

# ***STREET SMART NEW PROVIDENCE***



## **Final Report**

**STREETSMART**

Presented by:

**TransOptions**

## **Acknowledgments**

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

**The New Providence Police Department**

**The Borough of New Providence**

**New Providence School District**

**TAPinto New Providence**

**DeCorso Community Center / New Providence Senior Citizen Center**

**North Jersey Transportation Planning Authority (NJTPA)**

**New Jersey Division of Highway Traffic Safety (NJDHHS)**

***A special thank you to the residents and businesses of  
New Providence, New Jersey for their participation in  
Street Smart New Providence***

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# Street Smart New Providence

## Executive Summary

The Street Smart NJ pedestrian safety campaign was a focused effort in New Providence, New Jersey in April 2018. The campaign was a collaborative effort among TransOptions, the New Providence Police Department, the Borough of New Providence, and local businesses and organizations. As an education and enforcement campaign, Street Smart New Providence included 190 hours of pedestrian safety law enforcement by the New Providence Police Department as well as multiple educational outreach events coordinated by TransOptions. The program was evaluated through pre- and post-campaign surveys, pre- and post-campaign intersection observations, and TransOptions' speed sentry. The evaluations showed that the Street Smart campaign in New Providence 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 data produced from TransOptions' speed sentry device showed a 12.3 percent increase in compliant speeds from drivers traveling in the study area. New Providence's Street Smart campaign also resulted in a 14 percent increase in public awareness of the New Providence Police Department's enforcement efforts of pedestrian safety laws, a 22 percent increase in the community's awareness of pedestrian safety-related advertising messages, and a 38 percent increase in awareness of the Street Smart campaign's presence in New Providence in April 2018. While the analysis method described in this report does not represent a valid statistical analysis by scientific standards, it is illustrative and qualitative in nature to suggest potential benefits of the campaign.

## 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 U.S. Department of Transportation and Highway Traffic Safety (HTS) resources, as well as through substantial local in-kind contributions.

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, the New Jersey Division of Highway Traffic Safety (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. New Jersey ranked 17th in the nation in pedestrian fatalities in 2016, according to the National Highway Traffic Safety Administration. In 2017, 184 pedestrians died as a result of pedestrian-vehicle crashes, according to the New Jersey State Police. From 2013 through 2017, 824 pedestrians were killed on New Jersey's roads and more than 17,000 were injured, according to the National Highway Traffic Safety Administration. That translates into one death every 2 days and 12 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 New Providence

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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 70 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 New Providence as one of three municipalities to conduct a Street Smart pedestrian safety program in the fiscal year from July 1, 2017 – June 30, 2018.

### New Providence, Union County, New Jersey

New Providence is located in Union County, covering approximately 3.665 square miles with a population of 12,171, according to the 2010 U.S. Census.

New Providence is home to a walkable downtown with stores and restaurants and two NJ Transit train stations, both providing access to New York City and other towns in northern New Jersey. The borough and police department have a history of engaging in pedestrian safety initiatives, including an active involvement in Safe Routes to School programs and the placement of pedestrian flags at most crosswalks in the borough to help increase pedestrian visibility and driver attention to people walking.

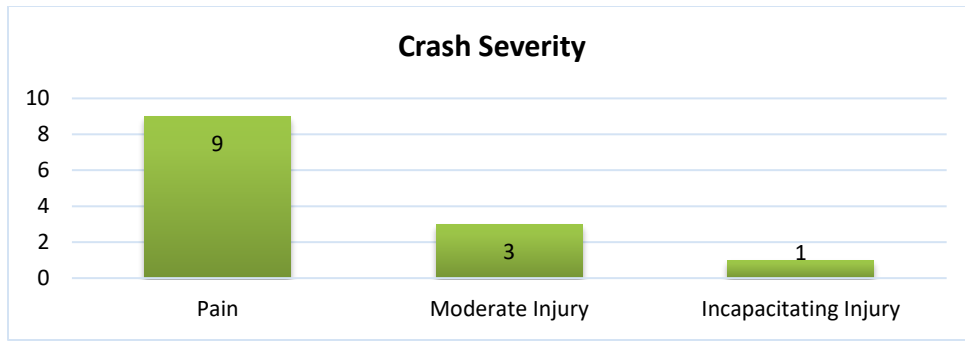
TransOptions used NJDHTS's Crash Analysis Tool (CAT), hosted through Rutgers University's Center for Advanced Infrastructure and Transportation, to examine crash data in New Providence. The CAT program uses police reports to compile crash data from all over the state of New Jersey. From January 2014 to December 2016, there were 13 pedestrian-related crashes involving 13 pedestrians in New Providence. All 13 crashes resulted in a pedestrian injury, with severities ranging from pain to an incapacitating injury.



TransOptions' service area



Pedestrian crossing flags



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

### Crash Characteristics

Driver Action			
* Crashes add up to greater than 13 due to multiple characteristics involved in one crash			
Characteristic	Crash Count (out of 13)	Characteristic	Crash Count (out of 13)
Driver Inattention	6	Slowing or Stopping	1
Going Straight Ahead	4	Making Right Turn (NOT a Turn on Red)	1
Making Left Turn	2	Stopped in Traffic	1
Backing	2	Backing Unsafely	1
Failed to Yield Right of Way to Vehicle/Pedestrian	2	Unsafe Speed	1

Pedestrian Action	
Characteristic	Crash Count (out of 13)
Crossing at Marked Crosswalk (at Intersection)	5
Crossing / Jaywalking (Mid-Block)	2
Other Pedestrian Action	2
Walking / Jogging with Traffic	1

## New Providence Street Smart Campaign Structure

The New Providence Street Smart campaign was a collaborative effort among TransOptions, the New Providence Police Department, and officials from the Borough of New Providence. TransOptions worked closely with key representatives from New Providence in planning the program and selecting target areas for education and enforcement operations in the community.

The Street Smart campaign in New Providence 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, Summit and Boonton.

The Street Smart campaign empowers proactive municipalities and police departments, such as New Providence, to address the specific pedestrian safety concerns in their community in order to drive down the state's high pedestrian crash rate.

## FUNDING

The New Providence Police Department secured a grant for overtime enforcement through the Pedestrian Safety Education and Enforcement Fund awarded by the New Jersey Division of Highway Traffic Safety (NJDHHS). New Providence was awarded the funding for the 2018 fiscal year starting on July 1, 2017. From there, TransOptions provided a suggested timeline for education, enforcement, and evaluation activities and the New Providence Police Department developed a schedule and strategy for their officers. The NJDHHS funding allowed the police department to be reimbursed for overtime hours for officers participating in the Street Smart enforcement initiatives as well as the purchase of campaign marketing materials.

## CAMPAIGN SCHEDULE

New Providence's Street Smart campaign lasted approximately eight weeks with education and enforcement activities concentrated during the month of April. TransOptions' Speed Sentry Loan Program was also implemented during the month of April to collect speed data from drivers in an area of concern in the community. Campaign surveys and intersection observations were done both before and after the campaign to gauge the impact the Street Smart program made on the community.

Street Smart New Providence Campaign Timetable	
Pre-Campaign: (Surveys and Observations)	March 19, 2018 – March 31, 2018
Education & Enforcement:	April 2018
Speed Sentry Loan:	April 1, 2018 – April 28, 2018
Post-Campaign: (Surveys and Observations)	May 3, 2018 – May 22, 2018

## 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 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.

## SPEED SENTRY LOAN PROGRAM

TransOptions utilized the existing Speed Sentry Loan Program to encourage drivers to reduce their speed when traveling through a residential area and towards the active Murray Hill Train Station in New Providence. 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 used in New Providence in April during the campaign's education and enforcement activities. The Borough of New Providence and the New Providence Police Department recommended the location for the Speed Sentry based on their familiarity with areas of concern in town. The device was placed within a residential area, where drivers have a tendency to gain speed as they travel downhill and around a curve toward a busy crosswalk at the intersection of South Street and Woodland Road. The crosswalk leads to the entrance of the Murray Hill Train Station where high pedestrian foot traffic exists.



