



# Appendix F

## Red Bank Mitigation Report

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**Date:**

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**Monmouth County**

Authored by: Stantec Consulting Services, Inc.



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# Introduction

Red Bank is a community that includes multiple types of destinations, including a waterfront, vibrant downtown with multiple theaters, and festivals and events that attract large volumes of visitors in the spring, summer, and fall. These concentrated traffic streams create congestion within Red Bank as well as roadways such as NJ 35 (Riverside Avenue/Maple Avenue), CR 10 (River Road), CR 520 (Newman Springs Road), CR 10 (Front Street), and CR 13 (Shrewsbury Avenue) that provide access to the regional travel routes like the Garden State Parkway. Multimodal access is provided via NJ TRANSIT’s North Jersey Coast Line, NJ TRANSIT buses, and private charter buses. A grid system of roads allows drivers to identify alternate routes for ingress and egress. However, the bridge crossings over the Navesink River limit access to Red Bank from points north and west.

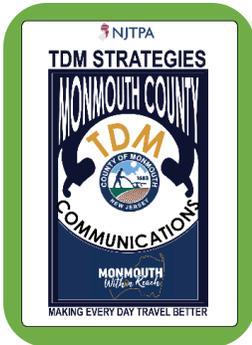
Challenges to managing event and tourism related travel demand include the perception of a lack of parking capacity which can result in drivers to circulate around looking for parking close to their destination. Ingress and egress associated with major events, limited pedestrian and bicycle infrastructure, and the need for better ways to circulate within the downtown area without a car are some of the other challenges identified in the Existing Conditions report.

There are a number of transportation demand management (TDM) strategies that can address the issues identified in the Existing Conditions Report, improve visitor experience, and enhance quality of life for nearby residents. This purpose of this site-specific Mitigation Report is to identify TDM strategies that are currently in place, as well as provide recommendations for additional measures to address the existing issues identified above and improve the overall travel experience for visitors and nearby residents. The following sections outline the various strategies that can be applied in Red Bank, as well as for other similar types of locations. Each TDM measure in the following sections is described briefly along with their ‘playing card’ and a backlit color:

	<p>A green backlit color indicates a TDM measure already in place</p>		<p>A yellow backlit color indicates a TDM measure recommended for consideration</p>
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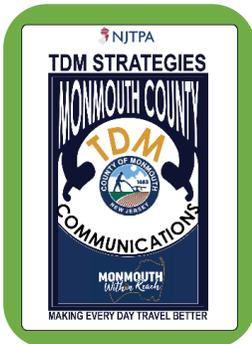
The strategies are organized into five categories: Communications, Traveler Behavior, Improve Existing Travel Options, Parking, and New Options, and are presented as a deck of cards. There is no single strategy that can solve all the transportation issues, and just like a card game, multiple cards (strategies) are needed for a “winning hand” (reduction in event and tourism related traffic congestion). A detailed description of the strategies is contained in the following sections.

# 1 – Communications



## Special Events Committee (RB 1.1)

The Borough of Red Bank has a special events committee that includes members from many of the attractions in Red Bank, Borough staff, and first responders. The committee meets monthly to discuss event logistics, security, parking, and scheduling to avoid having multiple events scheduled at the same time. This type of committee is exemplary for other downtowns. Discussion items can include traffic management resource deployment, visitor education campaigns, discussion of upcoming peak days, and parking distribution on those days.



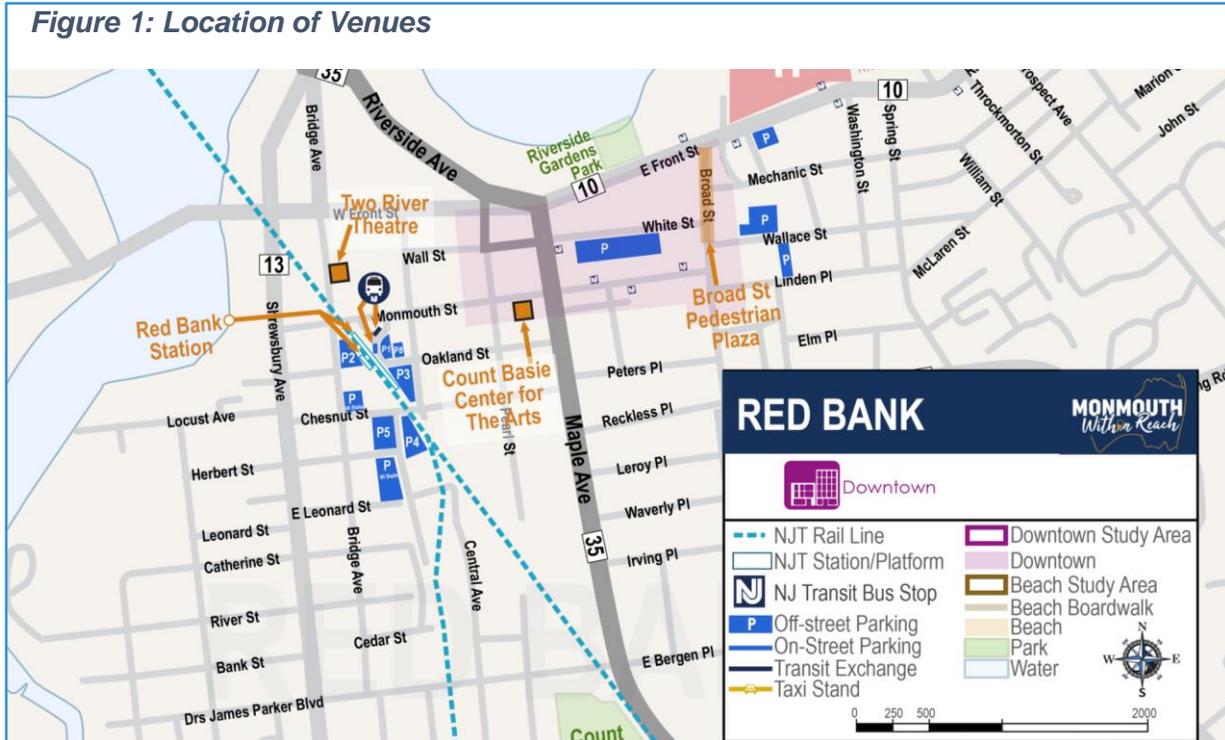
## Coordination with Count Basie Center for the Arts and Two Rivers Theater (RB 1.2)

