

STREET SMART MORRISTOWN



Final Report

STREETSMART

Presented by:

TransOptions

Acknowledgments

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

The Town of Morristown

Mayor Timothy Dougherty

Morristown Police Department

Chief Peter Demnitz

Lieutenant Matthew Rawding

Morris County

Morristown Partnership

Morristown Department of Public Works

Morris School District

Morristown Town Council

Honorable Anthony Bucco, NJ State Assemblyman

Kathy DeFillippo, Morris County Freeholder Director

Morristown Bicycle and Pedestrian Task Force

Morristown Women in Business

Atlantic Health System

Morristown Medical Center

Bike and Walk Morristown

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NJ Transit

The businesses and people of Morristown for their participation in the program

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Street Smart Morristown

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 State Pedestrian Safety Education and Enforcement Fund 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 campaign.

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. New Jersey's pedestrian fatality rate (24.3% in 2013) is nearly double the national average (14%). From 2010 - 2014, 750 pedestrians were killed and 17,000 injured on the state's roadways equaling one pedestrian death every 2.5 days and 11 pedestrian injuries every day.

The campaign 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.

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. The program was later expanded to additional municipalities in 2015 and 2016 including, Newton, Washington (Warren County), Elizabeth, Franklin (Sussex County), Lakewood, Metuchen, Passaic, Red Bank, Toms River, Flemington, Clinton, Frenchtown, and Morristown.

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 the *Street Smart NJ* campaign 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 Morristown as one of three municipalities to conduct the Street Smart pedestrian safety program in fiscal year beginning July 1, 2015.



TRANSOPTIONS' SERVICE AREA

Morristown, Morris County, New Jersey

Morristown is located in Morris County, covering approximately 3.026 square miles with a population of 18,411 according to the 2010 U.S. Census. Morristown serves as the Morris County Seat and is home to several county services as well as Morristown Medical Center and Atlantic Health System's Corporate Headquarters, the MAYO Performing Arts Center, and numerous employers and businesses. Morristown also has many historical landmarks and is known as a regional hub for restaurants, shopping, and nightlife. Several major state and county roadways pass through Morristown including I-287, N.J.-124, and U.S.-202. There is also access to several bus routes and the Morris & Essex train line serviced by NJ Transit.



Morristown is considered a walking community where people can easily get to several attractions and access transit options. The 'Morristown Green' is the center of town and is surrounded by shops, businesses, organizations, churches, bars, and restaurants. Morristown's major roadways, including South Street/NJ-124, Morris Street/CR-510 and Speedwell Avenue/U.S.-202, converge at the Morristown Green.



TransOptions used the Plan4Safety crash analysis tool from Rutgers University's Center for Advanced Infrastructure and Transportation to examine crash data in Morristown. The Plan4Safety tool uses police reports to compile crash data from all over the state of New Jersey. From January 2013 to December 2015, there were 51 pedestrian-related crashes involving 52 pedestrians in Morristown, including one fatal crash. 46% of these crashes involved pedestrians being struck while crossing in a marked crosswalk, 21% of these crashes involved pedestrians jaywalking and 7% of crashes involved pedestrians crossing at an unmarked crosswalk.

Pedestrian Pre-Crash Action - Morristown, NJ	
Crossing at marked Crosswalk	46%
Jaywalking / Midblock Crossing	21%
Crossing at unmarked Crosswalk	7%
Working in Roadway	2%
Walking/Jogging Against Traffic	2%
Standing/Lying/Kneeling Against Traffic	2%
Other Pedestrian Actions	20%

The Morristown Street Smart campaign was a collaborative effort among TransOptions, officials from the Town of Morristown, the Morristown Police Department, Morris County, Morris School District, and the Morristown Partnership.

Morristown Street Smart Campaign Structure

The Street Smart campaign in Morristown 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 and Washington. An initial meeting was held in February 2015 at the Morristown Town Hall to introduce the Street Smart program and was attended by representatives from both the town and the police department. TransOptions worked closely with the police and town officials to go over the planning of the program, target areas for education and enforcement, and funding for overtime enforcement.

FUNDING

TransOptions worked with the Morristown Police Department to secure funding for overtime enforcement through the Pedestrian Safety Education and Enforcement fund from the New Jersey Division of Highway Traffic Safety (NJDHHS). Morristown was awarded the funding for the 2016 fiscal year starting on July 1, 2015. From there, TransOptions provided a suggested timeline for police education and enforcement activities and the Morristown Police Department developed a schedule for their officers. The NJDHHS 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

Morristown's Street Smart campaign lasted approximately eight weeks with education and enforcement activities concentrated during the month of April. The campaign consisted of pre- and post- campaign components including TransOptions' Speed Sentry Loan Program, intercept 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 Morristown Campaign Timetable	
Speed Sentry Loan:	March 1 - March 31
Pre-Campaign: (Surveys and Observations)	March 18 – March 29
Education & Enforcement:	April 1 – May 6
Post-Campaign: (Surveys and Observations)	May 9 – May 20
Speed Sentry Loan:	May 2 – June 1

Campaign Evaluation

SPEED SENTRY LOAN PROGRAM

TransOptions utilized the existing Speed Sentry Loan Program to measure the effectiveness of the Street Smart campaign in Morristown. With this program, TransOptions loans the speed sentry device to municipalities within their 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. Once data collection is complete for the specified timeframe, TransOptions produces a report with recommendations for low or no-cost improvements.

The speed sentry device was displayed for 30 days both before and after the Morristown Street Smart campaign. The placement location of the speed sentry device was determined by Morristown Police Department due to their familiarity with problem areas in town.

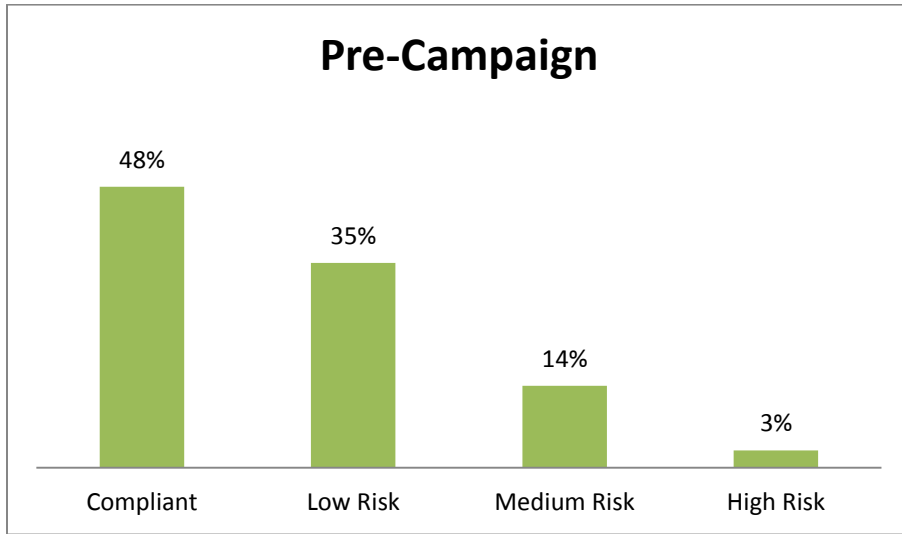
The speed sentry device was placed on a 25 MPH speed limit sign on the southbound lane of U.S. – 202/Speedwell Avenue near the intersection of Speedwell Place. Although the area immediately surrounding the sign was mostly residential with a few businesses, several stores, offices, and restaurants were located within 1,000 feet of the sign in a mostly Spanish-speaking neighborhood.

The sign's digital display remained off for the first week of the loan for both the pre-campaign and the post-campaign evaluation periods. Although the sign showed no display of an approaching driver's speed, the device was still collecting data. The sign began actively displaying data the remaining three weeks of the loan.

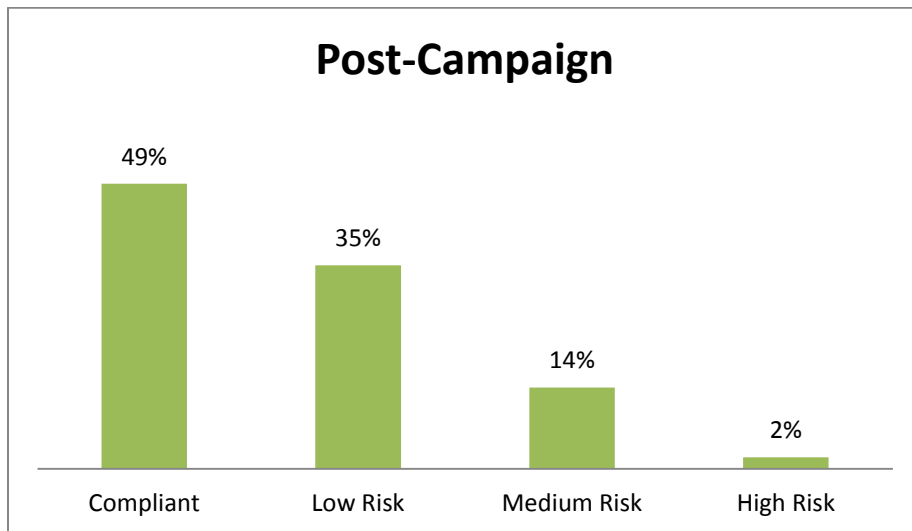
- Violators that exceeded the speed limit by less than 5 MPH are considered Low Risk
- Violators exceeding speeds by more than 5 MPH but under 10 MPH are Medium Risk
- Violators exceeding speeds by more than 10 MPH are High Risk



Compliance



During the pre-campaign evaluation, the speed of 146,707 vehicles was detected by the speed sentry sign.



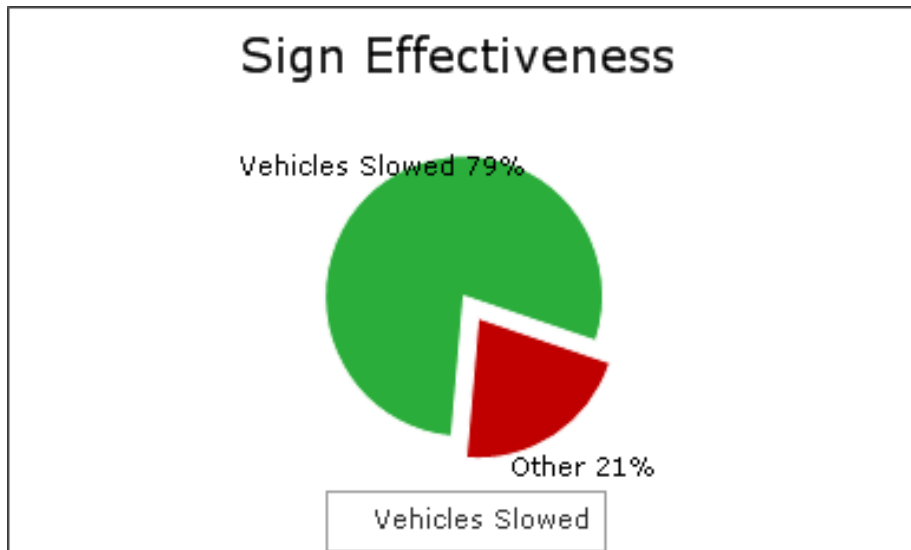
During the post-campaign evaluation, the speed of 144,878 vehicles was detected by the speed sentry sign.

Slight positive changes were observed in the speed of drivers from pre-campaign to post-campaign. The rate of compliant speed increased by 1% while the rate of high risk violators (drivers exceeding limit by 10+MPH) decreased by 1%. Medium and low risk violators remained the same from pre-campaign to post-campaign.

Sign Effectiveness

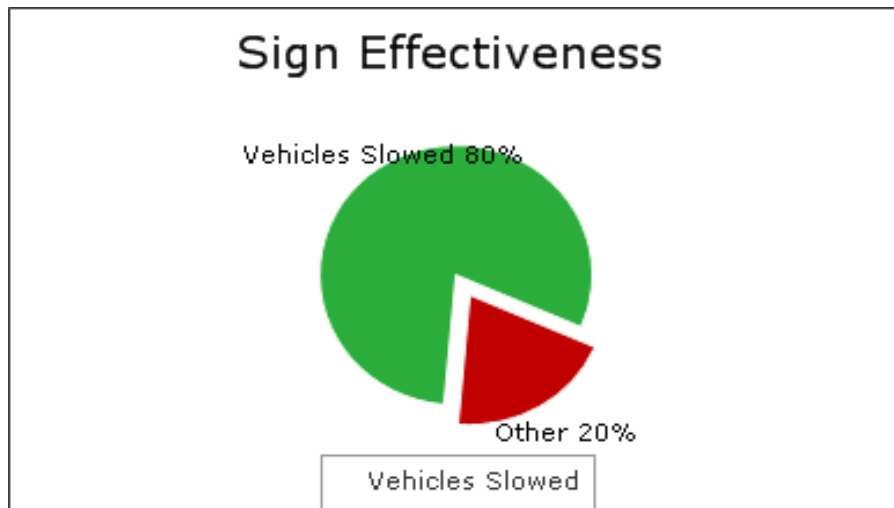
Sign effectiveness data averages speed by hour of the day for the 30 day period.

Pre-Campaign



According to the report, the speed sentry slowed 79% of drivers passing the sign during the pre-campaign.

Post-Campaign



In the post-campaign, the speed sentry sign slowed 80% of drivers passing the sign accounting for a 1% increase from pre-campaign to post campaign.

PRE & POST INTERCEPT SURVEYS

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

TransOptions staff walked through downtown Morristown and distributed survey cards to the people they met. The survey was also successfully distributed online through the town of Morristown's community email system. A targeted Facebook advertisement was also created for the survey that prompted Facebook users in Morristown to complete the survey.

Upon completing the questionnaire, the respondents could enter into a raffle to win a \$100 Visa Gift Card. A winner was selected from both the pre- and post-survey groups.

The survey was created using SurveyMonkey and consisted of 27 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 Morristown.

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 Morristown.