The Speed Sentry device was mounted on a road sign on South Street / County Route 647 near Oakwood Drive. The sign recorded the speeds of drivers heading north towards the crosswalk at the Murray Hill Train Station, approximately 2,000 feet downhill and around a curve from the speed sentry's placement. The goal of placing the Speed Sentry sign in this area was to calm speeds as drivers head towards the busy crosswalk.

### 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



## Street Smart New Providence

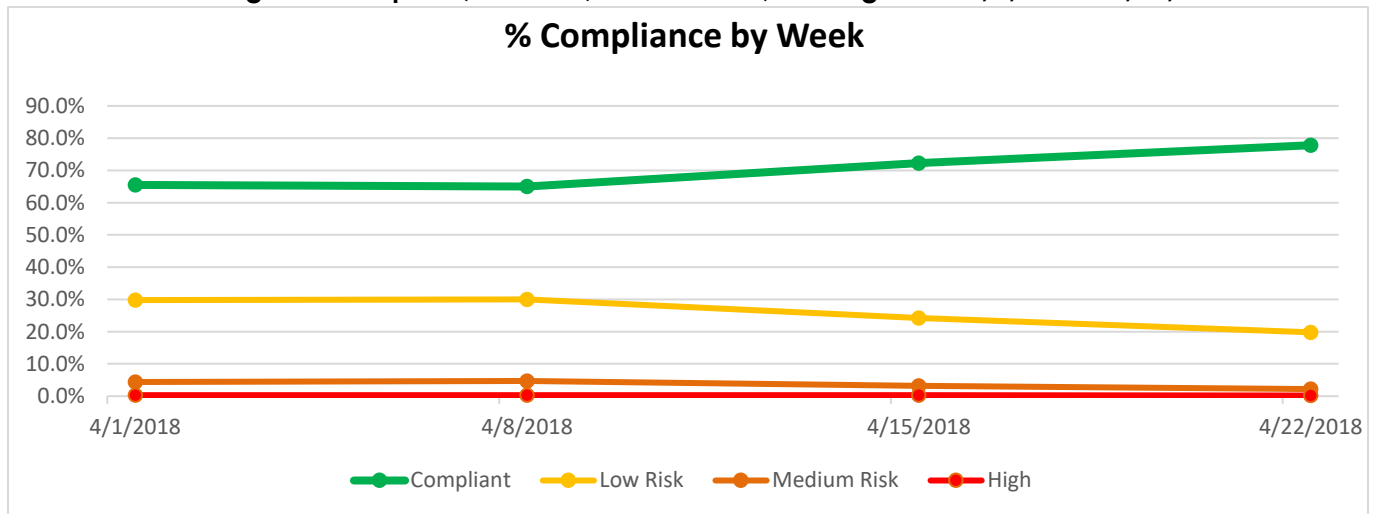
- Violators exceeding speed limits by more than 5 mph but under 10 mph are medium risk
- Violators exceeding speed limits by more than 10 mph are high risk

### S-1: Comparing Compliant, Low Risk, Medium Risk, and High from 4/1/2018 – 4/28/2018

A total of 138,427 vehicles were detected by the Speed Sentry sign during the speed evaluation. The table below shows the changes in compliance rates during the month of April both while the visual speed display was turned off and when it was visible.

	Date/Time Range	Speed Limit	Compliant < 35 MPH	Low Risk 35 MPH to 39 MPH	Medium Risk 40 MPH to 45 MPH	High Risk > 45 MPH	Total Vehicles
Speed Display OFF	4/1/2018 - 4/7/2018	35	20,022 (65.5%)	9,130 (29.8%)	1,352 (4.4%)	86 (0.3%)	30,590
	4/8/2018 - 4/14/2018	35	21,857 (65.0%)	10,105 (30.0%)	1,566 (4.7%)	114 (0.3%)	33,642
Speed Display ON	4/15/2018 - 4/21/2018	35	24,021 (72.3%)	8,037 (24.2%)	1,061 (3.2%)	87 (0.3%)	33,206
	4/22/2018 - 4/28/2018	35	26,840 (77.8%)	6,828 (19.8%)	765 (2.2%)	65 (0.2%)	34,498
Total # Vehicles			97,750	35,432	4,880	365	138,427

### S-2: Changes in Compliant, Low Risk, Medium Risk, and High from 4/1/2018 – 4/28/2018



Positive changes in speed resulted when comparing the number of drivers who traveled by the speed sentry sign posted in New Providence from April 1 to April 28. A notable reduction in vehicle speed was recorded by the speed sentry device as compliant speeds increased by 12.3 percent, low risk speeds decreased by 10 percent, and medium risk speeds decreased by 2.2 percent over a two-week time span.

This suggests that drivers recognized the speed sentry sign, causing them to slow their speeds as they traveled through the area. TransOptions kept the visual display on the Speed Sentry sign off during the first two weeks of the evaluation period in order to capture the natural behaviors of drivers traveling through the area. The visual display was switched on after the initial two weeks of the radar sign's posting resulting in noticeable shifts in driver behavior. When the visual display is off, drivers tend to not notice the sign and believe the sign is not collecting data. Once the sign is switched on, driver behaviors changed and slowed. This change in behaviors demonstrates the effectiveness of the Speed Sentry sign as a speed calming measure.



Speed Sentry Display OFF



Speed Sentry Display ON

## PRE- & POST-CAMPAIGN SURVEYS

Both before and after the Street Smart campaign in New Providence, members of 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 questions from NJTPA's Street Smart campaigns.

The Borough of New Providence, the New Providence Police Department and TransOptions used online resources to promote the pre-campaign and post-campaign surveys. Online messages were posted on the borough's website, social media accounts, emails, and on a digital message board displayed in the center of downtown. 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 New Providence.

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 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 New Providence. 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 New Providence.

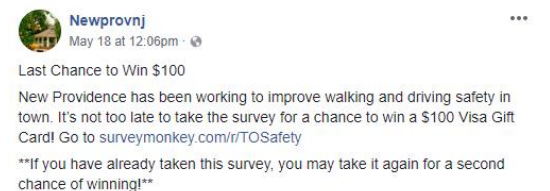
### Behaviors

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 New Providence. 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 372 people who completed the pre-campaign survey and 180 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.



\*\*\*IF YOU HAVE ALREADY TAKEN THIS SURVEY, YOU MAY TAKE IT AGAIN FOR A SECOND CHANCE OF WINNING!\*\*\*

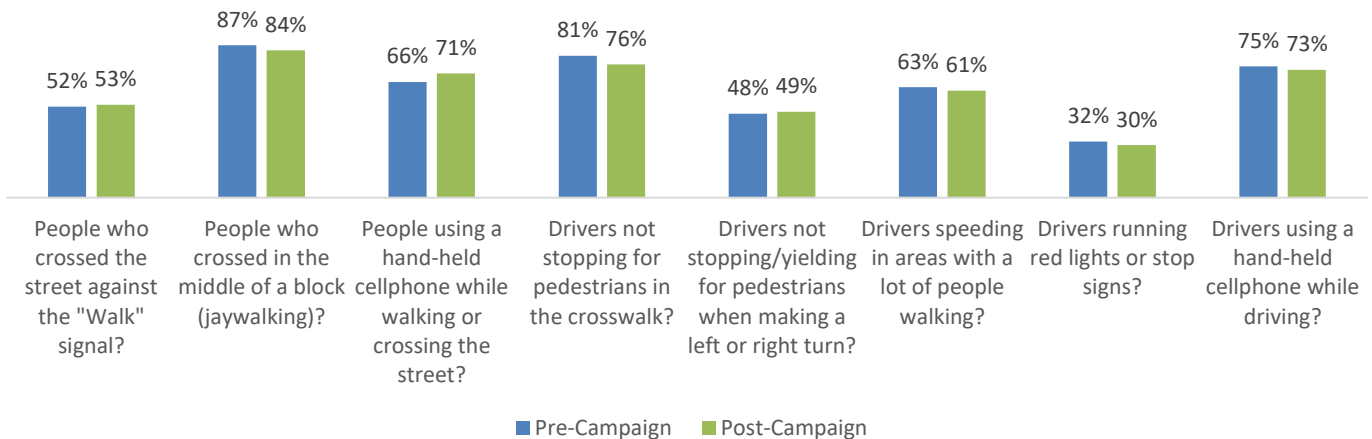
## NEW PROVIDENCE

### WALKING/DRIVING SAFETY SURVEY PART II

**DEAR PARENTS:**  
 We are conducting a second survey about your walking and driving experience in New Providence!  
 Please take a moment to complete this quick survey by going to the link below for a chance to win the second \$100 Visa Gift Card!

