

STREET SMART BOONTON



Final Report

STREETSMART

Presented by:

TransOptions

Acknowledgments

TransOptions would like to thank the following for a successful Street Smart pedestrian safety campaign in Boonton:

The Boonton Police Department

The Town of Boonton

Boonton Main Street

The Boonton Holmes Library

Boonton School District

John Hill School

Boonton High School

Local media and news outlets

North Jersey Transportation Planning Authority (NJTPA)

New Jersey Division of Highway Traffic Safety (NJDHTS)

***A special thanks to the residents and businesses of Boonton, New Jersey
for their participation in Street Smart Boonton***

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Street Smart Boonton

Executive Summary

The Street Smart NJ pedestrian safety campaign was a focused effort in Boonton, New Jersey in October 2017. The campaign was a collaborative effort among TransOptions, the Boonton Police Department, the Town of Boonton, and local businesses and organizations. As an education and enforcement campaign, Street Smart Boonton included 162 hours of pedestrian safety law enforcement by the Boonton Police Department as well as multiple educational outreach events coordinated by TransOptions. The program was evaluated through pre- and post- campaign surveys as well as pre- and post- campaign intersection observations. The evaluations showed that the Street Smart campaign in Boonton resulted in an increased awareness in the public's understanding of New Jersey's pedestrian safety laws as well as an increased awareness of the campaign's presence in the community. Street Smart also successfully changed behaviors. Analysis of the pre- and post-campaign observations showed a 39 percent reduction in pedestrians crossing midblock (jaywalking) and an 11 percent reduction in pedestrians crossing against the traffic signal. Boonton's Street Smart campaign also resulted in a 56 percent increase in public awareness of the Boonton Police Department's enforcement efforts of pedestrian safety laws, a 50 percent increase in the community's awareness of pedestrian safety-related advertising messages, and a 63 percent increase in awareness of the Street Smart campaign's presence in Boonton during the month of October 2017.

Street Smart Overview

Street Smart NJ is a public education, awareness and behavioral change campaign developed by the North Jersey Transportation Planning Authority (NJTPA) and funded through the Highway Safety Improvement Program (HSIP) and Highway Traffic Safety (HTS) Federal Highway Safety Grant 2018 administered by the New Jersey Division of Highway Traffic Safety (NJDHTS).

The campaign is a collaborative effort among public, private and non-profit organizations. The NJTPA, along with the Federal Highway Administration (FHWA), the New Jersey Department of Transportation (NJDOT), NJ Transit, NJDHTS, and the Transportation Management Associations (TMAs) worked with numerous community partners to develop and pilot the Street Smart NJ program.

Street Smart NJ was developed in response to New Jersey's designation by FHWA as a pedestrian "focus" state and Newark as a "focus" city due to a high incidence of pedestrian injuries and fatalities. In 2015, New Jersey was ranked 15th in the nation in pedestrian fatalities, according to the Governor's Highway Safety Association. From 2011 through 2015, 765 pedestrians were killed on New Jersey's roads and more than 17,000 were injured, according to the National Highway Traffic Safety Administration. This translates into one death every 2.4 days and 11 injuries daily.

Street Smart NJ has three main goals:

- Change pedestrian and motorist behaviors to reduce the incidence of pedestrian injuries and fatalities in New Jersey.
- Educate motorists and pedestrians both about their roles and responsibilities for safely sharing the road.
- Increase enforcement of pedestrian safety laws and roadway users' awareness of that effort.

Street Smart Boonton

The Street Smart NJ program was piloted in five communities in New Jersey in 2013 and 2014. The pilot programs were conducted in Newark, Jersey City, Woodbridge, Hackettstown, and Long Beach Island. These five communities were selected in order to incorporate the state's diverse landscape of urban, suburban, rural, and shore regions. Since the pilot programs, Street Smart has grown significantly and has been active in more than 60 municipalities throughout the state of New Jersey.

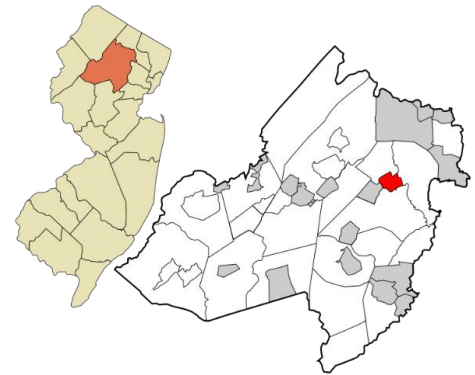


TransOptions' Street Smart Program

After the conclusion of the first five pilot programs, the NJTPA's goal was to continue bringing attention to the issue of pedestrian safety statewide through the Street Smart initiative. With the success of the pilot programs, the NJTPA invited the regional Transportation Management Associations (TMAs) to conduct Street Smart NJ campaigns within their designated service areas to expand the program's reach throughout the state.

As the TMA for northwestern New Jersey, TransOptions delivers pedestrian safety programs along with other transportation resources to the counties of Morris, Sussex, Warren as well suburban areas of Union, Essex, and Passaic. TransOptions selected Boonton as one of three municipalities to conduct a Street Smart pedestrian safety program in the fiscal year from July 1, 2017 – June 30, 2018.

TRANSOPTIONS' SERVICE AREA

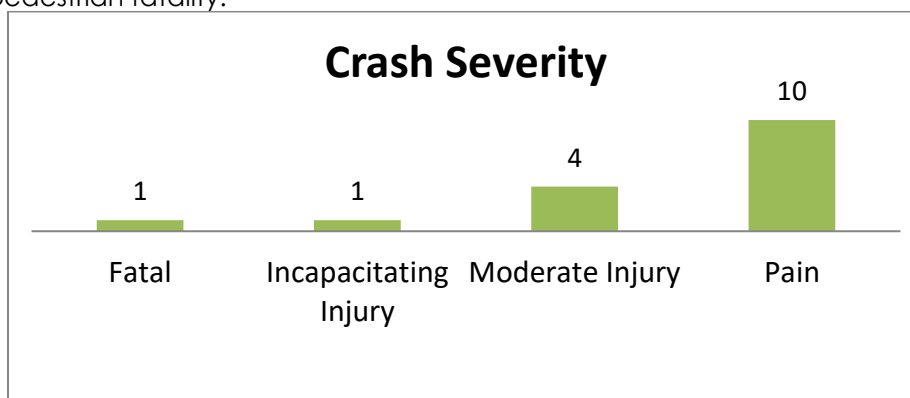


Boonton, Morris County, New Jersey

Boonton is located in Morris County, covering approximately 2.503 square miles with a population of 8,347, according to the 2010 U.S. Census.

Boonton is home to a busy downtown with stores and restaurants, an active Lakeland bus route and a train station on NJ Transit's Montclair & Boonton line, both providing access to New York City and other towns in northern New Jersey.

TransOptions used the Numetric, NJDHTS Crash Analysis Tool hosted through Rutgers University's Center for Advanced Infrastructure and Transportation to examine crash data in Boonton. The Numetric program uses police reports to compile crash data from all over the state of New Jersey. From January 2013 to December 2015, there were 16 pedestrian-related crashes involving 18 pedestrians in Boonton. All 16 crashes resulted in pedestrians being injured ranging from pain to an incapacitating injury and there was one pedestrian fatality.



The following chart lists the crash characteristics that were most common in Boonton.

Crash Characteristics

Characteristic	Crash Count	% of total crashes (out of 16)
Driver making a left turn	8	50%
Failed to Yield Right of Way to Vehicle/Pedestrian	6	38%
Distracted Driving Involved	5	31%
Older Driver Involved	3	19%

Boonton Street Smart Campaign Structure

The Boonton Street Smart campaign was a collaborative effort among TransOptions, the Boonton Police Department, officials from the Town of Boonton, Boonton Main Street (a nonprofit downtown development organization) and local businesses. TransOptions worked closely with Boonton's police department and town officials in planning the program and selecting target areas for education and enforcement operations in the community.

The Street Smart campaign in Boonton was modeled closely after the pilot programs implemented by the NJTPA in Newark, Jersey City, Woodbridge, Hackettstown, and Long Beach Island and the previous campaigns coordinated by TransOptions in Newton, Washington (Warren County), Morristown, Dover, and Summit.

FUNDING

The Boonton Police Department secured funding for overtime enforcement through a Federal Highway Safety Grant awarded by the New Jersey Division of Highway Traffic Safety (NJDHTS). Boonton was awarded the funding for the 2018 fiscal year starting on October 1, 2017. From there, TransOptions provided a suggested timeline for education, enforcement, and evaluation activities and the Boonton Police Department developed a schedule and strategy for their officers. The NJDHTS funding allowed the police department to cover the cost of overtime hours for officers participating in the Street Smart enforcement initiatives as well as the purchase of campaign materials.

CAMPAIGN SCHEDULE

Boonton's Street Smart campaign lasted approximately eight weeks with education and enforcement activities concentrated during the month of October. TransOptions' Speed Sentry Loan Program was also implemented during the month of October to collect speed data from drivers in an area of concern in the community. The campaign consisted of pre- and post- campaign components such as pre-/post- campaign surveys and intersection observations. These activities were done both before and after the campaign to gauge the impact the Street Smart program made on the community.

Street Smart Boonton Campaign Timetable	
Pre-Campaign: (Surveys and Observations)	September 18 th to October 1, 2017
Education & Enforcement:	October 2017
Speed Sentry Loan:	October 5, 2017 – November 2, 2017
Post-Campaign: (Surveys and Observations)	November 1, 2017 – November 16, 2017

Campaign Evaluation

TransOptions used a variety of methods to evaluate the impact of the Street Smart campaign on public awareness and behavior. Pre- and post-campaign intersection observations conducted by TransOptions' staff recorded actual driver and pedestrian behavior. A pre- and post-campaign survey captured awareness of campaign messages and driving and walking behavior, as reported by respondents. Meanwhile, The Speed Sentry Loan Program device recorded driver speeds during the campaign period. While not statistically significant, these quantitative measures provide an indication of the short-term impact of the Street Smart campaign.

INTERSECTION OBSERVATIONS

Intersection observations were performed immediately before and after the Street Smart campaign in Boonton in order to observe changes in walking and driving behavior. To control variables, intersection observations were kept consistent and performed on Thursdays from 8:30 a.m. to 11:10 a.m. The intersection observation sessions were intended to be from 8:30 a.m. to 11:30 a.m. but due to a camera malfunction in the pre-campaign observation, both observations session were two hours and ten minutes in order to achieve a consistent sample of time.

Pre-Campaign Observation:

Thursday, September 21, 2017, 8:30 a.m. to 11:10 a.m.

Post-Campaign Observation:

Thursday, November 2, 2017, 8:30 a.m. to 11:10 a.m.

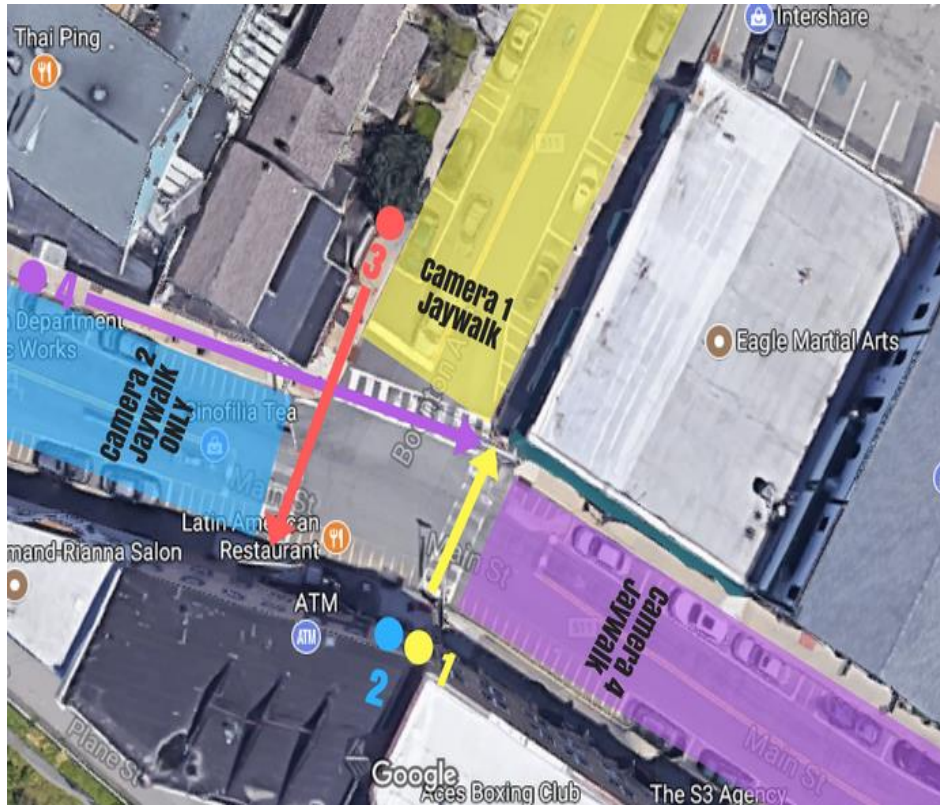
Intersection Overview

The intersection of Main Street (CR-624) and Boonton Avenue (CR-511) was selected as the observation intersection site. Crash data from the Numetric Crash Analysis Tool shows that there were three crashes involving pedestrians at this intersection from 2013 to 2015. The Town of Boonton and the Boonton Police Department recommended this intersection because of its history of pedestrian-driver conflicts with several near-misses. The intersection of Main Street and Boonton Avenue is located in the center of downtown and is surrounded by businesses which brings high pedestrian foot traffic to the intersection. A karate studio, a bar, parking lots, and several small businesses surround the intersection.

