Borough of Edgewater

Resident and Visitor Travel Analysis

June 2022

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Project Overview & Approach

- To support community planning and management decisions, the Borough of Edgewater wanted to understand the volume and share of non-resident travelers (visitors) on River Road and other corridors in the Borough. **A visitor is a traveler who lives in a any zip code other than Edgewater (07020).**

- StreetLight analyzed ten locations, in **blue**, to measure the volume of passing traffic and to estimate the percentage of traffic by residents and visitors for both May and December for 2021.
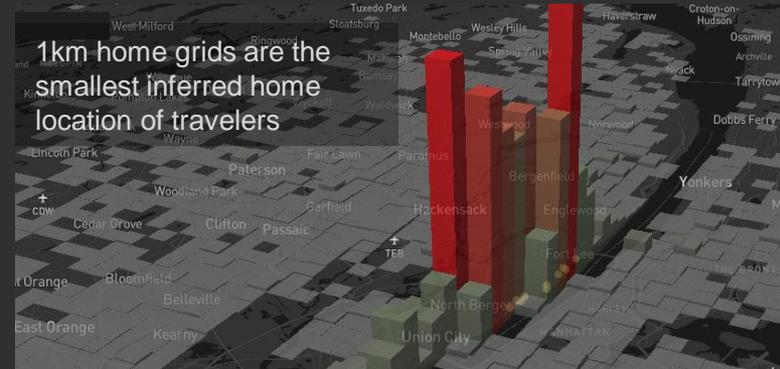
Definitions and Terminology

- **StreetLight Volume:** The estimated total trips as calculated by StreetLight Data's machine learning algorithm. Also called 'Average Daily Traffic'

- **Pass-Through Zone:** A zone setting indicating how to analyze how trips interact with the zone. Zones marked as pass-through use trips that pass through the zone but do not start or stop in it. Zones not marked as pass-through use trips that start or stop in the zone.

- **"Home Locations"** include home residence by 1km grids, by block groups, by zip codes, by MSAs, and by states. Since we follow strict privacy and anonymization rules, we do not know or report actual home residences/addresses of travelers.

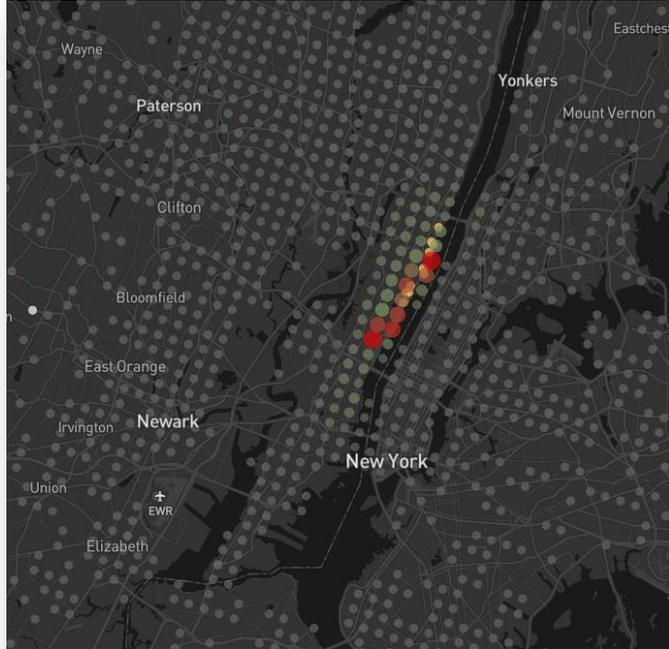StreetLight pass-through zones are like digital tube counters to measure passing traffic.

1km home grids are the smallest inferred home location of travelers

Locations of Measurement (Pass-Through Zones)

River Road
South Portal

Gorge Road

River Road
@ Thompson Ln

Old River Road

River Road
@ Russell

Undercliff
South Side

Rt 5

River Road
@ North Street

Undercliff
North Side

River Road
North Portal

Locations were chosen in consultation with the Borough of
Edgewater staff and their partners to capture travel at several
locations along River Road, but to also capture porous entry locations
and side roads that could be carrying additional visitor traffic.

Details of Analysis

Zone Activity in StreetLight Volume (estimated daily traffic volume passing through selected zones).

Data Period: May 2021 & December 2021

Day Types: All Days (Mon-Sun), Weekdays (Mon-Thu), Weekend Days (Sat-Sun)

Day Parts: All Day (0:00-24:00)

Inferred home areas of vehicle trips passing through River Road in City of Edgewater, NJ. Metrics are provided in csv format for 1 km home grids, home block groups, home zip codes, home metro areas, and home states.
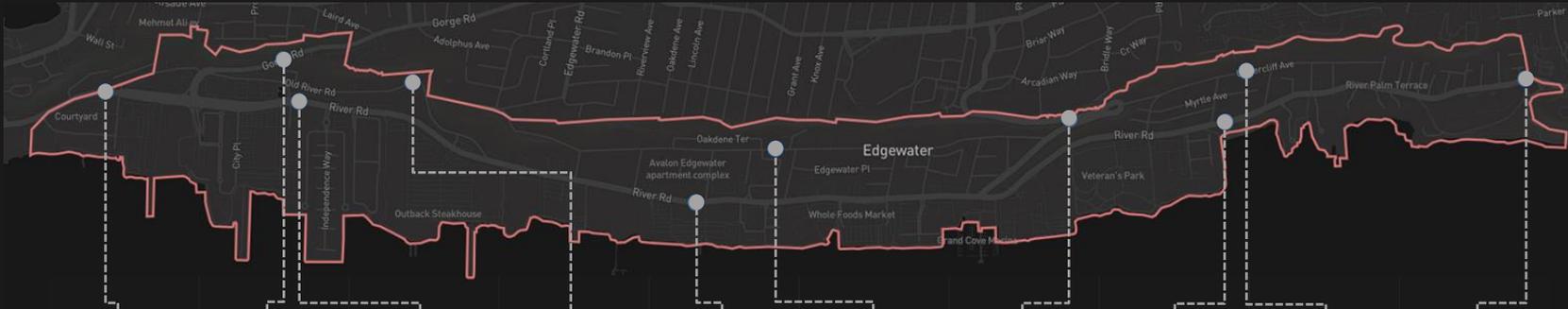
Summary of Key Findings

