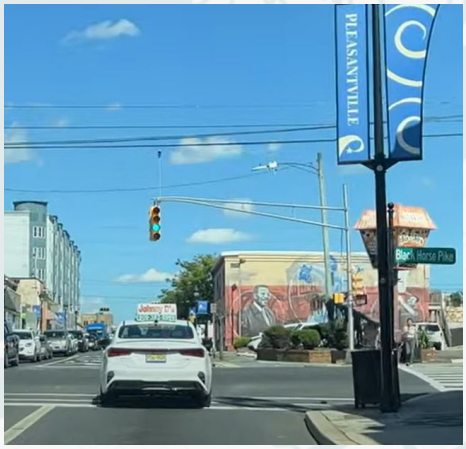
CITY OF PLEASANTVILLE

SAFE STREETS FOR ALL

Action Plan

February 13, 2026



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Chapter 1. Introduction

1.1 Background

The City of Pleasantville, New Jersey, is a 7.29 square-mile municipality in Atlantic County, surrounded by Egg Harbor Township to the west, Atlantic City to the east, the City of Absecon to the north, and Northfield Township to the south. Nearly all roads in Pleasantville are under municipal or county jurisdiction.

According to the U.S. Census Bureau's American Community Survey 2018-2022, Pleasantville's resident population in 2022 was 20,562. Visitors and residents often walk and bike on streets and roads with insufficient accommodations, cross at unmarked locations, and often ride without helmets, lights, or reflective clothing at night. Pleasantville has four elementary schools, a middle school, and a high school. Many students walk and bike to school. Twenty-two percent (22%) of Pleasantville's full-time resident population is age 65 or over. Older populations have longer reaction times, slower walking speeds, and vision impairments, particularly at night, than those who are younger.

Everyone who lives, works, or visits Pleasantville deserves to travel safely along its streets, sidewalks, and pathways. Achieving this goal requires shared commitment from local leaders, planners, engineers, law enforcement, emergency responders, and the community. This action plan combines data analysis with stakeholder input and feedback to identify key areas for improvement and outline strategies that promote safer behavior among all road users. While enforcement and infrastructure play important roles, lasting safety can only be achieved when every traveler takes responsibility for creating a safer transportation system.

Figure 1.1: Four "Es" considered in addressing road user safety

1.2 What is a Safe Streets and Roads for All Action Plan?

The Pleasantville Safe Streets for All Program Action Plan, herein referred to as the Pleasantville Action Plan (PAP), is a strategic plan to improve safety on Pleasantville's roads. The PAP development process employs a combination of crash data analysis and stakeholder involvement to develop a prioritized list of projects and strategies to reduce fatalities and serious injuries.

Stakeholder involvement and collaboration are critical to Action Plan development and implementation. From the onset, stakeholders representing the 4Es: Engineering, Education, EMS/Emergency responders, and Enforcement are involved, illustrated in ***Figure 1.1***.

1.3 Why prepare the Action Plan?

Over 60% of all fatal and serious injury crashes in New Jersey occur on local roads. Action Plans, also known as Local Road Safety Plans, are designated as a proven safety countermeasure by the Federal Highway Administration (FHWA). Action plans implemented in other states resulted in significant reductions in severe injury crashes. See ***Figure 1.2***. Action Plans also create funding opportunities for municipalities and counties by aligning safety improvement actions with federal programs such as the Highway Safety Improvement Program (HSIP) and the $5B Safe Streets and Roads for All Program (SS4A).

Figure 1.2: Local Road Safety Plan Results

1.4 Fatal and Serious Injury Crash Goal

Figure 1.3 illustrates the trend in fatal and serious injury crashes based on a five-year rolling average since 2018. Pleasantville's goal is to reduce fatal and serious injury crashes 70% from 2022 levels by 2040. A resolution of commitment from the City of Pleasantville City Council is provided in Appendix A.

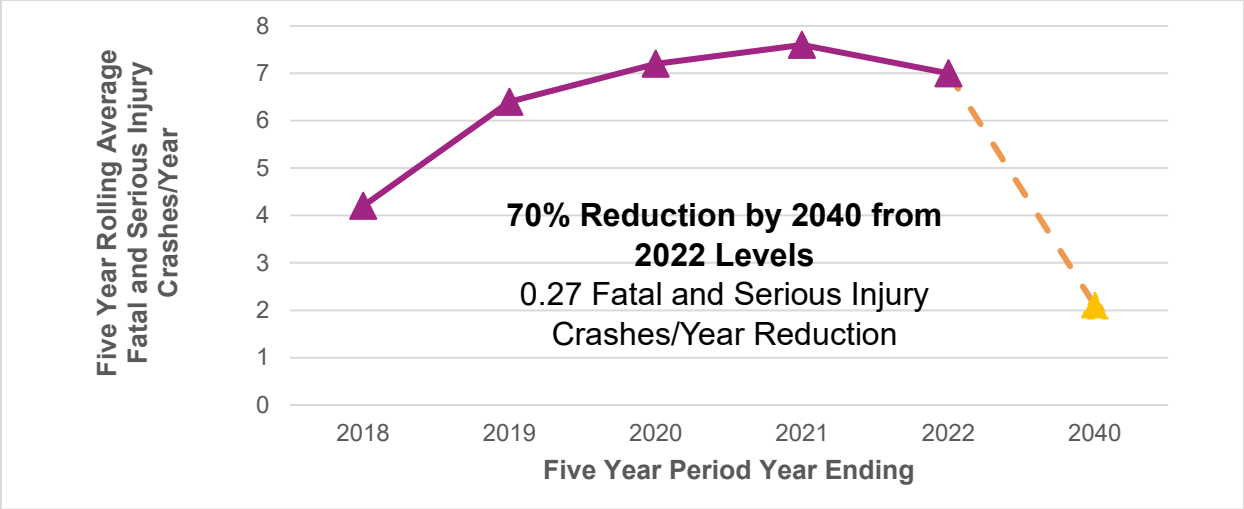


Figure 1.3: Pleasantville Action Plan Fatal and Serious Injury Crash Goal

1.5 Safe System Approach

The PAP was developed following the Safe System Approach (SSA) to roadway safety. This holistic approach was adopted by the USDOT and widely across the transportation community as an effective way to address and mitigate risks in our transportation system. ***Figure 1.4*** illustrates the six principles of the Safe System Approach on the outside of the wheel and the five elements on the inside of the wheel. Core to the approach is the acceptance that humans will make mistakes and that humans are vulnerable.

A safe system is best achieved when all five elements are working in a complementary fashion to create layers of protection for the road user.

Figure 1.4: Safe System Approach Principles and Objectives

Figure 1.5, the Swiss Cheese Model of redundancy, illustrates how the SSA provides layers of protection to safeguard road users.

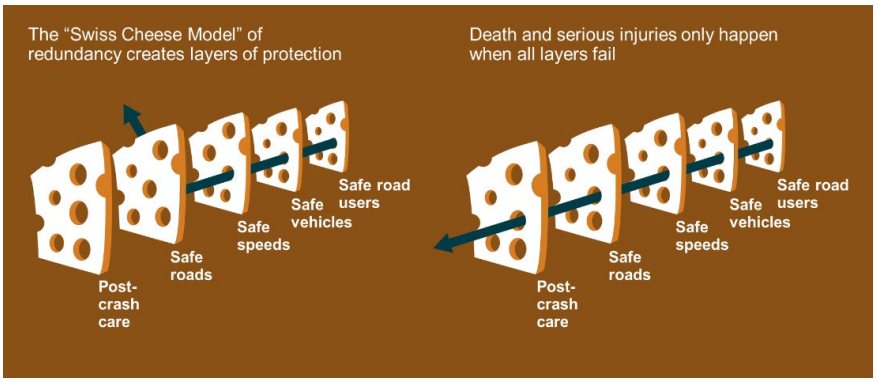


Figure 1.5: Swiss Cheese Model of Safety Redundancy

Source: Washington Traffic Safety Commission

1.6 Compliance with USDOT Safe Streets and Roads for All

Under the federal Infrastructure Investment and Jobs Act, Congress established the competitive grant program, Safe Streets and Roads for All (SS4A), to provide funding for implementing safety-focused infrastructure projects. To be eligible to apply for funds, applicants must have a qualified action plan in place. This PAP will meet all requirements of a USDOT SS4A action plan.

Figure 1.6: Local Safety Plan and Development Process

1.7 Coordination with Other Plans

Counties and municipalities frequently develop strategic plans such as master plans, long-range transportation plans, or bicycle and pedestrian plans. The objective of the PAP development process is to coordinate with existing plans, so its goals, objectives, and strategies do not conflict with the goals, objectives, and strategies of other strategic plans. The PAP should strengthen the development of future strategic plans by ensuring consideration of safety for all road users.

The PAP was well coordinated with Atlantic County government. Atlantic County completed a Local Road Safety Plan for county and municipal roads in November 2024. Atlantic County also completed three traffic improvement studies over the past three years that encompass portions of Pleasantville:

- Main Street/Shore Road (CR585) from Black Horse Pike (US 40/322) to Mill Road (CR 622/CR 563)/Tilton Road (CR 563), completed July 2025.
- Main Street/Shore Road (CR 585) from White Horse Pike/Absecon Boulevard (US 30) to Black Horse Pike (US 40/322), completed August 2024.
- Delilah Road (CR 646) from Westcoat Road (CR 685) to Main Street (CR 585), completed August 2022.

Atlantic County was represented on the PAP Steering Committee, and the project team coordinated with Atlantic County to ensure that recommendations in the PAP are complementary to Atlantic County's plans and studies.

The Pleasantville Bicycle and Pedestrian Circulation Study, completed in January 2013, identified infrastructure and non-infrastructure priorities to improve bicycle and pedestrian safety and mobility. Priorities for pedestrian and bicyclist safety identified in this plan supersede recommendations provided in the 2013 Pleasantville Bicycle and Pedestrian Circulation Study.

1.8 Plan Oversight

The PAP was developed under the guidance of a Steering Committee charged with advising on key elements of the plan, including emphasis areas, selection and prioritization of infrastructure and behavioral strategies, as well as implementation. The Steering Committee included Pleasantville Administration, the Pleasantville Police Department, the school district, Atlantic County, as well as representatives of local businesses, non-profits, and faith-based communities. The Steering Committee members are listed in Appendix A.

The project team, composed of Pleasantville's Administrator, Chief of Police, Chief Financial Officer, and the consultant team, met with the Steering Committee four times during the plan development process to reach key decisions, collaborate on project approach, and review project progress and next steps.

Chapter 2. Stakeholder and Public Engagement

2.1 Stakeholder and Public Engagement Approach

The project team, in coordination with the City of Pleasantville, developed a stakeholder and public engagement approach to ensure that stakeholders and the public would have ample opportunity to provide input on the plan. The consultant team, in coordination with the City of Pleasantville, identified key stakeholders to participate in the Steering Committee. The agenda for the first steering committee meeting included a discussion of community organizations and key contacts who should also be included on the steering committee or otherwise consulted.