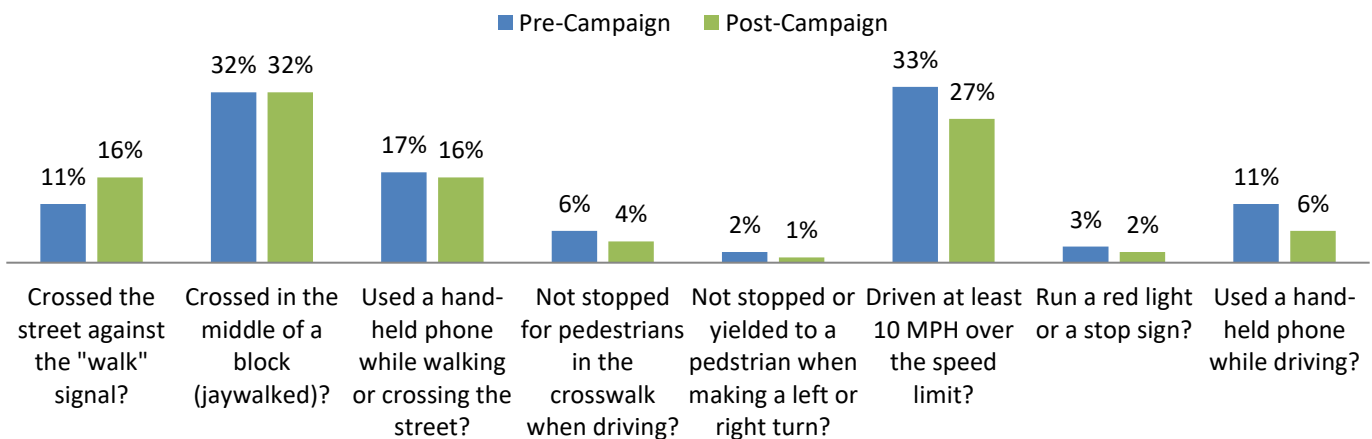
[SURVEYMONKEY.COM/R/TOSAFETY](http://SURVEYMONKEY.COM/R/TOSAFETY)

**Q-1: In the past week, have you seen OTHERS (please report the behaviors of other people, not yourself)...**



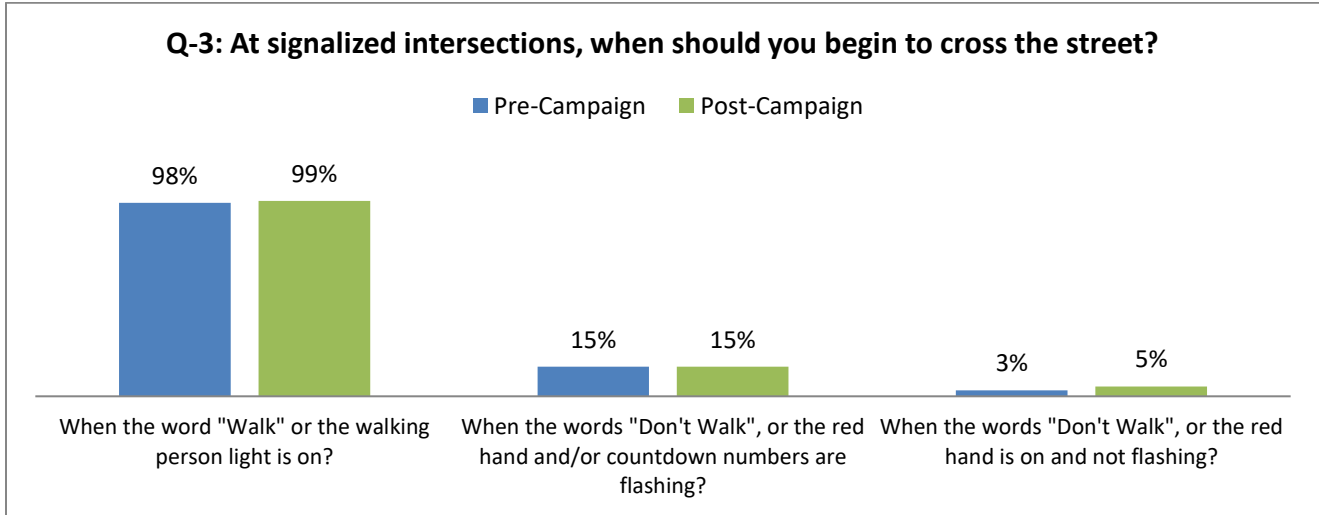
There were minimal differences from the pre-campaign survey to the post-campaign survey when respondents were asked to report their views on the behaviors of others. Respondents reported a 5 percent decrease in drivers not stopping for pedestrians using a crosswalk in the post-campaign compared to the pre-campaign. Respondents also indicated observing a 3 percent decrease in pedestrians jaywalking in town. However, results did show that there was a 5 percent increase in participants noticing pedestrians using cellphones while walking or crossing the street. Changes in the remaining six categories showed 1-2 percent increases or decreases. The Street Smart campaign may have made survey respondents more aware of negative walking and driving behaviors in New Providence 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)**



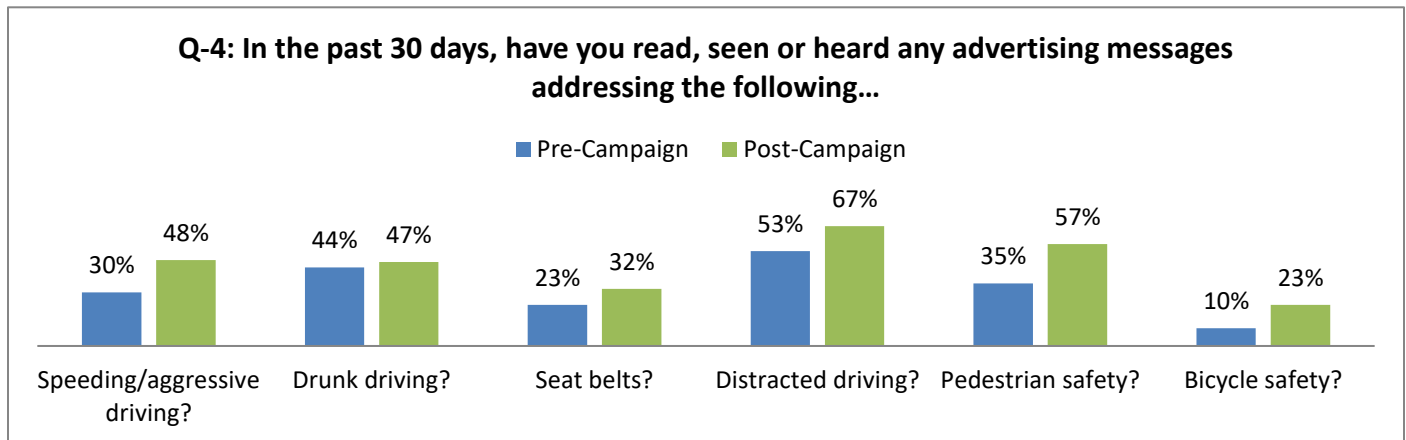
The survey showed decreases in self-reported negative behaviors from the pre-campaign survey to the post-campaign survey. Most notably, the post-campaign survey data shows a 5 percent decrease in respondents admitting driving 10 mph over the speed limit and using a cellphone while driving. Decreases in excessive speed and cellphone-use while driving is notable due to the extremely dangerous nature of these behaviors. Post-campaign survey results did, however, show a 5 percent increase in respondents admitting to crossing against the "walk" signal.