The Count Basie Center for the Arts and Two Rivers Theater are major destinations within Red Bank with well-attended shows throughout the year. The Special Events Committee tries to avoid scheduling other events in Red Bank during peak show times when possible, which helps avoid peak overlapping traffic and parking demands. Closer coordination with the Special Events Committee could help improve traffic personnel and resource management for all peak days in Red Bank.

Furthermore, these two venues are located on the west side of downtown, and therefore may have a reduced impact on the core downtown area in terms of parking (

**Figure 1).** However, connections between the restaurants and shops in downtown and the theaters could be improved (see Section 5 – New Options). One key consideration for theater access is parking. Many of the lots that are closest to the theaters are multiple users, including NJ TRANSIT riders, other local venues, and visitors to downtown.

Figure 1: Location of Venues



### Waze Partnerships (RB 1.3)

There is a concern that some users are using Waze to find less congested routes to destinations. These routes may pass through residential neighborhoods, creating undesirable congestion in those areas. Red Bank could consider joining Waze for Cities (formerly known as the Connected Citizens Program). This would allow the Borough to mark some streets as "closed" to disperse traffic patterns and prevent pass-through traffic in residential areas, for example. The program is also a two-way partnership. The Borough can get information on traffic patterns and incidents and they can provide information on roadway modifications and peak event day street closures. The Borough could use this data to create a predictive congestion calendar that can help visitors make decisions of when to travel (**Figure 2**).

Figure 2: Historical data can be used to create a predictive congestion calendar

# MAY 2021

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					



## Smartphone Apps (RB 1.4)

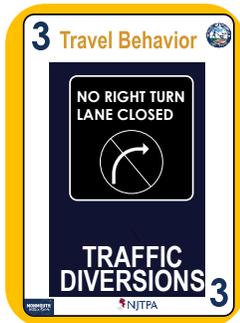
Red Bank could consider smartphone apps to further supplement their communications methods. A dedicated app would provide a direct line of communication to visitors, residents, and workers, and can be used to provide messaging on incidents, parking availability, incentives, and upcoming special events.



## Social Media (RB 1.5)

A coordinated communications plan on social media, email distribution lists, the website, and radio can improve the visitor experience by making visitors aware of available parking areas and peak congestion areas. This can also be used to communicate roadway modifications, alternate travel routes, and early arrival and late departure incentives. The benefit of this method of communication is that it has the potential to reach all travelers, not just those traveling to Red Bank. This is also possible with the Waze platform, as described in RB 1.3.

## 2 – Travel Behavior



### Traffic Diversions to Surrounding Area (RB 2.1)

Construction activity and events in the surrounding areas create disruptions to normal flow conditions. A partnership with Waze through the Waze for Cities program can be used to communicate construction or event-related road closures, as well as congested traffic areas to avoid. Consider also coordinating with neighboring municipalities to develop a combined event schedule, either for use with the Special Events Committee to plan traffic management activities, or to communicate event-related information and projected congestion areas to visitors directly via an app, social media, or website. For example, last summer,

Route 35 was under construction, so traffic to Red Bank was diverted to the Oceanic or Sea Bright bridges. Making visitors aware of real-time navigation apps can help disperse traffic patterns to avoid overly congested roadways.

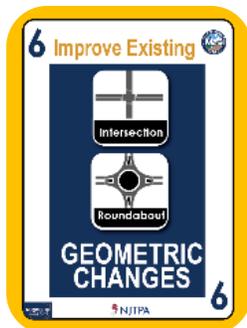


### Wayfinding (RB 2.2)

One of Red Bank's challenges is the perception of limited parking due to a lack of information on parking locations for major destinations, and on congestion on the primary routes. A parking locator app with options to reserve parking could be part of a real-time parking occupancy system to help visitors find available parking spaces. Similarly, dynamic signage can be used to identify alternate routes to parking or destinations when the primary routes become congested.

