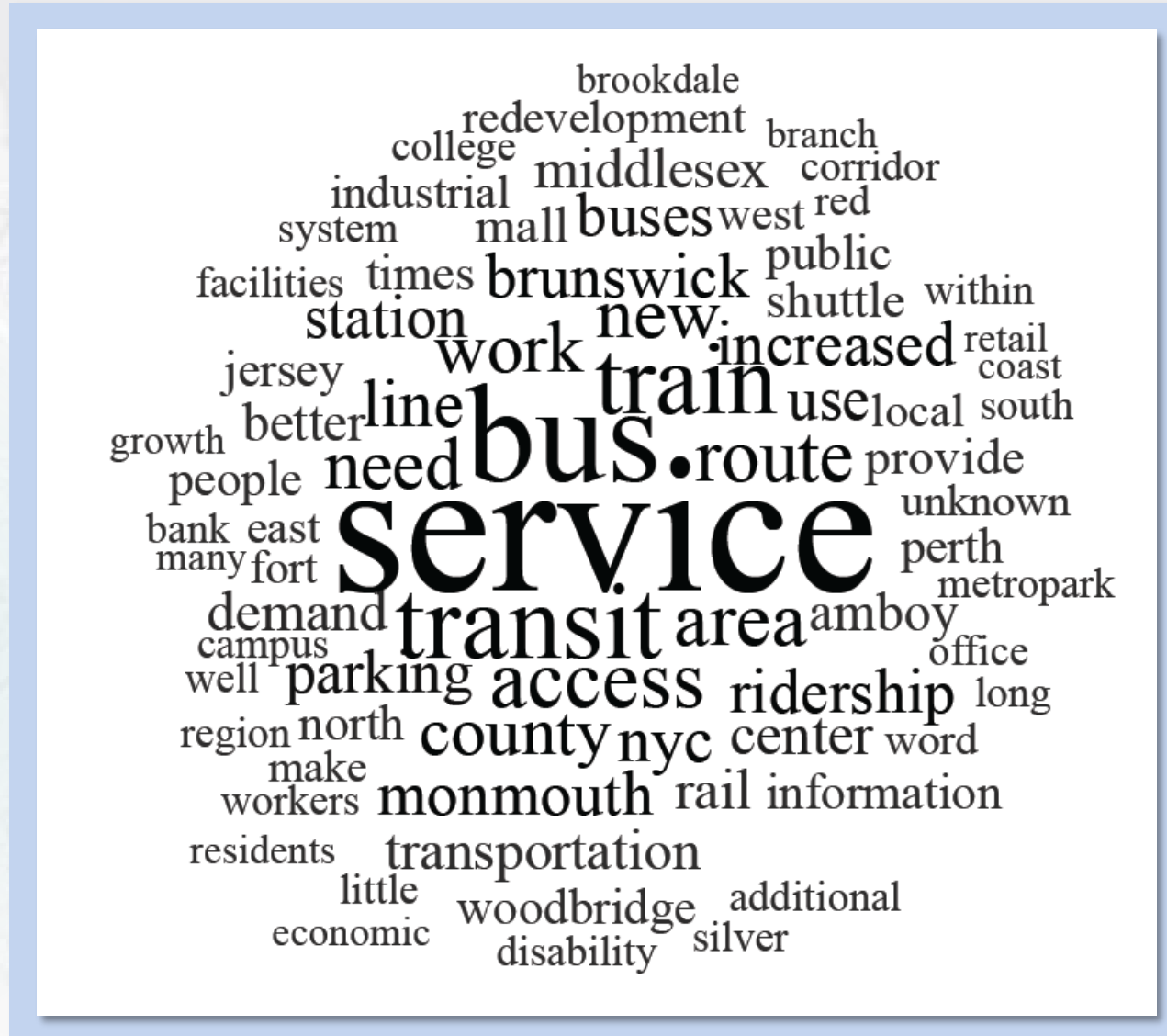
Key Takeaways



- Additional off-peak options
- Improved last miles connections
- More local service options
- Improved customer facilities
- Better route & arrival information
- More reliable service
- Greater emphasis on the customer



Frequently Used Response Words – All Transcripts (Weighted)



Route Proposals

- ▶ Redevelopment

- ▶ Middlesex
- ▶ Monmouth

- ▶ Commuter Routes

- ▶ 131 Sayreville – New York
- ▶ 133 Old Bridge – Aberdeen – New York
- ▶ 135 Freehold – Matawan – New York

- ▶ Northern Routes

- ▶ 48 Elizabeth – Woodbridge – Perth Amboy
- ▶ 810 New Brunswick – Woodbridge Center
- ▶ 813 Perth Amboy – Middlesex County College
- ▶ 815 New Brunswick – East Brunswick – Woodbridge Center

- ▶ Northern Routes

- ▶ 817 Perth Amboy – Campbell's Junction (Middletown)
- ▶ 834 Red Bank – Highlands

- ▶ Southern Routes

- ▶ 831 Red Bank – Monmouth Mall – Long Branch
- ▶ 832 Red Bank – Monmouth Mall – Asbury Park
- ▶ 833 Red Bank – Freehold – Freehold Raceway Mall
- ▶ 835 Red Bank – Sea Bright

Redevelopment

Major redevelopment proposals in the study area have the potential to change not only the nature of development patterns in Middlesex and Monmouth counties, but likewise to alter the way in which people depend on transit.

Middlesex

Sayreville Luxury Point

Old Bridge Exit 120

Monmouth

Fort Monmouth

Bell Works

Sayreville Luxury Point

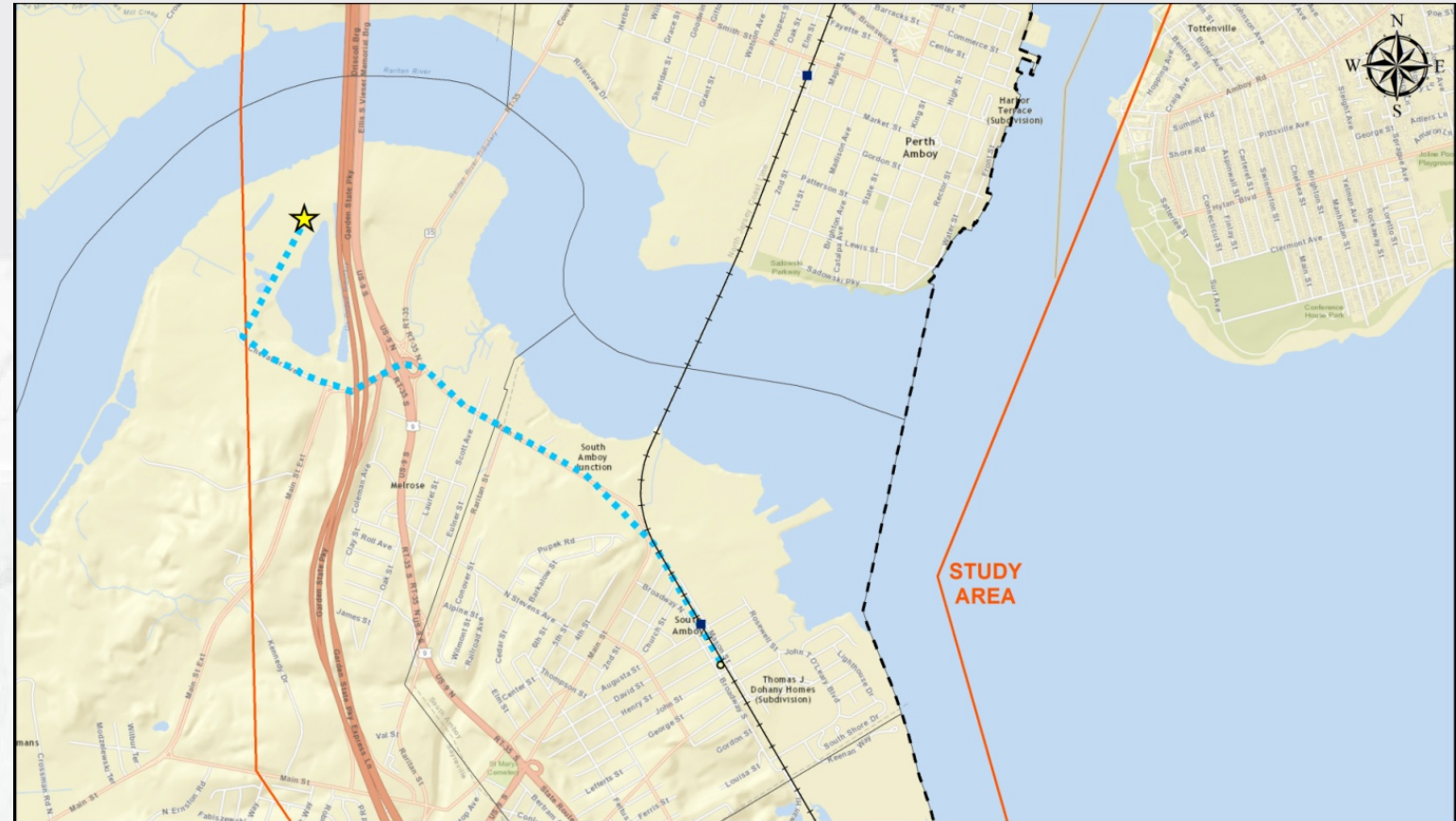
Middlesex County

Featuring +/- 5,000,000 SF GLA:

- 1.6 Million SF of Iconic Fashion Mall
- 440 Acres on 3 Miles of Waterfront
- Waterfront Entertainment
- 770,000 SF Marketplace
- 550,000 SF Power Center
- 2,000 Upscale Multifamily Residential Units
 - 565 Waterfront Townhomes
 - 1,474 Luxury Apartments
- 40,000 SF of Office
- 750 Hotel Rooms
- 2 Luxury Marinas

Shuttle Route to Rail

- Sayreville Luxury Point Pick-Up to South Amboy NJ Transit Rail Station
- 2 mile (6 minute) round trip
- Hourly weekend service



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Route Proposal - Sayreville Shuttle

Legend

..... Shuttle Route - Proposed

★ Luxury Pointe Development

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0 0.15 0.3 0.6 Miles

“New” 116

- Follows same route as original in Perth Amboy/Woodbridge, and Carteret
- Will start and serve the Sayreville stops of the original 131 route - Lorraine Avenue and Rt 35, Ernston Road and Mini Mall Drive, Ernston Road and Washington Road, Sayreville Park and Ride, the new Luxury Point development



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Bell Works

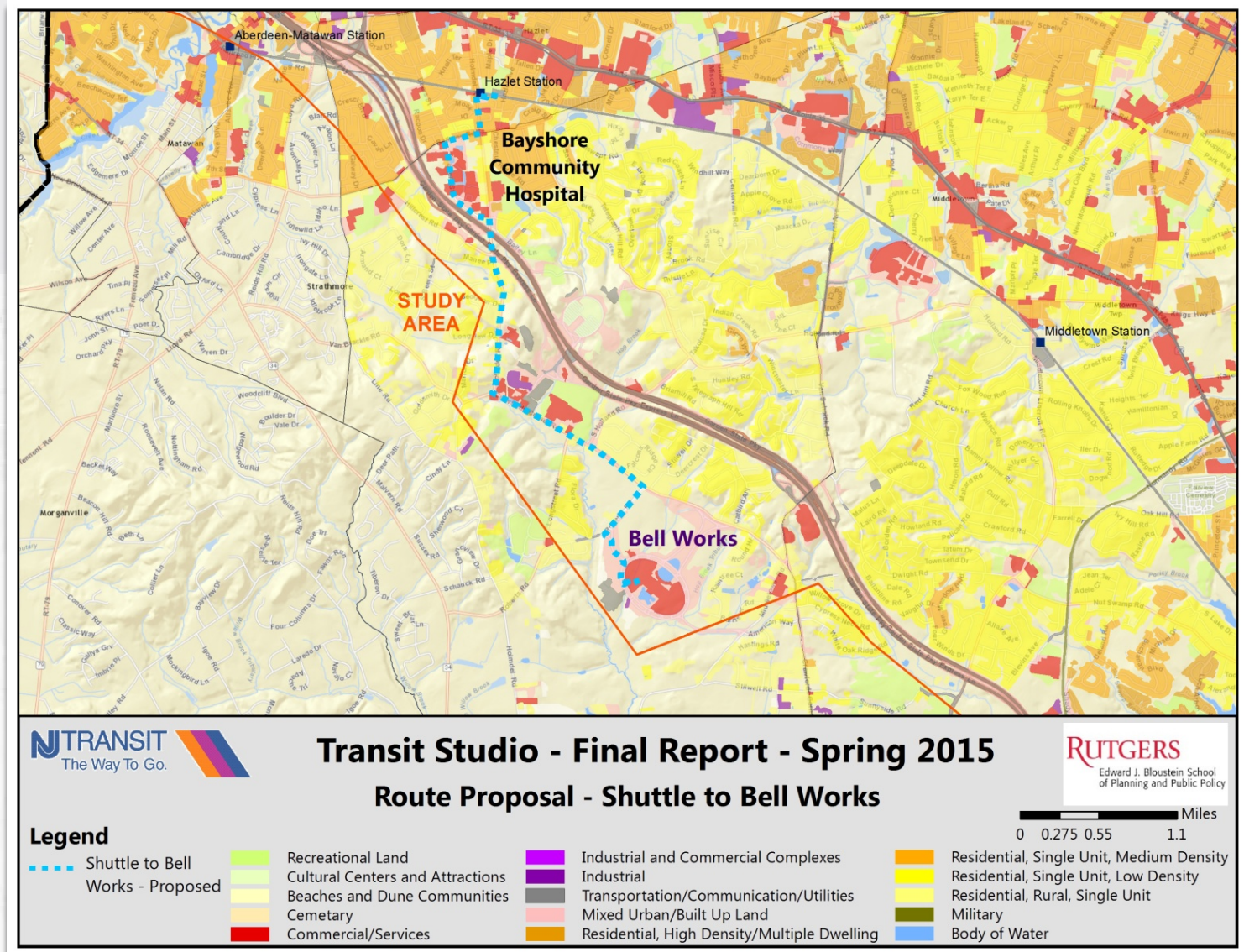
Monmouth County

- ▶ Major redevelopment site in Holmdel, New Jersey
- ▶ Former Bell Labs site on 472 acres with 1,600,000 square feet of rentable space
- ▶ Will house 225 homes, 185 of which will be age-restricted (age 55+) and 40 single family homes with no restrictions
- ▶ Will serve as the new downtown area for Holmdel and will house a great deal of commercial, office, and recreational space



Shuttle Route: Bell Works-Hazlet Train Station

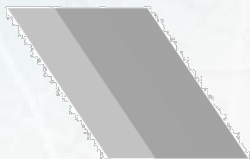
- ▶ Hazlet NJTransit station connects to North Jersey Coast Line
- ▶ Low-cost investment for New Jersey Transit when compared to implementing a new bus route
- ▶ Allows for growth or potential new bus route if the shuttle is frequently used, can easily eliminate if deemed unnecessary



Fort Monmouth Redevelopment Area

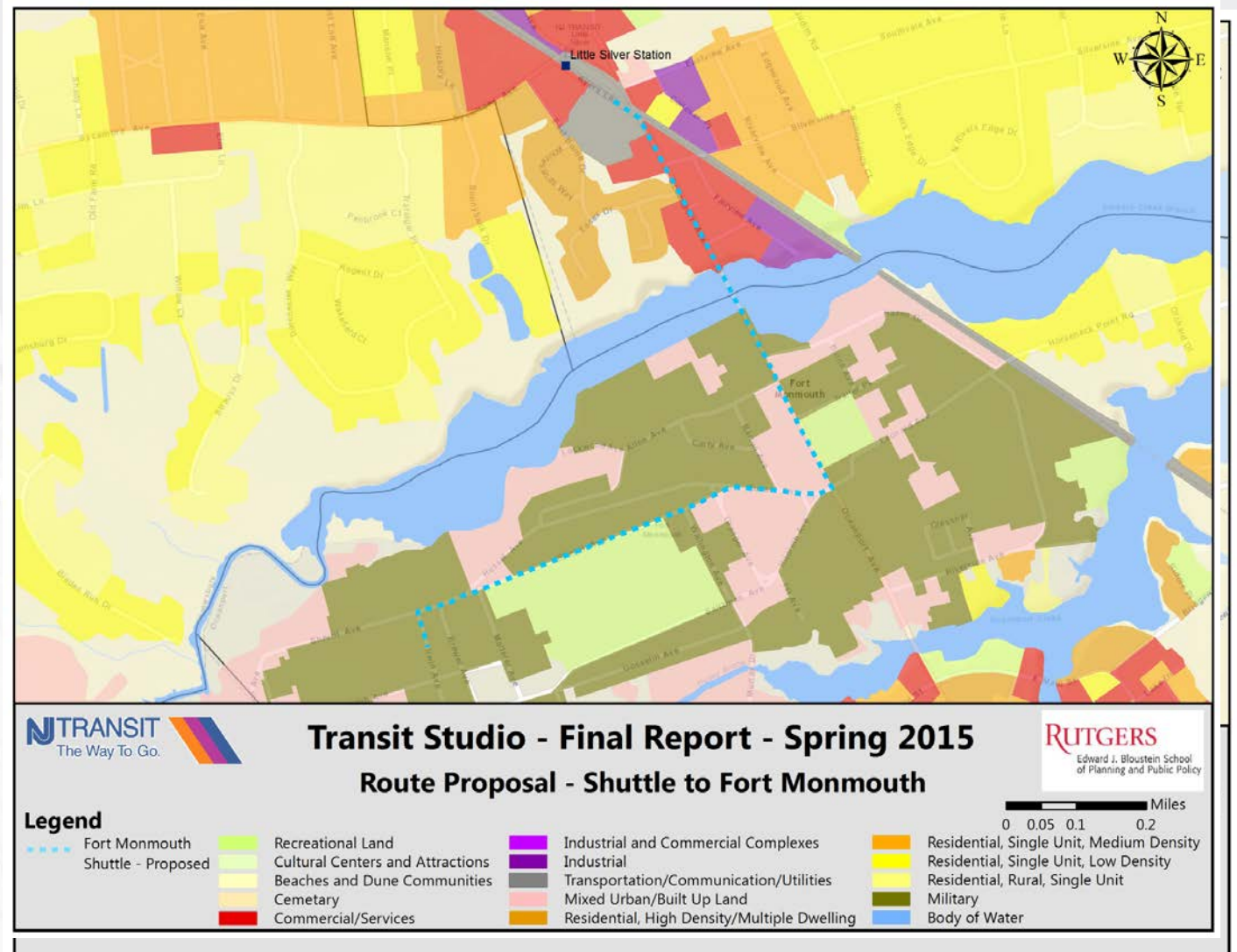
Monmouth County

- ▶ Former site of military post; crosses through Oceanport, Eatontown, and Tinton Falls
- ▶ Officially closed in September 2011
- ▶ Planning process began in 2007 for redevelopment; headed by Fort Monmouth Economic Revitalization Authority
- ▶ Covers 1,126 acres and will be used for various office/research/development, retail, hospitality/conference, residential, and civic purposes over the course of a 20-year plan



Fort Monmouth

- ▶ Shuttle will connect Fort Monmouth Redevelopment Area with Little Silver Train Station on the North Jersey Coast Line
- ▶ Reuse Plan for the site projects over 4,000 new residents and over 10,000 permanent jobs
- ▶ Clear mismatch between amount of on-site residents and available jobs; inevitable increase on outsiders who will commute to the site
- ▶ Shuttle is a low-cost solution that allows for growth if NJTransit finds the shuttle is frequently used



Commuter Proposal



Commuter Proposal

Many of the routes travel from the southern area of the Bayshore Region and pass through the Old Bridge area

Opportunity exists to integrate those routes to provide more frequent and comfortable service.