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, 76 percent of post-campaign survey respondents reported seeing others not stopping for pedestrians in crosswalks while only 4 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 New Providence already had a high understanding of correct crossing behaviors with 98 percent of respondents in the pre-campaign survey and 99 percent in the post-campaign knowing to cross the street with the activated “walk” signal. However, 15 percent 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 can correct this behavior and belief. \*Some questions had respondents answering “yes” or “no” to multiple categories

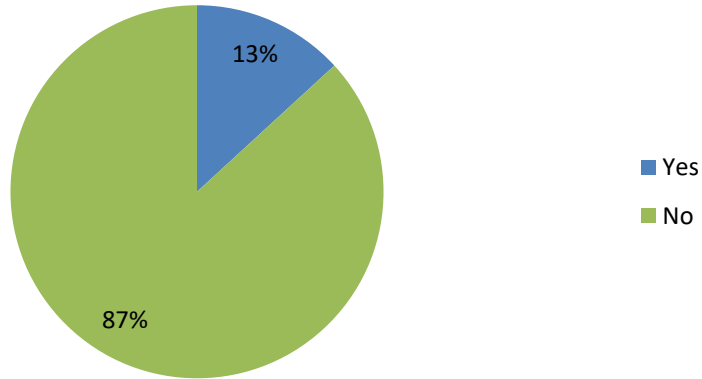
**Safety and Campaign Awareness**



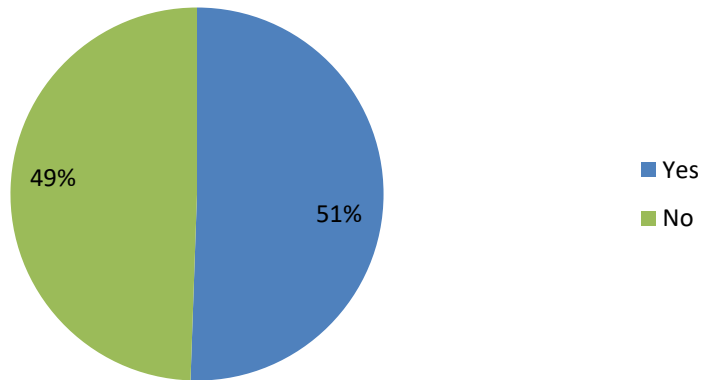
Respondents were more aware of driving safety messages associated with the campaign such as speeding/aggressive driving and distracted driving. There was a 22 percent increase in awareness of pedestrian safety advertising messages. There was also an 18 percent increase in the reported exposure to messages regarding speeding/aggressive driving, a 14 percent increase in distracted driving messages and a 13 percent increase in bicycle safety 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?**

### Pre-Campaign








### Post-Campaign



Results show a 38 percent increase in the respondents' exposure to pedestrian safety messages and the Street Smart name. In the pre-campaign survey, 13 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.

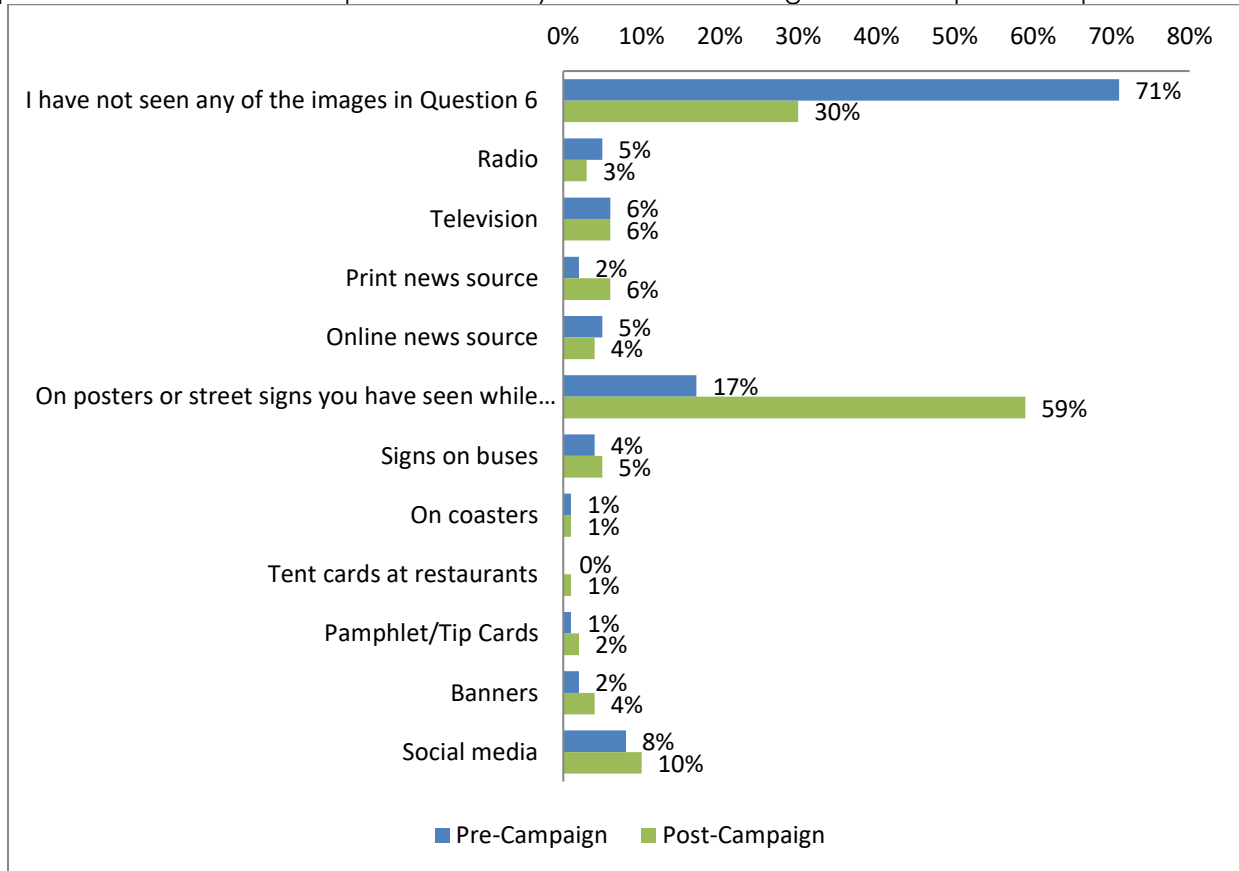
Q-6: In the past 30 days, have you read or heard any messages similar to the following

 <p>Pedestrian Safety Zone <b>USE CROSSWALKS</b></p> <p>Check your vital signs. Police are enforcing the law.</p> <p>STREET SMART ActionSmartNJ.org</p> <p>TOWARD ZERO DEATHS</p>	<p><b>Use Crosswalks - 43% increase</b></p> <p>Pre-Campaign 9%</p> <p>Post-Campaign 52%</p>
 <p>Pedestrian Safety Zone <b>WAIT FOR THE WALK</b></p> <p>Check your vital signs. Police are enforcing the law.</p> <p>STREET SMART ActionSmartNJ.org</p> <p>TOWARD ZERO DEATHS</p>	<p><b>Wait for the Walk - 23% increase</b></p> <p>Pre-Campaign 4%</p> <p>Post-Campaign 27%</p>
 <p>Pedestrian Safety Zone <b>STOP FOR PEDESTRIANS</b></p> <p>Check your vital signs. Police are enforcing the law.</p> <p>STREET SMART ActionSmartNJ.org</p> <p>TOWARD ZERO DEATHS</p>	<p><b>Stop for Pedestrians - 41% increase</b></p> <p>Pre-Campaign 12%</p> <p>Post-Campaign 53%</p>
 <p>Pedestrian Safety Zone <b>OBEY SPEED LIMITS</b></p> <p>Check your vital signs. Police are enforcing the law.</p> <p>STREET SMART ActionSmartNJ.org</p> <p>TOWARD ZERO DEATHS</p>	<p><b>Obey Speed Limits - 12% increase</b></p> <p>Pre-Campaign 8%</p> <p>Post-Campaign 20%</p>
 <p>Pedestrian Safety Zone <b>HEADS UP PHONES DOWN</b></p> <p>Check your vital signs. Police are enforcing the law.</p> <p>STREET SMART ActionSmartNJ.org</p> <p>TOWARD ZERO DEATHS</p>	<p><b>Heads Up, Phone Down - 35% increase</b></p> <p>Pre-Campaign 12%</p> <p>Post-Campaign 47%</p>

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 New Providence for the duration of the campaign.