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 Morristown. The data below compares the pre-campaign survey to the post-survey.

324 respondents participated in the pre-campaign survey and 385 respondents participated in the post-campaign survey. Respondents were asked to answer 'Yes' or 'No' to the following questions.

Postcards: Front side

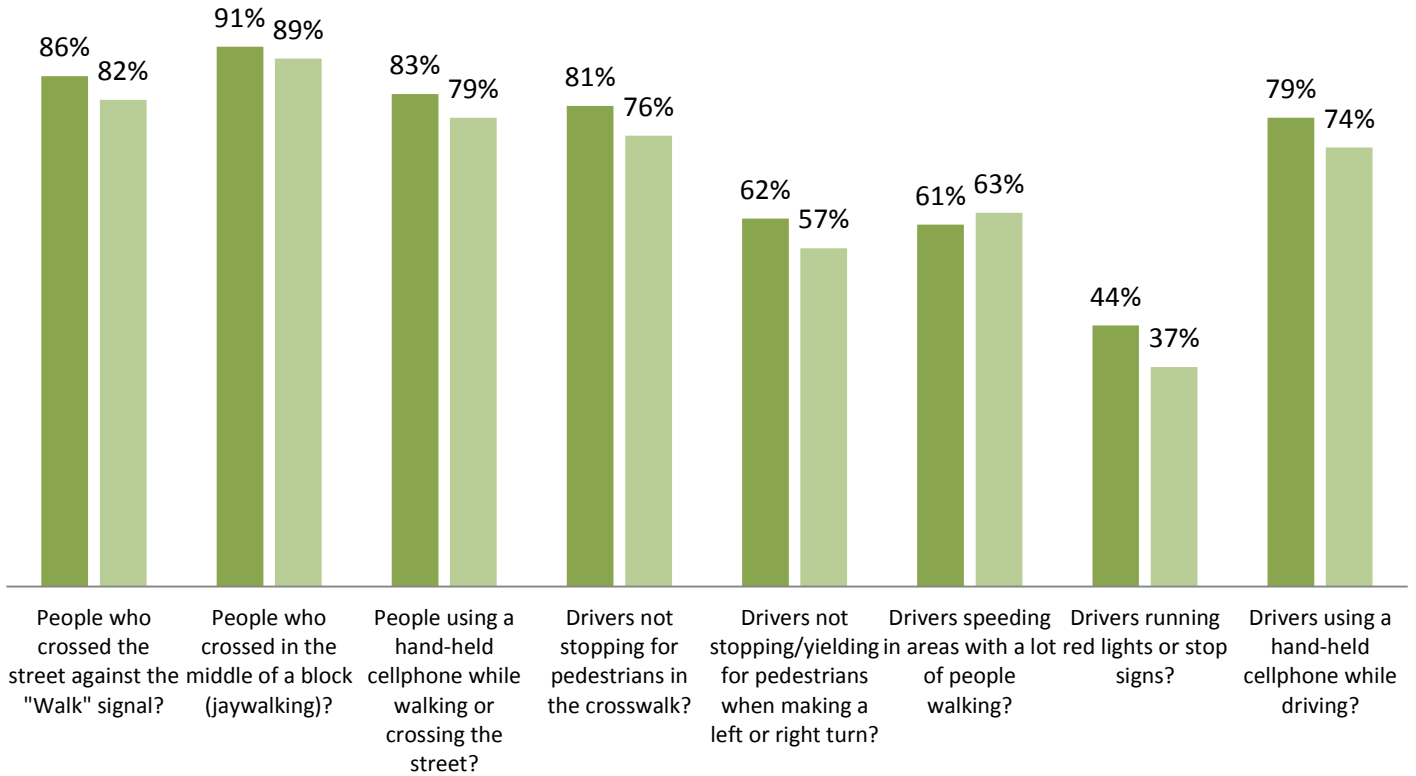


Postcards: Back side



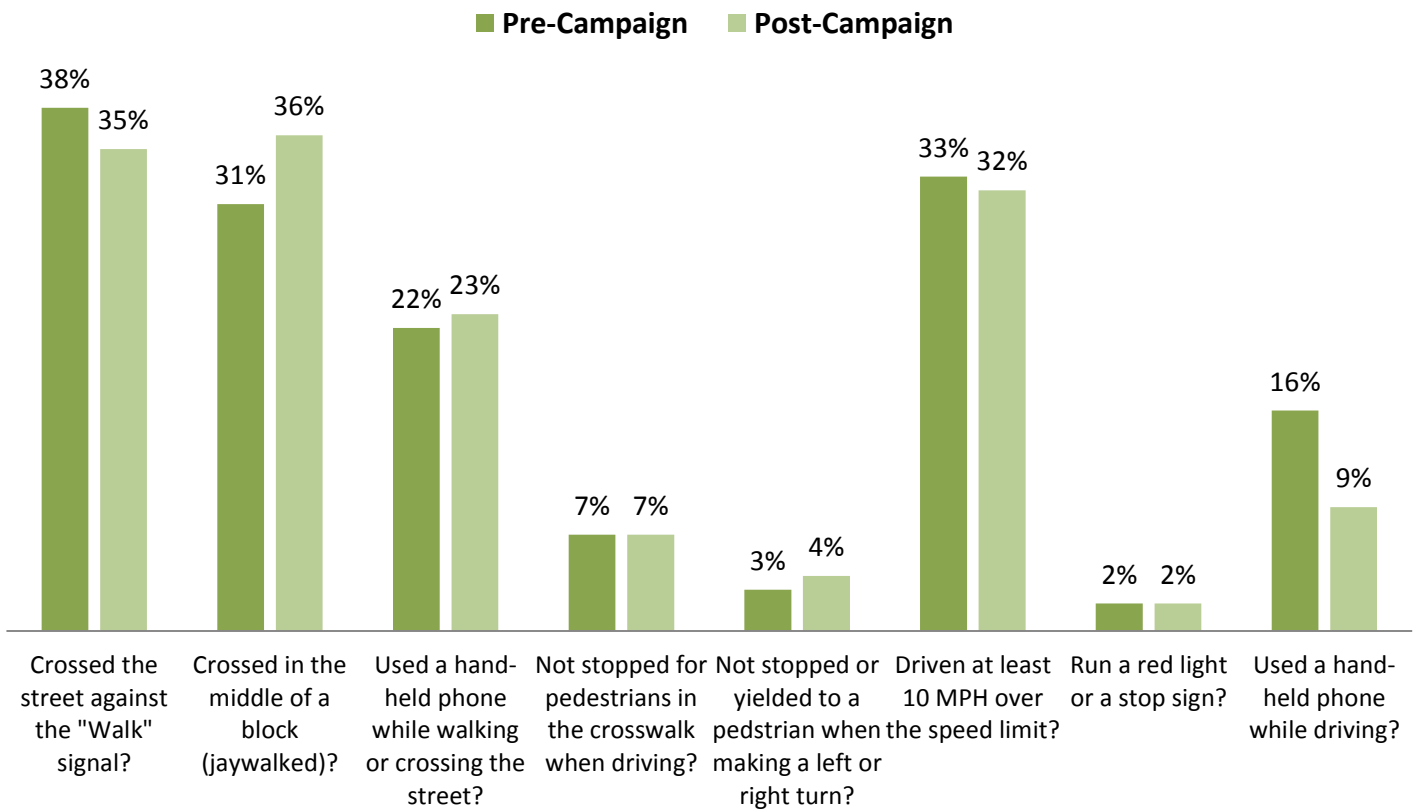
In the past week, have you seen OTHERS (please report the behaviors of other people, not yourself)....

■ Pre-Campaign ■ Post-Campaign



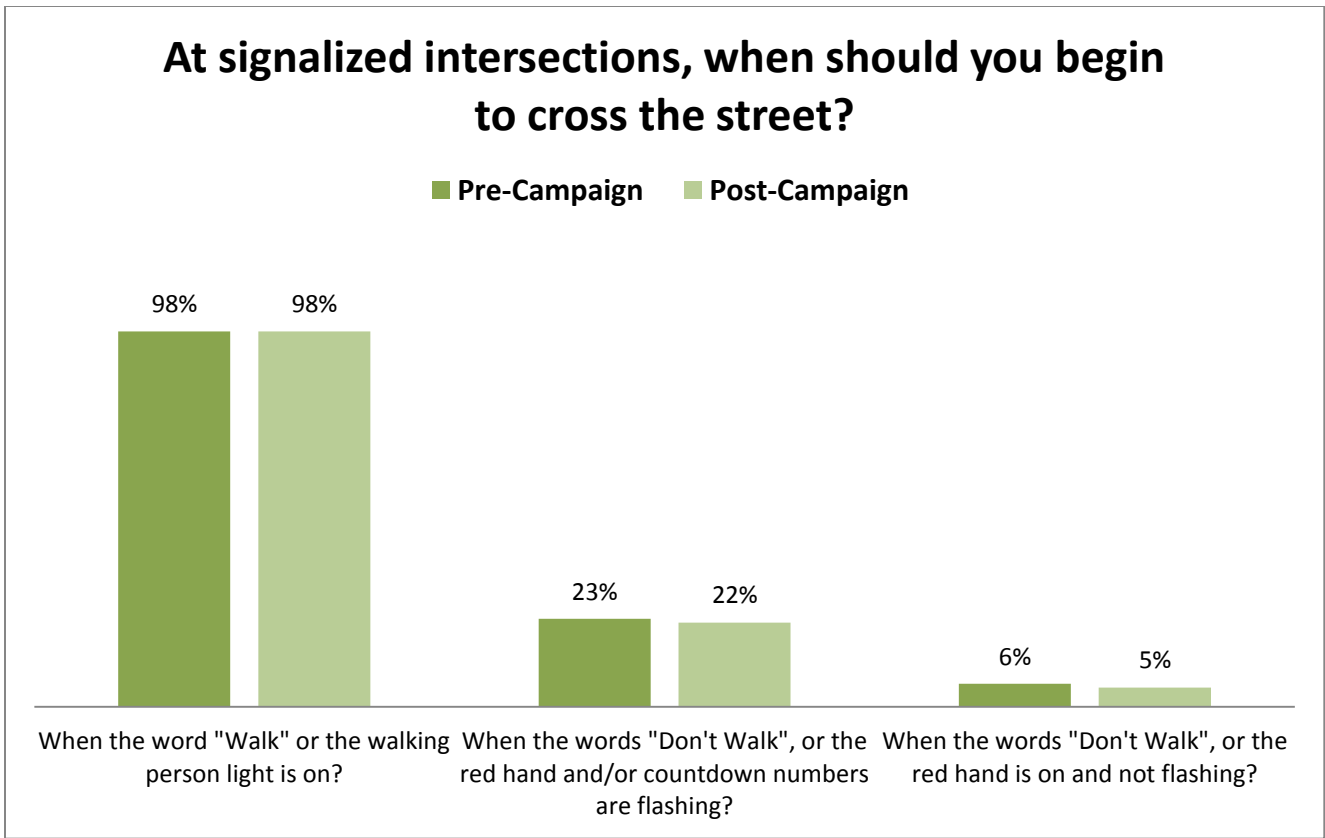
The respondents reported that they observed a decrease in unsafe walking and driving behaviors in all categories except for a 2% increase in observing other 'drivers speeding in areas with a lot of people walking'. Overall, an increase in observed positive behaviors was found in the post-campaign responses.

In the past week, have YOU (please report your own behaviors)



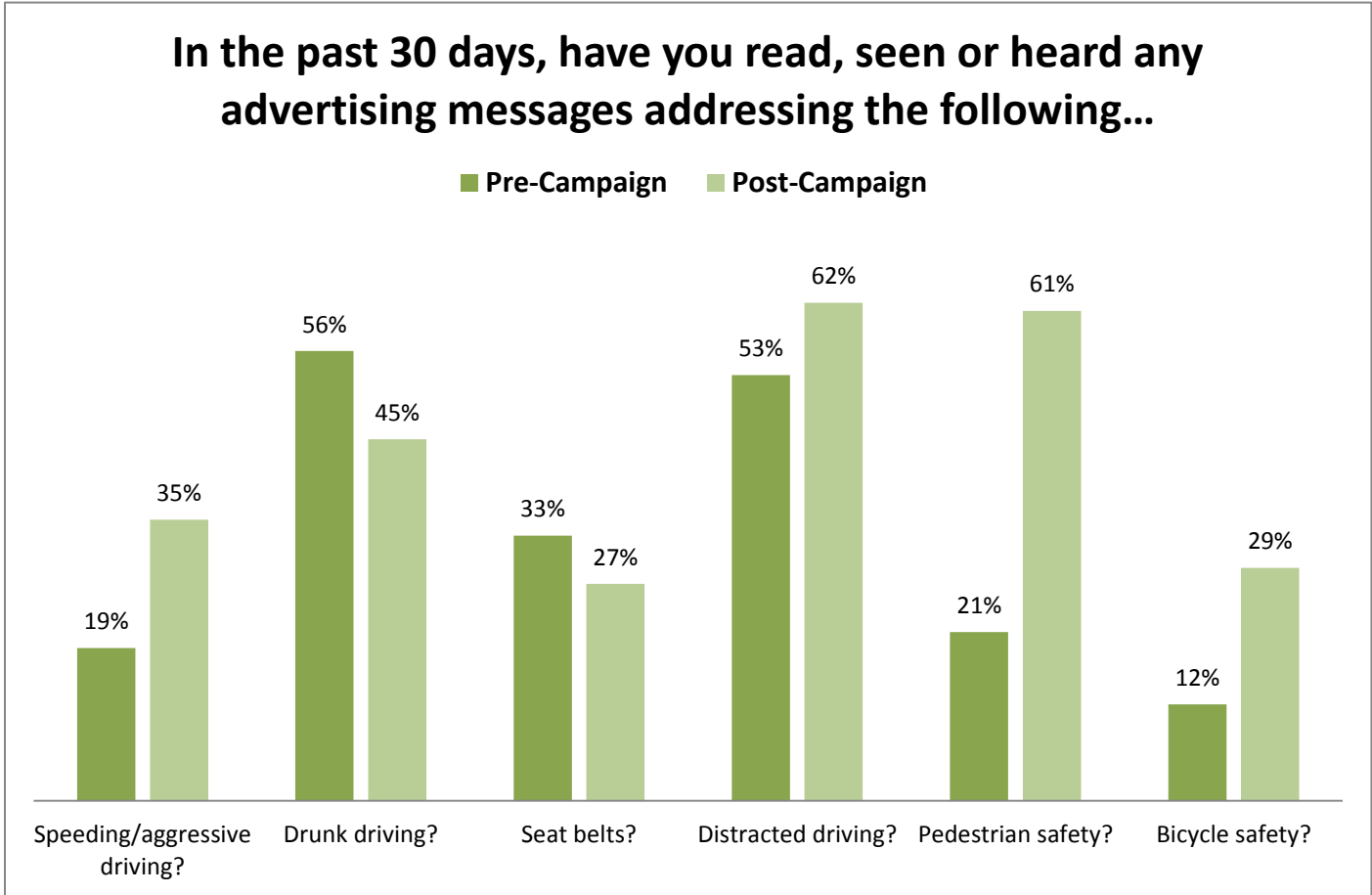
Mixed results were found when the respondents were asked to self-report their own walking and driving behaviors from pre- to post- survey. The most significant change was an 8% decrease was found in respondents who admitted to using a cellphone while driving.

