TABLE OF CONTENTS

	Page
Executive Summary	xx
I. Introduction	1
II. Purpose	1
III. Goals and Objectives	1
IV. Description of the Study Area	2
Study Area Municipalities	6
Borough of Jamesburg	7
Cranbury Township	8
Monroe Township	9
Plainsboro Township	10
South Brunswick Township	11
Old Bridge Township	12
Existing Transit Services	13
V. Impact of Related Studies, Programs and Projects	13
Central New Jersey Route 1 Bus Rapid Transit (BRT) Conceptual Engineering and Right of Way Study	13
The Monmouth-Ocean-Middlesex (MOM) Rail Project	14
Comprehensive Traffic Safety Analysis and Study of Southern Middlesex County Final Technical Report	15
Middlesex County (NJ): A Community Transit Stakeholder Coordination Plan and FTA (Federal Transit Administration) Human Services Interim Transportation Plan	15
North Jersey Transportation Planning Authority Draft North Jersey Regional Coordinated Human Services Transportation Plan	15
VI. Demographic Profile	16
Population	16
Age	17

TABLE OF CONTENTS continued

	Page
Population Age 65 and Over	18
Households	19
Income	20
Employment	21
Occupations	22
Automobile Ownership	23
Housing Characteristics	24
Development Activity	26
New Jobs	28
Journey to Work	30
VII. Inventory and Analysis of Existing Public Transit And Paratransit Service	32
Fixed Route Public Transit Bus Service	32
Fixed Route and Demand Responsive Paratransit Shuttle Service	34
County Operated Service	34
Middlesex County Area Transit (MCAT) Shuttles	34
New Brunswick-Jamesburg 8A Shuttle	34
Brunswick Square Mall-Monroe-Jamesburg Shuttle	34
Brunswick Square Mall-South River-Old Bridge Shuttle	35
Mercer County Shuttles	35
Route 130 Connections Shuttle Service	35
Train Link	35
Municipal Transportation Service	36
Monroe Township	36
South Brunswick Township	37
Old Bridge Township	37

TABLE OF CONTENTS continued

	Page
Other Transportation Services	38
Access Link	38
Middlesex County Board of Social Services	38
Atlantic City Bus Service	38
Taxi and Limousine Service	38
Unofficial Transport	38
Bicycle and Pedestrian Facilities	39
South County Study Area Traffic Volumes	40
South County Study Area Crash Data	41
VIII. Public Outreach and Community Involvement	42
IX. Proposed Recommendations	44
Short Term Recommendations	44
Long Term Recommendations	47
X. Funding	48

MAPS

		Page
Map 1	Southern Middlesex County Aerial Photograph	2
Map 2	Southern Middlesex County Roadways	3
Map 3	Southern Middlesex County Land Use	5

CHARTS

		Page
Chart 1	Population Growth, 1990-2007	16
Chart 2	Age Groups, 1990-2000	17
Chart 3	Percentage of Population Age 65 and Over	18
Chart 4	Household Characteristics	19
Chart 5	Median Household Income	20
Chart 6	Number of Employees By Place of Work	21
Chart 7	Occupations	22
Chart 8	Automobile Ownership	23
Chart 9	Owner Occupied Housing	24
Chart 10	Renter Occupied Housing	25
Chart 11	Dwelling Units Authorized, 2000-2006	26
Chart 12	Nonresidential Building Permits Authorized, 2004-2006	27
Chart 13	Jobs Generated From Nonresidential Development	28
Chart 14	Location of New Jobs	29
Chart 15	Trips to Work Choices	30
Chart 16	Mean Travel Time to Work	31