o Visitors to Edgewater make up about **86%** of overall traffic during the typical weekday day and almost **90%** on weekends.

o Visitors are utilizing all analyzed roads, but the heaviest visitor traffic is on River Road and Gorge Road.

o Edgewater residents constitute less than **14%** of weekday traffic and **10%** of weekend traffic in the Borough.

o Edgewater residents still maintain up to **50%** on the smaller roads including Undercliff Road.

o The top Zip Codes for visitors are dominated by nearby New Jersey towns including **West New York, North Bergen, Cliffside Park, and Union City**.

o Compared to December, May traffic is heavier on all analyzed roads and the share of that traffic from visitors increases by several percentage points.

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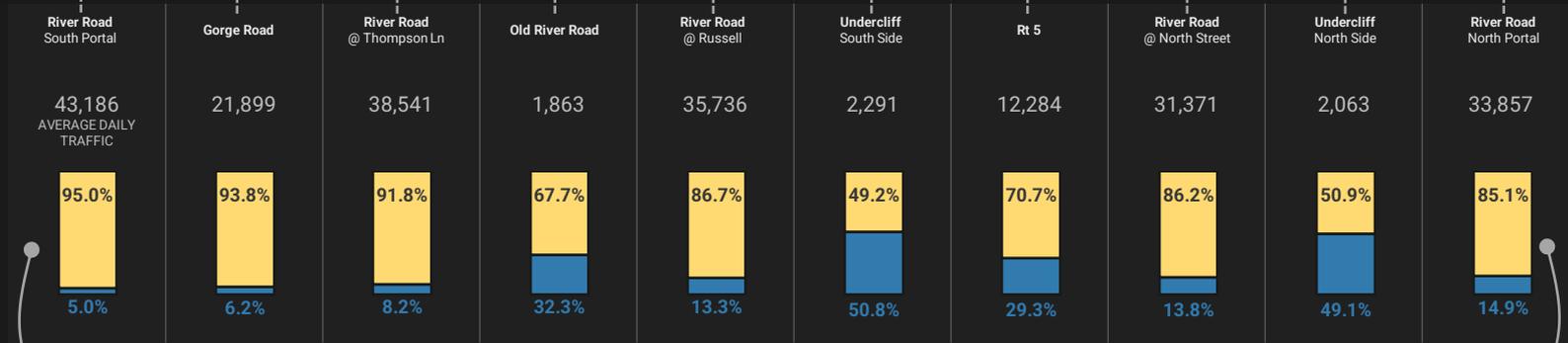
December 2021 Results

VISITORS

Visitors make up about 86% of the weekday traffic on the roads of Edgewater with heavy volumes arriving on both ends of River Road and via Gorge Road.

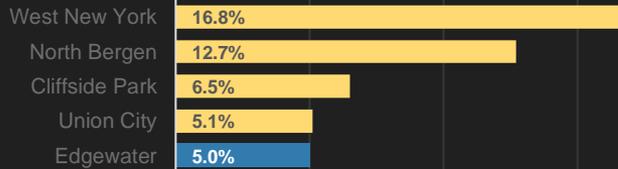*Average Weekday, All Locations*

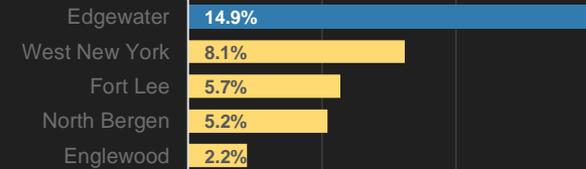# 86 %

Average Weekend, All Locations

90 %

EDGEWATER RESIDENTS

Edgewater residents constitute less than 14% of weekday traffic and 10% of weekend traffic in the Borough.

Location	River Road South Portal	Gorge Road	River Road @ Thompson Ln	Old River Road	River Road @ Russell	Undercliff South Side	Rt 5	River Road @ North Street	Undercliff North Side	River Road North Portal
Average Daily Traffic	43,186	21,899	38,541	1,863	35,736	2,291	12,284	31,371	2,063	33,857
Visitors	95.0%	93.8%	91.8%	67.7%	86.7%	49.2%	70.7%	86.2%	50.9%	85.1%
Residents	5.0%	6.2%	8.2%	32.3%	13.3%	50.8%	29.3%	13.8%	49.1%	14.9%

Top Five Zip Codes: River Road – South Portal

The remaining share are spread across hundreds of zip codes

Zip Code	Share
West New York	16.8%
North Bergen	12.7%
Cliffside Park	6.5%
Union City	5.1%
Edgewater	5.0%

Top Five Zip Codes: River Road – North Portal

Zip Code	Share
Edgewater	14.9%
West New York	8.1%
Fort Lee	5.7%
North Bergen	5.2%
Englewood	2.2%

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