The project team established milestones in the plan development process where the Steering Committee would weigh in on key plan decisions. These included the fatal and serious injury reduction goal, plan emphasis areas, safety location priorities, proposed projects, and behavioral strategies. The Steering Committee also discussed and approved two initiatives to gather stakeholder and public input on safety concerns. These initiatives included: 1) establishing a kiosk at Pleasantville's Community Resource Day to gather face-to-face input from community members at a highly popular event; and 2) deploying an online survey via the Pleasantville Police Department's Facebook page.

2.2 Community Resource Day

The project team staffed a kiosk at the City of Pleasantville's annual Community Resource Day on June 9, 2025, at City Hall. A Spanish-speaking project team member attended to communicate with community members whose first language is Spanish. The project team provided an overview of the plan, including the results of data analysis. Residents who visited the kiosk were asked to share their road safety concerns. Comments are summarized below.

- Residents mentioned significant pedestrian traffic near the bus station on Main Street/Shore Road (CR 585) and West Jersey Avenue. The buses' size reduces pedestrian visibility, which can create a dangerous driving environment. Too many potholes lead to car damage near the bus stop.
- Residents frequently mentioned Franklin Boulevard, perceiving it as dangerous. Traffic calming measures, such as speed bumps, are under consideration.
- Residents identified Delilah Road and Leeds Avenue as dangerous corridors.
- Residents identified the intersection of Black Horse Pike (US40) and New Road (US 9) as difficult to maneuver and recommended adding a dedicated left turn lane from New Road to Black Horse Pike on both approaches.
- There is significant motorcycle traffic on Black Horse Pike and New Road (US 9) near the cemetery.

- Residents mentioned dangerous electric scooter use on sidewalks throughout the town.
- Residents mentioned adding bicycle improvements and connecting to the bike path.
- Sidewalks are needed around New Road (US 9) and Atlantic City Expressway.

2.3 Stakeholder Survey

The project team created a web-based survey to gather public input on safety concerns. This survey was developed and shared through the Pleasantville Police Department's Facebook page. The survey received nine (9) responses. The following table shows the questions asked on the survey and their top response(s). For the full survey, additional rankings, and full comments, refer to Appendix A.

Table 2.1: Stakeholder Survey Responses

Questions	Responses
Which road user safety topic do you think is most important in Pleasantville?	4 people (44%) responded that Safe Driving is most important.
Which audiences are most important to reach regarding road user safety?	4 people (44%) responded that Residents are important to reach.
Which strategy would be most effective in educating school students on safe walking and use of vehicles? (motorized/non-motorized).	5 people (55%) responded that police education programs in schools are most effective.
Which road safety enforcement issue do you see as most important?	6 people (66%) responded that speeding/aggressive driving is the most important issue.
How often are you in Pleasantville?	8 people (88%) responded that they are in Pleasantville every day.
How do you most often travel around Pleasantville?	6 people (66%) responded that they use a personal vehicle.

What locations do you view as particularly risky for pedestrians, bicyclists, or motorists? Please identify streets/intersections. Note any safety issues at these locations you observed.	• Black Horse Pike (Rt 40) heading towards Atlantic City; and the intersection of Franklin Boulevard (Avenue). • Franklin Boulevard (Avenue) and Delilah Road. Delilah Road and New Road (US 9). Reading and New Road (US 9). • Doughty Road between Washington Avenue and Fire Road (Atlantic 651). • Main Street/Shore Road (CR 585) and Black Horse Pike. • All Roads towards the schools. • 3rd Street and Washington Avenue. • Brighton Avenue. • Speeding issues on 2nd Street.
Please provide any additional comments related to the project.	• A traffic light is requested at Black Horse Pike (Rt 40) and Lyons Court. • Speed limit needs to be lowered and monitored. • Vehicles must yield to pedestrians. • Prioritize enforcement of city codes, vehicular noise pollution, speeding, and property upkeep.

Chapter 3. Existing Conditions, Data Collection, and Analysis

3.1 Crash Data / Analysis

The project team identified crash trends, predominant crash attributes, and locations with a history of crashes. The analysis helped the Steering Committee select plan emphasis areas and identify infrastructure priorities.

The crash data source for the analysis was the New Jersey Department of Transportation (NJDOT) crash records database, which contains detailed information on all crashes obtained through the police crash investigation report form (NJTR-1). ***Figure 3.1*** illustrates fatal and serious injury (FSI) crash trends in Pleasantville over the studied five-year period (2018-2022). ***Figure 3.2*** illustrates the crash trends for all crashes. Note that 2022 was the most recent data available at the time of plan development.

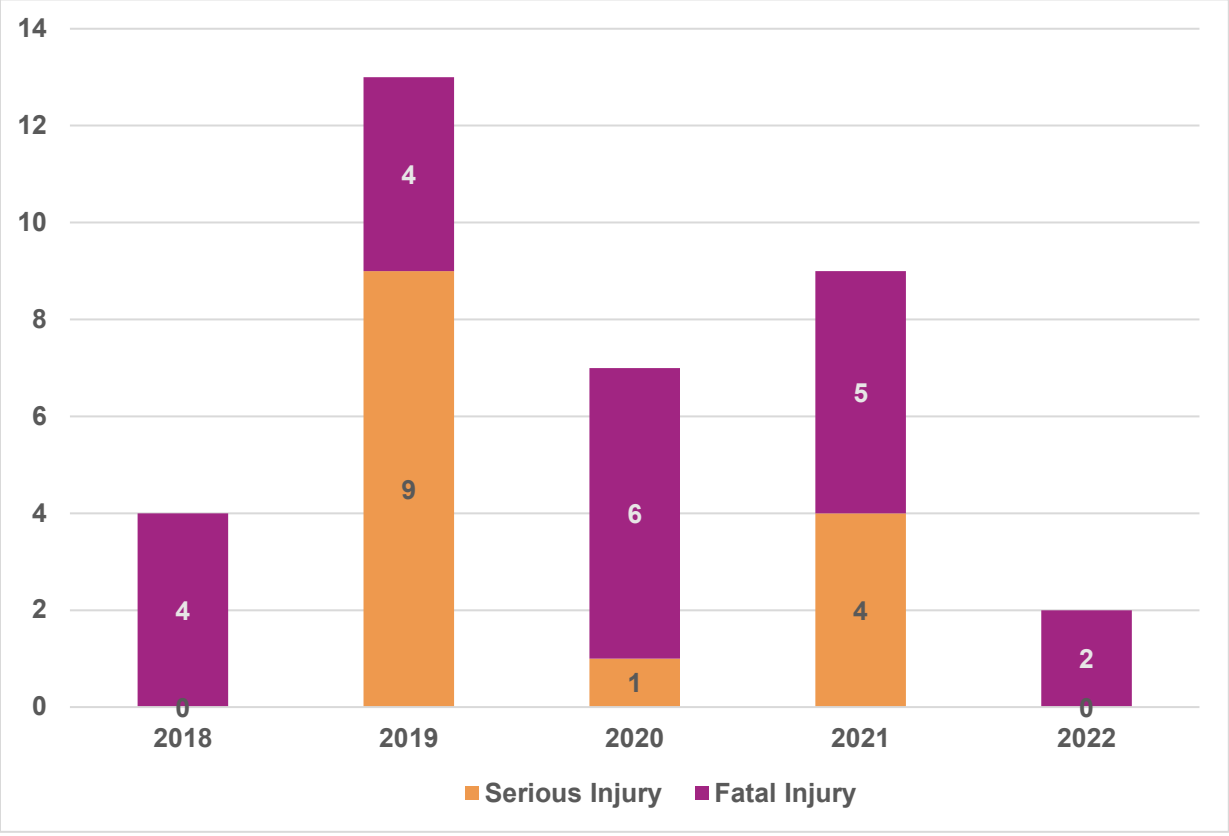


Figure 3.1: Fatal and Serious Injury Crash Trends

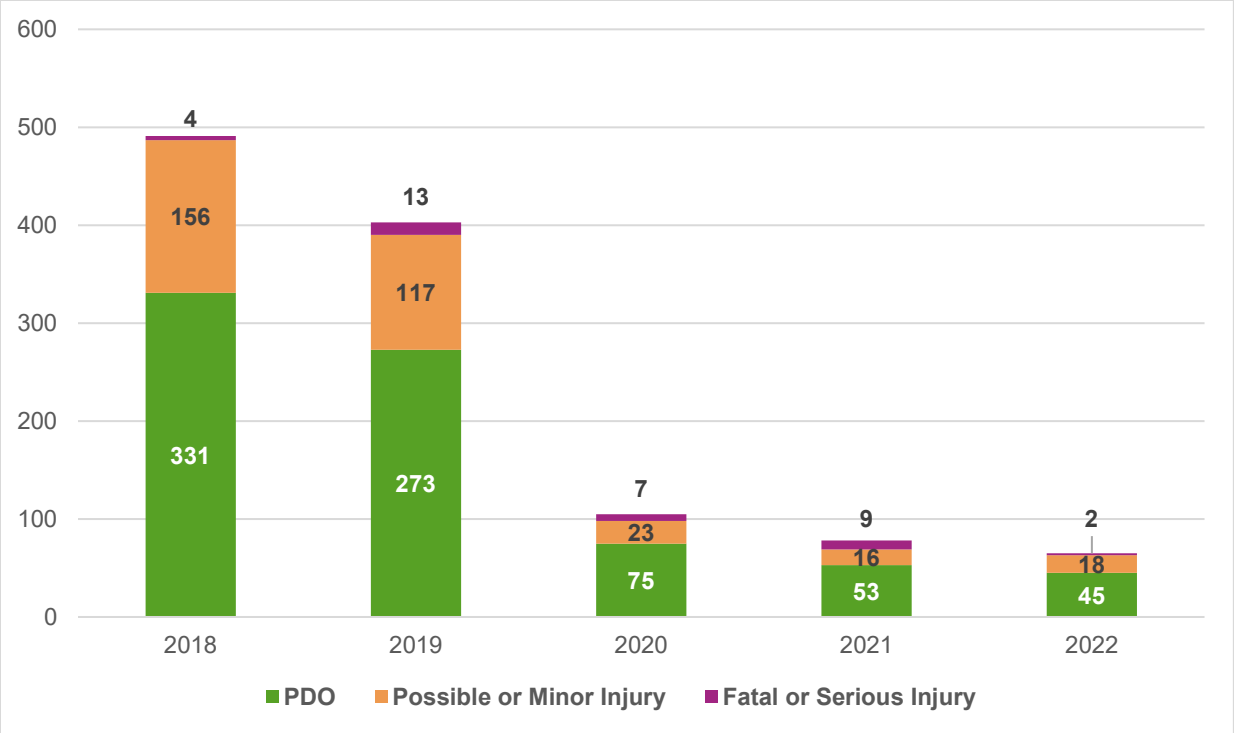


Figure 3.2: All recorded crashes (PDO = Property Damage Only Crashes)

Beginning in 2019, New Jersey updated the police crash report to be consistent with the federally required injury classifications (Killed, Suspected Serious Injury, Suspected Minor Injury, Possible Injury, and No Apparent Injury). The spike in the number of serious injuries from 2019 is a result of this change, as injuries not previously attributed to the serious injury classification are now included in this number. The crash trends demonstrate the need to strengthen efforts to reduce FSI crashes through the efforts of this plan.

