



Appendix D

Public Outreach Summary Report

Date:

June 30, 2021

Monmouth County

Prepared by: Stokes Creative Group, Inc.



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Overview

Monmouth County is home to various types of tourist destinations, including but not limited to beaches, concert venues, golf courses, marinas, parks, orchards, racetracks, theaters, and theme parks. These venues attract visitors to Monmouth County year-round and create a significant benefit to the local and regional economy. However, in some instances, the resulting traffic congestion has a deleterious effect on the travel experience for visitors and residents. Visitors utilize the same transportation network as residents due to the proximity and interdependence of residential and commercial uses with tourists and event destinations. The result is that local Saturday morning grocery store runs share the road with event attendees and beachgoers, inhibiting travel for

everyone involved. Therefore, the intent of this study was to significantly advance work on this topic for Monmouth County by providing strategies and best practices for managing demand.

The main goal of the “Monmouth Within Reach” Travel Demand Management (TDM) Study was to generate a set of actionable recommendations for the implementation of travel demand techniques during peak tourism periods and events to reduce congestion and to improve the travel experience for tourists and Monmouth County residents.

The study took place from the **Spring of 2020** through the **Spring of 2021**.

A note about COVID-19: This study was proposed and selected for federal funding in 2018, before the COVID-19 pandemic. The “Monmouth Within Reach” Study Team recognized that the COVID-19 pandemic impacted our lives in many ways, including attendance at and business related to tourism and events. However, the study could not be postponed. The team used historical transportation data from 2018 and 2019 to review congestion levels related to tourism and events and looks forward to an appropriate time for the study’s recommendations to be implemented when tourism and event attendance returns to normal.

Upon conclusion of the research portion of the study (May 2021), the “Monmouth Within Reach” Study Team presented the final report with a “we’re still listening” approach so that the conversation about how to improve travel demand can continue and allow all interested parties to send their thoughts or recommendations via email to projectteam@monmouthwithinreach.com.



Study Team Members

The “Monmouth Within Reach” TDM Study Team was comprised of the following entities and members:

A. The Study Team

<u>Monmouth County:</u>	
<i>Stakeholder Coordination; Outreach Material Review; Presentation Assistance; Meeting Organizer</i>	
David Schmetterer	County Project Manager
James Bonanno	Assistant Project Manager (through Feb. 2021)
Kyle DeGroot	Assistant Planner
Michael Popovich	Assistant Planner
<u>NJTPA:</u>	
<i>Technical Review and Oversight of Outreach Process</i>	
Blythe Eaman	NJTPA Project Manager
CONSULTANT TEAM MEMBERS	
<u>Stantec:</u>	
<i>Provide Technical Presentation Materials (Graphics, Data, etc.); Present Materials at Meetings; Process Data Obtained from Outreach</i>	
Adam Catherine	Consultant Project Manager
Sumeet Kishnani	Technical Manager and Quality Assistance/Quality Control
Cynthia Albright	Planning & Data Analytics Task Manager
Graeme Masterton	Event Planning Task Manager
<u>Stokes Creative Group, Inc.:</u>	
<i>Manage Outreach Process; Schedule, Organize and Document Meetings/Presentations; Develop and Maintain Website; Prepare Presentation Materials utilizing Data and Graphics from Stantec</i>	
Nicole Pace-Addeo	Public Outreach Manager
Vic Mottola	Environmental Justice/Project Manager
Myron Mariano	Web Developer
Michael Smith	Senior Graphic Designer
Valerie Burnette	Principal in Charge

B. The Study Advisory Committee (AC)

Joe Barris	Monmouth County Planning
Renu Chhonkar	Monmouth County Engineering
Anthony Garaguso	Monmouth County Transportation Council
Simone Gore	NJ TRANSIT
Paul Gleitz	Monmouth County Parks
Erin Kinnemann	Monmouth County Economic Development
Brian Leckie	New Jersey Department of Transportation (NJDOT)
Joe Livingston	New Jersey Turnpike Authority (NJTA)
Krishna Murthy	EZ Ride
Amanda Stone	Monmouth County Tourism

C. Stakeholder Groups

1. Red Bank:	
Stephen Catania	The Cheese Cave
Shawna Ebanks	Borough of Red Bank, Dir. Of Community Dev.
Laura Kirkpatrick	Red Bank RiverCenter, Executive Director
Margaret Mass	Red Bank Visitors Center
Adam Philipson	Count Basie Theater, President
Kate Triggiano	Red Bank Council Member
2. Sandy Hook:	
Pete McCarthy	Sandy Hook
Tony Mercantante	Twp. Administrator, Middletown
Krishna Murthy	EZ Ride
Greg Norman	Chief Ranger, Sandy Hook
Sara Weimer	Fee Program Manager, Gateway NPS
3. Monmouth County Parks:	
Matt Coleman	Asst. Superintendent, MC Park System
Tom Fobes	Park Operations, MC Park System
Paul Gleitz	Planner, MC Park System
Anna Luiten	Ecologist, MC Park System
Ryan Rochelle	Asst. Superintendent, MC Park System
Matt Ruding	Asst. Superintendent, MC Park System
Andrew Spears	Administration, MC Park System
4. Asbury Park:	
James Bonanno	Transportation Manager
Keenan Hughes	Planner, Phillips Preiss Grygiel Leheny Hughes LLC (PPG)
Mike Manzella	Deputy City Manager & Director of Transportation
Sylvia Sylvia	Executive Director, Asbury Park Chamber of Commerce
Donna Vieiro	City Manager
5. Agritourism:	
Bill Errickson	Univ. Coop. Extension Farm Specialist
Harriet Honigfeld	MC, Farmland Preservation Lead
Erin Kinneman	MC, Economic Development
Amber Mallm	MC, Environmental Planning
Sean Pizzio	MC, Farmland Preservation
Ashley Reese	Eastmont Orchard, Manager

Public Involvement Elements

To implement the public outreach elements, the Project Team communicated with stakeholders, attended meetings, and executed all aspects of the study's public outreach elements. The public outreach elements of the "Monmouth Within Reach" study included an Environmental Justice (EJ) Needs Assessment; Public Involvement Action Plan; Stakeholder Management and Coordination; Advisory Committee (AC) meetings and several Stakeholder Group meetings; a Public Meeting; a study overview flyer and this Public Outreach Summary Report.

Public Involvement Tools

The public outreach elements below were utilized on the “Monmouth Within Reach” TDM Study to proactively inform and engage stakeholders and the community throughout its duration.

A. Environmental Justice (EJ) Needs Assessment

The first step in beginning the public involvement efforts was to conduct a thorough Environmental Justice Needs Assessment to analyze the demographics of the County. The purpose of this Environmental Justice Needs Assessment was to identify concentrations of low-income, minority, limited English proficient, older than 64, and zero vehicle household populations in Monmouth County. The analysis identified few locations within Monmouth County that may be adversely or disproportionately impacted by tourism and/or event-related congestion.

Once the mitigation plans for Red Bank, Asbury Park, Sandy Hook/Sea Bright, the East Freehold Showgrounds, and Agritourism locations were developed, the study team reassessed potential impacts to areas with high concentrations of low-income, minority, limited English proficiency, elderly, or zero vehicle households. Upon review of the proposed recommendations for each location, there were no recommendations that were identified that would have a negative impact on these areas. Rather, many of the recommendations, such as enhanced transit services, improved pedestrian and bicycle infrastructure, and utilizing apps to reduce pass-through traffic on local streets would enhance mobility for residents in these areas and reduce negative congestion-related impacts on their neighborhood streets.

The EJ Needs Assessment is contained within Appendix A, Data and Review Summary Report.

B. Public Involvement Action Plan (PIAP)

The Public Involvement Action Plan (PIAP) document served as a framework to accomplish open, proactive, and productive community and stakeholder discussions concerning the Study. The PIAP served as the foundation for all public outreach elements of the Study and identified elected and local officials, residents, businesses, resource agencies and personnel, and other stakeholders and special interest groups in the study area. The document outlined the strategies and tools for virtual engagement, email communication, social media messaging, flyers, survey, and informational video. The PIAP was a living document, updated as the study progressed to ensure that involvement efforts were met to the best of the team’s ability and flexibility during the COVID-19 pandemic.

C. The Study Website

The website (www.MonmouthWithinReach.com) was the main hub for communicating all study information to the public. The website included the following pages:

- **Home** – easy navigation with prominent survey information
- **Study Overview** – information about the study with statistics on the County
- **The Study Team** – linked icons to the four main study team organizations
- **Study Location** – oversized map of the County
- **Community Involvement** – explanation of the importance of participation with survey link
- **Community Input Survey** – 17 questions regarding events and travel, in English and Spanish
- **Glossary** – terminology taken from NJTPA’s acronym guide to explain phrases used on the website, including a link to the Transportation Acronym Guide (TAG) on their site

- **FAQ** – eight frequently asked questions to quickly explain common questions about the study
- **Contact** – short contact form to allow visitors to easily send a comment or suggestion to the Team

The website was launched on **December 1, 2020** and featured a mobile-friendly navigation and design, as well as an accessibility menu for low-vision visitors using screen readers. Additionally, the website featured a language translation option using the Google Translate menu. Links to Monmouth County and NJTPA were featured on each page's footer.

To promote the website, a press release was posted on the County website (<https://www.co.monmouth.nj.us/PressDetail.aspx?ID=3163>) on **December 28, 2020** and distributed to multiple media outlets by the County's Public Information Officer. The story was picked up by news outlets including Jersey Shore Online News and WOBN radio station.

In five months, the website garnered some notable statistics which were generated through Google Analytics:

- Since its launch on **December 1, 2020**, the website welcomed **2,829** visitors.
- The different pages of the site were viewed a total of **4,860** times.
 - Website visitors by device

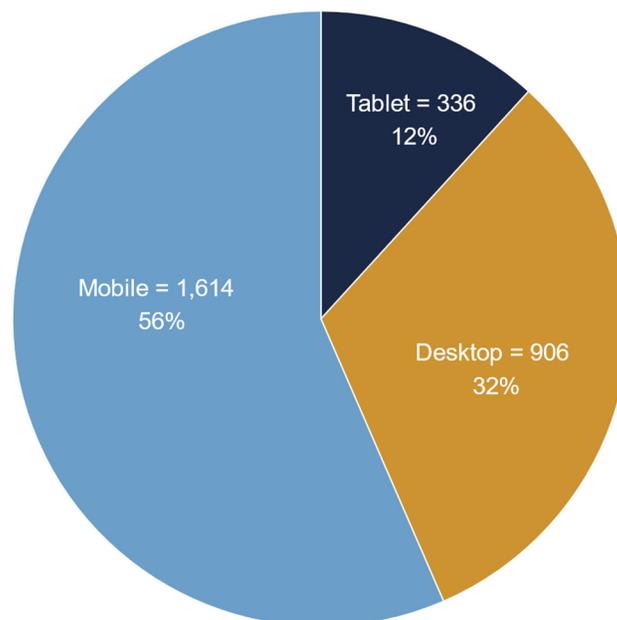


Figure 1. Website Visitors by Device

- **2,137** visitors were from New Jersey, **168** were from New York, and **67** were from Pennsylvania. New York City brought **128** visitors.
 - Monmouth County visitors included Asbury Park (**115** visitors), Freehold Township (**95**), Red Bank (**93**), and Long Branch (**90**).
 - **419** visitors did not have their location public to be measured by Google Analytics.

- The most popular pages of the site after the homepage were:

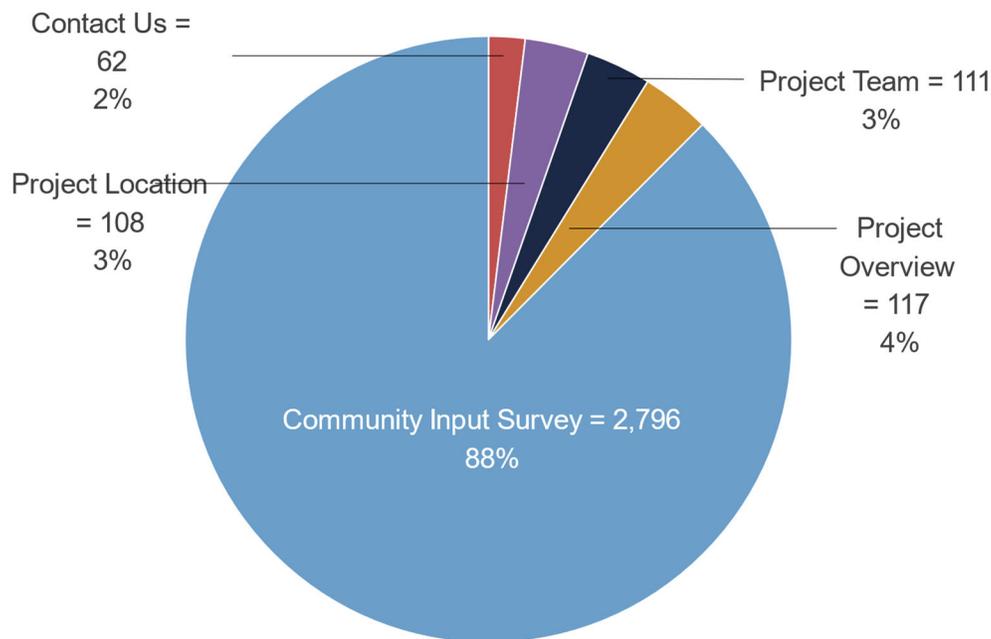


Figure 2. Website Page Views

- 1,955 visitors of the total 2,829 were from referrals (e.g., link backs from other websites, including the County website and Facebook advertisement.) See Section H for more details on the advertisement.
 - Additional referral sites included ubnj.net (17), bradleybeachnj.gov (7), millstonenj.gov (4), rooseveltnj.gov (4), njtpa.org (3), and middletownnj.gov (2)

The domain names monmouthwithinreach.com, monmouthwithinreach.net, and monmouthwithinreach.org were purchased in July 2020 for two years. The Consultant Team designed, hosted, and maintained the website throughout the study, and transferred the content and files to the County in June 2021.

D. Social Media Outreach

To engage with social media users, several pieces of content were created for Facebook and Twitter. Select messages were shared by Monmouth County via their channels and helped to draw visitors to the website and survey.

Please see APPENDIX I for the social media content.

E. Branding & Print Materials

Several print pieces were produced for the study to clarify complex information to the public and meeting attendees including:

- A Style Guide
- A Logo
- An Info Sheet – English and Spanish
- Report Templates

Please refer to APPENDICES II and III to view the style guide and info sheets.

F. Community Input Survey

The survey launched on the website on **December 1, 2020** and notifications went out to the Advisory Committee to assist in sharing the information to their respective networks.

On April 30, 2020 (prior to the Facebook advertisement mentioned below) the survey had received **317** resident responses and **54** visitor responses.

The end date (for analysis purposes only) of the survey was **May 5, 2021**. During the five months (and after the completion of the Facebook advertisement,) the responses included **401** resident responses and **121** visitor responses.

Please refer to APPENDIX IV to view the full results of the Community Input Survey. A summary of the survey results is provided below.

Resident Survey

As of May 5, 2021, 401 Monmouth County residents responded to the resident survey. The majority of respondents (85%) were over the age of 40, 59% of respondents live in a one- or two-person household, and 55% work in Monmouth County (including those that work from home). The results of the survey indicate that tourism and event-related congestion affects the travel of County residents. Forty-seven percent of respondents indicated that tourism and event related congestion affects their commute decision, with most indicating that the congestion they experience is seasonal and shore-related. The event- and tourism-related congestion results in residents adjusting their travel times and routes, particularly in the summer.

The results of the survey show that tourism and event-related congestion has a significant impact on other non-commuting activities such as shopping, errands, dining out or recreation. Approximately 82% of respondents indicated that tourism and event-related congestion impacts their daily living, of which 20% indicate they are most effected on weekends, 41% on weekdays, and 39% on both weekends and weekdays. The effects of the congestion are more pronounced in the summer than other off-peak times. Approximately 83% of respondents rate their travel experience in Monmouth County at “Good” or better during a typical off-season weekday or weekend. However, during the summer season, 67% rated their travel experience as “Fair” or “Poor”.

Overall, the survey indicates that event- and tourism-related congestion, particularly during the summer season (June – August), impacts the travel experience of Monmouth County residents. Trips for other non-commuting purposes, like shopping, dining, and recreation are often impacted by tourism and event-related congestion.

Visitor Survey

As of May 5, 2021, 121 Monmouth County visitors responded to the visitor survey. Similar to the resident survey, almost 82% were over the age of 40 and 61% of respondents live in a one- or two-person household. Several questions asked visitors how often they travel to Monmouth County for various purposes like recreation, the beaches, other event venues, restaurants, etc., and most respondents indicated that they visit several times per month and typically on weekends. Most (79%) of the respondents typically only visit for a day; only 2% indicated that they typically stay for a week. Furthermore, most (64%) of the respondents also visit with one or two other people.

Visitors rated the travel experience in Monmouth County during events or seasonal activity better than residents. While 67% of residents responded that travel during events or seasonal activity was “Fair” or “Poor”, only 20% of visitors rated their travel experience the same. However, 66% of respondents indicated that event- and tourism-related congestion affects their decision on when to travel, with 23% indicating that they travel during off-peak hours, 21% choose not to travel or to make fewer trips to the County, and 23% change their typical travel route.

Respondents indicate that they experience most impacts on weekends. Fridays between 4:00 PM and 7:00 PM and Saturdays and Sundays between 9:00 AM and 4:00 PM are the periods when most respondents experience congestion. When it comes to parking availability, 51% of respondents responded that parking availability was “Good”, “Great”, or “Excellent”, while 49% rated parking availability as “Fair” or “Poor”.

Despite the levels of congestion as well as parking availability issues at some locations, only 12% indicated that they have ever used transit to visit Monmouth County. The reasons why visitors do not use transit include that they like the flexibility of their own car, that there are no transit services where they are going, or that it takes too much time to use transit. In order to make transit more desirable, respondents requested increased service frequency on the weekends, express service to beach locations, last-mile connections like shuttles, and improved transit information.

In summary, the visitor survey indicates that tourism- and event-related congestion has an impact on visitor trips. However, this impact appears to be more tolerable by the visitors than residents. Only 21% of visitors say that they chose not to visit or visit less frequently due to congestion, and most rate their travel experience as “Good” or better. Visitors are also open to utilizing transit or other modes to visit the County. However, substantial improvements would be needed to make using transit easier and more attractive than driving a car.

G. Facebook Advertisement

To generate additional survey responses, particularly to those living outside of Monmouth County, a Facebook ad was acquired. The ad budget was set at **\$500** and reached more than **52,400** individuals over a period of five days.

The target audience included:

- **Men and Women ages 18 through 65+**
 - Specific interests found in Facebook targeting categories, including: **Concerts, Jersey Shore, Music Festivals, Freehold Raceway, Nightlife, Beaches, Restaurants or Belmar Beach NJ**
 - Geographically located in any of the areas highlighted in blue on the map in *Figure 3*.



Figure 3. Facebook Ad Target Locations

The Facebook Advertisement yielded **1,589** total engagements including clicks, comments, reactions, and shares. The main purpose of the ad was to generate clicks to the survey, and the chart below clearly shows that the goal was achieved.

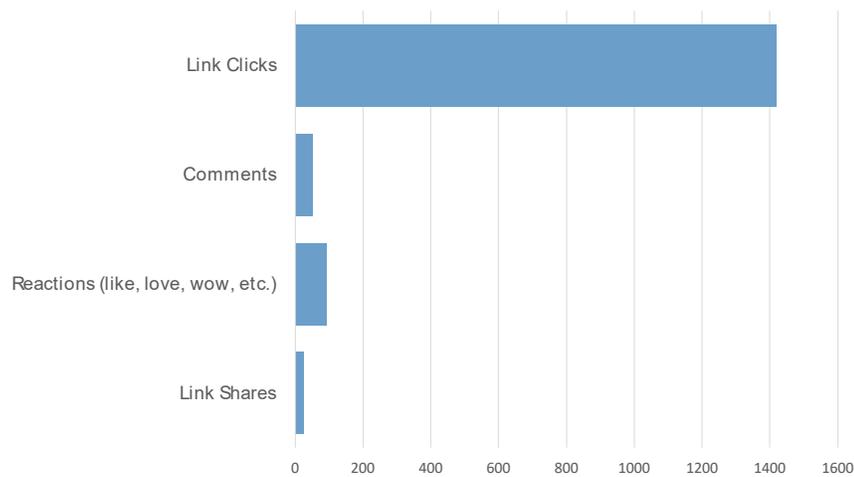


Figure 4. Facebook Engagement Summary

At a cost of only \$0.35 cents per click, the ad was successful at increasing the number of surveys received in the few days it was running.

