



STREET SMART NEWTON II

Final Report



Presented by:



Acknowledgments

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

The Newton Police Department

The Town of Newton

North Jersey Transportation Planning Authority (NJTPA)

New Jersey Division of Highway Traffic Safety (NJDHTS)

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

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Street Smart Newton

Executive Summary

The Street Smart NJ pedestrian safety campaign was a focused effort in Newton, New Jersey in May 2018. This was a follow-up to Newton's first Street Smart campaign that took place in the fall of 2015. The campaign in 2018 was a collaborative effort among TransOptions, the Newton Police Department, the Town of Newton, and local businesses and organizations. As an education and enforcement campaign, Street Smart Newton included 192 hours of pedestrian safety law enforcement by the Newton Police Department as well as multiple educational outreach events. The program was evaluated through pre- and post-campaign surveys, pre- and post-campaign intersection observations, and TransOptions' Speed Sentry. Newton's Street Smart campaign also resulted in a 25 percent increase in public awareness of the Newton Police Department's enforcement efforts as well as a 9 percent increase in respondents viewing enforcement of pedestrian laws as very strict and a 17 percent increase in respondents viewing enforcement of driver laws as very strict. Survey results also showed a 41 percent increase in the community's awareness of pedestrian safety-related advertising messages and a 48 percent increase in awareness of the Street Smart campaign's presence in Newton in May 2018. Street Smart also successfully changed behaviors. Analysis of the data produced from TransOptions' Speed Sentry device showed a 6.3 percent increase in compliant speeds from drivers traveling in the area of study. Results from pre-campaign and post-campaign intersection observations also showed reductions in midblock crossings and a 5 percent decrease in drivers not stopping for pedestrians in the crosswalk.

Evaluations from 2018 were compared to the 2015 campaign results and several long-term benefits of the Street Smart campaign's coordinated education and enforcement efforts were shown. The comparison showed several areas where behavior and awareness improved or were maintained from the 2015 campaign to the 2018 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, 187 pedestrians died as a result of pedestrian-vehicle crashes, according to the New Jersey State Police. From 2013 through 2017, 828 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 Newton

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.

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 80 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 as suburban areas of Union, Essex, and Passaic Counties. With the success of the 2015 campaign, TransOptions selected Newton as a community to revisit the Street Smart program in the fiscal year from July 1, 2017 – June 30, 2018.

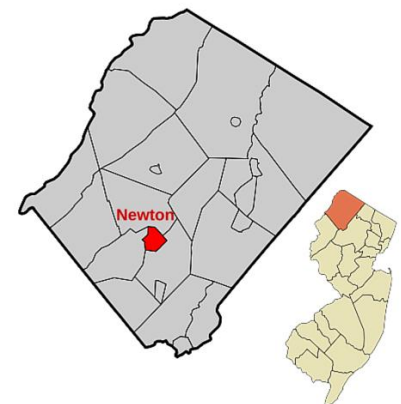


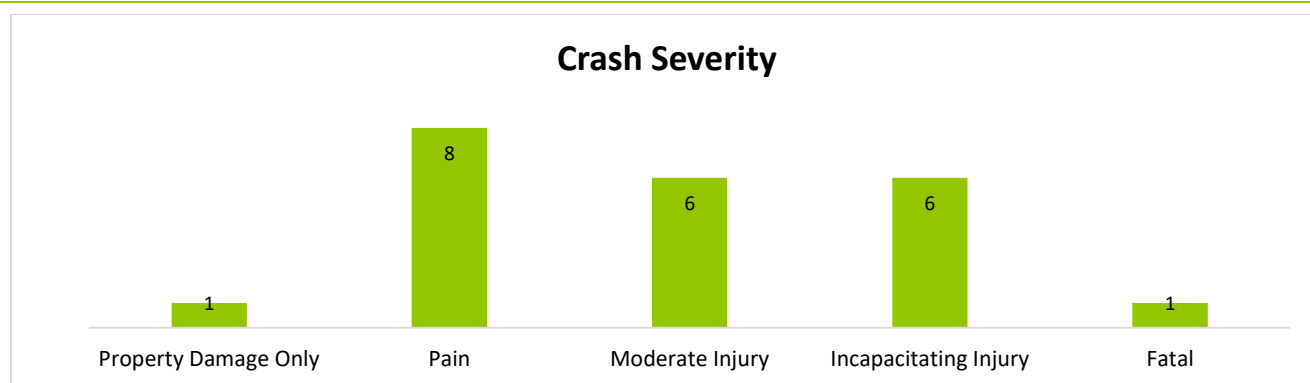
TransOptions' service area

Newton, Sussex County, New Jersey

Newton is located in Sussex County, covering approximately 3.169 square miles with a population of 7,997, according to the 2010 U.S. Census. The Town of Newton is located in Sussex County, approximately 15 miles east of the Delaware River and Pennsylvania border. Newton serves as the Sussex County Seat and is home to county services, Newton Medical Center, Sussex County Community College, Thorlabs, and several shops and restaurants.

TransOptions used NJDHTS's Crash Analysis Tool (CAT), hosted through Rutgers University's Center for Advanced Infrastructure and Transportation, to examine crash data in Newton. 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 22 pedestrian-related crashes involving 28 pedestrians in Newton. These crashes resulted in 28 pedestrians being injured, with severities ranging from pain to one pedestrian being killed.





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

Crash Characteristics

Driver Action		Pedestrian Action	
Characteristic	Crash Count (out of 22)	Characteristic	Crash Count (out of 22)
Driver Inattention	10	Crossing at Marked Crosswalk (at Intersection)	8
Failed to Yield Right of Way to Vehicle/Pedestrian	13	Crossing / Jaywalking (Mid-Block)	3
Making Left Turn	12	Standing/Lying/Kneeling Against Traffic	2
Going Straight Ahead	6	Walking / Jogging with Traffic	1

* Crashes add up to greater than 13 due to multiple characteristics involved in one crash

Newton Street Smart Campaign Structure

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

The Street Smart effort in spring 2018 was a follow up to Newton's first Street Smart campaign that took place in fall of 2015. The Street Smart efforts in Newton were 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 Washington (Warren County), Morristown, Dover, Summit, Boonton and New Providence.