The observation site is a signalized, three-leg T-intersection with crosswalks connecting all three corners. Both drivers and pedestrians have to obey traffic signals at this intersection.



Observation Setup



Pre- and Post- Campaign Observation Setup

Camera #	Observation
Camera #1	Yellow crosswalk, jaywalking on Boonton Avenue, pedestrians using cellphone while using crosswalk or jaywalking
Camera #2	Jaywalking ONLY on Main Street (westbound), pedestrians using cellphone while using jaywalking
Camera #3	Pink crosswalk, pedestrians using cellphone while using crosswalk
Camera #4	Purple crosswalk, jaywalking on Main Street (eastbound) , pedestrians using cellphone while using crosswalk or jaywalking

Intersection Observation Results

The behaviors of pedestrians and drivers were tallied in person by TransOptions' staff on the day of the observations and the video footage was later reviewed to get a more accurate count and reduce human error.

During the pre-campaign observation on September 21, 2017, 71 pedestrians used the crosswalks at the intersection. On November 2, 2017, 40 pedestrians used the crosswalks at the intersection during the post-campaign observation.

Three pedestrians used cellphones while crossing the street in the pre-campaign observation and four were observed using cellphones while crossing in the post-campaign observation. Due to the low sample size of pedestrian cellphone use, the data was omitted from analysis. There were also very few instances of drivers turning while a pedestrian was using the crosswalk. Therefore data for turning drivers was also omitted from analysis due to low sample size.

Street Smart Boonton

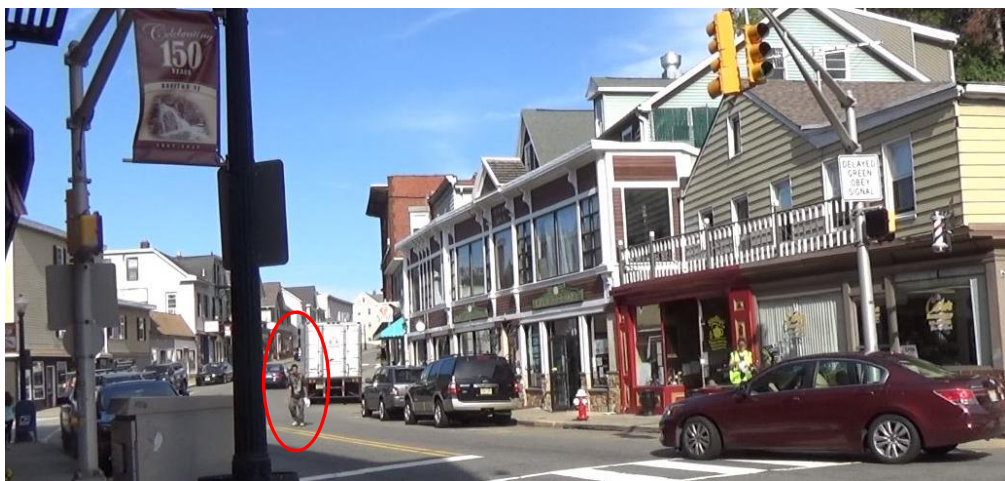
I-1	Pre-Campaign	Post-Campaign	% Reduction
	Not Compliant	Not Compliant	
Pedestrians crossing mid-block	95	58	39%

Mid-block crossing/jaywalking was only marked as a non-compliant behavior. Pedestrians that crossed outside of the crosswalk on Main Street and on Boonton Avenue were counted as not compliant as long as the action was captured by the cameras. A 39 percent reduction was observed in jaywalking behavior from pre-campaign to post-campaign.

I-2	Pre-Campaign			Post-Campaign			% Reduction
	Compliant	Not Compliant	% Non-Compliant	Compliant	Not Compliant	% Non-Compliant	
Pedestrians crossing against the traffic signal	36	35	49%	25	15	38%	11%

After the intersection was re-observed in the post-campaign, there was an 11 percent reduction in drivers who did not stop for pedestrians using the crosswalk at the intersection of Main Street and Boonton Avenue.

Mid-block crossing / Jaywalking



Distracted Pedestrians



Pedestrians crossing with the traffic signal

Non-Compliant Crossing



Compliant Crossing



Drivers yielding to pedestrians when turning

Non-Compliant Turning



Compliant Turning



PRE- & POST-CAMPAIGN SURVEYS

Both before and after the Street Smart campaign in Boonton, people from the community were asked to complete a survey to measure the effectiveness of the campaign. The survey was available online only in both English and Spanish and used the same questions from NJTPA's Street Smart campaigns.

TransOptions provided a supply of flyers promoting the online campaign survey to Boonton's Town Hall, the Boonton Holmes Library, and Boonton Main Street. The Town of Boonton, the Boonton Police Department, the Mayor of Boonton, and TransOptions also heavily utilized online resources to promote the pre-campaign and post-campaign surveys. Online messages were posted on websites, social media accounts, and through the police department's Nixle notification system, which delivers text messages and emails to Boonton residents. For the post-campaign survey, participants from the pre-campaign survey were contacted directly with a request to take the survey a second time as part of an ongoing safety study in Boonton.

Upon completing the questionnaire, the respondents had the option to enter into a raffle to win a \$100 Visa gift card. A winner was selected from both the pre- and post-campaign survey groups.

The survey was created using SurveyMonkey and consisted of 23 questions that asked respondents to report their walking and driving behaviors and what they observed others doing on the road. The survey included questions on the respondents' knowledge of New Jersey's pedestrian safety laws and awareness of the Street Smart campaign in Boonton. Demographic information was also captured in the survey. The pre- and post-campaign responses were then compared to determine the effectiveness of the Street Smart program in Boonton.

Behaviors

The data displayed in this section shows the percentage of respondents that answered 'Yes' to the questions regarding their own behaviors or behaviors they observe others doing when walking and driving in Boonton. Respondents had the option of answering 'Yes' or 'No' to the following questions. The data below compares the pre-campaign survey to the post-campaign survey.

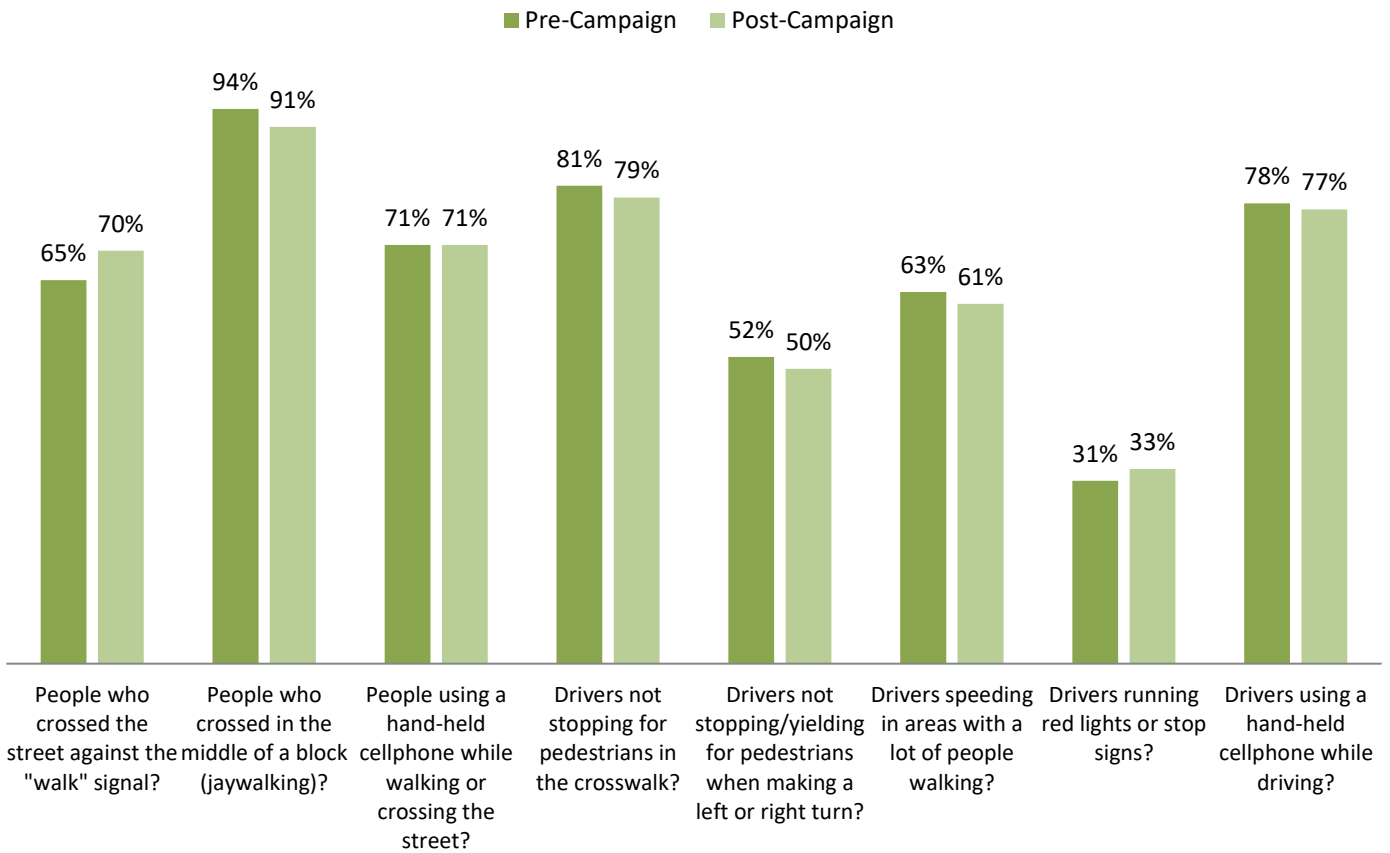
There were 310 people who completed the pre-campaign survey and 283 respondents participated in the post-campaign survey. No participants completed the survey in Spanish.

*Percentages may not total 100% due to rounding

*Some questions had respondents answering "yes" or no" to multiple categories.

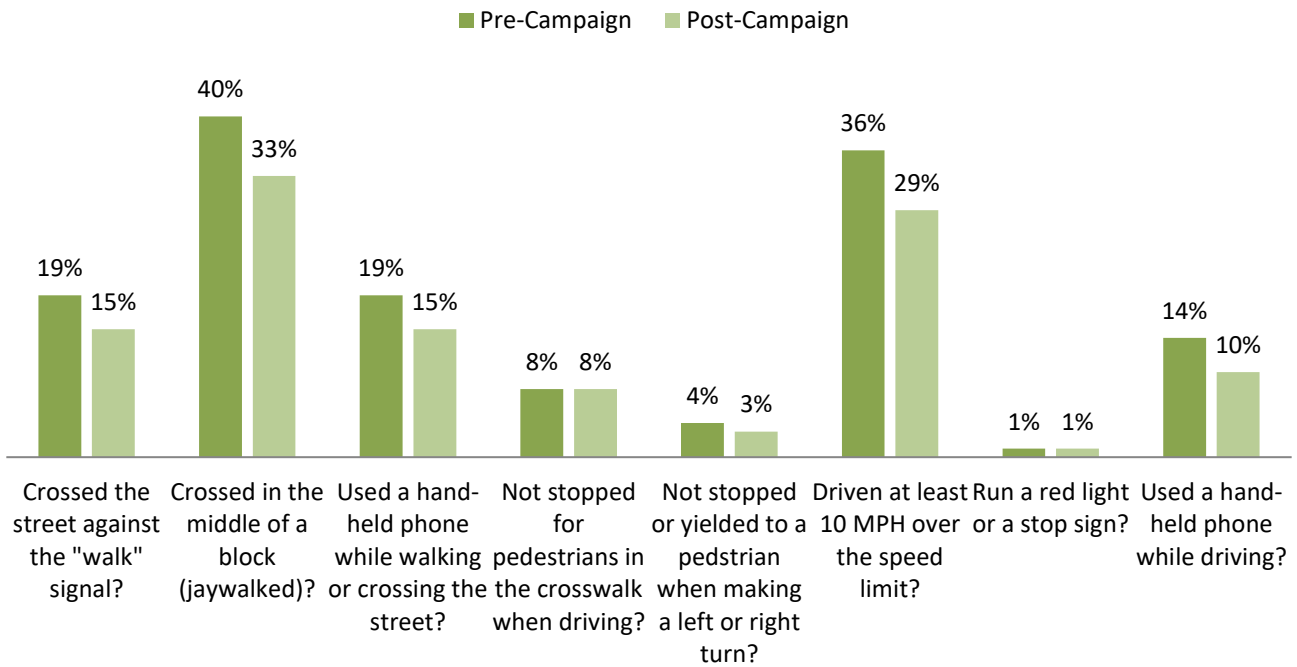


In the past week, have you seen OTHERS (please report the behaviors of other people, not yourself)....