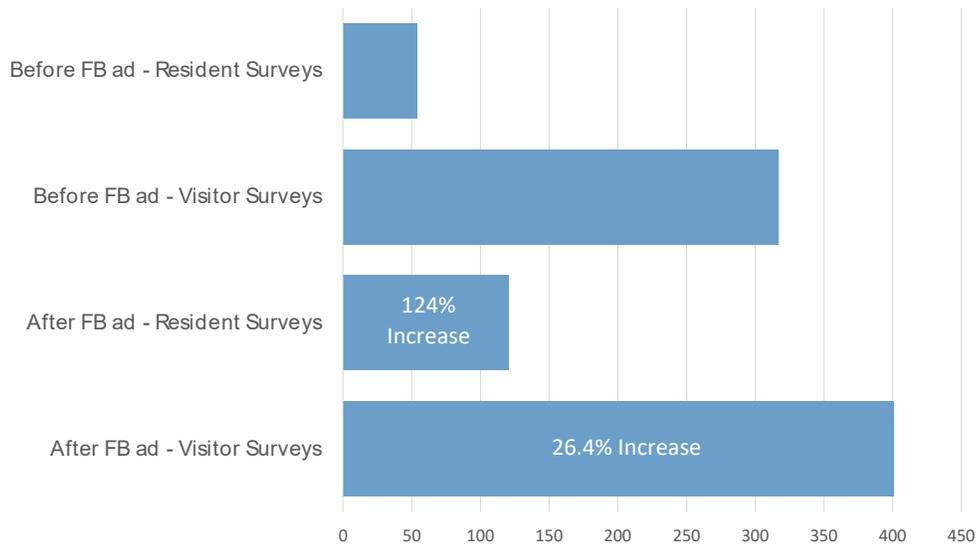


Figure 5. Before and After Facebook Ad Survey Responses

Meetings

These meetings presented the study overview and concepts as well as secured input from the Advisory Committee, stakeholder groups, and members of the public regarding all aspects of the study. Due to the COVID-19 pandemic, all meetings were conducted virtually via GoToMeeting which included both an on-screen videoconferencing option as well as dial-in capability for audio only.

A. Advisory Committee (AC) Meetings

The purpose of the Advisory Committee (AC) was to help guide the study team and provide information and insight where possible, helping to shape the study. The group was composed of County department leaders and state transportation agency leaders, and participation was by invitation only. AC members assisted the study team with promotion of the study via their outlets and contacts and provided insight as to ways to increase engagement with the public. The AC members conducted a virtual meeting with the Study Team on **September 25, 2020**, and again on **January 22, 2021**. Coordination via email was conducted for the final engagement of the AC in order to obtain comments on the final report.

Please see APPENDIX VI for the summaries of the two virtual AC meetings.

B. Stakeholder Group Meetings

The purpose of the Stakeholder Groups was to discuss the challenges and possible recommendations in the five key areas with the key area leaders. The five key areas that were identified included Red Bank, Asbury Park, Sandy Hook/Sea Bright, East Freehold Showgrounds, and Agritourism. Members of these stakeholder groups are listed in the Study Team section. The stakeholder group members also assisted the study team with the promotion of the study via their outlets and contacts.

The stakeholder meetings were held on the following dates:

- Red Bank: **February 19, 2021 & May 3, 2021**
- Asbury Park: **March 9, 2021 & April 28, 2021**
- Sandy Hook: **February 23, 2021 (with email follow-up)**
- Monmouth County Parks: **March 5, 2021 (with email follow-up)**
- Agritourism: **March 16, 2021 & May 10, 2021**

Please see APPENDIX VI for the summaries of the stakeholder group meetings.

C. Public Meeting

The final step in the public outreach process was to inform the public about the study findings and present the research and recommendations. An online public meeting was held on **Thursday, May 27, 2021** via GoToMeeting. The public meeting allowed participants to ask questions of the study team and learn how to provide feedback even after the study concludes. The recording is available for replay here:

<https://youtu.be/Jx9RJuumz1A>

APPENDIX I
SOCIAL MEDIA CONTENT



SOCIAL MEDIA CONTENT

Website:

Want to help make traveling to your favorite Monmouth County destinations easier? We need your input! By sharing your experience traveling on heavy travel days, you can shape future improvements. Learn more and take our short survey at: <https://www.monmouthwithinreach.com/>

(273 characters)

Whether you live in the County year-round or visit for the day, this is the place everyone wants to be! Our study, Monmouth Within Reach, will recommend ways to reduce congestion related to tourism. We need to hear from you! Learn more: <https://www.monmouthwithinreach.com/>

(273 characters)

FAQ'S:

What is a Travel Demand Management (TDM) Study? Why should I get involved? Answers to these questions and more can be found on the Monmouth Within Reach project website. Stop by and learn more! <https://www.monmouthwithinreach.com/faqs/>

(235 characters)

Survey:

Hey, residents and visitors, we need your help! How do you travel to your favorite destinations? Do you have recommendations that would make it easier? Take our brief survey to help shape strategies to improve travel in Monmouth County! <https://www.monmouthwithinreach.com/survey/>

(280 characters)

Survey (Follow Up):

Do you want to help improve travel around the County on summer weekends and events? There is still time to provide your ideas in our brief survey. Your valuable insight will be used to develop potential strategies for the future. <https://www.monmouthwithinreach.com/survey/>

(273 characters)



About/Overview:

Did you know that nearly 9 million tourists visited Monmouth County in 2019? Monmouth Within Reach is a study that seeks to develop best practices for managing travel demand to help people get where they want to go. Learn more: <https://www.monmouthwithinreach.com/project-overview/>

(274 characters)

Contact Us:

Do you have tips on how to improve traveling in the County for popular events or destinations? Residents and visitors are encouraged to share their suggestions through the Monmouth Within Reach study contact form. Get involved: <https://www.monmouthwithinreach.com/contact-us/>

(275 characters)

APPENDIX II
STYLE GUIDE



STYLE GUIDE



INTRODUCTION

Monmouth County is home to various types of events and tourist destinations, including beaches, concert venues, golf courses, marinas, orchards, racetracks, theaters, and theme parks which attract visitors to Monmouth County and create a significant benefit to the local and regional economy. However, traffic congestion generated by some venues and events effects the travel experience of visitors and residents, the local economy, and the environment. Visitors utilize the same state, county, and local routes to access major attractions residents and other commuters use for everyday travel. This overlap is due to the proximity and interdependence of residential and commercial uses with tourists and event destinations, as well as the fact that most venues are not served end-to-end by limited access freeways.

While summer typically generates the most significant traffic congestion, there are many events held in Monmouth year-round that affect local travel. Events such as flower festivals in spring, apple picking and Halloween related events in fall, and entertainment events year-round can create high travel demand, particularly on weekends. Monmouth County residents who travel by car in the summer and during events are known to change their travel behavior to deal with the increased congestion. Municipalities and event sponsors recognize congestion as a hindrance to visitors and residents year-round and have taken steps to mitigate it within their jurisdictions. However, with applications such as Waze, more visitor vehicles are being pushed to local streets to avoid congested areas.

The purpose of the Monmouth County Tourism and Events Travel Demand Management Study is to develop strategies and best practices for managing demand.

The study will result in a set of actionable recommendations for the implementation of travel demand techniques during peak tourism periods and events to reduce congestion and to improve the travel experience for tourists and Monmouth County residents. Recommendations may include but are not limited to strategies such as scheduling for reduced conflicts, shuttles and other transit, and Intelligent Transportation System (ITS) improvements, among others.

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GUIDELINES

These guidelines are intended to assist those who are engaged in the implementation of the communication program. Many of the application guidelines depend upon relative size, proportion and positioning of one design element with another. These rules have been developed through the careful consideration of many factors, both functional and aesthetic. Adherence to the guidelines is the key to the success of this identification program. The active cooperation of all those responsible for the coordination of the identity program within the organization and its community activities is essential.

LOGO NOMENCLATURE

The Monmouth Within Reach logo utilizes the county color palette as well as a graphic representation of the county in the background. We used a script font juxtaposed to the heavy font above to give it excitement and whimsy. In addition, we used a graphic element of a electronic map pin to take the place of the second "i" in Within. This provides a visual connection that there are many places in the county in which to visit.



LOGO OPTIONS FOR COLOR BACKGROUNDS

There are two options for the logo that can be used on dark or color backgrounds. The preferred option uses the gold color for the county and the map pin. This gives the logo a little more energy and helps draw the eye. On color backgrounds that are a little brighter and do not provide enough contrast, the full reversed white logo should be used.



Option 1



Do not use gold color on brighter backgrounds



Option 2

COLOR PALETTE

Color plays a significant role in maintaining visual connections between communication devices and the brand they represent. Strong and consistent application of core colors will build and maintain those connections. This color palette borrows colors from the Monmouth County color system.



Pantone 648C

C: 100

M: 86

Y: 36

K: 31



Pantone 284C

C: 54

M: 22

Y: 0

K: 0



Pantone 7563C

C: 16

M: 42

Y: 100

K: 0

TYPOGRAPHY

Avenir Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SECONDARY TYPEFACES

Arial

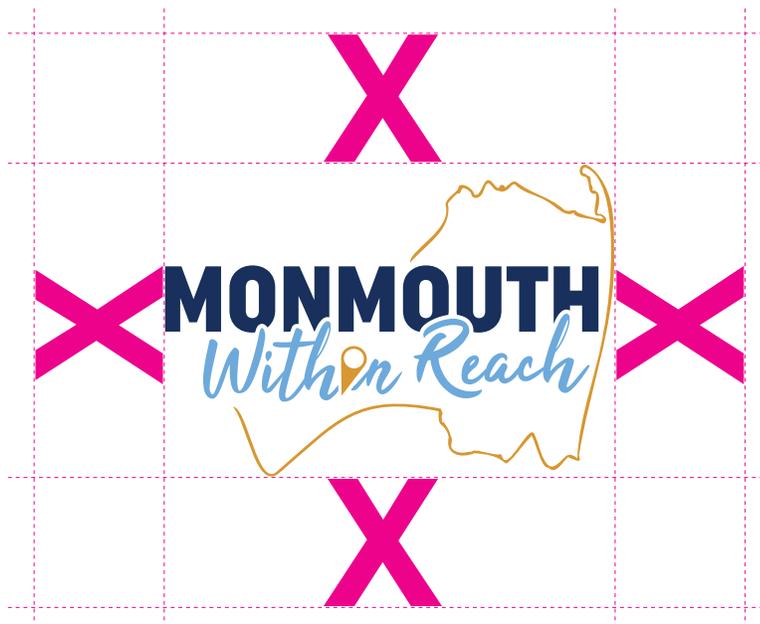
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LOGO CLEAR SPACING

As shown in the diagram below, an area of clear space around the logo is designated within which no other type or graphic device or the edge of a page may encroach. It is essential to maintain the clear space around the mark in order to maximize clear recognition and visual impact. This clear space protects the mark from impeding imagery, graphics and page trim.



LOGO USE ON PUBLICATIONS

Below is a representation of how the logo should be applied to a tri-fold publication.

WELCOME TO MONMOUTH COUNTY!

Monmouth County is known for its family friendly atmosphere, diverse beaches, expansive parks, shopping and antiquing, breathtaking sunrises, exciting nightlife and so much more. The Visit Monmouth Travel Guide is a valuable resource designed to provide you with a snapshot of the variety of activities and events you can experience when you visit Monmouth County. Plan your day, long weekend or week-long vacation around the County's year-round events. Enjoy the rich culture of the County at our art galleries or enjoy live theater and stage performances. If you like history, enjoy the many museums, historic churches and battle reenactments. From shopping in our downtowns to dinner on the beach to free outdoor concerts, there is something for everyone in Monmouth County. We are confident that this travel guide and our website at www.visitmonmouth.com will be invaluable tools as you plan your trip to Monmouth County.

MONMOUTH WITHIN REACH

Venim apeli inim videmque eosi et volorem dus nonseque lat lam quas iuris doluptur? Ed ea simus verem harcis et et experibus explabore parchiti ipitem quae natem ipsus sribus anhit etum ipsant aboreroind quid ella voluptati officie non exque poraes excest dolorrioris esimus simincit molo.

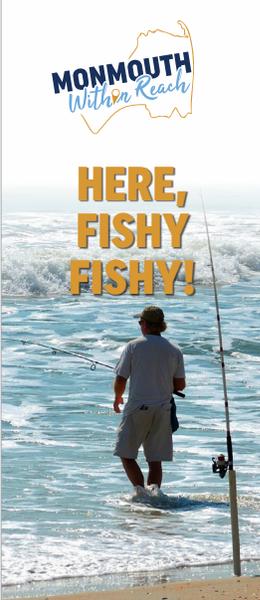


1 E. Main Street
Freehold, NJ 07728



**Find Your Spot...
RELAX**





**HERE,
FISHY
FISHY!**

A VACATION SPOT FOR EVERYONE!

Monmouth County is known for its family friendly atmosphere, diverse beaches, expansive parks, shopping and antiquing, breathtaking sunrises, exciting nightlife and so much more. The Visit Monmouth Travel Guide is a valuable resource designed to provide you with a snapshot of the variety of activities and events you can experience when you visit Monmouth County. Plan your day, long weekend or week-long vacation around the County's year-round events. Enjoy the rich culture of the County at our art galleries or enjoy live theater and stage performances. If you like history, enjoy the many museums, historic churches and battle reenactments. From shopping in our downtowns to dinner on the beach to free outdoor concerts, there is something for everyone in Monmouth County. As the County's governing body, we consider it a privilege to preserve and promote Monmouth County so that you and your family may come and enjoy! We invite

you to get to know all of Monmouth County, from our Atlantic Ocean beaches to the sprawling horse farms. You will surely find out why Monmouth County is the place you want to be. Enjoy your visit. Plan your day, long weekend or week-long vacation around the County's year-round events. Enjoy the rich culture of the County at our art galleries or enjoy live theater and stage performances. If you like history, enjoy the many museums, historic churches and battle reenactments.

PLAN YOUR DAY

Monmouth County is known for its family friendly atmosphere, diverse beaches, expansive parks, shopping and antiquing, breathtaking sunrises, exciting nightlife and so much more. The Visit Monmouth Travel Guide is a valuable resource designed to provide you with a snapshot of the variety of activities and events you can experience when you visit Monmouth County. Plan your day, long weekend or week-long vacation around the County's year-round events. Enjoy the rich culture of the County at our art galleries or enjoy live theater and stage performances. If you like history, enjoy the many museums, historic churches and battle reenactments. From shopping in our downtowns to dinner on the beach to free outdoor concerts, there is something for everyone in Monmouth County. We are confident that this travel guide and our website at www.visitmonmouth.com will be invaluable tools as you plan your trip.



Follow for more information

LOGO USE ON PRESENTATIONS

Using products like PowerPoint or Keynote to prepare a presentation, you should start with a flexible layout, designed to collect and organize text, images and charts. This style layout plus a few typographic standards, consistently applied, will coordinate and unify content from any number of contributors.

MONMOUTH
Within Reach

Monmouth Within Reach

Find Your Spot... **RELAX**

About the County

Monmouth County is known for its family friendly atmosphere, diverse beaches, expansive parks, shopping and antiquing, breathtaking sunrises, exciting nightlife and so much more.

- Plan your day, long weekend or week-long vacation around the County's year-round events. Enjoy the rich culture of the County at our art galleries or enjoy live theater and stage performances. If you like history, enjoy the many museums, historic churches and battle reenactments. From shopping in our downtowns to dinner on the beach to free outdoor concerts, there is something for everyone in Monmouth County.

Guiding Principles

- Demonstrates optimum stewardship in the use of county tax dollars
- Is committed to the highest standards of ethical and professional conduct and accountability
- Provides quality services that are caring, compassionate, and responsive to the changing needs of our residents
- Demonstrates flexible, proactive approaches to changing situations and environments
- Creates opportunities for open and effective communication and connection with our communities, residents, and taxpayers
- Is committed to comprehensive, information-based decision making
- Encourages employee growth, development and advancement, and provides our employees with the tools to do their jobs
- Encourages creativity and problem-solving, and recognizes the contributions of employees, volunteers, and residents

Turkey Swamp Park

- From NJ Turnpike, Exit 7A:** Take I-195 east to Exit 22. Turn left onto Jackson Mills Rd., north. Follow to Georgia Rd. and turn left. Follow Georgia Rd. for 1.7 miles to main park entrance on left.
- From Garden State Parkway, Exit 98:** Take I-195 west to Exit 22. Turn right onto Jackson Mills Rd., north. Follow to Georgia Rd. and turn left. Follow Georgia Rd. for 1.7 miles to main park entrance on left.
- From State Hwy. 9 South:** In Freehold, turn right onto Route 524 west (Elton-Adelphia Rd.). Follow for 1.2 miles to Georgia Rd. and turn left. Follow Georgia Rd. for 1.7 miles to main park entrance on right.

Welcome to the Campground

Monmouth County

Monmouth County has 27 miles of coastline along the Atlantic Ocean

APPENDIX III
STUDY INFO SHEET – ENGLISH



Imagine it was easier for you to get to where you want to go in Monmouth County.

This study examines how to help people get around during tourism and event related traffic – helping residents and visitors alike.

ONLINE SURVEY



[Bit.ly/MWRsurvey](https://bit.ly/MWRsurvey)

Whether you live here year-round or visit for the world class beaches and entertainment, Monmouth County is the place you want to be. **Monmouth Within Reach** is a study that will recommend strategies and best practices for managing travel demand in order to help you get here, and get where you need and want to go - whether it's a day at the shore or a trip to the store.

We need your input, so please visit our project website to sign up for updates or contact us. Share your travel experiences with us so we can develop strategies for reducing congestion related to tourism and events.

Take our brief **online survey** and tell us what areas of concern you see, and what improvements you recommend. Data collected from these surveys will be used to develop recommendations for strategies to improve conditions. Thank you for your participation!



APPENDIX IV
STUDY INFO SHEET – SPANISH



Imaginate poder llegar más fácil a donde quieres ir en Monmouth County.

Este estudio examina cómo ayudar a la gente moverse durante tráfico y el turismo relacionado con eventos, ayudando a los residentes igual que a los visitantes.

ENCUESTA
EN LÍNEA



[Bit.ly/MWRsurvey](https://bit.ly/MWRsurvey)

Ya sea que vives aquí todo el año o visites para las playas de clase mundial y el entretenimiento, Monmouth County es el lugar donde deseas estar. **Monmouth Within Reach** es un estudio que recomendará estrategias y mejores prácticas para gestionar la demanda de viajes con el fin de ayudarte a llegar aquí a donde necesitas y deseas ir, ya sea un viaje a la playa o a la tienda.

Necesitamos su opinión, así que visite el sitio web de nuestro proyecto para registrarse para recibir actualizaciones o contáctenos. Comparta sus experiencias de viaje con nosotros para que podamos desarrollar estrategias para reducir congestión relacionada con el turismo y los eventos.

Responda a nuestra breve **encuesta en línea** y díganos qué áreas de preocupación ve y qué mejoras recomienda. Los datos recopilados de estas encuestas se utilizarán para desarrollar recomendaciones para estrategias para mejorar las condiciones. ¡Gracias por su participación!



APPENDIX V

COMMUNITY INPUT SURVEY ANALYSIS



Community Input Survey Analysis

Date:

June 30, 2021

Monmouth County

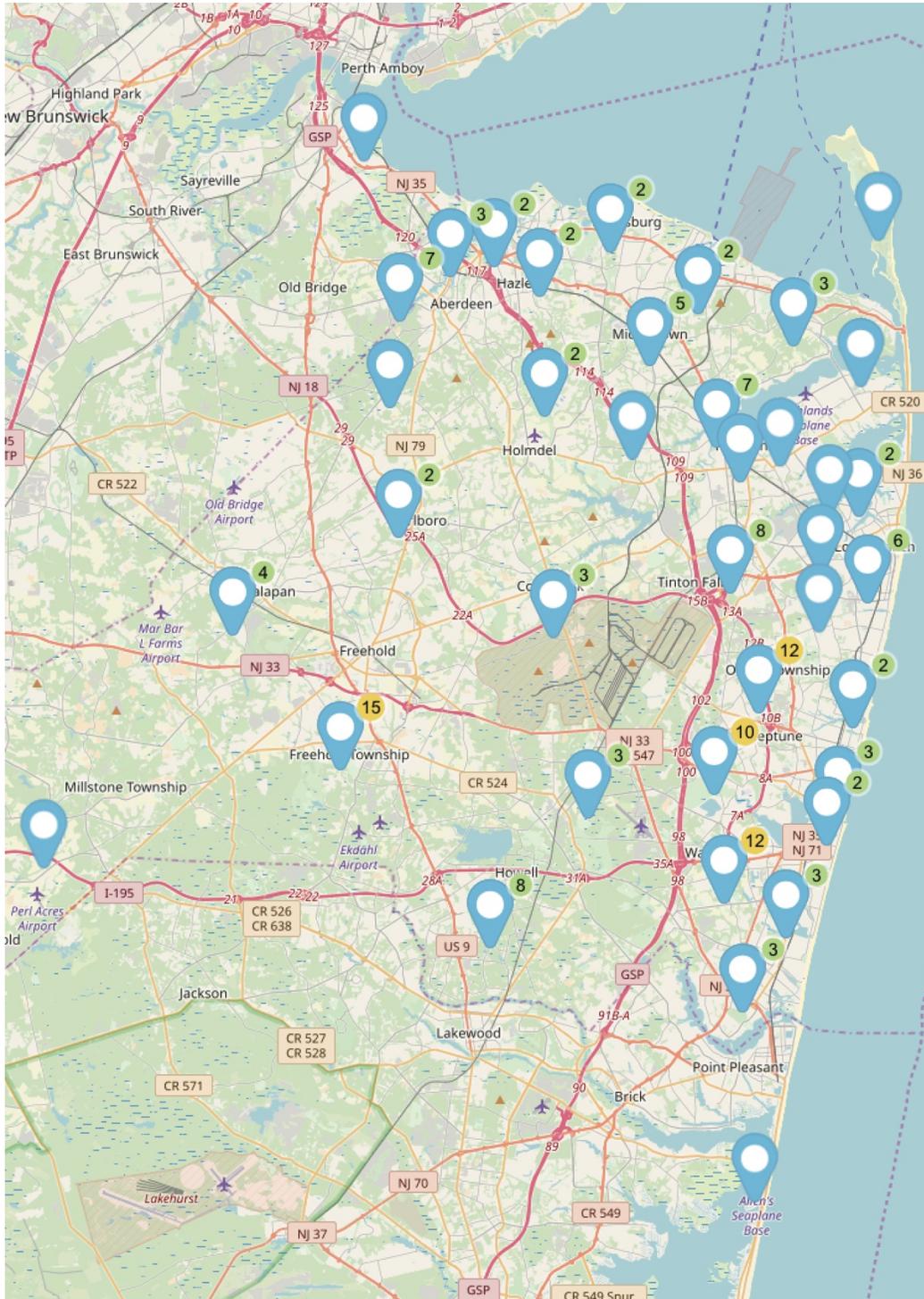
Prepared by: Stokes Creative Group, Inc.