### 3 – Improve Existing Travel Options

#### One-Way Couplets vs Two-Way Operations (RB 3.1)

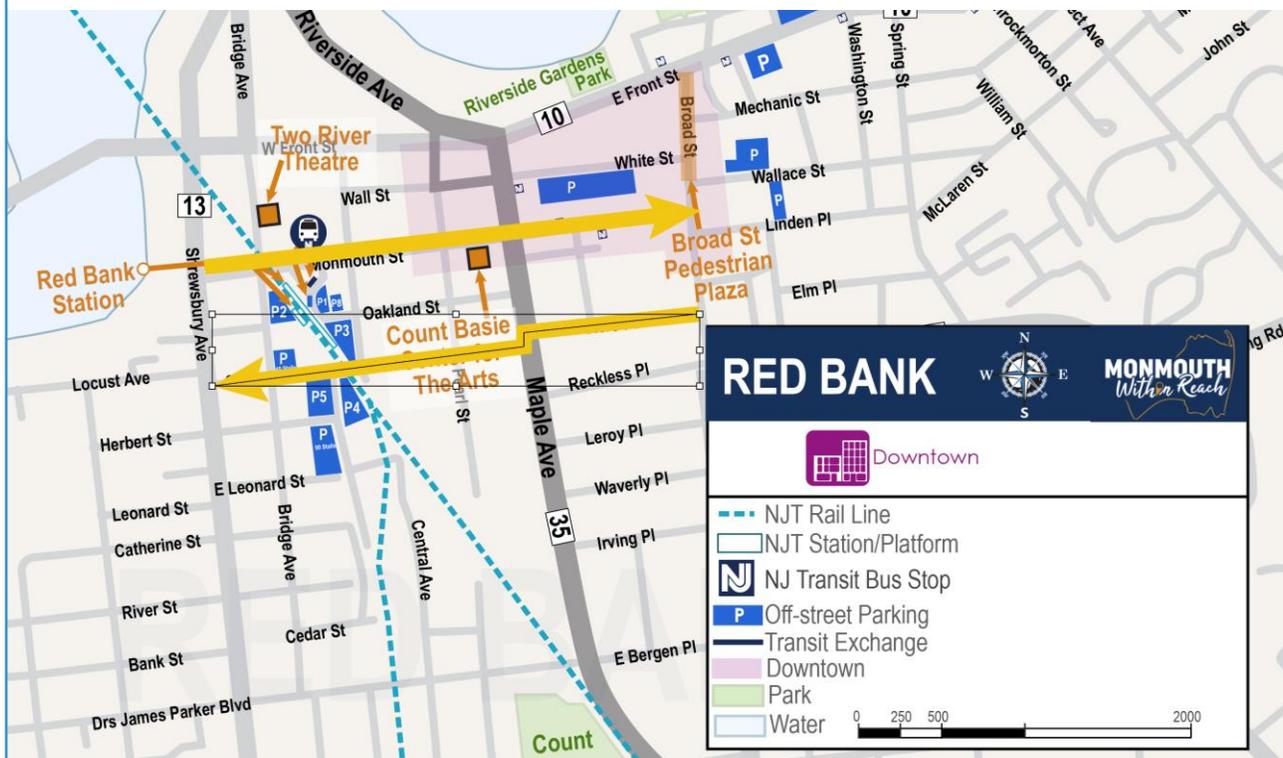


The Red Bank street network is primarily a grid network with two-way roadways, with one lane per direction. However, the street grid is not continuous for many east-west movements. This requires drivers to move between east-west and north-south streets to complete a trip through the Borough.

Red Bank could consider whether some of the streets can be converted to one-way flow, creating one-way couplets on adjacent streets (**Figure 3**). This would simplify intersection operations, reduce left-turn conflicts, and provide the potential to add more on-street parking, loading zones, or bike lanes. A concern with street direction conversions is that visitors may have to drive longer (down a one-way street, then back in the opposite one-way street). However, short-term visitors who need to park closer to their destinations should benefit from better traffic flow and potentially more on-street parking. Longer-term visitors should generally be directed to designated parking areas that may be a short walk from the destinations, so they should not be as impacted by this change. A signage and wayfinding system to help visitors find the best routes for their destinations / parking areas would help minimize confusion. The change in flow directions can either be permanent or implemented on peak event days, depending on the circumstances surrounding each specific street.

Another concern is that a one-way operation could result in increased vehicle speeds because of the additional capacity and improved operations. However, calming measures such as on-street parking, improved pedestrian and bicycle facilities, and narrow lanes could be used to help reduce the likelihood of increased vehicle speeds.

Figure 3: One-Way Couplet



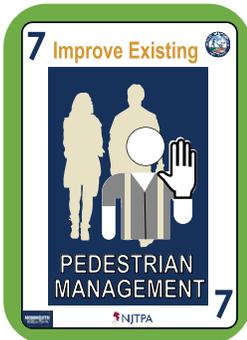
### Broad Street Pedestrian Mall (RB 3.2)

The Broad Street pedestrian mall, known locally as the “Broadwalk”, is an example of how a street closure can be used to create a more inviting pedestrian space. Developed during the COVID-19 Pandemic, The Broadwalk allows for outdoor dining, with "outdoor music and creative lighting" to heighten the visitor experience. This type of closure (either event-based or permanent) can be communicated through navigation apps, social media, the destination website, and upstream signage can inform motorists of the best detour routes. Monmouth Street has

also been closed for several blocks in the past for other events but only the Broad Street closure has been retained for extended closure.

### 2010 Bicycle and Pedestrian Plan (RB 3.3)

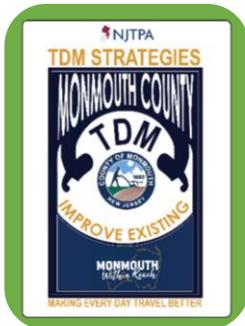
Red Bank created a pedestrian plan in 2010 but while progress has been made it is not yet fully realized (Figure 4). Creating strong connections for bikes and pedestrians from the train station area (now Transit Village), the downtown, the waterfront, and the surrounding communities (particularly the low-income and minority areas on the west side of the Borough) will help facilitate non-motorized



mobility, as well as support the expansion of the walkable atmosphere created with the Broad Street pedestrian plaza.