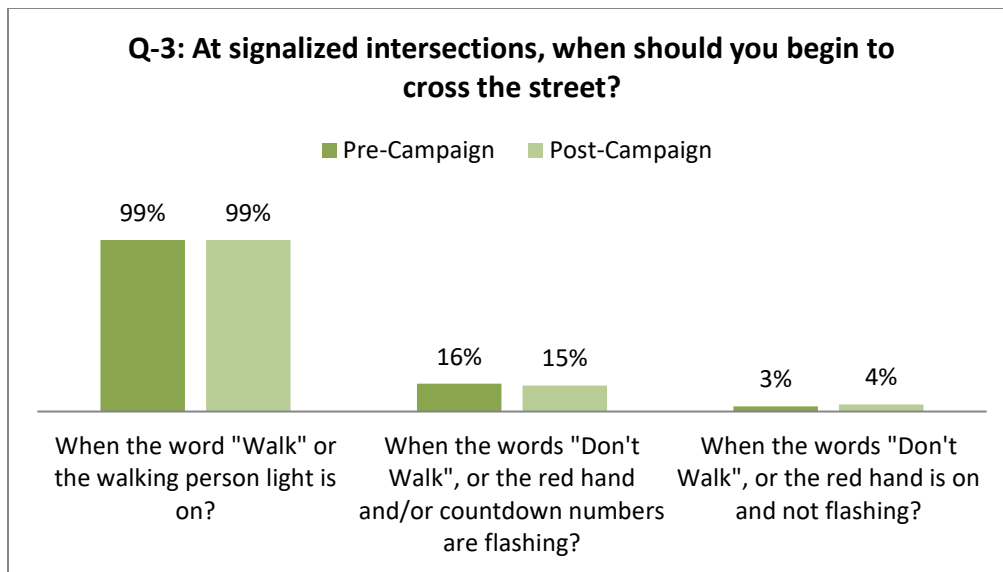
There were minimal differences from the pre-campaign survey to the post-campaign survey when respondents were asked to report their views on the behaviors of others. Respondents reported a 5 percent increase from the pre-campaign survey to the post-campaign survey in seeing others crossing against the "walk" signal when walking in Boonton. Respondents also indicated observing a 3 percent decrease in pedestrians jaywalking in town. Changes in the remaining six categories showed 1-2percent increases or decreases. The Street Smart campaign may have made survey respondents more aware of negative walking and driving behaviors in Boonton that they may not have noticed before the campaign came to the community.

Q-2: In the past week, have YOU (please report your own behaviors)



The survey showed decreases in self-reported negative behaviors from the pre-campaign survey to the post-campaign survey. Most notably, the post-campaign survey data shows a 7 percent decrease in respondents admitting to jaywalking and driving 10 mph over the speed limit. The post-campaign survey results also show 4 percent decreases in respondents who self-reported crossing against the “walk” signal, using a hand-held phone while walking or crossing the street, and using a hand-held phone while driving.

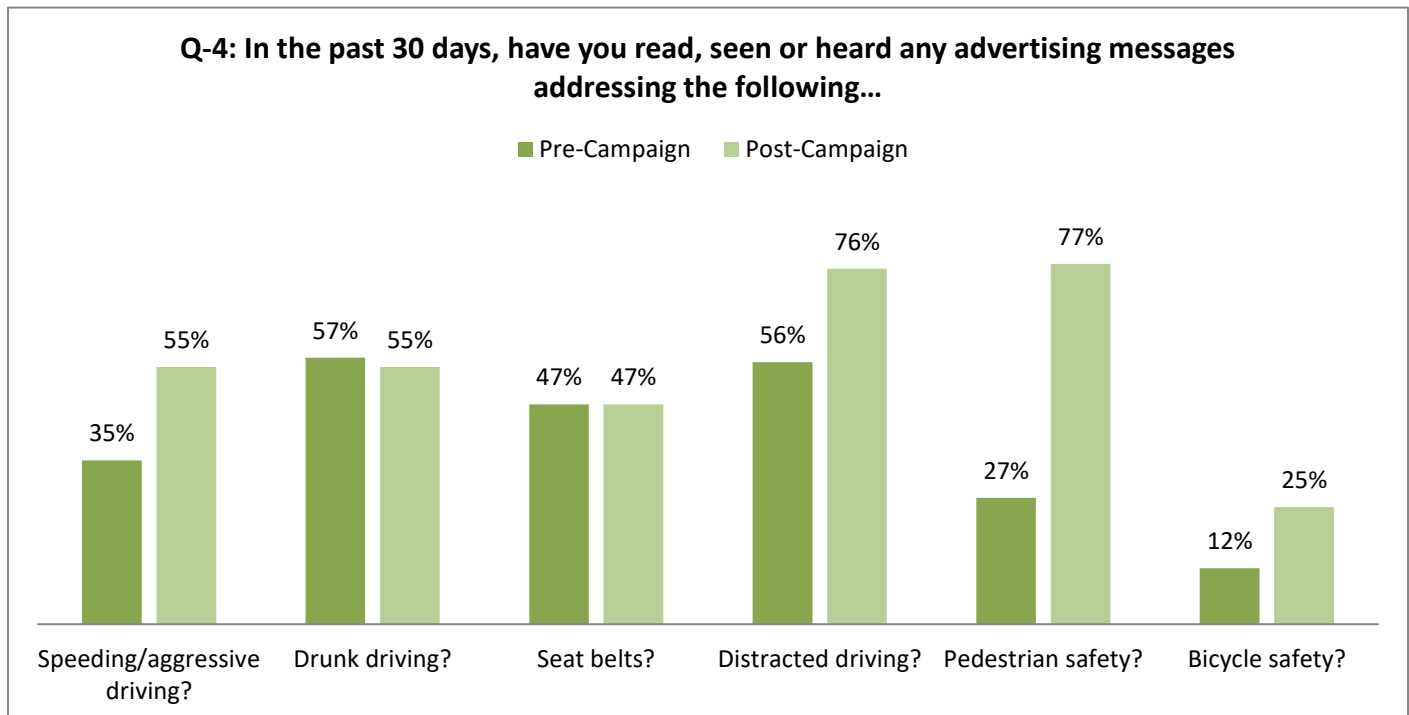
Survey participants had a high awareness of others engaging in unsafe walking and driving behaviors but were less likely to report doing the behaviors themselves. For example, 77 percent of post-campaign survey respondents reported seeing other drivers using a handheld cellphone while driving but only 10 percent admitted to this behavior themselves. This result was consistent with the Street Smart pilot programs and other Street Smart campaigns conducted by TransOptions. Most often, the individual believes others are engaging in dangerous behavior when walking and driving and are not likely to report their own negative actions.



Respondents who completed the survey for Boonton already had a high understanding of correct crossing behaviors with 99 percent of respondents knowing to cross the street with the activated “walk” signal in both the pre- and post-campaign survey. However, some responded they were permitted to cross in a crosswalk when the “Don’t Walk” or red hand is flashing and/or counting down. More education and enforcement is needed to correct this behavior and belief.

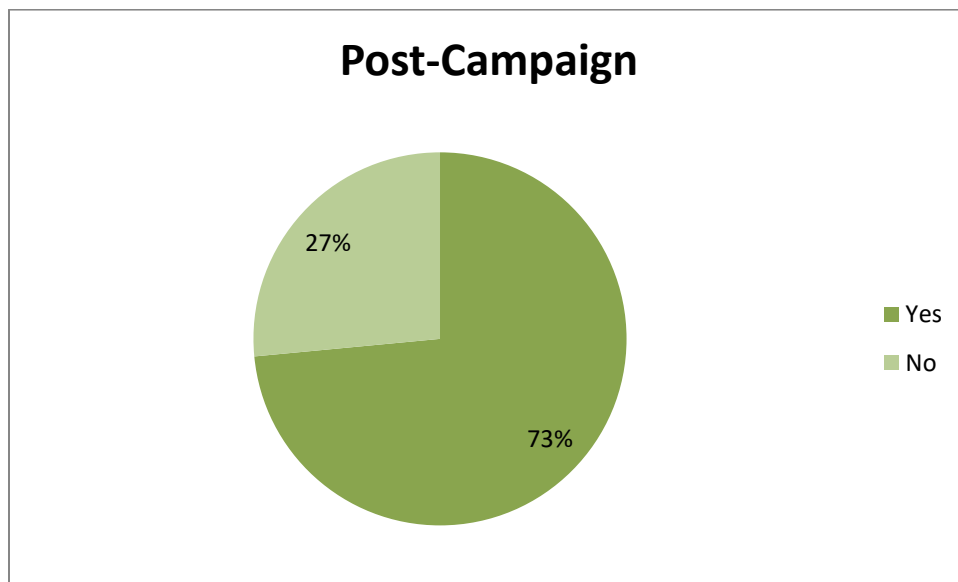
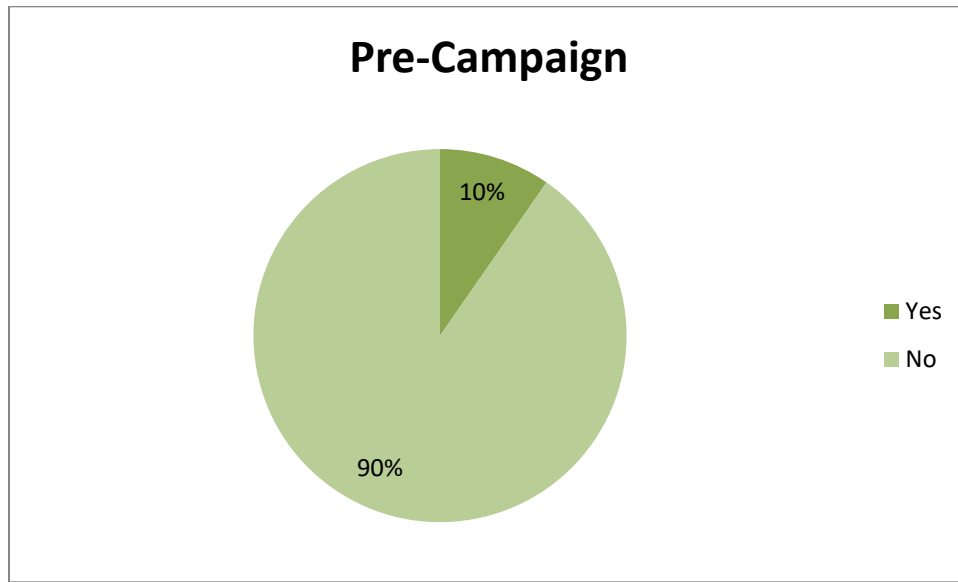
*Some questions had respondents answering “yes” or “no” to multiple categories

Safety and Campaign Awareness



Respondents were more aware of driving safety messages associated with the campaign such as speeding/aggressive driving and distracted driving. There was a 20 percent increase in the reported exposure to messages regarding both speeding/aggressive driving and in distracted driving messages. There was also a 50 percent increase in awareness of pedestrian safety advertising messages.

Q-5: In the past 30 days, have you read, seen or heard any advertising message or signage that mentions “Street Smart” and/or talks about pedestrian safety?



Results show a 63 percent increase in the respondents' exposure to pedestrian safety messages and the Street Smart name. In the pre-campaign, 10 percent of respondents said that they were already aware of the Street Smart brand. This may indicate that the Street Smart message is becoming more widespread throughout the state of New Jersey and survey participants may have noticed the messaging in other towns.

Q-6: In the past 30 days, have you read or heard any messages similar to the following...