APPENDICES

	Page
APPENDIX 1, STUDY AREA MAPS	
Middlesex County Urban Area Boundary And Functional Classification	2
Study Areas in the Middlesex County Transportation Plan	3
Middlesex County National Highway System Routes 2009	4
Primary Study Area and Service Market Area, U.S. Route 1 Bus Rapid Transit Alternatives Analysis	5
Monmouth-Ocean-Middlesex DEIS, TSM Alternative: New Bus Service	6
Comprehensive Traffic Safety Analysis and Study of Southern Middlesex County, Study Area Map	7
SMART, South Brunswick Municipal Area Residential Transit	8
Middlesex County Sidewalk Study for 500 and 600 Numbered Routes, Map 9 of 10, Cranbury, Plainsboro	9
Middlesex County Sidewalk Study for 500 and 600 Numbered Routes, Map 7 or 10, South Brunswick	10
Middlesex County Sidewalk Study for 500 and 600 Numbered Routes, Map 8 of 10, Old Bridge	11
Middlesex County South County Study Area Proposed Bicycle-Pedestrian Projects	12, 13
Cranbury Township Master Plan Road – Liberty Way	14
Cranbury and Vicinity Aerial Photograph	15
Cranbury and Vicinity Generalized Land Use and Cover	16
Cranbury and Vicinity Roadways	17
Jamesburg and Vicinity Aerial Photograph	18

APPENDICES, continued

	Page
APPENDIX 1, STUDY AREA MAPS	
Jamesburg and Vicinity Generalized Land Use and Cover	19
Jamesburg and Vicinity Roadways	20
Monroe Township and Vicinity Aerial Photograph	21
Monroe Township and Vicinity Generalized Land Use and Cover	22
Monroe Township and Vicinity Roadways	23
Old Bridge Township and Vicinity Aerial Photograph	24
Old Bridge Township and Vicinity Generalized Land Use and Cover	25
Old Bridge Township and Vicinity Roadways	26
Plainsboro Township and Vicinity Aerial Photograph	27
Plainsboro Township and Vicinity Generalized Land Use and Cover	28
Plainsboro Township and Vicinity Roadways	29
South Brunswick Township and Vicinity Aerial Photograph	30
South Brunswick Township and Vicinity Generalized Land Use and Cover	31
South Brunswick Township and Vicinity Roaeways	32
Cranbury Automobile Crash Sites (2003-2006)	33
Jamesburg Automobile Crash Sites (2003-2006)	34
Monroe Automobile Crash Sites (2003-2006)	35
Old Bridge (SW of NJ Route 18) Automobile Crash Sites (2003-2006)	36
Plainsboro Automobile Crash Sites (2003-2006)	37

APPENDICES, continued

	Page
APPENDIX 1, STUDY AREA MAPS	
South Brunswick Automobile Crash Sites (2003-2006)	38
New Jersey Department of Transportation 2005 AADT Traffic Counts Locations For Middlesex County	39
New Jersey Department of Transportation 2005 AADT Traffic Counts for Middlesex County, South County Study Area	40
New Jersey Department of Transportation 2005 AADT Traffic Counts for Middlesex County, South County Study Area	41
Township of Plainsboro, Middlesex County, New Jersey Circulation Map	42
Township of Plainsboro, Middlesex County, New Jersey Bus Routes, Stops and Shelters	43
APPENDIX 2, NEW JERSEY TRANSIT BUS STOP INVENTORY, SOUTH COUNTY STUDY AREA	
New Jersey Transit Bus Stops – Monroe Township	45, 46
New Jersey Transit Bus Stops – Old Bridge Township	47, 48
New Jersey Transit Bus Stops – Plainsboro Township	49, 50
New Jersey Transit Bus Stops – South Brunswick Township	51