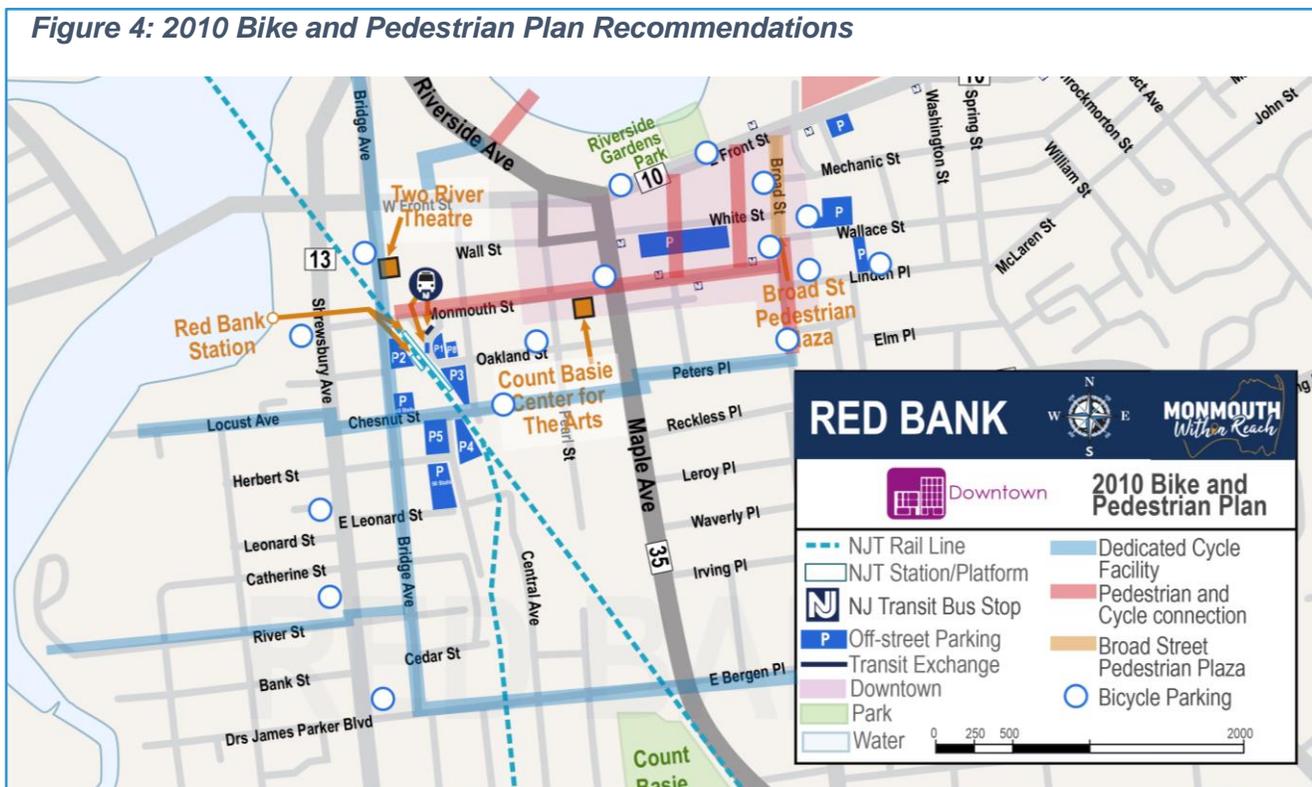
There has been a considerable change in the notion of how active mode corridors are planned to ensure that traffic has parallel corridors to move through an area but that facilities are designed to the “8 & 80” principal (sometimes referred to as “all ages”.) The creation of facilities can lead to rental or share programs for cycling and micro-mobility that will aid in the attraction and retention of visitors.

### Transit Village Designation (RB 3.4)

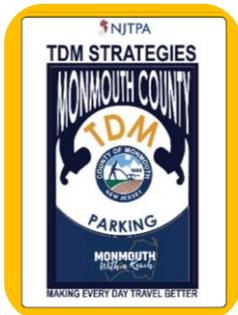


The designation of a Transit Village near the Red Bank station is expected to be a catalyst for denser development in the area. A denser development footprint near the station can enable more connectivity modes, including scooters, bikeshare, and can be a focal point for a ridehailing lot. This will also help validate the creation of improved active mode corridors that link the village to other keys destinations around downtown and the waterfront areas.

Figure 4: 2010 Bike and Pedestrian Plan Recommendations

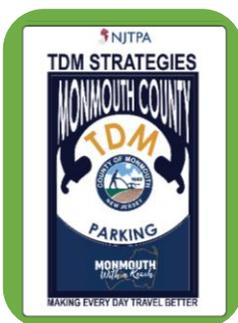


## 4 – Parking



### Changing Parking Perceptions (RB 4.1)

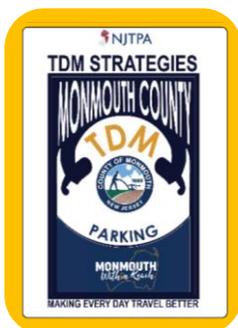
One of the challenges for major event destinations is the perception of parking. Some users may think there is sufficient parking, while others (visitors, for example) may not. This is frequently caused by the inability to find parking in the vicinity of a destination. A comprehensive parking authority can help inventory demand, track utilization, and develop portals to help visitors reserve and find available parking on major event days (**Figure 5**).



### Count Basie Center for the Arts (RB 4.2)

The Count Basie Center for the Arts is one of the major destinations in Red Bank, with over 200 events per year. The website includes a directions and parking page. This page includes a Google Maps module for obtaining directions from a home address, links to NJ TRANSIT, and a map of parking areas in the vicinity of the Center. The type of information provided on the parking diagram, indicating when free and paid parking is available, and local business lots to avoid, is exemplary. Potential enhancements may include real-time parking occupancy at these locations, walk time circles, and an on-site trip planner that