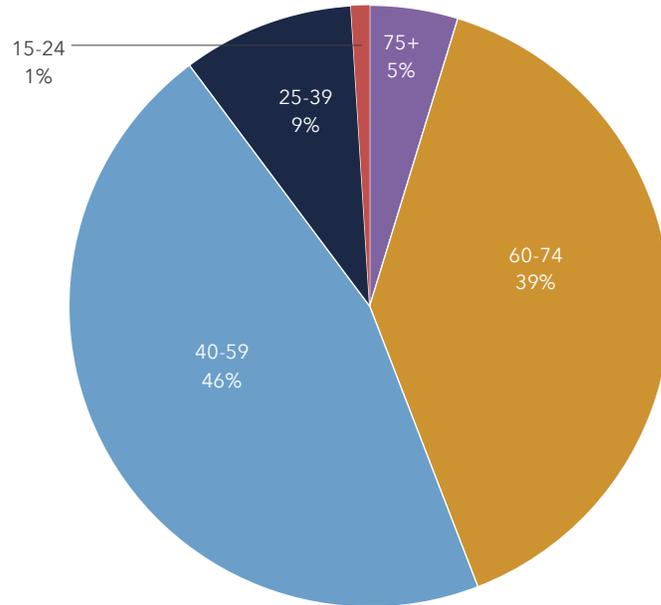
A map of the Freehold Township area in New Jersey, showing various townships, roads, and geographical features. The map is overlaid with a semi-transparent white box containing the text 'RESIDENT RESPONSES: 401'. The text is in a bold, black, sans-serif font. The map shows major roads like I-95, I-195, and US-9, as well as smaller roads like NJ-33, NJ-34, NJ-35, NJ-79, NJ-138, NJ-66, NJ-70, and NJ-88. Townships labeled include Brunswick, North Brunswick, East Brunswick, Old Bridge, Hazlet, Keansburg, Monroe, Marlboro, Manalapan, Freehold, Millstone, Howell, Jackson, Plumsted, and Brick. Other locations shown are Cranbury, Tinton Falls, Red Bank, and Point Pleasant Beach. Sandy Hook Bay is visible in the upper right corner.

**RESIDENT RESPONSES:
401**

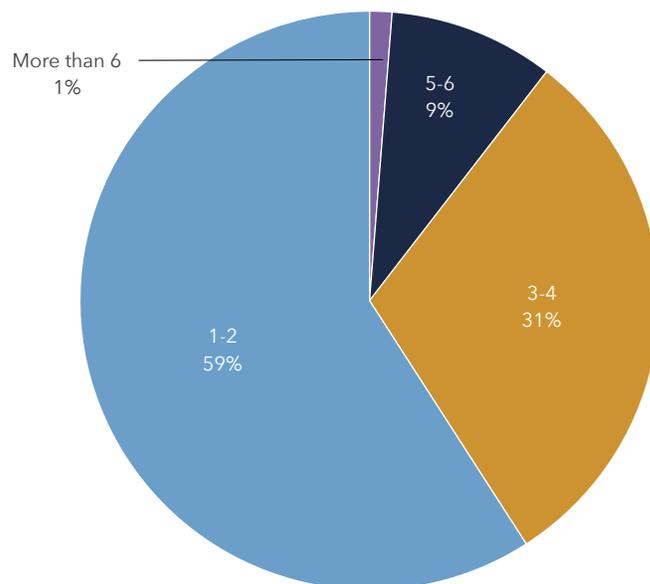
1. Please indicate your zip code



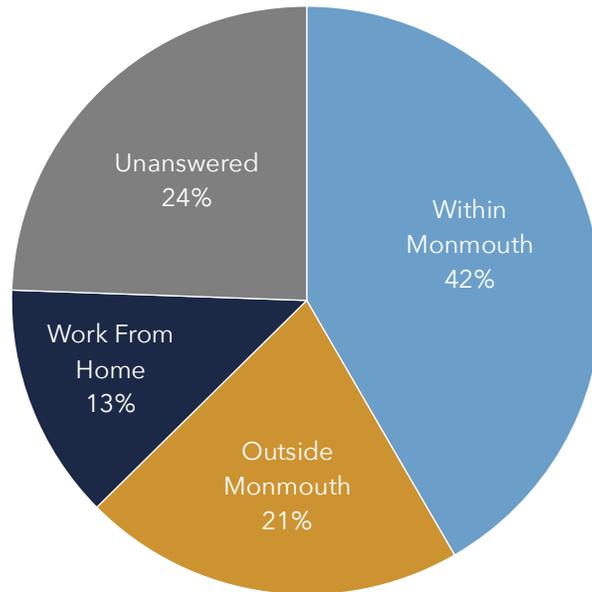
2. Please indicate your age group



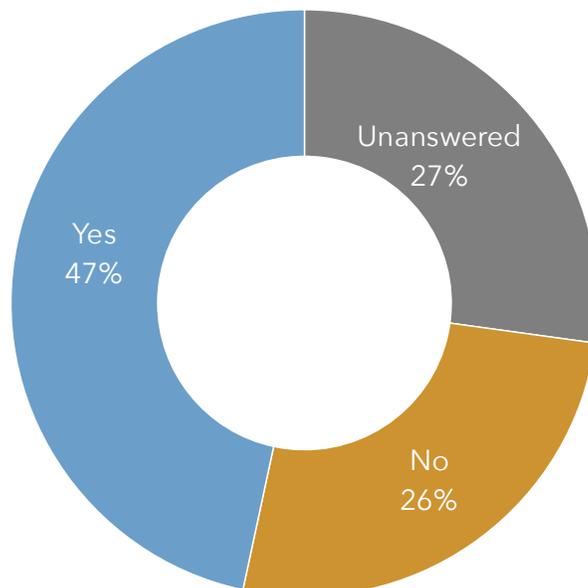
3. Please indicate how many people are in your household



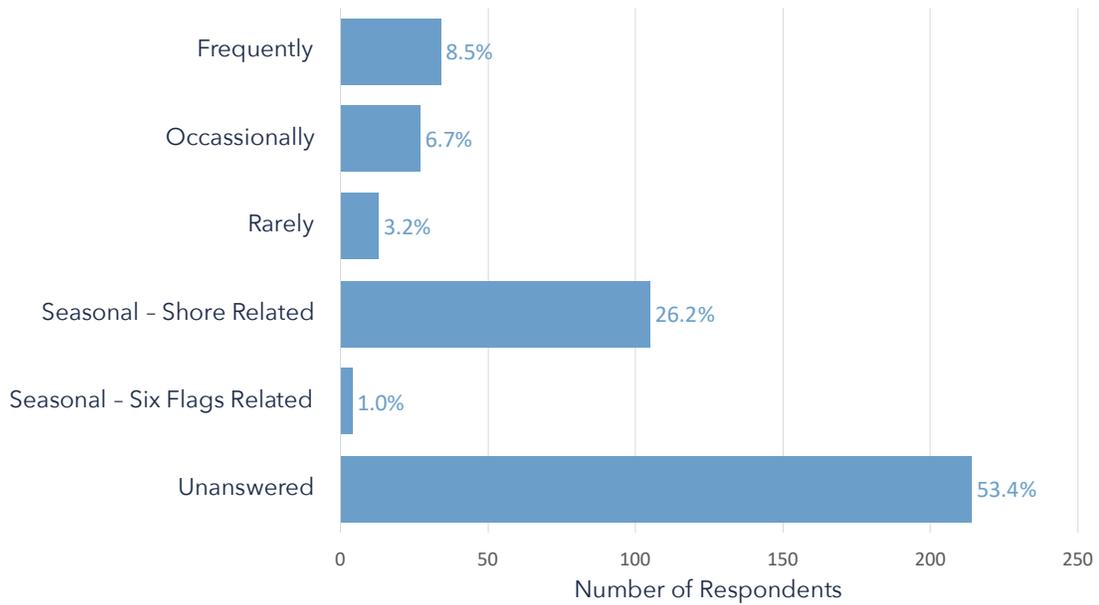
4. If you are employed, please indicate your work location.
If you have more than one job, select your primary location.



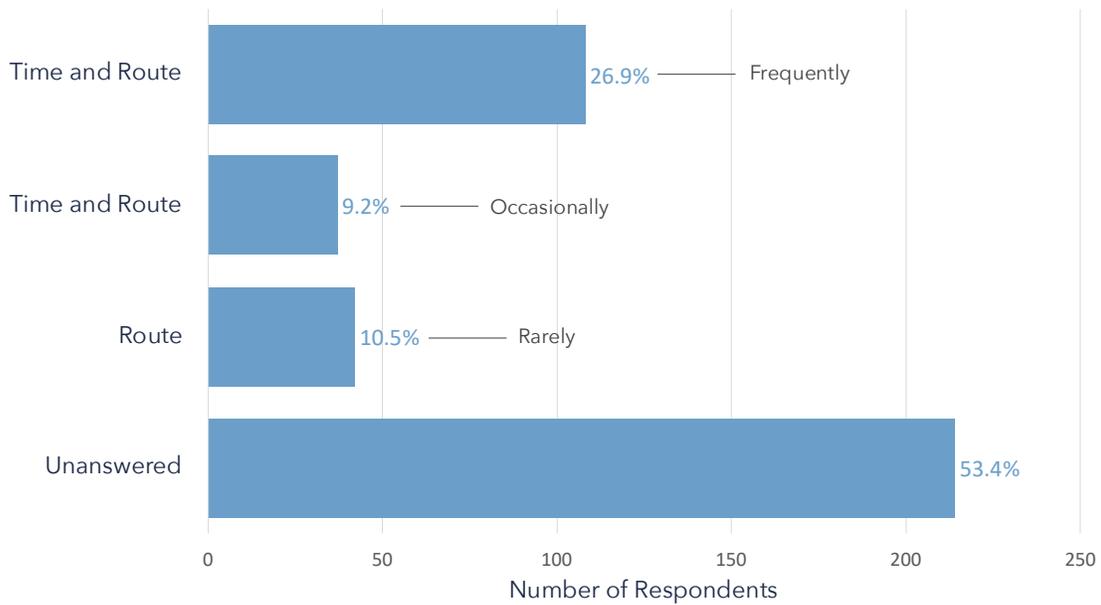
5. If you are employed, does the Monmouth County tourism and/or event-related traffic congestion affect your commute decisions?



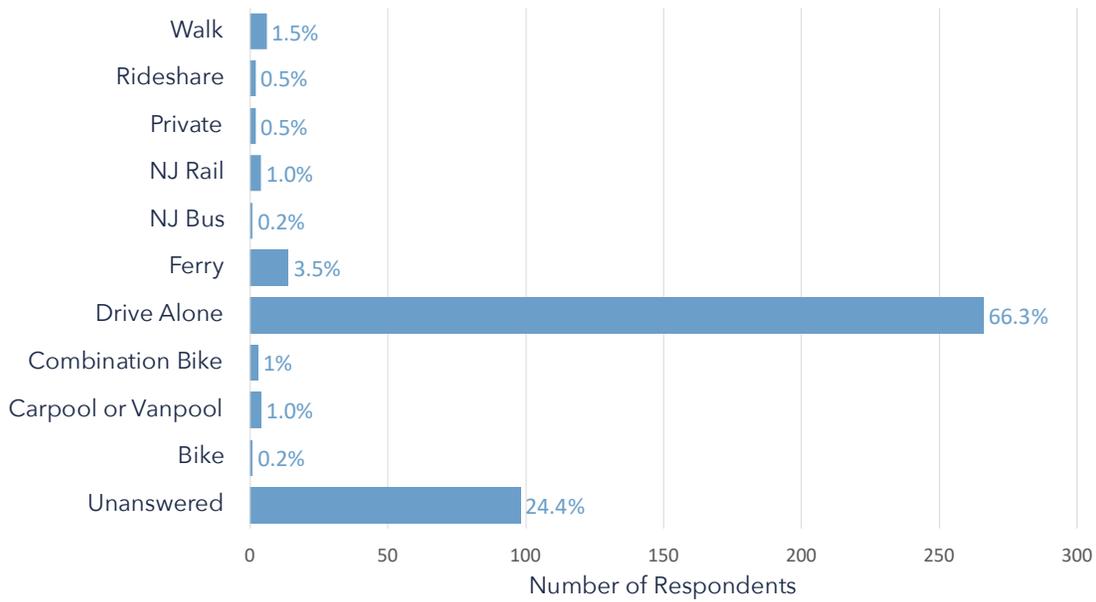
5a. Please indicate the frequency of congestion that influence your commuting patterns.



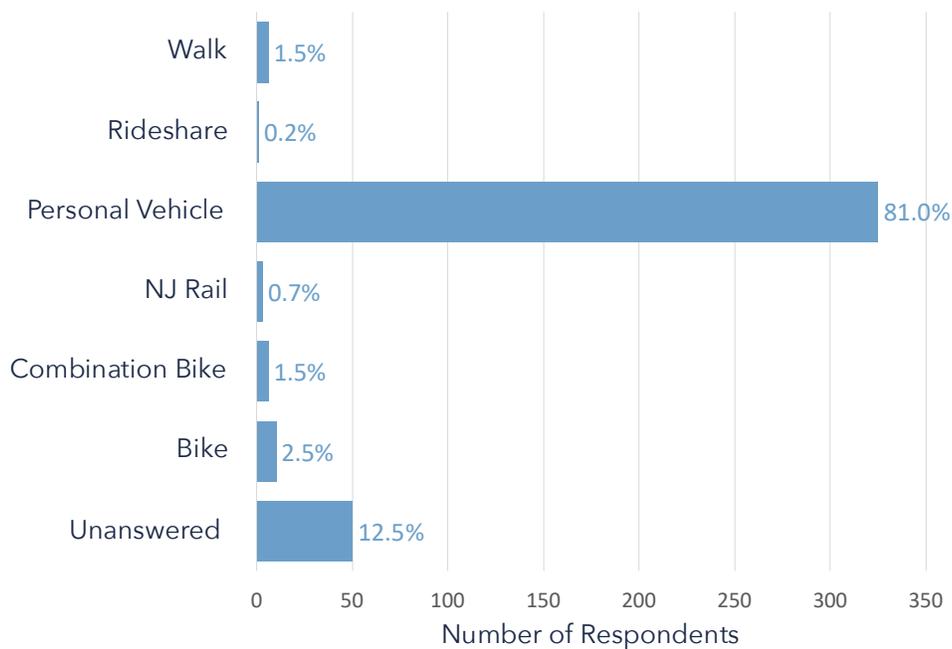
5b. How do you alter your commuting patterns?



6. What mode of transportation do you primarily use to travel for work?



7. What mode of transportation do you primarily use for non-work-related activities?

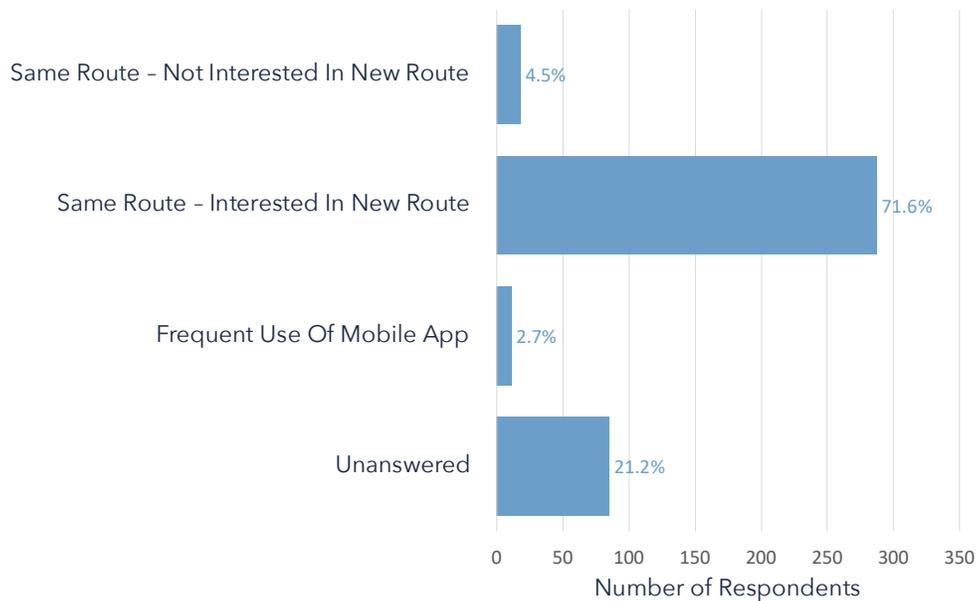


8. If you drive to work, please list the primary roadways you use?

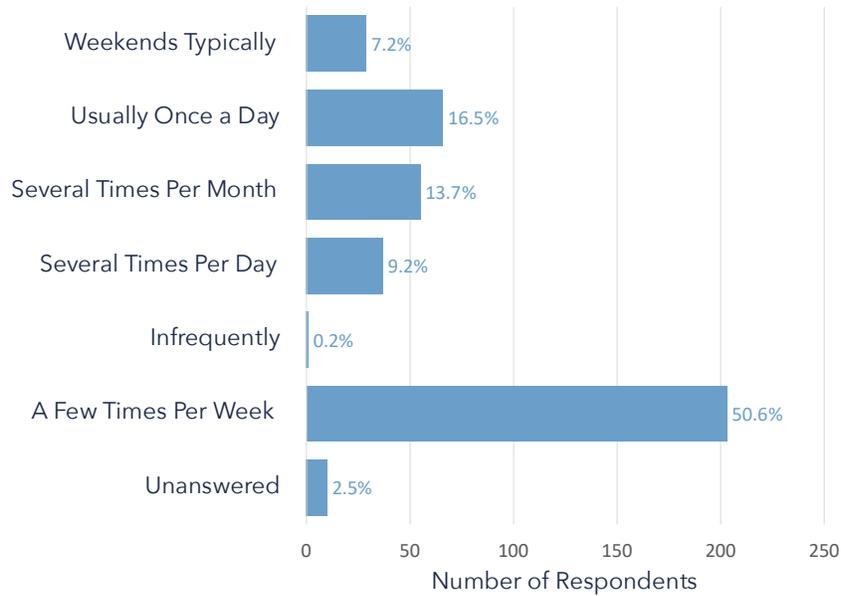
Top ten commuter responses:

1. Parkway (54)	6. SR 537 (18)
2. NJ 35 (36)	7. NJ 33 (15)
3. NJ 18 (28)	8. NJ Turnpike (13)
4. NJ 9 (26)	9. NJ 36 (12)
5. I-95 (21)	10. NJ 34 (12)

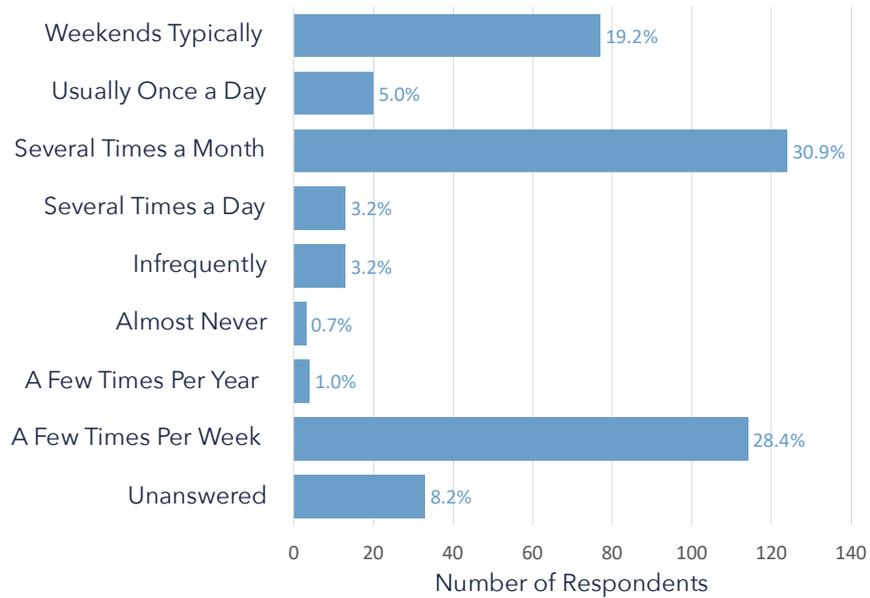
9. If you drive to work, please select the statement below that best reflects your typical commute habits.