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

FUNDING

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

CAMPAIGN SCHEDULE

Street Smart Newton

Newton's Street Smart campaign lasted approximately eight weeks with education and enforcement activities concentrated during the month of May. TransOptions' Speed Sentry Loan Program was also implemented during the month of May 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 Newton Campaign Timetable	
Pre-Campaign: (Surveys and Observations)	April 11, 2018 – April 27, 2018
Education & Enforcement:	May 2018
Speed Sentry:	May 1, 2018 – June 4, 2018
Post-Campaign: (Surveys and Observations)	June 4, 2018 – June 17, 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 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 in Newton near the downtown area. With this program, TransOptions loans the Speed Sentry device to municipalities within its service area. The radar sign can digitally displays the speed of oncoming vehicles as they approach the sign. Data is collected on a cloud server hosted by All Traffic Solutions and accessed and monitored at the office of TransOptions.

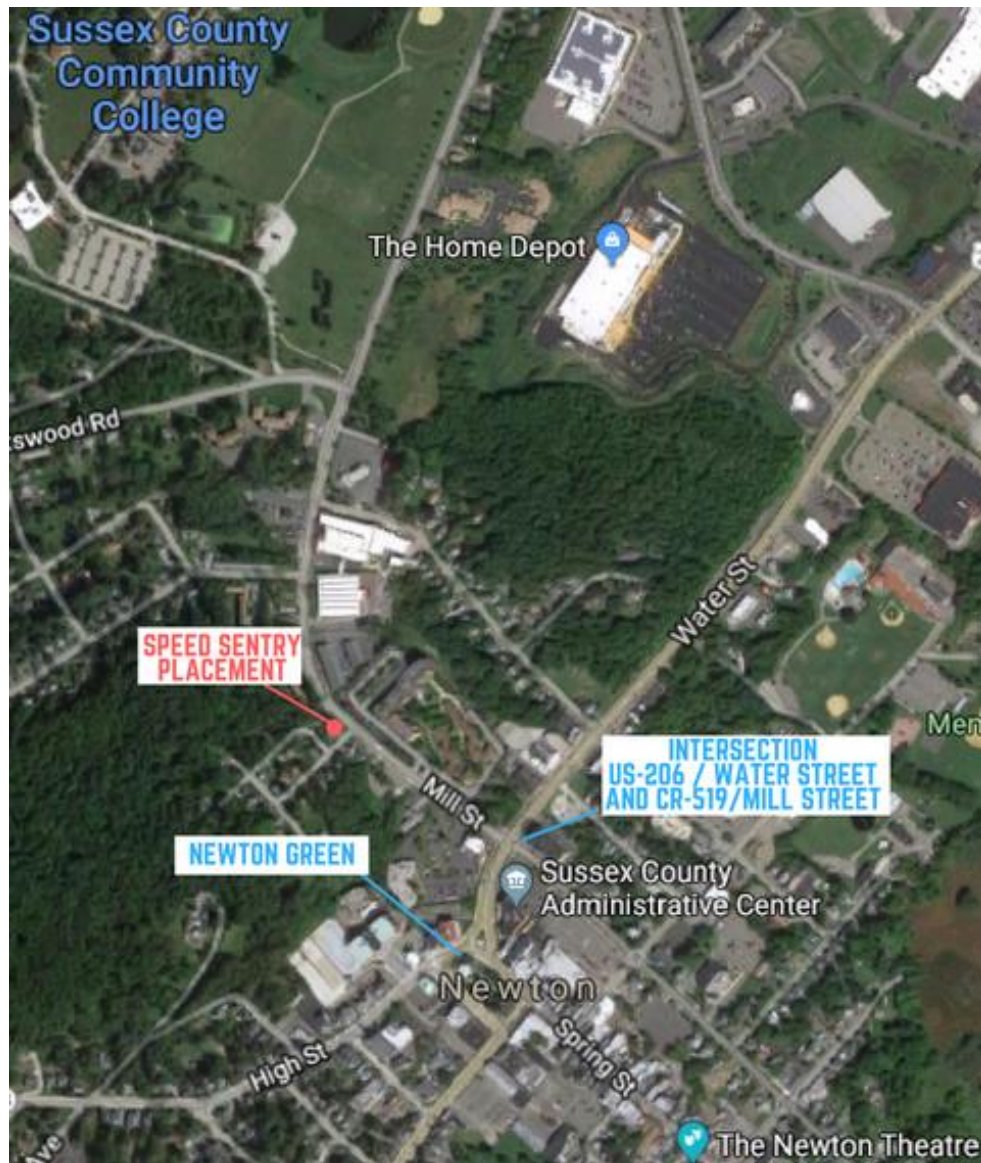
The Speed Sentry device was used in Newton in May during the campaign's education and enforcement activities. The Town of Newton and the Newton Police Department recommended the location for the Speed Sentry based on their familiarity with areas of concern in town. The device was placed directly across the street from a large apartment complex in a residential/commercial area. Drivers have a tendency to gain speed as they travel downhill and around a curve toward the intersection of US-206/Water Street and Mill Street/CR-519, a busy multi-lane intersection with popular destinations on each corner such as Hayek's Market, the Sussex County Administration Building, and another apartment building.

The Speed Sentry was mounted on a 30 MPH speed limit sign on Mill Street/CR-519 on the corner of Harrison Street. The sign recorded the speeds of drivers heading south on Mill Street towards the intersection at US-206/Water Street, approximately 765 feet from the Speed Sentry's placement. The goal of placing the Speed Sentry sign in this area was to calm speeds as drivers navigate around a curve near both residential and commercial destinations and head towards the busy crosswalks at the US-206/Water Street and Mill Street intersection.