APPENDICES, continued

	Page
APPENDIX 3, BUS AND SHUTTLE SCHEDULES, SOUTH COUNTY STUDY AREA	
Middlesex County Area Transit New Brunswick-Jamesburg Shuttle	53
Middlesex County Area Transit Brunswick Square-Jamesburg Shuttle	54
Middlesex County Area Transit Old Bridge-Brunswick Square Shuttle	55
Monroe Township Shuttle Freehold Bound Route A	56
Monroe Township Shuttle Freehold Bound Route B	57
Monroe Township Shuttle Princeton Bound Route A	58
Monroe Township Shuttle Princeton Bound Route B	59
Monroe Township In-Town Shuttle	60
Monroe Township Middlesex County Area Transit Shuttle	61
Train Link Shuttle Bus	62
NJ Transit 600 Bus Line Trenton-Plainsboro	63-65
Coach USA/Suburban Transit Academy Bus Schedules	66-71
Old Bridge Community Shuttle Schedule	72
Route 130 Connections Shuttle Service	73-75
APPENDIX 4, STUDY AREA PHOTOGRAPHS	
Exit 8A Bus Park and Ride Lot, Route 130, South Brunswick Township	77
Rossmoor, Forsgate Drive, Monroe Township	78
Concordia, Applegarth Road, Monroe Township	79
Applegarth Road, Monroe Township	80
Main Street, Cranbury Township	81
Plainsboro Road, Schalks Crossing Road, Plainsboro Township	82
College Road, Princeton Forrestal Center, Scudders Mill Road, Plainsboro Township	83
Sjpotswood Englishtown Road, Monroe Township	84
Old Bridge Englishtown Road, Old Bridge Township	85
Route 27, Henderson Road, Beekman Road, South Brunswick Township	86
Kendall Park Shopping Center Park and Ride, Kingston Terrace, Raymond Road, South Brunswick Township	87
Monroe-Freehold Shuttle, Monroe Township	88
Senior Citizen and Disabled Shuttle, South Brunswick Township	89

APPENDICES, continued

	Page
APPENDIX 5, SOUTH COUINTY COMMUNITY OUTREACH AND PUBLIC PARTICIPATION	
Southern Middlesex County Transit Improvement Study Stakeholders	91-93
Southern Middlesex County Transit Improvement Study Stakeholder Meeting Agenda, June 4, 2008	94
Southern Middlesex County Transit Improvement Study Stakeholder Meeting Agenda, September 24, 2008	95
Middlesex County Transit Improvement Study September 24, 2008 Stakeholder Meeting Notes	96-103
Enhancing Transit in Plainsboro Township October 21, 2008 Meeting Agenda	104
Enhancing Transit in Plainsboro Township October 21, 2008 Meeting Attendance Sheet	105
Enhancing Transit in Plainsboro Township October 21, 2008 Meeting Notes	106-111
Correspondence from Kenneth Feraudo, Transit User	112-113
APPENDIX 6, SOUTH COUNTY STUDY AREA 2006 AADT TRAFFIC VOLUMES	115-125
APPENDIX 7, FUNDING SOURCES	
Federal Funding	127
State Funding	128-129
APPENDIX 8, DEMOGRAPHIC TABLES, SOUTH COUNTY STUDY AREA	
Table 1 2007 Population Estimates, South County Municipalities	131
Table 2 Median Household Income, South County Municipalities, 1990 and 2000	132
Table 3 Population and Age, South County Municipalities, 2000	133
Table 4 Households, South County Municipalities, 2000	134
Table 5 Poverty Status, South County Municipalities, 2000	135

APPENDICES, continued

		Page
APPENDIX 8, DEMOGRAPHIC TABLES, SOUTH COUNTY STUDY AREA		
Table 6	Population Characteristics, South County Municipalities, 1990 and 2000	136
Table 7	Employment, South County Municpalities, 2000	137
Table 8	Occupations, South County Municipalities, 2000	138
Table 9	Housing and Automobile Ownership, South County Municipalities, 2000	139
Table 10	Housing Characteristics, South County Municipalities, 2000	140
Table 11	Dwelling Units Authorized By Building Permits 2000-2006, South County Municipalities	141
Table 12	Types of Dwelling Units Authorized By Building Permits, South County Municipalities, 2000-2006	142
Table 13	Nonresidential Building Permits Authorized, 20004-2006, South County Municipalities	143
Table 14	New Jobs Created By Nonresidential Building Permits, 2004-2006, South County Municipalities	144
Table 15	Means of Transportation to Work, South County Municipalities, 2000	145
Table 16	Means of Transportation to Work, South County Municipalities, 1990	146
Table 17	Workers Who Used Public Transit, South County Municipalities, 1990	147
Table 18	Workers Who Used Public Transit, South County Municipalities, 2000	148
Table 19	Travel Time to Work, South County Municipalities, 2000	149
Table 20	Fatal Motor Vehicle Accidents, 2002-2007, South County Municipalities	150
Table 22	South County Local Bus and Shuttle Service Ridership, 2006-2008	151
Table 23	South County Local Bus and Shuttle Service Projected Ridership, 2006-2008	152

APPENDIX 9, EXISTING AND PROPOSED TRANSIT SERVICE MAPS

Southern Middlesex County Transit Services - Existing

Southern Middlesex County Transit Services – Proposed

EXECUTIVE SUMMARY

SOUTHERN MIDDLESEX COUNTY TRANSIT NEEDS

AND SERVICE ENHANCEMENT STUDY

Middlesex County, located in the center of New Jersey, is one of the fastest growing counties in the state. The county transportation network has played an important role in contributing to urbanization and economic growth by affording excellent accessibility to employment and housing within and outside its borders.