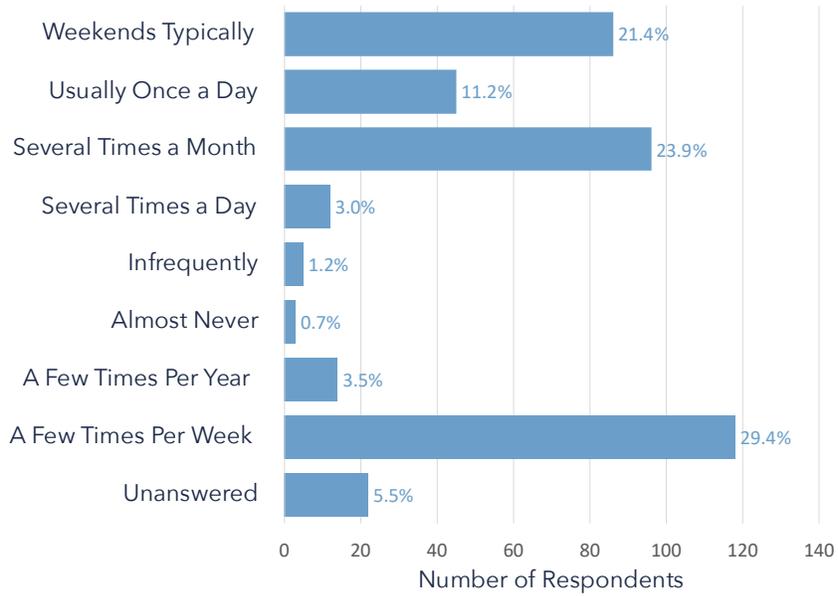
10a. How often do you shop in Monmouth County?



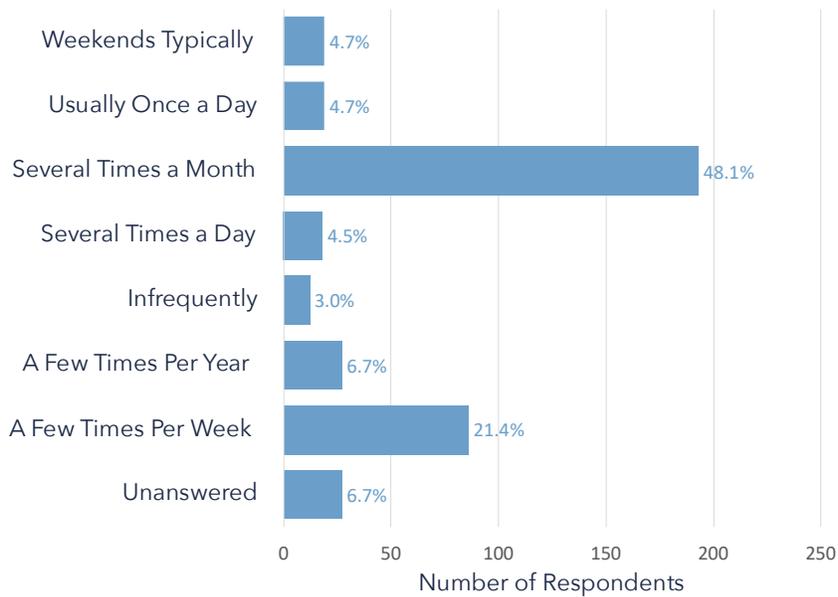
10b. How often do you dine in Monmouth County?



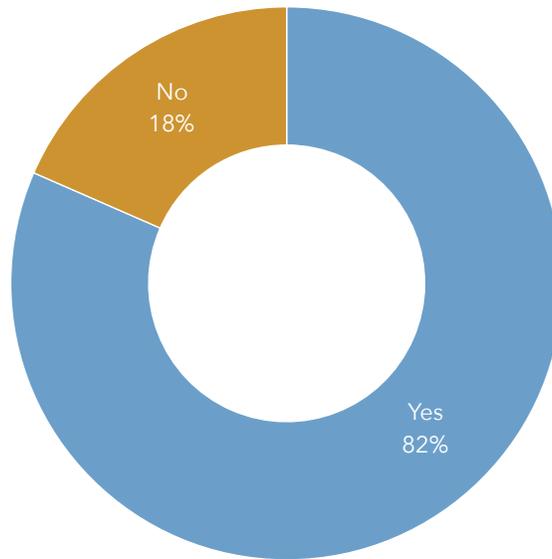
10c. How often do you go to Monmouth County for recreational activities?



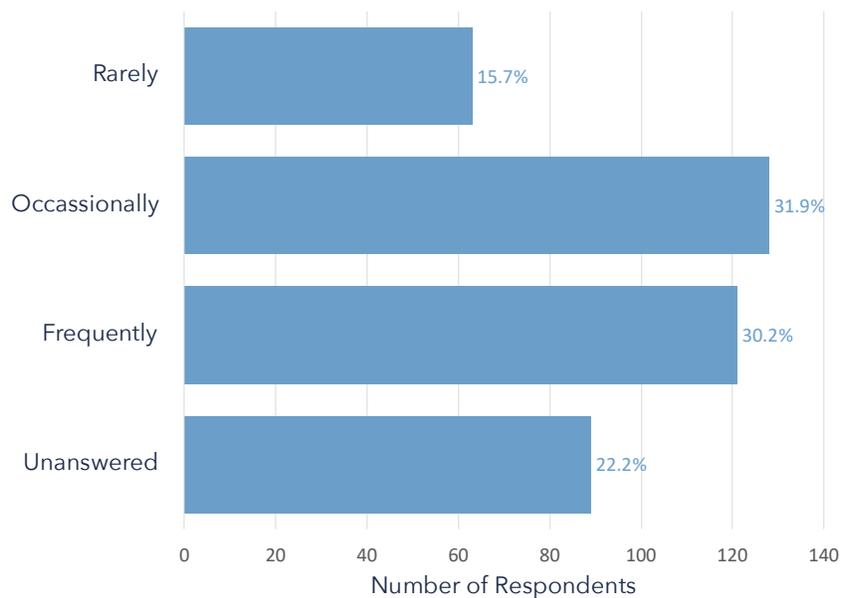
10d. How often do you go to Monmouth County for personal appointments?



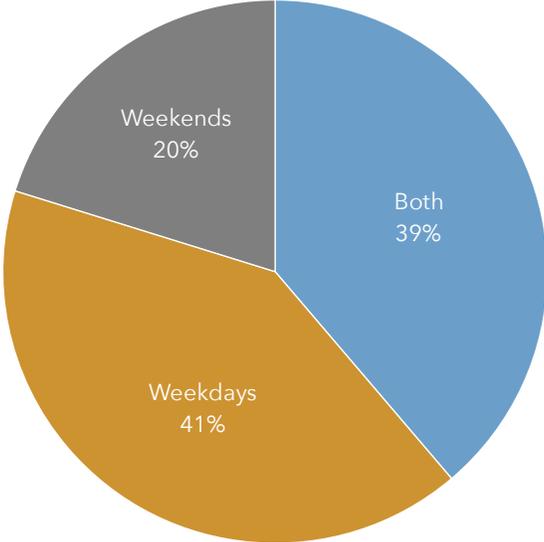
11. Does tourism or event related traffic congestion affect your decisions regarding your activities of daily living such as shopping, errands, dining out, or recreation?



11a. Please indicate the frequency that tourism or event congestion influences your decisions on when or where to travel.



12. When are you most effected by tourism or event related congestion?



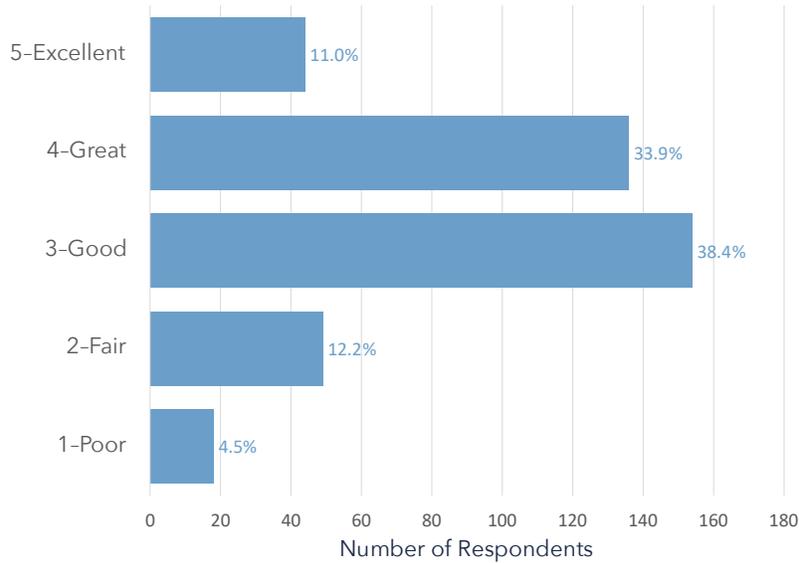
13. When you go out or recreate in Monmouth County, what types of places do you typically visit?

Destination	Number of Responses
Boardwalks	289
Monmouth Park Racetrack	70
Monmouth Battlefield	45
PNC Bank	89
Sandy Hook	176
Count Basie Theatre	132
Other Entertainment Venue	128
Local Parks	286
State Park	192
Restaurants	313
Local Events	254
Malls	148
Six Flags	33
Farm Areas	71
Festivals	112

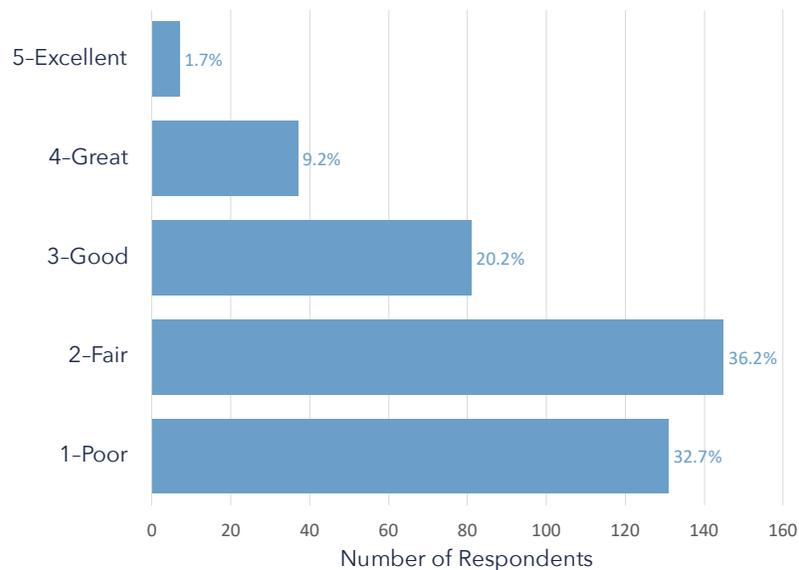
14. List the name of the beach(s) you visit in Monmouth County

Destination	Number of Responses
Sea Bright	14
Sea Girt	4
Sandy Hook	27
Bradley	26
Spring Lake	22
Avon by the Sea	25
Belmar	30
Asbury Park	38
Bayshore	2
Keyport	1
Long Branch	18
7 Presidents	9
Monmouth Beach	9
Ocean Grove	16
Ideal	2
Manasquan	10
Deal	5
Point Pleasant	3
Loch Arbour	1
Allenhurst	1
Union	1

15. How would you rate your travel time experience in Monmouth County during a typical off-season on a weekday or weekend?



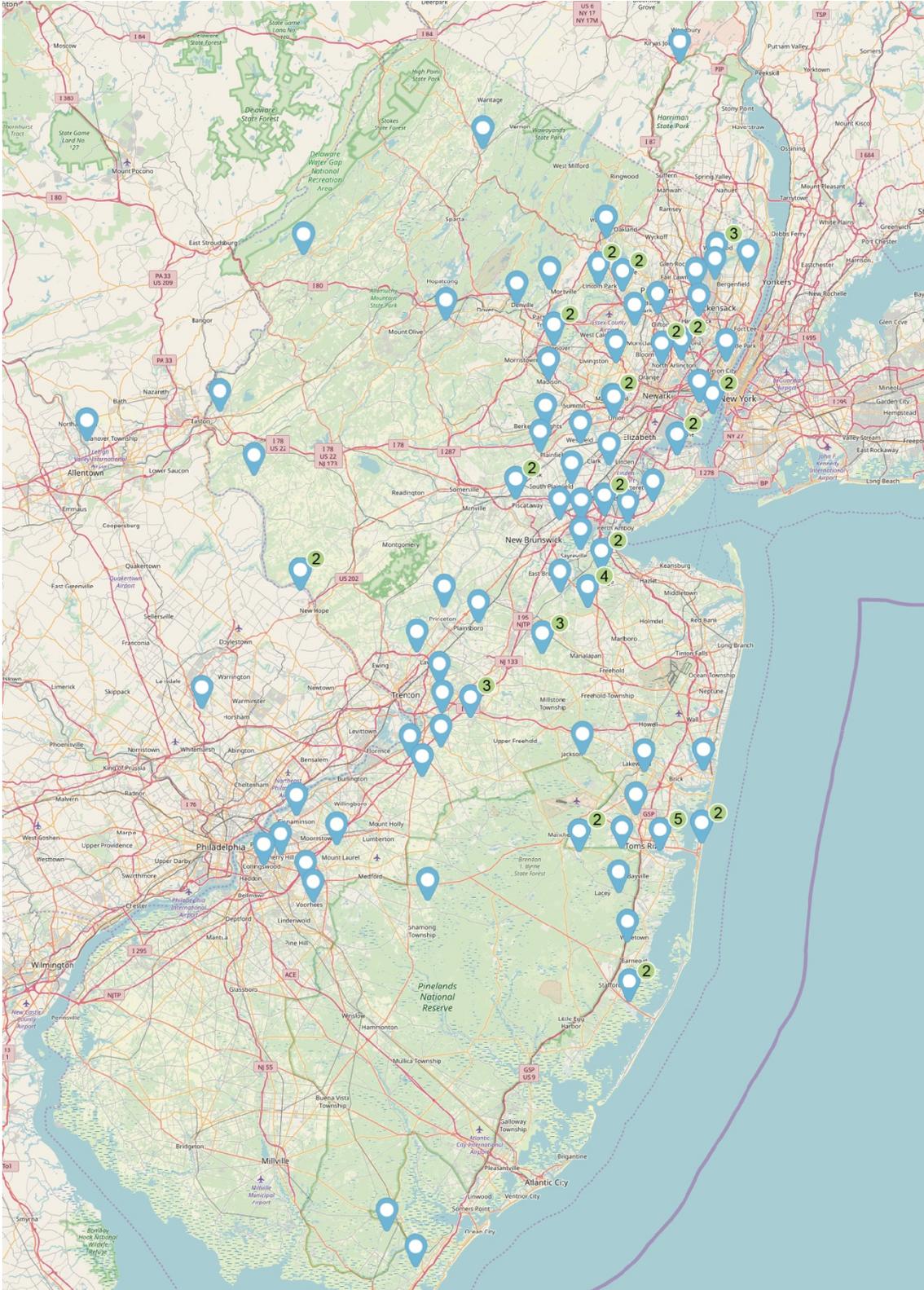
16. How would you rate your travel time experience in Monmouth County during a peak tourism season (June - August) weekday or weekend?



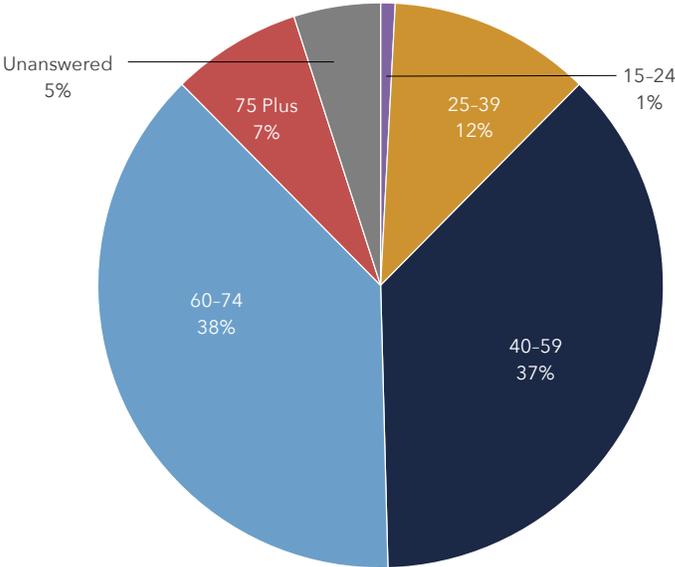
A map of the Freehold, New Jersey area, showing various townships and roads. A red outline highlights a specific region in the northeast, near Hazlet and Keansburg. Overlaid on the map is the text "VISITOR RESPONSES: 121" in a large, bold, black font. The map includes labels for townships such as Brunswick, North Brunswick, East Brunswick, Old Bridge, Marlboro, Manalapan, Freehold, Millstone, Howell, Jackson, Plumsted, North Hanover, Cranbury, Monroe, South Brunswick, and Brick. Major roads like I-95, I-195, and US-9 are also shown.

VISITOR RESPONSES:
121

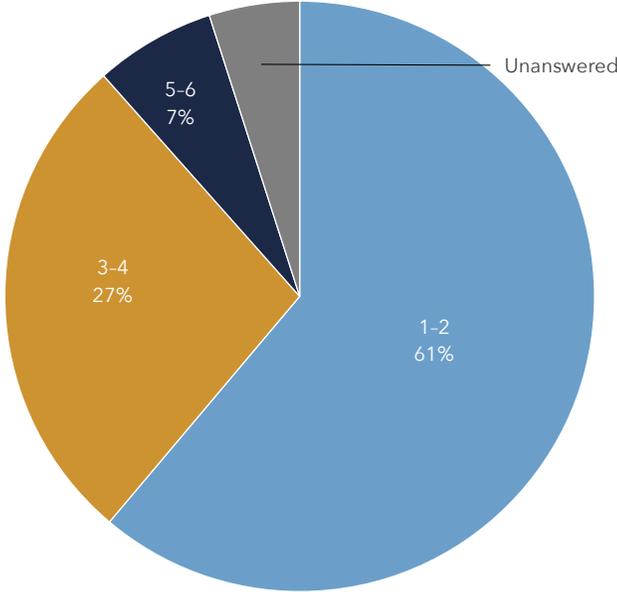
1. Please indicate your zipcode



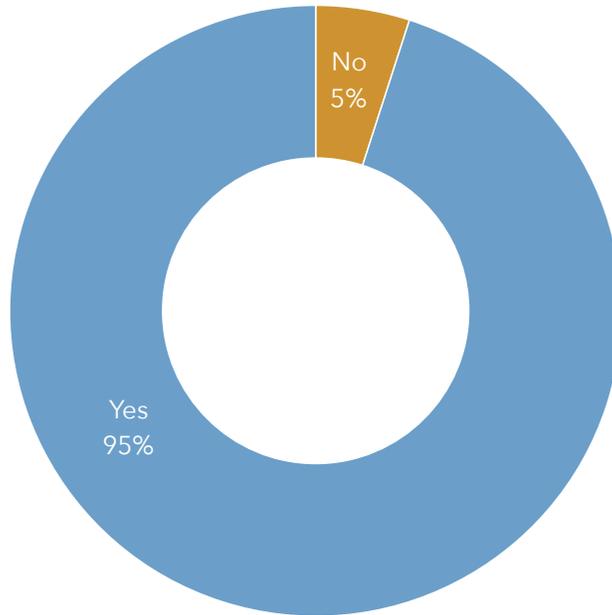
2. Please indicate your age group



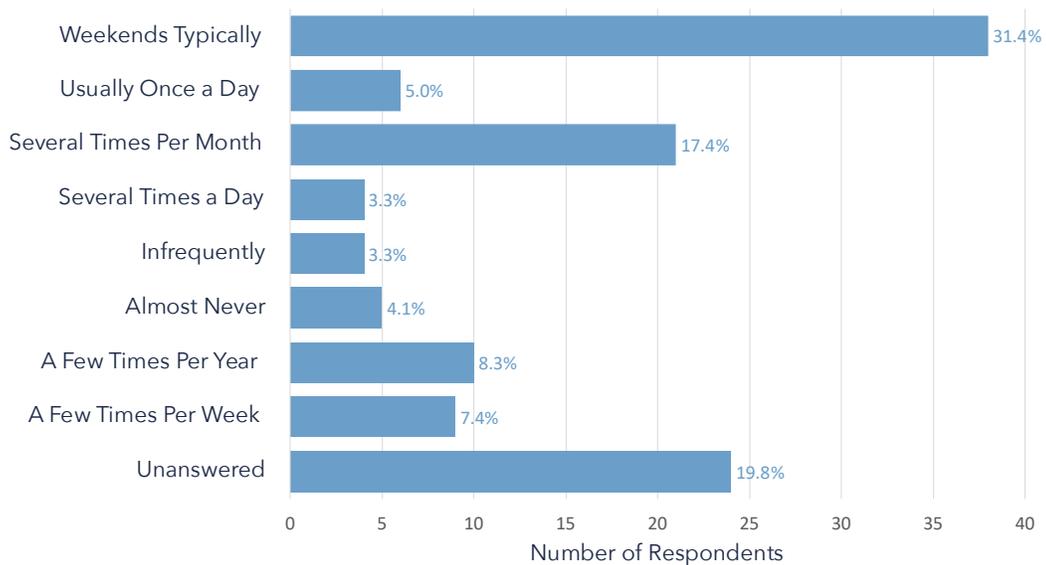
3. Please indicate how many people are in your household



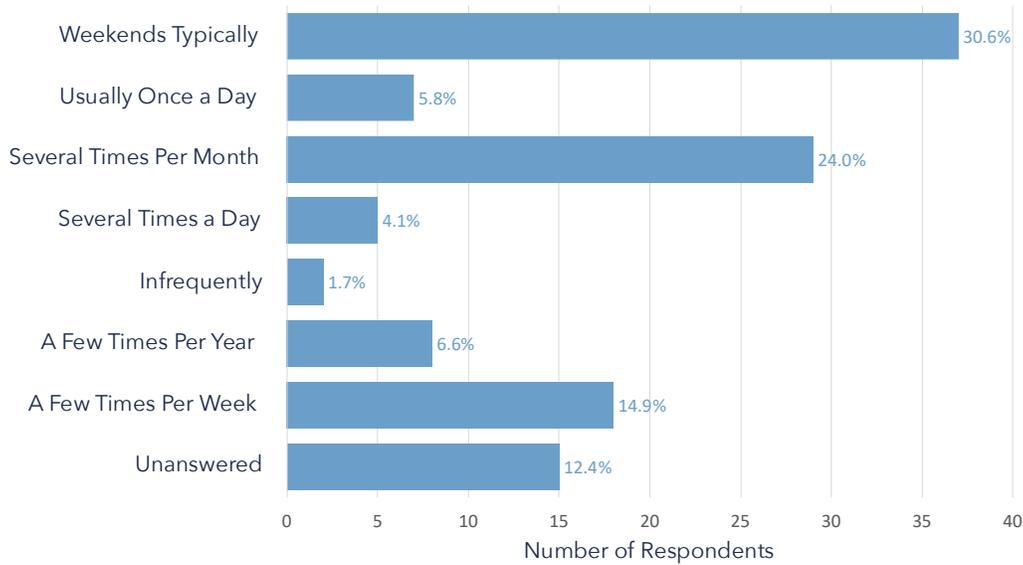
4. Do you visit Monmouth County?