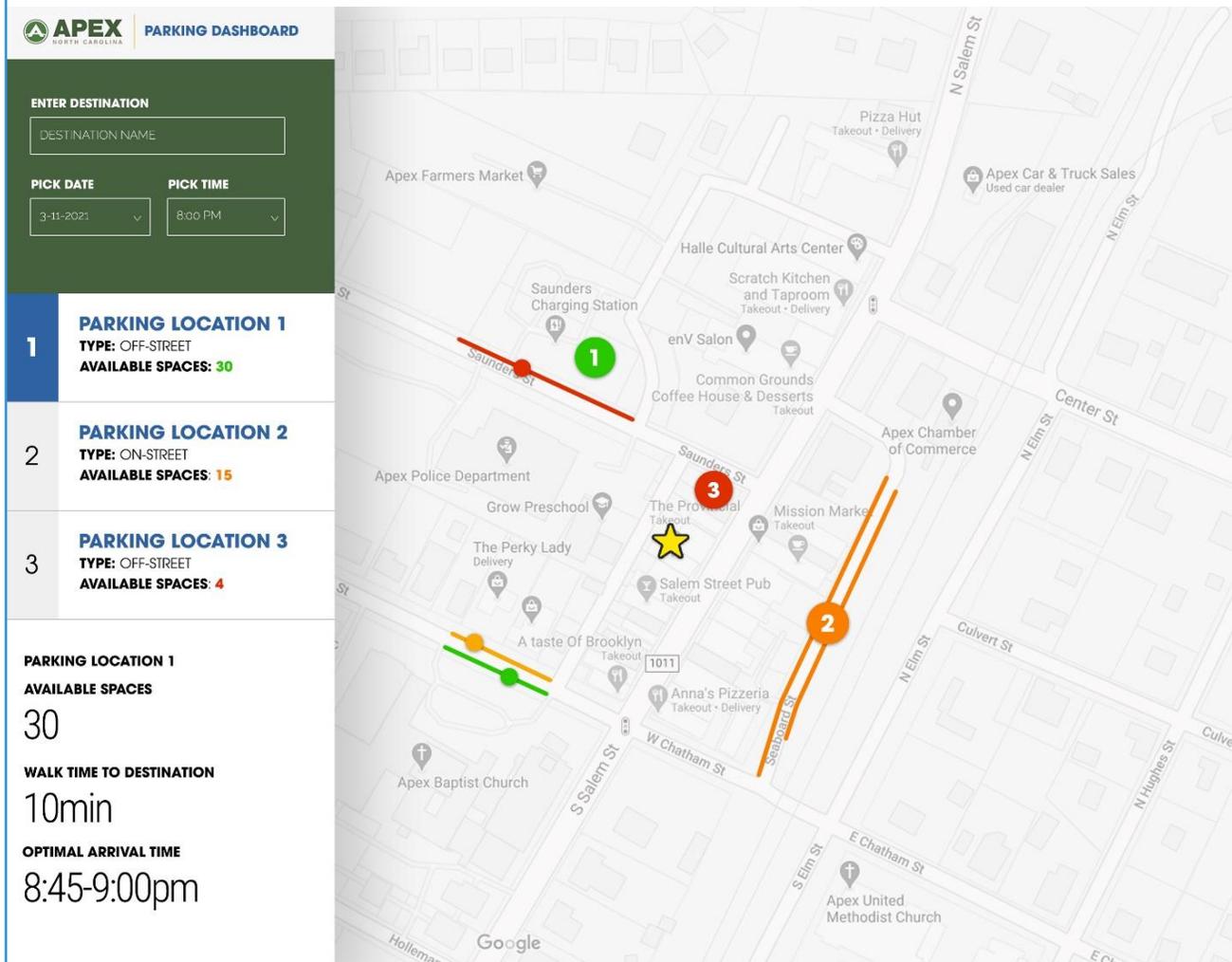
lets visitors identify the best options for all modes based on their point of origin. This type of on-site solution can also include diversionary routes to disperse traffic, which is generally not possible with Google Maps.



### Longer Term Parking (RB 4.3)

Borough staff believe that visitors with longer stays in the Borough - more than two hours, for example - tend to park further away and walk into Red Bank. The remote parking areas, and major pedestrian routes, can be communicated to all visitors, including those who are unfamiliar with the area. This would also indicate that the active mode corridors should be created to support this movement to ensure ample parking space near the downtown for those unable or willing to walk.

**Figure 5: A real-time parking utilization dashboard can help travelers find available spaces**

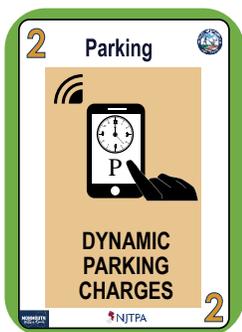
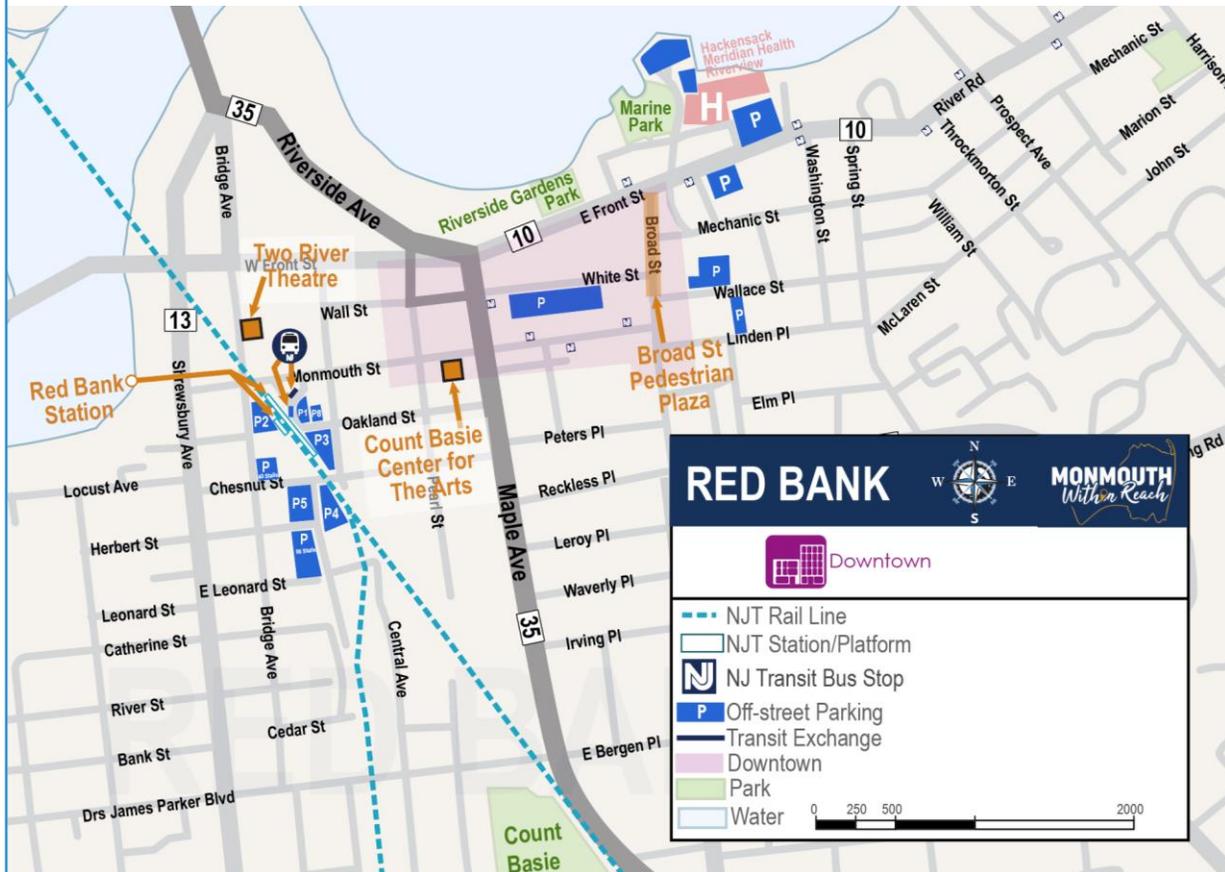