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, 44% of respondents reported seeing a driver run a red light in the pre-survey while only 2% admitted to this violation themselves. This result was consistent in 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.



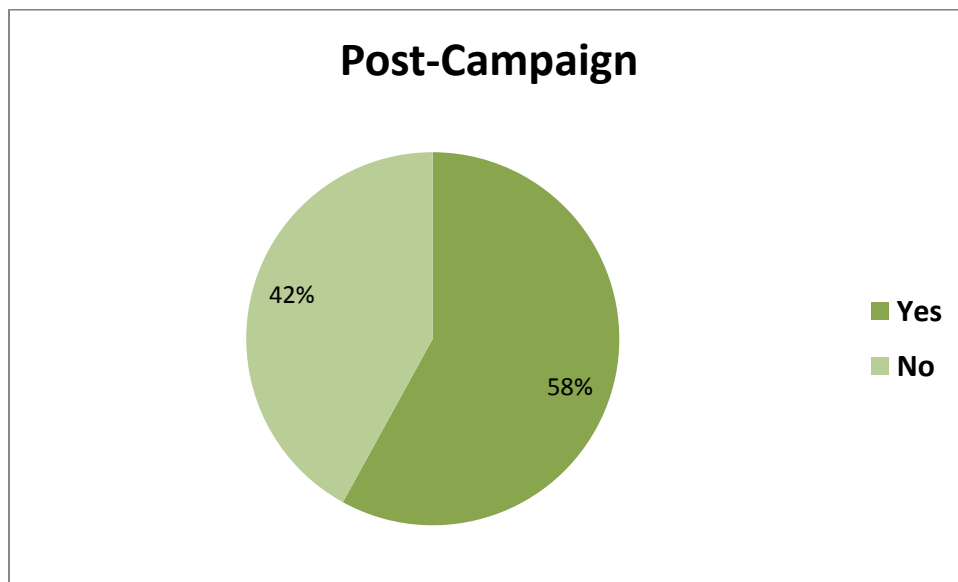
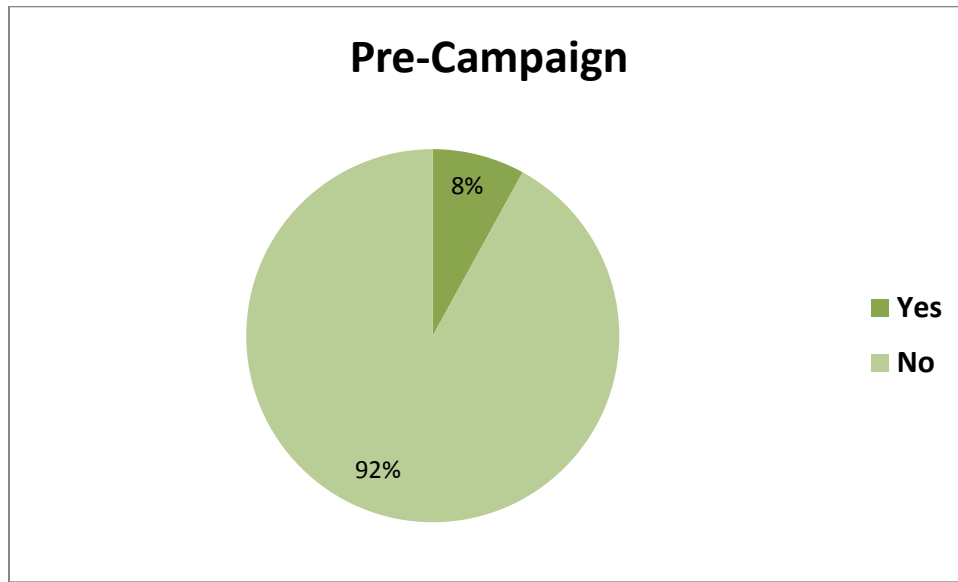
Respondents who completed the survey for Morristown already had a high understanding of correct crossing behaviors. A slight 1% increase in the respondents' knowledge of when to safely cross the street was observed when the "Don't Walk" signal is flashing and when the "Don't Walk" signal is solid.

Safety and Campaign Awareness



Respondents were more aware of driving safety messages associated with the campaign such as speeding/aggressive driving and distracted driving. A 16% increase was seen in the reported exposure to messages regarding speeding/aggressive driving and a 9% increase in exposure to distracted driving messages. There was also a significant 40% increase in awareness of pedestrian safety advertising messages. Although not directly associated with the Street Smart campaign's messaging, a 17% increase in bicycle safety awareness resulted from the presence of the campaign in Morristown.

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?

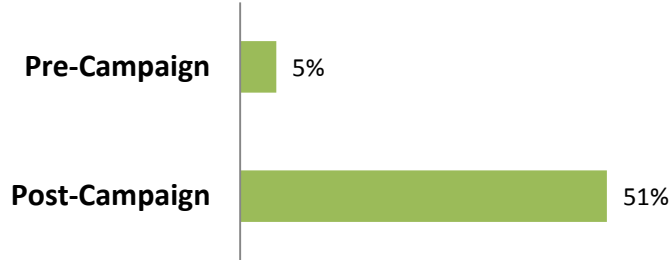


Results show a 50% increase in the respondents' exposure to pedestrian safety messages and the Street Smart name.

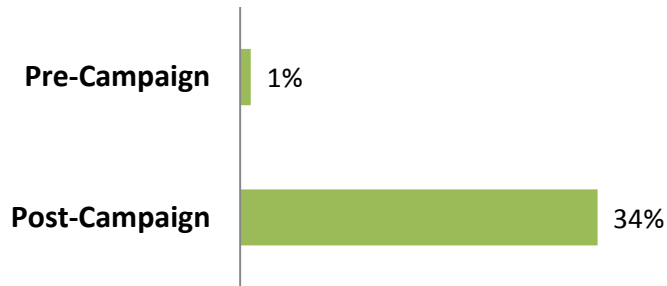
In the past 30 days, have you read or heard any messages similar to the following..