The PAP uses crash attributes to focus the plan on areas that have the most impact in reducing fatalities and serious injuries, which are referred to as emphasis areas. Crash attributes include driver/operator condition or behavior, crash locations, involved parties/vehicles (pedestrian, bicyclist, motor vehicle), and road conditions. All New Jersey police forces use a standard list of crash attributes when reporting crashes on the NJTR-1 form. Each crash has multiple crash attributes. Data from all reported crashes in the state is aggregated statewide by NJDOT for high-level roadway safety planning or analysis of specific locations by the state, counties, municipalities, and other organizations that work to improve road safety, such as the South Jersey Transportation Planning Organization.

The crash attributes identified in the New Jersey 2020 Strategic Highway Safety Plan (SHSP), which was the most current version at the time of plan development, provided a starting point for selecting the PAP emphasis areas. Pleasantville's crashes were analyzed to determine their alignment with the SHSP attributes. ***Figures 3.3 and 3.4***

depicts how Pleasantville's crashes align with the SHSP crash attributes. Of the 1,142 total recorded crashes in Pleasantville from 2018 to 2022, police officers noted aggressive driving as a contributing factor in 733 of the crashes, significantly greater than other contributing factors.

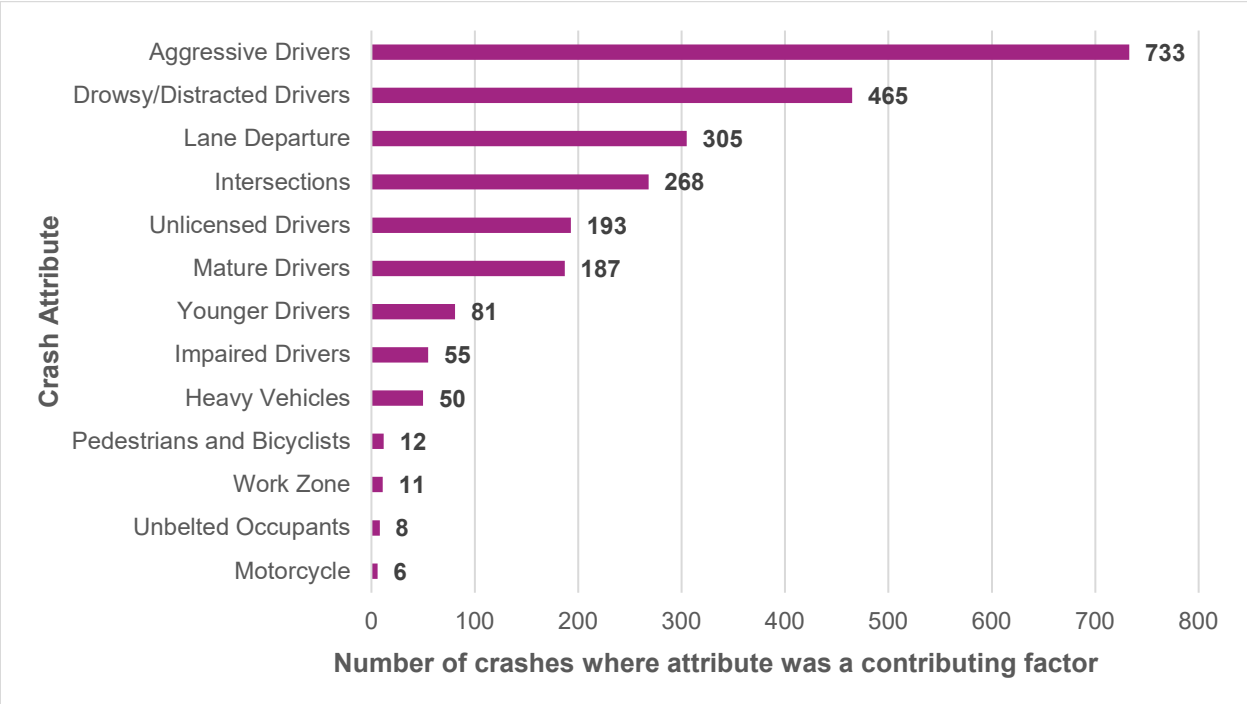


Figure 3.3: Number of crashes where crash attribute was a contributing factor (all crash severities)

Figure 3.4 illustrates the percentage of *all recorded crashes* associated with a specific crash attribute, and ***Figure 3.5*** illustrates the percentage of *fatal and serious injury crashes* associated with a specific attribute. The figures show that aggressive driving was the most frequent contributing crash attribute in all recorded crashes (64%) as well as fatal and serious injury crashes (49%). However, outside of aggressive driving, the crash attributes most frequently contributing to all recorded crashes differ from those that most frequently contribute to fatal and serious injury crashes. ***Figure 3.5*** illustrates the vulnerability of pedestrians and cyclists when they are involved in a crash. While 1% of all crashes involved pedestrians and bicyclists, 34% of all fatal and serious injury crashes involved a pedestrian or bicyclist. The unbelted occupants crash attribute also stands out as a significant contributor to fatal and serious injury crashes, 23%, even though it was identified as a contributor to only 1% of all recorded crashes.

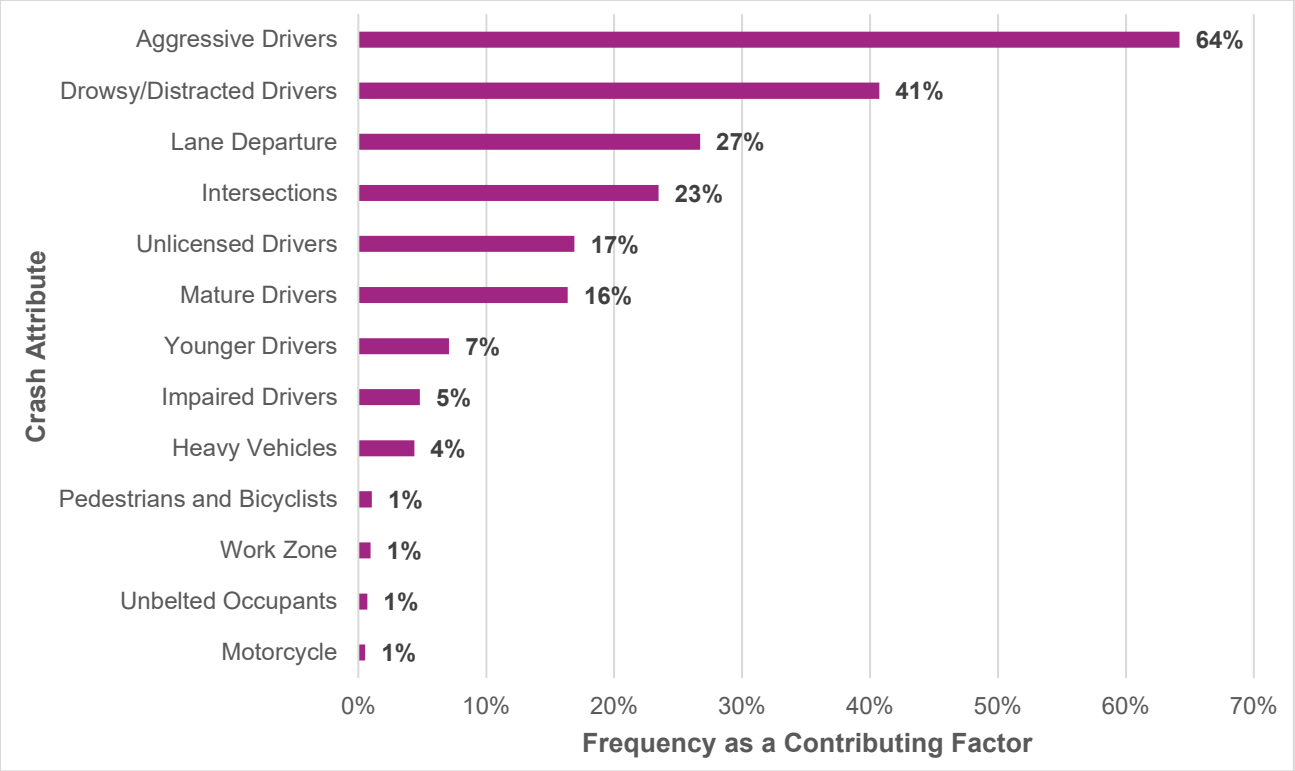


Figure 3.4: Frequency of crash attribute as a factor in all crashes

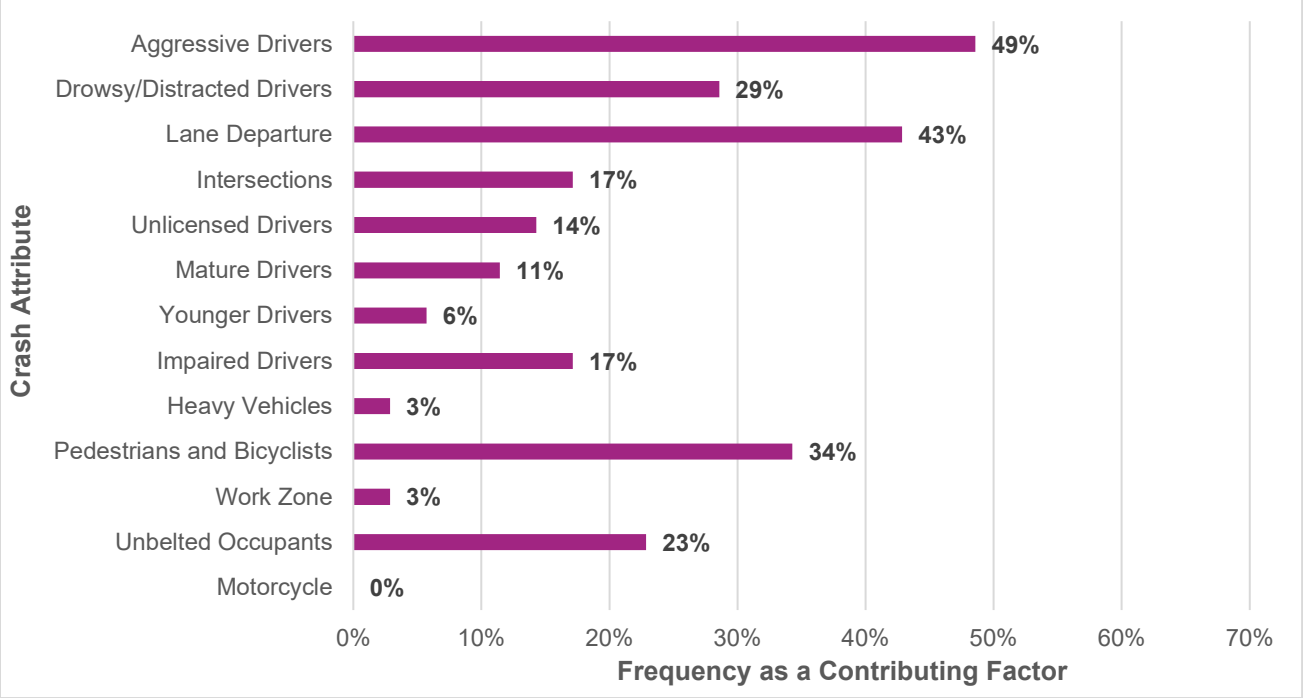


Figure 3.5: Frequency of crash attribute as a factor in fatal and serious injury crashes