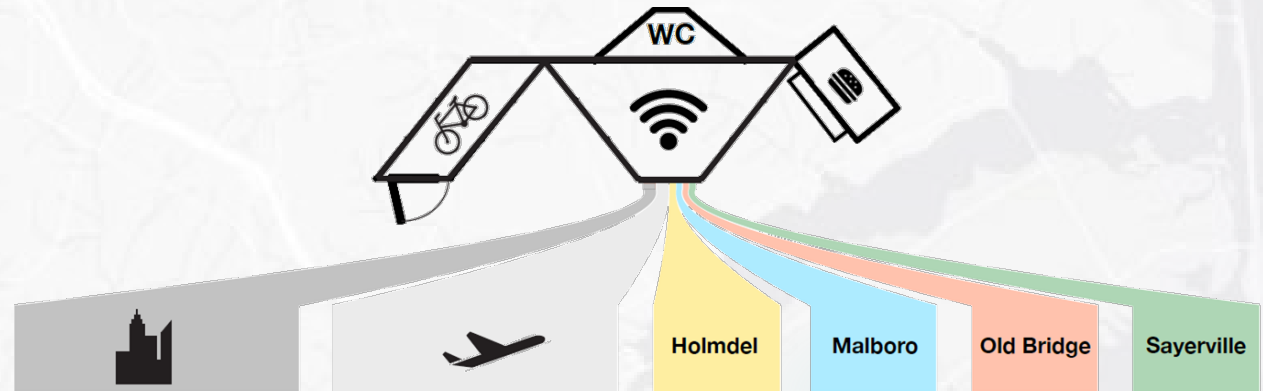
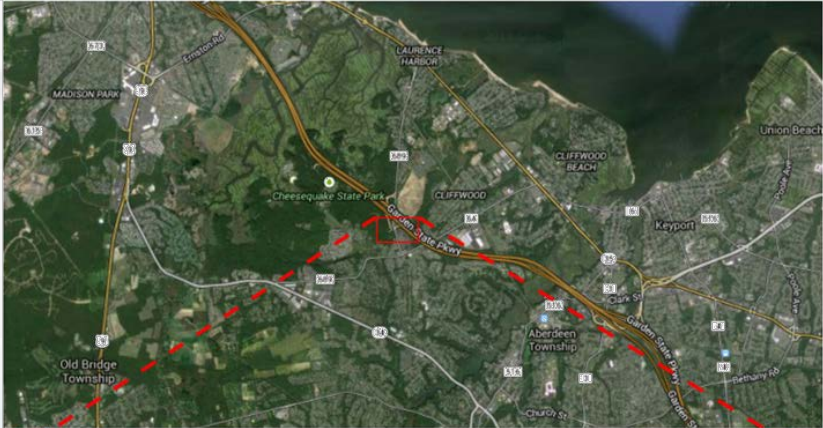


NJ Transit Express

Shuttles will travel to Park & Rides and other key locations in Holmdel, Marlboro, and Old Bridge.

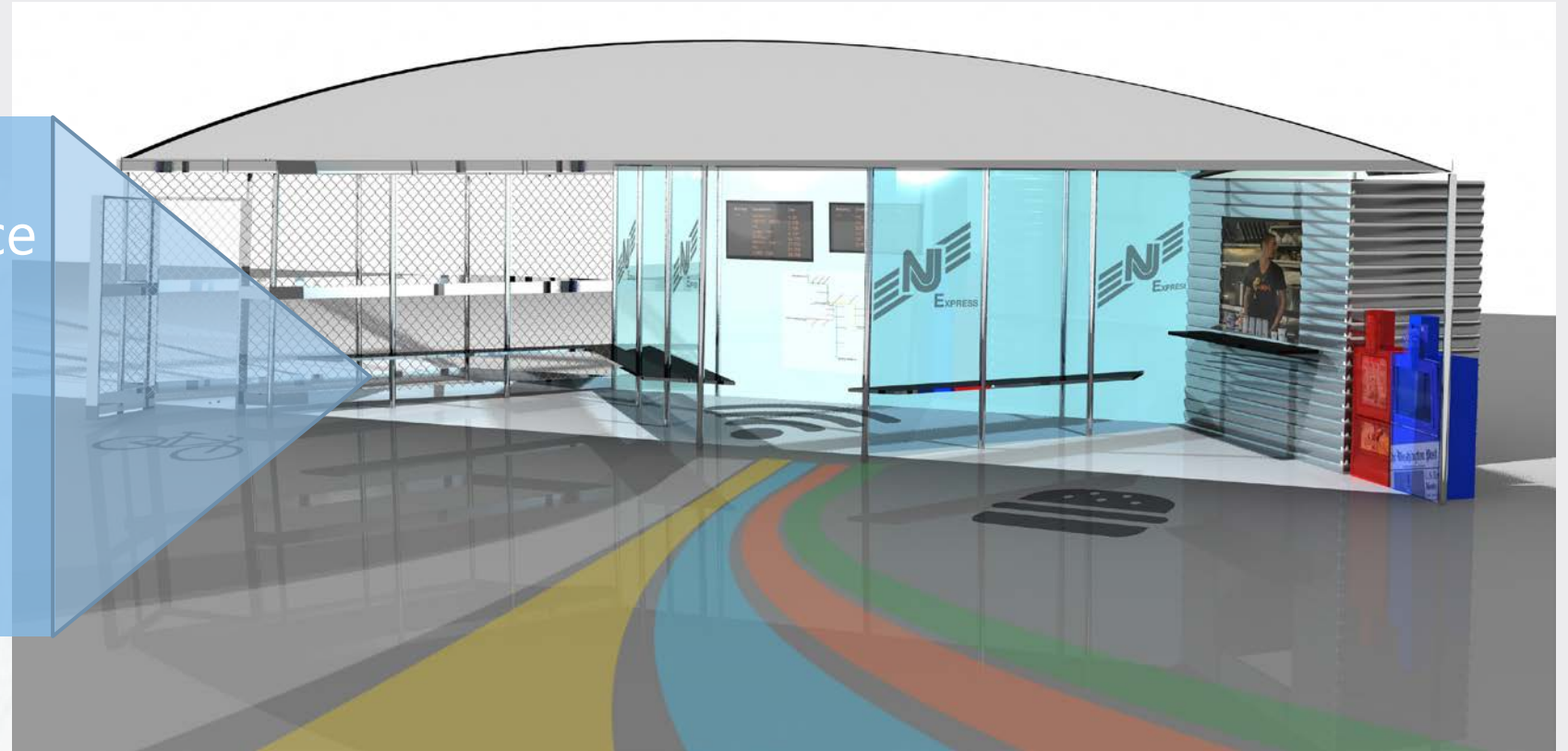
Hub terminal in Old Bridge, near **Exit 120 on the Garden State Parkway.**

The Terminal



Designing the Hub

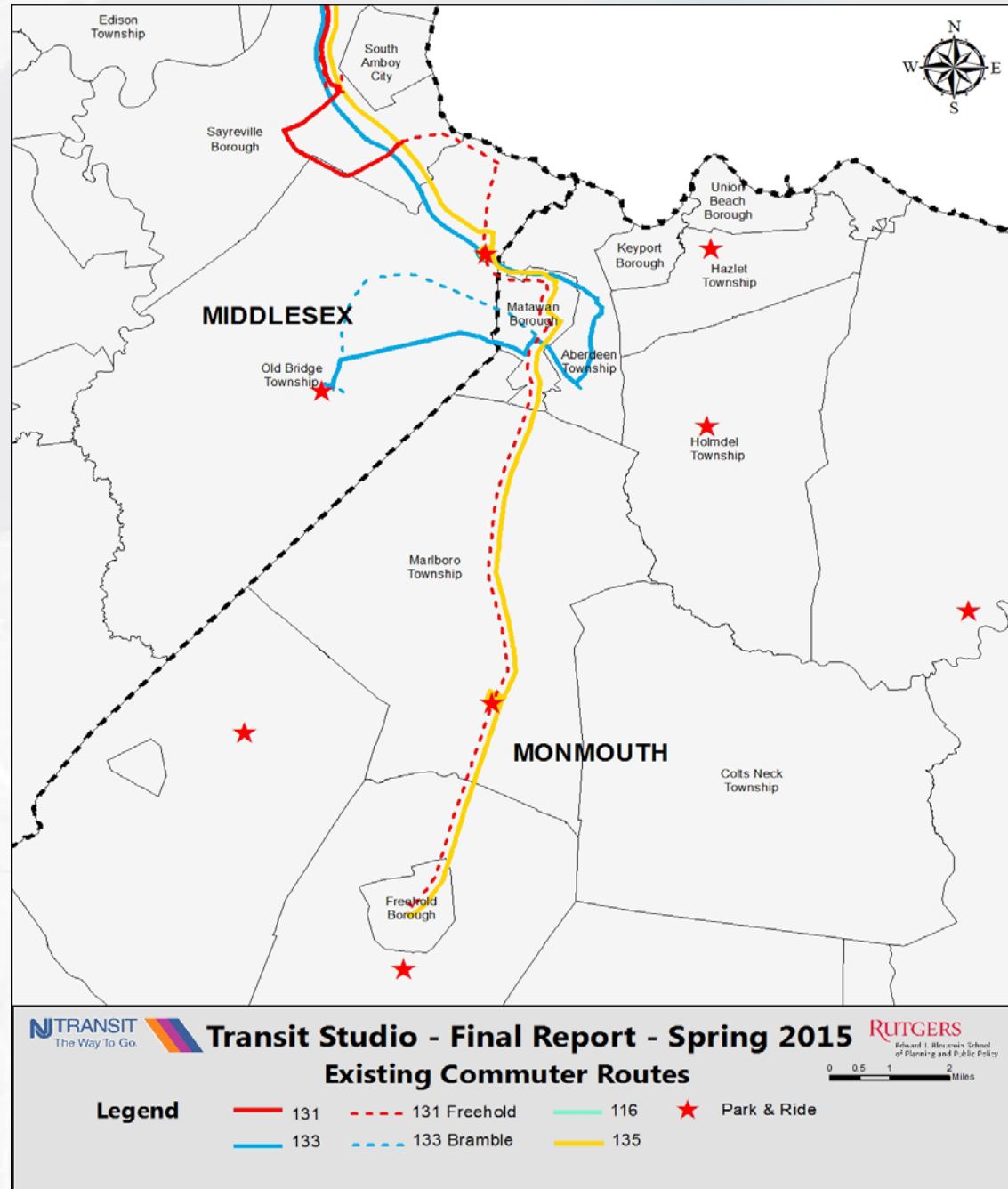
The completed terminal will simulate the experience of a full service train station with: bathrooms, food, and other services available during commuting hours.



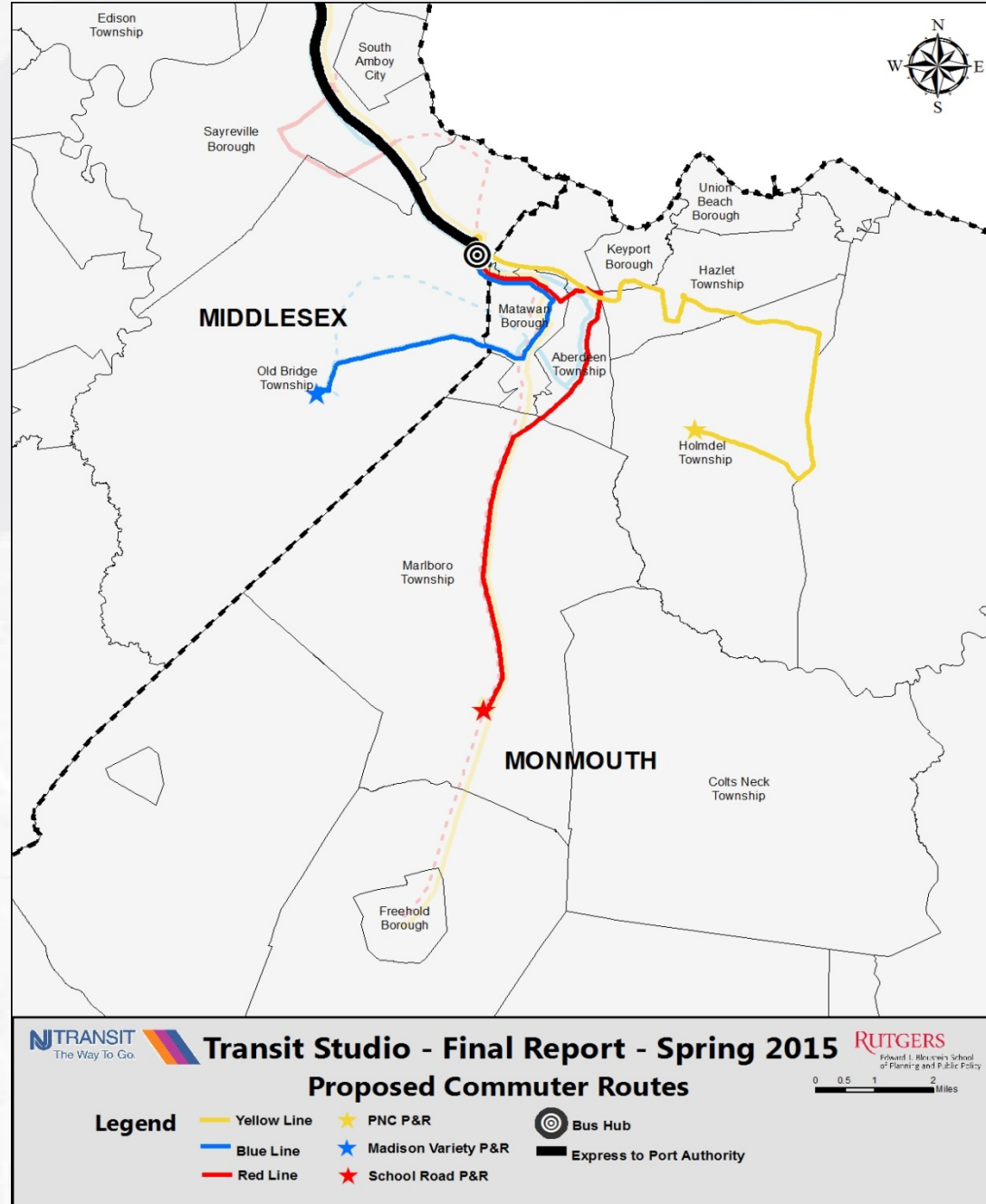
The Shuttle Service

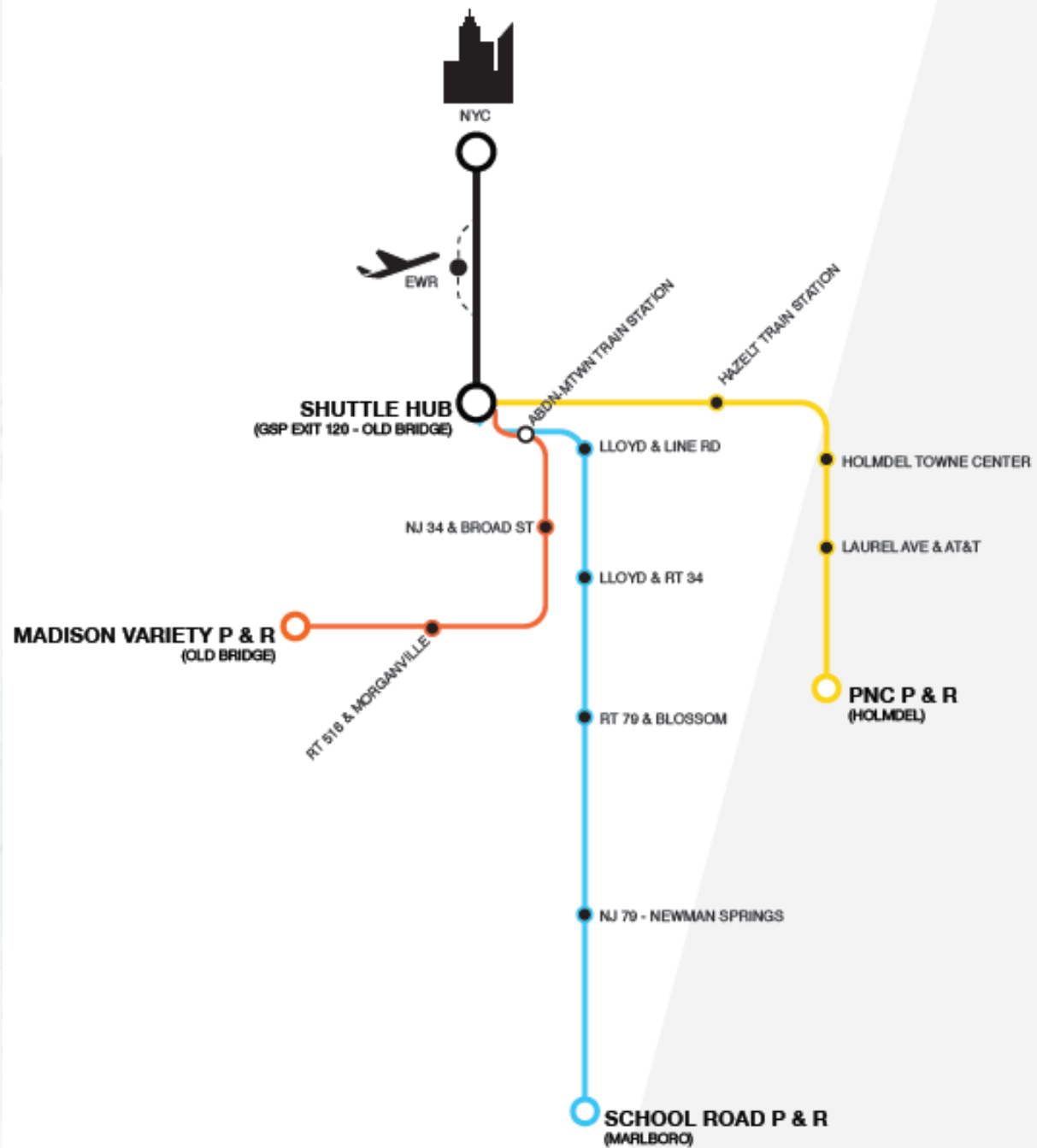


Existing Commuter Routes






Proposed Commuter Routes





Ridership

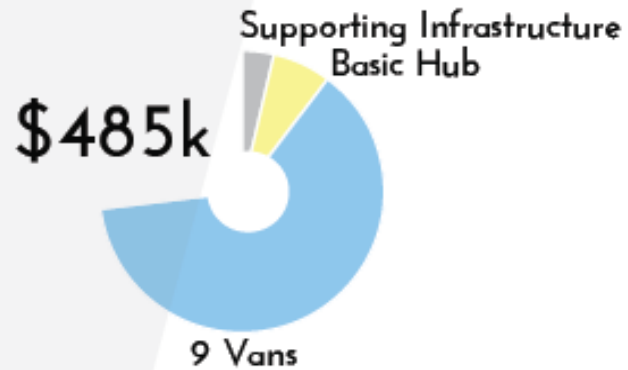
Potential Gains

- ▶ A percentage of the 8,230 daily commuters in Hazlet, Holmdel, Middletown
- ▶ New NJ & NYC passengers who are attracted to the  service
- ▶ New riders attracted to the quality, ease, & reliability of 
- ▶ Individuals who want to take the train, but can't find parking
- ▶ Increasing frequency and capacity to NY in a growing region 

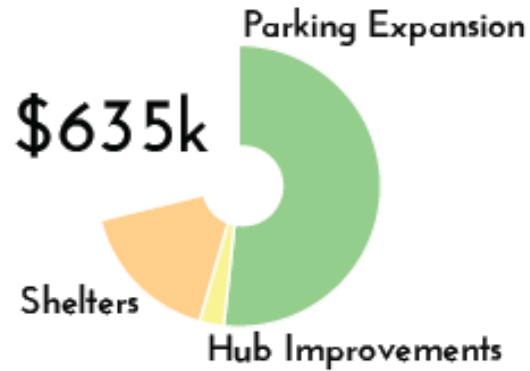
Phasing

Below are several charts roughly breaking down the capital costs. The reader is encouraged to examine Appendix 1 for more information.