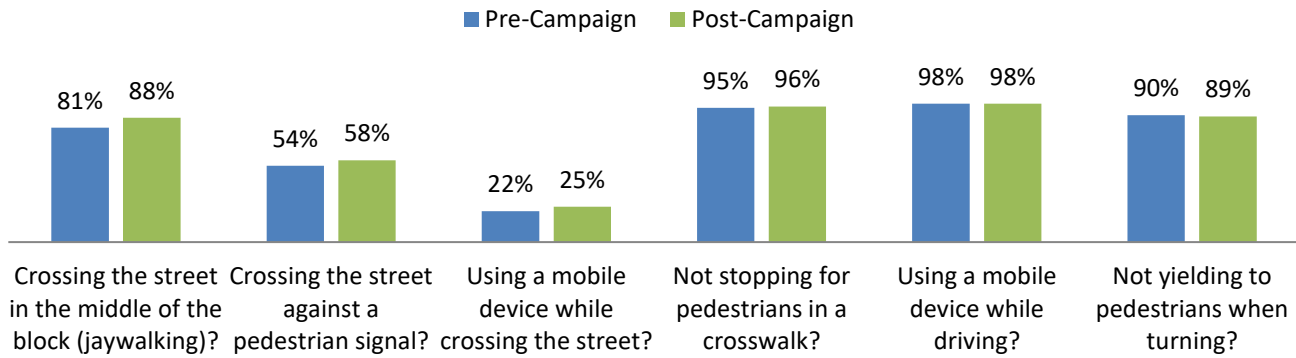
**Q-7: Where have you seen or heard these messages (check all that apply)**

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



The results from the post-campaign survey showed that only 30 percent of respondents reported that they had not been exposed to any Street Smart messages when compared to the pre-campaign survey where 71 percent had not seen the images associated with the campaign, a 41 percent decrease from pre-campaign survey to the post-campaign survey. 17 percent of pre-campaign survey participants indicated that they had seen street signs and posters before the campaign. This increased by 42 percent in the post-campaign survey where a total of 59 percent of survey participants indicated that they had seen Street Smart messaging displayed on street signs and posters in the community.

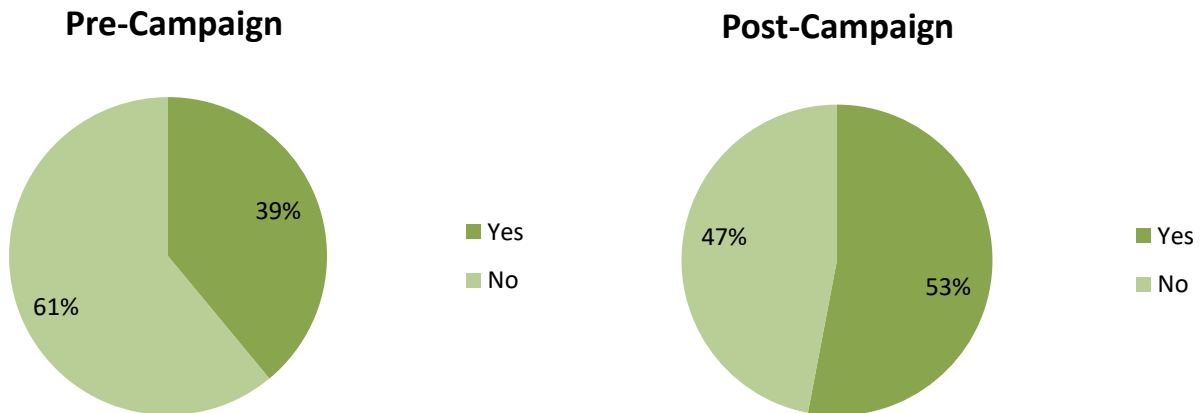
**Q-8: To the best of your knowledge, can you receive a ticket in New Jersey for...**



The survey showed increased knowledge of New Jersey's pedestrian safety laws. The post-campaign survey showed a 7 percent improvement in the participants knowing they can receive a ticket for jaywalking as well as a 3 percent increase in crossing against the pedestrian signal.

There was also a 3 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 New Providence'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.

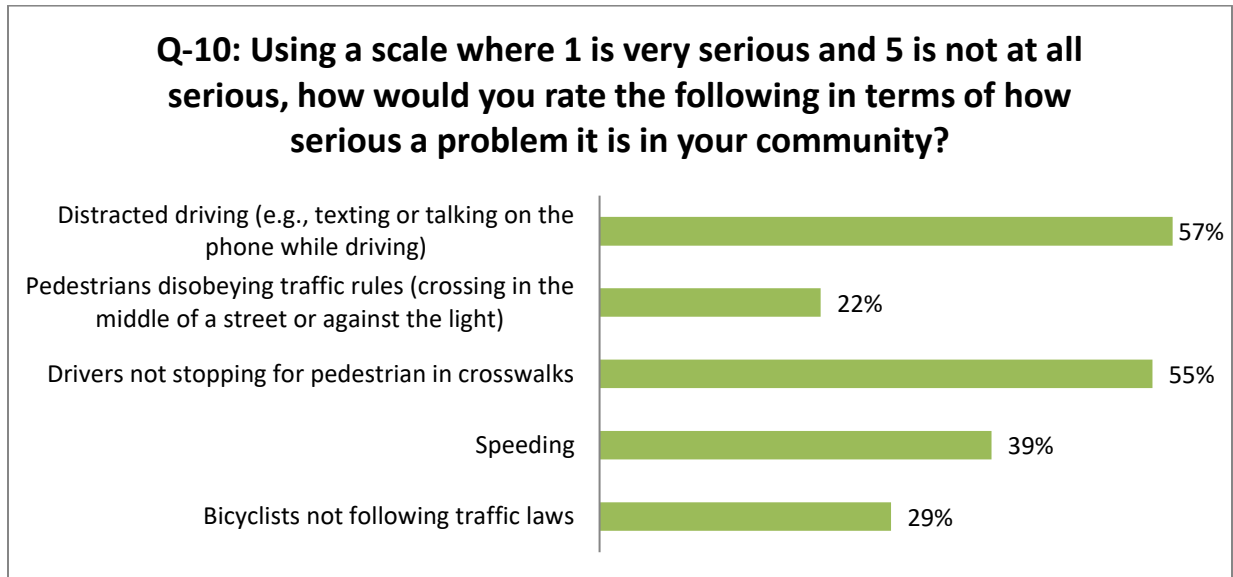
**Q-9: Have you recently read, seen or heard about police efforts to enforce pedestrian safety laws?**



Survey participants already had some awareness of local police enforcing pedestrian safety laws prior to Street Smart campaign in the community. Results from the surveys show a 14 percent increase in the respondents' awareness of the pedestrian safety enforcement efforts made by the New Providence Police Department.



**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 New Providence, respondents overall felt that distracted driving was the most serious problem in their community followed by drivers not stopping for pedestrians in the crosswalk.