### Utilizing Other Parking Facilities (RB 4.4)



Parking near the Hackensack Meridian Health Riverview Medical Center is not perceived to be utilized by downtown visitors, while the White Street Lot is used by employees and students, according to staff. This location is not identified on the map for the Count Basie Center for the Arts, for example. Red Bank could consider whether the parking near the hospital can be marked and signed as a parking destination on peak days. See **Figure 6** for the location of key parking options. There is a cluster of parking to the east of downtown (not including on-street parking) and another cluster around the train station.

**Figure 6: A number of parking facilities are located within a short walk of major destinations within Red Bank**



### Pay Parking (RB 4.5)

The new pay-by-plate parking meters provide an option to collect real-time data on user demand, duration of stay, frequency of visit, and predict congestion for future event days. This type of smart parking system can be implemented at parking garages as well to track total accumulation in the parking area over the course of a day. This information can then be communicated to visitors looking for parking via web maps or apps. Parking charges can also be made dynamic to influence the use of different areas of parking depending on how Red Bank wants to move people towards specific areas.



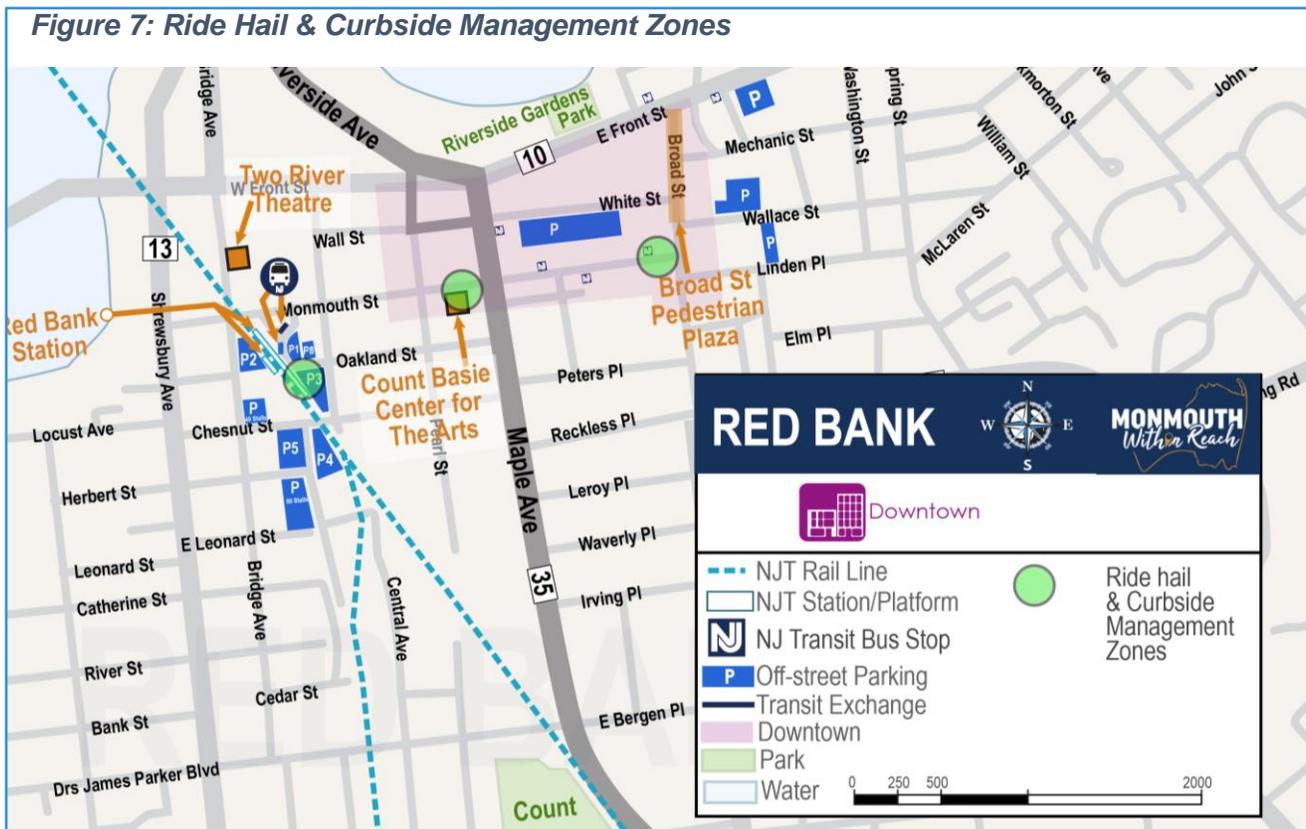
## Ridehail (RB 4.6)

Ridehailing services can be problematic to traffic flow in a destination with major events. Ridehailing vehicles must drive to their destinations, usually when most visitors are leaving, leading to conflicts with pedestrians and other vehicles. Visitors may not know where to find ridehailing vehicles. Additionally, visitors and vehicles waiting for ridehailing services may queue up on the roadways near a destination, impeding other vehicles or pedestrians.