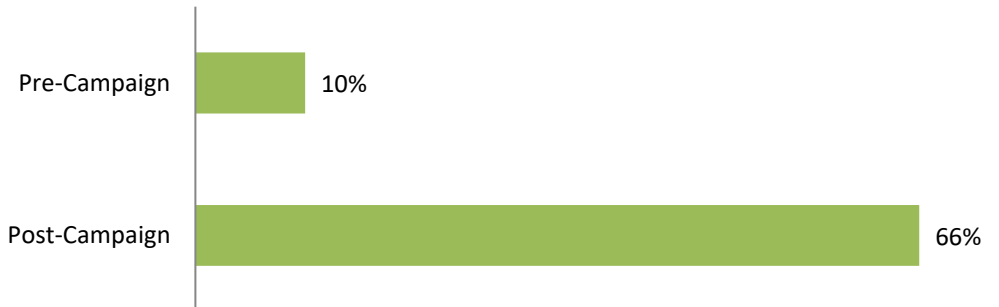
Use Crosswalks - 61% increase



Wait for the Walk - 54% increase

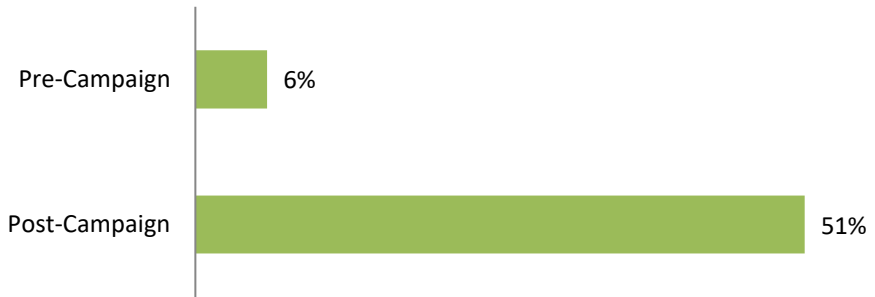


Stop for Pedestrians - 56% increase

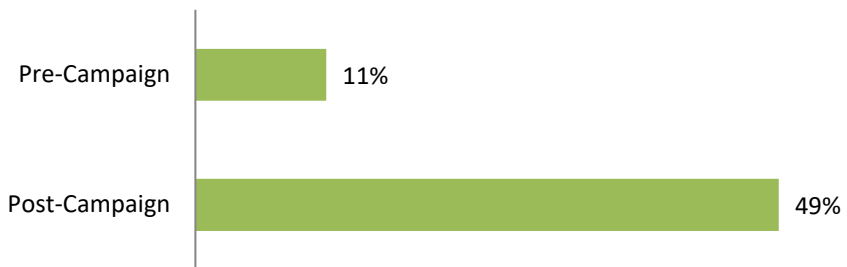




Obey Speed Limits - 45% increase



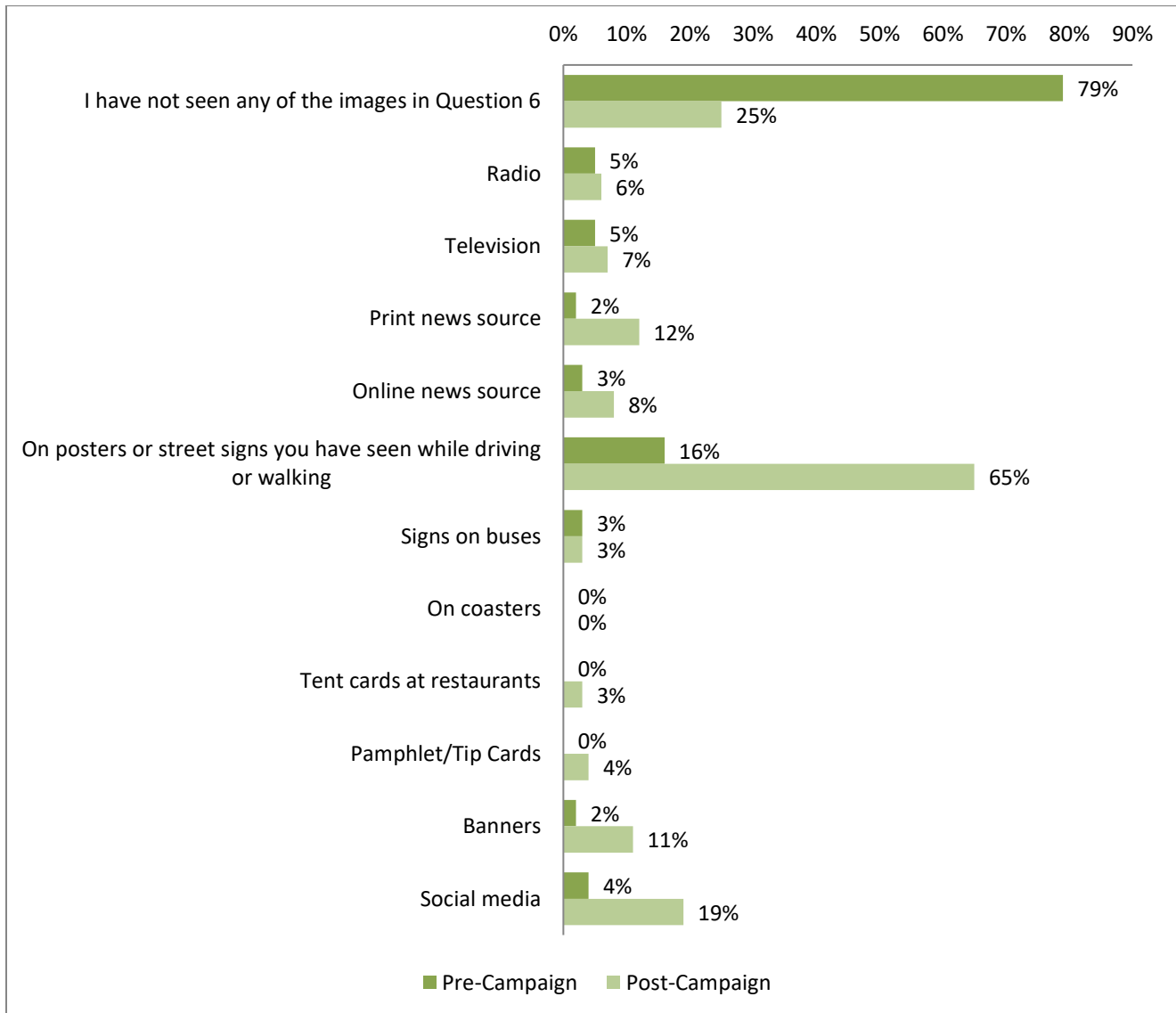
Heads Up, Phone Down - 38% increase



Results showed an increase in recognition of all five vital sign messages with "Use Crosswalks" being the most recognized message. Each individual vital sign message was displayed on street signs throughout Boonton for the duration of the campaign.

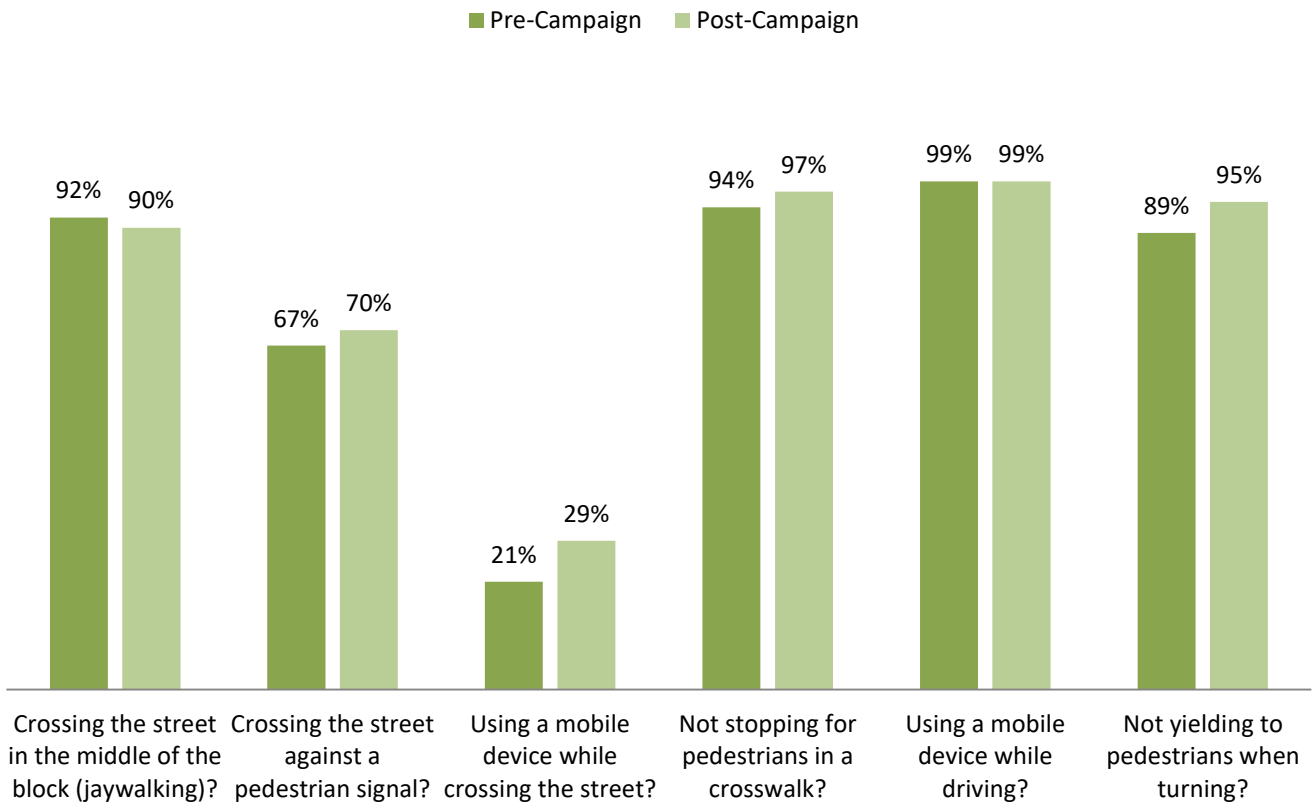
Q-7: Where have you seen or heard these messages (check all that apply)

Respondents were asked to report where they had seen the images from the previous question.



The results from the post-campaign survey showed that 25 percent of respondents reported that they had not been exposed to any Street Smart messages when compared to the pre-campaign survey where 79 percent had not seen the images associated with the campaign, a 54 percent decrease from pre-campaign survey to the post-campaign survey. 16 percent of pre-campaign survey participants indicated that they had seen street signs and posters before the campaign. This increased by 49 percent in the post-campaign survey where a total of 65 percent of survey participants indicated that they had seen Street Smart messaging displayed on street signs and posters in the community. Social media also played an important role in raising awareness with a 15 percent increase in social media messages being viewed by participants.

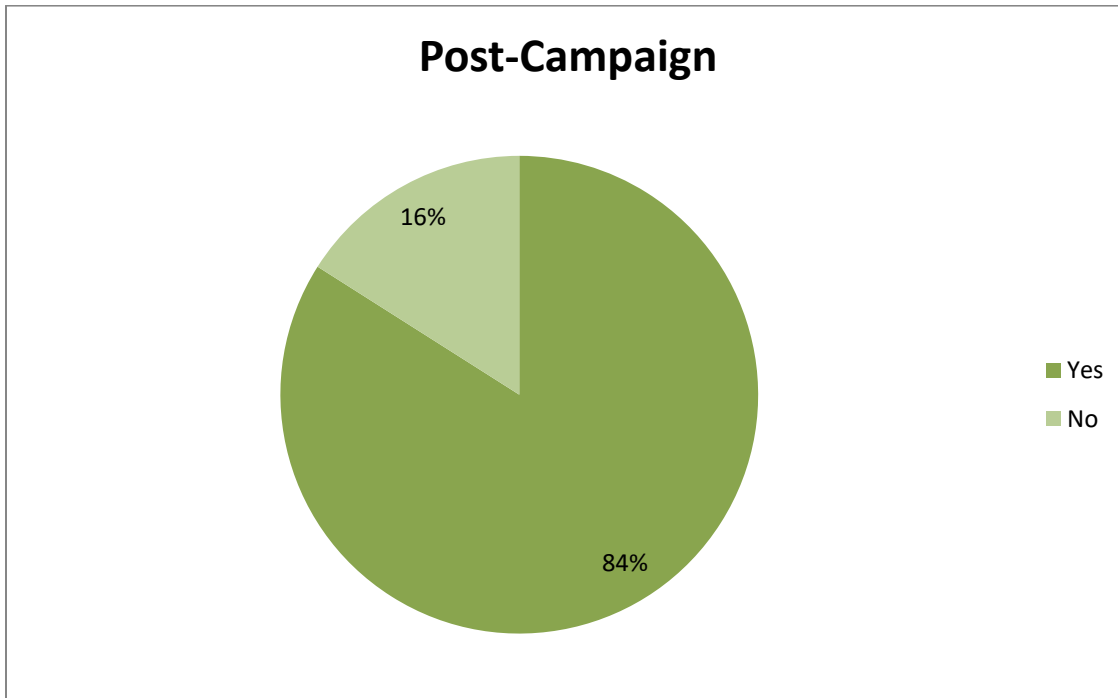
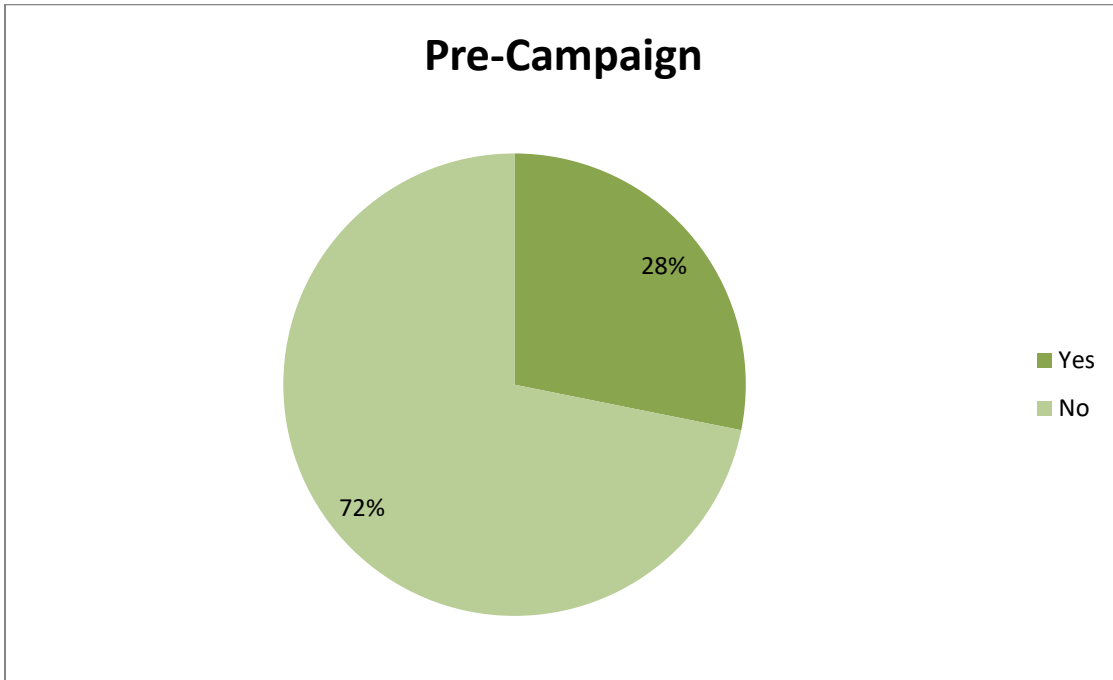
Q-8: To the best of your knowledge, can you receive a ticket in New Jersey for...