3.2 Demographic Analysis

The project team used the U.S. Census Bureau's American Community Survey 2018-2022 to assess the demographics of Pleasantville. Pleasantville's full-time resident population was 20,562 at the time of the survey. ***Table 3.1*** provides an overview of demographic percentages for consideration and how they compare to the national average. Key takeaways are that 23% of Pleasantville's population is considered low income, 22% of the population is age 65 or older, and 54% of the population speaks a language other than English.

Table 3.1: Pleasantville Demographic Overview

Demographic Factors	Pleasantville Population	Overall U.S. population
Drive Alone	68.8%	68.7%
Commute Time (Minutes)	20.2	26.7
Low Income	23.3%	11.5%
65 or older	22.7%	17.3%
Unemployed	2.2%	3.6%
Home ownership	60.5%	65.8%
Less than high school education	11.4%	8.9%
Persons with disabilities	14.9%	10.9%
Language Other than English	54%	16.7%

Source: U.S. Census Bureau American Community Survey 2018-2022

Based on the findings, the project team recommended engaging and considering the following groups during plan development and implementation:

- Low Income
  - Facilitate plan communication and input opportunities through an in-person public meeting accessible to communities.
- Age 65+
  - Facilitate plan communication and input opportunities through an in-person public meeting.
  - Ensure that meeting notifications reach populations 65+.
  - Consider mature road users in the development of plan strategies.
- Less than high school educated
  - Facilitate plan communication and input opportunities through an in-person public meeting.

- Language Other than English (primarily Spanish speaking)
    - Facilitate plan communication and input opportunities by providing literature and surveys in Spanish and including Spanish-speaking project team members to facilitate communication at the public meeting.

Efforts to reach these communities are identified in Chapter 2, Stakeholder and Public Engagement.

3.3 Bicycle and Pedestrian Network Gap Assessment

The project team assessed Pleasantville's bicycle facilities and sidewalks for gaps in the existing network. The assessment used data from Pleasantville's Master Plan Circulation Element, Pleasantville Bicycle and Pedestrian Circulation Study, as well as sidewalk inventory data collected as part of the development of the Atlantic County Local Road Safety Plan. ***Figure 3.6*** shows existing bicycle facilities and identified gaps in the network based on the Pleasantville Bicycle and Pedestrian Circulation Study.

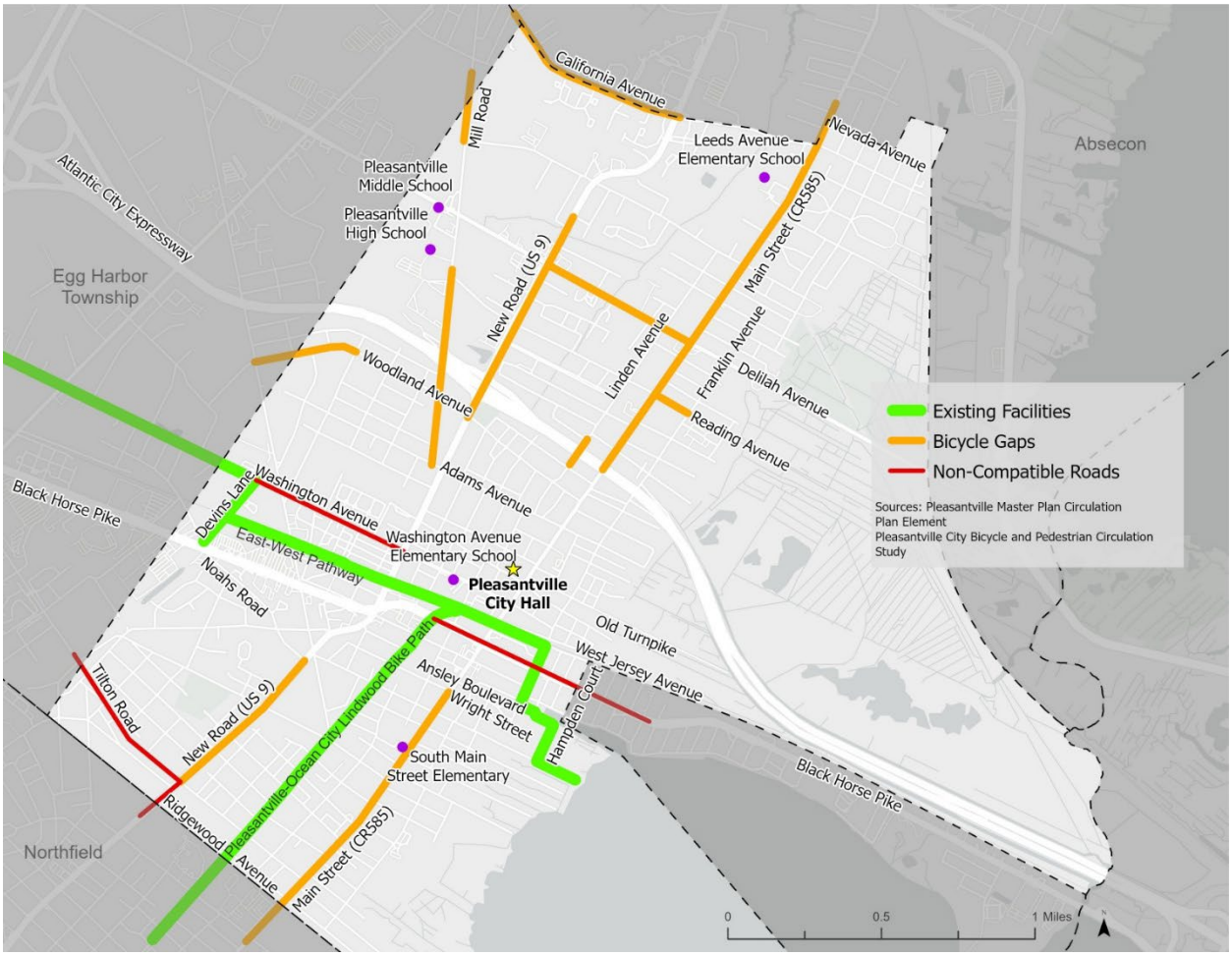


Figure 3.6: Bicycle Facilities Gap Assessment

Figure 3.7 shows the existing sidewalk network and gaps. Currently, New Road (US 9) has sidewalk gaps between Reading Avenue and Woodland Avenue. Pedestrians travel along New Road (US 9), which connects to Martin Terrace towards Pleasantville Middle School and High School on Mill Road.

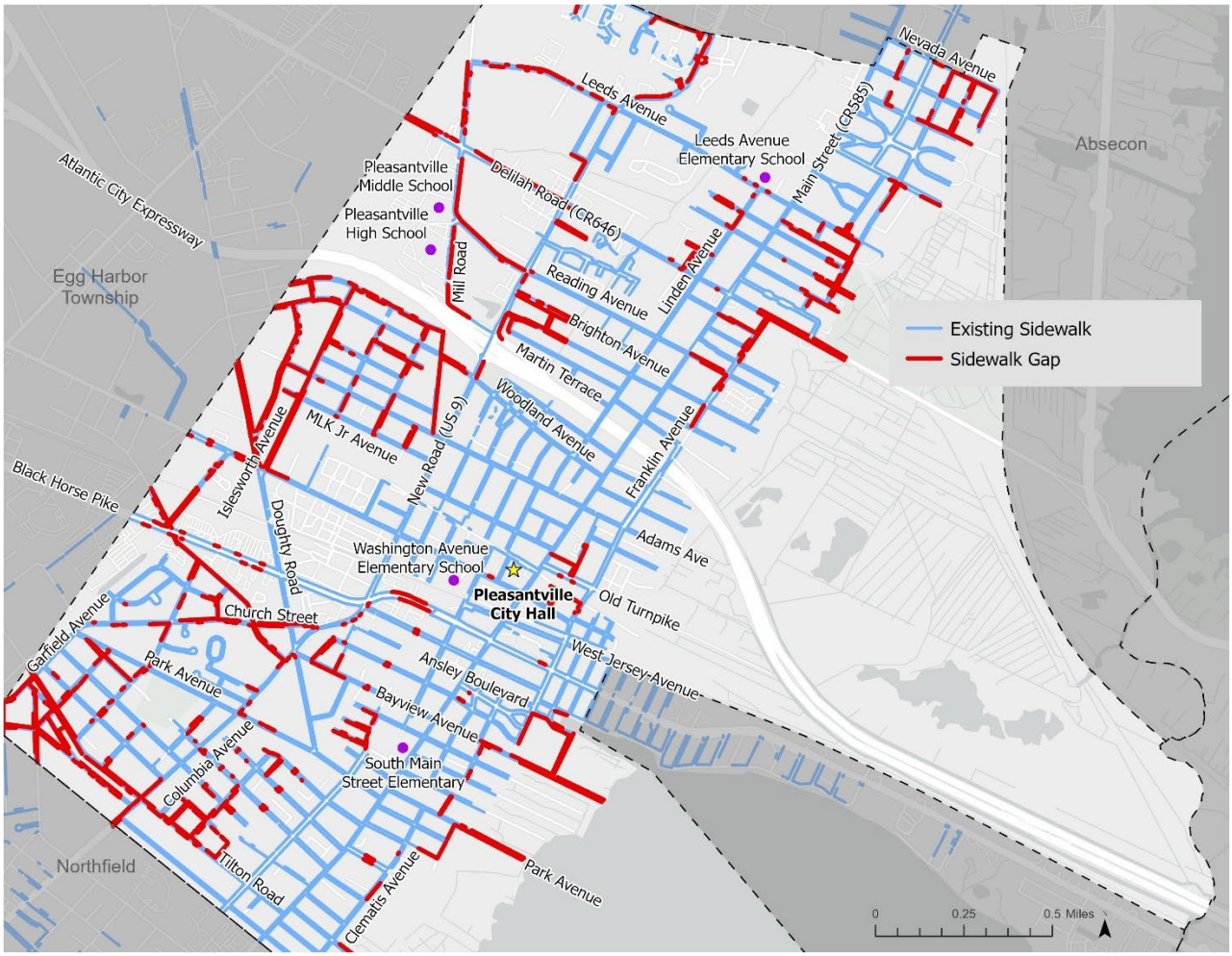


Figure 3.7: Sidewalk Gap Assessment

Chapter 4. Safety Emphasis Areas and Project Selection

4.1 Safety Emphasis Areas

Using the crash attribute data discussed in Chapter 3, the Steering Committee selected four (4) action plan emphasis areas shown in ***Figure 4.1***. The emphasis areas were used to focus analysis and selection of priority safety locations and road user behavioral improvement strategies. Each of the four emphasis areas is described below.