TransOptions' Speed Sentry





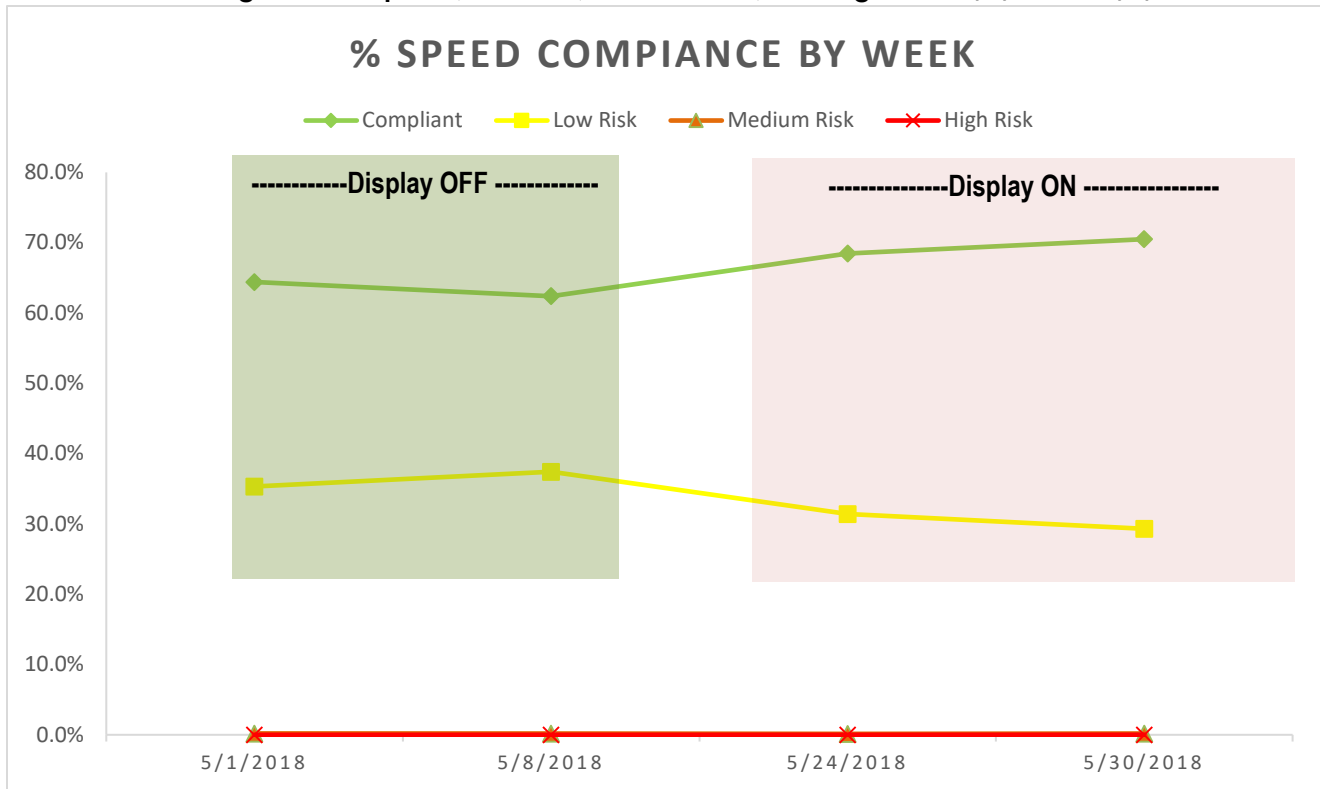
Compliance

The Speed Sentry categorized each vehicle that passed as compliant, low risk, medium risk, or high risk:

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

S-1	Date/Time Range	Speed Limit	# of days	Compliant < 30 MPH	Low Risk 30 MPH to 35 MPH	Medium Risk 35 MPH to 40 MPH	High Risk > 40 MPH	Total Vehicles
Speed Display OFF	5/1/2018 - 5/13/2018 <small>*No data collected 5/6 and 5/7</small>	30	11	23,205 (63.4%)	13,426 (36.38%)	69 (0.189%)	0 (0%)	36,700
	5/14/2018 – 5/23/2018		10	S I G N O F F				
Speed Display ON	5/24/2018 – 6/3/2018	30	11	23,517 (69.7%)	10,228 (30.1%)	51 (.015%)	1 (0.003%)	33,797
	Total # Vehicles			45,435	23,020	117	1	68,573

S-2: Changes in Compliant, Low Risk, Medium Risk, and High from 5/1/2018 – 6/3/2018



The Speed Sentry was used to compare speeds at the beginning and end of the campaign. The information above compares 11 days of data while the sign's visual display was off with 11 days of data while the sign's visual display was on. The device began actively collecting speed data from May 1st to May 5th and again from May 8th to May 13th while the visual display was set to off. Due to battery life issues, the sign was off completely May 6th and 7th. The sign then collected data for an additional 11 days from May 24th to June 3rd with the visual display on.

Positive changes in speed resulted when comparing the number of drivers who traveled by the Speed Sentry sign. When comparing the first 11 days with the second 11 days, compliant speeds increased by 6.3 percent and low risk speeds decreased also by 6.3 percent. Medium risk speeds and low risk speeds were already low and remain relatively unchanged through the speed evaluation. This suggests that drivers recognized the Speed Sentry sign, causing them to slow their speeds as they travel through the area. TransOptions had the Speed Sentry sign off during first 11 days to capture the natural behaviors of drivers traveling through the area. There was a noticeable shift in driver behavior when the visual display was switched on during the second 11-day analysis period. When the visual display is set to OFF, drivers tend to not notice the sign and believe the sign is not collecting data. Once the sign's visual display 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.

PRE- & POST-CAMPAIGN SURVEYS

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

The Town of Newton, the Newton Police Department and TransOptions utilized online resources to promote the pre-campaign and post-campaign surveys. 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 Newton.

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 Newton. 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 Newton.

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 Newton. 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 145 people who completed the pre-campaign survey and 157 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.



Newton Police (NJ) shared a post.

June 12 · 🌐

...

Please take a moment to complete this pedestrian survey.



Newton Police (NJ)

June 4 · 🌐

👍 Like Page

Newton has been working to improve walking and driving safety in town. Please take a survey for a chance to win a \$100 Visa Gift Card! [surveymonkey.com/r/TOSafety](https://www.surveymonkey.com/r/TOSafety)
If you have already taken this survey, you may take it again for a second chance to win