The survey showed increased knowledge of New Jersey's pedestrian safety laws. The post-survey showed a 3 percent improvement in the participants knowing they can receive a ticket for crossing against the pedestrian signal and a 3 percent improvement in receiving a ticket for not stopping for a pedestrian in the crosswalk. Post-campaign survey results also show a 6 percent increase in respondents knowing that they can be cited for not yielding to a pedestrian when turning.

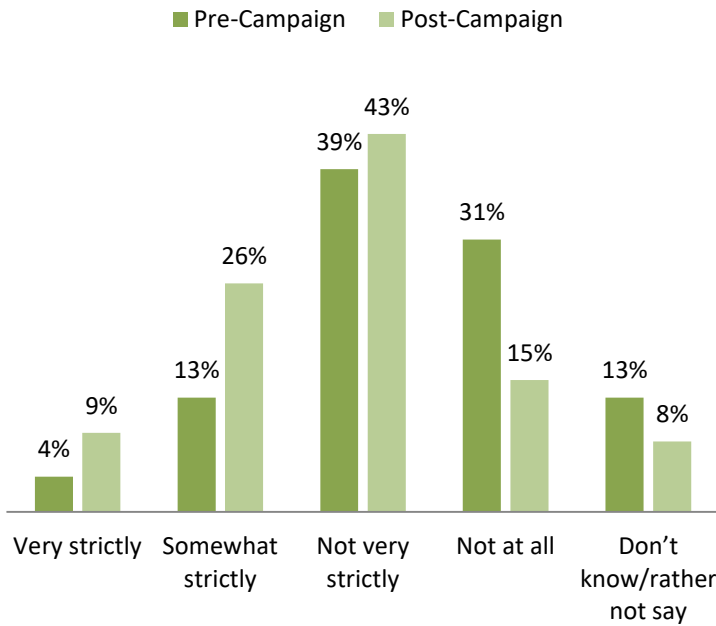
There was also an 8 percent increase in respondents believing it is illegal to use a hand-held phone while crossing the street. Although pedestrian cellphone use is not yet illegal in the state of New Jersey, the data in Boonton's post-campaign survey shows that people of the community recognize it is a dangerous behavior. This result has been consistent across communities that participated in a Street Smart campaign with TransOptions.

Q-9: Have you recently read, seen or heard about police efforts to enforce pedestrian safety laws?



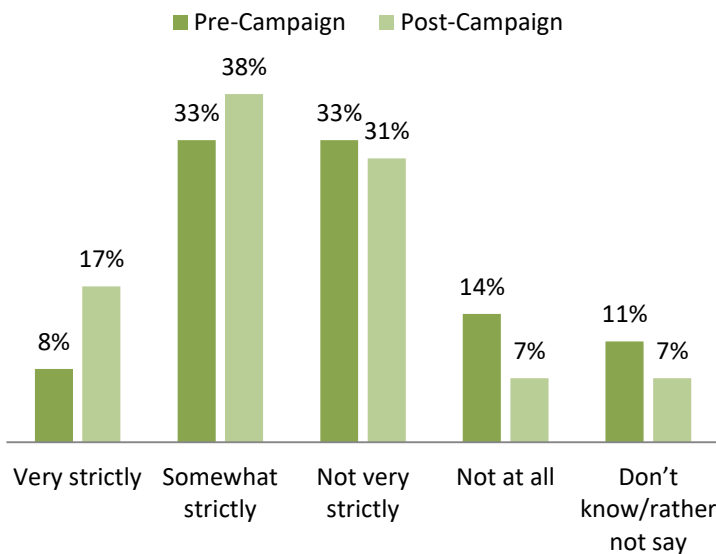
Results show a 56 percent increase in the respondents' awareness of the pedestrian safety enforcement efforts made by the Boonton Police Department.

Q-10: How strictly do you think police in your area enforce pedestrian safety laws, such as jaywalking or crossing against the signal?



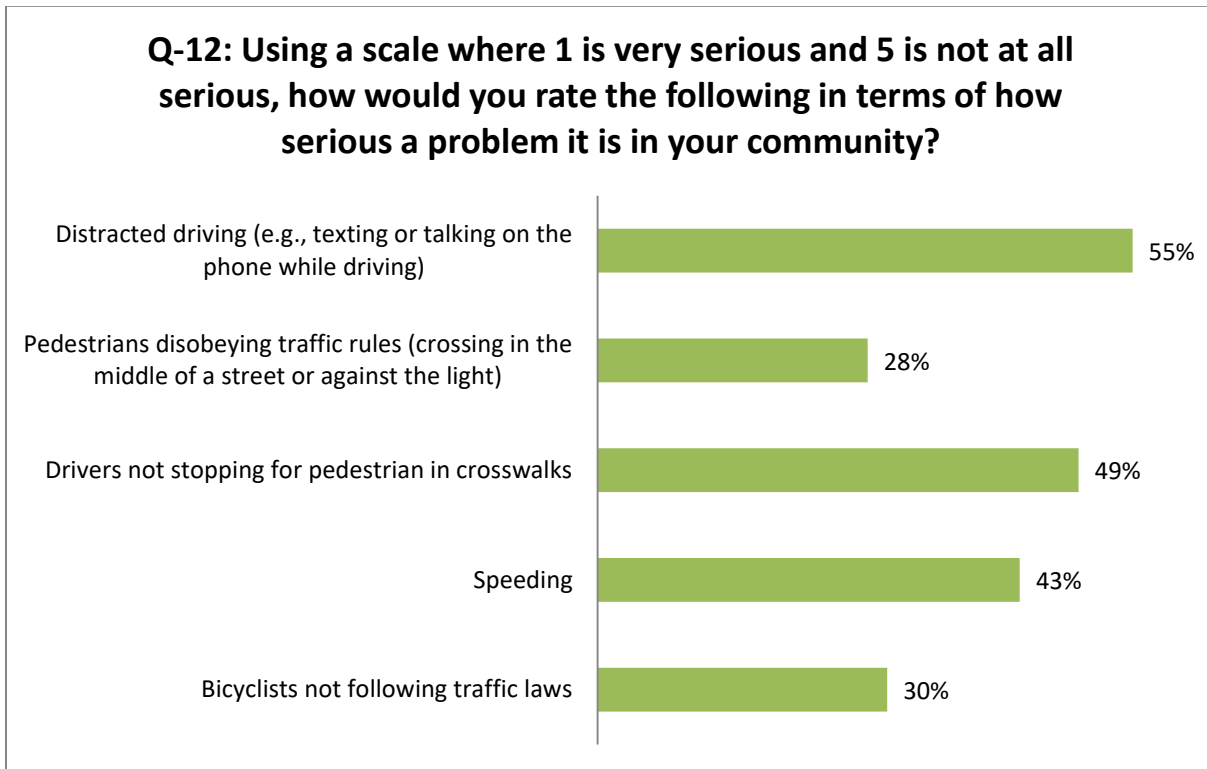
The community viewed the Boonton Police Department's enforcement of pedestrian safety laws relating to walking activities as more strict after the campaign. Results from the post-campaign survey show a 5 percent increase in respondents believing the police department was "very strict" and a 13 percent increase in respondents believing the police department was "somewhat strict" in enforcing pedestrian-related laws such as jaywalking and crossing against the signal. There was also a 16 percent decrease from the pre-campaign survey to the post-campaign survey in respondents believing the police department was "not at all" strict in enforcing these laws.

Q-11: How strictly do you think police in your area enforce driver-related pedestrian safety laws, such as speeding or stopping for pedestrians in crosswalks?



The community also viewed the Boonton Police Department's enforcement of pedestrian safety laws relating to driving activities as more strict after the campaign. Results from the post-campaign survey show a 9 percent increase in respondents believing the police department was "very strict" and a 5 percent increase in respondents believing the police department was "somewhat strict" in enforcing pedestrian-related laws such as speeding and not stopping for pedestrians in the crosswalk. There was also a 7 percent decrease from the pre-campaign survey to the post-campaign survey in respondents believing the police department was "not at all" strict in enforcing these laws.

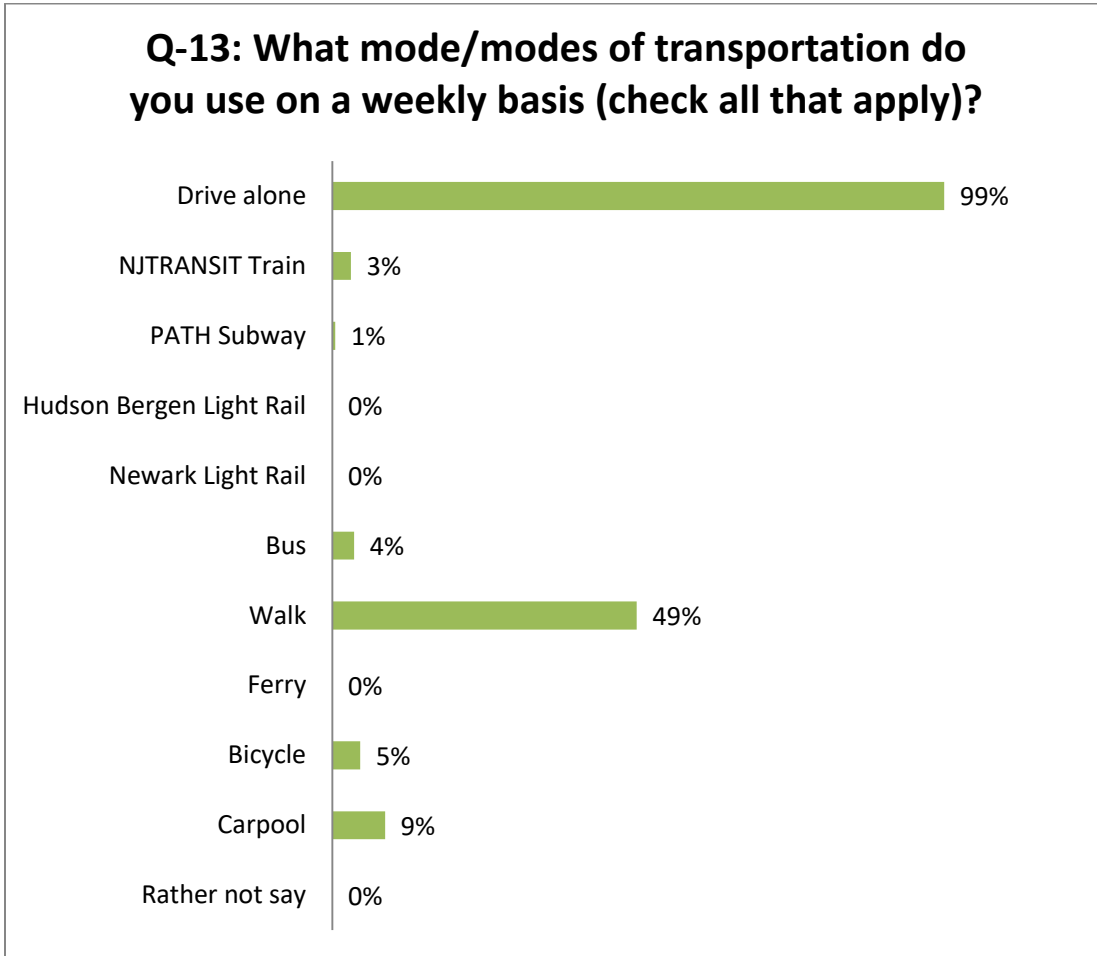
Respondents rated the following as a “very serious” problem in the community



The responses from the pre-campaign survey and the post-campaign survey were combined to create the graph above. The graph represents what the respondents viewed as a ‘very serious’ problem in the community. After the conclusion of the Street Smart campaign in Boonton, respondents overall felt that distracted driving was the most serious problem in their community followed by drivers not stopping for pedestrians in the crosswalk.