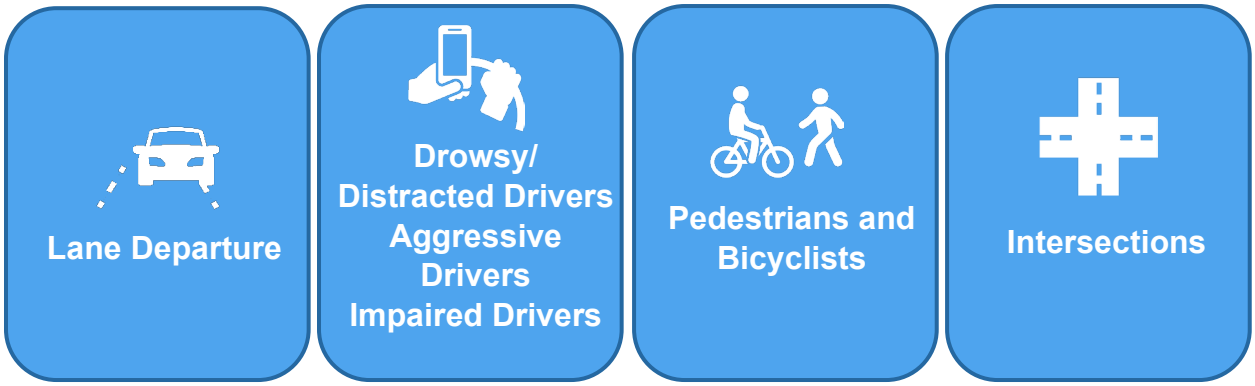


Figure 4.1: PAP Emphasis Areas

Lane Departure

Lane Departure crashes are non-intersection crashes in which a vehicle (or vehicles) unintentionally leaves the travel lane (to the left or right), crosses the median/centerline, and encroaches into opposing lanes, either resulting in a collision with a fixed object, an oncoming vehicle, or a parked vehicle. Lane departure contributed to 43% of fatal and serious injury crashes and 27% of all crashes between 2018 and 2022.

Drowsy/Distracted Drivers

Driving is a complex task and requires attention to the roadway and visual environment. Drowsy/distracted driving crashes are associated with driver inattention, distraction, or fatigue. Drowsy/distracted driving contributed to 29% of fatal and serious injury crashes and 41% of all crashes between 2018 and 2022.

Aggressive Drivers

Aggressive driving crashes are linked to unsafe behaviors such as speeding, disobeying traffic control devices, failing to yield the right-of-way, changing lanes improperly, passing other vehicles improperly, or following other vehicles too closely. One in three fatalities and serious injuries in New Jersey is a result of speeding or other aggressive driving behaviors. Speeding reduces reaction time, increases the distance required to stop a vehicle once a hazard is noticed, and increases the injury severity in the event of

a crash. Aggressive driving contributed to 49% of fatal and serious injury crashes and 64% of all crashes between 2018 and 2022.

Impaired Drivers

Impaired driving crashes occur when a driver operates a vehicle under the influence of alcohol, drugs, medication, or other substances that compromise their ability to drive safely. Impairment slows reaction times, reduces coordination, and impairs judgment, increasing the risk of serious or fatal collisions. Impaired driving contributed to 17% of fatal and serious injury crashes and 5% of all crashes between 2018 and 2022.

Pedestrians and Bicyclists

Pedestrians and bicyclists are the most vulnerable roadway users and face a higher risk of serious injury or death when involved in a crash. According to the United States Census Bureau, approximately 4% of New Jersey residents walk or bike as their primary mode of transportation. This percentage is higher in urban areas. Pedestrians and bicyclists were involved in 34% of fatal and serious injury crashes and 1% of all crashes between 2018 and 2022.

Intersections

Intersections create points of conflict between motorists, cyclists, and pedestrians due to turning and crossing maneuvers. Intersection crashes accounted for 17% of fatal and serious injury crashes and 23% of all crashes between 2018 and 2022.

4.2 Identification of Locations with a Crash History (Network Screening)

Using NJDOT's Network Screening Lists, the project team identified corridors (segments) and intersections in Pleasantville with a history of crashes. NSLs provide data on total crashes, fatal and serious injuries, and a county ranking. Six (6) lists were used for the analysis and are summarized below in ***Table 4.1***. ***Figure 4.2*** provides a map of Pleasantville's high crash locations along with its county ranking on its respective NSL.

Table 4.1: NJDOT Network Screening Lists used to identify high-crash locations

Report Type	List	Crash Types
Corridor	Corridor	All crashes
	Ped Corridor	Pedestrian crashes
	Ped-Bike Corridor	Pedestrian and bicyclist crashes
Intersection	Intersection	All crashes
	Ped Intersection	Pedestrian crashes
	Ped-Bike Intersection	Pedestrian and bicyclist crashes

Figure 4.2: High-crash occurrence locations using NJDOT Network Screening Lists, 2018-2022

The project team also mapped the top fatal and serious injury crash locations on each list, along with their county rank on each NSL. ***Figure 4.3*** illustrates a map of the top fatal and serious injury crash locations in Pleasantville, along with each location's ranking on its respective NSL.

These locations were used as a starting point for discussions with the Steering Committee and stakeholders to prioritize locations of concern.

Figure 4.3: Top fatal and serious injury crash locations on NJDOT's 2018-2022 Network Screening Lists

4.3 Systemic Analysis

The project team also performed a systemic crash analysis for all roads in Pleasantville. This proactive approach aims to identify and treat numerous locations that share roadway characteristics with sites that have a crash history. This proactive technique complements traditional, reactive, hot spot analysis and supports the Safe System principle that safety should be proactive.

Guided by the PAP emphasis areas, the project team analyzed segments and intersections to identify predominant crash types and facility types with characteristics that demonstrate a higher probability of a fatal or serious injury crash. The focus crash types and facilities representing the highest crash frequencies within each emphasis area are summarized in ***Table 4.2*** below.

Table 4.2: Systemic Analysis Focus Crash Types and Facilities

Emphasis Area	Focus Crash Type	Focus Facilities
Aggressive Drivers	Fixed Object, Same Direction - Rear End	Minor Arterials
Drowsy/Distracted Drivers		
Impaired Drivers		
Lane Departure		
Intersections	Right Angle, Pedestrian, Pedalcyclist	Minor Arterials
Pedestrians / Bicyclists		

The project team then used a crash tree diagram tool created by FHWA to identify the specific roadway attributes associated with each of the focus facilities that would have the highest likelihood of a serious injury crash. Crash trees, parameters, and tables listing focus segments and focus intersections meeting the characteristics above are provided in Appendix B. Table 4.3 lists the roadway attributes identified from the statistical analysis as having the highest likelihood of a serious injury crash. Locations fitting these parameters would be candidates for low-cost systemic treatment.

Table 4.3: Selected Road Segment and Intersection Types for Systemic Treatment

Emphasis Area	Roadway Attributes
Aggressive Drivers	Minor arterial roads, speeds 35 mph or less
Drowsy/ Distracted Drivers	
Impaired Drivers	
Lane Departure	
Intersections	Stop controlled intersections on minor arterials
Pedestrians/Bicyclists	

Figure 4.4 displays a map of corridors and intersections that meet the roadway attributes described in ***Table 4.3***.

Figure 4.4: Systemic Treatment Candidate Locations

4.4 Project Selection Process

The project team used a four-step process to identify and prioritize projects, as shown in ***Figure 4.5*** below. After the candidate hot spot and systemic treatment locations were identified as described in Chapter 3, the team scored and ranked them to establish an initial set of priority locations. The project team performed a geospatial analysis to identify overlap between the initial set of priority locations and recently or soon-to-be-completed projects, bicycle and pedestrian facility gaps, and locations raised by the Steering Committee and other stakeholders. The Steering Committee used this information to select priority locations for safety improvement. Once priority locations were selected, the project team used geospatial analysis to assess which priority locations could be combined to create logical proposed projects.

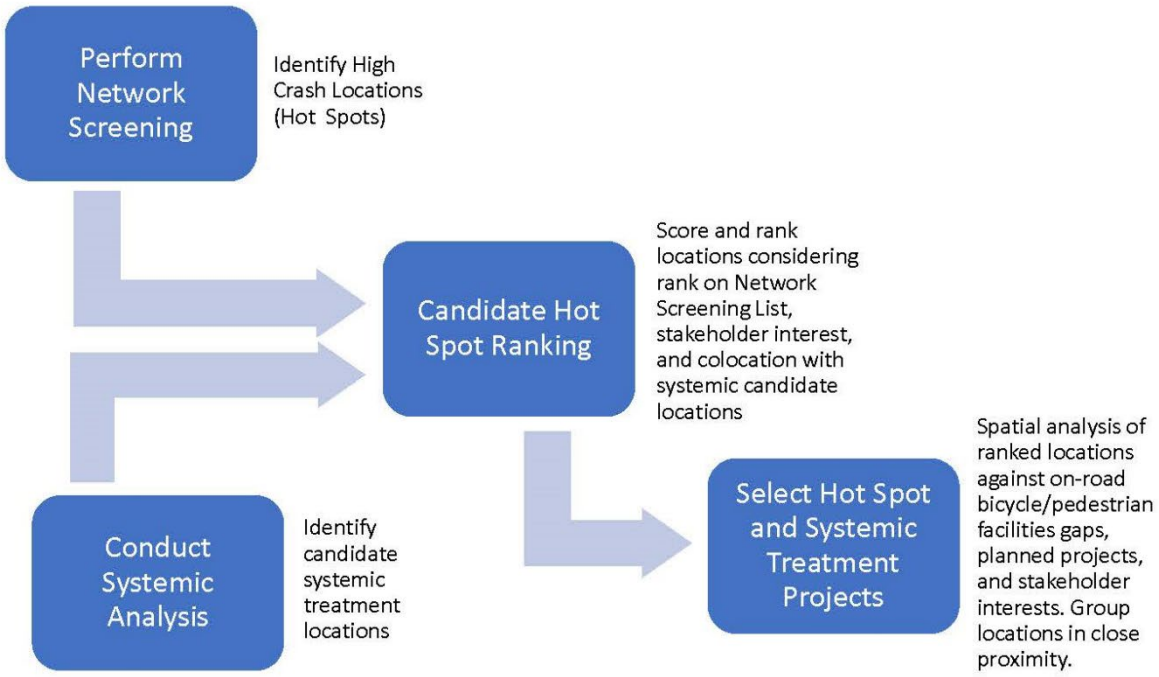


Figure 4.5: Project Selection Process

Candidate Location Ranking and Selection

The project team used a simple scoring process to prioritize locations. Locations that ranked in the top 10 on the NSLs received three (3) points. Locations ranking 11 through 20 received two (2) points. Locations ranking 21 through 50 received one (1) point. Locations ranking 51 or higher received 0.5 points. Locations received an additional one (1) point if they were identified in any stakeholder discussions or surveys. Locations also received an additional one (1) point if the location was concurrent with a systemic treatment location. Using this methodology, a location could receive a maximum score of 5 points. Segment and intersection locations with the top scores are identified and displayed in ***Table 4.4***. Sixteen (16) locations were presented to the Steering Committee at Steering Committee Meeting #3 for approval as priority location candidates.