PHASE 1



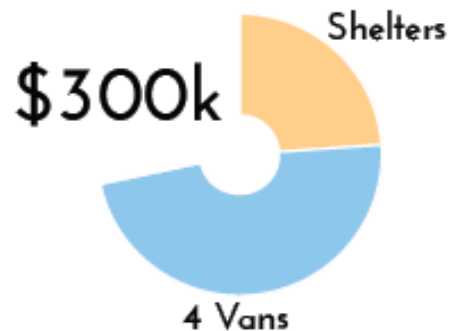
PHASE 2



PHASE 3



PHASE 4B



Public Private Partnership

PHASE 1

- ✓ Acquire nine vans to run the service out to the extension areas, and current commuter buses can be used to run the final leg from the Hub to New York
- ✓ A basic hub and parking lot would be built as well.

PHASE 2

- ✓ Permanent bus shelters and increased parking

PHASE 3

- ✓ Build out the entire terminal, as well as to expand parking into a multilevel parking structure.

PHASE 4a

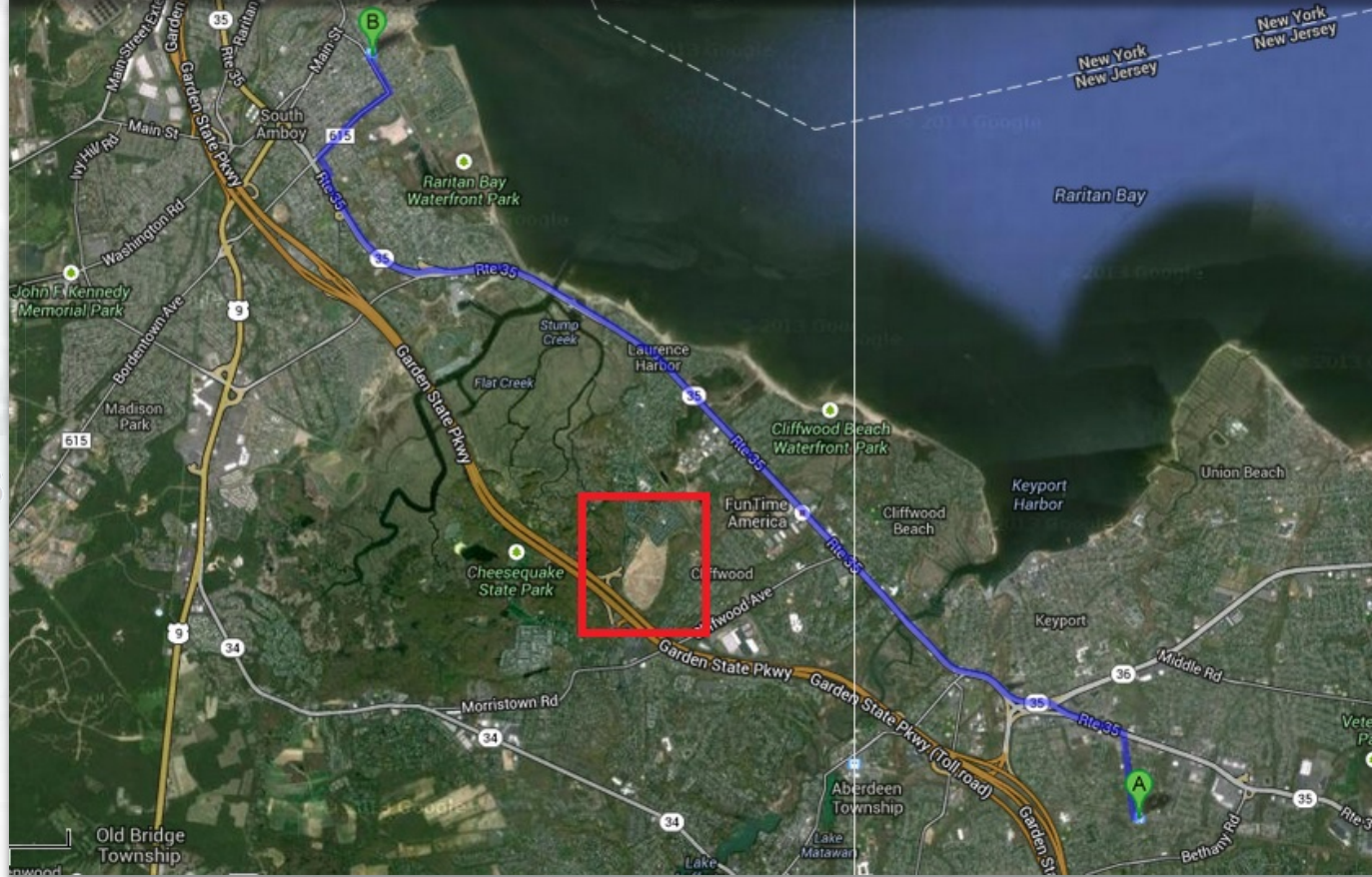
- ✓ Two new vans are acquired and new signage indicates any service changes

PHASE 4b

- ✓ Four new vans are acquired and more shelters are built along the routes

PHASE 5

Rail/Multimodal Integration



Northern Local Routes

48

810

813

815

817

834

Route 48

*Existing
Conditions*

3180

DAILY BOARDINGS

78

WEEKDAY TRIPS

118

WEEKEND TRIPS

SAT + SUN, IF APPLICABLE

116

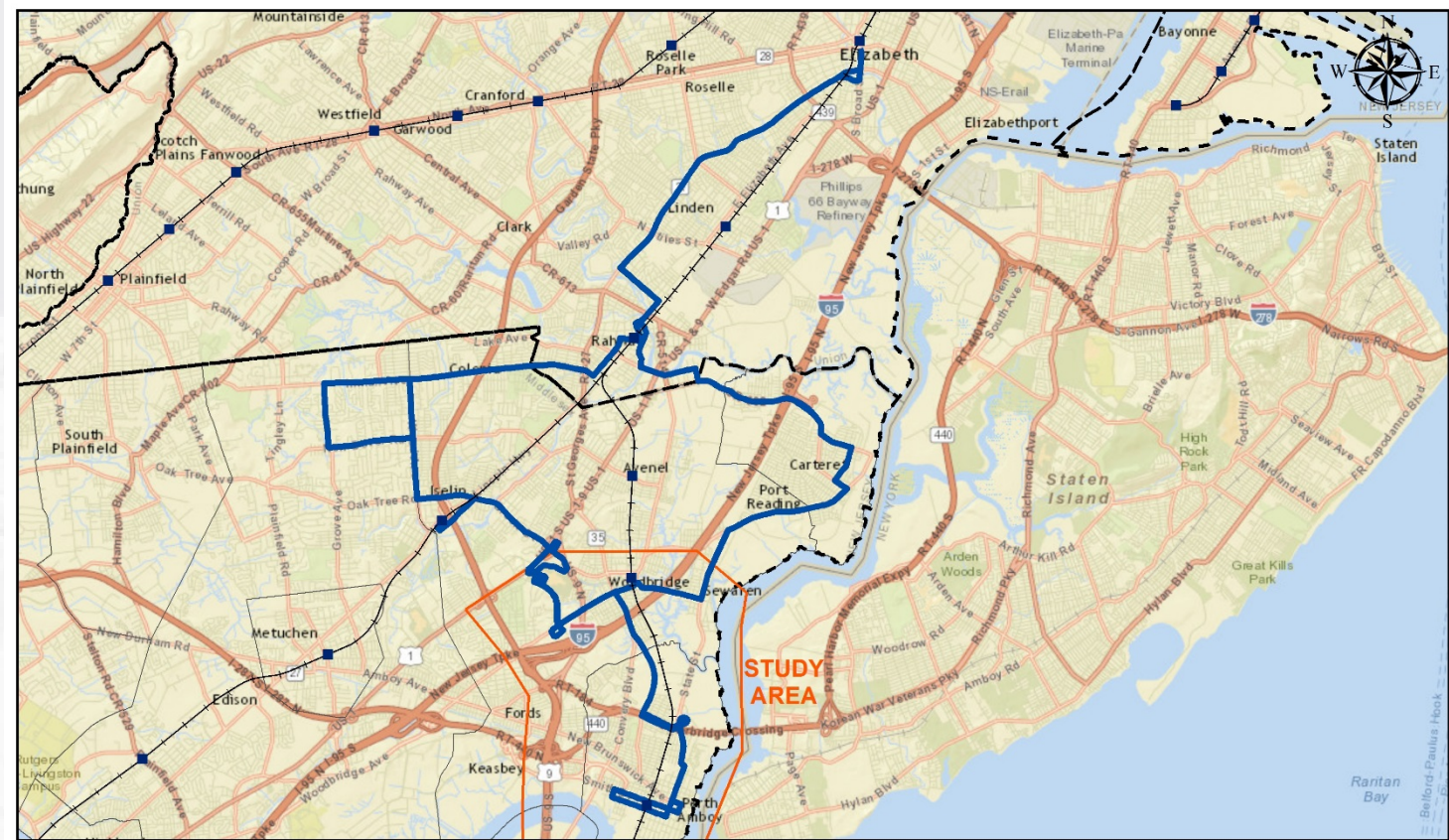
DAILY SERVICE HOURS

101

WEEKEND SERVICE HOURS

SAT + SUN, IF APPLICABLE

Route 48 Existing



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Route Proposal - 48

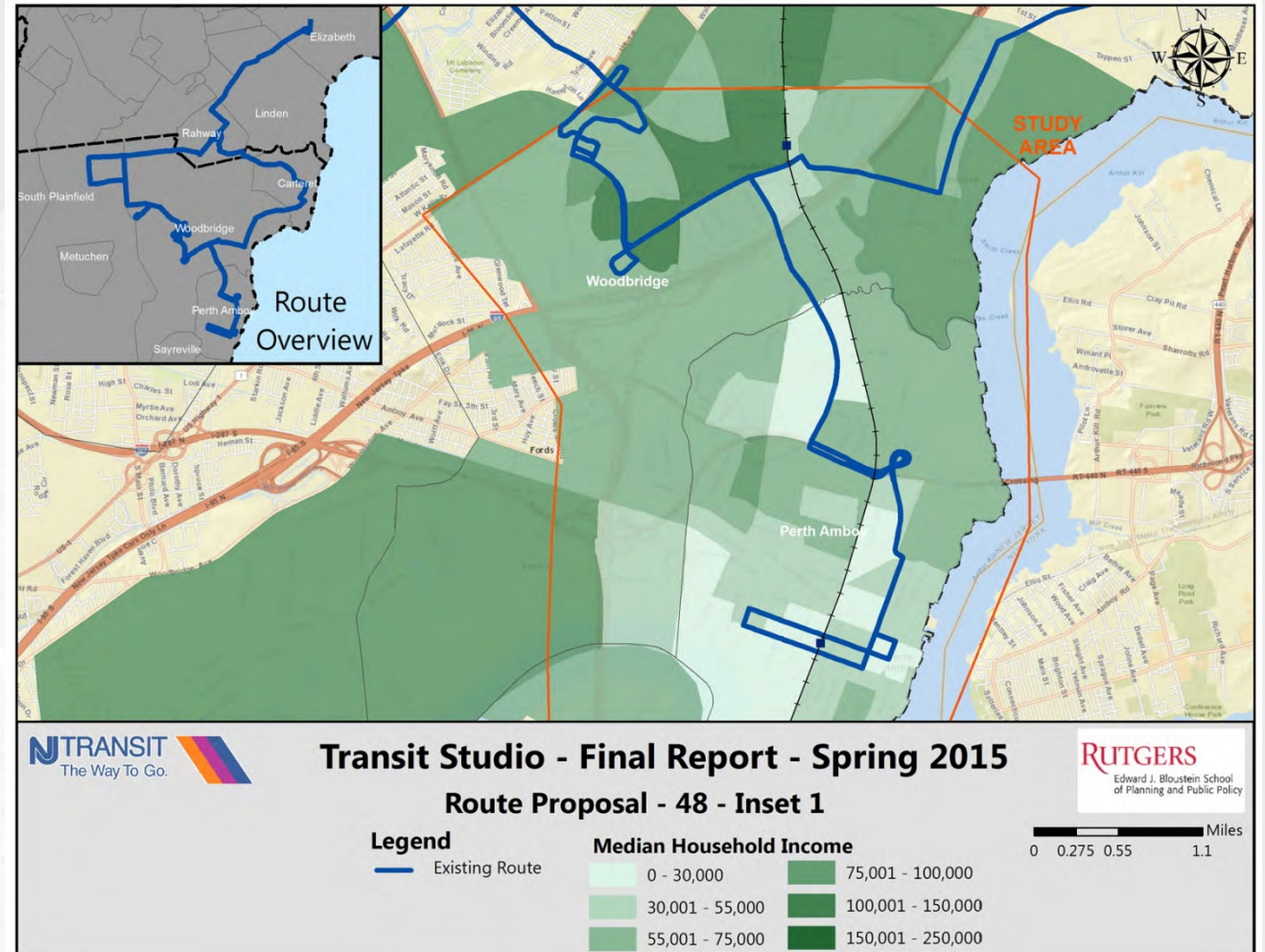
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Legend

— Existing Route

Miles
0 0.5 1 2

Route 48 Existing *Ridership Profile*



Route 48 Existing

Lost Time

- ▶ Time Lost at Bus Stops: 20 Minutes
- ▶ Time Lost at Traffic Signals: 13 Minutes
- ▶ Total Travel Time: 1hour and 20 Minutes
- ▶ Total Lost Time: 33 Minutes

Inbound 48 Perth Amboy	
Current Trip Times (80 minute trips)	Improved Trip Times (20 minute reduction)
Average Daily Fare Recovery	Average Daily Fare Recovery
44.30%	58.91%
5:35 Am to 5:00 PM Average Fare Recovery	5:35 Am to 5:00 PM Average Fare Recovery
52.84%	70.28%

PROPOSAL IMPACTS

Prioritization Time Savings: 5-10 Minutes Per Trip
 \$1500 per bus

Signal Prioritization: \$30k per intersection,

Ticket Vendor Time Savings: 5-10 Minutes Per Trip

Smart Card Vendor: \$55k per bus stop
 Cash Only Vendor: \$13K per bus stop

Route 48

Final Recommendations

SHORT TERM RECOMMENDATION

- ▶ Bus Ticket Vending Machines at Perth Amboy rail station, Elizabeth rail station, and Woodbridge Center Mall.
- ▶ Traffic Signal Prioritization
- ▶ Use Perth Amboy and Woodbridge Center Mall routes for data collection and analysis

LONG TERM RECOMMENDATION

- ▶ Additional Bus Ticket Vending Machines at key stops in Woodbridge Township, Carteret, and Rahway
 - ▶ Creation of a Low Cost, add money as you go, digital fare card, considering the low percentage of riders that use the current one week pass

Route 48

Cost and Budgeting

78

DAILY TRIPS

118

WEEKEND TRIPS

SAT + SUN, IF APPLICABLE

95

DAILY SERVICE HOURS

122

WEEKEND SERVICE HOURS

SAT + SUN, IF APPLICABLE

Operating Cost

\$515,000 decrease (-14%)

Capital Cost

Signal Prioritization: **\$30k/intersection**

Ticket Vending Machines: **\$65k/TVM**

Route 810

*Existing
Conditions*

895

DAILY BOARDINGS

33

WEEKDAY TRIPS

48

WEEKEND TRIPS
SAT + SUN, IF APPLICABLE

33

DAILY SERVICE HOURS

48

WEEKEND SERVICE HOURS
SAT + SUN, IF APPLICABLE

Route 810 Existing



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Route Proposal - 810

Legend

— Existing Route

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0 0.325 0.65 1.3 Miles

Route 810

Final Recommendations

SHORT TERM RECOMMENDATION

- ▶ Implementation Phase: Bus Ticket Vending Machines at New Brunswick Train Station, Menlo Park Mall, Woodbridge Center Mall

IMPACTS

- ▶ Time Savings: 11-15 Minutes Per Trip
- ▶ Smart card vendor: \$65k/ stop

Route 810

Cost and Budgeting

33

DAILY TRIPS

48

WEEKEND TRIPS

SAT + SUN, IF APPLICABLE

32

DAILY SERVICE HOURS

47

WEEKEND SERVICE HOURS

SAT + SUN, IF APPLICABLE

Operating Cost

\$44,000 decrease (-4%)