Participant Profile

The participant profile data in the section below was compiled from the results from both the pre-campaign survey and the post-campaign survey.



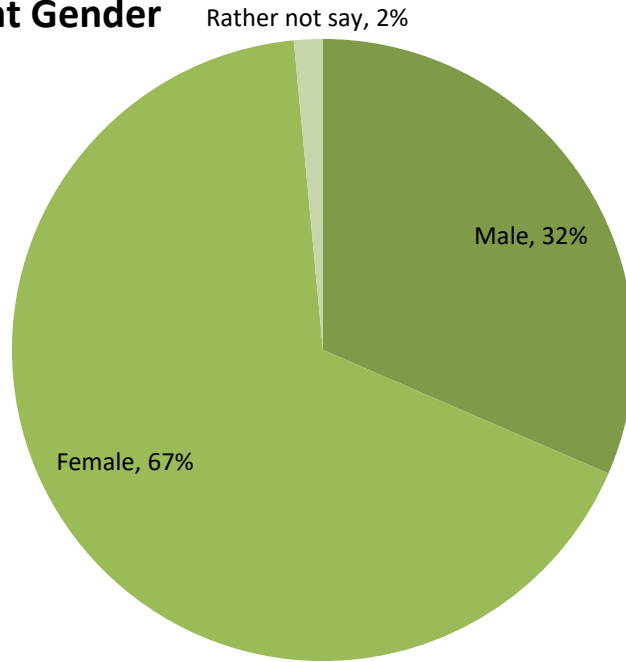
99 percent of respondents indicated that they drive alone and 49 percent walk on a weekly basis. These results are typical to suburban areas of New Jersey, such as Boonton. Street Smart's messages aimed to address both driver and pedestrian populations to reduce crashes in Boonton.

Q-14: Do you currently live in Boonton, NJ?	83%
Q-15: Do you work, go to school, or regularly frequent Boonton, NJ?	17%

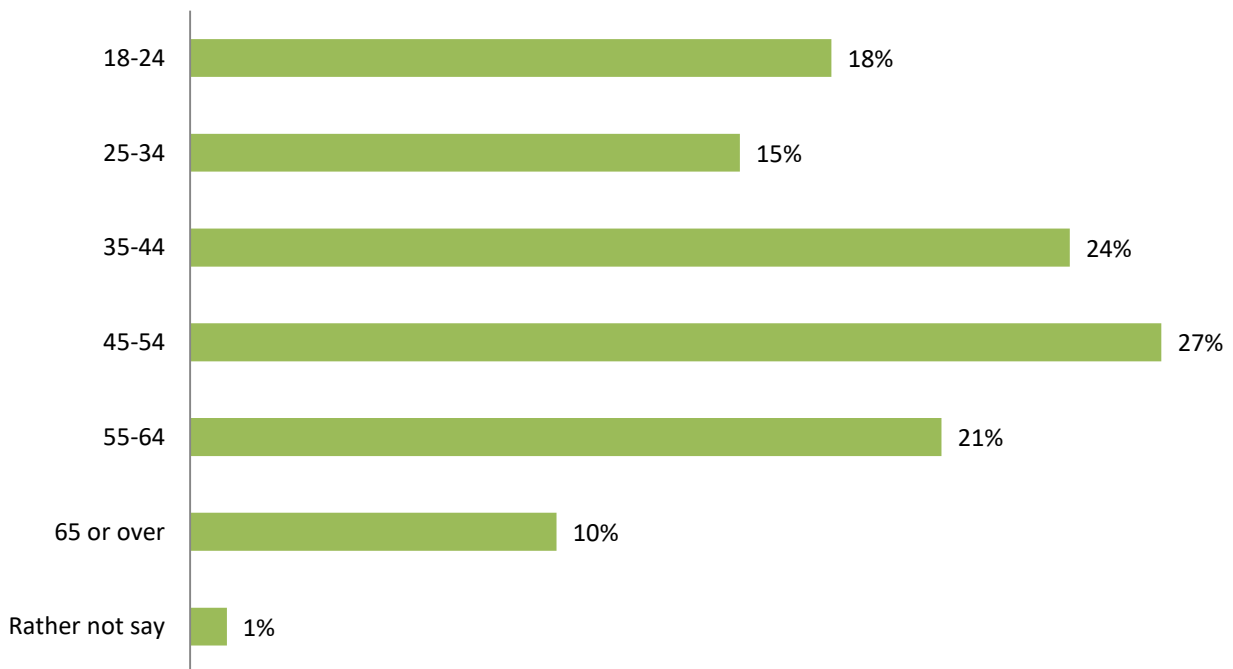
TransOptions only surveyed respondents who either live in Boonton or regularly visit the town for work, school, or other reasons. The next questions asked if the respondents lived in Boonton followed by a third question asking if they work, go to school or regularly frequent Boonton. If "no" was selected as a response for both questions, the participant was disqualified. 83 percent of the respondents who participated in the pre- and post-campaign surveys identified themselves as residents of Boonton.

The very first question of the pre- and post- intercept surveys asked respondents to report if they were older than 18 years of age. If the respondent answered "no" they were immediately disqualified.

Q-16: Participant Gender



Q-17: Participant Age



SPEED SENTRY LOAN PROGRAM

TransOptions utilized the existing Speed Sentry Loan Program to encourage drivers to reduce their speed when traveling towards Boonton's downtown area where there is a steady flow of pedestrian activity. With this program, TransOptions loans the speed sentry device to municipalities within its service area. The radar sign digitally displays the speed of oncoming vehicles as they approach the sign. Data is collected on a web-based cloud server developed by All Traffic Solutions, which is monitored and accessed at the office of TransOptions.

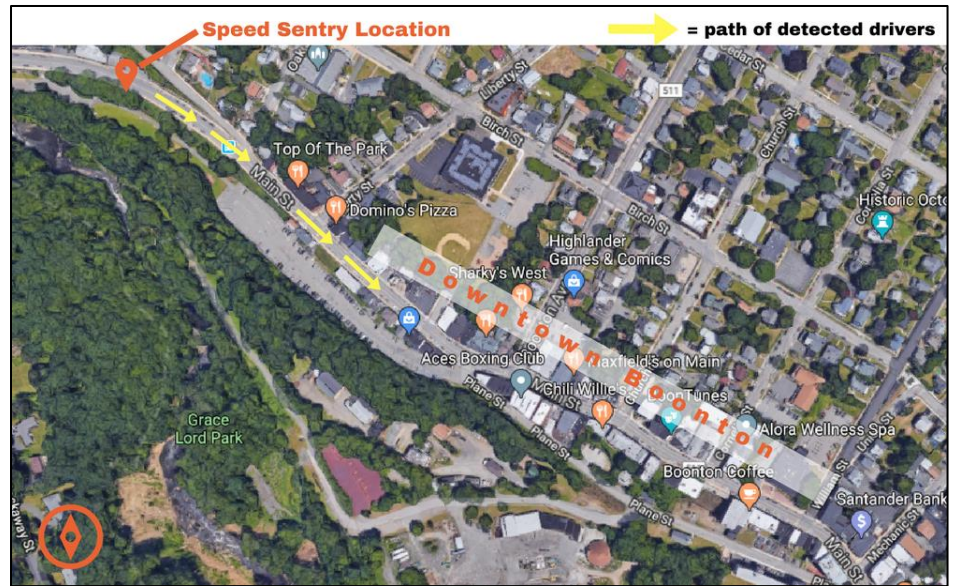
The speed sentry device was displayed in Boonton in October during the campaign's education and enforcement activities. The Town of Boonton and the Boonton Police Department recommended the location for the speed sentry due to their familiarity with areas of concern in town. The area was chosen because of its close proximity to downtown Boonton and the tendency for drivers to gain speed as they head downhill and enter the downtown area where high pedestrian foot traffic exists.

The speed sentry device was mounted on a 25 MPH speed limit sign on Main Street / County Route 624 between Liberty Street and Highland Avenue. The sign recorded the speeds of drivers heading west and downhill towards Boonton's downtown. The area immediately surrounding the sign had a few businesses and was adjacent to the Canal Side Park. Boonton's downtown area begins approximately 650 feet downhill from the speed sentry's placement with several stores, offices, restaurants that bring high pedestrian activity to the area. The goal of placing the speed sentry sign in this area was to calm speeds as drivers head into a busy downtown area.

Compliance

The speed sentry categorized each vehicle that passed the sign as "compliant", "low risk", "medium risk", and "high risk":

- Violators that exceeded the speed limit by less than 5 mph are considered low risk
- Violators exceeding speed limits by more than 5 mph but under 10 mph are medium risk
- Violators exceeding speed limits by more than 10 mph are high risk



S-1: Comparing all data collected by the Speed Sentry sign in Boonton from 10/5/17 – 11/2/17

Date Range	Total Days in Range	Total # of Drivers	Compliant Driver Speed ≤ 25 MPH	Low Risk Driver Speed > 25 MPH; Driver Speed < 30 MPH	Medium Risk Driver Speed > 30 MPH; Driver Speed < 35 MPH	High Risk Driver Speed > 35 MPH
10/5/17 - 10/7/17	2	9,893 Drivers	34.5%	45.7%	17.3%	2.5%
10/8/17 -10/14/17: (Full Week I)	7	21,400 Drivers	29.6%	44.9%	21.1%	4.4%
10/15/17 - 10/21/17: (Full Week II)	7	20,815 Drivers	44.7%	37.2%	14.9%	3.2%
10/22/17 - 10/28/17: (Full Week III)	7	25,029 Drivers	31.9%	45.8%	19.2%	3.1%
10/29/17 - 11/2/17	5	13,843 Drivers	37.9%	41.1%	17.7%	3.3%
TOTALS	TOTAL DAYS	TOTAL # OF DRIVERS	AVERAGE % COMPLIANT	AVERAGE % LOW RISK	AVERAGE % MEDIUM RISK	AVERAGE % HIGH RISK
	27	90, 980 Drivers	35.5%	42.9%	18.3%	3.3%

During the speed evaluation, a total of 90,980 vehicles were detected by the speed sentry sign. Large differences in the total number of drivers passing the sign can be observed in the two incomplete weeks at both the beginning and end of the campaign (10/5/17 - 10/7/17 and 10/29/17 - 11/2/17). Due to the difference in sample sizes from the two incomplete weeks, TransOptions decided to compare the three Full Weeks for an accurate analysis of speed data in Boonton. Full Week I, II, and III each consist of seven days (Sunday to Saturday) and had similar sample sizes of drivers.

S-2: Comparing Compliant, Low Risk, Medium Risk, and High Risk – Full Weeks Only
**(Full week is defined by a complete 7 day week, Sunday to Saturday)*

Date Range	Total Days in Range	Total # of Drivers	Compliant Driver Speed ≤ 25 MPH	Low Risk Driver Speed > 25 MPH; Driver Speed < 30 MPH	Medium Risk Driver Speed > 30 MPH; Driver Speed < 35 MPH	High Risk Driver Speed > 35 MPH
10/8/17 -10/14/17: (Full Week I)	7	21,400 Drivers	29.6%	44.9%	21.1%	4.4%
10/15/17 - 10/21/17: (Full Week II)	7	20,815 Drivers	44.7%	37.2%	14.9%	3.2%
10/22/17 - 10/28/17: (Full Week III)	7	25,029 Drivers	31.9%	45.8%	19.2%	3.1%
TOTALS	TOTAL DAYS	TOTAL # OF DRIVERS	AVERAGE % COMPLIANT	AVERAGE % LOW RISK	AVERAGE % MEDIUM RISK	AVERAGE % HIGH RISK
	21 (3 full weeks)	67,244 Drivers	35.4%	42.6%	18.4%	3.6%

Positive changes in speed resulted when comparing the number of drivers who traveled by the speed sentry sign posted in Boonton only during the three full weeks. By comparing the three full weeks only, we are able to compare similar sample sizes. A notable reduction in vehicle speed was recorded by the speed sentry device from Full Week I to Full Week II. Compliant speeds increased by 15.1 percent, low

risk speeds decreased by 7.7 percent, Medium Risk Speeds by 6.2percent over a two-week time span. This suggests that drivers recognized the speed sentry sign, causing them to slow their speeds as they travel through the area. "Speeds returned to Full Week I levels in Full Week III, suggesting that drivers became accustomed to the sign."