Table 4.4: Priority Corridor and Intersection Locations presented to the Steering Committee

Corridors	Intersections
Bayview Avenue, New Road to its eastern terminus at Lakes Bay	S. Main Street/Shore Road (CR 585) and W. Park Avenue
Brighton Avenue, New Road to Linden Avenue	West Jersey Avenue and North Main Street/Shore Road (CR 585)
Delilah Road (CR 646), New Road east to the overpass near the ACE transmission line	Franklin Avenue and Old Turnpike
Linden Avenue, W. Mulberry Avenue to W. Leeds Avenue	North Main Street/Shore Road (CR 585) and East Adams Avenue

Corridors	Intersections
Main Street/Shore Road (CR 585), W. Park Avenue to W. Merion Avenue	Franklin Avenue and Loraine Avenue
Woodland Avenue, Main Street to New Road (US 9)	N. Main Street/Shore Road (CR 585) and Reading Avenue
Pedestrian Bridge on Mill Road over the Atlantic City Expressway	N. Main Street/Shore Road (CR 585) and Leeds Avenue
	Delilah Road (CR 646) and New Road (US 9)
	Franklin Avenue and East Adams Avenue

The Steering Committee concurred with the location recommendations and directed that the Delilah Road Corridor limits be extended to Mill Road due to high pedestrian activity.

The project team also recommended systemic treatments at 116 stop-controlled intersections on minor arterials. These treatments may include pedestrian crossing improvements, lighting enhancements, traffic signal upgrades, and signage. The locations are provided in Appendix B.

The project team recommended systemic lane departure treatments for two (2) segments, Main Street and Delilah Road. These treatments may include upgrading of striping, crosswalks, pavement markings, signing, and speed feedback signs. The locations are provided in Appendix B.

A map showing the locations of these priority projects is provided in ***Figure 4.6***.

Figure 4.6: Priority Corridor and Intersection Locations Map presented to the Steering Committee

Chapter 5. Prioritized Infrastructure Projects

5.1 Project Recommendations and Geospatial Analysis

Subsequent to Steering Committee Meeting #3, the project team used geospatial analysis to combine priority locations to create logical projects. Limits of corridors were extended to provide more logical project endpoints, and priority intersections were subsumed in corridors.

Table 5.1 provides a list of the nine priority projects selected by the Steering Committee along with their estimated construction cost, estimated crash reduction, implementation target year, and potential funding sources. Delilah Road (CR 646), Franklin Avenue, Main Street (CR 585), and a new pedestrian bridge on Mill Road over the Atlantic City Expressway are top priority projects. They are highlighted in green in the Table 5.1.

Table 5.1: Estimated Costs, Crash Reduction, Implementation Target Year, and Potential Funding for Priority Projects

Project	***Estimated Construction Cost ($ Millions)***	***Estimated Crash Reduction***	***Implementation Target Year***	***Potential Funding Sources***
Bayview Avenue from South New Road (US 9) to Lakes Bay	$1.410	34%	2030	Municipal Funds or Competitive Grant Programs through NJDOT*
Brighton Avenue from New Road (US 9 to Main Street (CR 585)	$0.643	34%	2028	Municipal Funds or Competitive Grant Programs through NJDOT*
Delilah Road (CR 646) from the wester city limit to the overpass near the Atlantic City Electric Transmission Lines	$1.320	33%	2029	County Funds

Project	*Estimated Construction Cost ($ Millions)*	*Estimated Crash Reduction*	*Implementation Target Year*	*Potential Funding Sources*
Franklin Avenue from East Wright Street to Delilah Road	$1.244	23%	2030	Municipal Funds or Competitive Grant Programs through NJDOT*
Linden Avenue from Martin Terrace to Leeds Avenue	$0.715	29%	2027	Municipal Funds or Competitive Grant Programs through NJDOT*
Main Street (CR 585) from Nevada Avenue to Ridgewood Avenue	$2.498	28%	2030	County Funds
Woodland Avenue from Marlboro Avenue to Main Street (CR 585)	$0.793	34%	2029	Municipal Funds or Competitive Grant Programs through NJDOT*
New Pedestrian Bridge on Mill Road over the Atlantic City Expressway	TBD	20%	2037	Municipal Funds or Competitive Grant Programs through NJDOT*
Systemic Intersection Improvements at 24 Intersections	$0.048	19%	2029	Municipal Funds or Competitive Grant Programs through NJDOT*

*Competitive grant programs include Municipal Aid, Safe Streets to Transit, Safe Routes to School, Transportation Alternatives Set-Aside, Commissioner's Discretionary Fund, and Local Transportation Projects Fund

A map showing the locations of these priority projects is provided in ***Figure 5.1***.

Figure 5.1: Priority Projects

5.2 Project Summaries

A summary of each priority project is provided in the following pages. Each summary provides an overview of the safety issues at each location and prospective countermeasures to address them. Costs do not include roadway resurfacing, drainage, driveway work, utilities, or right of way. Crash reduction percentages are estimated based on existing crash modification factors available to the best applicability, the Highway Safety Manual, FHWA Proven Safety Countermeasures and current research, where applicable. Where CMF/quantitative data was not available for a particular type of roadway or treatment, perceived safety benefit of the same was estimated relative to other similar treatments.

Proposed Project:
Bayview Avenue from South New Road (US 9) to Lakes Bay

Estimated Construction Cost:
$ 1,410,000

Estimated Crash Reduction:
34%

Deployment Target:
4 years

Bayview Avenue near Broad Street

Bayview Avenue runs east to west with parking on alternating sides of the street. It is classified as an urban local road with a speed limit of 25 mph. On the west end limit is New Road (US 9), classified as an urban principal arterial with a speed limit of 30-40 mph. Bayview Avenue crosses the Linwood bike path adjacent to Raveling Avenue.

Several critical issues were identified, notably no marked shoulders, a lack of crosswalk markings, noncompliant ADA curb ramps, inconsistent curbs, a lack of pedestrian and bicycle signage, and speeding.

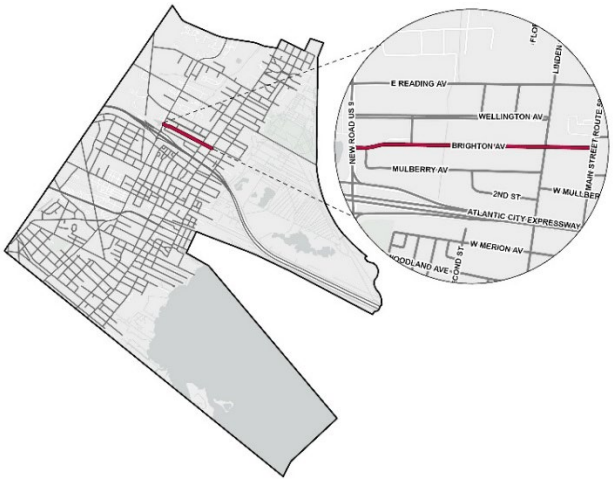
Potential countermeasures for this road segment include adding edge lines and shoulders to rectify narrow or absent stretches, consolidating access points such as driveways to mitigate merging issues, revising radii, and enhancing pedestrian crossing signs. Additionally, ensuring curb ramps are seamlessly integrated with well-designed sidewalks, meeting ADA standards, is imperative for pedestrian and bicyclist safety and accessibility.

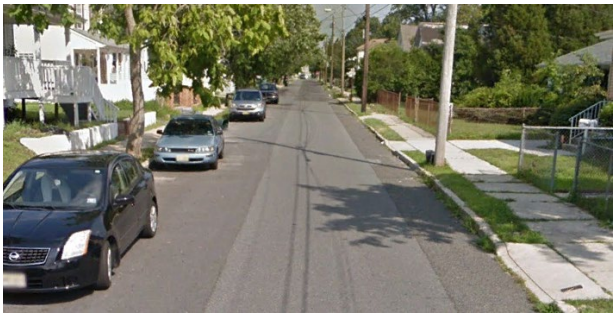
Proposed Project:
Brighton Avenue from New Road (US 9) to Main Street (CR 585)

Estimated Construction Cost:
$643,000

Estimated Crash Reduction:
34%

Deployment Target:
2 years





Brighton Avenue between Balfour Avenue and Linden Avenue

Brighton Avenue runs east to west and is a narrow roadway with parking on alternating sides of the street. It is classified as an urban local road with a speed limit of 25 mph. On the west end limit is New Road (US 9), classified as an urban principal arterial with a speed limit between 30-40 mph. On the east end limit is Main Street (CR 585), classified as an urban minor arterial with a speed limit between 25-35 mph. There is a bus stop on the Main Street intersection.

Several critical issues were identified, notably no edge lines, shoulder markings, or crosswalk markings, noncompliant ADA curb ramps, and multiple driveways. Pedestrians frequently walk along New Road (US 9) to access the Ralph Peterson Sr. Way Recreation Center.

Potential countermeasures for this road segment include adding edge lines and shoulders to rectify narrow or absent stretches, consolidating access points such as driveways to mitigate merging issues, revising radii, and enhancing pedestrian crossing signs. Additionally, ensuring curb ramps are seamlessly integrated with well-designed sidewalks, meeting ADA standards, is imperative for pedestrian and bicyclist safety and accessibility.

