

Hi,

Good afternoon everyone, it's mayor Michael McPartland. I'm just coming to you today because a couple of weeks ago I sent you out a New Year's letter and in it I referenced a new system that we purchased to analyze traffic coming in and out of Edgewater utilizing River Road in general. I've got some emails from you and I just wanted to update you on the system because I think it's an amazing system that we purchased and it gives us a portal and an insight where we can statistically and quantitatively determine what is really affecting traffic throughout River Road. Whether it's the retail sector, more than the residential sector. That's always been a pretty big argument. I just want to give you this presentation today of the project overview and the approach to support community planning and management decisions in the Borough of Edgewater wanted to understand the volume and share of non-resident travelers which are visitors on River Road as well as the other corridors throughout the borough. A visitor is a traveler who lives in any other zip code other than 07020. It's really amazing how they track this. They track this with the same technology that you have in your cell phone when you're looking up directions and so forth. They page off your cell phone and it gives you accurate information on traffic. The company name is Street Light and we analyzed 10 locations located here in blue on the map to measure the volume of passing traffic and to estimate the percentage of traffic by residents and visitors for both from May through December. Now, this system will give real time data. We can get real time data you know, that has just recently gone by, or we could go back as far as five or six years ago and analyze different seasons as well. As you'll see as we go forward in the presentation it's pretty amazing how each season affects the traffic on River Road. Our next slide just gives a little more definitions and terminology about the system. Years ago they had guys out there that you would see when there was a development plan. They would go out and put the rubber tubes across the road and actually have people standing there counting cars. Again, this system like I said earlier is based off this cell phone technology and it gives you real time data on what's going on throughout the Borough. OK, now locations of measurements and our pass through zones. These are electronic gates that we had set up these locations that were chosen with the planning board the zoning board along with the Mayor and Council to see which areas would be we want to analyze. So obviously we wanted to put one in the north section of town. We wanted one somewhere in the center north and also on our secondary road which is Undercliff Ave. in the northern section of town. Of course Route 5 which is an entry and exit point for the borough. We also put the south side of Edgewater on Undercliff Ave. We use an electronic gate on River Road and Russell, Old River Rd. because we wanted to get an indication of how many people are using that as a bypass. The southern portion of River Rd., River Road and Thompson Lane, Gorge Rd. which you'll find out in the moment is much more heavily traveled than I thought, and of course the southern portion of River Road down on the North Bergen border.

Our next slide the key is the summary of key findings. Now, when I first started looking into this system I was thinking or predicting that the residential traffic in on River Rd. on any given day would be a high percentage and when I polled the Mayor and Council on what that would be and everyone was taking educated guesses on how much traffic would be from the residents of the borough of 07020. We had estimates of anywhere between 60 - 70% was thought that was the amount of traffic that was generated by our residents. OK, well we found out visitors to Edgewater make up about 86% of the overall traffic during the typical weekday

and 90% on the weekends. So what does that mean? That means that only 14% of the traffic you see throughout the borough on any given day is generated from O7O2O. Actually that's a very small number. So it's a huge number of pass through or retail traffic that's coming through on River Rd. on any given day and on the weekends as we all experience, a 90% jump. Now the visitors are utilizing all analyzed roads with the heaviest visitor traffic on River Road and Gorge Rd. OK, like I said earlier it's coming down and coming from the south and the north but Gorge Rd. is a very heavily trafficked area. Edgewater residents constitute less than 14% during weekday and 10% on the weekend traffic. Now, Edgewater residents still maintain up to 50% on the smaller roads including Undercliff Ave. and that makes sense because we are geographically two blocks wide centrally & 3 miles long. We are a go between the George Washington Bridge and the Lincoln tunnel so 50% of the traffic on Undercliff and our side streets are generated by the residents. So that makes sense. The top zip codes for visitors are dominated by nearby New Jersey towns including West New York, North Bergen, Cliffside and Union City. Now also this was an interesting fact. I thought this would have been reversed the compared to December and May, May traffic is heavier on all analyzed roads and the share of that traffic from visitors increases by several percentage points and what that means is traffic actually it picks up in May as the weather gets better. I was thinking that in December we would have more traffic because of our retail during the Christmas season. It seems the traffic increases on River Road and it makes sense to the council as well go to next slide you get a better visual.

We'll give you a better idea of what we're talking about and the result as it relates to residential traffic versus traffic from outside of town. You can see in the yellow this is outside of the O7O2O zip code and this is inside our zip code so we're representing 5% of the traffic going through that gate on the South end of town. In the North End of town, it increases meaning our residents seem to be commuting somewhere or going out of town or going up towards the George Washington Bridge perhaps in the morning. We'll get more into that as it's 14% leaving the North End of town so these electronic gates are taking these numbers and as you can see the average daily traffic down here in the south is 43,186 cars 95% of that is coming from somewhere else, so that is not residential traffic. So if you take 5% of that it's about 2000 cars versus 43,000 cars that are passing that gate. The statistics and the analytics are great with this system. The top zip codes that are using our roads are West New York, North Bergen, Cliffside and Union City. Then down here we have 5% of Edgewater and on the north portal it gives you the breakdown as well.

Our next slide next slide is another interesting one, it's a little blurry but I'm going to give you the skinny on what it is. These blocks that you see here represent different areas of visitations and where people are coming why they're coming to Edgewater. This black here is Veterans Field where we have a lot of outside visitors coming down and using our park because it's a beautiful park on the river. We're going to analyze that even more as we're going to put another electronic gate on the entrance to see exactly where people are coming from. This one here is by Whole Foods. OK, that's a heavily trafficked area as well people coming down to Whole Foods in the in the mall there. As you slide south, this would be Trader Joe's. Trader Joe's the old Binghamton parking lot which is becoming more and more used. That's a very, very heavily traveled area. then we have Mitsuwa and then obviously the biggest is the Edgewater Commons. They're coming from all directions even down the oxen hill to get to the Commons. Here we have City Place and then by the new Borough Hall. So it's interesting and as we go

forward the next couple of years, I think this is going to be a great tool for our planning board, zoning board and the council to help determine the direction of development.

If you like to have more analysis, it'll be posted on our website and this this report will be on there and it gets a bit more in depth. For this presentation I'm going to leave it at that.

Everyone have a nice weekend and if you have any questions or concerns please feel free to give me a call here at Borough Hall.

You could either talk to me or you can talk to our Borough Administrator Greg Franz.

Again have a great weekend