Campaign Kickoff

Boonton's Street Smart campaign was formally launched at a press conference at Boonton's Town Hall on Tuesday, October 3, 2017. The speakers at the press conference included TransOptions President John F. Ciaffone, Captain Stephen Jones of the Boonton Police Department, Boonton Mayor Matthew DiLauri, Police Commissioner and Alderman Bobby Tullock, Morris County Freeholder Kathryn DiFillippo and NJTPA Senior Planner of Safety William Yarzab. Each speaker highlighted the importance of pedestrian safety for not only Boonton, but for the entire State of New Jersey. The event was attended by representatives from Boonton and covered by News 12 and WMBC-TV. The Daily Record also featured an article about the press conference and pedestrian safety in Boonton.



Campaign materials, such as posters and tip cards, were made available to the community and business members who attended the press conference to assist in promoting the campaign.



Enforcement

The Boonton Police Department dedicated 162 enforcement hours to the Street Smart campaign. Overtime enforcement hours were funded through the HTS Federal Highway Safety Grant 2018 from the New Jersey Division of Highway Traffic Safety.



Officers conducted roving patrols and the Cops in the Crosswalk Decoy program throughout the town during the October campaign. Enforcement of pedestrian safety laws was increased throughout Boonton with additional emphasis along Main Street's business district. These areas were selected by the Boonton Police Department due to the high volume of pedestrian traffic in the area.



During the first week of October's enforcement period, the police department's activity focused on educating pedestrians and drivers by issuing warnings instead of citations. After the one-week educational period, officers issued summonses for violations against the state's pedestrian safety laws.

A total of 176 warnings and 76 summonses were issued during Boonton's Street Smart campaign including:

	Warnings	Tickets
Cellphone Violation	24	16
Failed to Yield to Pedestrian	29	11
Jaywalking	16	0
Speeding	3	1
Disregard of traffic signal/red light	7	2

The Boonton Police Department stated that they consider pedestrian safety a top priority and are proud to have received funding for pedestrian education and enforcement. They plan to continue working to secure funding to bolster their efforts in keeping roadways safe for pedestrians and motorists alike.

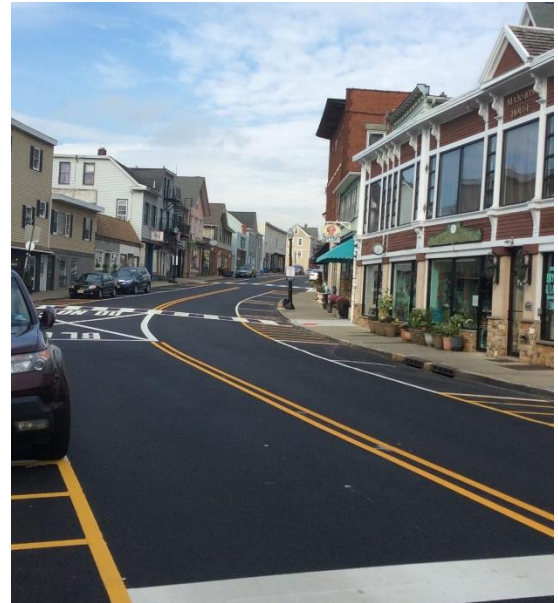
COPS IN THE CROSSWALK DECOY PROGRAM

The Boonton Police Department had prior training and experience in the Cops in the Crosswalk Decoy Program. With this program, officers dress in plain clothes and cross the street in a crosswalk. If an approaching driver does not stop for the decoy officer in the crosswalk, a waiting officer in a marked police car follows the driver, pulls them over, and gives them a ticket for failing to stop for the pedestrian in the crosswalk. Boonton Police Department selected the intersection of Main Street and Church Street to conduct the decoy program. The Boonton Police Department held two press events to cover the decoy program in town and was covered by the Daily Record, News 12 and NBC 4 New York. This helped gain further recognition of the Street Smart campaign and Boonton's enforcement efforts and concern for pedestrian safety throughout the region.



Infrastructure Improvements

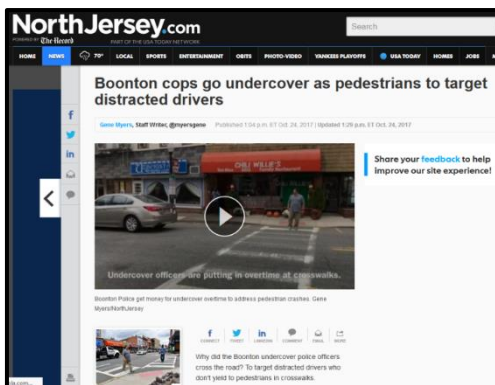
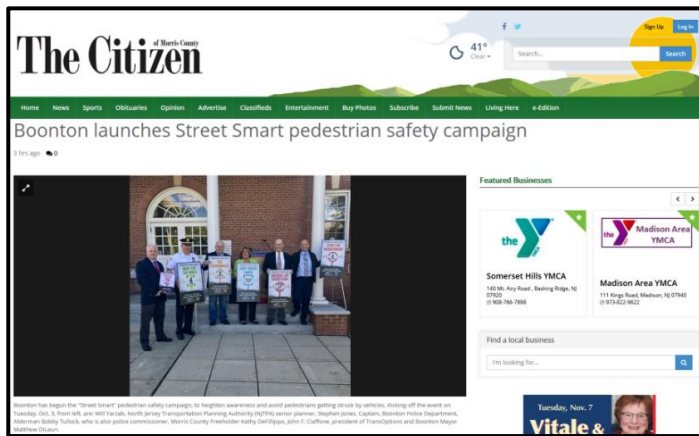
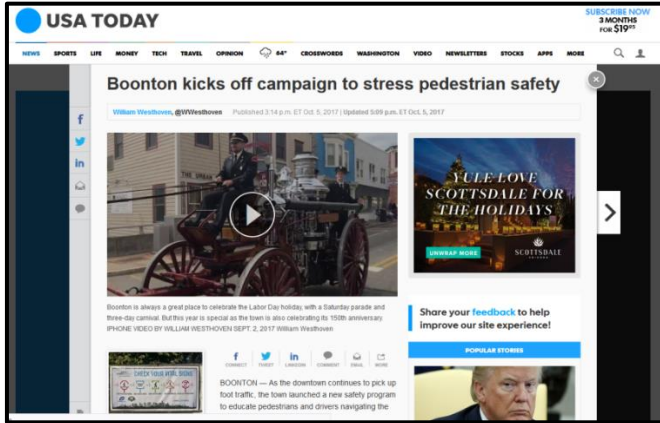
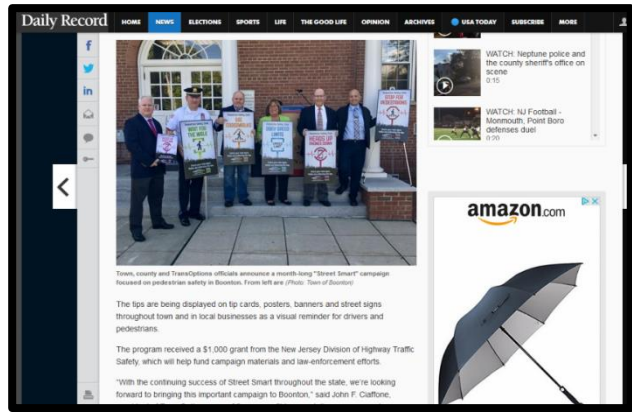
Infrastructure improvements were made to the intersection of Main Street and Boonton Avenue (the observation intersection) during the campaign including restriping, paving, and the addition of a new crosswalk.



Media Coverage

Boonton's Street Smart program received coverage in print, web, television and social media platforms from the following sources:

- USA Today
- WMBC-TV
- The Daily Record
- NorthJersey.com
- NBC New York
- The Citizen of Morris County



Community Promotion

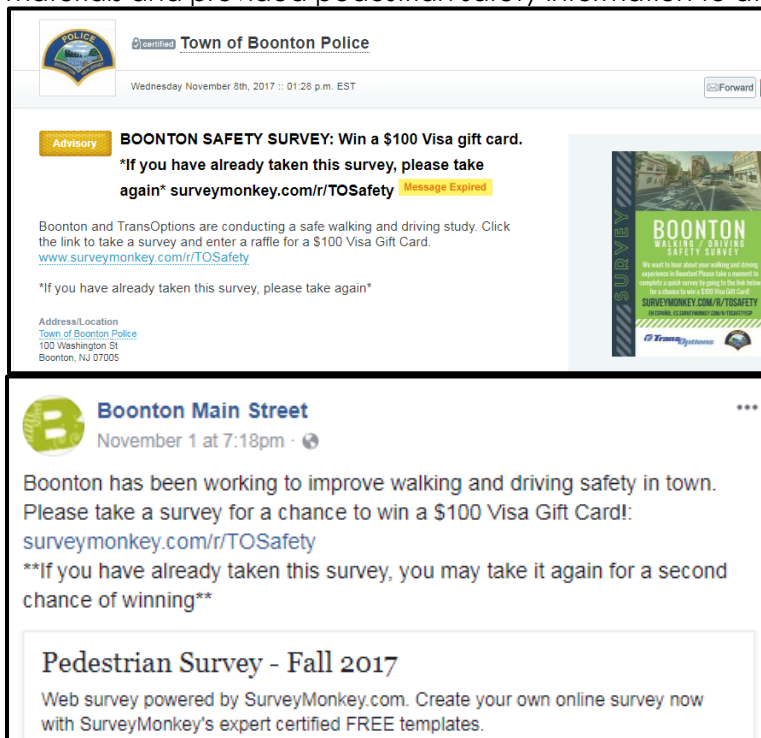
Promotion from recognizable resources in the community is important to spreading the Street Smart message. The Town of Boonton, the Boonton Police Department, Boonton Main Street, and TransOptions provided campaign announcements and updates on websites, newsletters, social media and Nixle. Towns participating in the Street Smart campaign are encouraged to use their current communication outlets to inform the public and raise awareness about the campaign.

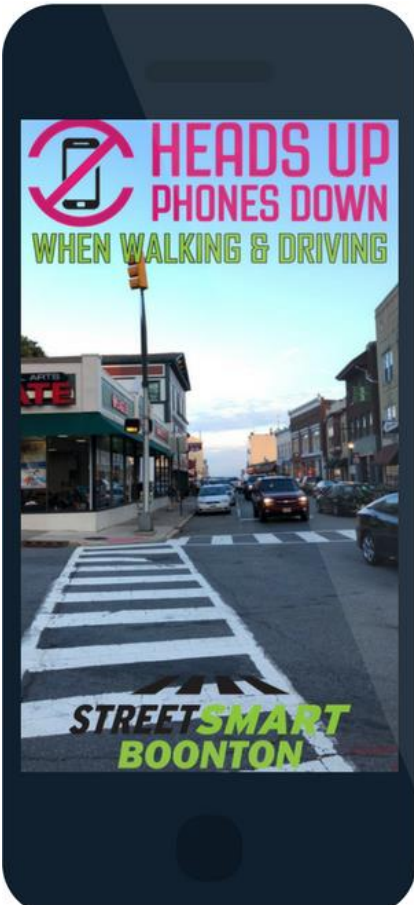
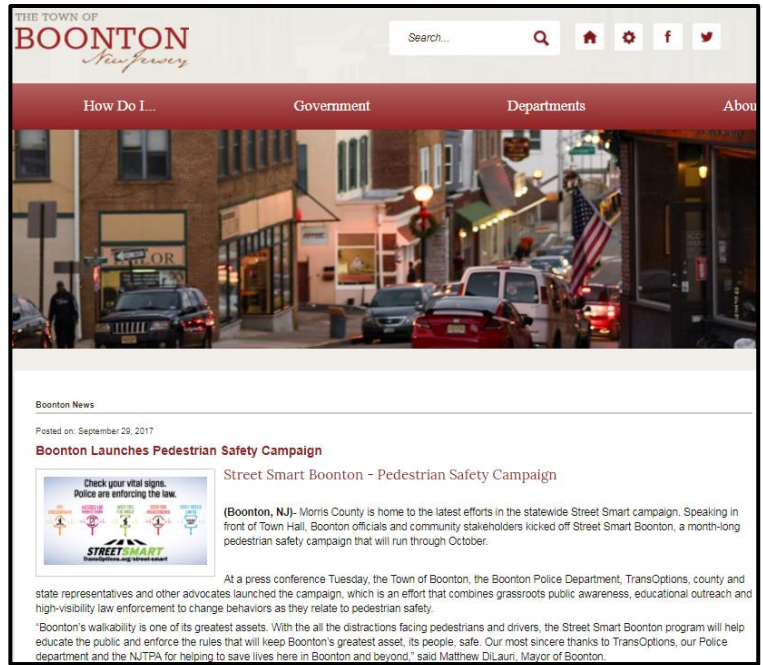
Street Smart messages were featured on the following online sources:

- The Town of Boonton's website
- The Town of Boonton's Facebook Page
- The Boonton Police Department's Facebook Page
- The Boonton Police Department's Nixle notification system
- The Mayor's Quarterly Newsletter
- The Mayor's Facebook Page
- Boonton Main Street's social media
- Boonton Main Street's "Downtowner" Newsletter



TransOptions was also invited by Town of Boonton and Main Street Boonton to promote the Street Smart campaign at Boonton's First Friday event in October. This town event that takes place regularly on the first Friday of every month and features local businesses and activities for the community. TransOptions distributed campaign materials and provided pedestrian safety information to attendees of the event.