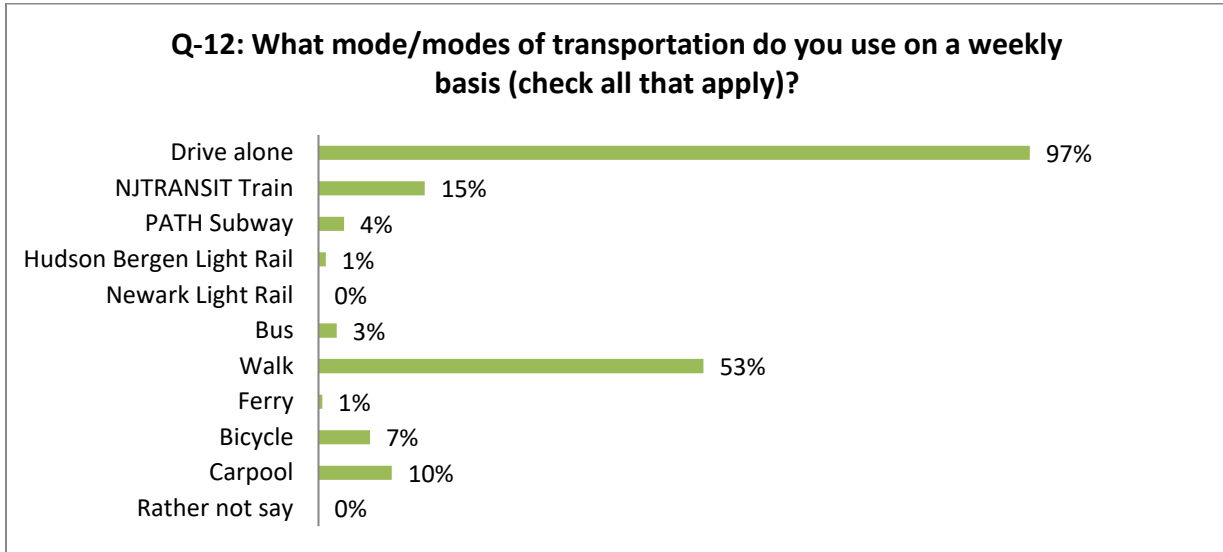
**Using a scale where 1 means you strongly agree and 5 you strongly disagree, please evaluate the degree to which you agree or disagree with the following statement**

	<b>Most people obey driving safety laws, such as stopping for pedestrians and obeying speed limits</b>				
	<b>Strongly Agree 1</b>	<b>Somewhat Agree 2</b>	<b>Neutral 3</b>	<b>Somewhat Disagree 4</b>	<b>Strongly Disagree 5</b>
<b>Pre-Campaign</b>	6%	33%	13%	35%	13%
<b>Post-Campaign</b>	4%	41%	14%	27%	13%

Survey participants responded that driving behavior improved overall in New Providence from the pre-campaign survey to the post-campaign survey with 8 percent more respondents believing most people obey driving safety laws, such as stopping for pedestrians and obeying speed limits.

### Participant Profile

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

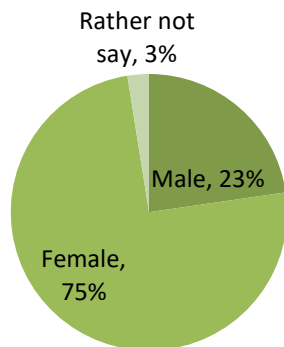


Results show that 97 percent of all survey respondents indicated that they drive alone and 53 percent walk on a weekly basis. These results are typical to suburban areas of New Jersey, such as New Providence. Street Smart’s messages aimed to address people who walk and drive to reduce crashes and driver/pedestrian conflicts in New Providence.

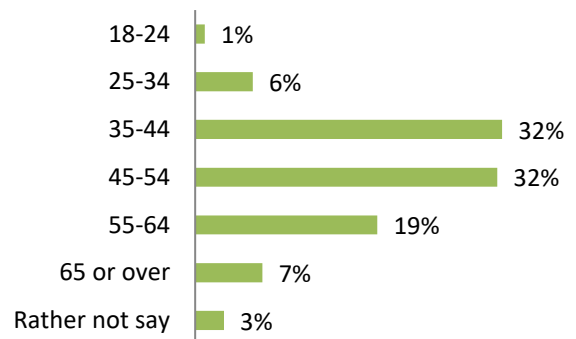
<b>Q-13: Do you currently live in New Providence, NJ?</b>	<b>90%</b>
<b>Q-14: Do you work, go to school, or regularly frequent New Providence, NJ?</b>	<b>10%</b>

TransOptions only surveyed respondents who either live in New Providence or regularly visit the borough for work, school, or other reasons. If “no” was selected as a response for both questions, the participant was disqualified. Approximately 90 percent of the respondents who participated in the pre- and post-campaign surveys identified themselves as residents of New Providence.

### Participant Gender



### Participant Age



## INTERSECTION OBSERVATIONS

Intersection observations were performed immediately before and after the Street Smart campaign in New Providence in order to observe changes in walking and driving behavior. To control for as many variables as possible, intersection observations were kept consistent and performed on Thursdays from 7:00 a.m. to 9:00 a.m.

Pre-Campaign Observation:	Post-Campaign Observation:
Thursday, March 29, 2018, 7:00 a.m. to 9:00 a.m.	Thursday, May 3, 2018, 7:00 a.m. to 9:00 a.m.

### Intersection Overview

The intersection of Springfield Avenue (CR-512) and Pittsford Way was selected as the observation intersection site as recommended by New Providence Police Department. The time 7:00 a.m. to 9:00 a.m. was chosen to capture pedestrian and driver behavior of commuters heading to the New Providence Train Station during morning rush hour. There is also a Lakeland bus stop that picks up passengers directly next to the crosswalk. Both the bus and the train provide access to New York City and other towns in northern New Jersey.

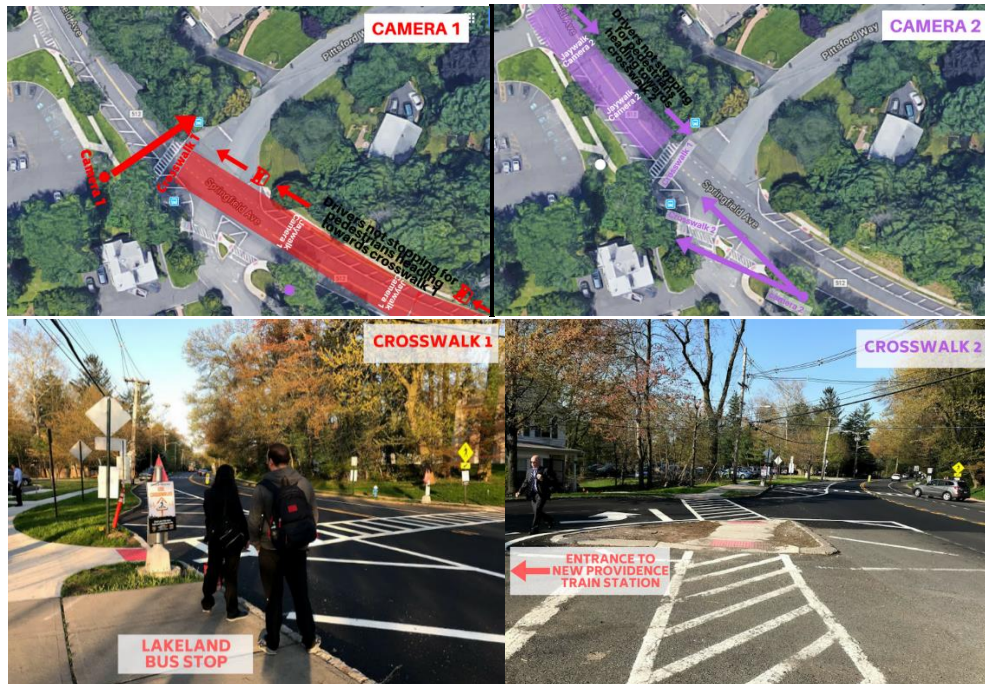
The Borough of New Providence and the New Providence Police Department recommended this intersection because of its history of pedestrian-driver conflicts with several near-misses. The observation site is a non-signalized intersection with a midblock crosswalk with access to the driveway of New Providence Train Station.



Bus stop near observation intersection on Springfield Ave.

### Observation Setup

Two cameras were placed at locations near the intersection to capture pedestrian and driver behavior in and near the crosswalks.



### 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 ensure an accurate count and reduce human error. During the pre-campaign observation on March 29, 2018, 19 pedestrians used the crosswalk over Springfield Avenue and 26 pedestrians used the crosswalk in the post-campaign observation on May 3, 2018. TransOptions observed pedestrians crossing midblock outside of the crosswalk in both east and west directions of Springfield Avenue. TransOptions also observed pedestrians talking or texting on cellphones while crossing the street and drivers not stopping for pedestrians in the crosswalk on Springfield Avenue.