SURVEYMONKEY.COM

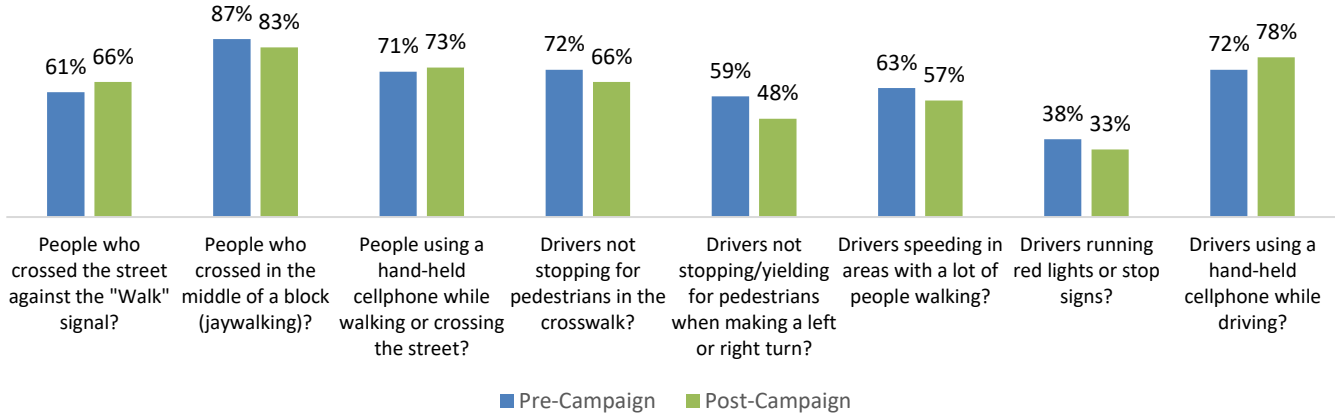
Pedestrian Survey - Spring 2018

Web survey powered by SurveyMonkey.com. Create your own online...

👍 7

2 Shares

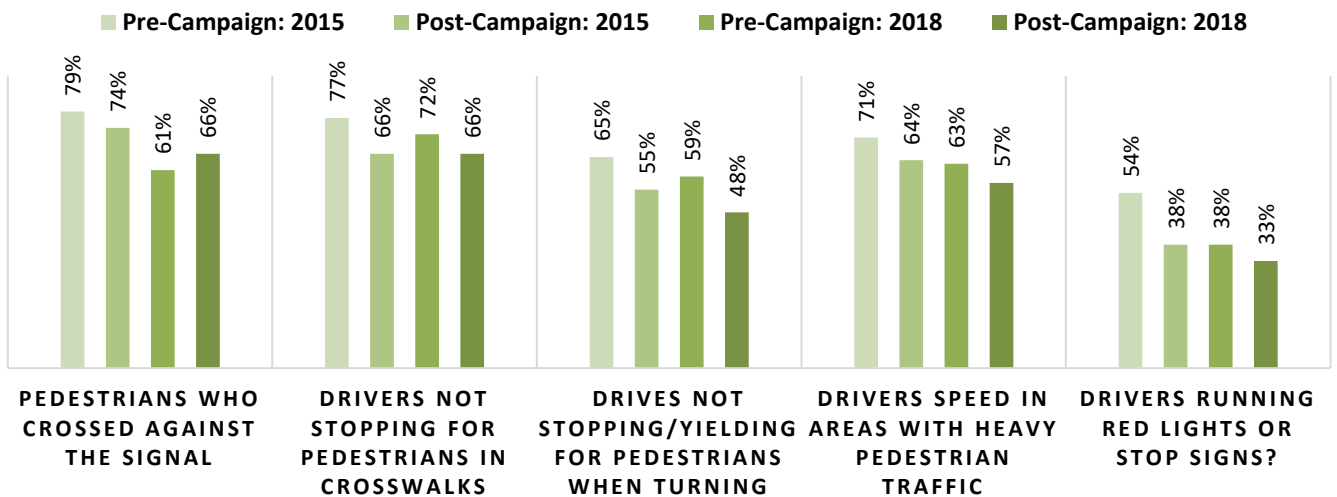
Q-1: In the past week, have you seen OTHERS (please report the behaviors of other people, not yourself)....



Changes from the pre-campaign survey to the post-campaign survey resulted when participants were asked to report on the behaviors they observed of other people. Respondents reported an 11 percent decrease in drivers not stopping/yielding for pedestrians when making a turn, 6 percent decreases in drivers not stopping for pedestrians in the crosswalk and drivers speeding in areas with a lot of people walking, a 5 percent decrease in drivers running red lights and a 4 percent decrease in observing other people jaywalking. However, results did show that there was a 5 percent increase in participants noticing pedestrians crossing the street against the walk signal and a 6 percent increase in seeing drivers using handheld phones. The Street Smart campaign may have made survey respondents more aware of negative walking and driving behaviors of others in Newton that they may not have noticed before the campaign came to the community.

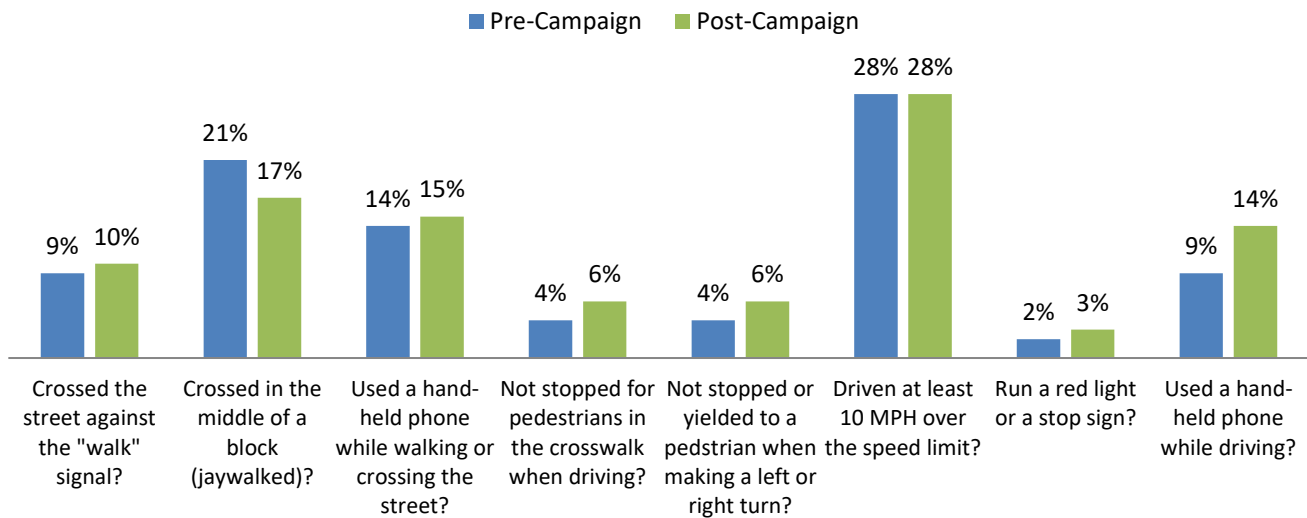
A look back at Street Smart Newton 2015

IN THE PAST WEEK, HAVE YOU SEEN (OTHERS): 2015 TO 2018 COMPARISON



When comparing Newton's 2015 Street Smart campaign to the 2018 Street Smart campaign, survey participants indicated that several negative behaviors continued to decline or were maintained over the three year period. Results showed trends in decreased negative behaviors in pedestrians crossing against the signal, drivers not stopping for pedestrians in the crosswalk, drivers not stopping/yielding to pedestrians when turning, drivers speeding, and drivers running red lights.