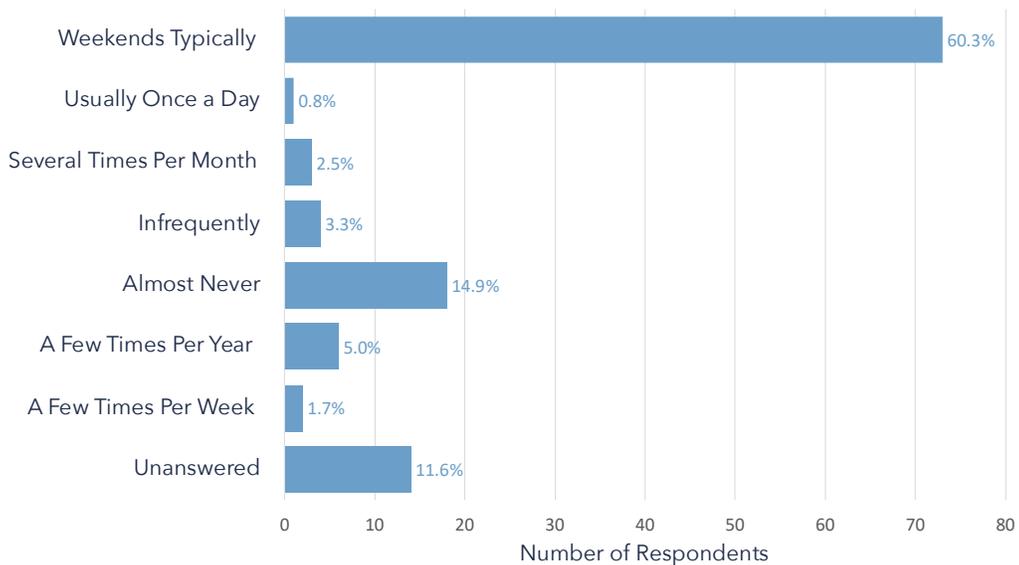
5a. How often do you go to Monmouth County for recreational activities?



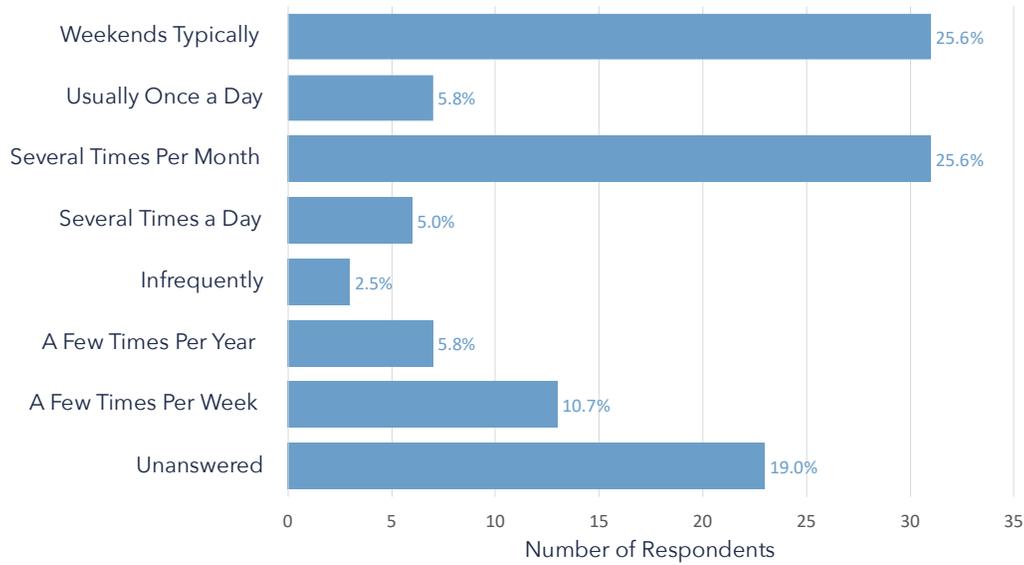
5b. How often do you go to Monmouth County beaches?



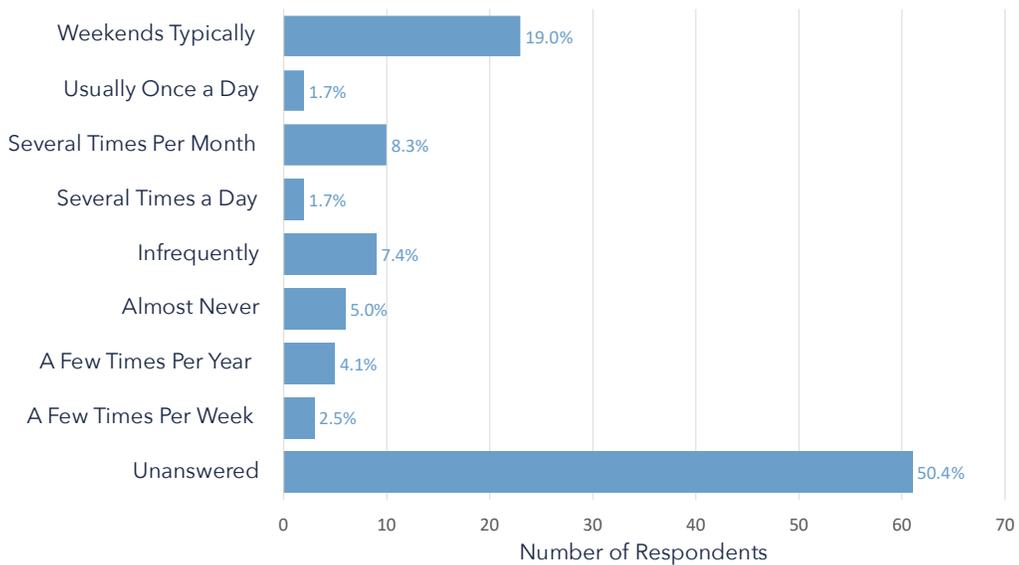
5c. How often do you go to the Monmouth County Racetrack?



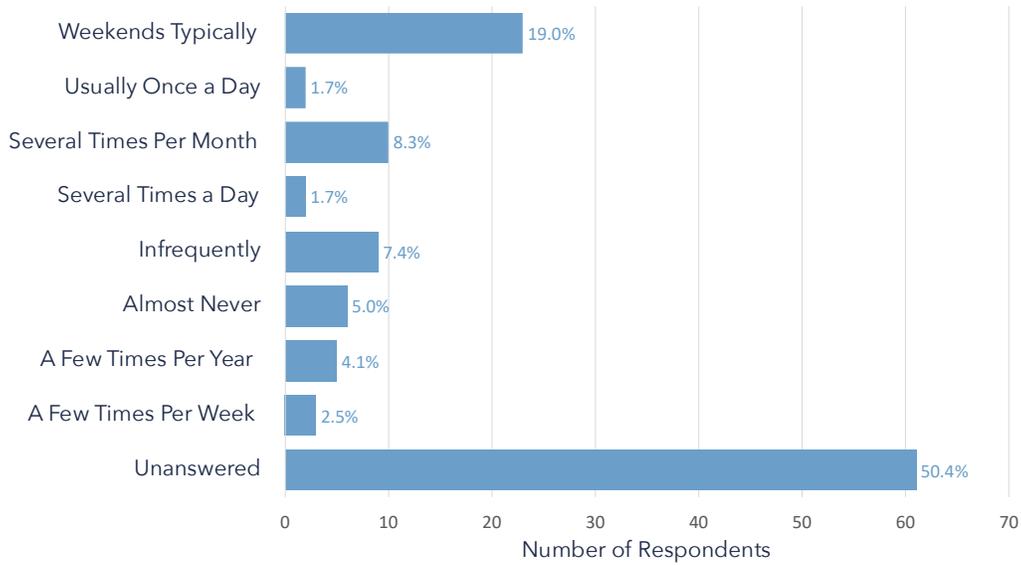
5d. How often do you go to Monmouth County restaurants?



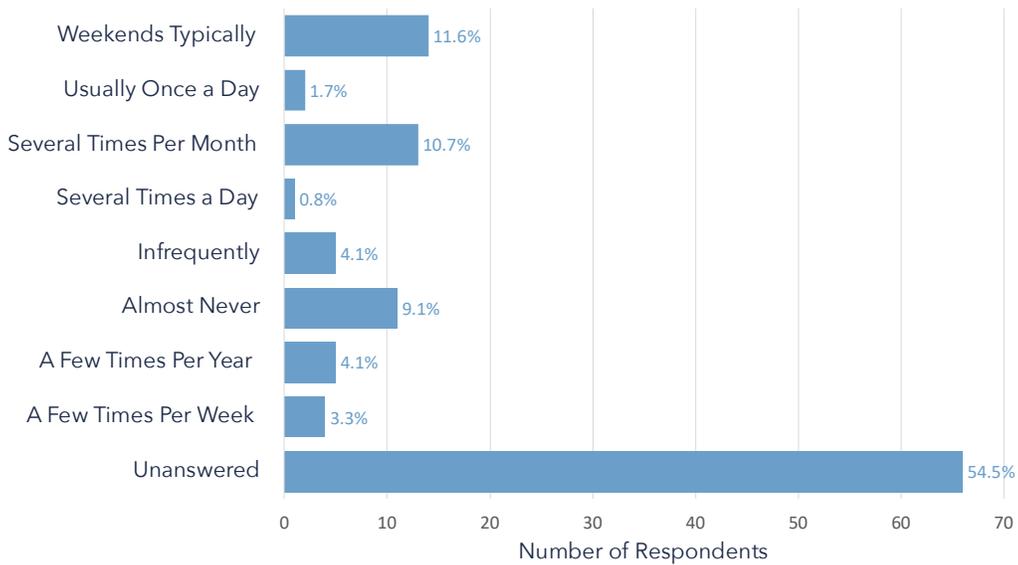
5e. How often do you go to Monmouth County concerts?



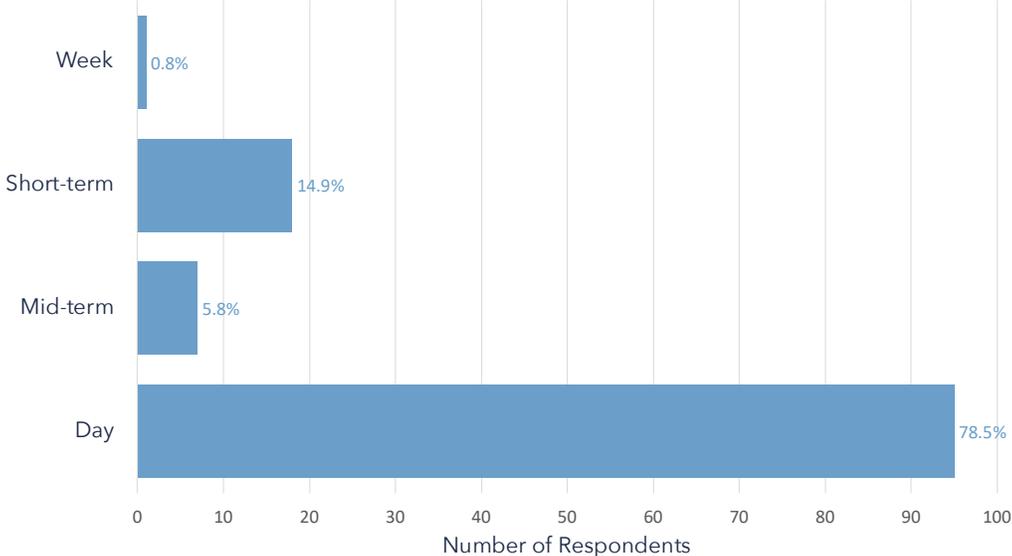
5f. How often do you go to Monmouth County amusement parks?



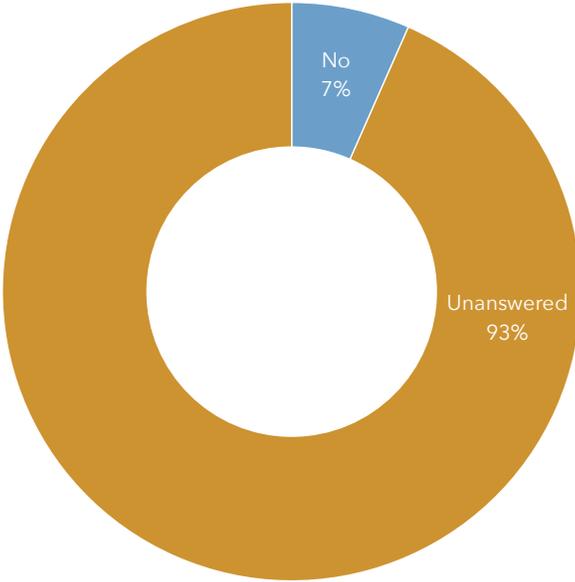
5g. How often do you go to Monmouth County farms?



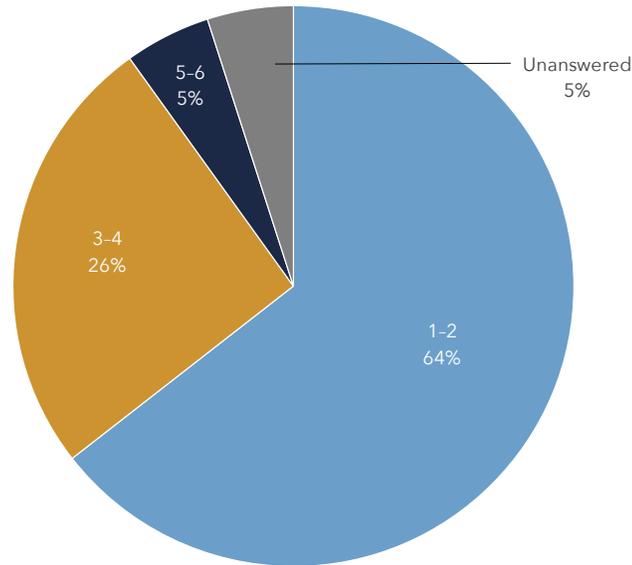
6. When you visit Monmouth County, how long do you typically stay?



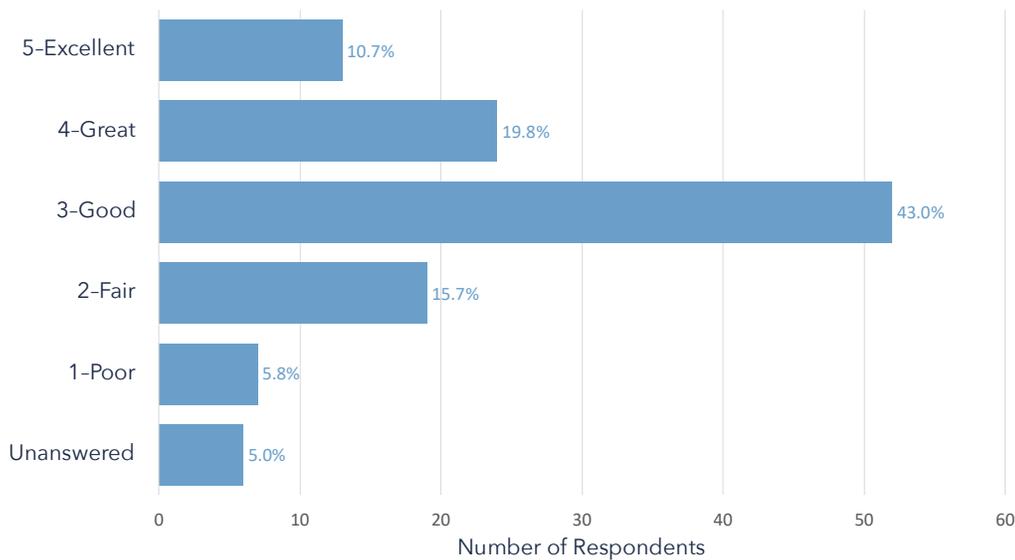
6a. Do you commute to work if you are visiting for more than a day or two?



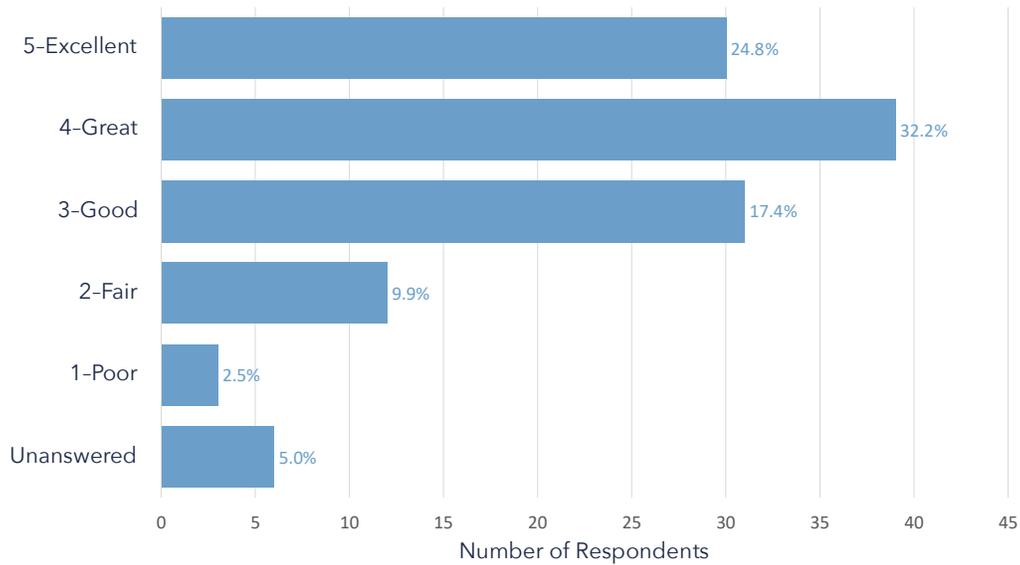
7. When you travel to Monmouth County, how many people do you typically travel with?



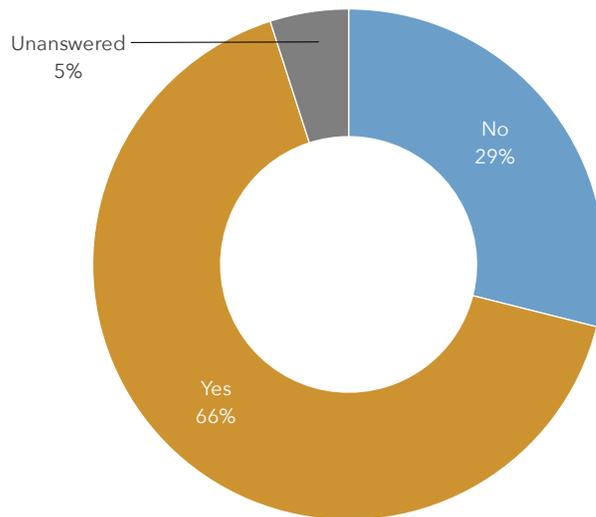
8. How would you rate your travel time experience in Monmouth County when visiting for large event or seasonal activity?