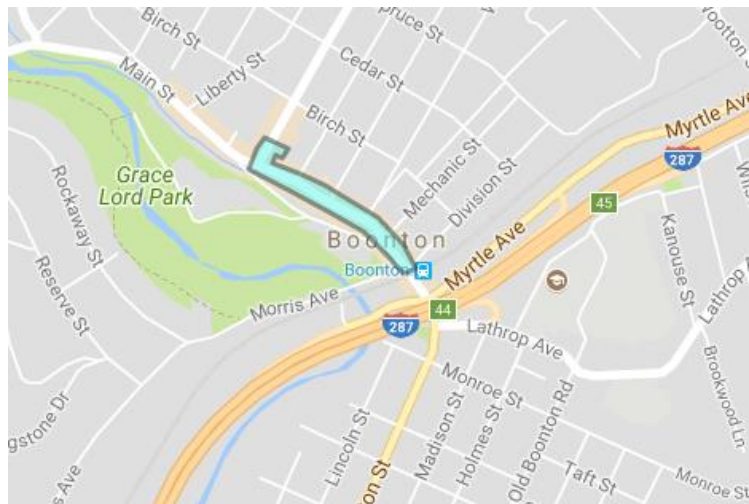




TransOptions used SnapChat to promote the Street Smart campaign in Boonton. A geofilter with the campaign's "Heads Up, Phone's Down" message was created and active from October 3 to October 11 in the area highlighted in blue on the map, which targeted Boonton's downtown area.

7.1 percent of SnapChat users used the Street Smart geofilter when it was available to them as an option. SnapChat uses swipes, uses, and views as metrics to measure a geofilter's success.

Metrics: Street Smart Boonton SnapChat Filter		
761 Swipes	51 Uses	382 Views
How many times the geofilter was seen in snaps being created	How many times the geofilter was sent to a friend or added to a Story	How many times the geofilter was seen in a snap sent by a friend or in a Story



Education

TransOptions specializes in safety education and outreach programs. As part of the Street Smart campaign, TransOptions brings its safety programs to communities actively involved in the campaign. The following education and outreach activities took place in Boonton during the month of October.

- Street Smart materials and safe walking and driving information was provided to two senior groups in Boonton
- TransOptions conducted their “Ready to Walk and Roll” program for the 1st grade students at John Hill School in Boonton. Students participated in a classroom-based interactive program where they learn how to identify safe ways to get around a model town.
- TransOptions “Traffic Safety Town” program was brought to John Hill School in Boonton to educate fourth grade students on how to safely navigate the road as pedestrians, drivers, and bicyclists on a street scape laid out in the school gymnasium. Students were presented with Street Smart messaging and signage as part of the activity and TransOptions instructors explained that the campaign was a community effort by the town and the police department.



- TransOptions conducted “Bike Driver’s Ed” to 6th grade students at John Hill School. Students participate in this program in the gymnasium and the lesson focused on how to get around town safely on a bicycle, the importance of wearing a helmet, and the meanings of traffic signs.
- TransOptions presented the Street Smart program and the importance of pedestrians safety to 10th grade students enrolled in driver’s education. The presentation focused on how new drivers can be ready to drive safely around pedestrians and information on the active Street Smart campaign in Boonton. Information on Boonton’s pedestrian crash data was presented as well as videos to demonstrate safe driving behaviors.

Materials

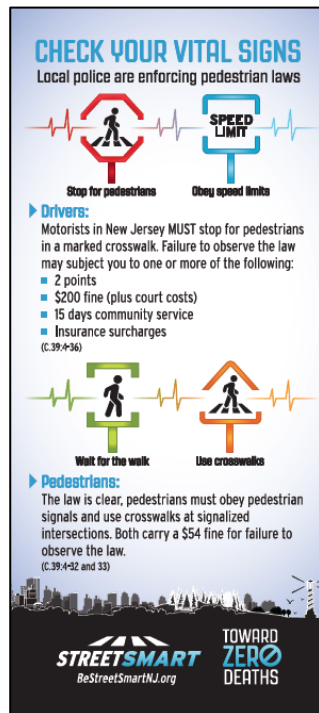
Street Smart materials were purchased by the Boonton Police Department's grant through a Federal Highway Safety Grant administered by the New Jersey Division of Highway Traffic Safety. Campaign materials included tip cards, posters, banners, table tents, street signs, coasters and coffee sleeves. TransOptions and the Boonton Police Department's logos were added to most of the campaign materials. Using a variety of campaign materials was vital to increasing recognition and awareness of the campaign. The Town of Boonton displayed the Street Smart signs and banners throughout the town and TransOptions distributed tip cards, table tents, posters, coasters, and coffee sleeves to the local business along Main Street.



MATERIAL QUANTITIES

TransOptions assisted the Boonton Police Department in designing and ordering materials for the Street Smart campaign. The following quantities were ordered for each item:

- 5,000 English tip cards
- 150 Spanish tip cards
- 50 street signs
- 125 posters
- 100 table tents signs
- 3 banners



Street Smart Boonton Tip Cards

Pedestrian Safety Zone
OBEY SPEED LIMITS



SPEED LIMIT

Check your vital signs.
Police are enforcing the law.



STREETSMART TOWARD **ZERO**
BeStreetSmartNJ.org DEATHS
TransOptions.org/street-smart

Pedestrian Safety Zone
STOP FOR PEDESTRIANS



Check your vital signs.
Police are enforcing the law.



STREETSMART TOWARD **ZERO**
BeStreetSmartNJ.org DEATHS
TransOptions.org/street-smart

Pedestrian Safety Zone
**HEADS UP
PHONES DOWN**



Check your vital signs.
Police are enforcing the law.



STREETSMART TOWARD **ZERO**
BeStreetSmartNJ.org DEATHS
TransOptions.org/street-smart

Pedestrian Safety Zone
WAIT FOR THE WALK



Check your vital signs.
Police are enforcing the law.



STREETSMART TOWARD **ZERO**
BeStreetSmartNJ.org DEATHS
TransOptions.org/street-smart

Pedestrian Safety Zone
USE CROSSWALKS



Check your vital signs.
Police are enforcing the law.



STREETSMART TOWARD **ZERO**
BeStreetSmartNJ.org DEATHS
TransOptions.org/street-smart

Messages on campaign posters, street signs and banners



Messages on table tents



Street Smart Boonton



Results

1. GOAL: Change pedestrian and motorist behaviors to reduce the incidence of pedestrian injuries and fatalities in New Jersey.

- Intersection observations showed that there was a 39 percent reduction in mid-block crossing/jaywalking. (I-1)
- Intersection observations showed an 11 percent decrease in pedestrians crossing against the traffic signal at the intersection of Main Street and Boonton Avenue. (I-2)
- According to the results displayed in graph Q-2, survey respondents indicated that they observed decreases in negative behaviors when reporting on their own walking and driving behaviors. Decreases were reported in self-reported crossing against the “walk” signal, crossing mid-block, using a cellphone while crossing the street, speeding 10MPH over the speed limit, and using a cellphone while driving.
- Data collection from the speed sentry sign showed that drivers traveling at compliant speeds increased by 5.8 percent when comparing the three full weeks the sign was posted in Boonton, which accounts for the largest change over the four speed categories of compliant, low risk, medium risk, and high risk. The 5.8 percent increase in compliant speeds of drivers accounts for about 3,900 drivers that traveled on Main Street in the direction of Boonton’s downtown area. (S-2)

2. GOAL: Educate motorists and pedestrians both about their roles and responsibilities for safely sharing the road.

- Several pedestrian and driving safety education programs and outreach activities directed at a range of age groups from 1st graders to seniors occurred in Boonton during the Street Smart campaign.
- Boonton police officers used their enforcement interactions from the decoy program to educate people driving on safe travel behaviors with pedestrians.
- More participants were aware of advertising messages that directly relate to Street Smart’s safety messages. There was a 50 percent increase in awareness of pedestrian safety messages, a 20 percent increase in awareness of speeding/aggressive driving, and a 20 percent increase in awareness of distracted driving advertisements. (Q-4)
- 63 percent more survey respondents had read, seen or heard advertising messages or signage that mentioned “Street Smart” and/or talked about pedestrian safety. (Q-5)
- There was an increase in recognition of all five vital sign messages. (Q-6)
 - Use Crosswalks: 61 percent increase
 - Wait for the Walk: 54 percent increase
 - Stop for Pedestrians: 56 percent increase
 - Obey Speed Limits: 45 percent increase
 - Heads Up, Phones Down: 39 percent increase
- 54 percent more respondents reported being exposed to the Street Smart messages on posters and signs. (Q-7)
- In the post-campaign survey, 3 percent more respondents knew they could receive a ticket for crossing the street against the traffic signal and 3 percent more respondents knew they could receive a ticket for not stopping for a pedestrian in the crosswalk, 6 percent more respondents knew they could receive a ticket for using a mobile phone while driving, and 6 percent more respondents knew they could receive a ticket for not yielding to a pedestrian when turning while driving. There was also an 8 percent increase in respondents believing they could receive a ticket for using a cellphone while crossing the street. (Q-8)

3. GOAL: Increase enforcement of pedestrian safety laws and roadway users' awareness of that effort.

- Boonton Police dedicated 162 enforcement hours to the Street Smart campaign. A total of 176 warnings and 76 summonses were issued during Boonton's Street Smart campaign including:
- 56 percent of survey respondents were aware of increased enforcement efforts made by the Boonton Police Department. (Q-9)
- Results from the pre/post-campaign survey shows that 16 percent fewer respondents believed that the police were "not very strict at all" in their enforcement of pedestrian safety laws such as jaywalking and crossing against the traffic signal. The results also show a 5 percent increase in respondents believing the Boonton Police Department was "very strict" and a 13 percent increase in respondents believing the Boonton Police Department was "somewhat strict" in their enforcement of pedestrian safety laws. (Q-10).
- Results from the pre/post-campaign survey shows that 7 percent fewer respondents believed that the police were "not very strict at all" in their enforcement of pedestrian safety laws relating to drivers who speed and do not stop for pedestrians in the crosswalk. The results also show a 9 percent increase in respondents believing the Boonton Police Department was "very strict" and a 5 percent increase in respondents believing the Boonton Police Department was "somewhat strict" in their enforcement of drivers. (Q-11).

Recommendations

- 55 percent of respondents felt distracted driving was the most serious problem in the community. Education initiatives and enforcement campaigns from the Boonton Police Department should focus on these safety issues.
- 49 percent of survey respondents felt that drivers not stopping for pedestrians in crosswalks was the second most serious issue in the community. The Boonton Police Department conducted several successful Cops in the Crosswalk Decoy Program sessions during the Street Smart campaign in Boonton. It is recommended that the Boonton Police Department regularly uses the decoy program to continue promoting positive driving behaviors in the community.
- Regular inspection and updates of crosswalks throughout the community is recommended.

Conclusion

Street Smart Boonton was a successful collaborative effort among TransOptions, the NJTPA, the Boonton Police Department, and representatives of the Town of Boonton. A reduction in the prevalence of non-compliant behaviors by both drivers and pedestrians was observed in the intersection observations and in the surveys. The campaign also resulted in a significant increase in awareness of the Street Smart message, enforcement efforts, and an emphasis on pedestrian safety throughout the community. The Boonton police department was also successful in receiving coverage from regional news outlets of their decoy program activities which increased the campaigns reach throughout the state. It is recommended that the Boonton Police Department and the Town of Boonton maintain their concern for pedestrian safety and enforce laws for both drivers and pedestrians. TransOptions' education and outreach programs will continue to be available to the businesses, organizations, and schools of Boonton.



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