Capital Cost

Smart card vendor: \$65k/ stop

Route 813

Existing Conditions

1132

DAILY BOARDINGS

41

WEEKDAY TRIPS

21

WEEKEND TRIPS

SAT + SUN, IF APPLICABLE

41

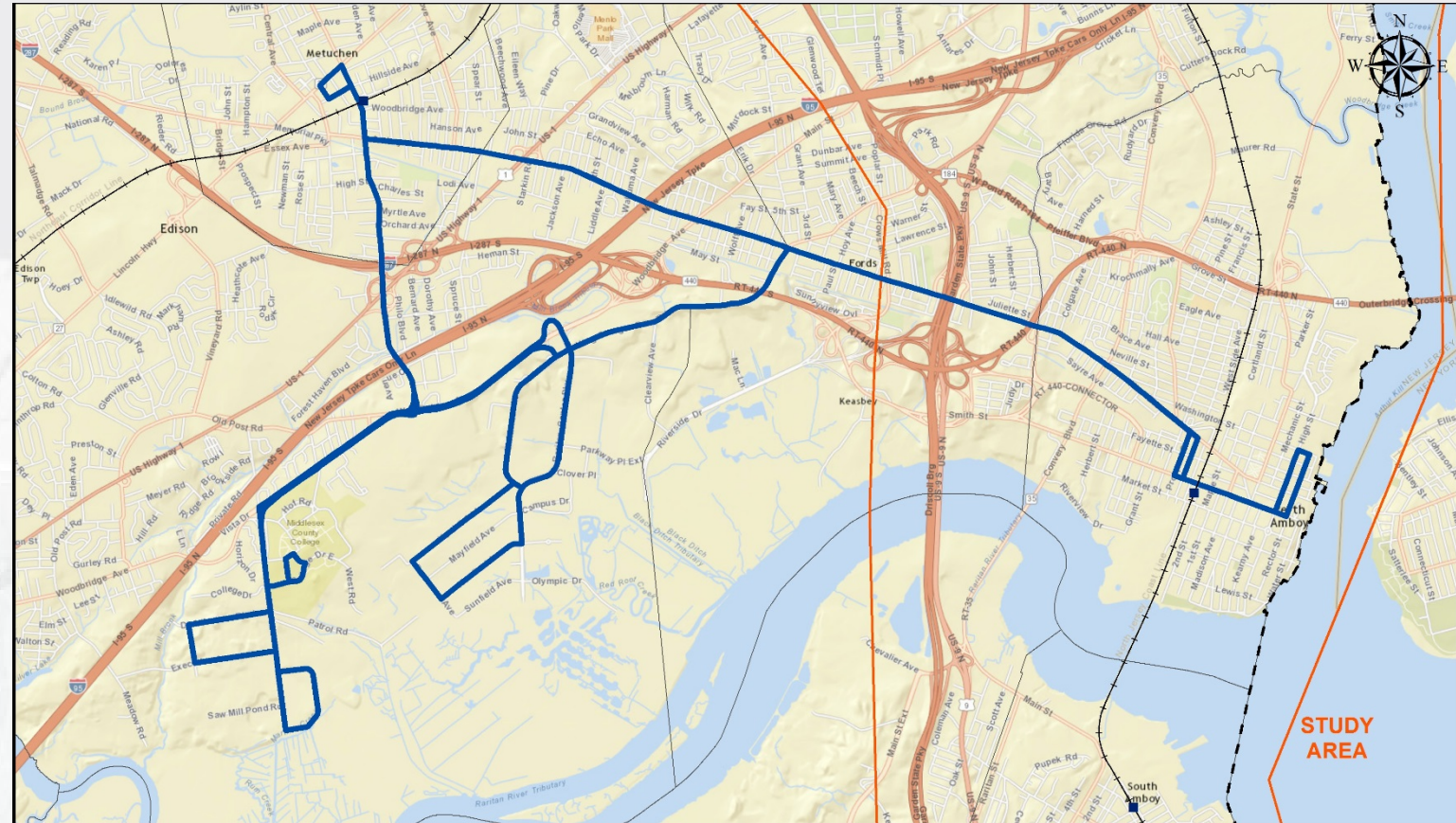
DAILY SERVICE HOURS

12

WEEKEND SERVICE HOURS

SAT + SUN, IF APPLICABLE

Route 813 Existing



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Route Proposal - 813

Legend

— Existing Route

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0 0.25 0.5 1 Miles

Route 813

Final Recommendations

SHORT TERM RECOMMENDATION

- ▶ Traffic Signal Priority should be incorporated for the industrial park areas near Middlesex County College.
- ▶ Bus Ticket Vending Machines at Middlesex County College.
- ▶ Evaluate Small shuttle service

IMPACTS

- ▶ Time Savings: 3-4 Minutes Per Trip
- ▶ Signal Prioritization: \$30k/ intersection
- ▶ Smart card vendor: \$65k/ stop

Route 813

Cost and Budgeting

41

DAILY TRIPS

21

WEEKEND TRIPS
SAT + SUN, IF APPLICABLE

39

DAILY SERVICE HOURS

12

WEEKEND SERVICE HOURS
SAT + SUN, IF APPLICABLE

Capital Costs

Signal Prioritization: **\$30k/ intersection**

Smart card vendor: **\$65k/ stop**

Route 815

*Existing
Conditions*

1534

DAILY BOARDINGS

51

DAILY TRIPS

38

WEEKEND TRIPS
SAT + SUN, IF APPLICABLE

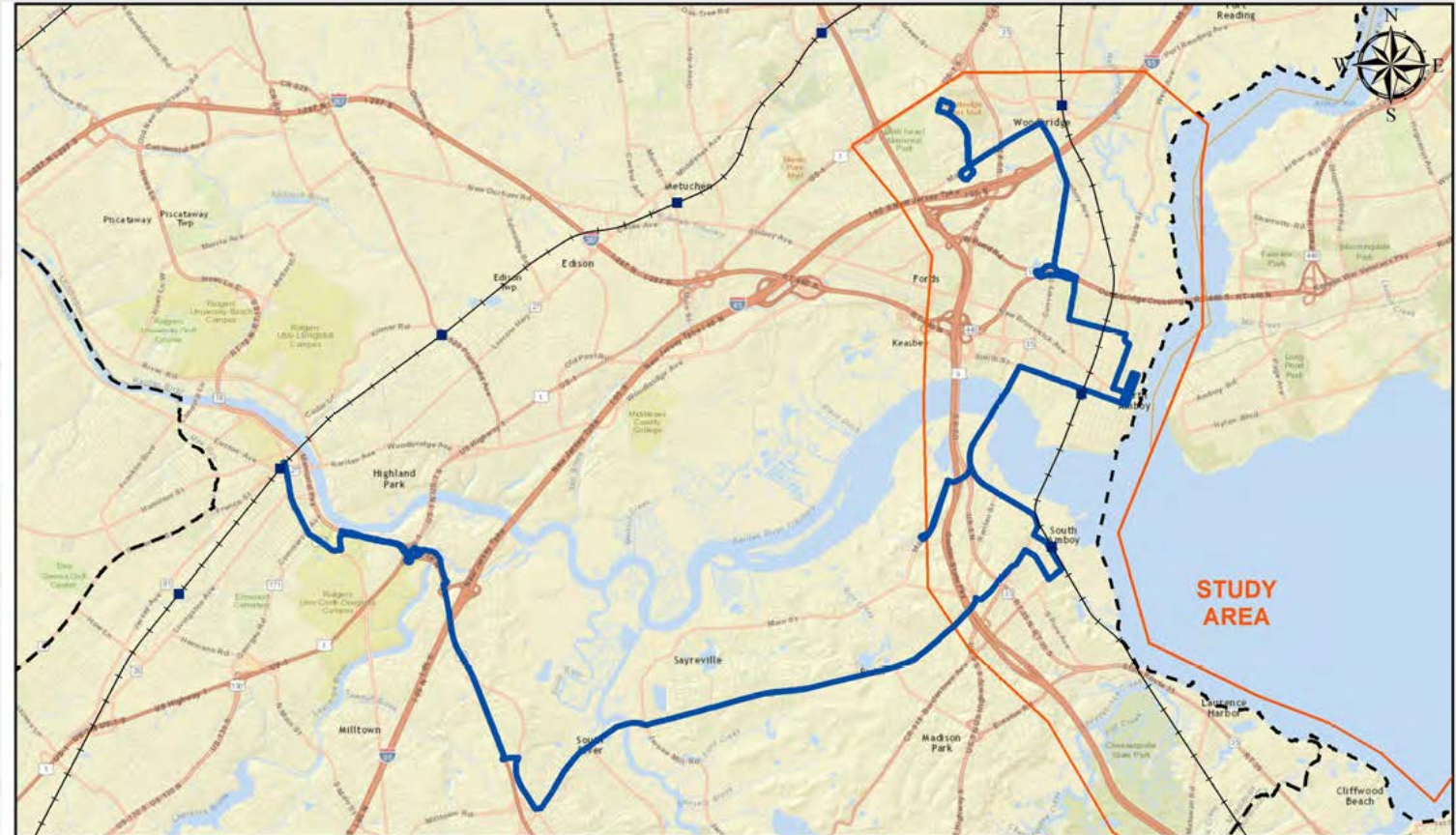
72

DAILY SERVICE HOURS

69

WEEKEND SERVICE HOURS
SAT + SUN, IF APPLICABLE

Route 815 Existing



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Route Proposal - 815

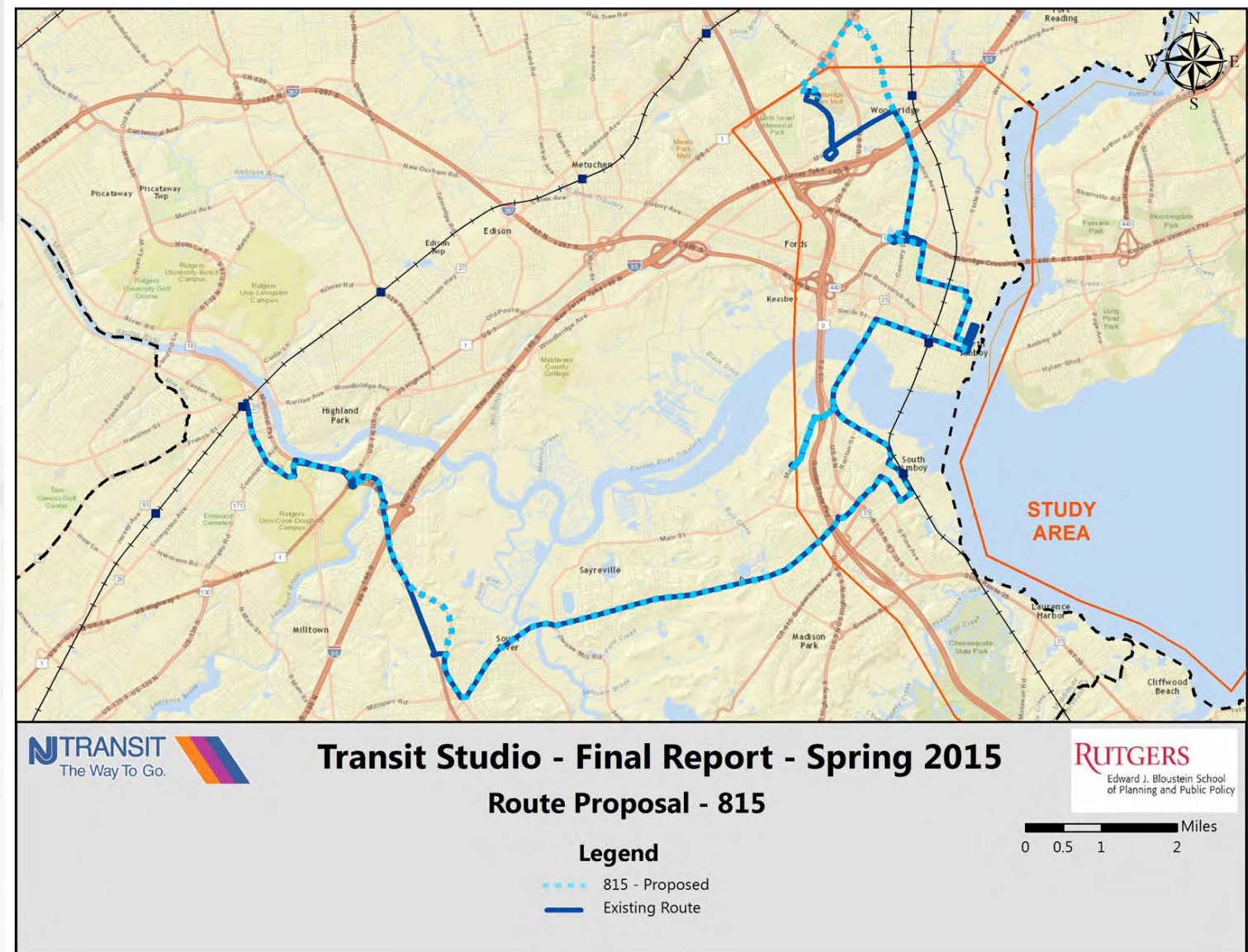
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Legend

— Existing Route

Miles
0 0.5 1 2

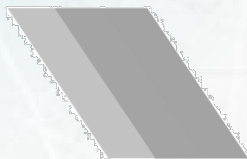
Route 815 Proposal



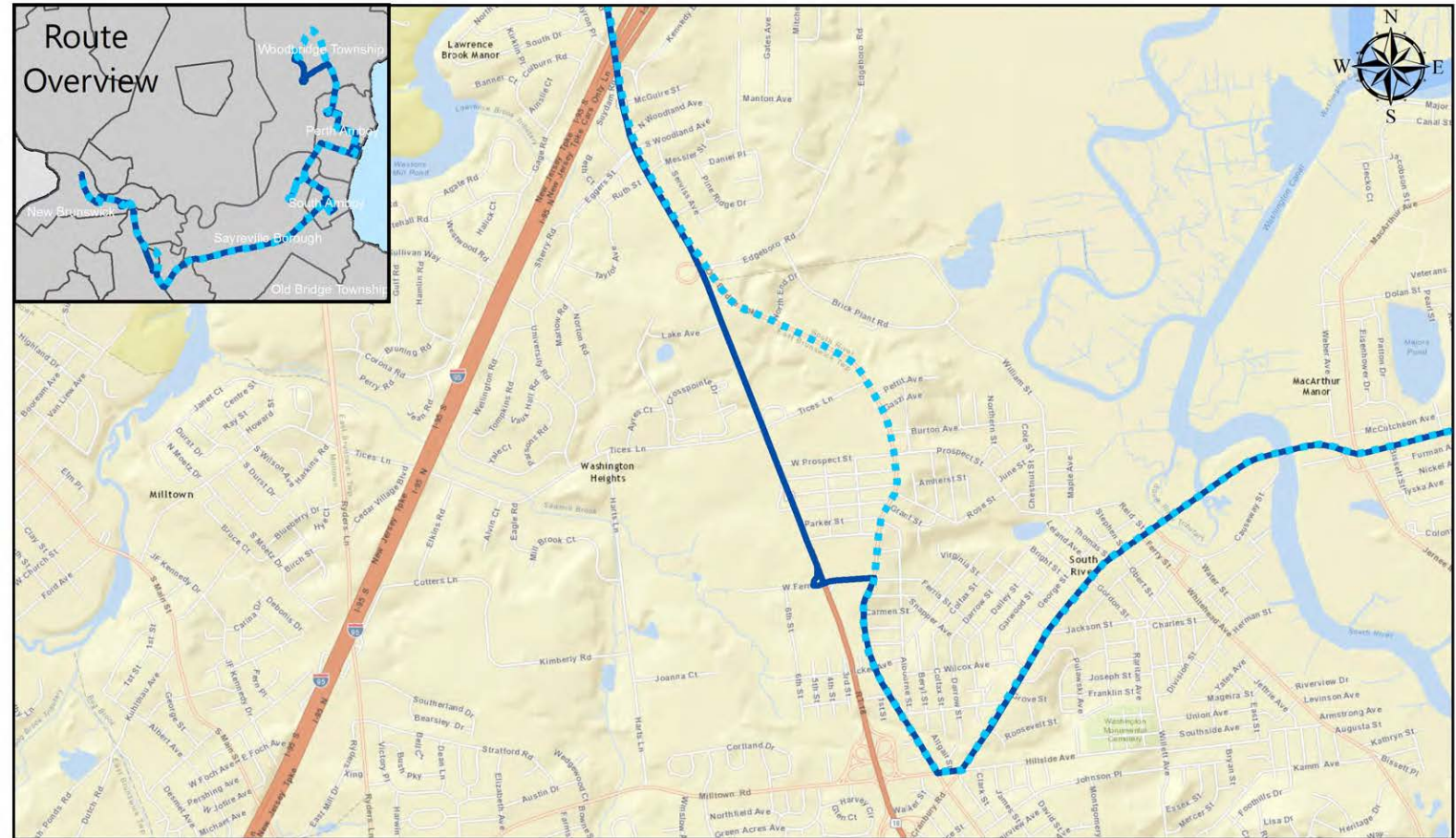
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Route 815 Proposal – Midstate Mall



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Route Proposal - 815 - Inset 3

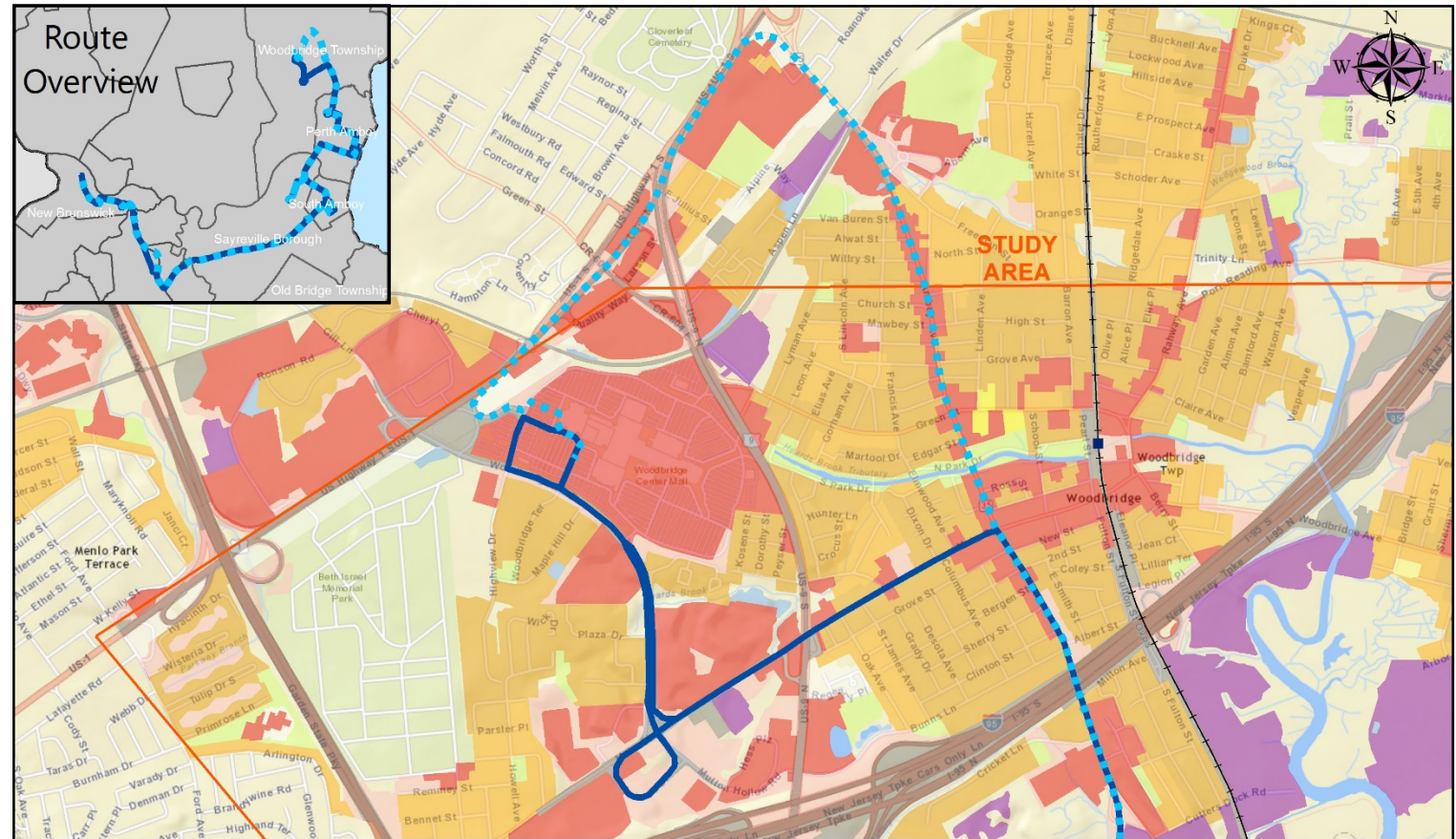
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Legend