The county is situated at the crossroads of New Jersey and contains regionally important routes and services. A network of county roads provides access to these major highways from various points throughout the county.

The county is served by three passenger rail lines, the Northeast Corridor rail line serves the Southern Middlesex County Study Area.There are many local and regional bus and shuttle routes, most operating in the more densely populated north. Certain areas, particularly in rapidly developing southern Middlesex County, have limited local bus service, and limited access to regional buses at dispersed locations. The nearest rail station is in Princeton Junction.

Southern Middlesex County, the focus of this study, contains more than one third of the total land area in the county and 15 percent of total population as of 2007. Southern Middlesex County is developing rapidly and has experienced significant growth in population and employment centers.

This growth has led to a greater reliance on the automobile for local and regional trips, and a growing need for options such as fixed route public transit as well as fixed route and demand responsive paratransit services.

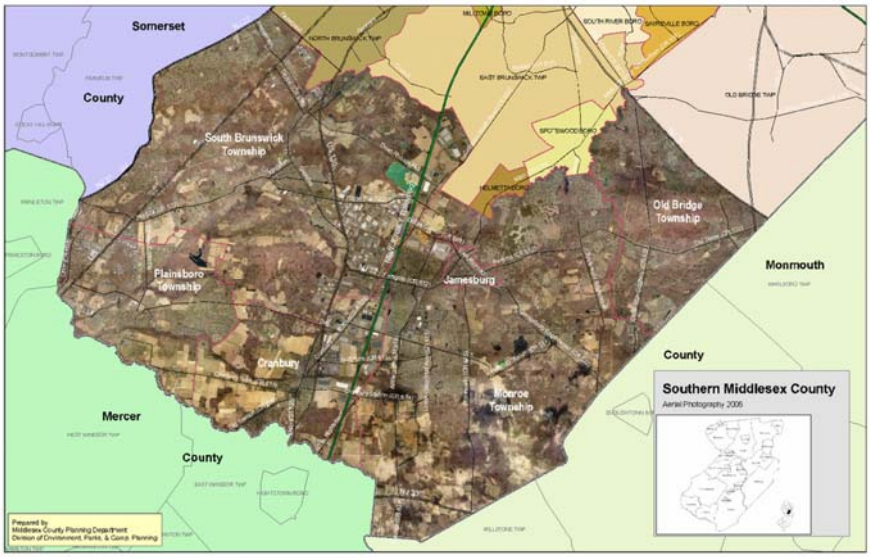
The **goal** of this study is to provide safe and convenient mobility options to the rapidly developing yet underserved portions of southern Middlesex County to persons who do not drive or prefer to use public transit. This study seeks to improve services in places where fixed route or paratransit facilities exist through expansion and/or better system coordination.

The **objectives** are:

- Provide better accessibility by non-motorized means by encouraging public transit and intermodal alternatives.
- Improve accessibility for mobility impaired, low income, elderly and minority populations.
- Reduce automobile trips and traffic congestion.
- Improve and enhance system coordination and intermodal connectivity by providing and connecting alternative transportation modes.
- Address the needs, strategies and issues of the North Jersey Transportation Planning Authority Regional Transportation Plan.

The Study Area includes **Cranbury, Monroe, Plainsboro and South Brunswick Townships, the Borough of Jamesburg, and the portion of Old Bridge Township south of Route 18.** It abuts Somerset County to the west, Monmouth County to the East, and Mercer County to the South. Major roadways in the Study Area include the New Jersey Turnpike, U.S. Route 130, U.S. Route 1, New Jersey Routes 18, 27 and 32, and eight county roads.