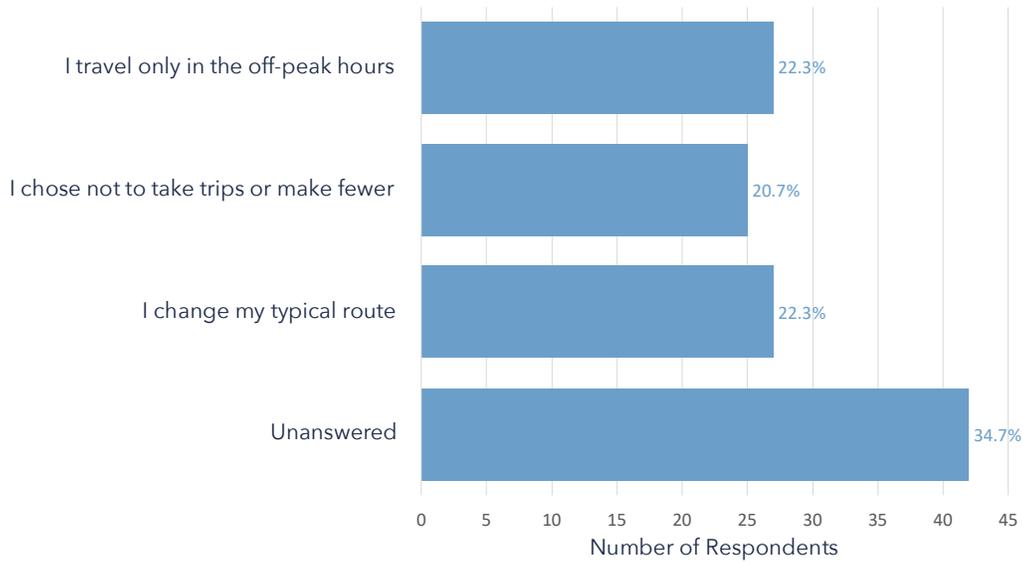
9. How would you rate your travel time experience in Monmouth County during a typical day, unrelated to a large event or seasonal activity?



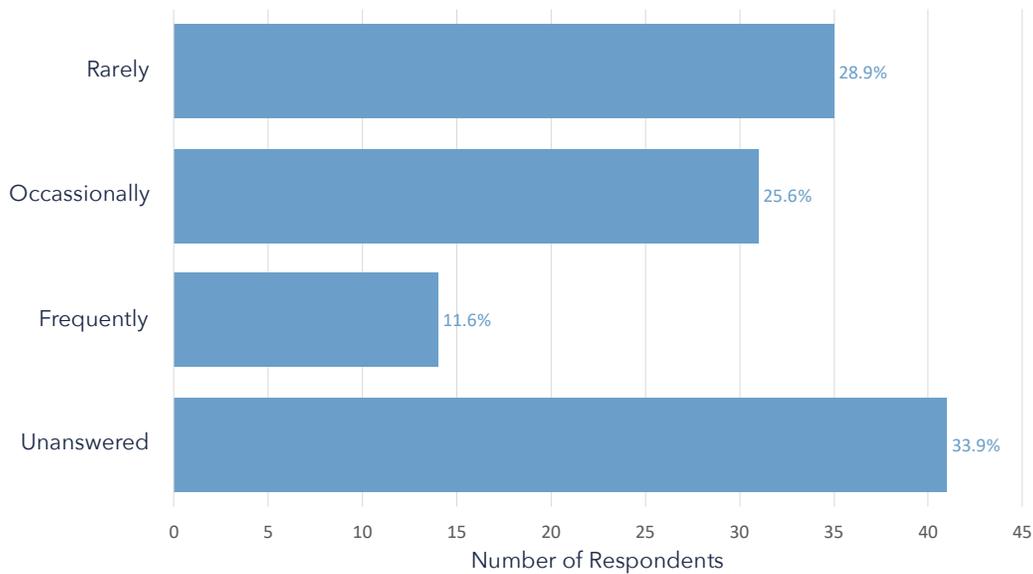
10. Does tourism or event-related traffic congestion affect your decisions regarding shopping, dining, errands, or recreation?



10b. Please tell us how you most often respond when addressing tourism or event related traffic congestion?

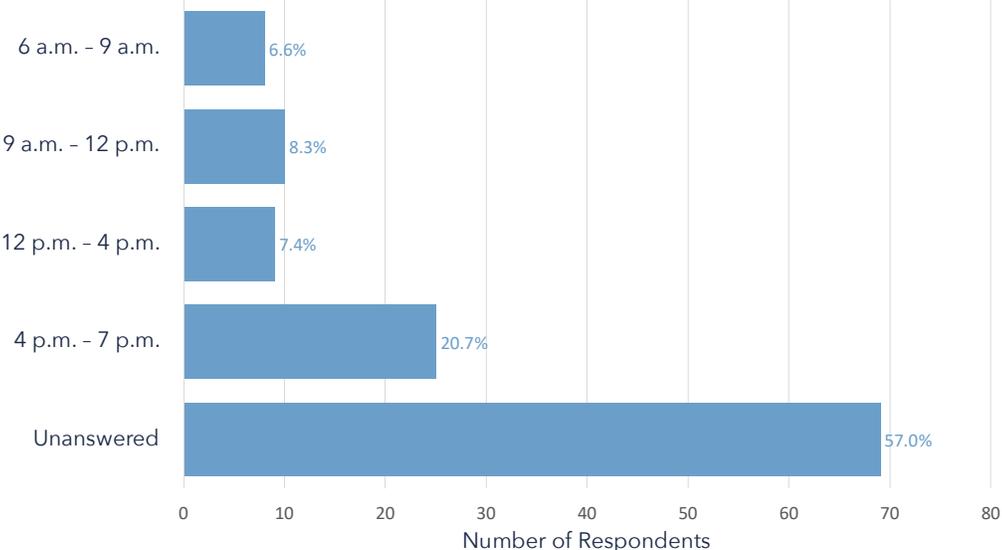


10c. Please indicate the frequency that tourism or event congestion influences your decisions on when or where to travel