- 815 - Proposed
- Existing Route

0 0.125 0.25 0.5 Miles

Route 815 Proposal – Route 35



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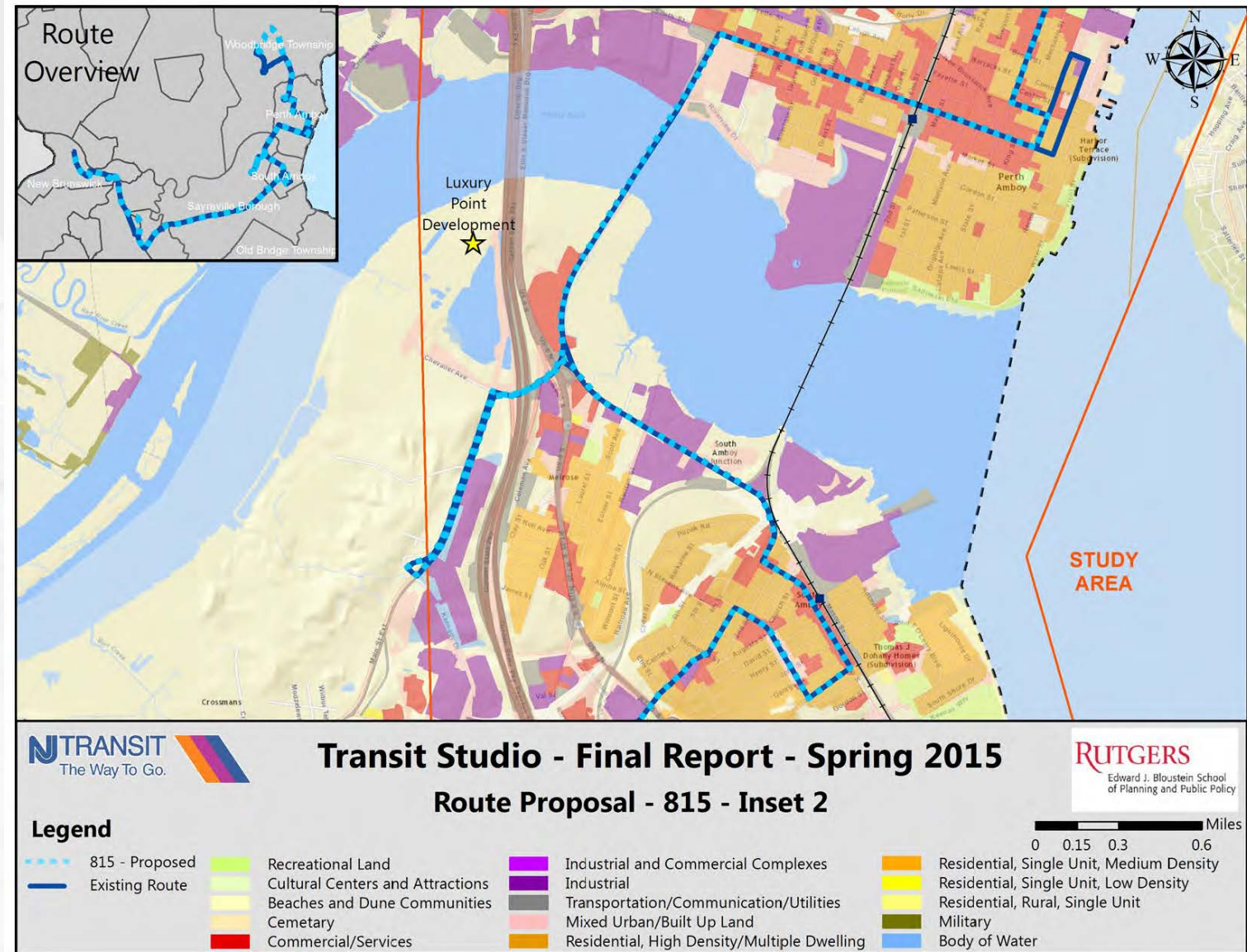


Legend

- | | | | |
|----------------|----------------------------------|---|--|
| 815 - Proposed | Recreational Land | Industrial and Commercial Complexes | Residential, Single Unit, Medium Density |
| Existing Route | Cultural Centers and Attractions | Industrial | Residential, Single Unit, Low Density |
| | Beaches and Dune Communities | Transportation/Communication/Utilities | Residential, Rural, Single Unit |
| | Cemetary | Mixed Urban/Built Up Land | Military |
| | Commercial/Services | Residential, High Density/Multiple Dwelling | Body of Water |

0 0.1 0.2 0.4 Miles

Route 815 Proposal



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Route 815

Final Recommendations

SHORT TERM RECOMMENDATION

- ▶ Divert route to Old Bridge Turnpike from Route 18
- ▶ Serve Route-35 prior to terminating at Woodbridge Center Mall

IMPACTS

- ▶ No new capital costs
- ▶ Ridership Increase

Route 815 Proposed

Cost and Budgeting

51

DAILY TRIPS

38

WEEKEND TRIPS

SAT + SUN, IF APPLICABLE

72

DAILY SERVICE HOURS

69

WEEKEND SERVICE HOURS

SAT + SUN, IF APPLICABLE

No New Costs

Route 817

*Existing
Conditions*

488

DAILY BOARDINGS

28

WEEKDAY TRIPS

25

WEEKEND TRIPS

SAT + SUN, IF APPLICABLE

41

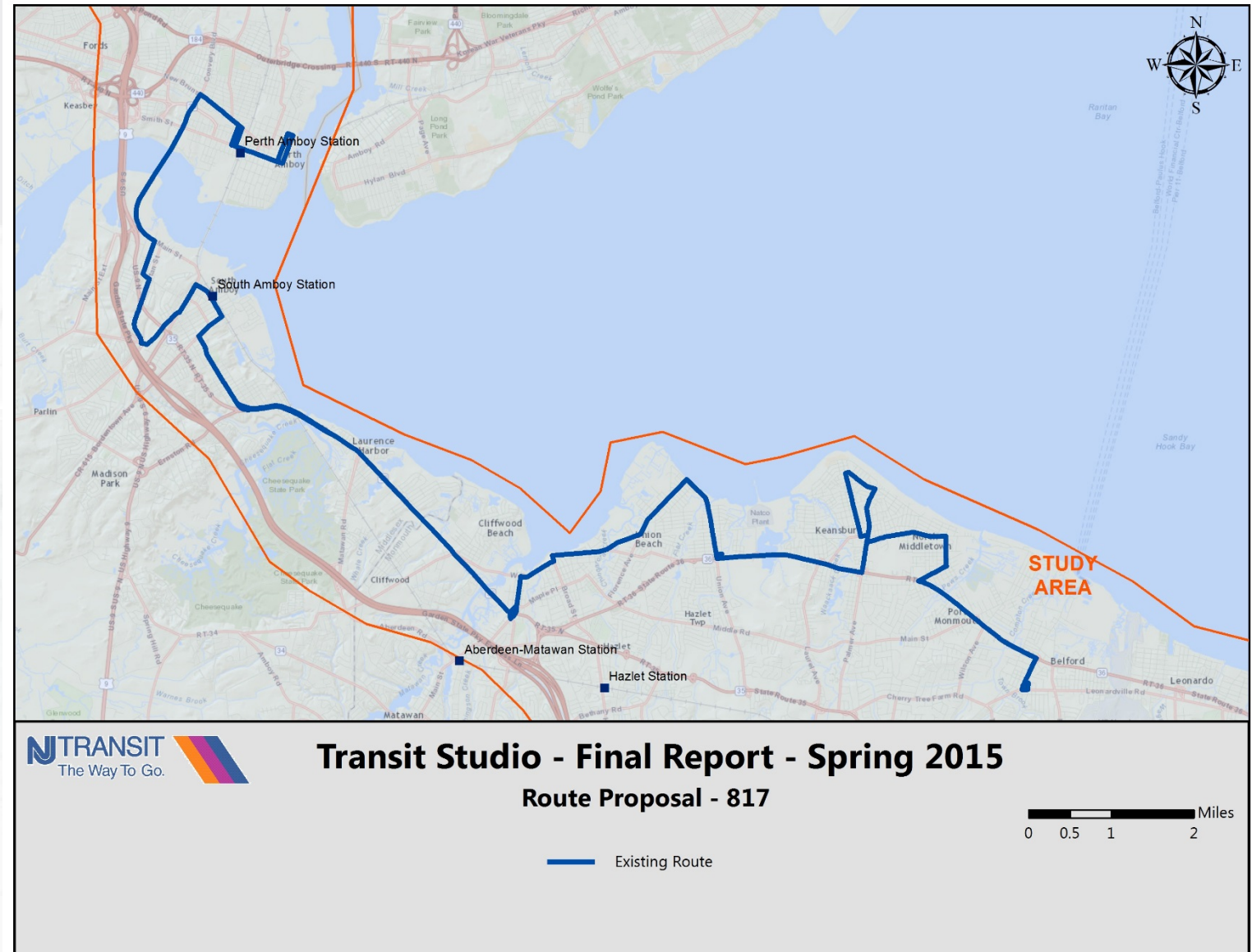
DAILY SERVICE HOURS

37

WEEKEND SERVICE HOURS

SAT + SUN, IF APPLICABLE

Route 817 Existing



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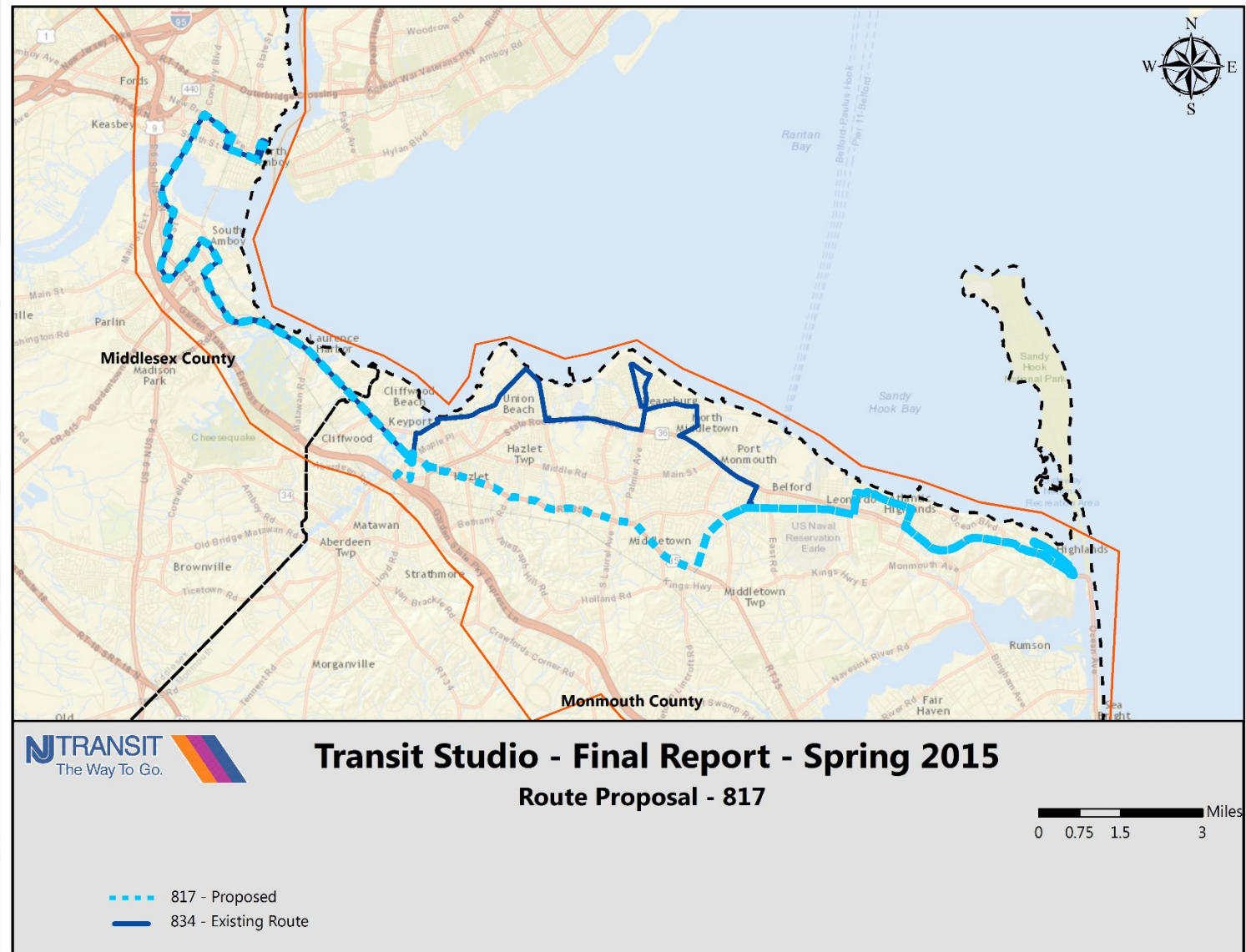
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Route Proposal - 817

0 0.5 1 2 Miles

Existing Route

Route 817 Proposal



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Route Proposal - 817

Route 817 Proposed

Cost and Budgeting

SHORT TERM RECOMMENDATION

- ▶ Divert to the Route 35 Corridor in Middletown Township.
- ▶ Extend from Campbell's Junction to the Highlands
- ▶ Extend hours of operation

IMPACTS

- ▶ 10% Ridership Increase

Route 817 Proposed

Cost and Budgeting

30

DAILY TRIPS

25

WEEKEND TRIPS
SAT + SUN, IF APPLICABLE

43

DAILY SERVICE HOURS

37

WEEKEND SERVICE HOURS
SAT + SUN, IF APPLICABLE

Operating Cost

\$744,000 increase (+61%)

additional PM trips and physical route expansion

Capital Cost

\$450,000 (1 Bus)