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

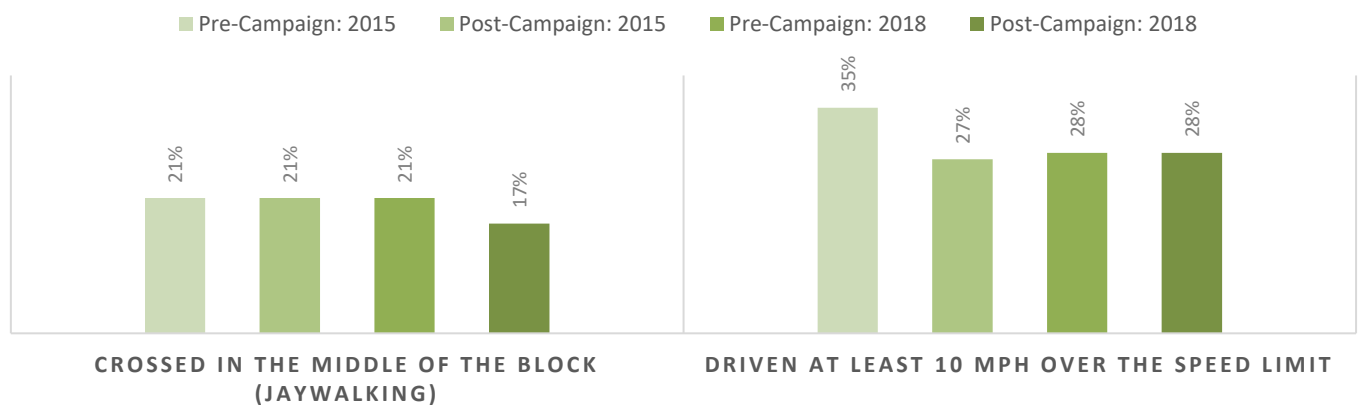


Several components of this question showed minimal 0 to 2 percent changes when respondents were asked to report on their own behaviors. There was a 4 percent decrease in respondents indicating that they crossed midblock along with a 5 percent increase in respondents admitting that they used a handheld phone while driving.

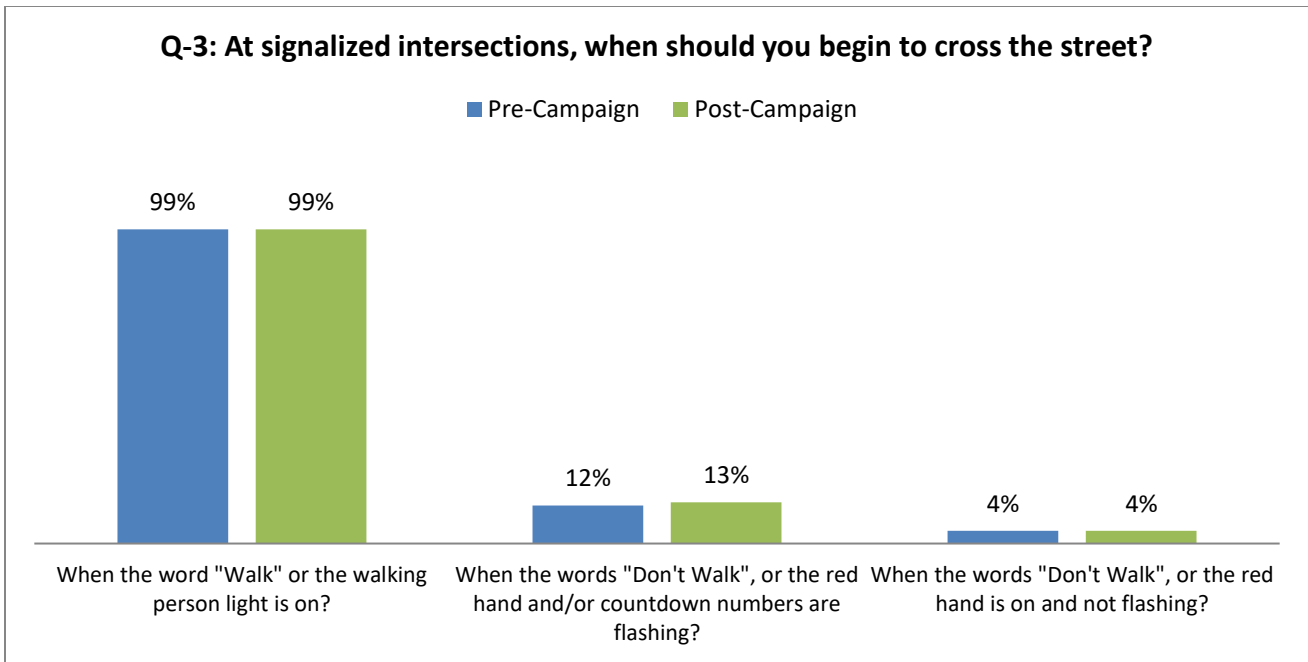
Survey participants had a high awareness of others engaging in unsafe walking and driving behaviors but were less likely to report doing the behaviors themselves. For example, 66 percent of post-campaign survey respondents reported seeing others not stopping for pedestrians in crosswalks while only 6 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.