The difference in weather between the two observations sessions should be noted. The pre-campaign observation on March 29 was colder, overcast, with light rain and mist. The post-campaign observation on May 3 was warm and sunny. The weather differences could contribute to the variation in pedestrian activity between the two observations, therefore affecting the results of the observation evaluation.

Due to the low pedestrian-driver interactions at Crosswalk 2, the results below report only on the behaviors observed at Crosswalk 1, the crosswalk over Springfield Avenue.

Due to low sample sizes of pedestrians jaywalking and using a cellphone while crossing, the results for these behaviors are inconclusive.



Pre-campaign observation conditions



Post-campaign observation conditions

<b>I-1</b>	Pre-Campaign	Post-Campaign
	<b>BEHAVIOR:</b> Pedestrians crossing mid-block	3
<b>Result: Inconclusive due to small sample size</b>		
<b>I-2</b>	Pre-Campaign	Post-Campaign
	<b>BEHAVIOR:</b> Pedestrians texting or talking on cellphone while crossing	2
<b>Result: Inconclusive due to small sample size</b>		



Person crossing midblock

<b>I-3</b>	<b>Pre-Campaign</b>		<b>Post-Campaign</b>	
	<b>Compliant</b>	<b>Not Compliant</b>	<b>Compliant</b>	<b>Not Compliant</b>
<b>Drivers not stopping for pedestrian upon the crosswalk</b>	22	20	32	52

After the intersection was re-observed in the post-campaign, there was a 14 percent increase in drivers who did not stop for pedestrians using the crosswalk to cross Springfield Avenue. The reported increase in this behavior may be due to the small sample sizes of pedestrian and driver interactions and the difference in weather conditions from pre-campaign observations to post-campaign observation.



Driver failing to stop for pedestrian in the crosswalk

## Campaign Kickoff

New Providence's Street Smart campaign was formally launched at a press conference at New Providence's Municipal Center on Monday, April 9, 2018 before the regularly scheduled Borough Council meeting. The press conference kickoff event was promoted to local press outlets and invitations to the public were posted on both the borough's and police department's Facebook pages.

The press conference speakers included TransOptions President Daniel Callas, New Providence Police Chief Anthony Buccelli, New Providence Mayor Al Morgan, Union County Freeholder and NJTPA Board of Trustees Chair Angel Estrada, and NJTPA Planning Department Director, Zenobia Fields. Each speaker highlighted the importance of pedestrian safety for not only New Providence, but for Union County and the entire State of New Jersey. The event was attended by Union County Freeholder Bette Jane Kowalski, representatives from New Providence and covered by TAPinto New Providence and broadcasted on the borough's local TV Channel.

That evening the Borough Council passed Resolution 2018-105 acknowledging the Street Smart campaign in New Providence and the grant the police department received to conduct the program.



 **Newprovnj**  
April 3 · 🌐

Press Conference - Street Smart Pedestrian Campaign Launch

Please join the New Providence Police Department, the Borough of New Providence & TransOptions in launching the Street Smart Pedestrian Safety Campaign.

MONDAY, APRIL 9, 2018  
6: 15 P.M.  
NEW PROVIDENCE MUNICIPAL CENTER  
360 ELKWOOD AVENUE, NEW PROVIDENCE, NJ

Please link below for details:  
<https://www.newprov.org/.../New-Providence-Press-Conferene-fl...>



## Enforcement

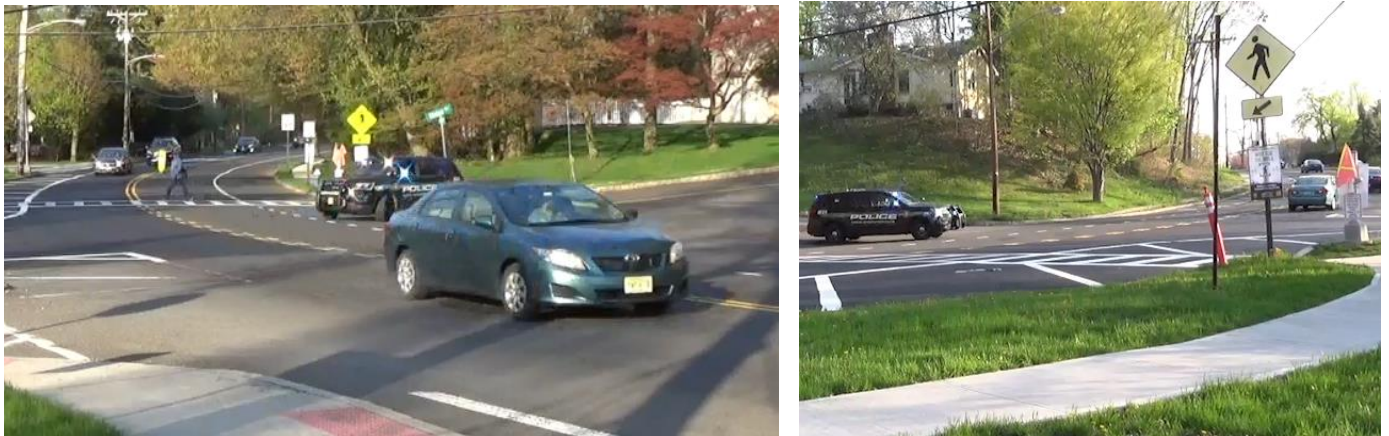
The New Providence Police Department dedicated 190 enforcement hours to the Street Smart campaign. Overtime enforcement hours were funded through the Pedestrian Safety Education and Enforcement Fund FY 2018 from the New Jersey Division of Highway Traffic Safety.

Officers conducted roving patrols in vehicles and on foot throughout the borough from April 6 – May 18, 2018. Enforcement of pedestrian safety laws was increased throughout New Providence with additional emphasis at the following locations:

- **South Street & Woodland Road**
- **Mountain Avenue & Maple Street**
- **Springfield Avenue & Pittsford Way**
- **Union Avenue & Kline Blvd.**
- **Springfield Avenue & Academy Street**
- **Center of Town - South Street & Springfield Avenue**
- **Along South Street**

Police officers also conducted pedestrian education at both the New Providence Train Station and the Murray Hill Train Station. These areas were selected by the New Providence Police Department due to the high volume of pedestrian-driver conflicts in those areas.

The police department issued a total of 130 summonses, 102 warnings, and had 692 officer interactions with pedestrians. Of the summonses issued, 12 were for cellphone violations, nine were for speeding violations, six were for failure to stop/yield, five were for careless driving, four were for failure to stop for a pedestrian in the crosswalk, and three were for failure to obey traffic signals.



New Providence Police conducting enforcement for drivers failing to stop for pedestrians

The traffic safety enforcement conducted as part of the Street Smart campaign led to a total of seven warrant arrests, impounds and suspended driver violations. In one instance, the New Providence Police Department arrested an unlicensed individual who was attempting to go to a location where they had an active restraining order, potentially preventing a serious crime. According to a 2013 report from the National Highway Traffic Safety Association, "the application of high-visibility traffic enforcement is a proven and effective countermeasure that addresses both crime and crashes whether they occur simultaneously or independently in time and/or location".

## Education and Outreach

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



Sgt. Drown of New Providence Police Department, Laura Cerutti of TransOptions, Denis Kelleher of TransOptions at Senior Health Fair in New Providence

- Street Smart was highlighted at New Providence's Health Fair. Pedestrian safety was promoted in partnership with the New Providence Police Department and TransOptions.
- Street Smart materials and safe walking and driving information was provided to Lantern Hill Retirement Community in New Providence and the New Providence Recreation Department.
- TransOptions approached local stores and restaurants in downtown New Providence to provide campaign information and Street Smart materials so businesses could support the campaign.
- TransOptions conducted a Walk to School Day with Allen W. Roberts Elementary School.
- TransOptions participated in a Walking Club meeting at New Providence's senior center. Information about pedestrian safety and the Street Smart campaign was highlighted.