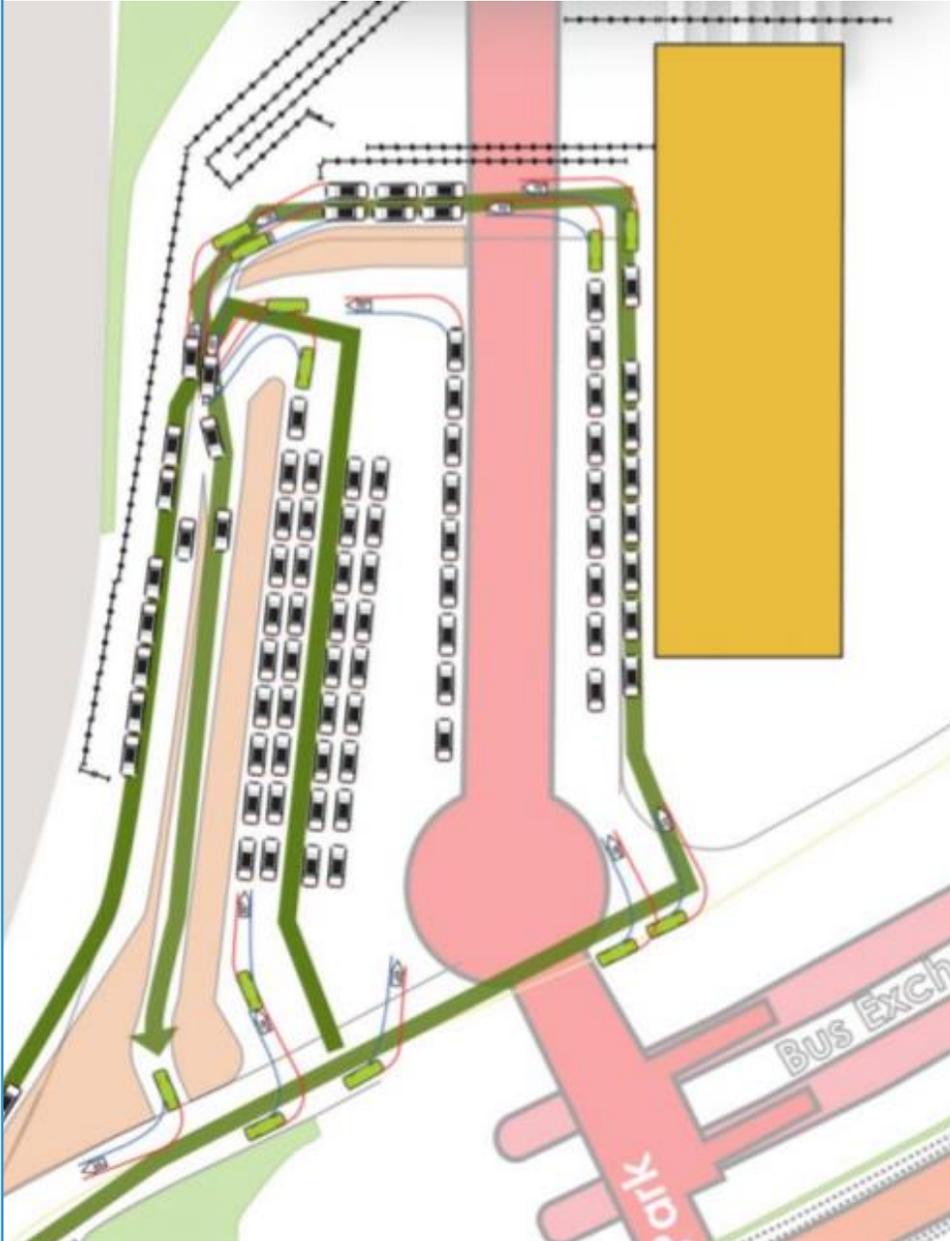
It has also been shown that in areas where ridehailing is used extensively there is a level of congestion created simply due to the vehicles cruising around an area or taking up parking spaces while they wait for fares. Having dedicated curbside space for ridehail vehicles can alleviate some of this issue. While these curbside areas become unavailable for other users, they help to reduce ridehail vehicles queuing in a moving traffic lane and blocking other vehicular flow.

Red Bank should designate ridehailing pick-up areas within walking distance to the downtown and other destinations. These locations should have defined, off-street queuing spaces for pedestrians and vehicles, multiple parallel pick-up areas, and a separate entry and exit access point (**Figure 87** and **Figure 8**). Once these spaces are defined, geofencing can be implemented in coordination with ridehailing operators, so that visitors are directed to walk to one of the geofenced areas before requesting a pick-up.