A look back at Street Smart Newton 2015

IN THE PAST WEEK, HAVE YOU YOURSELF



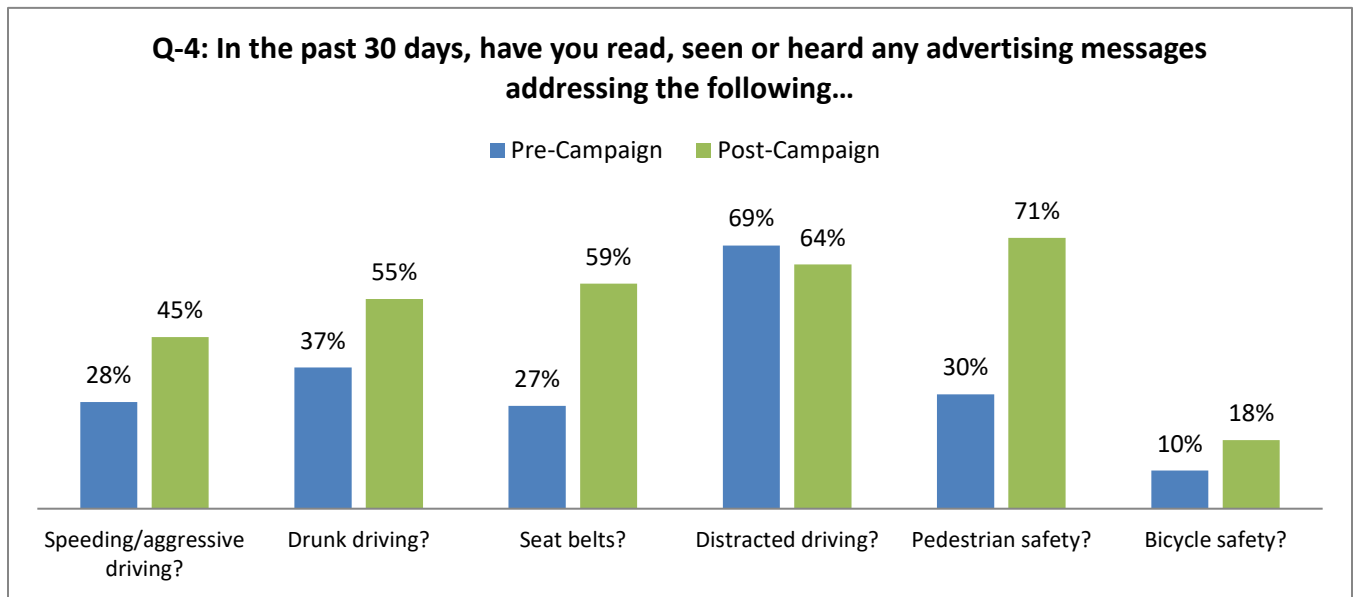
Survey results comparing Newton's 2015 Street Smart campaign to the 2018 campaign showed behavior maintenance in some categories when participants were asked to report on their own behavior. The 21 percent self-reported mid-block crossing behavior was maintained in both the 2015 pre- and post-campaign survey and carried over to the pre-campaign 2018 survey and finally dropping to 17 percent in the 2018 post campaign survey. Self-reported speeding behaviors dropped 8 percent in the 2015 campaign and the decrease was maintained throughout the 2018 survey evaluations.



Respondents who completed the survey for Newton already had a high understanding of correct crossing behaviors with 99 percent of respondents in the pre-campaign and the post-campaign knowing to cross the street with the activated walk signal. However, 13 percent responded they were permitted to cross in a crosswalk when the don't walk sign 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

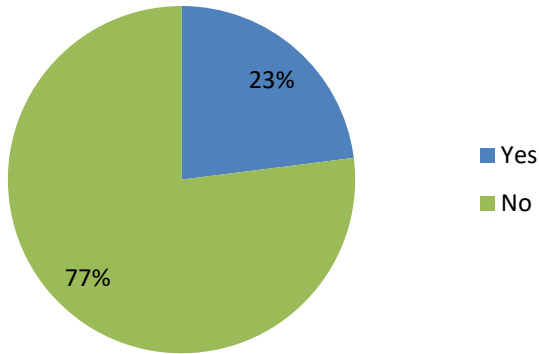
Safety and Campaign Awareness



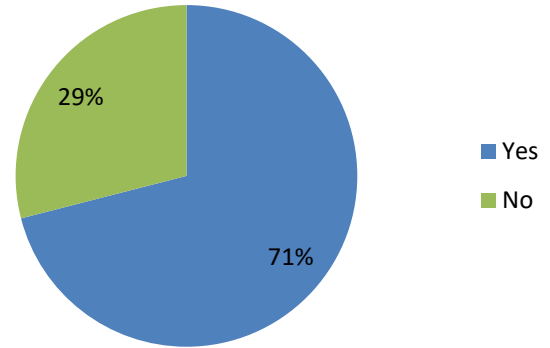
Pre- and post-campaign survey results showed that respondents were more aware of safety messages associated with the campaign. There was a 41 percent increase in awareness of pedestrian safety advertising messages. There was also a 17 percent increase in the reported exposure to messages regarding speeding/aggressive driving and an 8 percent increase of bicycle safety messaging. However there was a 5 percent decrease in recognition of distracted driving 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: 2018



Post-Campaign: 2018

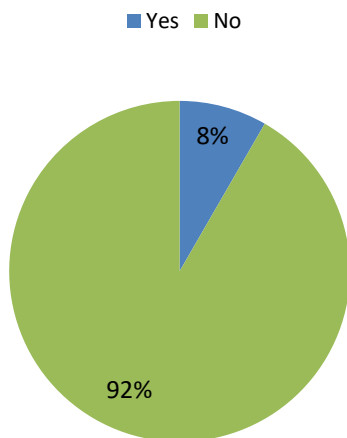


Results show a 48 percent increase in the respondents’ exposure to pedestrian safety messages and the Street Smart name. In the pre-campaign survey, 23 percent of respondents said that they were already aware of the Street Smart brand. This may indicate that participants recall the first Street Smart campaign in Newton from 2015 and 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.

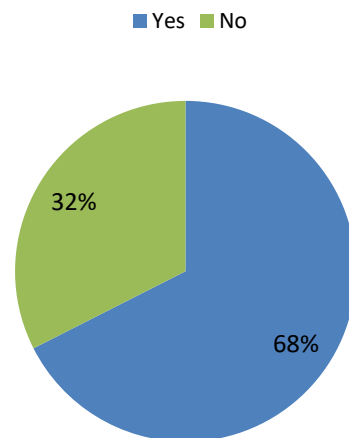
A look back at Street Smart Newton 2015

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: 2015








Post-Campaign: 2015



The pre-campaign survey results from 2015 to 2018 show a 15 percent increase in campaign recognition. This indicates that 2018 survey participants were already aware of the Street Smart message from the 2015 campaign.