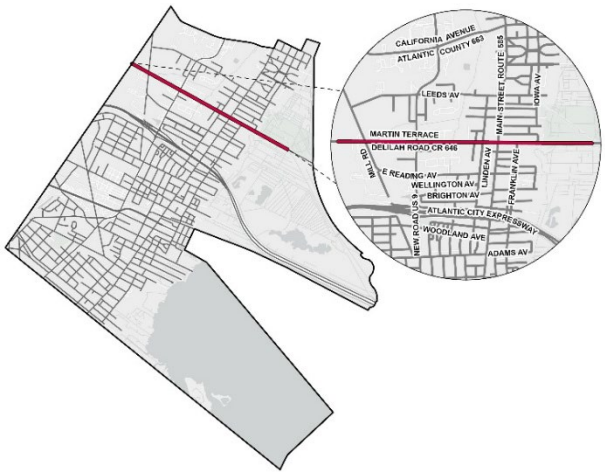
Proposed Project

Delilah Road (CR 646) from the western city limit to the overpass near Atlantic City Electric Transmission Lines

Estimated Construction Cost:
$1,320,000

Estimated Crash Reduction:
33%

Deployment Target:
3 years



Delilah Road (CR 646) and Mill Road Intersection

Delilah Road (CR 646) runs east to west and is a roadway with narrow or no shoulders. It is classified as an urban minor arterial with a speed limit of 35-50 mph. The western limit is the municipal boundary with Egg Harbor Township. The first cross street is Mill Road which leads to the Pleasantville Middle School and Pleasantville High School. The east end limit is near the overpass at the Atlantic City Electric transmission lines. Of note, worn paths are evident from pedestrians walking between the Wawa parking lot and the schools.

Several critical issues were identified, notably lack of pedestrian and school children crossing signs, lack of bicycle infrastructure or shared lane markings, faded striping, worn out crosswalks, non-compliant ADA curb ramps, and speeding throughout the corridor.

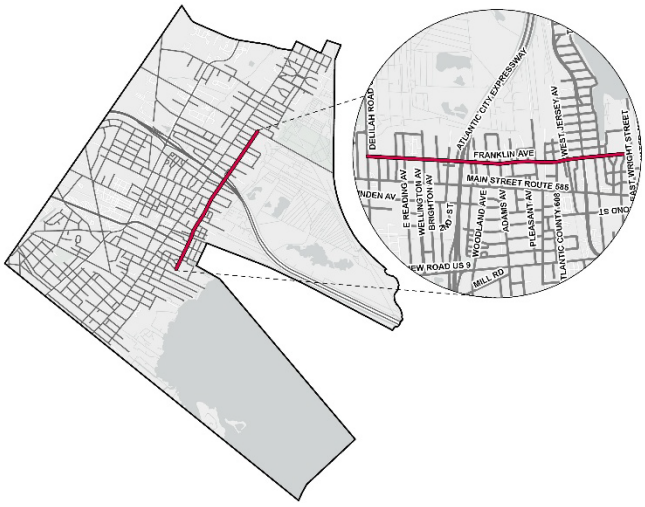
Potential countermeasures for this road segment include repairing/adding a town entrance sign, reducing vehicular speeds to 35 mph between Mill Road and Atlantic Avenue, adding a no left turn from United Refrigeration parking lot, consolidating access points such as driveways to mitigate merging issues, maintaining overgrown vegetation, adding reduce speed signage near Mill Road and New Road (US 9) and enhancing pedestrian lighting throughout the corridor.

Proposed Project:
Franklin Avenue from East Wright Street to Delilah Road (CR 646)

Estimated Construction Cost:
$1,244,000

Estimated Crash Reduction:
23%

Deployment Target:
4 years



Franklin Avenue and Loraine Avenue Intersection

Franklin Avenue runs north to south and is a historic boulevard turned into a narrow road with parking on alternating sides of the street. It is classified as an urban major collector with a speed limit of 25 mph. On the south end limit is a dead-end street that stops after Wright Street. The north end limit is Delilah Road (CR 646). Of note, Old Turnpike, Adams Avenue, and Loraine Avenue are high-crash intersections.

Several critical issues were identified, including a lack of one-way signage at the East Wright Street intersection, no consistent shoulder markings, outdated crosswalk markings, noncompliant ADA curb ramps, and faded bike lane markings.

Potential countermeasures for this road segment include upgrading pedestrian signage, adding edge lines, adding shoulders, updating bike lane markings, and updating to ADA standards.

At the time of plan completion, the city has initiated the installation of four-way stop signs at the intersections of Franklin Avenue and Adams Avenue as well as Franklin Avenue and Loraine Avenue.

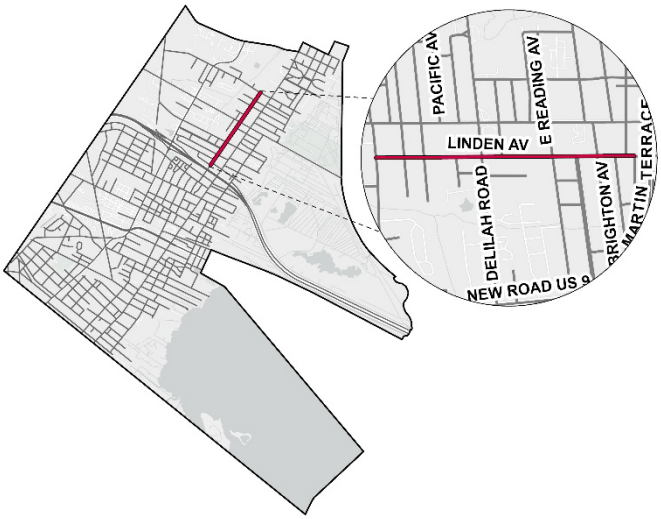
The city is also advancing a resurfacing project on Franklin Avenue from the Atlantic City Expressway to Delilah Road which will include bicycle lanes.

Proposed Project:
Linden Avenue from Martin Terrace to Leeds Avenue

Estimated Construction Cost:
$715,000

Estimated Crash Reduction:
29%

Deployment Target:
1 year



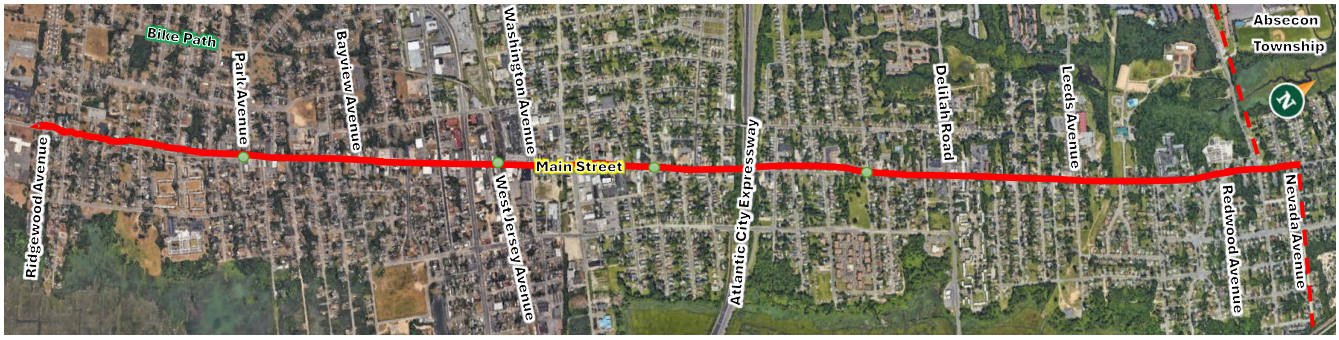
Linden Avenue and Martin Terrace Intersection

Linden Avenue runs north to south and is classified as a local urban road with a speed limit of 25 mph. On the south end limit is Martin Terrace, which is also a local urban road. On the north end limit is Leeds Avenue.

Several critical issues were identified, including no edge line markings, shoulder markings, or crosswalk markings, noncompliant ADA curb ramps, and multiple driveways.

Potential countermeasures for this road segment include adding edge lines, adding shoulders, updating crosswalk markings, and providing access management.

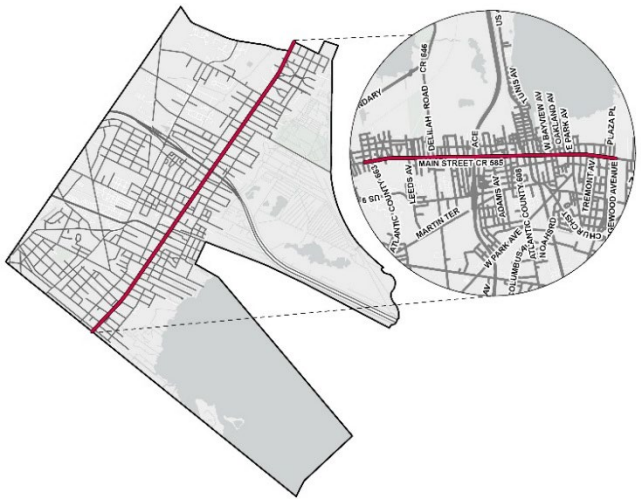
Proposed Project:
Main Street (CR 585) from Nevada Avenue to Ridgewood Avenue



Estimated Construction Cost:
$2,498,000

Estimated Crash Reduction:
28%

Deployment Target:
5 years



Main Street (CR 585) and Ridgewood Avenue Intersection

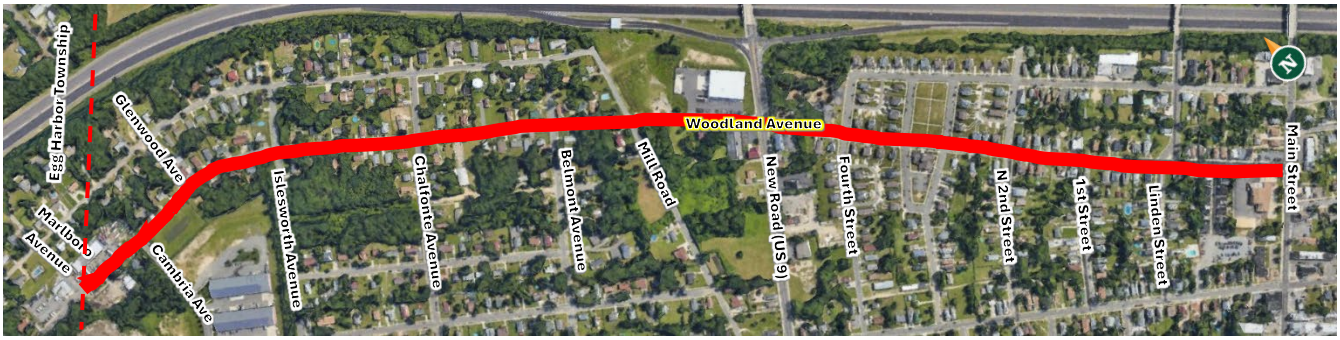
Main Street (CR 585) runs north to south and is classified as an urban minor arterial with a speed limit of 25-35 mph. On the south end limit is Ridgewood Avenue. On the north end limit is Nevada Avenue.