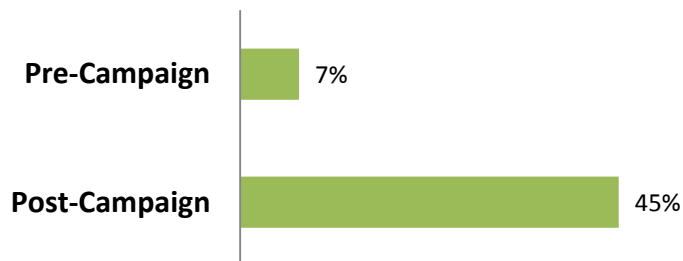
Use Crosswalks



Wait for the Walk

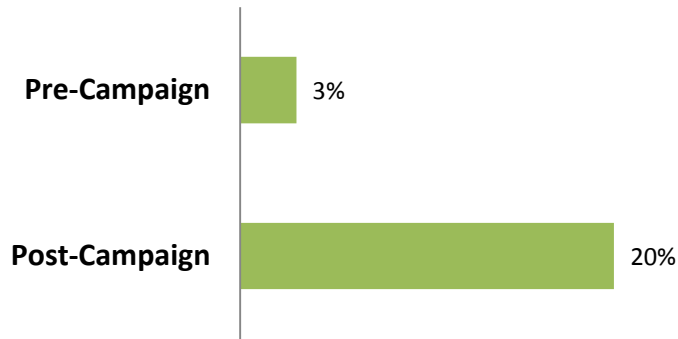


Stop for Pedestrians

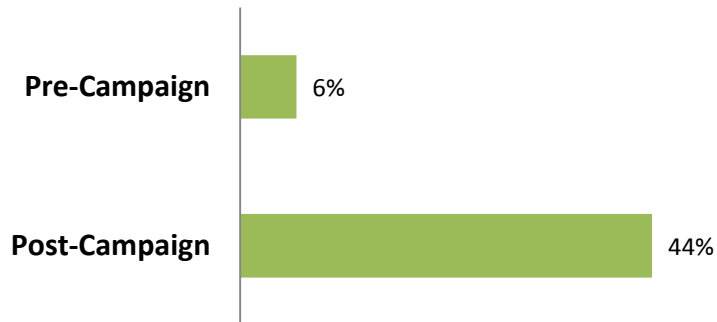




Obey Speed Limits

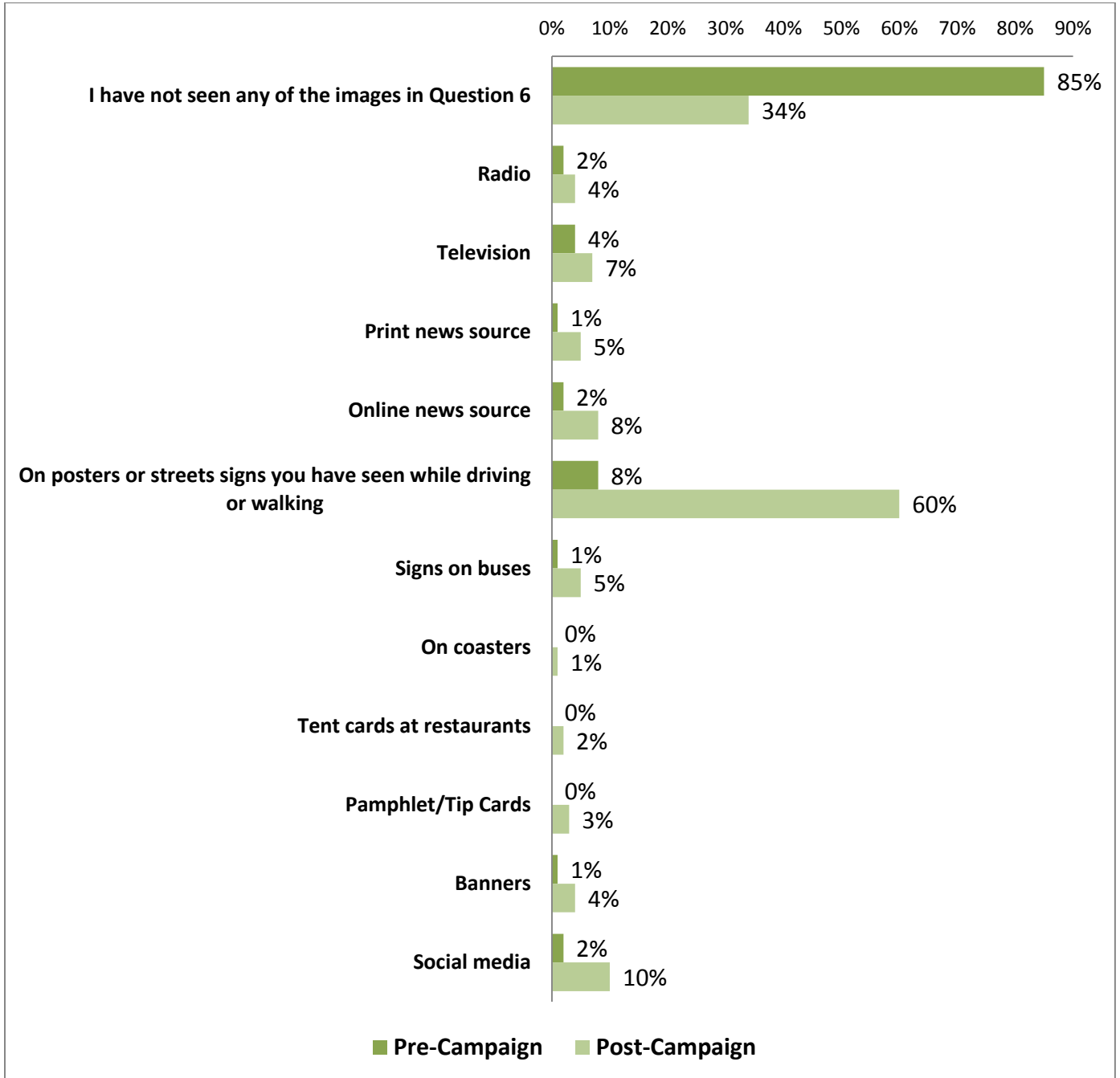


Heads Up, Phone Down

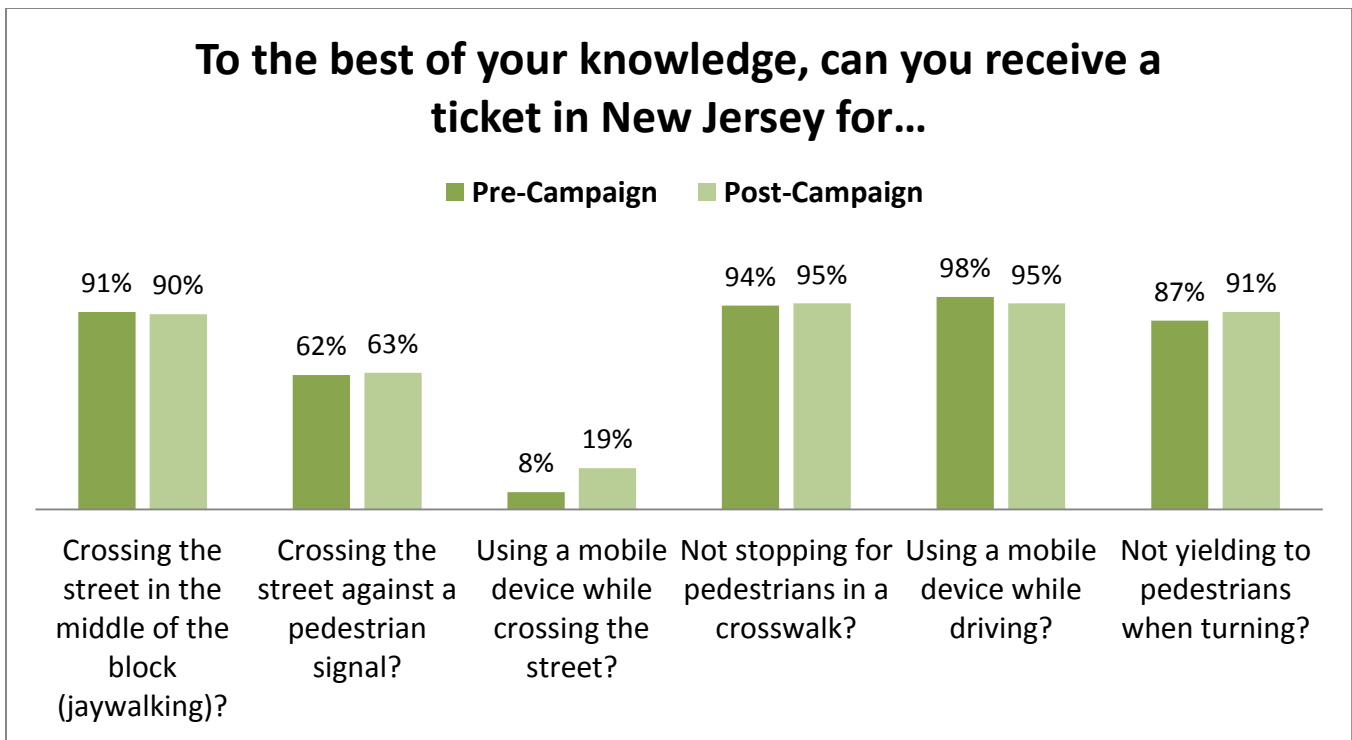


Results showed an increase in recognition of all five vital sign messages with "Use Crosswalks" being the most recognized message. Each individual vital sign message was displayed on streets signs throughout downtown Morristown for the duration of the campaign.

Where have you seen or heard these messages (check all that apply)

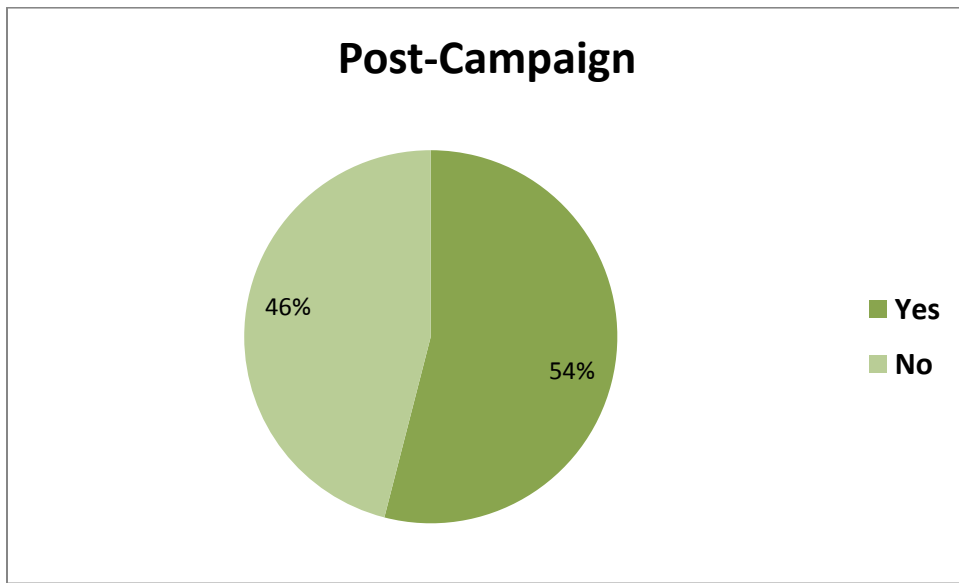
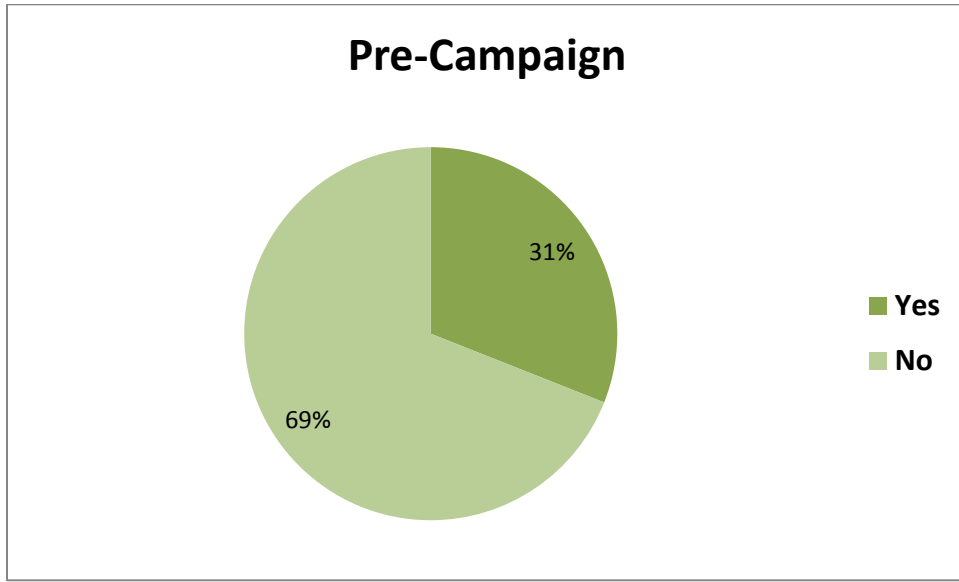


Respondents were asked to report where they had seen the images from the previous question. The results from the post-campaign survey showed that there was a 51% decrease in respondents reporting that they had not been exposed to the Street Smart messages in the pre-campaign survey. There was also a 52% increase in respondents who saw the Street Smart messages on street signs and posters displayed throughout the community. Social media played an important role in raising awareness with an increase of 8% from messages being viewed by participants. More on the campaign's outreach and awareness efforts can be found on page 44.



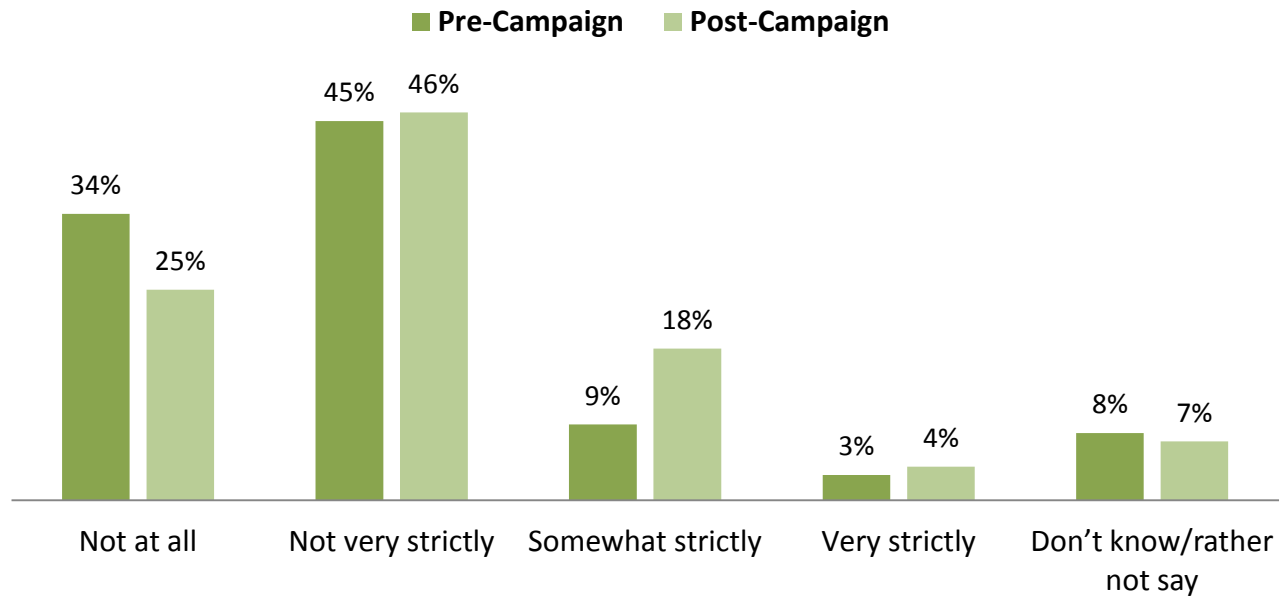
Results from the pre-survey showed that the respondents already had a high rate of understanding of New Jersey's pedestrian and driving safety laws. Only slight increases or decreases occurred in the data from the pre- to post- campaign surveys. The most significant finding occurred in the 11% increase in respondents believing that they could receive a ticket for using a mobile cellphone while crossing the street. This shows that respondents are aware of the dangers of being distracted by a cellphone while crossing and were responsive to the "heads up, phones down" vital sign message. However, crossing the street while using a cellphone is not yet considered a violation in New Jersey. Statewide attention was brought to the issue of distracted walking as legislation was being introduced while the Street Smart campaign was launching in Morristown.

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



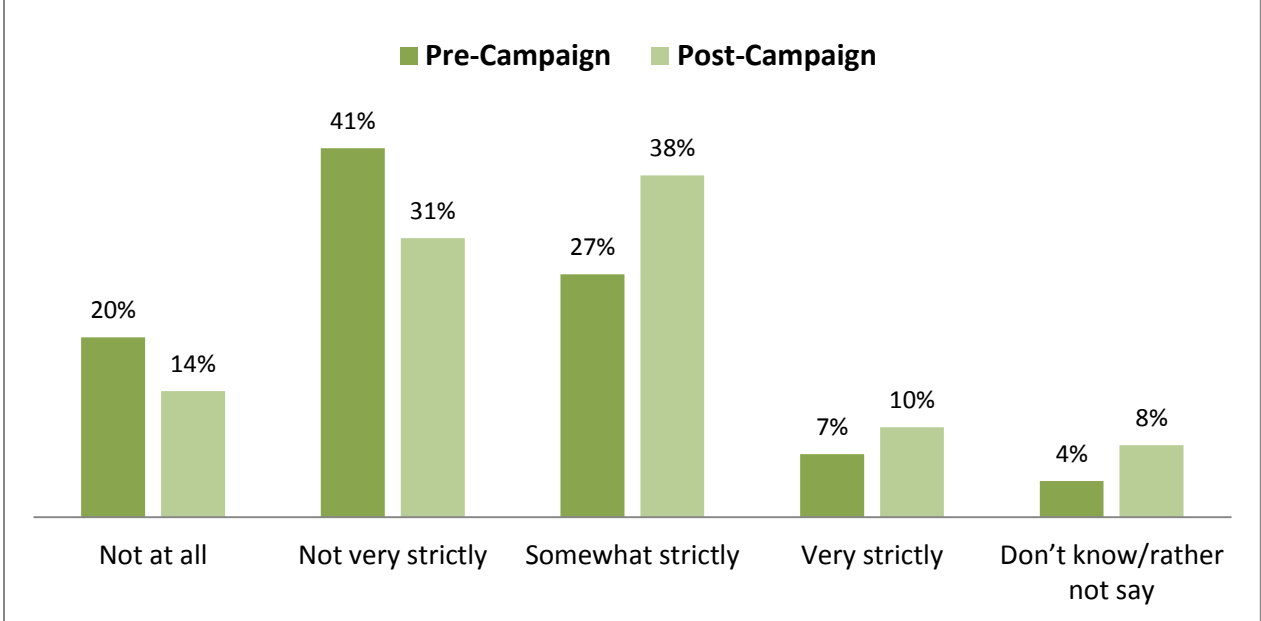
Results show a 23% increase in the respondents' awareness of the pedestrian safety enforcement efforts made by the Morristown Police Department.

