



Woodbridge Center Mall

Date: Sunday, December 2, 2018, 11am – 4pm

Location: Woodbridge Center Mall, Woodbridge, NJ

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EVENT SUMMARY

The outreach booth was stationed in the lower level center court of Woodbridge Center Mall, located at 250 Woodbridge Center Drive, Woodbridge, NJ 07095. Project staff, including from Rutgers POET and Middlesex County Office of Planning, collected demographic survey cards from 73 participants, and engaged with approximately 100 people in total.

SURVEY RESPONSES

Summary Respondents largely like aspects of the county related to the themes of: (1) Public Safety; (2) Arts & Culture, Land Use & Development, Miscellaneous, Public Services & Facilities; (3) Parks & Open Space. Respondents' comments regarding changes they would make in the county mainly touched on: (1) Transportation; (2) Housing; (3) Parks & Open Space and Public Services & Facilities.

Question #1 Responses *What do you like about living/working in Middlesex County?*

Arts & Culture (18 comments) Many participants appreciate the cultural and ethnic diversity in the county, which one commenter tied in to the diverse shopping availability. Other participants like the activities hosted by the county, including the county fair, Plays in the Park, and local events.

- Diversity
 - Diversity (3 comments)
 - Diverse community (2 comments)
 - Shopping and nice Indian Community

- Diverse shopping
- Arts & Activities
 - Middlesex County Fair
 - Plays in the Park
 - All the local events in Woodbridge
- Other
 - Quiet (4 comments)
 - Peaceful (2 comments)

Miscellaneous (12 comments) Several respondents like the community and people around them, as well as the general proximity to other areas.

- Proximity/Location
 - Proximity to other states
 - Close proximity
- Community
 - Nice people/community (3 comments)
 - Closeness to family and friends (2 comments)
 - My friends and my house and my dog
- Other
 - Absolutely nothing
 - Love the stars!
 - Clean
 - Good place to live



Land Use & Development (10 comments) Many participants like the downtown areas, shopping, and restaurants and appreciated the convenience of getting to these amenities.

- Downtown development
 - Busy town
 - Downtown with fun stuff to do
- Shopping
 - Great shopping (4 comments)
 - Shopping complex
 - Very convenient for shopping. All the stores you need are close by
- Restaurants (2 comments)

Public Services & Facilities (10 comments) The most common positive response from participants highlighted their appreciation for the school system.

- Education
 - Good school system (7 comments)
 - Middlesex County College
 - All-day Kindergarten
- Helpful community leaders

Parks & Open Space (6 comments) Participants like the Perth Amboy Waterfront and the parks.

- Perth Amboy waterfront (4 comments)
- Beautiful parks
- Parks are good

Economic Opportunity (5 comments) Participants like the business opportunities and lower cost of living and doing business.

- Less expensive to work in New Jersey
- Job opportunities (2 comments)
- Very strong business climate
- Good living expenses

Public Safety (5 comments) Many respondents appreciate the safe, quiet, and clean neighborhoods.

- Safe area (4 comments)
- It's safer – less visible gangs, violence, drugs

Transportation

- Public transit
- Metuchen bike share
- Very convenient to everything

Public Health

- Good doctors (2 comments)
- Good hospitals, doctors

Environment

- Living near the Arthur Kill

Historic Preservation

- Gateway was for slaves to escape from Perth Amboy to Staten Island (underground railroad)

Question #2 Responses *What would you change about Middlesex County?*

Transportation (25 comments) Participants would like less traffic and congestion, improved road conditions, and more public transit options.

- Traffic/ Congestion (12 comments)
- Roadway Conditions
 - Potholes (4 comments)
 - Repair roadways – bumpy, cracked roads (3 comments)
 - Repave streets of Perth Amboy
 - Make Garden State Parkway more scenic
- Public transportation
 - Light Rail
 - Restore Ferry Service
- Free Parking in Perth Amboy
- Better timing of lights on Route 1

Housing (10 comments) Overall, respondents felt that there the cost of housing (to rent or buy) is too high, and the property tax should be lowered.

- Lower rent
- More affordable housing
- High housing costs to rent or buy (2 comments)
- Property Tax is too high (6 comments)

Parks & Open Space (8 comments) Respondents would like to see more and bigger parks and preserved open space. One respondent would like a bike share on the Greenway, and another wants improvements to the Perth Amboy Waterfront.

- Parks
 - Additional/bigger parks
 - Better dog parks
 - Renovation of “Dwyer Park” (off Inman Avenue), North Edison
- Open Space
 - More preserved open space
 - No open space
- Recreation
 - Put a bike share on the Greenway
 - Perth Amboy Waterfront
 - A big pool

Public Services & Facilities (8 comments) Participants focused on changes they would like to see for education, improved library services, and lower taxes.



- Education
 - Overcrowding in public schools
 - More trade school
- Libraries
 - Improve libraries in Perth Amboy
 - Very little libraries
- Public Works
 - Clean, recycling, no use of plastic bags
 - Handle weather conditions
 - Better snow removal
- Child programming

Miscellaneous (7 comments)

- Corrupt politicians
- There are a lot of racist people
- More volunteering in the urban communities
- Change how the government controls what you know!
- Overpopulated
- Nothing/Perfect the way it is (2 comments)

Land Use & Development (6 comments) Two respondents did not like overcrowding and development, and other respondents wanted better and more diverse shopping options.