Of note, Park Avenue, West Jersey Avenue, West Adams Avenue, Reading Avenue, and Leeds Avenue are high-crash intersections.

Several critical issues were identified, including lack of pedestrian signs, no edge line markings, shoulder markings, or crosswalk markings, noncompliant ADA curb ramps, lack of pedestrian signal heads, multiple driveways, and speeding.

Potential countermeasures for this road segment include adding lane and shoulder markings, updating to ADA-compliant standards, and providing access management.

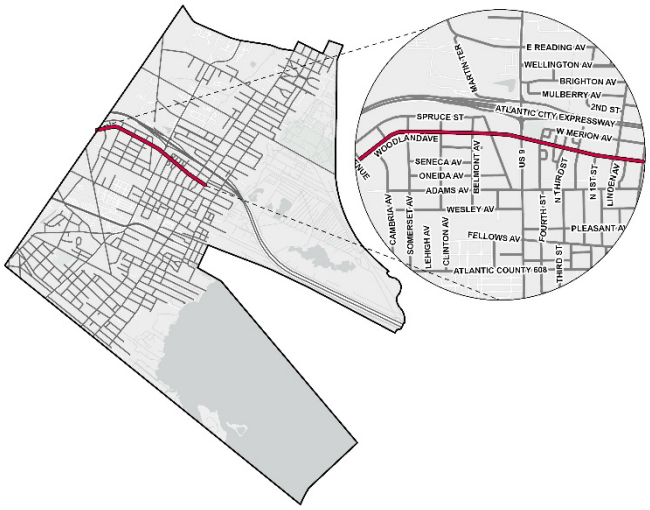
Proposed Project:
Woodland Avenue from Marlboro Avenue to Main Street (CR 585)

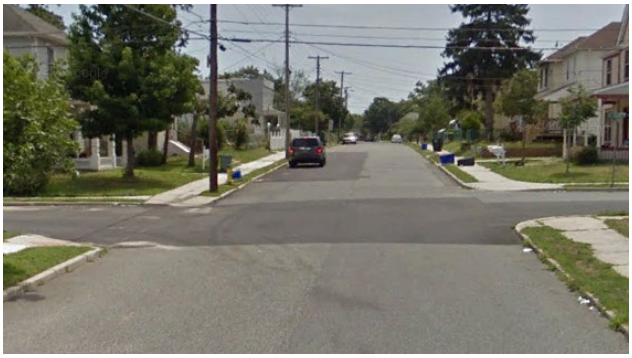


Estimated Construction Cost:
$793,000

Estimated Crash Reduction:
34%

Deployment Target:
3 years





Woodland Avenue and North 2nd Street Intersection

Woodland Avenue runs east to west; it is classified as an urban major collector with a speed limit of 25 mph. On the west end limit is Egg Harbor Township and Marlboro Avenue. On the east end limit is Main Street (CR 585).

Several critical issues were identified, no lane markings, no shoulder, faded or no crosswalk markings, noncompliant ADA curb ramps, and speeding.

Potential countermeasures for this road segment include adding edge lines, crosswalk markings, ADA-compliant curb ramps, and additional speed limit signage.

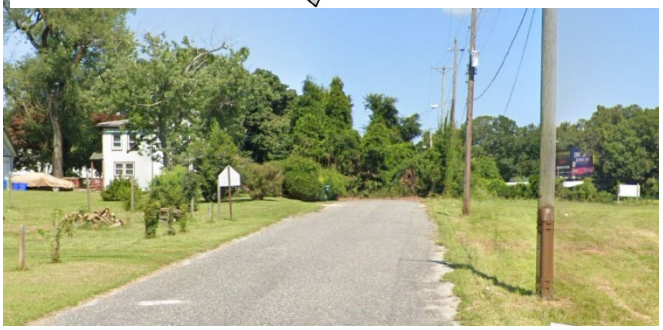
The New Jersey Department of Transportation is advancing a project to signalize the Woodland Avenue/Route 9/New Road Intersection. Construction is anticipated in Spring 2026.

Proposed Project:
Pedestrian Bridge on Mill Road

Estimated Construction Cost:
$ TBD

Estimated Crash Reduction:
20%

Deployment Target:
10 years



Mill Road and Spruce Avenue Intersection

The City of Pleasantville recently applied to USDOT for a grant to construct a pedestrian bridge over the Atlantic City Expressway. This critical safety infrastructure would eliminate pedestrian crossings of a high-speed highway, protecting vulnerable road users including children, elderly residents, and people with disabilities. Currently, residents must navigate US 9's heavy traffic to access essential services and neighboring communities, creating significant risk of pedestrian-vehicle collisions. The bridge would provide a safe, grade-separated crossing that reconnects divided residential neighborhoods while removing pedestrians from direct conflict with vehicular traffic.

Proposed Project:
Systemic Treatments at Stop-Controlled Intersections

Estimated Construction Cost:
$2,000 / intersection; $48,000 Total

Estimated Crash Reduction:
19%

Deployment Target:
2-3 years

High-Visibility Crosswalks and Enhanced Signing (Source: FHWA)

116 stop-controlled intersections were identified as priority locations through the systemic analysis. 24 of those locations were not encompassed in the other 8 priority project limits and are being recommended for improvements as a stand-alone systemic treatment project. Low-cost systemic treatments such as installing or upgrading pedestrian crossings and providing “stop ahead” pavement markings can make a significant improvement in safety. A listing of these intersections is provided in Appendix B.

Chapter 6. Non-Infrastructure Strategies

The project team presented to the Steering Committee, non-infrastructure strategies and actions adopted as part of the Atlantic County Local Road Safety Plan for consideration in Pleasantville's Action Plan. The strategies presented are shown in ***Table 6.1***.

Table 6.1: Atlantic County Local Road Safety Plan Behavioral Strategies

Strategy	Action
Awareness via Social Media	• Conduct campaigns leveraging community volunteer groups • Conduct campaigns leveraging student councils/organizations
Educate through Schools	• Expand “Adopt a Cop” program from Egg Harbor Township • Host mock crash events at high schools
Enforcement	• Visible enforcement campaigns, especially during rush hour • Have local law enforcement agencies adopt Traffic Safety Plans for local towns

The Steering Committee discussed these and other potential strategies, including those shown in ***Table 6.2***.

Table 6.2: Additional Non-Infrastructure Strategies discussed

Identify safe walking routes to school encourage their use
Coordination with the Fellowship of Churches to help get safety messages out
Distribute safety related material in multiple languages, such as Hindi
Require adults to take a refresher driving course

The Steering Committee selected the following non-infrastructure strategies as priorities for the Pleasantville Safe Streets for All Action Plan as shown in ***Table 6.3***.

Table 6.3: Non-Infrastructure Strategies selected as priorities for the Pleasantville Action Plan

Continue year-round enforcement campaigns using NHTSA grants
Increase officers assigned to traffic safety
Currently distribute literature in English and Spanish. Work to translate them into other languages.
Revisit Safe Routes to School (SRTS) travel plans and update them
Require adults to take a refresher driving course

Chapter 7. Policy and Plans Assessment

7.1 Approach

The widely accepted Safe System Approach (SSA) provides a good framework to assess governmental policies, plans, and guidelines for their consideration of safety. The consultant team reviewed the following planning documents to assess their alignment with the SSA principles and objectives:

- Pleasantville Bicycle and Pedestrian Circulation Study 2013
- Pleasantville Complete Streets Policy 2022

Both plans were assessed for alignment with the five (5) Safe System "elements" and six (6) Safe System "principles." Areas of strong alignment were noted as well as areas where strengthening should be considered. The consultant team provided recommendations on how the municipality could strengthen alignment of each plan with the SSA. The consultant team also identified common themes to share across municipalities for their consideration as they develop new plans or policies

7.2 Assessment Results

The Steering Committee offers the following recommendations for consideration in municipal strategic policies, plans, and guidance to improve alignment with the Safe System Approach Principles.

Table 7.1: Recommendations to improve alignment of policies and plans with the Safe System Approach

SSA Principle or Element	Recommendations
Death & Serious Injury are Unacceptable	Include explicit language that the goal of safety improvements mentioned in this plan is to eliminate fatal and serious injury collisions.
	Perform crash analysis or leverage existing analysis to determine locations where fatal and serious injury collisions are occurring and include recommendations for reducing these collisions.
Humans Make Mistakes	Emphasize or acknowledge that humans will make mistakes, and the transportation system should be designed to accommodate these mistakes.
Humans are Vulnerable	Explicitly state or acknowledge that humans are vulnerable, and the transportation system should be designed around this principle by reducing speeds and separating vulnerable road users (pedestrians and bicyclists) from vehicular traffic to prevent fatal and serious injuries.
Responsibility is Shared	Emphasize and acknowledge that the goal of all stakeholders working together is to eliminate fatal and serious injuries.

SSA Principle or Element	Recommendations
Safety is Proactive	Emphasize or acknowledge that safety improvements should be proactive by determining issues before they cause collisions.
Redundancy is Crucial	Emphasize the need for layers of protection in the transportation system, where if one part fails, the other parts still protect people.
Safer People	Include education, outreach, and/or enforcement recommendations to address behavioral issues such as speeding, alcohol/drug intoxication, and low seatbelt usage.
Safer Roads	Recommend proven safety countermeasures that can be applied in the municipalities.
Safer Vehicles	Support safer vehicle initiatives outlined by NJDOT and SJTPO.
Post-Crash Care	Add recommendations for traffic incident management practices and improved access to emergency medical care.

Chapter 8. Implementation

8.1 Implementation Approach

As the PAP is implemented over the next several years, the Steering Committee will continue to meet at least twice per year to review progress of infrastructure project implementation, non-infrastructure strategy implementation, and reassess priorities. The Steering Committee will identify champions to spearhead advancement of non-infrastructure strategies and report on progress to the committee.

The PAP is a living plan, meaning that changes to the plan's goals and strategies are subject to change.

The Steering Committee will consider any changes to the plan and make recommendations to the city for any formal changes to plan priorities.

8.2 Measuring Progress

The City of Pleasantville will update the five-year rolling average fatality crashes for the city annually to measure outcomes. The city will gather this information from the New Jersey Department of Transportation or the South Jersey Transportation Planning Organization. Fatal and serious injury crash totals will be reported annually.

The Steering Committee will coordinate and track the progress of implementation of infrastructure projects and non-infrastructure strategies identified in the action plan.

8.3 Plan Availability and Progress Reporting

The PAP will be posted on Pleasantville's website in English, Spanish, and Hindi languages, https://www.pleasantville-nj.org/. The city will post implementation progress updates twice each year on the website in English and Spanish languages