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



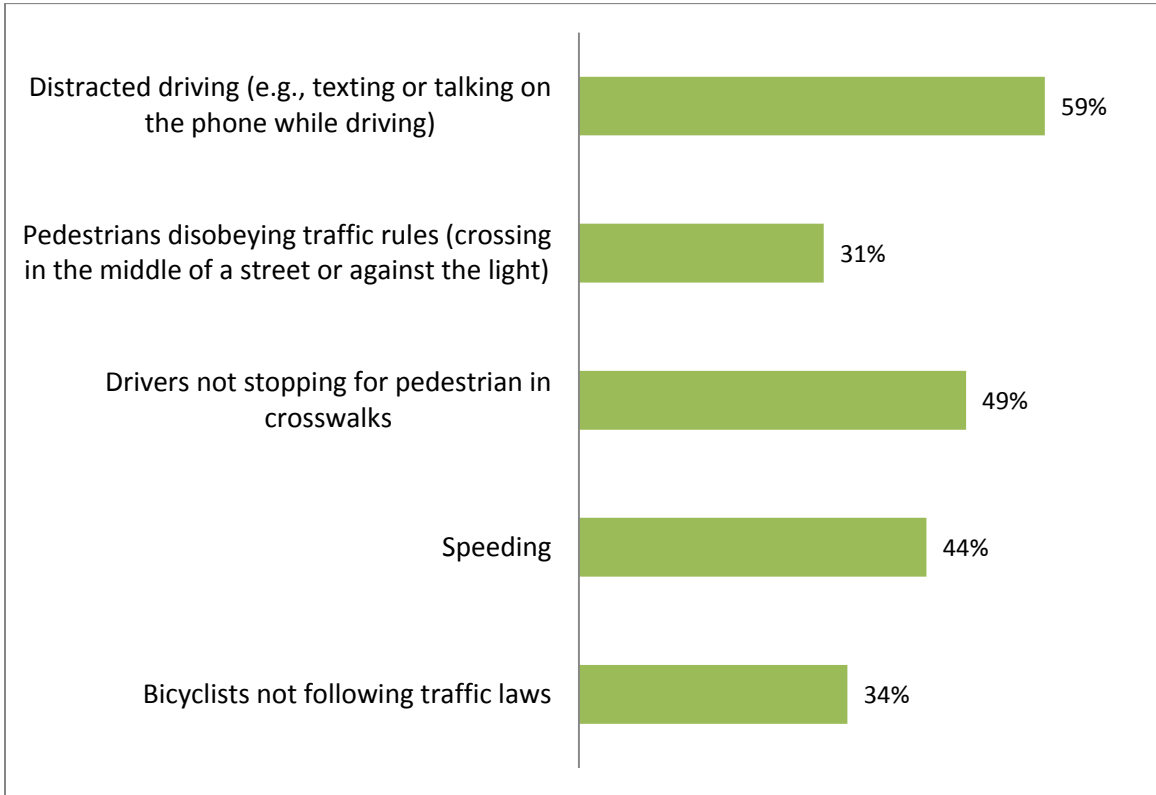
- Before the Street Smart campaign in Morristown, 9% of survey participants felt that the local police department was 'somewhat strict' in enforcing pedestrian safety laws. After the campaign, 18% responded that they felt the police department was 'somewhat strict' in enforcing pedestrian safety laws accounting for an 11% increase.
- In the post-campaign, 9% fewer respondents felt that the police department was 'not (strict) at all' in enforcing pedestrian safety compared to the pre-campaign survey.

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



- Before the Street Smart campaign in Morristown, 27% of respondents felt that the local police department was 'somewhat strict' in their enforcement of driver-related pedestrian safety laws. After the campaign, the post-survey results showed that now 38% (11% increase) felt that the local police department was 'somewhat strict' in their enforcement of speeding or drivers not stopping for pedestrians in the crosswalk.
- 11% fewer respondents felt that the police department was 'not very strict' after the campaign.

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



The responses shown in the graph above only represents what the respondents viewed as a ‘Very Serious’ problem in the community. After the conclusion of the Street Smart campaign in Morristown, respondents overall felt that distracted driving was the most serious problem in their community followed by drivers not stopping for pedestrians in the crosswalk.

Pre-Campaign

Please evaluate the degree to which you agree or disagree with the following statement*					
	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree
Most people obey pedestrian safety laws, such as crossing the street in the crosswalk.	9%	48%	16%	19%	9%
Most people obey driving safety laws, such as stopping for pedestrians and obeying speed limits	7%	36%	16%	28%	13%

Post-Campaign

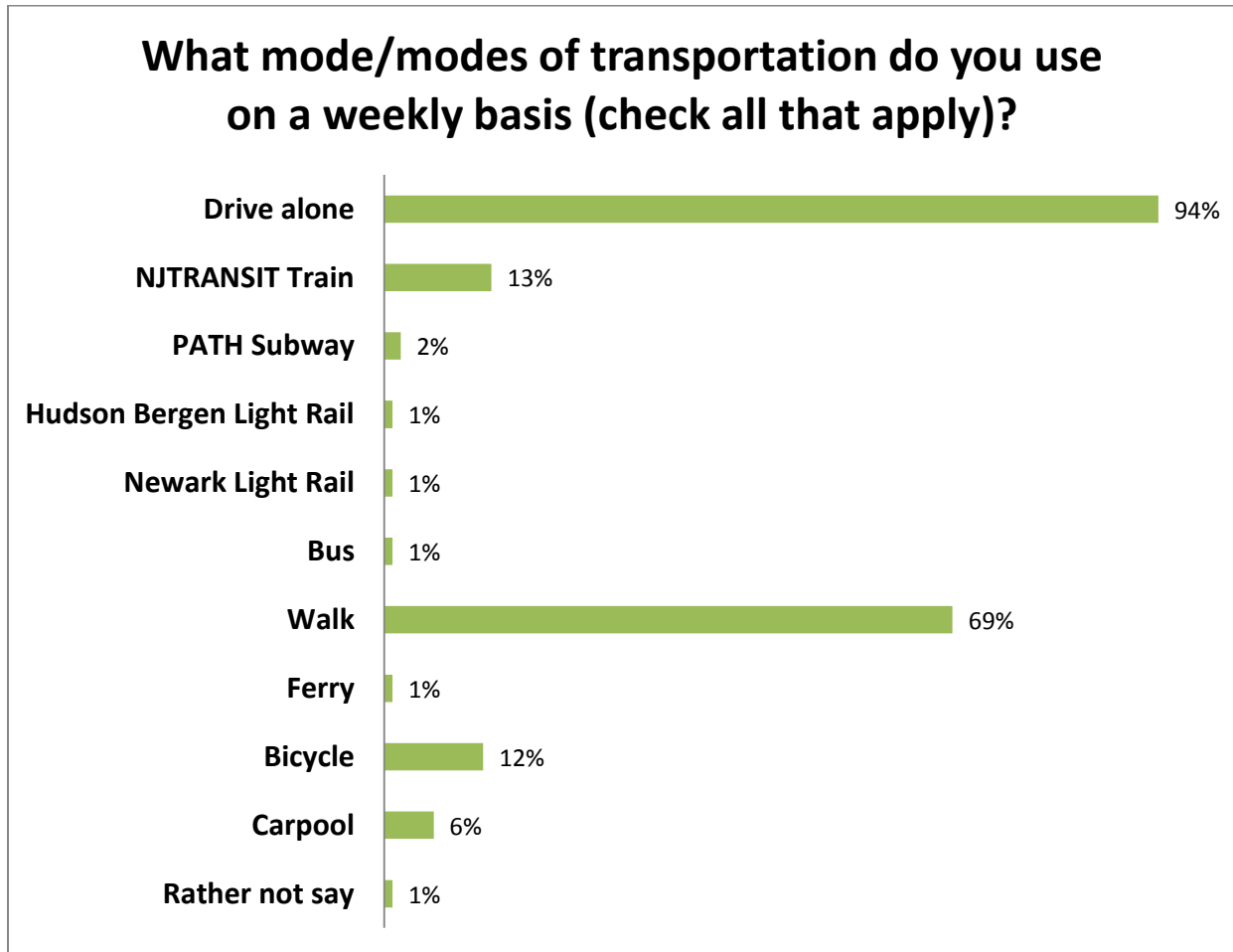
Please evaluate the degree to which you agree or disagree with the following statement*					
	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree
Most people obey pedestrian safety laws, such as crossing the street in the crosswalk.	12%	53%	12%	16%	6%
Most people obey driving safety laws, such as stopping for pedestrians and obeying speed limits	6%	48%	12%	25%	9%

*Percentages may not total 100% due to rounding

Participants were more likely to select 'Somewhat Agree' as their response. From pre-campaign to post-campaign, participants reported a 5% increase in their perception that 'most people obey pedestrian safety laws, such as crossing the street in the crosswalk'. There was also a 12% increase in their perception that 'most people obey driving safety laws, such as stopping for pedestrians and obeying speed limits'. Overall, the respondents had a more positive view of a safe walking and driving culture in Morristown after the campaign was completed.

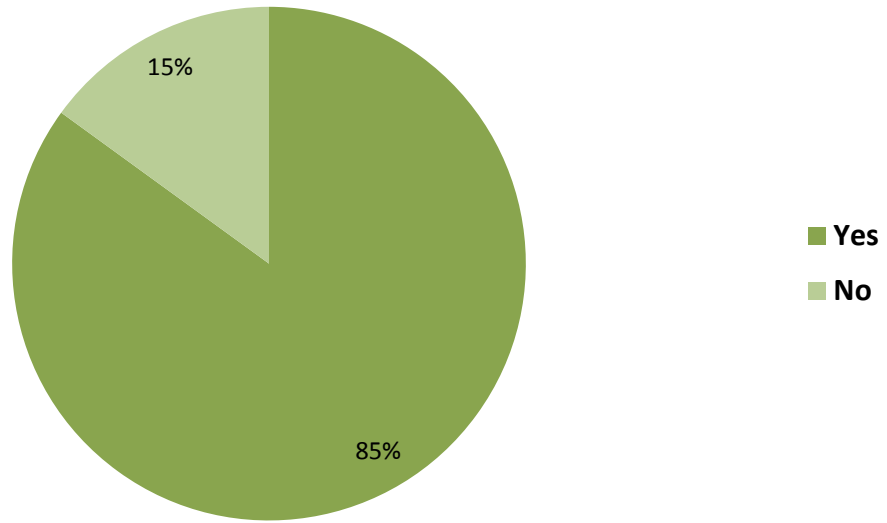
Participant Profile

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



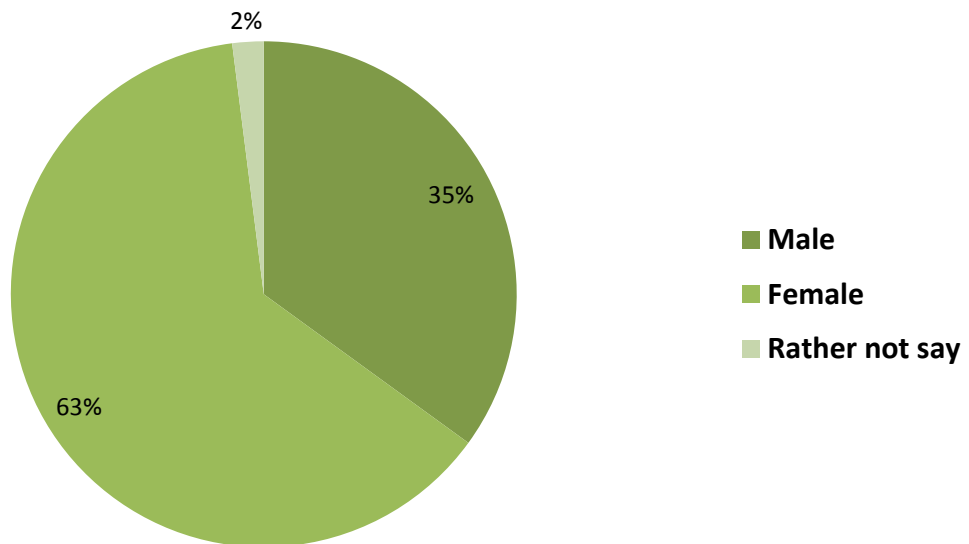
94% of respondents indicated that they drive alone and 69% walk on a weekly basis. These results are typical to suburban areas of New Jersey, like Morris County. Street Smart's messages aimed to address both driver and pedestrian populations to reduce crashes in Morristown.