Route 834

*Existing
Conditions*

336

DAILY BOARDINGS

29

DAILY TRIPS

27

WEEKEND TRIPS

SAT + SUN, IF APPLICABLE

28

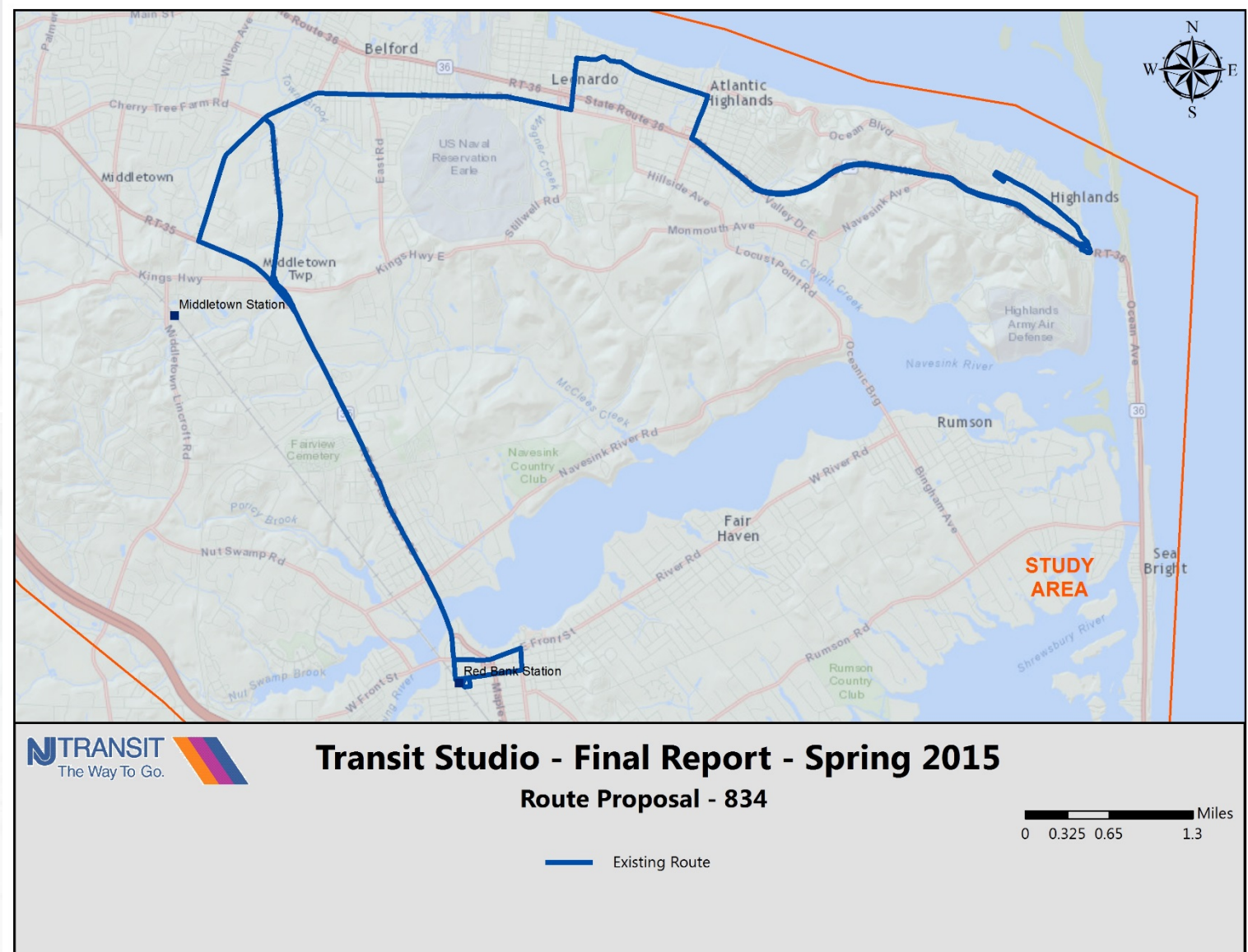
DAILY SERVICE HOURS

27

WEEKEND SERVICE HOURS

SAT + SUN, IF APPLICABLE

Route 834 Existing

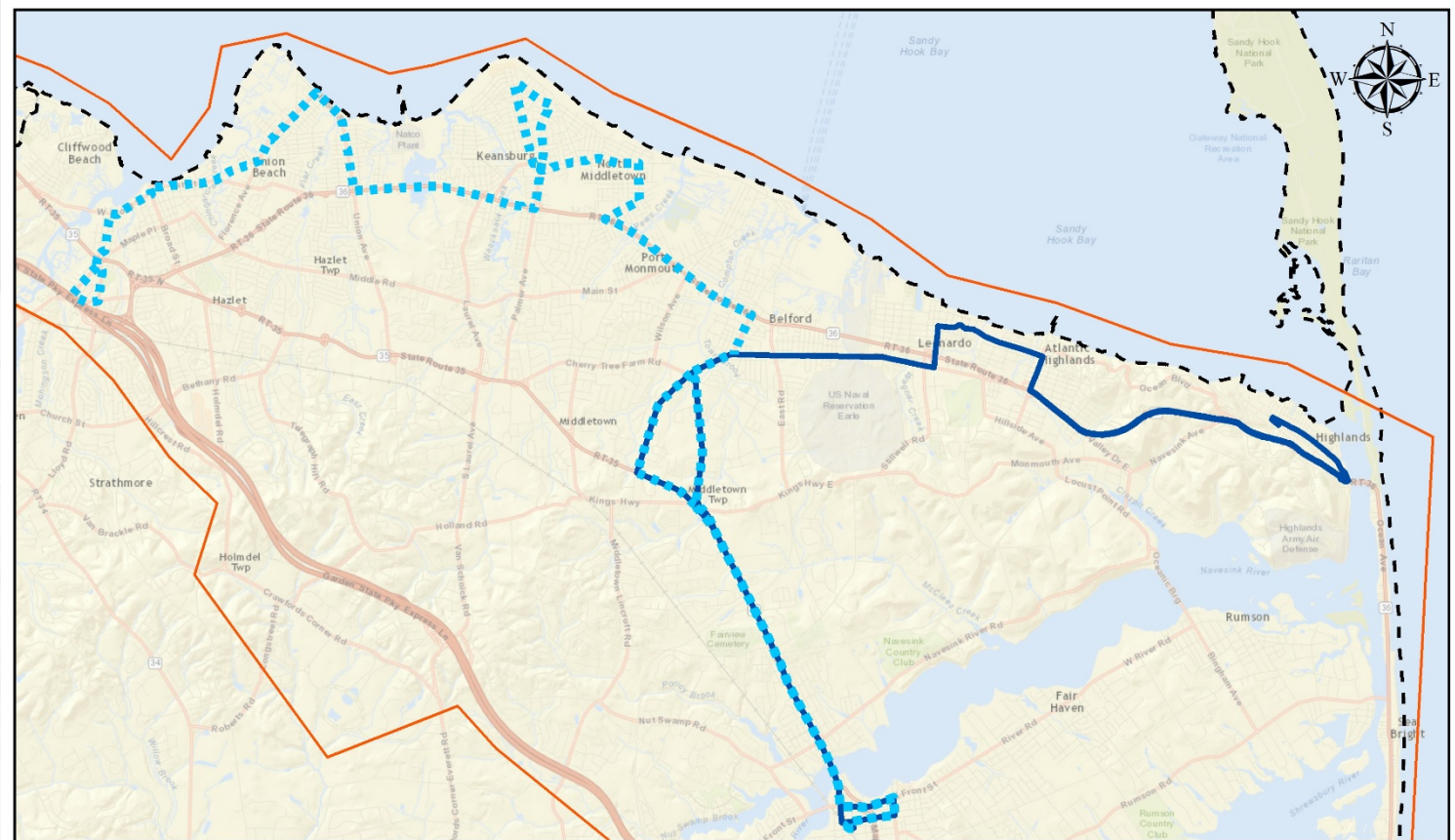


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Route 834 Proposal



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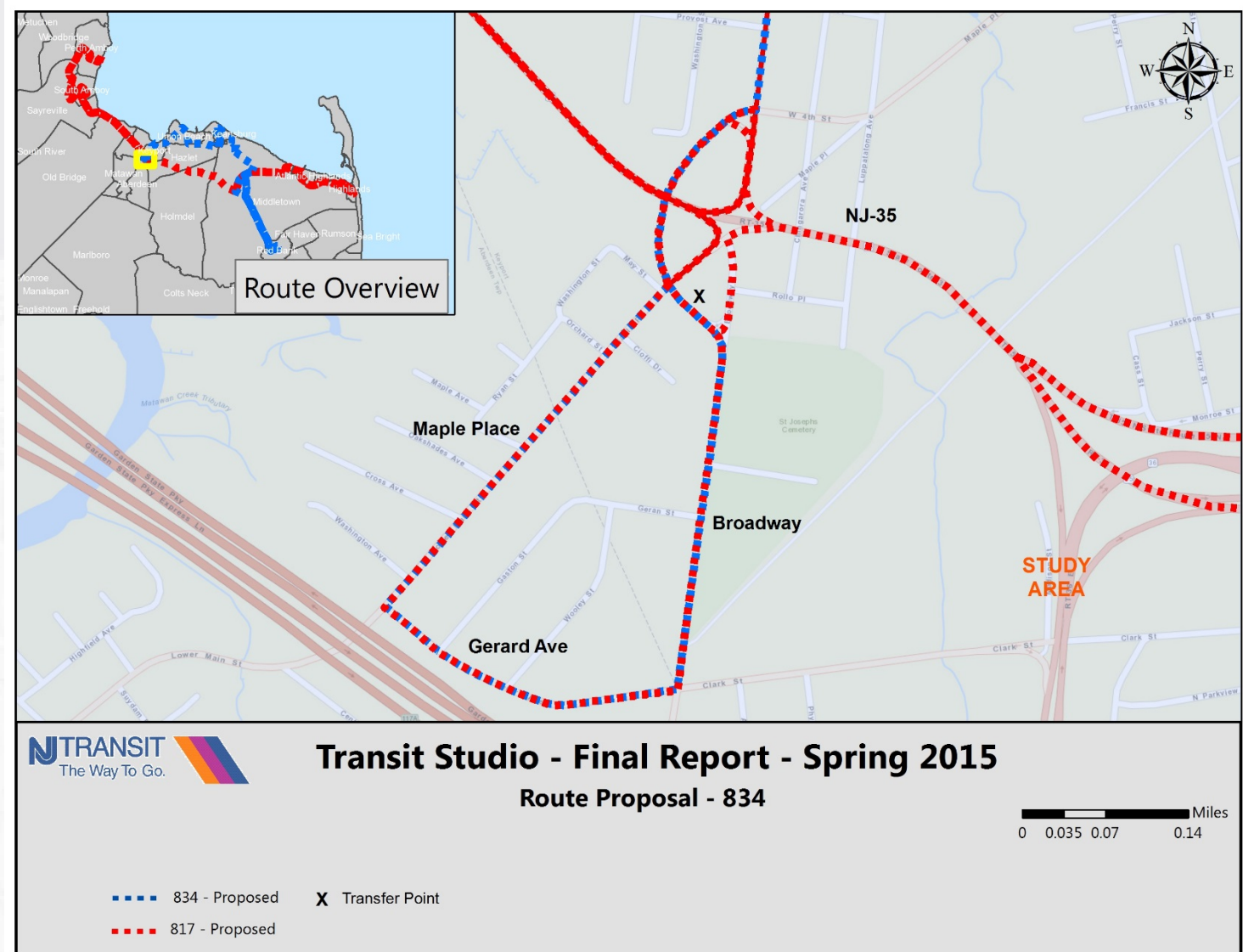
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Route Proposal - 834

0 0.475 0.95 1.9 Miles

- 834 - Proposed
- 834 - Existing Route

Route 834 and 817: *Proposal Detail*



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Route 834 and 817:

Entry Wage Labor & Job Density

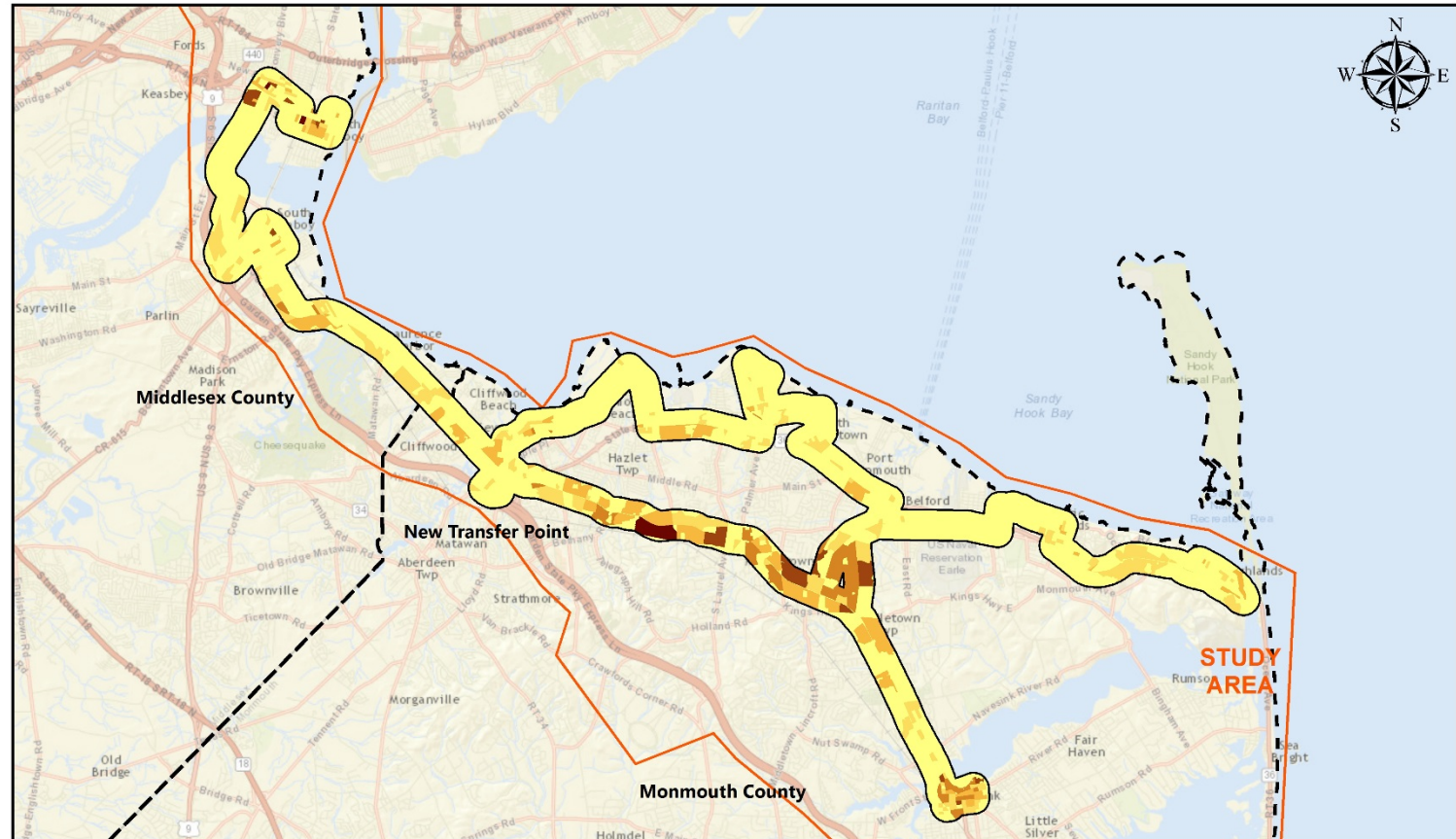
Total Low Income Jobs Within ¼ Miles of Existing Routes: 10,315

Proportion of Low Income Jobs to All Jobs: 29.2%

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Route Proposal - 817 & 834 Entry Wage Labor (<\$15,000 Per Year)

Employment by Census Block

Yellow	<9	Light Orange	73 - 142
Orange	9 - 32	Dark Orange	143 - 294
Dark Orange	33 - 72	Dark Red	>294

Total Entry Wage Labor Jobs Within 1/4 Miles of Existing Routes: 10,315

Total Entry Wage Labor Jobs Within 1/4 Miles of Proposed Routes: 13,153

Proportion of Entry Wage Labor Jobs to All Jobs: 31%

0 0.75 1.5 3 Miles

Route 834

Final Recommendations

SHORT TERM RECOMMENDATION

- ▶ Divert from Campbell's Junction to the Highlands to serve Campbell's Junction to Keyport

IMPACTS

- ▶ 3-5% Ridership Increase

Route 834 Proposed

Cost and Budgeting

29

DAILY TRIPS

27

WEEKEND TRIPS

SAT + SUN, IF APPLICABLE

30

DAILY SERVICE HOURS

27

WEEKEND SERVICE HOURS

SAT + SUN, IF APPLICABLE

Operating Cost

\$137,618.13 increase (+16.6%)

Southern Local Routes

831

832

833

835

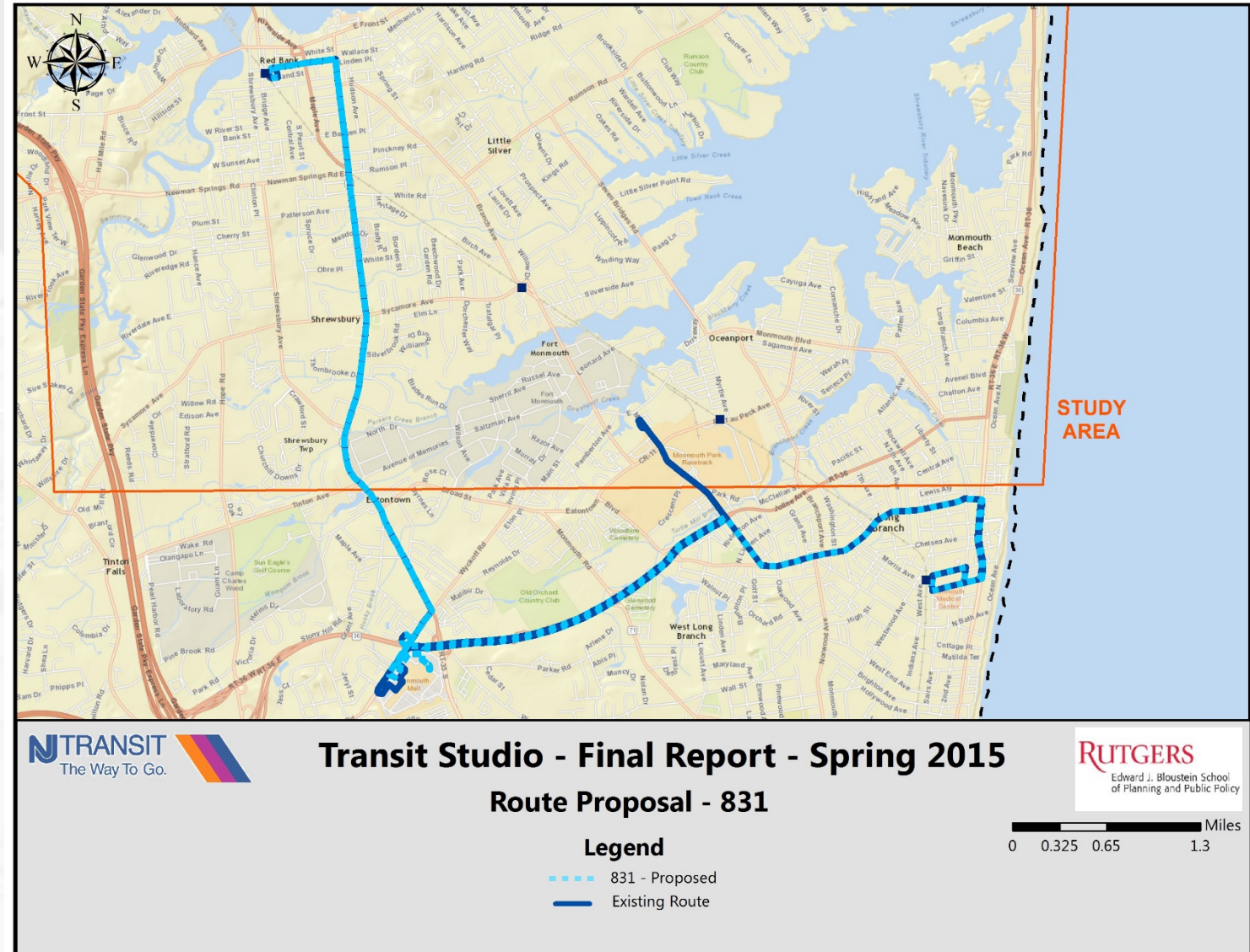
838

Route 831

*Existing
Conditions*



Route 831 Existing



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Route Proposal - 831

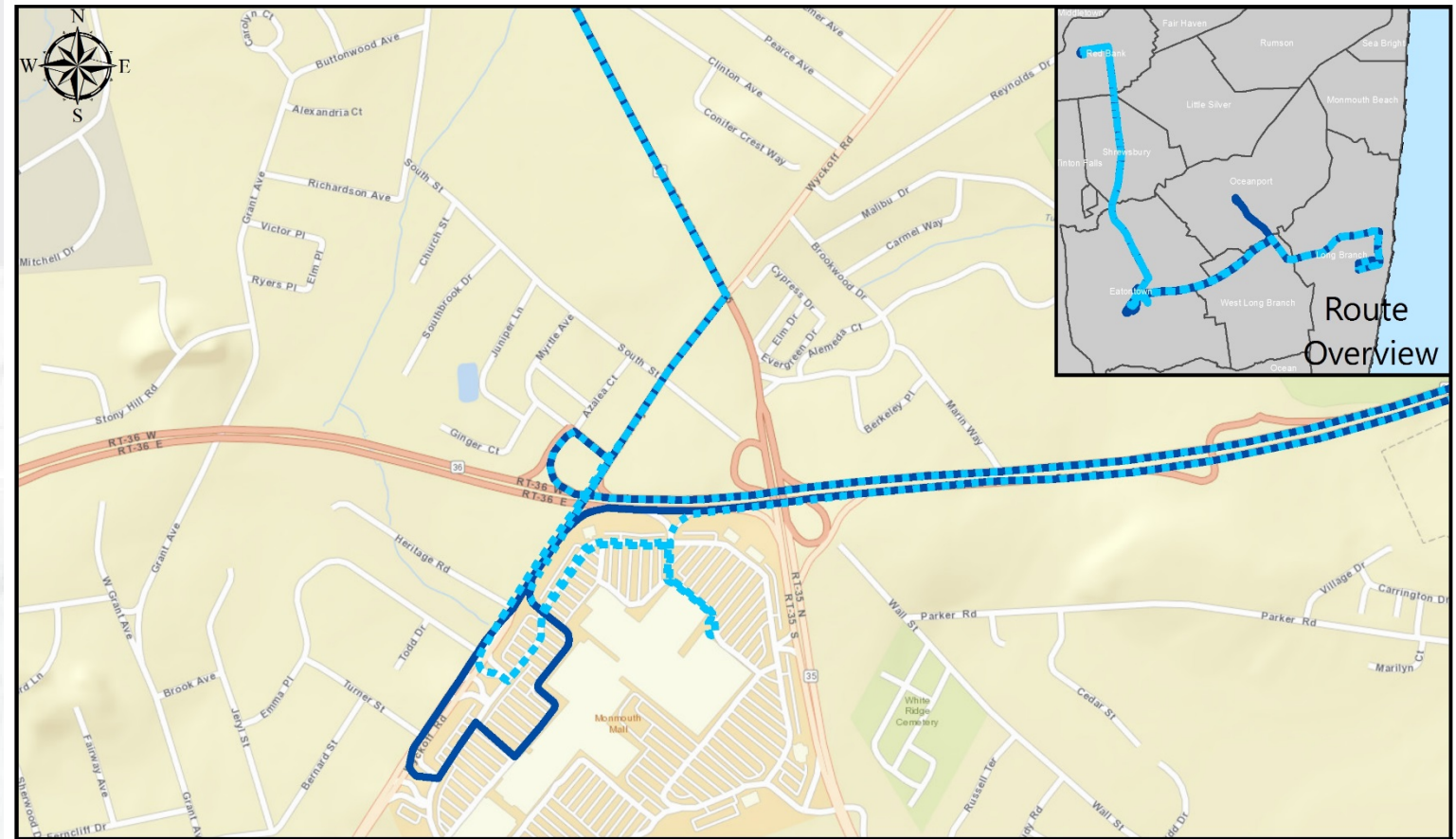
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Legend