- Too much build up and apartments
- Shopping
 - Too many strip malls overcrowding
 - Shopping diversity in Perth Amboy
 - Perth Amboy does not have a bookstore

- Better restaurants (upscale)
- Shopping/restaurants stay open longer

Economic Opportunity (5 comments)

- Cost of living is too high (2 comments)
- Lower taxes (3 comments)

Public Safety

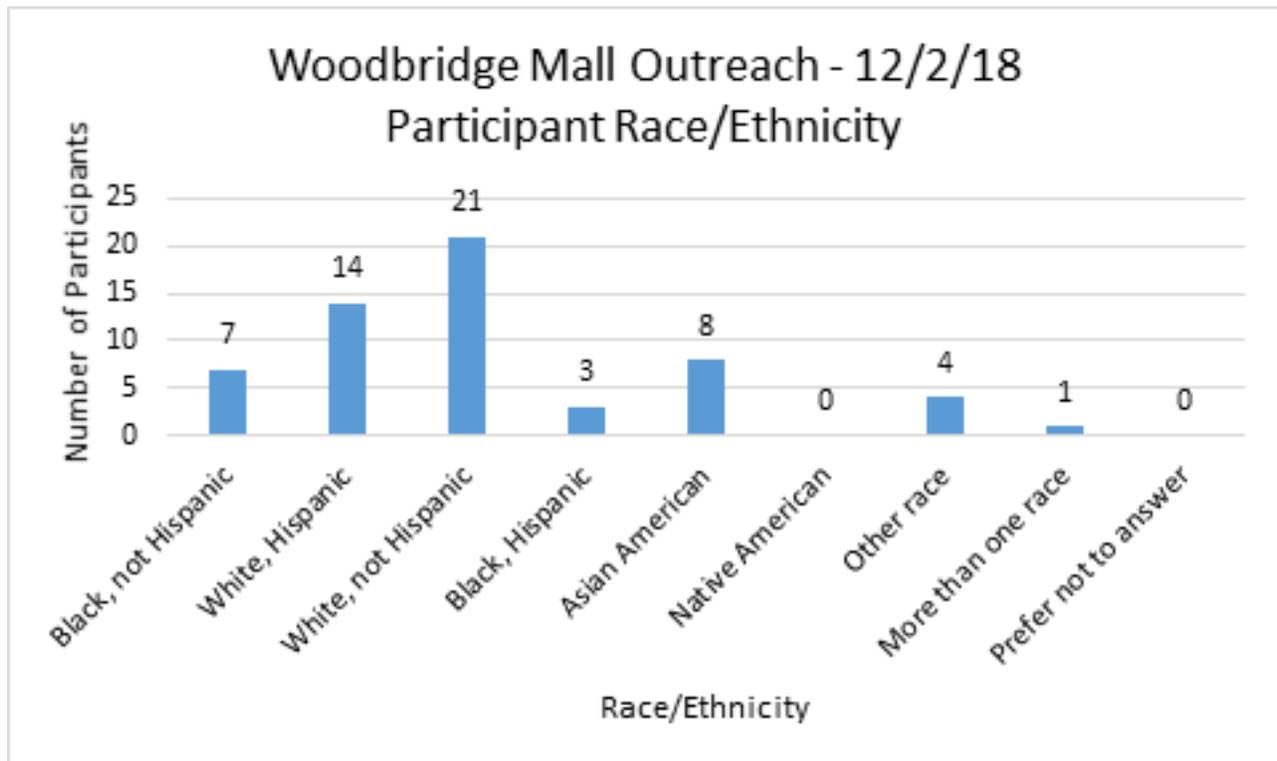
- Family court system is poorly run and disorganized
- Less profiling
- Enforce immigration laws!

Technology & Innovation

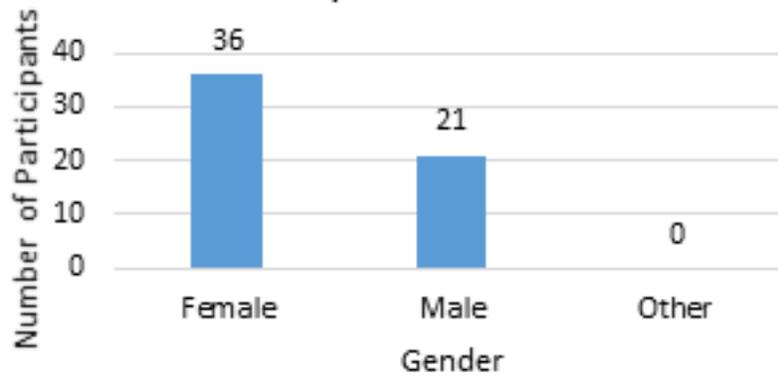
- Choice of cable provider

DEMOGRAPHIC SUMMARY

Close to two-thirds of the participants were female. Most participants were under 65 years old, and were pretty evenly distributed in the under-65 categories, though the fewest participants were in the 35-44 years old age group. Approximately half of the participants identified as White (almost half of whom identified as Hispanic) and there were also Black and Asian American respondents.



Woodbridge Mall Outreach - 12/2/18 Participant Gender



Woodbridge Mall Outreach - 12/2/18 Participant Age