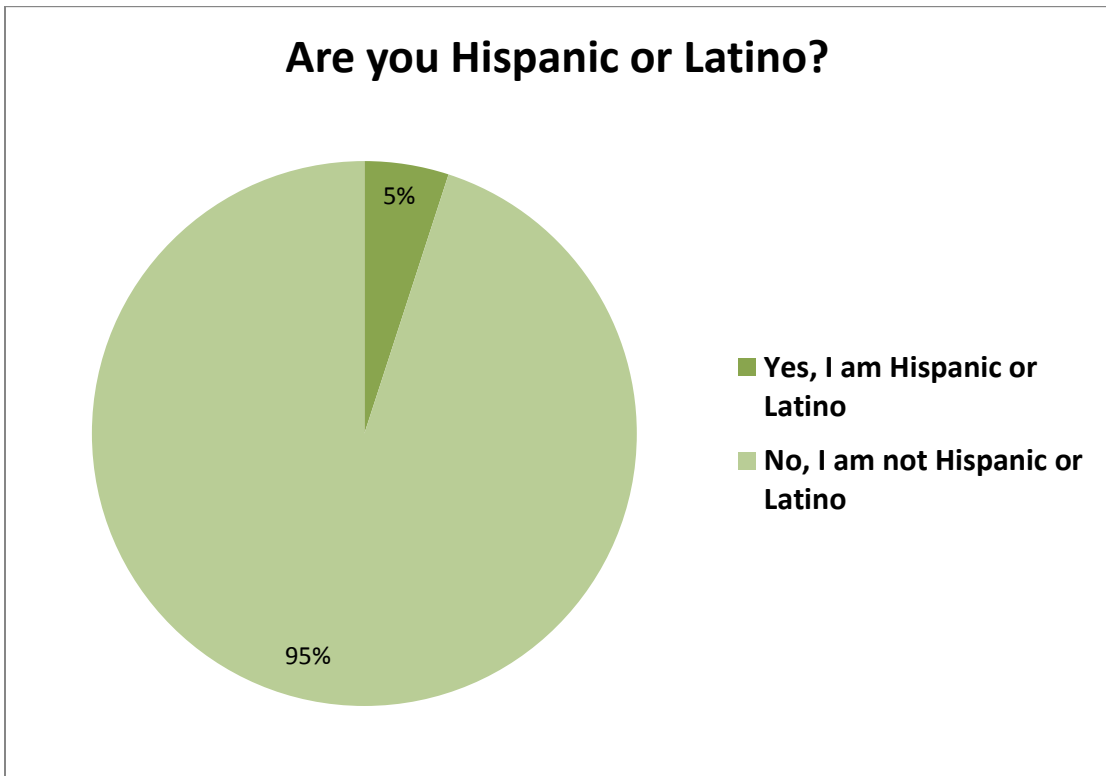
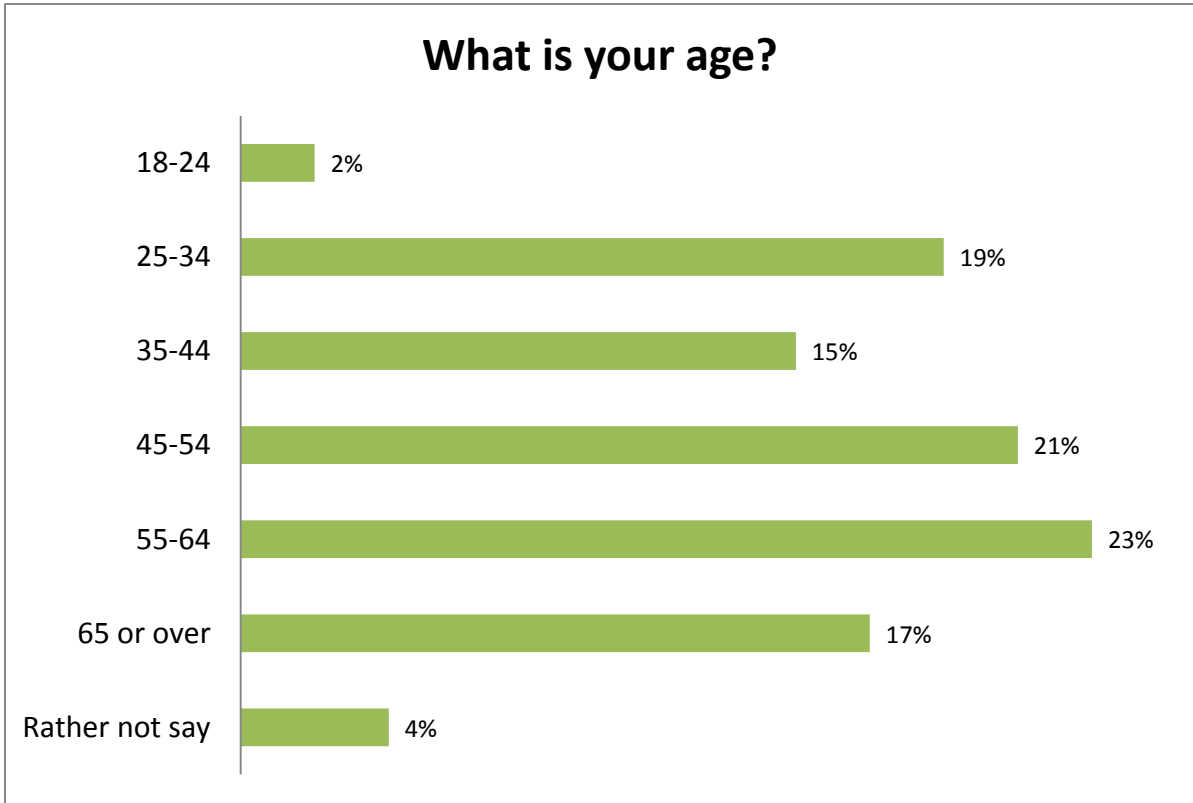
Do you live in Morristown, NJ?

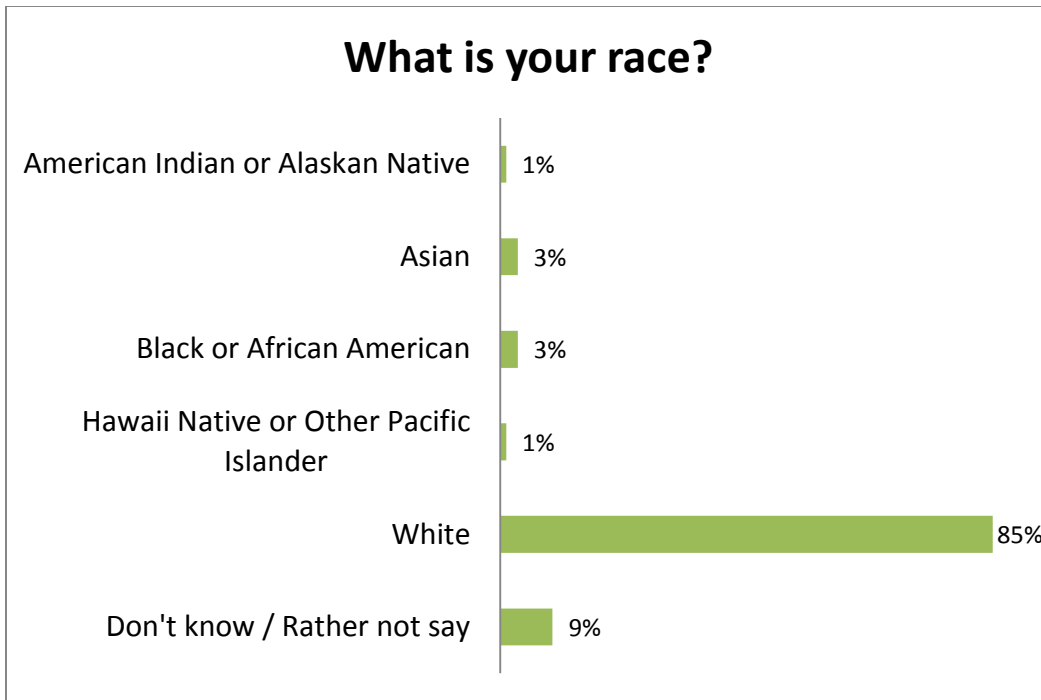


TransOptions only surveyed respondents who either live in Morristown or regularly visit the community for work, school, or other reasons. The pre- and post- intercept surveys first asked respondents to report if they were older than 18 years of age. If the respondent answered "No" they were immediately disqualified. The next questions asked if the respondents lived in Morristown then if they work, go to school or regularly frequent Morristown. If "No" was selected as a response for both questions, the participant was disqualified.

What is your gender?







INTERSECTION OBSERVATIONS

Intersection observations were performed immediately before and after the Street Smart campaign in Morristown in order to observe changes in walking and driving behavior. To control variables, intersection observations were kept consistent and performed for six hours on Tuesdays from 7:00 AM to 1:00 PM.

Pre-Campaign Observation:

Thursday, March 24, 2016, 7:00 AM to 1:00 PM.

Post-Campaign Observation:

Thursday, May 12, 2016, 7:00 AM to 1:00 PM.

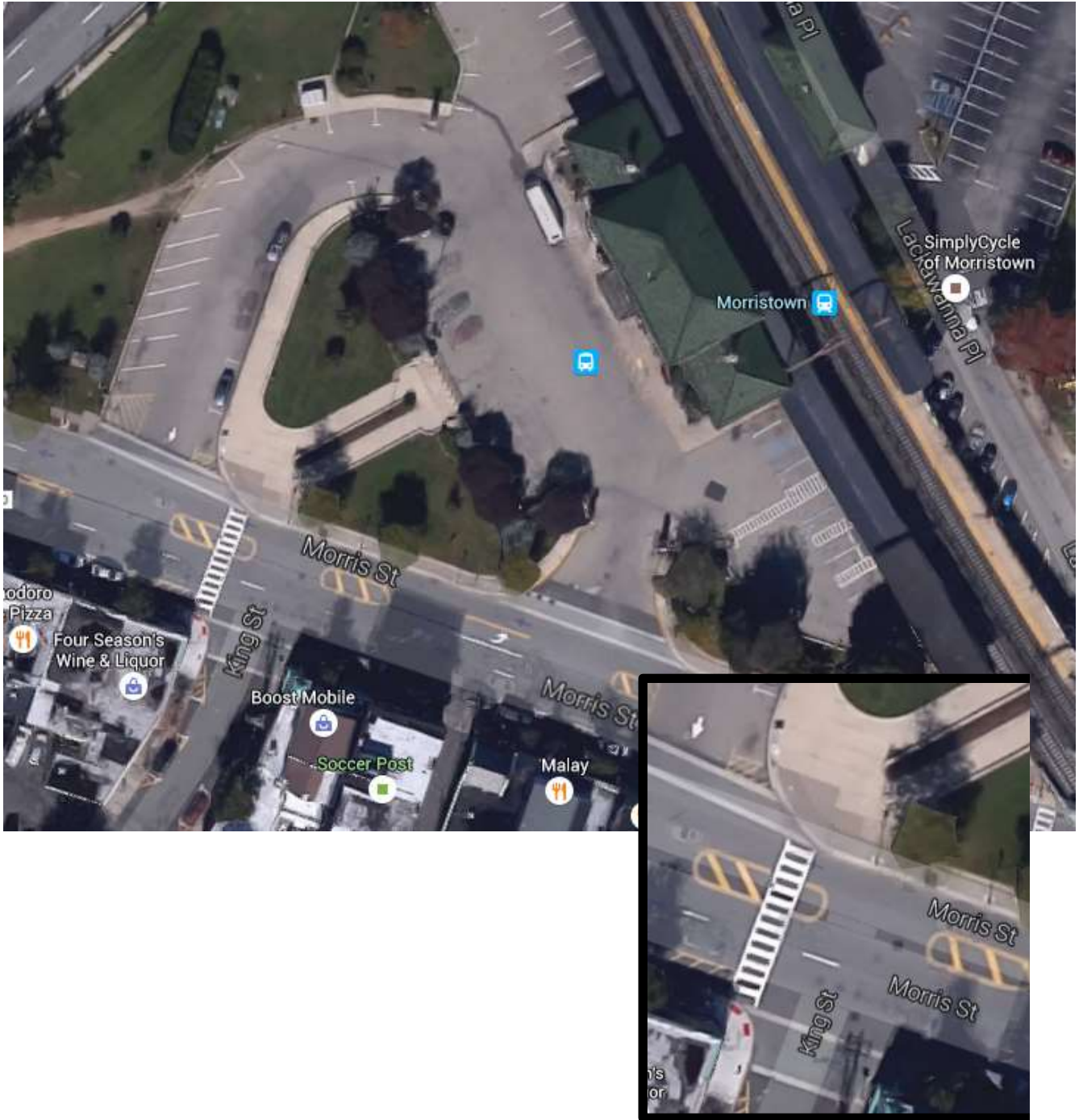
Intersection Overview

The intersection of King Street and Morris Street was selected as the observation intersection site. The Morristown Police Department recommended the intersection due to high pedestrian foot traffic and a high rate of pedestrian-driver conflicts with several near-misses. Plan4Safety also shows that three people were struck while crossing at this intersection between 2013 and 2015. Morris Street is also County Route 510 (CR-510) which stretches from Chester, NJ to Newark, NJ.

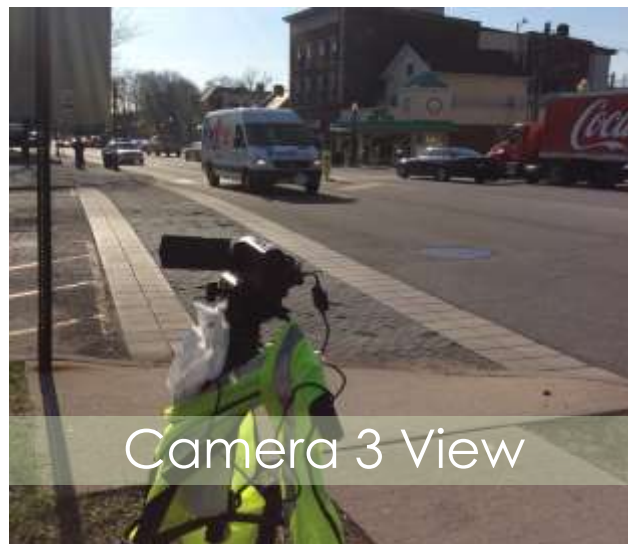


Street Smart Morristown

The observation intersection is non-signalized with a mid-block pedestrian crosswalk. The stretch of Morris Street/CR-510 where the intersection is located contains three travel lanes with two lanes on the eastbound side and one lane on the westbound side. The mid-block crossing allows for direct access to the front entrance of the Morristown Train Station with NJ Transit's Morris & Essex line connecting rail customers directly to New York City and other towns in northern New Jersey. Several bus lines have stops at the Morristown Train Station which also increases pedestrian activity. Morris Street/CR-510 is lined with several businesses and links to an entrance ramp to Interstate 287 North. The businesses and the train station attract pedestrians to the area near the intersection where there is already high vehicular traffic.



Observation Setup



Due to unanticipated construction at the Morristown Train Station starting in late April 2016, the setup of the observations differed from pre- to post- campaign. The front entrance of the train station was closed for repaving which blocked pedestrian access to the front of train station. People walking to and from the train had to use side and rear access points during the construction. This caused major adjustments in pedestrian crossing behavior at the King Street and Morris Street crosswalk. TransOptions also had to make adjustments to the intersection observation setup and data collection.