- 831 - Proposed
- Existing Route

Miles
0 0.325 0.65 1.3

Route 831 – Monmouth Mall Access



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Route Proposal - 831 - Inset 1

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0 0.05 0.1 0.2 Miles

Legend

- 831 - Proposed
- Existing Route

Route 831

Cost and Budgeting

30

DAILY TRIPS

24

WEEKEND TRIPS

SAT + SUN, IF APPLICABLE

30

DAILY SERVICE HOURS

24

WEEKEND SERVICE HOURS

SAT + SUN, IF APPLICABLE

Operating Cost
\$105,000 increase
for new PM trips

Capital Cost
\$10,000
for new stop

Route 832

*Existing
Conditions*

842

DAILY BOARDINGS

37

WEEKDAY TRIPS

57

WEEKEND TRIPS

SAT + SUN, IF APPLICABLE

42

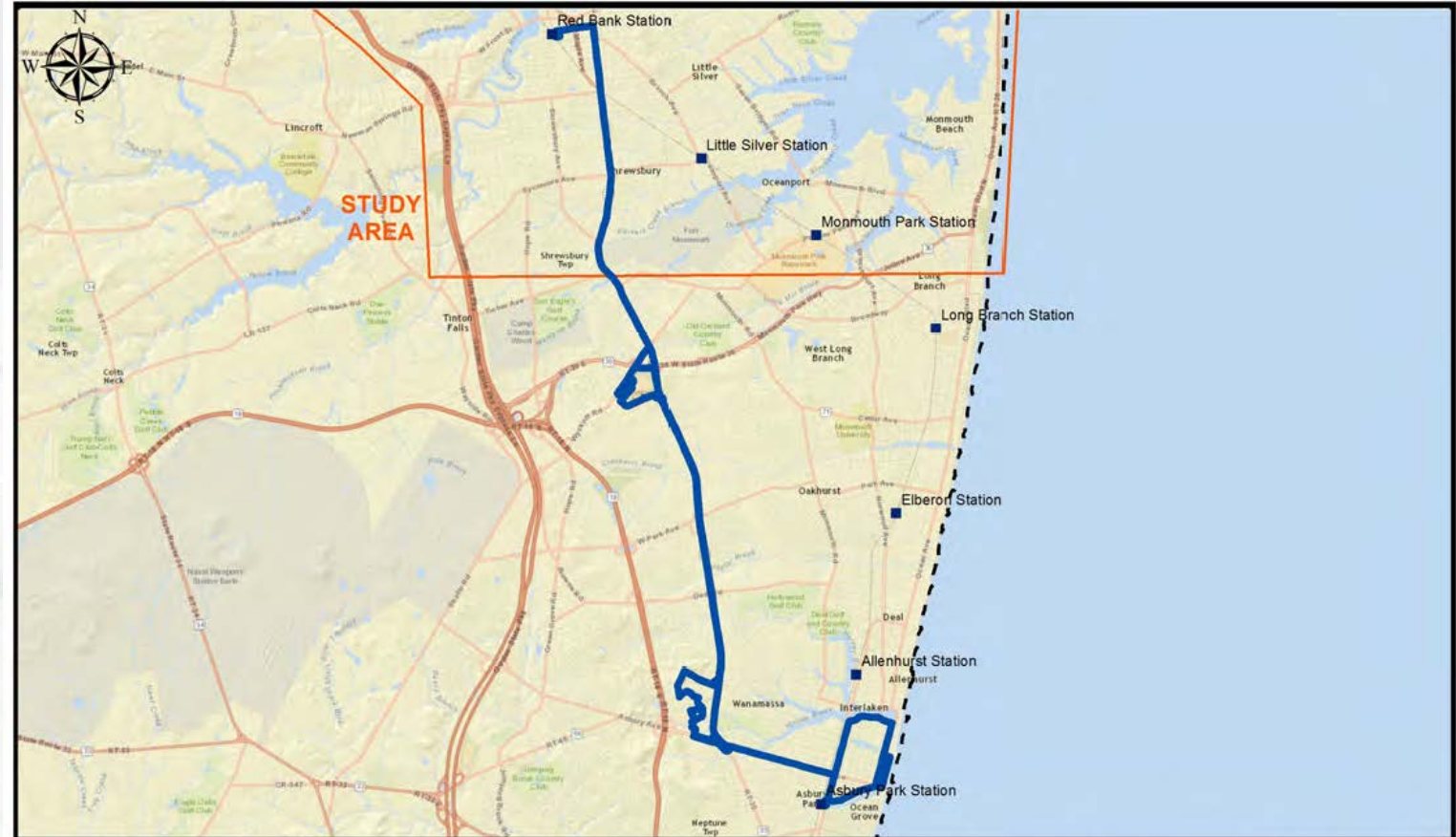
DAILY SERVICE HOURS

62

WEEKEND SERVICE HOURS

SAT + SUN, IF APPLICABLE

Route 832 Existing



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Route Proposal - 832

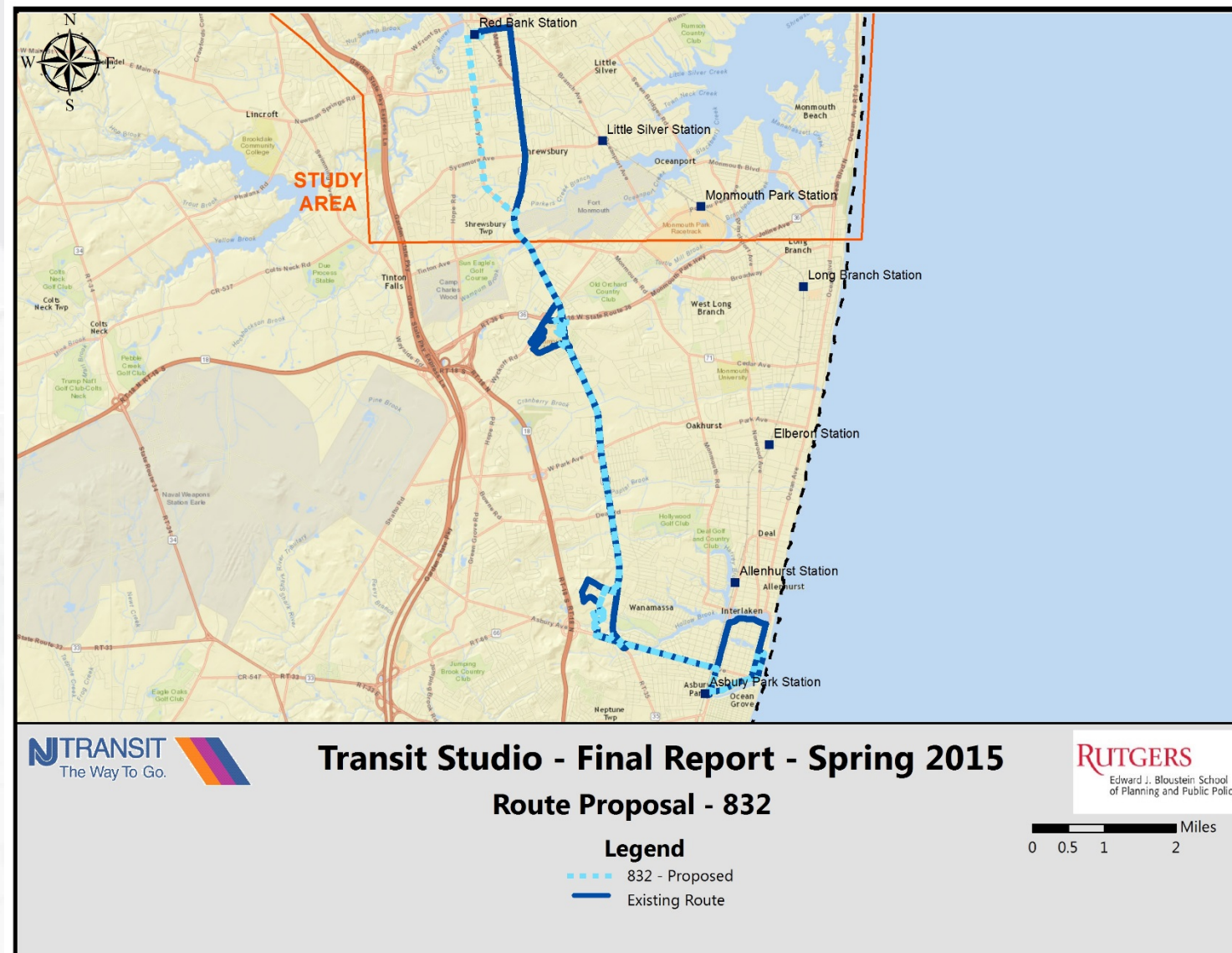
Legend

Existing Route

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0 0.5 1 2 Miles

Route 832 Proposal



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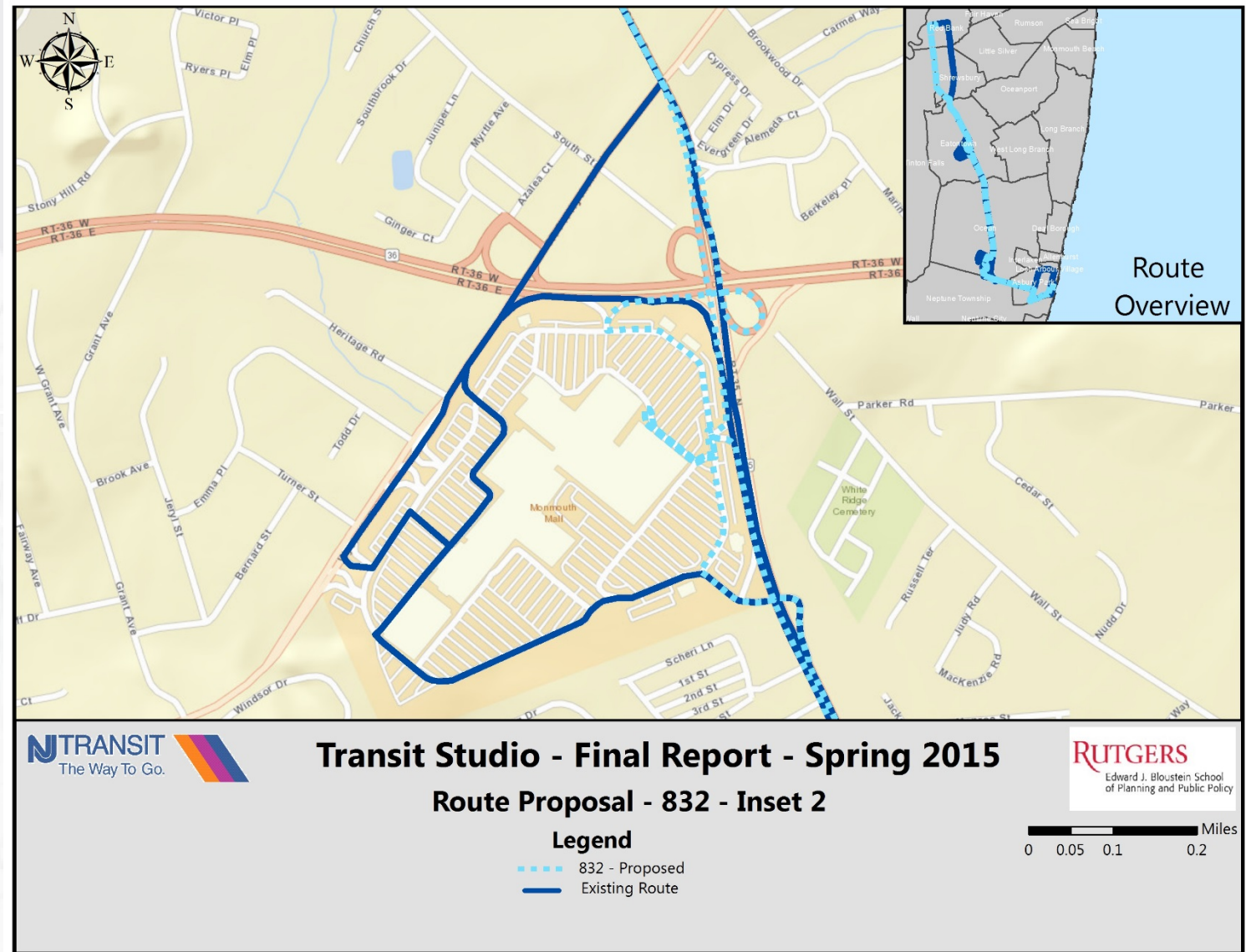
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Route Proposal - 832

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Route 832 Proposal – *Monmouth Mall*

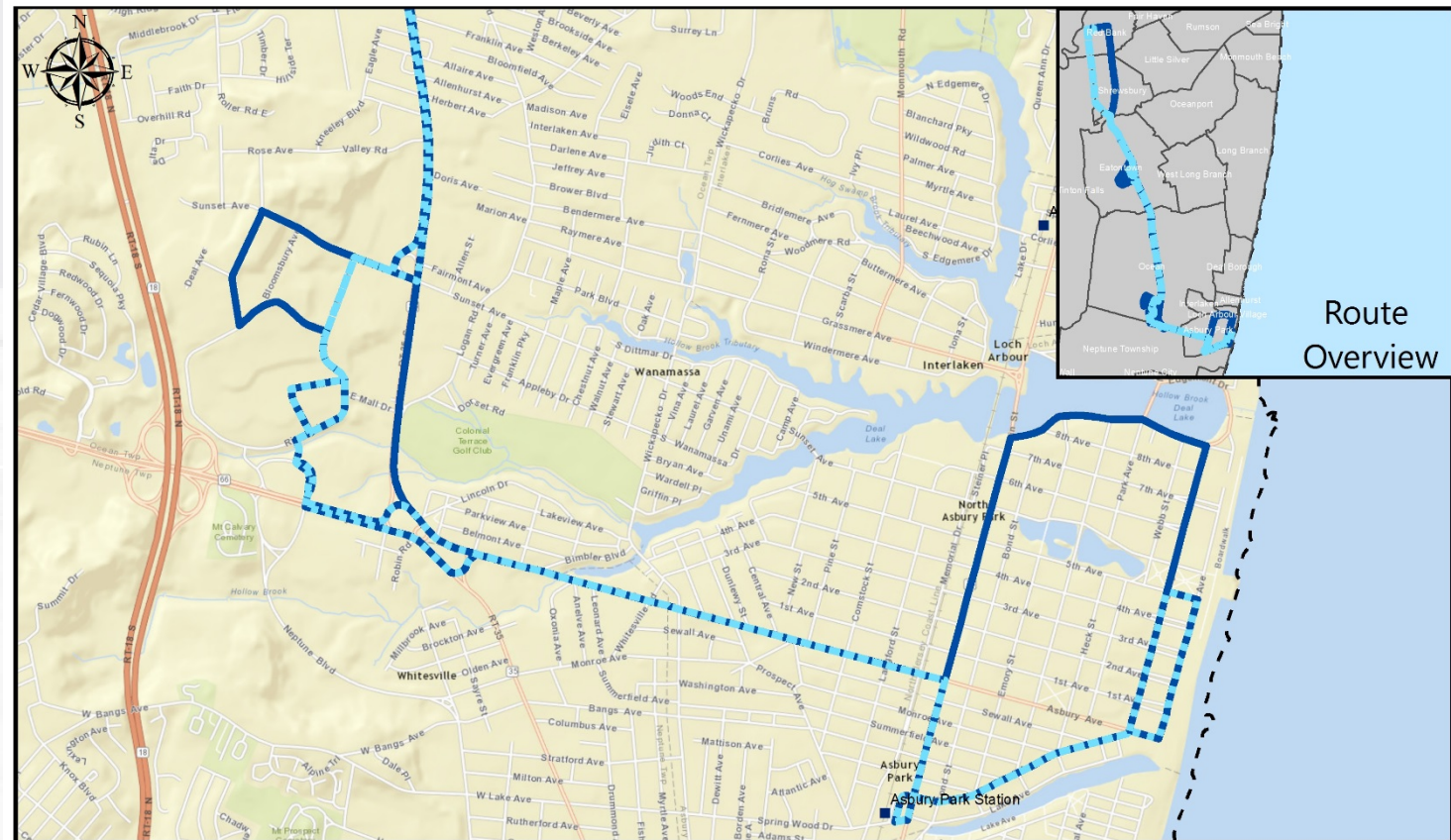


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Route 832 Proposal – Seaview Square



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Route Proposal - 832 - Inset 1

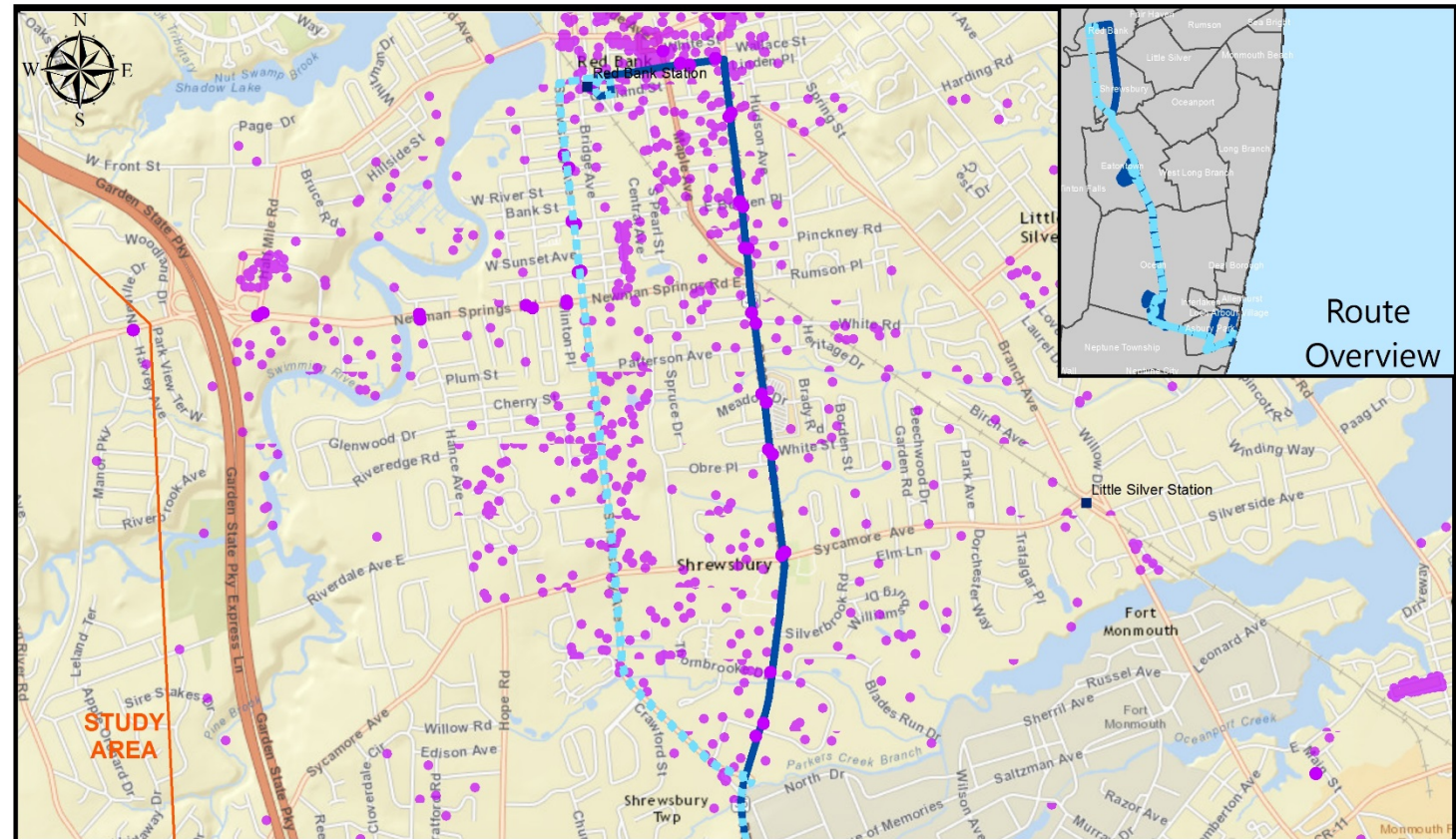
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Legend