Study Area



The study provides a detailed demographic profile of Southern Middlesex County, including an analysis of population, housing, means of transportation, and employment trends during the past decade.

The study contains a physical description of each municipality and the Study Area as a whole. The study also includes an analysis of traffic volumes and crash data in Southern Middlesex County.

The most intensely developed portion of the Study Area includes those sections of South Brunswick, Cranbury and Monroe, all in close proximity to New Jersey Turnpike Exit 8A. This area is heavily congested with truck traffic due to the great number of warehouses, the source of major conflicts between truck and automobile traffic generated by nearby residential developments, including several large age restricted developments. There are also pockets of residential developments that are isolated and accessible primarily by automobile due to the lack of public transit.

Other heavily congested areas include Route 1 in Plainsboro. The Princeton Forrestal Center, a large office/laboratory development, is located in this area. The Princeton Medical Center will be moving to a new location on northbound Route 1 in Plainsboro. The former FMC site will be developed to accommodate the medical center and nursing home, which will add to the congestion on Route 1.

There are pockets of residential development in the Study Area that are isolated and accessible primarily by automobile due to the lack of public transit.

There are local, regional and long distance transportation services from public and private organizations and business in the Study Area, including fixed route public transit, county and municipal shuttles, and demand responsive paratransit. The most heavily used public transit is the regularly scheduled bus service to New York City, available from Cranbury, Plansboro, Monroe and the park and ride facility on Route 130 in South Brunswick, near New Jersey Turnpike Exit 8A.

Local fixed route bus service is limited and sparse to adequately serve the population in the existing disconnected residential developments in the Study Area. Fixed route and demand responsive paratransit shuttle services provided by Middlesex County and municipalities are used primarily by the elderly and

disabled, although some are available to the general public.
This study assesses the level of transit services available in southern Middlesex County that have experienced significant growth and proposes recommendations to address existing and future mobility needs, including improvements to enhance transit services, improve system coordination and service efficiency, and reduce reliance on the automobile. The study also addresses the need for safe and attractive bicycle and pedestrian facilities.

The analysis of local transit in the Study Area indicates that the fragmented public and paratransit shuttle system can be improved and enhanced by connecting existing routes and services and adding new routes that can be integrated into the system. The existing routes and services are depicted on the map entitled, **"Southern Middlesex County Transit Services – Existing,"** found in Appendix 9.

Stakeholders provided significant input during preparation of the study, particularly in the determination of short and long term recommendations. Stakeholders included representatives from municipalities in the study area, public transit, county and municipal shuttle service providers, county planning and engineering departments. Full stakeholder meetings were held in the county planning department office. County planning staff consulted with local stakeholders during meetings in each municipality.

The study proposes short and long term recommendations to provide better accessibility to transit and reduce reliance on the automobile.

Short term recommendations would:

- Expand existing New Jersey Transit 600 bus line, and shuttles operated by Middlesex and Mercer Counties, Monroe and South Brunswick Townships to serve the new Princeton Medical Center and associated development in Plainsboro Township.

- Designate transit nodes in Southern Middlesex County that would serve as activity centers and transfer points for public and paratransit shuttles.

- Encourage employers to provide car and van pool services for their employees.

- Provide commuter parking spaces at shopping center.

- Increase the number of bus shelters along existing and proposed bus and shuttle routes.

Long term recommendations would:

- Provide bus and shuttle service to the proposed North Brunswick Transit Village on Route 1 in North Brunswick.

- Provide a south connection between the New Jersey Turnpike and the Route 130 Corridor via Liberty Way, a proposed Cranbury Township Master Plan road.

- Provide commuter bus or shuttle service to new major subdivisions in Monroe Township.

- Provide shuttle links from designated transit nodes to the future Route 1 Corridor Central Jersey Bus Rapid Transit (BRT).

- Provide safe and attractive bicycle access on routes connecting to transit centers and park and ride facilities and bicycle storage at park and ride lots, shopping centers and municipal complexes.

Recommended new transit and shuttle routes and services are depicted on the map entitled, **"Southern Middlesex County Transit Services – Proposed,"** found in Appendix 9.