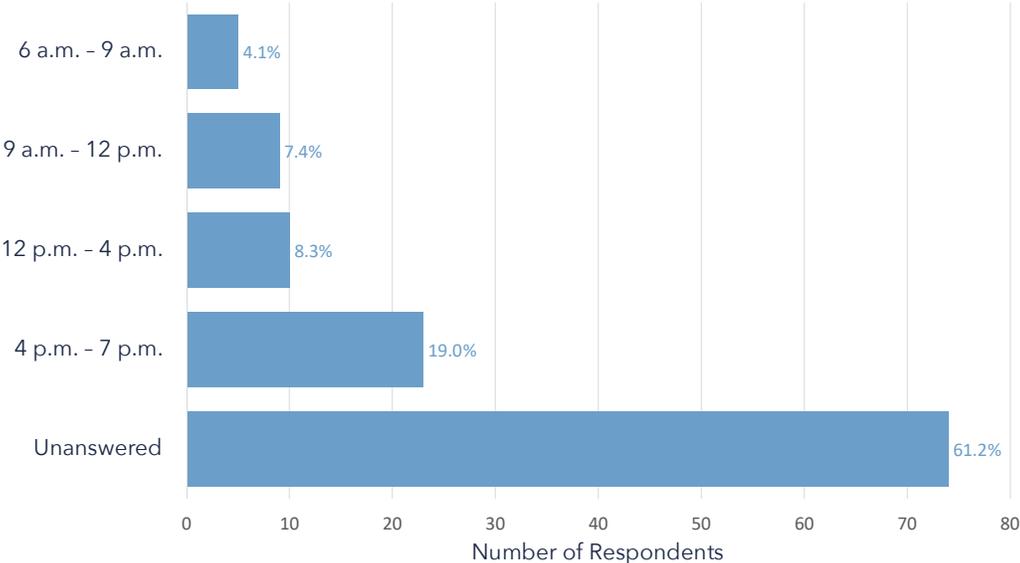




11a. Monday

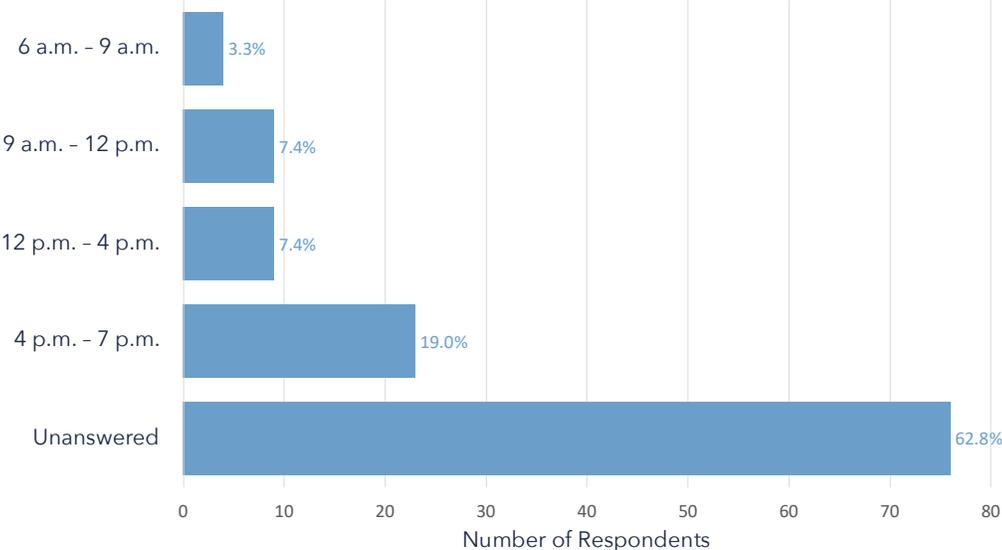


11b. Tuesday

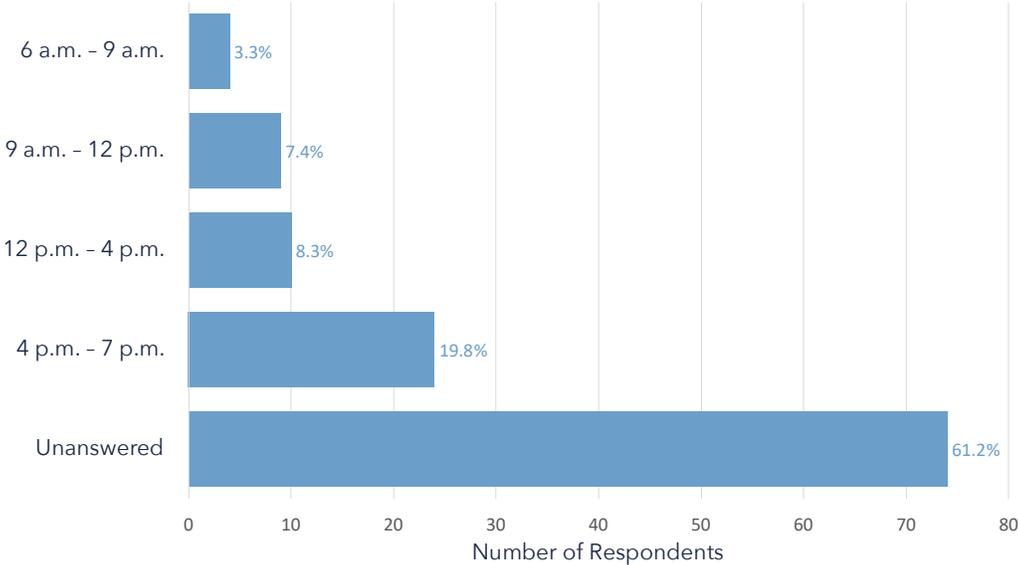




11c. Wednesday

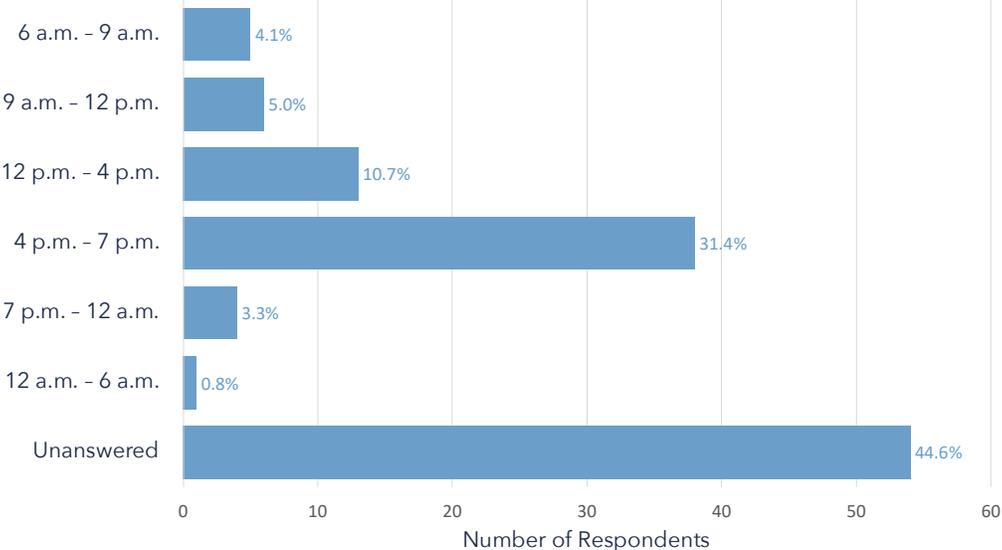


11d. Thursday

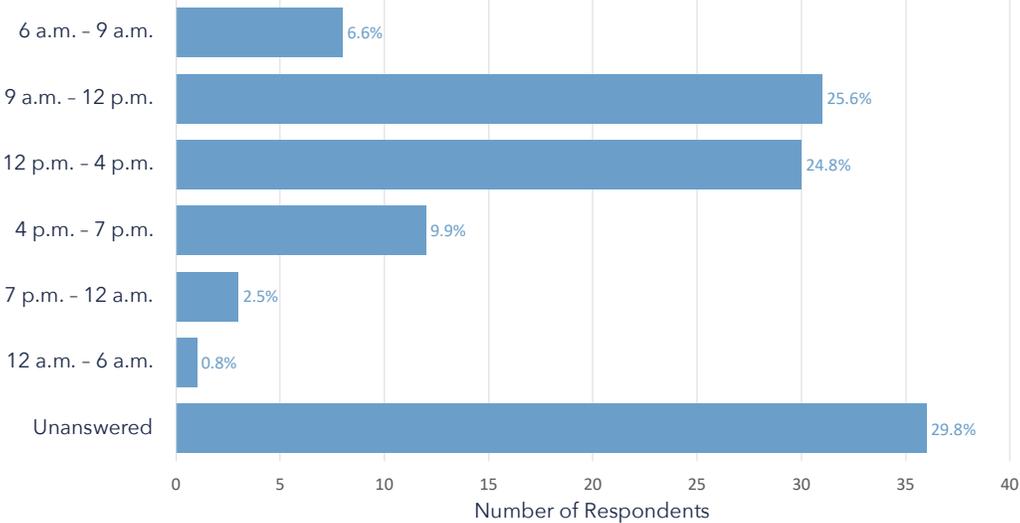




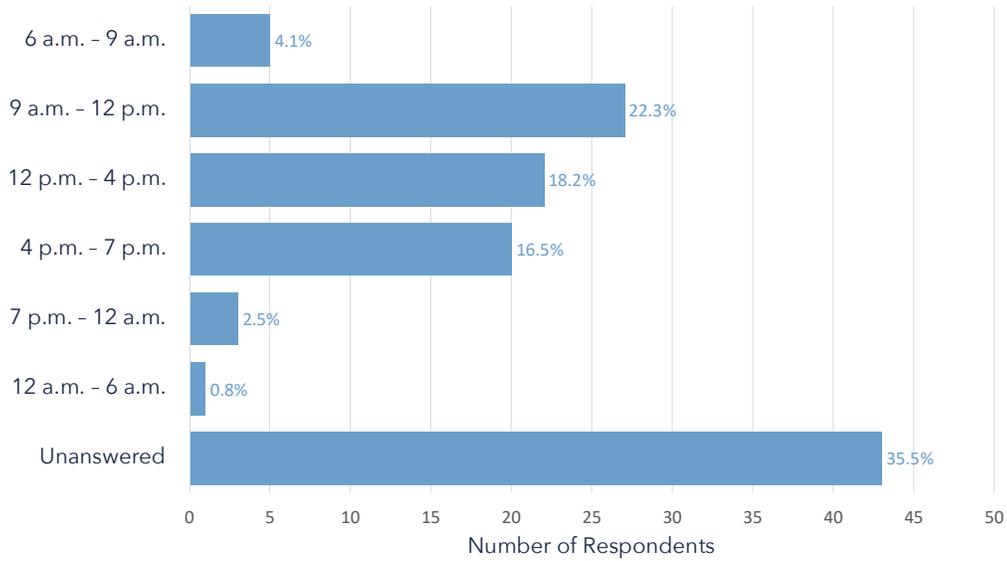
11e. Friday



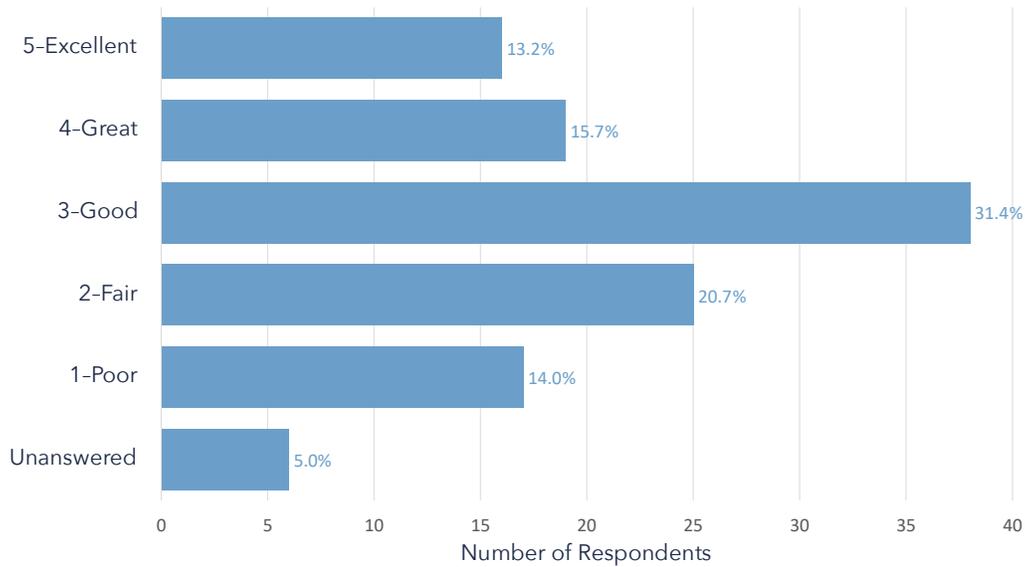
11f. Saturday



11g. Sunday

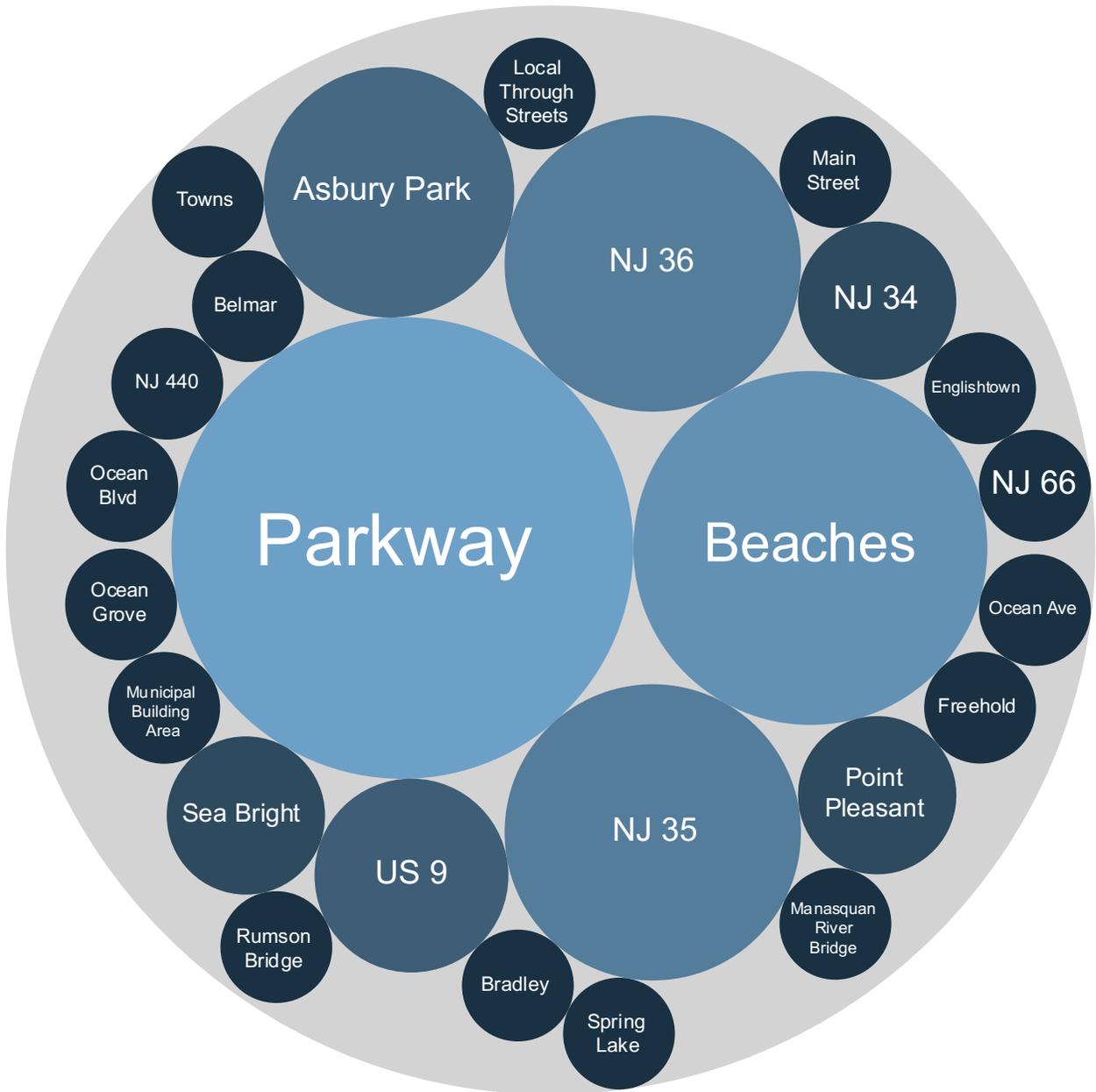


12. On a scale of 1 to 5, how would you rate parking availability at the locations you visit?

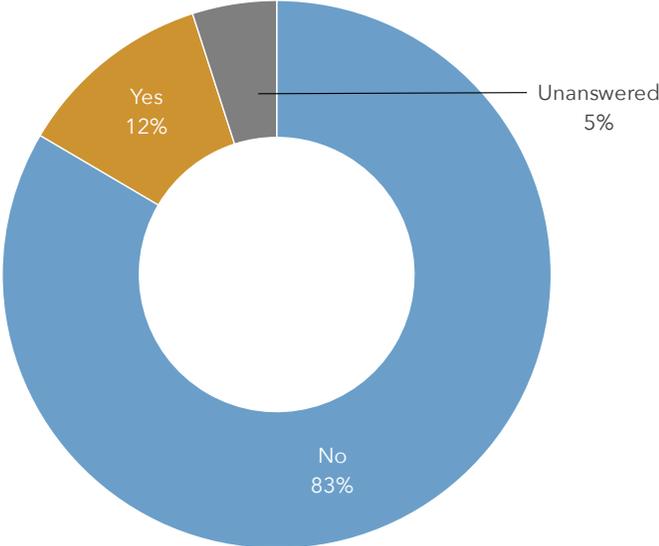


13. Describe the areas you routinely experience traffic congestion

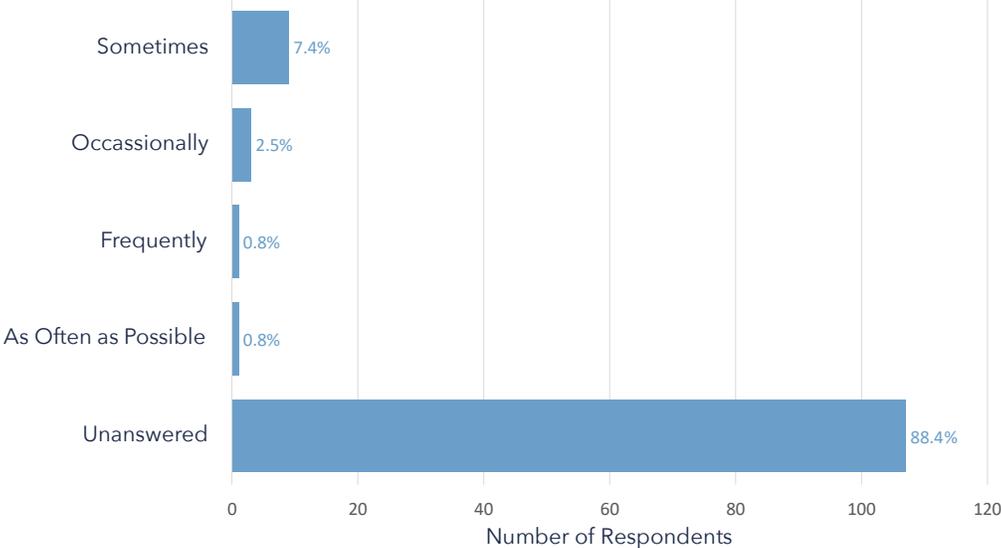
The survey answers in the below word cloud are “weighted,” meaning the larger they appear the more times they were listed by respondents as congested areas.



14. Have you ever used transit to get to event locations or tourist destinations?



14a. If yes, please specify how often?



14c. Please select the reasons you prefer not to use transit

Reasons you prefer not to use transit	Number of Responses
Don't know the information	8
No transit services	27
Flexibility using car	72
No additional services	11
Not reliable or convenient	20
Takes too much time	19
Unanswered	7

14d. What do you wish was available to make transit more preferable?

All responses fell into the following categories:

- More service on weekends
- Electrification past Long Branch
- Express rail service from major stations to beach locations
- Offer carshare or a public/private partnership with Uber/Lyft to provide vehicle trips at the destination
- Better transit information, particularly for those that need to use multiple rail lines or bus routes.
- Last-mile connections from bus/train stations to final destination

APPENDIX VI
AC MEETING SUMMARY REPORTS

Advisory Committee Meeting #1Monmouth County Tourism and Events Travel Demand Management Study / 1925

Date/Time: September 24, 2020 / 2:00 PM
Place: GoToMeeting (Virtual)
Next Meeting: TBD
Project Team: David Schmetterer, Monmouth County
Member Attendees: James Bonanno, Monmouth County
Blythe Eaman, NJTPA
Adam Catherine, Stantec
Cynthia Albright, Stantec
Nicole Pace-Addeo, Stokes
Advisory Committee Member Attendees: Amanda Stone, Monmouth County Tourism
Anthony Garaguso, Monmouth County Transportation Council
Erin Kinnemann, Monmouth County Economic Development
Joe Livingston, New Jersey Turnpike Authority
Joe Barris, Monmouth County Planning
Krishna Murthy, EZ Ride
Paul Gleitz, Monmouth County Parks
Renu Chhonkar, Monmouth County Engineering
Simone Garr, NJ Transit
Distribution: Attendees, File

Item:**Action:****Vision Statement**

Ms. Stone agrees with the vision overall. She thinks that when you hear “July 4th” most people automatically think of traffic. January, on the other hand, elicits the thought of it being cold and quiet.

Mr. Schmetterer incorporated several changes to the vision and made notes on the slides.

Mr. Gleitz likes the vision statement and mentioned that most dread the commute around the County between Memorial Day and Labor Day.

Ms. Garr mentioned that the statement offers a challenge due to its literal comparison and recommended changing the language to “more like”.

Ms. Stone added that “desirable” would be a better word. She also mentioned that parking causes angst for most travelers in the Asbury Park area. Another challenge is to get the towns to communicate and coordinate their event schedules. Part of the problem is the towns do not talk to each other.

Item:**Open Discussion about Questions**

Ms. Stone discussed town-run events such as the Seafood Festival (also known as the Belmar Seafood Festival) held in May. A previously held event shut down the town of Belmar so the town moved the event further in town, near the

Item:

Transit station, to make commuting easier. It was also moved to be held before Memorial Day Weekend to increase convenience and attendance.

Ms. Gall mentioned "One Sweet Ride" which provides service for the Monmouth Park area.

Mr. Livingston discussed localized traffic around interchange 116 for the PNC Bank Arts Center, and that it was seasonal (Memorial Day through Labor Day). The shuttle bus runs from the Matawan train station and they have additional signage for events to expect traffic northbound and southbound. While most walk to PNC from the parking area, there is also a Jitney service.

Mr. Gleitz offered to circulate the questions to his service staff for additional feedback.

There were no comments or discussion on additional members to add to the Advisory Committee.

The meeting adjourned at 3:30 PM

The foregoing is considered to be a true and accurate record of all items discussed. If any discrepancies or inconsistencies are noted, please contact the writer immediately.

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Action:

Mr. Livingston will look up Jitney shuttle data and provide to the team.

Advisory Committee Meeting #2Monmouth County Tourism and Events Travel Demand Management Study / 1925

Date/Time: January 22, 2021 / 2:00 PM
Place: GoToMeeting (Online/Virtual)
Next Meeting: TBD
Project Team: David Schmetterer, Monmouth County
Member Attendees: James Bonanno, Monmouth County
Blythe Eaman, NJTPA
Adam Catherine, Stantec
Graeme Masterton, Stantec
Cynthia Albright, Stantec
Sumeet Kishnani, Stantec
Nicole Pace-Addeo, Stokes
Advisory Committee Member Attendees: Anthony Garaguso, Monmouth County Transportation Council, Chairman
Erin Kinneman, Monmouth County Economic Development
Joe Livingston, New Jersey Turnpike Authority, Planning Division
Kyle DeGroot, Monmouth County Strategic Planning
Renu Chhonkar, Monmouth County Engineering
Joe Barris, Monmouth County Planning Dept.
Brian Leckie, NJDOT
Simone Gore, NJ Transit
Distribution: Attendees, File

Item:**Action:****Open Discussion**

Mr. Garaguso agrees with the recommendations list because the three corners are covered with Sandy Hook, Red Bank and Holland Ridge Farms.

Mr. Schmetterer will follow up with Grown in Monmouth.

Ms. Kinneman mentioned that there was a new farm this season called Stone Tavern Orchards which is across from Holland Ridge Farms. This new farm noted that they had difficulty getting people to their farm because traffic was getting directed to Holland Ridge Farms.

Mr. Schmetterer to verify ownership of Monmouth Park.

Mr. Schmetterer noted that the project team will reach out to Grown in Monmouth to coordinate stakeholder outreach to the farms.

Mr. Leckie pointed out that there are sometimes upwards of 15-25K people at food festivals at Monmouth Park. He also stated that Monmouth Park was sold by the Sports and Exposition Authority a few years ago.

Ms. Chhonkar agrees that the recommendations list is well put together. She was wondering about shopping mall traffic and if that was a part of congestion related to the events. Mr. Schmetterer confirmed it was considered, especially at the holiday time for shopping. However, the data did not indicate that mall patrons were out of County visitors, and that shopping areas did not completely

Item:

line up with the purpose of the study, which is to analyze tourism and event locations.

Ms. Gore thinks everything is great and the list is comprehensive. She had not heard of Holland Ridge Farms but knows there is a lot of agritourism traffic at other locations.

Mr. Leckie pointed out Belmar for the St. Patty's Parade – any thoughts on including that as well? Mr. Schmetterer noted that all of the beach locations scored very high, but in an effort to cover more types of events and locations, it was decided to focus on Sandy Hook/Seabright and Asbury Park would cover beach activity. Mr. Catherine noted that the principals developed for Sandy Hook/Seabright and Asbury Park could be applied to other areas.

Mr. Garaguso added that breweries and other attractions are popping up, so the agricultural events guidance can be used in other areas around the county.

Mr. Livingston mentioned that the traffic is actively managed at PNC on site and that they are planning an interchange reconstruction project to reconfigure ramps and east-west roadway under the Parkway to address congestion. It is anticipated that these improvements will be constructed in the fall. Leaving it off the list is ok and rationale on how the list was developed is good.

Mr. Schmetterer will reach out to tourism and parks for additional input to finalize the list of selected sites.

Mr. Catherine presented a schedule. The project is on-track to wrap up by the end of June. The third and final AC meeting will occur in early May and will present the findings/results of the study.

Mr. Schmetterer ended the presentation with a push for website sharing to continue receiving input and encouraged AC members to please forward social content to the necessary parties to share. He noted that the team hopes to generate more visitor input to survey.

The meeting adjourned at 3:15 PM

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Action:

Mr. Schmetterer will follow up with Parks and Tourism reps to get their input on the list of recommended areas.

APPENDIX VII

STAKEHOLDER MEETING SUMMARY REPORTS

Stakeholder Meeting #1 – Red BankMonmouth County Tourism and Events Travel Demand Management Study / 1925

Date/Time: February 19, 2021 / 1:30 PM

Place: GoToMeeting (Online/Virtual)

Project Team: David Schmetterer, Monmouth County

Member Attendees: Blythe Eaman, NJTPA
Adam Catherine, Stantec
Graeme Masterton, Stantec
Cynthia Albright, Stantec
Nicole Pace-Addeo, Stokes
Kyle DeGroot, Monmouth County Strategic Planning

Red Bank Stakeholder Group Attendees: Shawna Ebanks – Borough of Red Bank, Dir. Of Community Dev.
Adam Philipson – Count Basie Theater, President
Kate Triggiano – Councilwoman in Red Bank
Margaret Mass – Red Bank Visitors Center
Stephen Catania – The Cheese Cave
Laura Kirkpatrick – Red Bank RiverCenter, Executive Director

Distribution: Attendees, File

Item: Open Discussion**Action:**

Ms. Kirkpatrick – the special events committee meets monthly to discuss logistics and they have an existing structure to try to schedule events and manage impacts and try to avoid multiple large events happening at the same time. Issues arise when there are big shows at Basie or Two River or when these shows conflict with other festivals or big events. The biggest challenge is parking and the perception of difficulties finding parking. There is plenty of parking, but the location and availability of the parking needs to be communicated better to visitors. Another challenge is getting into town with multiple choke points with congestion at the bridge entries.

Mr. Philipson to share previous parking and traffic studies with the project team.

Ms. Mass – most visitors do not complain about getting to the locations. What often happens is other events in the area or construction causes an impact on visitors/residents. The secret ways are no longer secrets due to Waze. Everyone will not be happy no matter what but giving people a heads up to avoid challenging areas and prevent parking tickets are good strategies. Using website/social to educate and inform visitors could also be helpful.

Mr. Philipson – 220,000 people came through the Count Basie Theater doors before COVID-19, and he has never known anyone to miss a show (200+ per year) due to parking. Maps for parking on the website are helpful. Encouraging parking further away for those that are staying 2-3+ hours is a potential best practice. Designated walk/bike areas are needed – have shared thoughts with the Mayor many times. Will share previous parking studies info with team.

Ms. Triggiano – the parking perception needs to be improved overall. There is plenty of parking available, but it may require some people to walk a block or two. The current infrastructure is not conducive to biking, so focus should be on conducting a circulation study and providing bike lanes before doing things like

Item: Open Discussion

Action:

bikeshare. Does not see e-scooters as a favorable solution since people just leave them all over.

Mr. Catania – A parking study was conducted a few years ago and did not show any shortages. There is a parking perception problem. It is more about wanting to park close to the location and finding it a hassle to walk a block or two. The events in Red Bank draw a lot of visitors and they are interested in what the project team can share regarding the best approaches to help address parking perception challenges.

Ms. Kirkpatrick – The White Street lot (business/students, etc.) sometimes becomes full and it makes it look like Red Bank has a parking problem. It will be interesting to see post-pandemic, how that may be changed. The pedestrian mall on Broad Street is coming back and may be permanent. Red Bank is evaluating how that will impact travel in town, as well as if there is an opportunity to expand the area.

Ms. Triggiano – Most parking issues are around Oakland Street parking and east side. Broad street cannot be extended. Other resident area to watch is west side – different parking concerns will change with who drives vs walking to locations. As it shifts to more drivers, this will change the town center. 19 downtown intersections were included in previous study.

Ms. Kirkpatrick – There are visitors traveling into Red Bank for multiple-day events like tournaments. Red Bank also experiences a slight dip in activity in the summer because it is an earlier/mid spot on the parkway/top of the shore. Red Bank should capture those folks before/after Bay Head or Gateway National.

Mr. Catania – History of hotel shows social business (weddings) in spring and summer, making a weekend of it. Not many weddings or corporate travelers during pandemic but there has been interest from locals in Monmouth County that want to get out of the house and stay overnight, use pool, go to dinner, etc. That was a revelation for the hotel to see that kind of business, not done previously.

Ms. Mass – campaigns with hotels previously were successful from Canada. Also campaigns in the Philadelphia area. Red Bank wants to do more marketing to get visitors to stay longer.

Ms. Kirkpatrick – Bike/ped plan is 10-12 years old (possibly older). Most towns put some things into play and some didn't. Not much implementation overall in northern Monmouth County.

Mr. Catherine asked about the public transportation visitors.

Ms. Kirkpatrick – More train than bus visitors.

Mr. Philipson – We do not ask people how they arrived, but the demographics show most walk from the train station. Uber waiting areas are being used.

Ms. Triggiano – West Side Lofts have a bikeshare. Most long-range cyclists use their own bikes. Many residents use bikes as main mode of transportation. Main concern is for residents, but Red Bank needs to focus on providing bike facilities.

Item: Open Discussion

Action:

Red Bank also had electric shuttle service called “Scooter Dudes” which provided some circulation downtown. However, there was a demand for the service to take people to other areas of Red Bank, particularly late at night.

Mr. Catania – Ubers are popular but not mass transit. Driving into Red Bank is more common.

Ms. Kirkpatrick – Scooter Dudes service was stopped. A 6-8 passenger jitney company was interested in providing service at no charge to passengers but wanted RiverCenter to pay for it. Red Bank may be interested in a jitney service if they received grant money. Scooter Dudes worked better in Highlands and Asbury Park than in Red Bank.

Mr. Catania – a trolley would be more ideal, but the model should be modified to the needs in the town.

Ms. Kirkpatrick – The Borough’s new parking meters (installed during COVID-19) will help with obtaining data and they started charging in the fall. Real data coming in shortly.

Mr. Schmetterer – please share the community survey via email lists or your web/social (visitors especially). We will present the draft plan in April.

Ms. Kirkpatrick – A recommendation: keep the survey open through tourism season this summer, even if the project is over.

The meeting adjourned at 3:00 PM

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Stakeholder Meeting #2 – Sandy Hook & Sea BrightMonmouth County Tourism and Events Travel Demand Management Study / 1925

Date/Time: February 23, 2021 / 2:00 PM
Place: GoToMeeting (Online/Virtual)
Project Team: David Schmetterer, Monmouth County
Member Attendees: Blythe Eaman, NJTPA
Adam Catherine, Stantec
Graeme Masterton, Stantec
Cynthia Albright, Stantec
Sumeet Kishnani, Stantec
Nicole Pace-Addeo, Stokes
Kyle DeGroot, Monmouth County Strategic Planning
Sandy Hook & Sea Bright Stakeholder Group Attendees: Greg Norman, Chief Ranger, Sandy Hook
Krishna Murthy, EZ Ride
Pete McCarthy, Sandy Hook
Sara Weimer, Fee Program Manager, Gateway NPS
Tony Mercantante, Twp. Administrator, Middletown
Distribution: Attendees, File

Item: Discussion**Action:****QUESTION 1: TRAVEL BEHAVIOR STRATEGIES**

Mr. Mercantante – there are no other routes to get to Gateway from 36. Traffic diversions to him means multimodal options. Predictions or early notices on the Parkway that the park is full would be helpful to allow drivers to choose other beaches before getting onto Route 36. Could also consider sending overflow parking to nearby ferries as much as we should. Ferries would have to be water taxi-sized vehicles, not the large ferries that currently operate from those locations to NYC. There are 3-4 parking lots on Route 36 (shuttle would be helpful since those lots are unused). Shuttles should use a web-based payment system, so they are not carrying cash. However, a shuttle service would be in the same traffic as vehicles. The issue with a ferry or shuttle is how do people move around the park once they arrive on these modes.

NPS to provide 2019 dates for sold out beach days.

Mr. Norman – sometimes vans have 6-8 people packed in when they visit (maximize amenity fee). Beach capacity is close to full if parking lots are full. This happens a few weekends per year in the summer and is weather dependent. If people arrive by ferry or shuttle from overflow locations how can NPS control crowds. How do we get the vehicles in more smoothly, so the traffic is not backed up? VMS board around 117 would be helpful for beach traffic.

Mr. McCarthy – NPS charges Seastreak a fee annually to recover the cost of the people arriving via ferry. Seastreak also operated a circulator shuttle around the park, did not operate in 2020 due to COVID.

Item: Discussion

Action:

Mr. Norman – NPS is considering converting one of the exit lanes during peak entry periods to be for season pass holders and employees. They are currently engaging their engineers to evaluate feasibility.

QUESTION 2 COMMUNICATION STRATEGIES:

Mr. Norman – NPS uses Facebook and Nixle alerts about park opening/closing, maybe Twitter as well.

The Stakeholders agreed that variable message signs and travel day messaging would be most effective communication strategies.

QUESTION 3 and 4 NEW/IMPROVED SERVICES:

Mr. Norman – There is currently a bicycle rental vendor at Sandy Hook that is located near the ferry dock. He will find out how many are available for rent.