- - - 832 - Proposed
- Existing Route

0 0.125 0.25 0.5 Miles

832 Proposal— Shrewsbury Ave



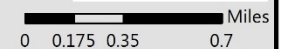
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Route Proposal - 832 - Inset 3



Legend

- 832 - Proposed
- Existing Route
- 1 Dot = 25 Jobs



Route 832

Cost and Budgeting

37

DAILY TRIPS

57

WEEKEND TRIPS

SAT + SUN, IF APPLICABLE

40

DAILY SERVICE HOURS

59

WEEKEND SERVICE HOURS

SAT + SUN, IF APPLICABLE

Operating Cost

\$50,000 decrease

time savings

Capital Cost

\$25,000 - \$35,000

for new signage and facilities at relocated stops

Route 835

*Existing
Conditions*

151 DAILY BOARDINGS

28 WEEKDAY TRIPS

24 WEEKEND TRIPS

14 DAILY SERVICE HOURS

12 WEEKEND SERVICE HOURS

Route 835 Existing



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Route Proposal - 835

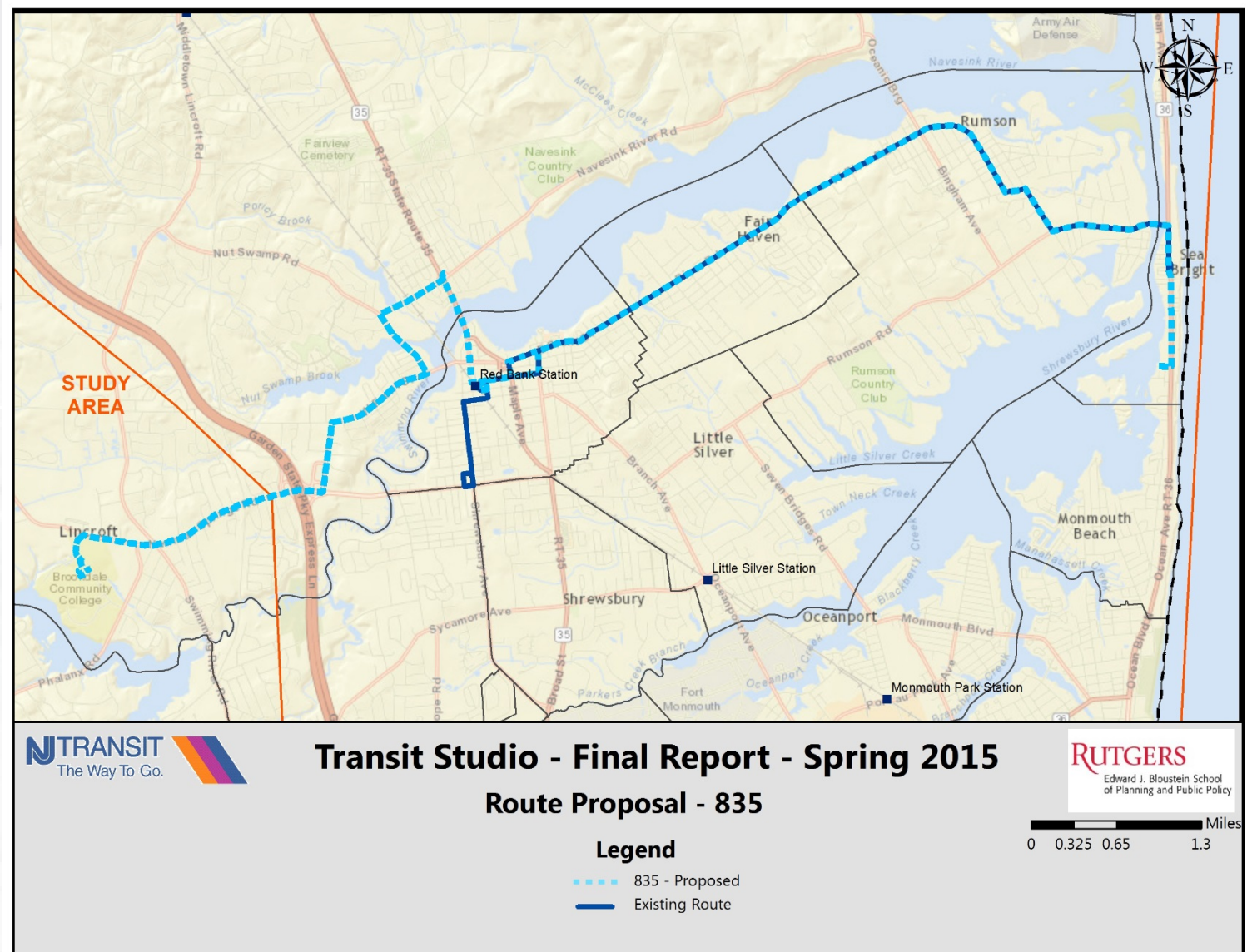
Legend

— Existing Route

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0 0.25 0.5 1 Miles

Route 835 Extension



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Route Proposal - 835

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Legend

- 835 - Proposed
- Existing Route

0 0.325 0.65 1.3 Miles

Route 835 Proposed

Cost and Budgeting

31

DAILY TRIPS

24

WEEKEND TRIPS
SAT + SUN, IF APPLICABLE

22

DAILY SERVICE HOURS

12

WEEKEND SERVICE HOURS
SAT + SUN, IF APPLICABLE

Operating Cost

\$137,680 Increase (+34.3%)

Capital Cost

\$260,000

(acquisition of two shuttle-type buses)

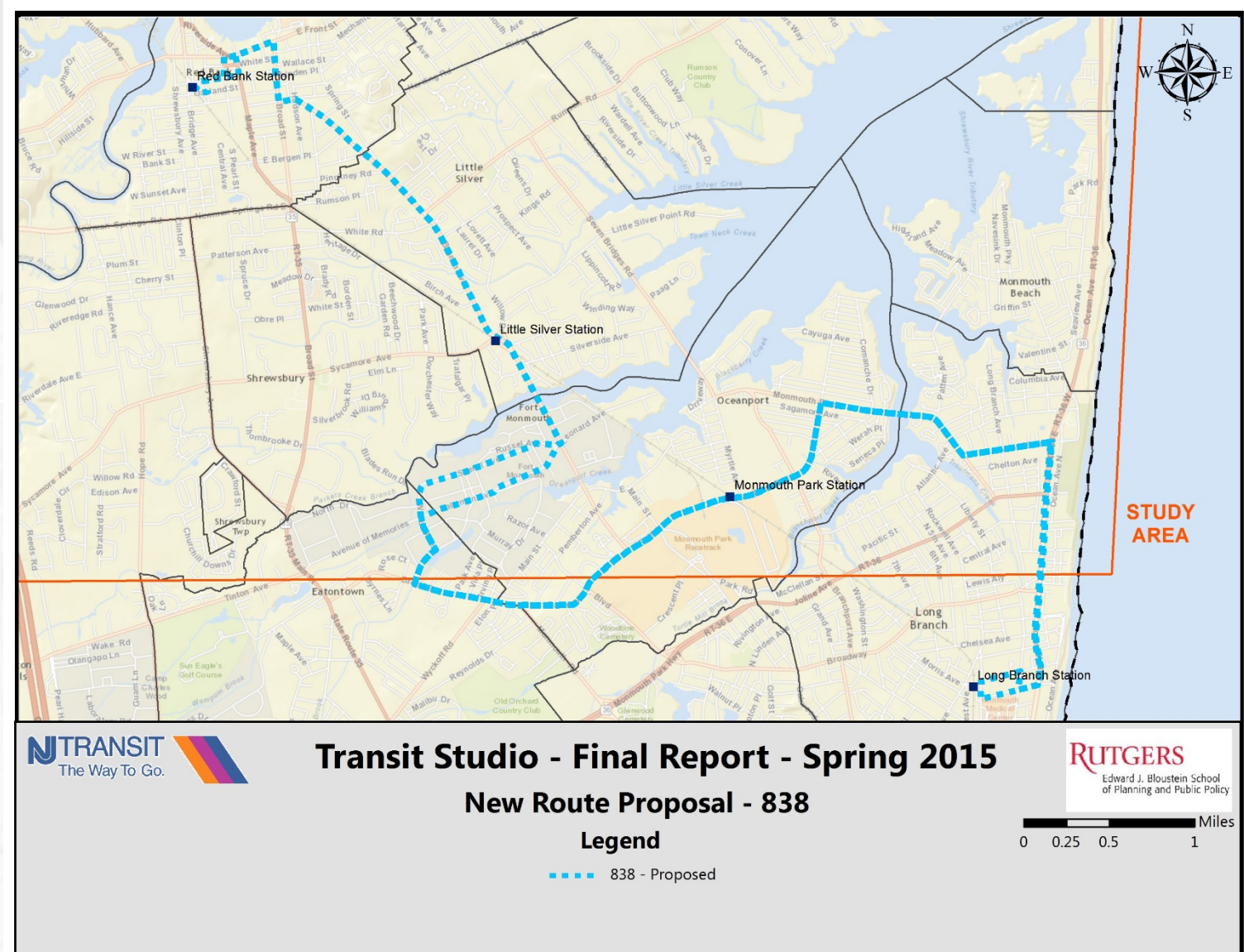
Route 835

Final Recommendations

MEDIUM TERM RECOMMENDATION

- ▶ Extension west to Brookdale Community College
- ▶ Conversion to community shuttle service using 24-seat buses

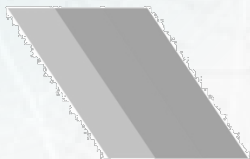
Route 838: *New Service*



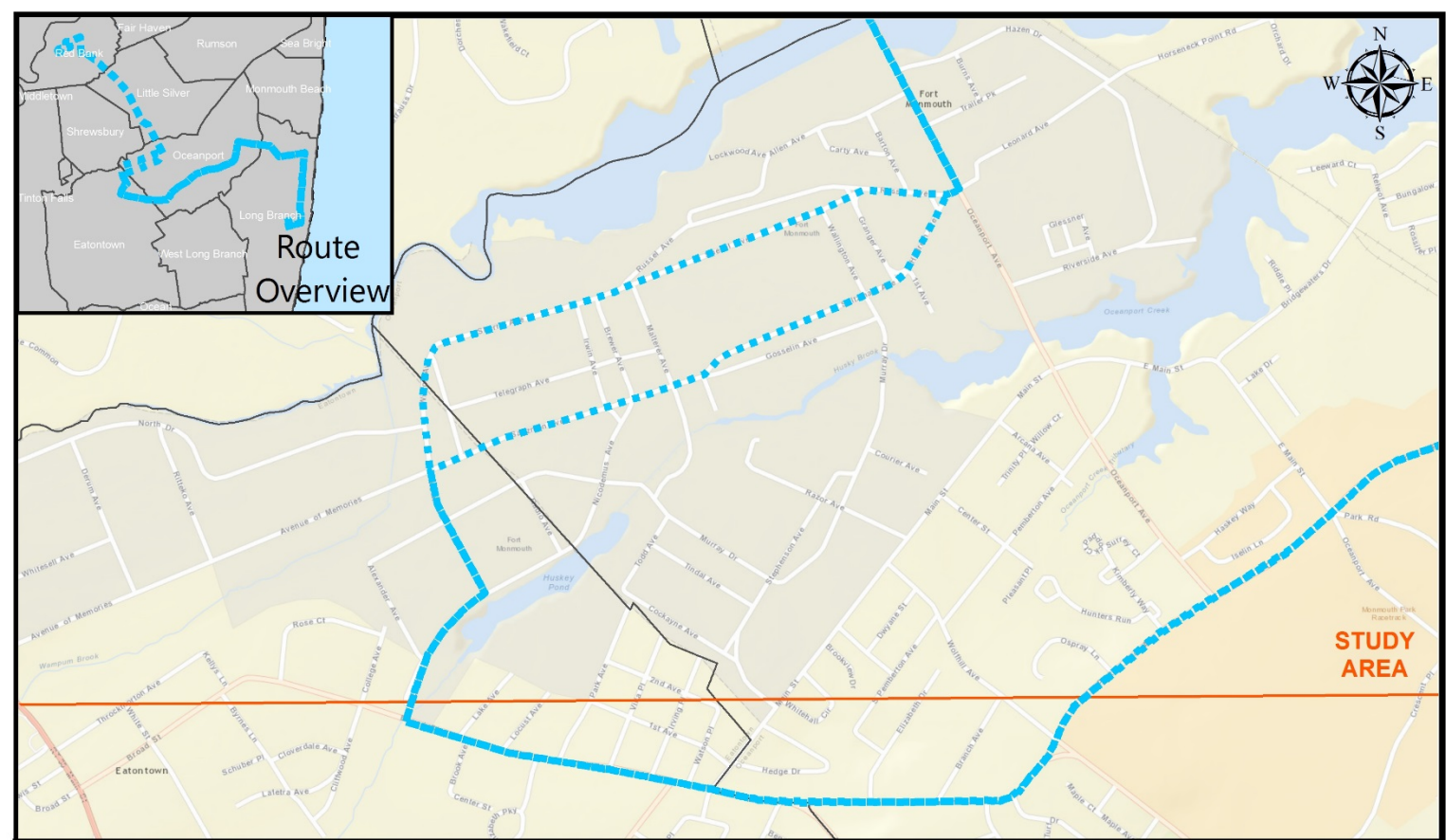
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Route 838: *Fort Monmouth*



Route 838 Proposed

28

DAILY TRIPS

24

WEEKEND TRIPS

SAT + SUN, IF APPLICABLE

26

DAILY SERVICE HOURS

24

WEEKEND SERVICE HOURS

SAT + SUN, IF APPLICABLE

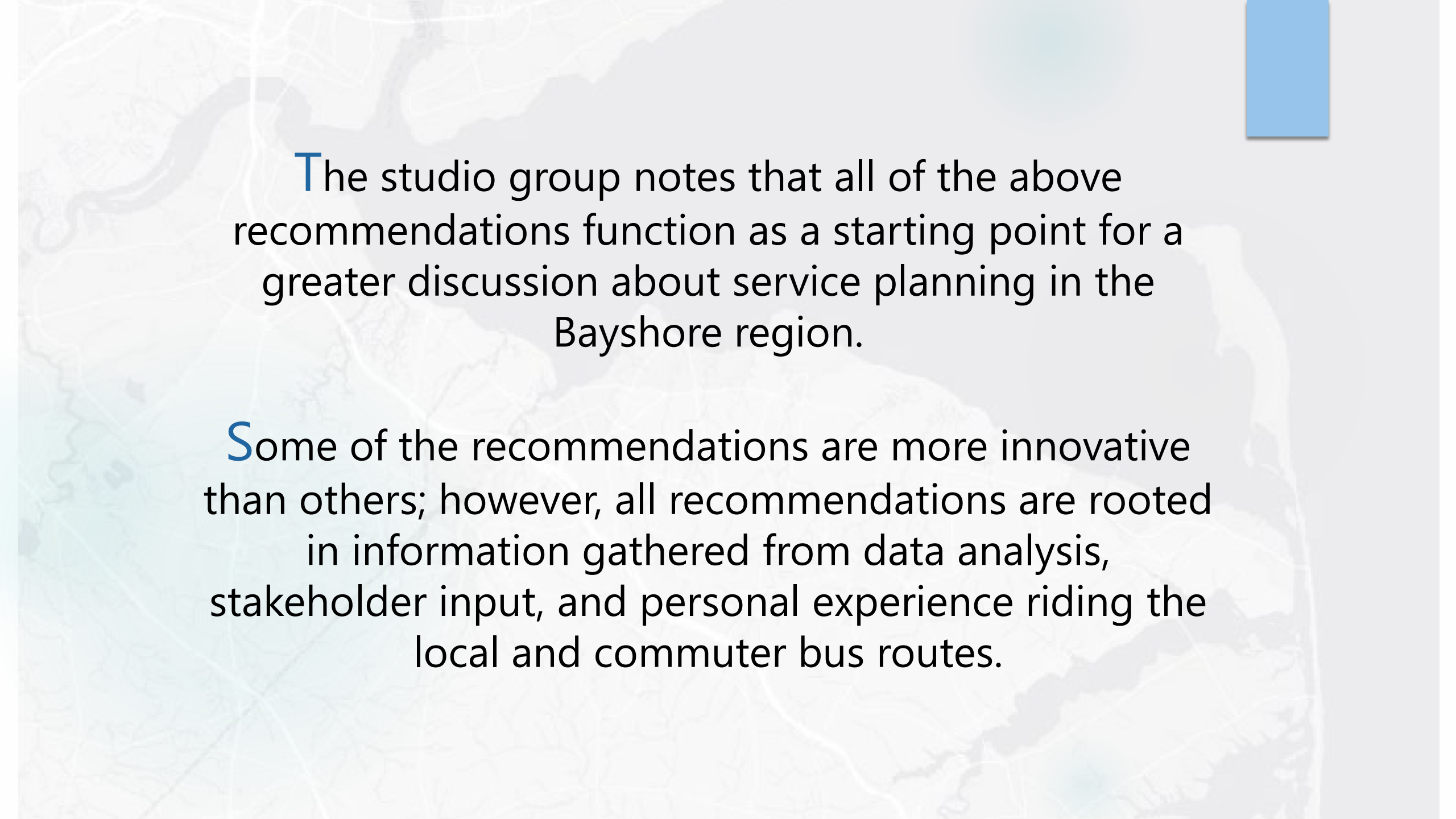
Operating Cost

\$584,480

Capital Cost

\$260,000

(acquisition of two shuttle-type buses)



The studio group notes that all of the above recommendations function as a starting point for a greater discussion about service planning in the Bayshore region.

Some of the recommendations are more innovative than others; however, all recommendations are rooted in information gathered from data analysis, stakeholder input, and personal experience riding the local and commuter bus routes.

▶ STAKEHOLDER ENGAGEMENT PARTICIPANTS AND ORGANIZATIONS

▶ PRESENTATION ATTENDEES

▶ NJ TRANSIT STAFF, IN PARTICULAR:

▶ JIM GILLIGAN

▶ DANIEL SANDIFORD

▶ WE WOULD LIKE TO EXTEND OUR HEARTFELT THANKS TO:

▶ PROFESSOR PAUL LARROUSSE

▶ PROFESSOR STEVE FITTANTE

THANK
YOU!

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