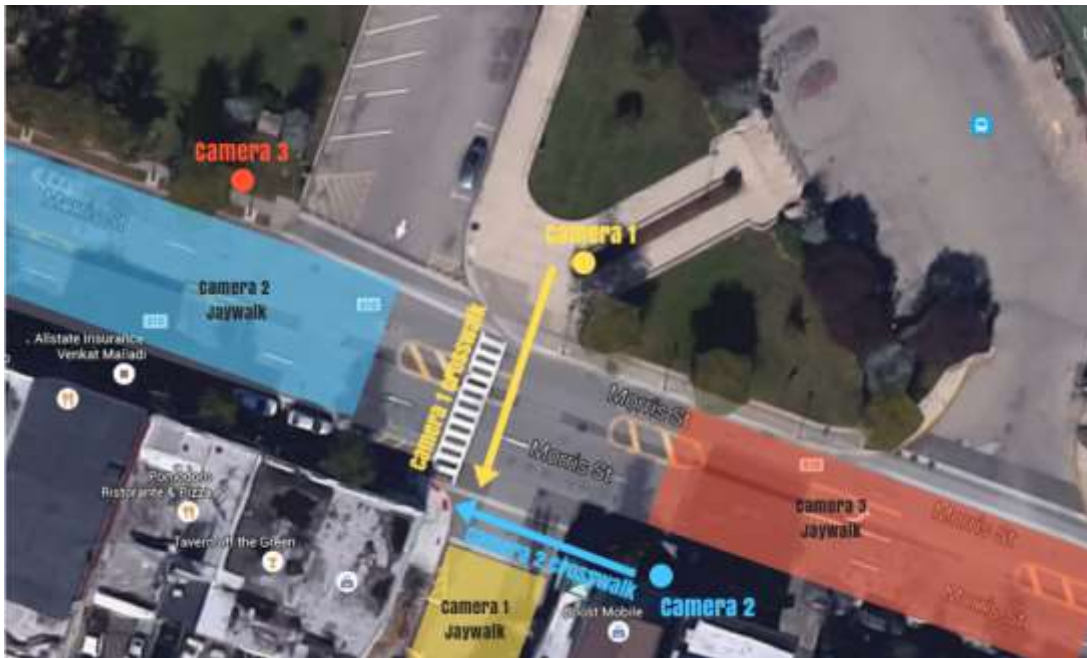
CONTRUCTION AT MORRISTOWN TRAIN STATION – MAY 12, 2016



CONTRUCTION AT MORRISTOWN TRAIN STATION – MAY 12, 2016

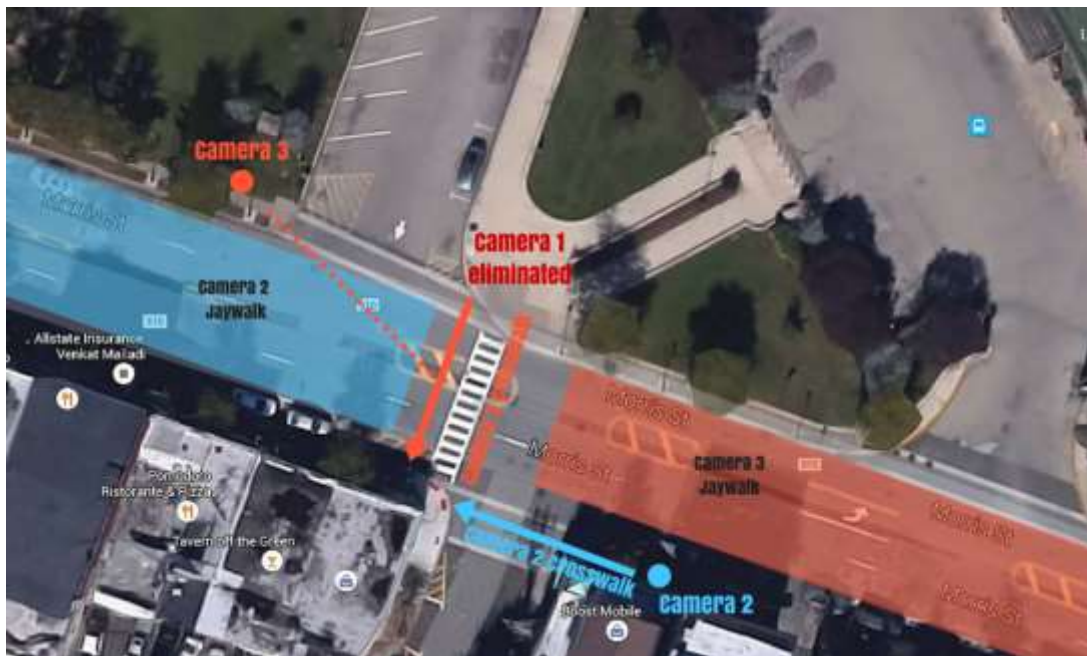
Pre-Observation Setup

Camera 1:	Crosswalk and jaywalking on King Street
Camera 2:	Crosswalk and jaywalking on Morris Street – Westbound
Camera 3:	Jaywalking on Morris Street – Eastbound



Post-Observation Setup

Camera 1:	Crosswalk and jaywalking on King Street
Camera 2:	Crosswalk and jaywalking on Morris Street – Westbound
Camera 3:	Crosswalk 3 and jaywalking on Morris Street - Eastbound



Street Smart Morristown

Once construction commenced at the train station, TransOptions could no longer set up Camera 1 on the front walkway of the train station. For the post-intersection observation, Camera 3 was set up to observe pedestrians using the mid-block crossing on Morris Street and jaywalking. This rearrangement caused Camera 1 to be eliminated from the post-observation session and jaywalking data was not collected on King Street. Observed jaywalking behavior on King Street was not included in the study.

Intersection Observation Results

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

During the pre-campaign observation on March 24, 2016, 668 pedestrians used the crosswalks at the intersection. On May 12, 2016, 428 pedestrians used the crosswalk during the post-campaign observation. The reduction in pedestrians using the crosswalk could be attributed to the construction at Morristown Train Station during the post-campaign observation.

	Pre-Campaign	Post-Campaign	% of Reduction
	Not Compliant	Not Compliant	
Pedestrians crossing mid-block	37	32	14%

Mid-block crossing/jaywalking was only marked as a non-compliant behavior. Pedestrians that crossed outside of the crosswalk further up Morris Street were counted as not compliant as long as the action was captured by the cameras. A 14% reduction was observed in jaywalking behavior from pre-campaign to post-campaign.

	Pre-Campaign			Post-Campaign		
	Compliant	Not Compliant	% Non-Compliant	Compliant	Not Compliant	% Non-Compliant
Cars failing to stop for pedestrians in or at the crosswalk	214	441	67%	168	185	52%

After the intersection was re-observed in the post-campaign, 15% fewer drivers were non-compliant when a pedestrian was in or at the crosswalk compared to the pre-observation.

Mid-block crossing / Jaywalking



Non-Compliant Crossing

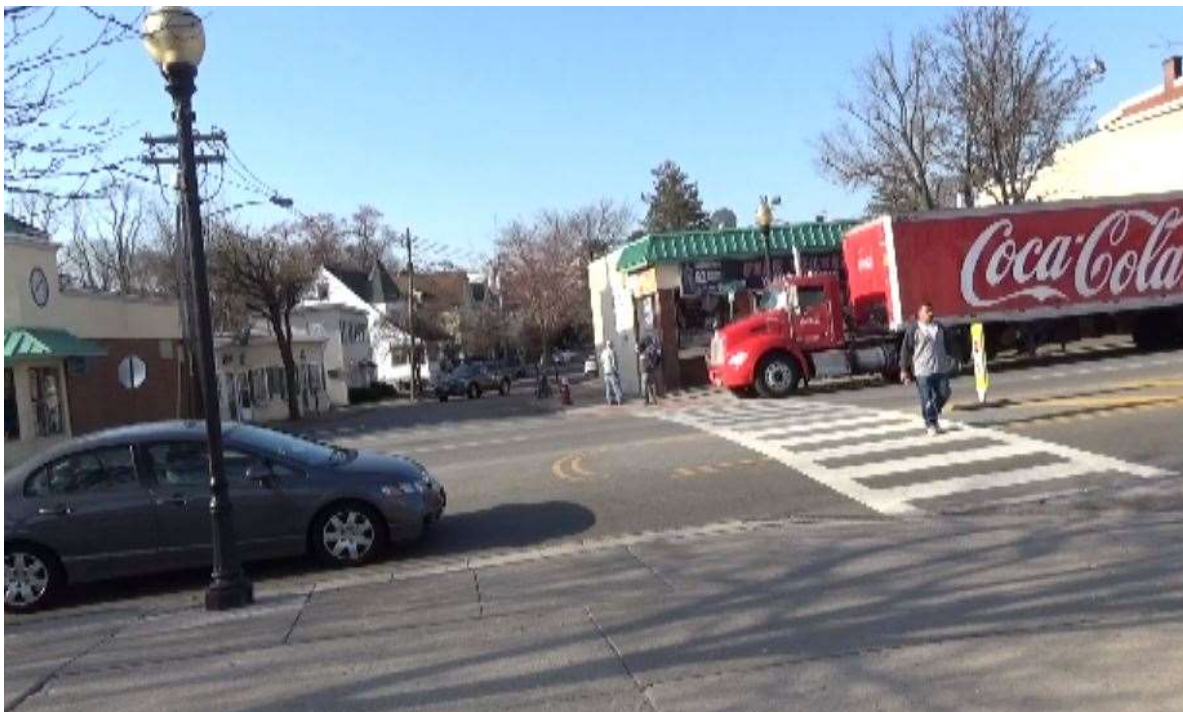


Non-Compliant Crossing

Drivers stopping for pedestrian in or at the crosswalk



Non-Compliant



Compliant

Drivers yielding to pedestrians when turning from Morris Street on to King Street



Non-Compliant Turning



Compliant Turning

Near Misses



During the observation, it was noted that there was a high rate of driver/pedestrian conflict similar to the image above. In this situation, Driver #1 is the first to arrive at the crosswalk. While Driver #1 is stopped at the crosswalk for the pedestrian, Driver #2 may not acknowledge that Driver #1 is stopped at the crosswalk. Driver #2 will continue through the crosswalk while the pedestrian is making their way across the roadway. This is a dangerous situation that is common with two travel lanes. Several near misses were observed in both the pre-and post-observation. In the photos above, Driver #2 had to stop short in order to avoid hitting the pedestrians in the crosswalk.

Campaign Kickoff

Morristown's Street Smart campaign was formally launched at a press conference at Morristown Town Hall on March 29, 2016. The speakers at the press conference included John F. Ciaffone, President of TransOptions, Mary K. Murphy, Executive Director of NJTPA, Morristown Mayor Timothy Dougherty, Renay Durling-Grover, Trauma Program Coordinator at Morristown Medical Center, Morris County Freeholder Director Kathryn DeFillippo, and State Assemblyman Anthony Bucco. Each speaker highlighted the importance of pedestrian safety for not only Morristown, but for Morris County and the State of New Jersey. Representatives from Morristown, Morris County, and the State attended the kickoff event. The event was covered by NJTV, the Daily Record, TAPinto Morristown, and Morristown Green.



Enforcement

The Morristown Police Department dedicated 148 enforcement hours to the Street Smart campaign. Overtime enforcement hours were funded through the Pedestrian Safety Education and Enforcement fund from the New Jersey Division of Highway Traffic Safety.

Officers used selective crosswalk observations by officers in patrol vehicles and on bicycles. Morristown Police Department chose not to use the Cops in the Crosswalk Decoy Program as there is more than an adequate amount of pedestrian activity in Morristown.



Enforcement of pedestrian safety laws was increased throughout the town of Morristown. Areas of enforcement included the observation intersection at Morris Street and King Street. Other focus intersections included South Street and Community Place, Speedwell and Flagler, Speedwell and Henry Street, and the area surrounding the Morristown Green which includes North Park Place, South Park Place, East Park Place, and West Park Place. These areas were selected due to the volume of pedestrian and vehicular traffic as well as known crashes involving pedestrians. The roads around the Green were chosen as a focus due to the high rate of jaywalking activity in the area.



Active police enforcement took place from April 4 – May 31, 2016. Morristown Police gave out warnings to pedestrians and drivers from April 4th to April 8th then issued tickets for the remainder of the enforcement period.

A total of 189 warnings and 779 summonses were issued during the Morristown's Street Smart campaign including:

- Failing to stop for pedestrians: 46 summonses, 35 warnings
- Jaywalking: 15 Summonses, 90 warnings
- Crossing against the traffic signal: 12 summonses, 18 warnings
- Cellphone use: 65 summonses

Infrastructure

During the Street Smart campaign in Morristown, Bike and Walk Morristown, a volunteer organization dedicated to improving bicycling and walking in Morristown, reviewed the push buttons at signalized intersections. 41 signalized intersections were surveyed and push buttons were tested by Bike and Walk Morristown to determine how the devices affect walking behavior and safety. Recommendations for push button improvement were presented to the Morristown's council's Bicycle and Pedestrian Task Force.

Education and Outreach

TransOptions employed several efforts to spread the Street Smart message throughout the community in Morristown by partnering with several organizations, businesses, and schools.

MATERIALS

Street Smart materials were purchased by the Morristown Police Department through the Pedestrian Safety Education and Enforcement Fund from the New Jersey Division of Highway Traffic Safety. Campaign materials included tip cards, posters, banners, and street signs. Additional items, such as table tents and coasters, were also purchased for the campaign and distributed to local businesses. TransOptions and the Morristown 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. A team of TransOptions staff members, with help from the Morristown Partnership, met with local businesses throughout Morristown to distribute the items.



Material Quantities

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

- 23,500 tip cards
- 800 posters
- 80 street signs
- 8 banners
- 2 bus decals

Approximately 30% of each item was printed in Spanish in order to reach Morristown's large spanish-speaking population.

CHECK YOUR VITAL SIGNS

Local police are enforcing pedestrian laws



Stop for pedestrians



Obey speed limits

▶ Drivers:
Motorists in New Jersey MUST stop for pedestrians in a marked crosswalk. Failure to observe the law may subject you to one or more of the following:

- 2 points
- \$200 fine (plus court costs)
- 15 days community service
- Insurance surcharges

(C.39:4-36)



Wait for the walk



Use crosswalks

▶ Pedestrians:
The law is clear, pedestrians must obey pedestrian signals and use crosswalks at signalized intersections. Both carry a \$54 fine for failure to observe the law.
(C.39:4-32 and 33)



STREETSMART
BeStreetSmartNJ.org

**TOWARD
ZERO
DEATHS**

CHECK YOUR VITAL SIGNS

Your life is on the line

- ▶ Cross at corners and intersections. Use marked crosswalks where available. 
- ▶ Before crossing look left, right, then left again. 
- ▶ Use pedestrian buttons and begin crossing the street on the "Walk" signal. 
- ▶ Use sidewalks or walk facing traffic where there are no sidewalks. 
- ▶ Watch out for vehicles turning right on red. 
- ▶ Be visible at night and in inclement weather. 
- ▶ Walk sober.
- ▶ Eliminate all distractions.