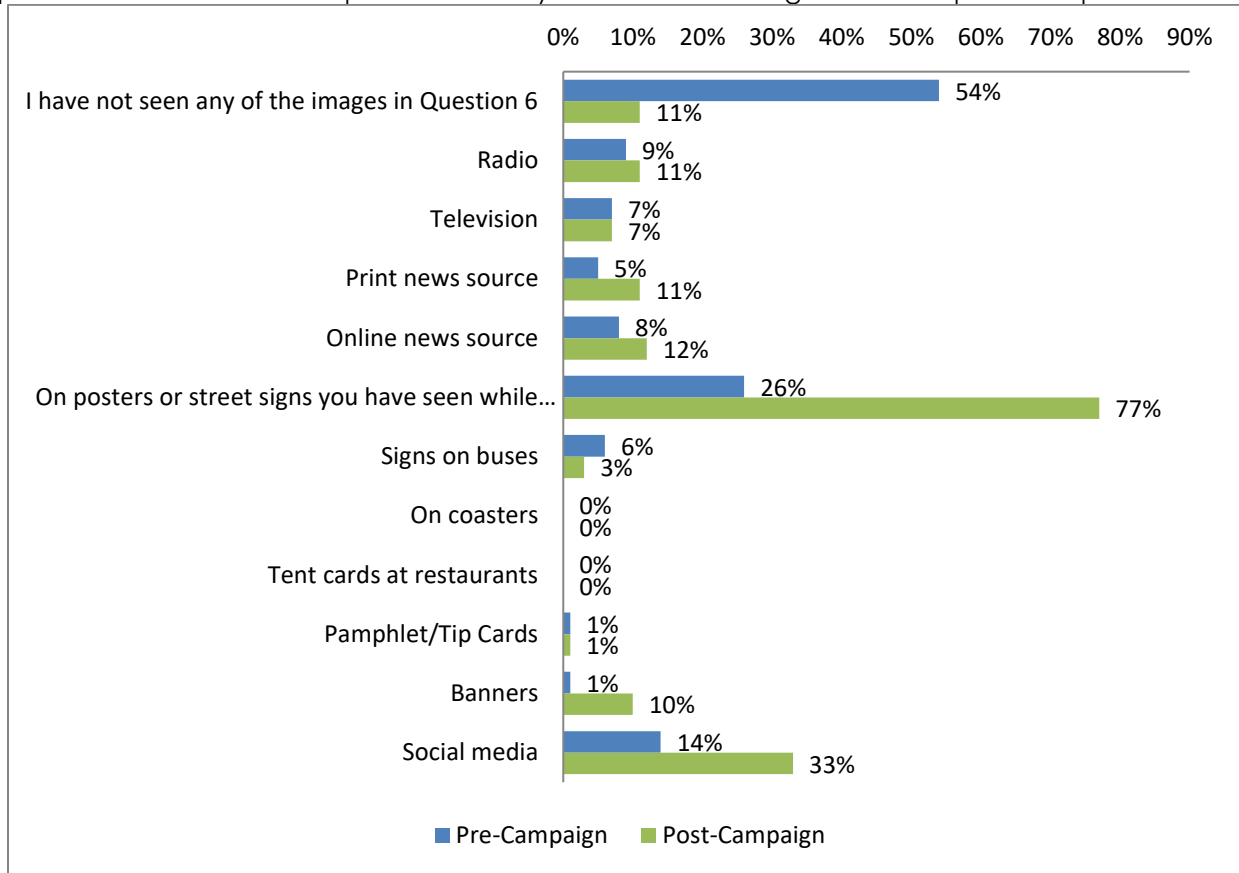
Q-6: In the past 30 days, have you read or heard any messages similar to the following

	<p>Use Crosswalks - 50% increase</p> <p>Pre-Campaign 26%</p> <p>Post-Campaign 76%</p>
	<p>Wait for the Walk - 43% increase</p> <p>Pre-Campaign 12%</p> <p>Post-Campaign 55%</p>
	<p>Stop for Pedestrians - 51% increase</p> <p>Pre-Campaign 23%</p> <p>Post-Campaign 74%</p>
	<p>Obey Speed Limits - 31% increase</p> <p>Pre-Campaign 5%</p> <p>Post-Campaign 36%</p>
	<p>Heads Up, Phone Down - 32% increase</p> <p>Pre-Campaign 18%</p> <p>Post-Campaign 50%</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 and other materials throughout Newton for the duration of the campaign.

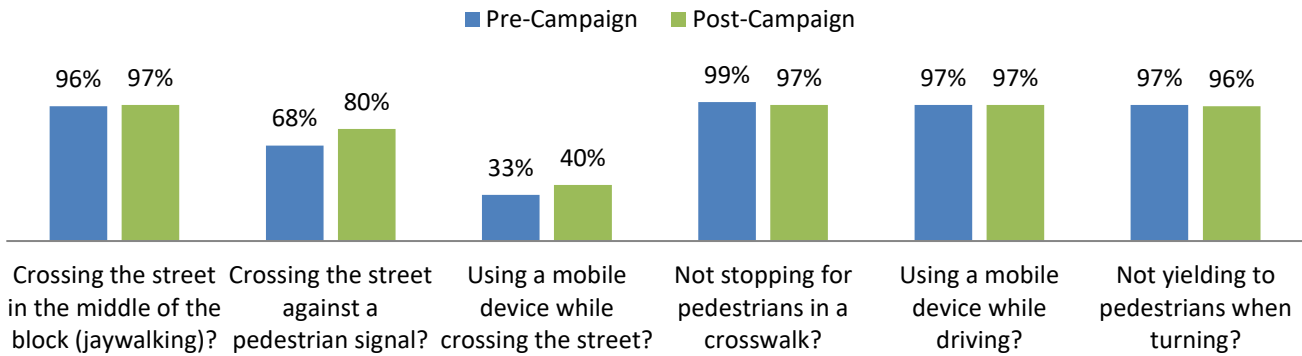
Q-7: Where have you seen or heard these messages (check all that apply)

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 11 percent of respondents reported that they had not been exposed to any Street Smart messages when compared to the pre-campaign survey where 54 percent had not seen the images associated with the campaign, a 43 percent decrease from pre-campaign survey to the post-campaign survey. Twenty-six percent of pre-campaign survey participants indicated that they had seen street signs and posters before the campaign. This increased by 51 percent in the post-campaign survey where a total of 77 percent of survey participants indicated that they had seen Street Smart messaging displayed on street signs and posters in the community. There was also a 19 percent increase in post-campaign survey respondents viewing messages on social media and a 9 percent increase in post-campaign survey respondents viewing the downtown banner that was placed on Spring Street. Respondents also reported increases in seeing the Street Smart messages in print news sources (a 6 percent increase) and in online news sources (a 4 percent increase).