Mr. Mercantante – Shuttles are not necessarily practical because so many people bring a lot of beach stuff (must have space for them to store their chairs, coolers, etc.). Years ago, there was a bus along 36 so you could store your belongings under the bus. Any future shuttle needs to have plenty of room for beach goods. He also noted that the Henry Hudson bike trail may have a rental area as well. Once completed the Henry Hudson trail could provide access to the park for many County residents.

NPS to provide the number of bikes available to rent.

NPS to provide bike counts (pre-COVID) from the bike counters.

Mr. McCarthy – About 100 bikes were available for rent last year. There are two rental locations outside the park: Highlands and Sea Bright. There are also counters on the bike path for which NPS could provide data to the project team. Also, there are beach equipment rentals so people could ride their bike or use transit and then rent their beach equipment. There are pedestrian issues in area B, C, and Horseshoe Cove where pedestrians try to cross the roadway to get between the ocean and bay sides.

QUESTION 4 PARKING:

Mr. Norman – They do experience Uber/Lyft pick up and drop off activity. They let vehicles through that say they are not going to park in a beach lot. Parking is enforced by looking for receipts on the dashboard, but it is on the honor system for drop offs. Credit card transactions slow the entry as they take approximately 45 seconds, while cash payments take about 20 seconds. NPS can provide data regarding the number of each type of transaction. Lots are monitored by employees that go through to count the vehicles in the lots. Signs at each booth tell visitors which lots have availability.

NPS to provide data regarding the number and type of payment (cash, credit, etc.)

Mr. Schmetterer to follow up with Sea Bright about parking fees.

Mr. Catherine – it would be good to understand parking in Seabright to see if variable parking rates would be possible. Would variable parking rates be possible at Sandy Hook?

Mr. McCarthy – NPS is obligated to charge a single fee which is approved in Washington so variable parking rates would not be possible.

Item: Discussion

Action:

An extensive discussion was had regarding the potential for reservations.

Mr. Norman – the main issues with reservations is that the fee is only for parking, not for entry. There is no charge for some fishing beaches, or driving through the park, or using the ped/bike paths.

Mr. McCarthy – Parking at guarded beaches is what the fee. Sandy Hook is not similar to other National Parks where people may plan in advance. Usually, it is people from the NY/NJ region and trips are highly dependent on weather. There is also the consideration of what activities they are seeking. Many folks are gathering in family groups with a large food element but not necessarily a traditional picnic.

Ms. Weimer – Gateway does not want to exclude any visitor (no access to those technologies for reservation systems).

Mr. Mercantante – reservations would be a big change. It is not a bad idea to allow up to a certain number for registrations – a pilot program for 1000 vehicles to start and expand it over time. If the park is full, they would be excluded anyway. Most north Jersey visitors would try to go to other beaches if Sandy Hook were full because they have already spent an hour in the car and do not want to go home. Providing advanced messaging may help travelers decide to go to other beaches. Middletown is going to enact a beach fee because of significant issues that occurred in 2020. Also had an idea that perhaps Perth Amboy would be interested in having a parking lot with ferry service to shorten the travel via car to Sandy Hook?

The meeting adjourned at 3:35 PM

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Stakeholder Group Meeting #3 – Monmouth County ParksMonmouth County Tourism and Events Travel Demand Management Study / 1925

Date/Time: March 5, 2021 / 1:30 PM
Place: GoToMeeting (Online/Virtual)
Project Team: David Schmetterer, Monmouth County
Member Attendees: Kyle DeGroot, Monmouth County
Blythe Eaman, NJTPA
Adam Catherine, Stantec
Graeme Masterton, Stantec
Cynthia Albright, Stantec
Sumeet Kishnani, Stantec
Nicole Pace-Addeo, Stokes

Monmouth County Parks Attendees: Andrew Spears – MC Park System (Special Events/Traffic)
Paul Gleitz – Planner, MC Park System
Matt Ruding – Asst. Superintendent, MC Park System
Ryan Roshelle -- Asst. Superintendent, MC Park System
Matt Coleman - Superintendent of Parks
Anna Luiten - Ecologist, MC Park System

Distribution: Attendees, File

Open Discussion:**Action:**

There are 23 full time staff for parking at fair, plus 10-15 part-time.

The fair has an operation plan which has been shared with the project team. However, most of the plan is done through experience, identifying when traffic backs up to certain points to make changes to ingress and parking.

The primary traffic concerns occur during ingress because it occurs at the same time as the PM peak period (5-7 PM). Egress is not as big of an issue because police move people efficiently and the signals provide gaps.

The limited staff means that the parking has to be managed in groups. Parking is filled within the parking lot on the fairgrounds first. Then parking is transitioned to the grass and surface parking adjacent to the Biotechnology High School. After those areas are filled, parking is transitioned to the north to a surface lot that has overhead solar panels, and then ultimately to the lots adjacent to the Human Services and Agricultural buildings.

Pedestrians walking to the fairgrounds from the remote lot also cause conflicts with vehicles and shuttles so they try to avoid parking vehicles where entering vehicles would conflict with pedestrians.

Mr. Ruding to send Mr. Schmetterer a map of offsite parking locations as well as sign locations.

Open Discussion:

Action:

Shuttles are provided to these lots. Typically, 12 school buses are used, and they depart relatively frequently. Park staff can provide a map showing the lots that are used.

The County deploys VMS as well as static signs to help guide people to the fairgrounds and parking. The furthest sign is about 1 mile out and they do not work with NJDOT or NJTA to use VMS on their roadways. However, staff still gets a lot of questions about where to go. Park staff can provide a map of sign locations.

Park staff needs to avoid traffic backing up onto CR 537 or NJ 33. This has not happened in many years.

Traffic during the PM peak hour can cause additional delays on approach to the fairgrounds. There is room for improvement/removal of pass-through traffic.

Exhibitors and employees park in a lot off Center street.

Shuttles do get stuck in traffic, but police give them priority to get through faster if possible.

Need better signage to direct drop-off activity to Center Street. Current signs say “taxi drop off” but should also include parent drop offs, Uber/Lyft, etc.

There is no fee for parking, and they are generally against parking fees – it is not ideal to charge for parking on top of an entrance fee. Also staffing is not high enough to collect fees for parking and move people into the lots efficiently.

Staff were interested in methods to encourage people to arrive early to offset PM peak effects. The project team discussed how to use parking fees and locations to incentivize arriving early. Should consider other methods like lower ticket prices or other incentives as well.

There is planned project within the secondary grass lot adjacent to the high school. Therefore, the fairgrounds will not be able to park here in the future. They are considering utilizing parking areas in DuBois Creek Recreation Area to the south.

Bad weather can have a significant impact on visitation. If there are bad weather days, then the fair-weather days are far busier.

March 5, 2021

Stakeholder Group Meeting #3 – Monmouth County Parks

Page 3 of 3

The meeting adjourned at 3:05 PM

The foregoing is considered to be a true and accurate record of all items discussed. If any discrepancies or inconsistencies are noted, please contact the writer immediately.

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Stakeholder Group Meeting #4 – Asbury ParkMonmouth County Tourism and Events Travel Demand Management Study / 1925

Date/Time: March 9, 2021 / 1:00 PM

Place: GoToMeeting (Online/Virtual)

Project Team: David Schmetterer, Monmouth County

Member Attendees: Kyle DeGroot, Monmouth County
Blythe Eaman, NJTPA
Adam Catherine, Stantec
Graeme Masterton, Stantec
Cynthia Albright, Stantec
Sumeet Kishnani, Stantec
Nicole Pace-Addeo, Stokes

Monmouth County Parks Attendees: Donna Vieiro – City Manager
James Bonanno – Transportation Manager
Keenan Hughes – Planner, Phillips Preiss Grygiel Leheny Hughes LLC (PPG) Hoboken
Mike Manzella – Deputy City Manager & Director of Transportation
Sylvia Sylvia – Executive Director, Asbury Park Chamber of Commerce

Distribution: Attendees, File

Open Discussion:**Action:****STRATEGIES:**

Mr. Manzella discussed services and strategies that are already being employed in Asbury Park. These include charging for parking to help disincentivize single drivers. Peddie cabs, go carts, taxis and Uber/Lyft used frequently as well. Stone Pony shows produce highest peak traffic but the City is starting to see a lower bell curve as guests stay longer post-event. Sea.Hear.Now has grown exceptionally during the past two year - a 20K to 25K increase. Festival organizers worked on TDM strategies, and have a layout/parking lot plan, but nothing official in a document. There was a high volume of people arriving by bike and there was a separate Uber/Lyft area for pick-up and drop-off. Event planners and the City tried to work with NJ TRANSIT to increase rail service but were not successful. There is no app for the City but most important info is shared via Nixle (sometimes on social). The City has considered an app in the past but it has been too expensive.

Mr. Manzella to share map for Festival.

Mr. Bonanno stated that bikes are high priority for beach communities. If there was a need for more biking infrastructure, we would certainly consider putting it in. The City is interested in two-way cycle tracks on Asbury and Ocean Avenues.

Ms. Vieiro noted that the 2-way bike lane is not funded. It needs to be reviewed with the waterfront developer and a new traffic study that was performed (pre-COVID).

Ms. Silvia stated that the City uses email and social media (and radio station partnership with TownSquare Media) to help everyone know what is going on. An app would be great.

Mr. Manzella said that the City is interested in learning how to use Waze to help manage traffic before and after events and during peak tourism times.

Open Discussion:

Action:

Ms. Silvia noted that she has contacted Waze on Twitter directly to complain about traffic being routed down her street to avoid congestion on other roadways.

COMMUNICATIONS:

Mr. Manzella noted that the City has a grant from DOT to install wayfinding signage this summer (50 directional signs and gateway signs at entrances). VMS are used rarely and are mostly on police trailers. Most recently the police trailer VMS signs have been used to provide COVID information and also inform travelers when the beach reached capacity. Beach passes were sold via Vply in 2020 to maintain social distancing.

EXISTING FACILITIES & SERVICES:

Mr. Manzella discussed the issues with getting NJ Transit to provide additional trains for the festival. They were not willing to increase the frequency of trains. Trains are not convenient because of the seat change at Long Branch. Depending on when a traveler arrives at Long Branch, they could wait over an hour due to the lower frequency of the line south of Long Branch. NJ Transit has not committed to improved service even with the deployment of the diesel/electric engines. Regarding buses, they appear to work well for locals that need to travel around. They don't seem to be used by many visitors, although there may be demand for direct bus service from New York City and Philadelphia.

Mr. Bonanno noted that there are five NJ Transit bus routes that serve Asbury Park, including one that connects to Philadelphia. There is also an Academy bus route that provides connection to Port Authority Bus Terminal.

Mr. Schmetterer asked what tradeoffs could be offered to NJ Transit for improved rail service. Mr. Manzella said that increased frequency is needed and a compromise could be to run smaller consists. However, the priority is more for event, not for commuters. Not many people living in Asbury Park and commuting via train to New York City due to the distance, even if the seat change at Long Branch was eliminated.

Mr. Schmetterer to send Ms. Sylvia the data used in the presentation.

A regionalized bike share system would help with the demand (less driving/Uber). Asbury Park is about to release an RFP with Long Branch for a bikeshare vendor to do a 3-year contract.

Pedestrian management at the waterfront is a major issue. After events at the Stone Pony there are a lot of pedestrians pouring out into the streets and conflicting with vehicles trying to leave.

Ms. Sylvia to share email list with project team for survey distribution.

Mr. Schmetterer noted that the County would be willing to consider taking up the effort to establish a regional bike share.

Mr. Manzella noted that the City ran a 9-month scooter share program and had very good compliance with people parking the scooters in the proper locations.

NEW OPTIONS:

Mr. Manzella stated that there are free electric carts, called the Circuit that are paid for through advertising revenues. However, people just do not know how to find or use

Open Discussion:

Action:

these services. The City would need a funding source to assist with other options, like shuttles.

Ms. Silvia noted that the Chamber of Commerce, in conjunction with NJ Natural Gas were looking at buying retired school busses (3 for \$4500) an NJNG would wrap it and offset the operational costs. Changes in leadership and priorities put a hold on that effort but it is something to look at again.

PARKING:

Mr. Manzella noted that there has been a big uptick in ridesharing in Asbury Park, especially around large events. Parking is very saturated in the summer, it's nearly impossible to find and people will walk from areas west of Main Street to the beach. There is a need to identify curb space for drop-offs/pickups. The police have noted safety issues with Uber, Lyft, and taxi vehicles dropping passengers off in travel lanes and other unsafe areas. Many streets were closed for business expansion during the pandemic which caused issue for deliveries.

Mr. Bonanno stated that valet or shuttle services to private lots within Asbury Park could be a helpful service. They have had discussion with Boxcar to try to leverage these private parking resources. They don't think that park-and-rides outside of Asbury Park would be effective.

Mr. Hughes noted that there is a need for more parking. There have been discussions of putting a deck behind the Empress Hotel (Kingsley & 1st). That would encourage parking in one space and then provide mobility to get to different locations. Need off street, consolidated solutions.

Mr. Bonanno noted that the City has considered constructing a parking garage adjacent to the rail station to be used as hub.

Ms. Vieiro added that the City does not have very much curb available for ride share and deliveries.

OPEN DISCUSSION:

Ms. Silvia noted that the St. Patrick's Day Parade didn't seem to have a big spike. She would have thought it would be higher. She also offered to share website with contacts outside Asbury Park. She also requested that the project team share the data presented during the presentation.

Mr. Manzella was surprised about the lower volumes between Memorial Day and Labor Day. During the discussion with the project team, it was determined that the zone used in Streetlight should be expanded to areas west of Main Street to fully account for all visitors.

The meeting adjourned at 2:35 PM

The foregoing is considered to be a true and accurate record of all items discussed. If any discrepancies or inconsistencies are noted, please contact the writer immediately.

March 9, 2021

Stakeholder Group Meeting #4 – Asbury Park

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Stantec Consulting Services Inc.



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Stakeholder Group Meeting #5 – AgritourismMonmouth County Tourism and Events Travel Demand Management Study / 1925

Date/Time: March 16, 2021 / 2:30 PM

Place: GoToMeeting (Online/Virtual)

Project Team: David Schmetterer, Monmouth County

Member Attendees: Kyle DeGroot, Monmouth County
Adam Catherine, Stantec
Graeme Masterton, Stantec
Cynthia Albright, Stantec
Sumeet Kishnani, Stantec
Nicole Pace-Addeo, Stokes

Attendees: Bill Erickson – Univ. Coop. Extension Farm Specialist
Erin Kinneman – MC, Economic Development
Harriet Honigfeld – MC, Farmland Preservation Lead
Amber Mallm –MC, Environmental Planning
Sean Pizzio – MC, Farmland Preservation

Distribution: Attendees, File

Open Discussion:**Action:**

Mr. Pizzio asked if agritourism was an issue.

Mr. Erickson said it dements on operation and peak season. He likes our pre-emptive approach; that we are addressing this before it becomes an issue.

OPINIONS ON TDM STRATEGIES/COMM INCENTIVES:

Ms. Honigfeld liked price per person and/or price per activity. She recommends staggered arrival based on ticketing but doesn't really know of any car specific pricing.

Revenue by vehicle - already in place (encourages carpooling to some extent).

Q: Are farms easy to find? Monmouth County has story maps on "Grown in Monmouth" Website.

WAZE and Google are directing drivers to Holland Ridge to enter at the wrong direction (the same road), causing congestion on peak visitation.

Holland Ridge is a success, which has motivated others to develop similar destinations - we want to help them improve their guest experience.

Q: Does the County have a cell phone app? There are no plans at the moment.

OPINIONS FOR ON-SITE IMPROVEMENTS:

TNC rides not common based on locations. Ms. Honigfeld would imagine users visiting wineries but not so many users for Cream Ridge Winery.

Wayfinding can be challenging, will support any custom navigation apps if we can provide custom signs.

Rideshare pick-up / drop-off areas - not really designated.

Open Discussion:

Action:

OPEN DISCUSSION:

Ms. Honigfeld mentioned 5-10 tourism sites currently causing issues from neighbors. For example, farm operations will see future generations getting larger visitors with social marketing, etc.

Mr. Erickson mentioned that they conduct educational webinars, seminars, etc. with farmers as the audience. He is willing to invite Mr. Schmetterer as a speaker.

The plan is to share these recommendations with farmers at the County's meetings.

The meeting adjourned at 3:00 PM

The foregoing is considered to be a true and accurate record of all items discussed. If any discrepancies or inconsistencies are noted, please contact the writer immediately.

Stantec Consulting Services Inc.



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Stakeholder Group Meeting – Asbury Park Follow-Up DiscussionMonmouth County Tourism and Events Travel Demand Management Study / 1925

Date/Time: April 28, 2021 / 1:00 PM
Place: GoToMeeting (Online/Virtual)
Project Team: David Schmetterer, Monmouth County
Member Attendees: Michael Popovech, Monmouth County
Adam Catherine, Stantec
Graeme Masterton, Stantec
Sumeet Kishnani, Stantec
Nicole Pace-Addeo, Stokes
Monmouth County Parks Attendees: Donna Vieiro – City Manager
James Bonanno – Transportation Manager
Mike Manzella – Deputy City Manager & Director of Transportation
Sylvia Sylvia – Executive Director, Asbury Park Chamber of Commerce
Distribution: Attendees, File

Open Discussion/Comments:**Action:**

Advanced signage/VMS to direct visitors that parking is full, or where to find P&R lots would be ideal. Additionally, when selling tickets to events, providing details for parking services and locations would help.

Mr. Bonanno stated that regional park and ride locations are quite far away; don't really see this working well. Nobody would want to drive back to that location – they would just go to another town.

Survey the employees to show level of demand on peak days for off peak rail service.

Mr. Manzella had no further comments.

Ms. Sylvia stated that the plan has a lot of info. Waze is a great tool. Shuttle idea might not work for visitors because people like faster access to leave. Central location for ride share locations is a good idea because it is hard for them to find their passengers. Recommendations will be helpful to market to the members.

Mr. Bonanno noted that these recommendations work together so it is tough to implement just one strategy. Will look at ways to try each individually or together to see if they work. Looking forward to the final report and seeing the data, especially.

The County is committed to continuing the discussion after the study and hopes to continue sharing new technologies and new concepts moving forward.

The meeting adjourned at 2:03 PM

The foregoing is considered to be a true and accurate record of all items discussed. If any discrepancies or inconsistencies are noted, please contact the writer immediately.

Stantec Consulting Services Inc.



Adam Catherine PE, PTOE

April 28, 2021

Stakeholder Group Meeting – Asbury Park Follow-Up Discussion

Page 2 of 2

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Stakeholder Meeting Follow-Up – Red BankMonmouth County Tourism and Events Travel Demand Management Study / 1925

Date/Time: May 3, 2021 / 1:30 PM
Place: GoToMeeting (Online/Virtual)
Project Team: David Schmetterer, Monmouth County
Member Attendees: Michael Popovich, Monmouth County
Blythe Eaman, NJTPA
Sumeet Kishnani, Stantec
Graeme Masterton, Stantec
Nicole Pace-Addeo, Stokes
Red Bank Stakeholder Group Attendees: Shawna Ebanks – Borough of Red Bank, Dir. Of Community Dev.
Adam Philipson – Count Basie Theater, President
Ashlynn Shanahan
Margaret Mass – Red Bank Visitors Center
Laura Kirkpatrick – Red Bank RiverCenter, Executive Director
Distribution: Attendees, File

Item: Open Discussion**Action:**

Ms. Mass stated that there are narrow streets, plus on street dining, which causes a lot of issues for rerouting traffic in advance. Street lighting is bad by the hospital.

Mr. Philipson thanked the team for their work and ideas.

Ms. Mass noted that there were no unintended consequences; everything sounds great. There could be multigenerational issues due to tech challenges for the elderly. Shuttle would be great, but it is tough because we have tried it so many times. They do not seem to make it, but we do not understand why.

Ms. Ebanks said that an open conversation and transparency should be had to have the residents agree with new plans. As long the residents are involved in the decision process from the beginning, recommendations will get the public buy in.

Ms. Mass stated that right now it's baby steps. The fundraiser for the Police is something people really enjoy. A shuttle grant would be great!

The meeting adjourned at 2:40 PM

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Adam Catherine PE, PTOE
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May 3, 2021

Stakeholder Meeting Follow-Up – Red Bank

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Stakeholder Group Follow-Up – AgritourismMonmouth County Tourism and Events Travel Demand Management Study / 1925

Date/Time: May 10, 2021 / 10:00 AM
Place: GoToMeeting (Online/Virtual)
Project Team: David Schmetterer, Monmouth County
Member Attendees: Kyle DeGroot, Monmouth County
Michael Popovich, Monmouth County
Adam Catherine, Stantec
Sumeet Kishnani, Stantec
Nicole Pace-Addeo, Stokes
Attendees: Bill Errickson – Univ. Coop. Extension Farm Specialist
Erin Kinneman – MC, Economic Development
Ashley Reese – Eastmont Orchard, Manager
Distribution: Attendees, File

Open Discussion/Feedback:**Action:**

Ms. Reese liked the recommendations, especially the temporary traffic light (but they are not cost effective). Offsite shuttles are also great but a big expense. The cash change makers suggestion (6 vs 12 cashiers) is great also.

Ms. Kinneman stated that signage is excellent at Eastmont. It reduces confusion and anxiety.

Mr. Erickson stated that the concepts need to be readily accepted and understood by the customers.

The meeting adjourned at 10:50 AM

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