TransOptions
TransOptions.org/street-smart

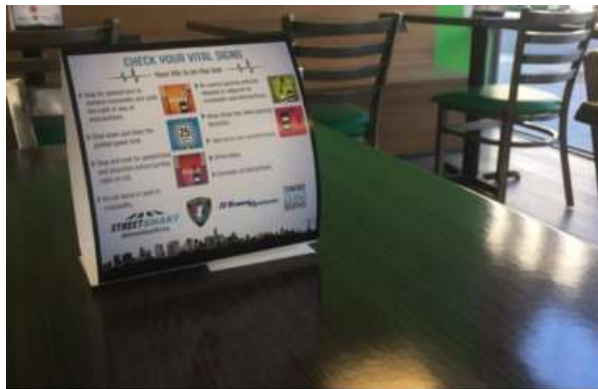


Street Smart Morristown Tip Cards



Messages on campaign posters, street signs and banners

Street Smart Morristown



Colonial Coach Bus

The Colonial Coach is a free transportation service for Morristown residents that connects people to shopping and other locations throughout Morristown. During the Street Smart campaign, two decals with Street Smart messaging were placed on the sides of the bus. The Colonial Coach served as a moving advertisement to raise awareness of Street Smart.



LOCAL OUTREACH CONTRIBUTIONS

Many local businesses were eager to support the Street Smart message. Most offered to display posters in their windows and hand out tip cards to their customers. Many restaurants and bars helped spread the message by using Street Smart table tents and coasters. Tip cards, posters, banners, table tents, coasters and other Street Smart messages were displayed at the following locations:

- Shops, restaurants, bars, and organizations on South Street, Morris Street, Speedwell Avenue, and around the Green.
- Morristown Medical Center
- MAYO Performing Arts Center
- ShopRite of Greater Morristown
- Morristown Town Hall
- Morristown Police Department
- Morristown Public Library
- Morristown High School
- Morris County Tourism Bureau
- Marty's Reliable Cycle
- Visiting Nurse Association
- Morristown Parking Authority

COMMUNITY OUTREACH & EVENTS

TransOptions specializes in transportation safety education programs and community outreach. During Street Smart, TransOptions focused its safety education programs in Morristown with a variety of outreach initiatives and community events.



- WMTR Radio based in Cedar Knolls, NJ, a neighboring town to Morristown, ran 30 Street Smart advertisements on weekdays during a popular morning show from March 28 to May 6, 2016.
- TransOptions received permission from NJ Transit to display the police department's variable messaging sign on the train station's property during the campaign.
- Morristown Police Department frequently moved the variable messaging sign throughout Morristown and posted different Street Smart vital signs messages each week.



- TransOptions staff distributed Street Smart tip cards and engaged with attendees of two different shows at the MAYO Performing Arts Center. The MPAC also inserted tip cards in show programs and displayed Street Smart messaging on their marquee sign on South Street
- TransOptions staff presented Street Smart to Morristown High School's driver's education classes. The class emphasized the importance of driving cautiously around pedestrians and the dangers of distracted driving.
- TransOptions presented the Street Smart campaign during a Morristown Town Council meeting urging the town to remain supportive of Street Smart and pedestrian safety initiatives in the community.
- The Unitarian Church distributed Street Smart tip cards on Easter Weekend.
- TransOptions coordinated weekly "Street Teams" where staff members walked around downtown Morristown passing out Street Smart tip cards and engaging with the community on walking and driving safety.
- TransOptions presented Street Smart to Morristown Women in Business urging business owners and representatives to support Street Smart and safe walking and driving in Morristown.
- TransOptions attended an event at ShopRite of Great Morristown where Street Smart tip cards were distributed. ShopRite also took a supply of tip cards to insert with their employees' pay checks.
- TransOptions distributed tip cards one evening at the Morristown Train Station to engage with commuters.
- Street Smart messages were displayed on Morristown Medical Center's TV Channels
- TransOptions presented safe walking to seniors at Morristown's Housing Authority.
- Sussex Avenue School and Alexander Hamilton School hosted TransOptions' Traffic Safety Town program for third to fifth grade students. TransOptions taught approximately 750 students the rules of the road when walking and driving.





TRANSOPTIONS' TRAFFIC SAFETY TOWN PROGRAM

MEDIA COVERAGE & COMMUNITY PROMOTION

Morristown's Street Smart program received coverage in print, web, radio, television and social media platforms.

- Morristown Patch assisted in promoting Morristown's pre-campaign survey.

**How Safe Are Pedestrians In Morristown?
Town Launches Survey**

TransOptions teams up with town for community safety survey.



Morristown, TN



Trending Now Across Pi

1. Gun Violence Filibuster Nearly 15 Hours; Vote
2. Boy's Body Recovered. Gator Attack
3. Walmart Announces Jo About 500 Stores
4. Golf's U.S. Open 2016: J Looks to Defend Title, I TV Times, Tickets
5. Breastfeeding ET Wom by Target Customers, I Man's Verbal Assault


Stay Connected



- Several news outlets attended Morristown's kickoff press conference. NJTV, the Daily Record, TAPinto Morristown, and Morristown Green covered the formal launch of the Street Smart campaign.



Morristown pushes street-smart conduct

 [Peggy Wright, @PeggyWrightDR](#) 2:14 p.m. EDT March 30, 2016



Morristown joins "Street Smart" campaign to improve safety for cyclists and pedestrians. IPHONE

Morristown Launches Street Smart Pedestrian Safety Campaign



By TAP INTO MORRISTOWN CONTRIBUTOR
March 29, 2016 at 8:33 PM

MORRISTOWN, NJ - The Morris County Seat is home to the latest efforts in the statewide *Street Smart* campaign. Speaking in the lobby of Town Hall, Morristown officials and community stakeholders kicked off *Street Smart Morristown*, a month-long pedestrian safety campaign that will run through April.

At a press conference Tuesday morning, Timothy Dougherty,

MorristownGreen.com

HOME ABOUT CALENDAR ON YOUTUBE RSS FEED

'Check your vital signs': Morristown rolls out pedestrian safety program

March 29, 2016 by Kevin Coughlin 1 Comment

Print Email Share Republish

By Kevin Coughlin

Pedestrian safety is a two-way street.

- Street Smart Morristown was mentioned in a Morristown Green article that covered the Morristown Women in Business Meeting.
- Street Smart Morristown was referenced by Morristown Green when the town passed an ordinance banning bicycles from downtown sidewalks.
- The Morristown Partnership highlighted Street Smart in their April newsletter.



Street Smart Morristown

New Jersey's pedestrian injury and fatality rate is double the national average. This is why it's crucial for everyone to put down the phones and check their "vital signs": stop signs, speed limit signs & crosswalk signs, to ensure a safe trip.

Look out for our Street Smart vital signs in Morristown this month!



- The town of Morristown and several local businesses, such as George & Martha's American Grille and The Office Tavern Grille, showed their support for the campaign through social media posts.

George & Martha's
April 4 · 🌐

For the month of April, George & Martha's is joining TransOptions in their Pedestrian Safety Campaign in Morristown.
Distracted and inattentive driving and walking cause crashes in NJ.
#BeStreetSmartNJ



The Office Tavern Grill
April 25 · 🌐

Walk defensively and be ready for unexpected events. Know what's going on around you and don't allow your vision to be blocked by clothing, hats or other items you're carrying. Be street smart. TransOptions
#BeStreetSmartNJ



Town of Morristown, NJ
May 9 · 🌐

Morristown and TransOptions are continuing a safe walking and driving study. Take the survey and enter a raffle for a \$100 Visa Gift Card.

**If you have already taken this survey, you may take it again for a second chance at winning.

Survey: <https://www.surveymonkey.com/r/TOSafety>



Results

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

- Data collection from the speed sentry device showed that there were high rates of compliant and low-risk violators. The speed sentry showed that this trend was maintained from pre-campaign to post-campaign with a slight 1% increase in compliant speeds and a 1% decrease in high-risk speeds. There was also a 1% increase in vehicles that were slowed by the sign
- Intersection observations showed that there was a 14% reduction in mid-block crossing/jaywalking. Respondents in the post-campaign survey reported a 2% decrease in observing others crossing mid-block.
- Intersection observations showed a 15% decrease in drivers failing to stop for pedestrians that were in or at the crosswalk. This behavior change was also supported by a 5% decrease in the post-campaign survey participants' observation of others performing this behavior.
- Intercept survey participants reported observing decreases in seven out of eight categories including people who crossed against the traffic signal (down 4%), people who crossed in the middle of the block (down 2%), people using a hand-held cellphone while crossing the street (down 4%), drivers not stopping for pedestrians in the crosswalk (down 5%), drivers not stopping or yielding for pedestrians when making a left or right turn (down 5%), drivers running red lights or stop signs (down 7%), and drivers using a hand-held cellphone while driving (down 5%).
- Mixed results were found when survey participants were asked to self-report their behaviors when walking and driving, although an 8% decrease was reported in respondents who reported using a cellphone while driving.
- Survey participants had a more positive perception of safe walking and driving behaviors in Morristown. 5% more respondents answered 'Somewhat Agree' on their perception that pedestrians obey safety laws such as crossing the street at a crosswalk. 12% more respondents also answered 'Somewhat Agree' on their perception that most drivers obey safety laws such as stopping for pedestrians and speed limits.

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

- From pre-campaign to post-campaign, respondents were more aware of the correct times to cross the street. A slight 1% decrease was found in pedestrians believing they can start crossing the street when 'Don't Walk' is flashing or when 'Don't Walk' is solid.
- 50% more survey respondents had read, seen or heard advertising messages or signage that mentioned "Street Smart" and/or talked about pedestrian safety
- More participants were aware of advertising messages that directly relate to Street Smart's safety messages. 40% reported an increase in awareness of pedestrian safety messages, 16% reported an increase in awareness of speeding/aggressive driving, and 9% reported an increase in awareness of distracted driving advertisements.
- There was an increase in recognition of all five vital sign messages.
 - Use Crosswalks: 46% increase
 - Wait for the Walk: 33% increase
 - Stop for Pedestrians: 38% increase
 - Obey Speed Limits: 17% increase
 - Heads Up, Phones Down: 38% increase
- 52% more respondents reported being exposed to the Street Smart messages on posters and signs.

- 11% more respondents believe they could receive a ticket for using a cellphone when crossing the street and 4% more respondents were aware that drivers must yield to pedestrians when turning.
- TransOptions coordinated a number of educational opportunities in the community.

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

- Morristown Police dedicated 148 additional hours to the Street Smart campaign.
- 23% of survey respondents were aware of increased enforcement efforts made by the Morristown Police Department.
- More respondents answered that they felt the Morristown Police Department was "somewhat strict" in their enforcement of pedestrian and driving safety laws in the post-intercept survey.

Recommendations

- 59% of respondents felt distracted driving was the most serious problem in the community followed by 49% reporting drivers not stopping for pedestrians. Education initiatives and heavy enforcement from the Morristown Police Department should focus on these safety issues.
- Approximately one quarter of survey respondents believed they should start crossing the street when the "Don't Walk" sign/symbol is flashing. Education and enforcement on the proper behaviors during flashing signals is needed
- Consistent jaywalking enforcement and signage should be focused on the Green to decrease mid-block crossing behaviors.
- Mid-block crossing should be monitored on Morris Street between Elm Street and Pine Street.
- Increased enforcement on New Jersey's stop and stay stopped law should be focused at the observation intersection
- Near misses are common at the observation intersection when pedestrians attempt to cross Morris Street. Morris Street is one lane on the eastbound side but increases to two lanes near the train station. Making Morris Street one-lane in each direction throughout could reduce the possibility of pedestrian-related crashes at the intersection
- Low visibility is a concern in the loading zone on Morris Street near King Street. Several trucks were observed parking on the crosswalk, decreasing visibility for drivers and forcing pedestrians to step out into the crosswalk to view oncoming vehicular traffic. Relocating the loading zone will improve safety for pedestrians.



Street Smart Morristown

- A curb cut with no connecting crosswalk exists approximately 60 feet from the mid-block crossing on Morris Street. Removing the curb cut would encourage more pedestrians to cross at the existing mid-block crosswalk.



- Installing bollards at the corner of King and Morris could increase visibility for pedestrians in the mid-block crossing by preventing drivers from parking in the loading zone and on the crosswalk.



- It was noted that at times when drivers do not stop for pedestrians in the crosswalk at Morris Street, pedestrians are forced to stand in the middle of the road on the painted yellow median. Constructing a pedestrian island/refuge would assist in protecting pedestrians. Medians are already installed on Morris Street near the intersection of Spring Street.



- A curb extension should be considered for the mid-block crossing on Morris Street. Traffic calming features such as curb extensions and a pedestrian median could reduce the speeds of drivers in the area and shorten the crossing distance for pedestrians.



Street Smart Morristown

- Install traffic calming features on Speedwell Avenue where the speed sentry sign was posted. Narrowing the lanes could encourage drivers to slow down.



- A High-Intensity Activated Crosswalk (HAWK) pedestrian crossing beacon may be a possibility for mid-block crossing at the intersection of King Street and Morris Street.
- The Morristown Police Department should continue education and enforcement of pedestrian safety laws in the community. The priority should be given to drivers failing to stop for pedestrians in the crosswalk at the observation intersection as well as jaywalking on Morris Street and around the Green. Increased enforcement from the Morristown Police Department should continue in these areas.

Conclusion

Street Smart Morristown was a successful collaborative effort between TransOptions, the Morristown Police Department, and the town of Morristown. 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. TransOptions and the Morristown Police Department will continue to focus on pedestrian safety in Morristown and intend to revisit the campaign in 2017. TransOptions' education and outreach programs will continue to be available to the businesses, organizations, and schools of Morristown.



TransOptions

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