## Materials

Street Smart materials were purchased by the New Providence Police Department and reimbursed by their grant from the New Jersey Division of Highway Traffic Safety. Campaign materials included safety tip cards, posters, banners, table tents, and street signs. TransOptions and the New Providence 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 Borough of New Providence displayed the Street Smart signs and banners throughout the community and TransOptions distributed safety tip cards, table tents and posters to the local businesses along Springfield Avenue and South Street.

Street Smart New Providence Safety Tip Cards



**MATERIAL QUANTITIES**

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

- 1 banner
- 55 street signs
- 155 posters
- 7,500 safety tip cards
- 30 table tents





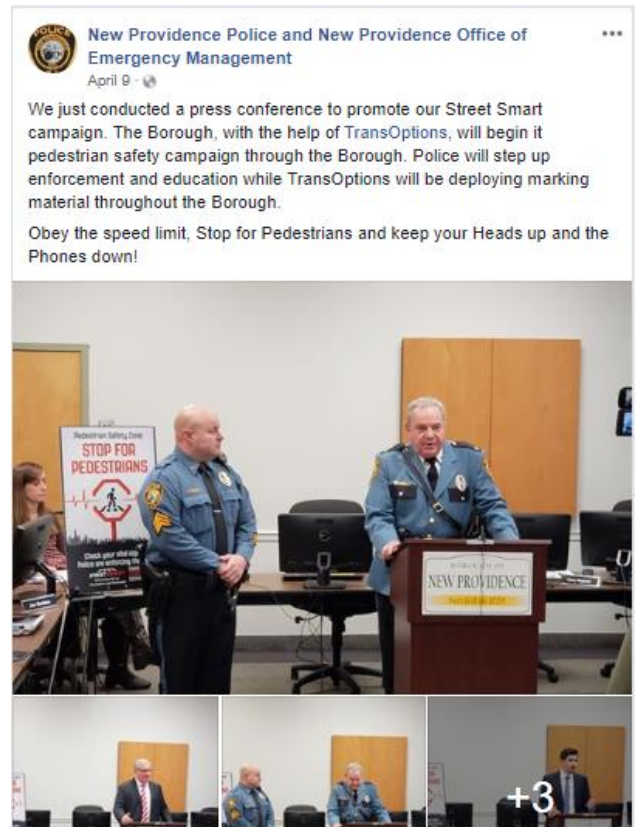
## Community Promotion

Promotion from recognizable resources in the community is important to spreading the Street Smart message. The Borough of New Providence, the New Providence Police Department and TransOptions provided campaign announcements and updates on websites, social media, and the digital community message board located at a major intersection downtown. Municipalities 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 Borough of New Providence's website
- The Borough of New Providence's Facebook page
- The New Providence Police Department's Facebook page
- New Providence School District Virtual Backpack
- TransOptions' social media accounts

The New Providence Police Department utilized a variable messaging sign to raise awareness of the campaign. The department filmed the sign and posted the messages on their Facebook page to further increase the reach of the safety messaging.



1,813 people reached



### NEW PROVIDENCE LAUNCHES STREET SMART PEDESTRIAN SAFETY CAMPAIGN

Street Smart is a statewide public awareness campaign that combines educational outreach and high-visibility law enforcement to change behaviors as they relate to pedestrian safety. Street Smart New Providence coincides with Distracted Driving Awareness month.

During the campaign, New Providence Police officers will be concentrating their efforts on pedestrian safety at high risk crosswalks. They will also be looking for distracted drivers, pedestrian violators, and vehicles who fail to stop for pedestrians. The goal is to educate the public, raise awareness, and enforce pedestrian laws.

See press release below for details:

<https://www.newprov.org/.../New-Prov-Kickoff-Press-Release.pdf>

NEWPROV.ORG

### NEW PROVIDENCE LAUNCHES STREET SMART PEDESTRIAN SAFETY CAMPAIGN

Street Smart is a statewide public awareness campaign that combines educational outreach and high-visibility law enforcement to change behaviors as they relate to pedestrian safety. Street Smart New P



### New Providence Police and New Providence Office of Emergency Management

about 4 months ago · 🌐

Follow



Please watch for pedestrians. NPPD will be stepping up enforcement for not stopping for pedestrians. If a vehicle is stopped in front of you it could be for a pedestrian, do not pass them.

80

11 Shares 1.9K Views



## 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 sign showed that drivers traveling at compliant speeds increased by 12.3 percent while the device was posted from April 1 to April 28. The 12.3 percent increase in compliant speeds of drivers accounts for about 17,000 drivers that traveled downhill on South Street heading towards an active crosswalk at the intersection of South Street and Woodland Road. (S-1; S-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. A 5% decrease was reported in both self-reported cellphone-use while driving and self-reported speeding 10 MPH + over the speed limit.

### 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 occurred in New Providence during the Street Smart campaign.
- New Providence police officers interacted with commuters walking to the train stations to educate them on safe walking.
- More participants were aware of advertising messages that directly relate to Street Smart's safety messages. There was a 22 percent increase in awareness of pedestrian safety messages, an 18 percent increase in awareness of speeding/aggressive driving, and a 14 percent increase in awareness of distracted driving advertisements. (Q-4)
- 38 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: 43 percent increase
  - Wait for the Walk: 23 percent increase
  - Stop for Pedestrians: 41 percent increase
  - Obey Speed Limits: 12 percent increase
  - Heads Up, Phones Down: 35 percent increase
- 41 percent more respondents reported being exposed to the Street Smart messages on posters and signs. (Q-7)
- In the post-campaign survey, 88 percent of respondents knew they could receive a ticket for crossing midblock/jaywalking, a 7 percent increase. (Q-8)

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

- New Providence Police dedicated 190 enforcement hours to the Street Smart campaign. A total of 102 warnings and 130 summonses were issued during New Providence's Street Smart campaign.
- 14 percent of survey respondents were aware of increased enforcement efforts made by the New Providence Police Department. (Q-9)

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## Recommendations

- Drivers have a tendency to gain speed as they head downhill on South Street towards the crosswalk outside of the Murray Hill Train Station. The placement of the speed sentry on South Street proved to be an effective countermeasure for speeding and results in a 12.3% increase in compliant speeds. It is recommended that the New Providence Police Department continue speed monitoring and enforcement on this stretch of roadway. The borough and the police department can also consider other speed calming measures for the above mentioned area. The New Providence Police Department can also consider increased monitoring of pedestrian and driver behaviors at the crosswalk on South Street at Woodland Road outside of the Murray Hill Train Station.
- 57 percent of respondents felt distracted driving was the most serious problem in the community. Education initiatives and enforcement campaigns from the New Providence Police Department should focus on this safety issue.
- 55 percent of survey respondents felt that drivers not stopping for pedestrians in crosswalks was the second most serious issue in the community. The New Providence Police Department may benefit from the Cops in the Crosswalk Decoy program and regular use of this enforcement tactic. Use of variable messaging signs and other high visibility messaging tactics regarding enforcement of the stop for pedestrian law could increase driver compliance and understanding of the law. A high prevalence of drivers not stopping for pedestrians was observed during the intersection evaluations. Increased enforcement, education and outreach is recommended at the crosswalk at Springfield Avenue and Pittsford Way near the New Providence Train Station.
- Regular inspection and updates of crosswalks and signage throughout the community is recommended.
- Future infrastructure improvements should have a consideration for pedestrian safety and speed calming.
- New Providence can consider adopting a Complete Street policy. More information on NJ Department of Transportation's Complete Streets program can be found by visiting [www.state.nj.us/transportation/eng/completestreets](http://www.state.nj.us/transportation/eng/completestreets)

## Conclusion

Street Smart New Providence was a successful collaborative effort among TransOptions, the NJTPA, the New Providence Police Department, and representatives of the Borough of New Providence. Improvement in attitudes and awareness regarding pedestrian safety were observed in the results of the pre- and post-campaign surveys with significant increases in recognition of the Street Smart messages, enforcement efforts, and an emphasis on pedestrian safety throughout the community. The New Providence Police Department was successful in its enforcement of pedestrian safety laws and community engagement. It is recommended that the New Providence Police Department and the Borough of New Providence maintain their existing 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 New Providence.





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