**Figure 7: Ride Hail & Curbside Management Zones**



**Figure 8: A designated ridehailing lot includes queuing space for vehicles, pedestrians, and multiple loading bay, ideally in an off-street location.**



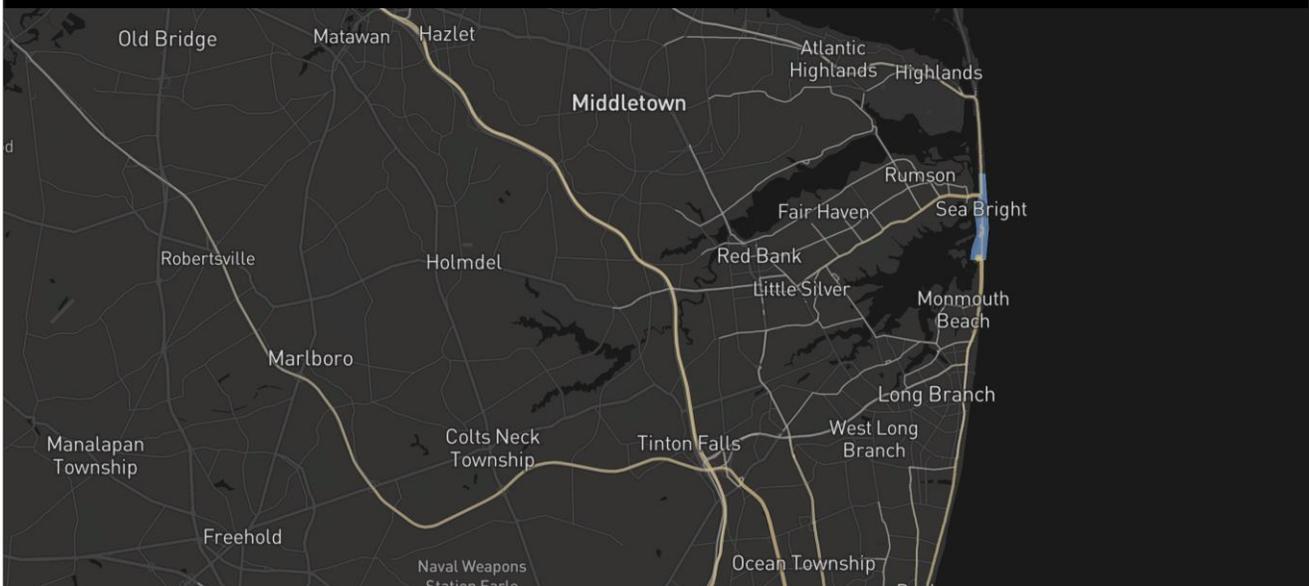
## 5 – New Options



### Managing Congestion Due to Through Traffic (RB 5.1)

Traffic to many of the major destinations to the north and east (Belmar, Long Branch, Asbury Park, Sandy Hook, etc.) passes through the roads in Red Bank (**Figure 9**). However, visitation data shows a decrease in visitation over the summer, when compared to the spring and fall. On low-traffic days, signage along the major routes, as well as information provided by the other shore locations may be helpful to identify Red Bank as a park and ride solution. This could help alleviate some pass-through congestion while encouraging travelers to visit Red Bank businesses.

**Figure 9: Visitors to coastal destinations pass through Red Bank or the surrounding roadways**



### Arrive Early/Stay Late (RB 5.2)

Given that Red Bank has been shown to be a “pass through” for those going to the coast, there may be an advantage to creating an economic development program that attempts to showcase the reasons to come early to Red Bank or leave the beach early and come for dinner to avoid peak travel periods. This can be extended to the concept of a mini-vacation and using Red Bank as a base of operations for going to local attractions and those along the shore and around the County.

## Shuttle Services (RB 5.3)



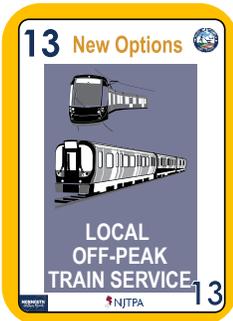
Business owners may be willing to set up private shuttle service to draw visitors to their parking locations, since some of these visitors will eat and shop in Red Bank before or after taking a shuttle bus to their destination. A park-and-ride solution in Red Bank would help provide additional activity for local businesses during the summer, when visitation decreases, and potentially balance the use of parking areas.



## Active Modes (RB 5.4)

A private company called “Scooter Dudes” provided service within downtown Red Bank prior to the pandemic but was discontinued. Bikeshare and other micro-mobility options require the infrastructure (docking stations, parking, pathways and lanes) to make them a safe and attractive solution. A larger service area with appropriate infrastructure would allow for more users, which would provide more congestion relief, particularly for users who have parked in a remote parking area.





### Intra-County Rail Service (RB 5.5)

Given the nature of the recreational based demand within the county and a rail service geared to commuters, there may be an opportunity to coordinate with NJ TRANSIT to evaluate the feasibility of utilizing the tracks between Red Bank and Bay Head for

the creation of an interurban coach or LRT time-separated service in non-peak hours on weekdays and weekends when service into Newark / New York City is not as frequently needed (Figure 10). This would create a new way to get around the shore communities without the need for a vehicle.



### Water Taxi (RB 5.6)

There may be an opportunity to consider the use of water taxis or passenger ferries to link Red Bank to other destination along the Navesink River and potentially to Sandy Hook, Sea Bright and Monmouth Beach and make use of this natural transportation system (Error! Reference source not found.). A water taxi system should be supported by other strategies recommended in this plan like shuttle/active mode connections and arrive early/stay late incentives to create Red Bank as a base for excursions to these other areas.

Figure 10: Potential Intra-County Rail Service





# Conclusion and Implementation

Red Bank is a community that includes multiple types of destinations, including a waterfront, vibrant downtown with multiple theaters, fireworks, and other festivals, that attract large volumes of visitors in the spring, summer, and fall. The Borough already engages in some event and tourism transportation demand management through their events committee which works to schedule events so that they do not overlap and coordinates on traffic and parking management with Borough staff. This mitigation report presents several recommendations that could be considered by Red Bank, as well as other municipalities to reduce event and tourism-related congestion and enhance the visitor experience and quality of life for residents.

A summary implementation matrix is provided below which depicts each strategy based on its complexity to implement as well as its effectiveness (see **Figure 122**). The matrix can be used by decision makers to help select strategies to pursue as funding for or interest in certain strategies arise.

**Figure 12: Red Bank Implementation Matrix**