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

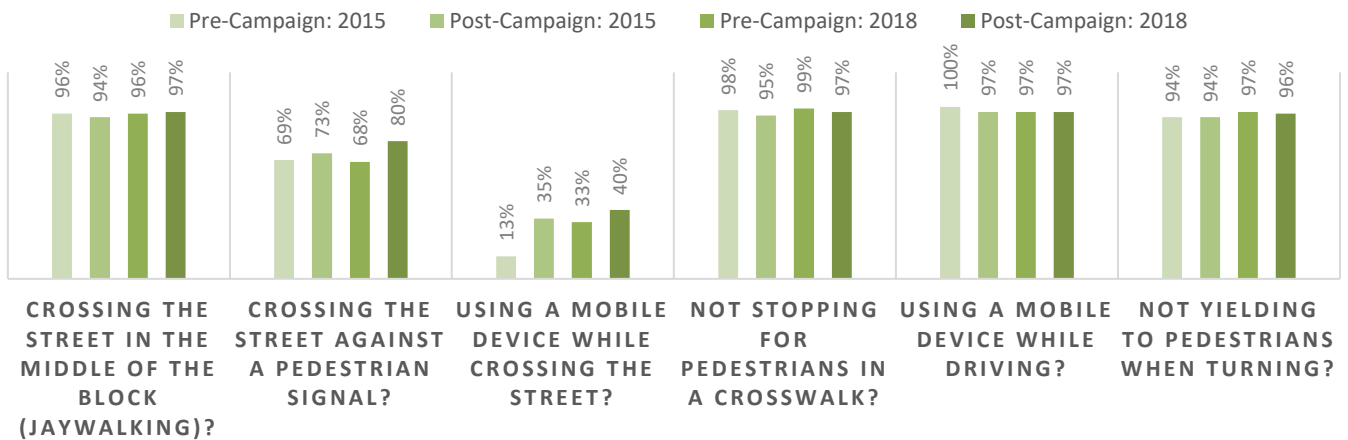


The survey showed increased knowledge of New Jersey's pedestrian safety laws. The post-campaign survey showed a 12 percent improvement in the participants knowing they can receive a ticket for crossing against the pedestrian signal. Responses from the pre-campaign survey and the post-campaign survey showed that participants had an existing knowledge of laws pertaining to midblock crossing/jaywalking, stopping for pedestrians in the crosswalk, using a mobile device while driving and not yielding to pedestrians when turning.

There was also a 7 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 Newton'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.

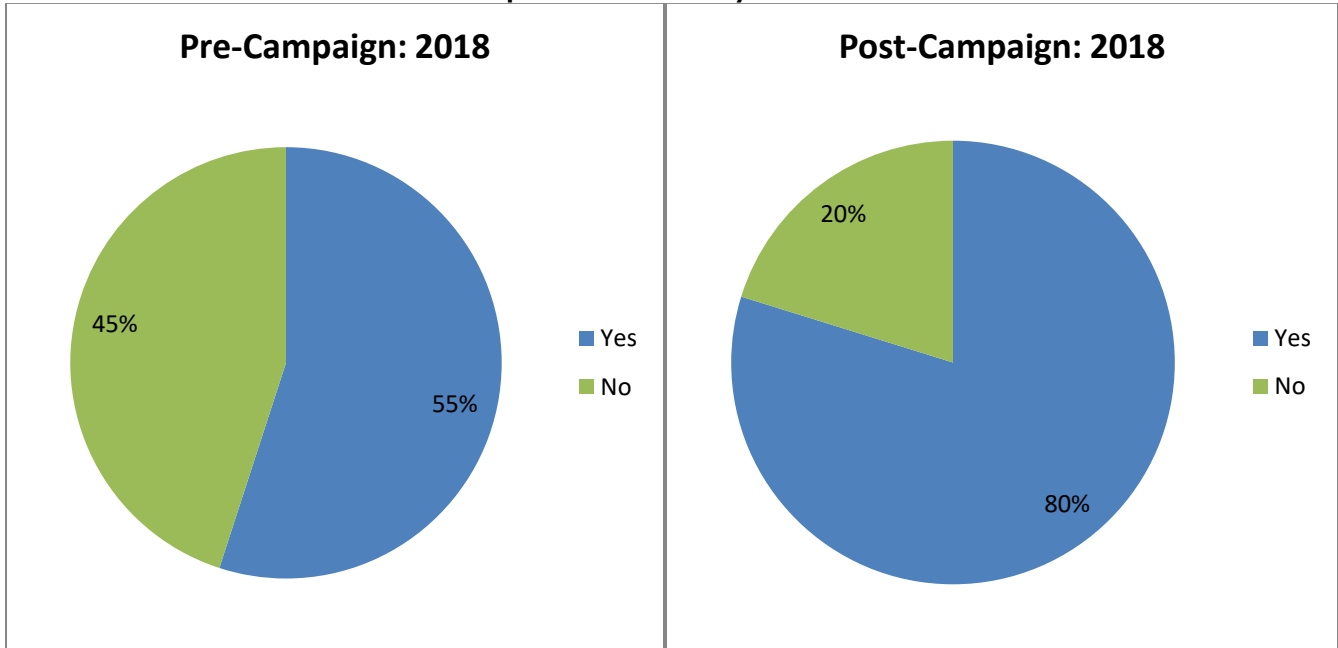
A look back at Street Smart Newton 2015

TO THE BEST OF YOUR KNOWLEDGE, CAN YOU RECEIVE A TICKET IN NEW JERSEY FOR...



Knowledge of pedestrian safety laws increased or were maintained from the 2015 campaign to the 2018 campaign. Knowledge of jaywalking laws were maintained, knowledge of crossing against the traffic signal increased from 69 percent in the 2015 pre-campaign survey to 80 percent in the 2018 post-campaign survey. Although not illegal in New Jersey, the recognition of the danger of using a cellphone while crossing the street increased from 13 percent to 40 percent. Results on the knowledge of laws pertaining to drivers stopping for pedestrians in the crosswalk, the use of mobile phones while driving, and drivers yielding to pedestrians when turning were maintained from 2015 to 2018.

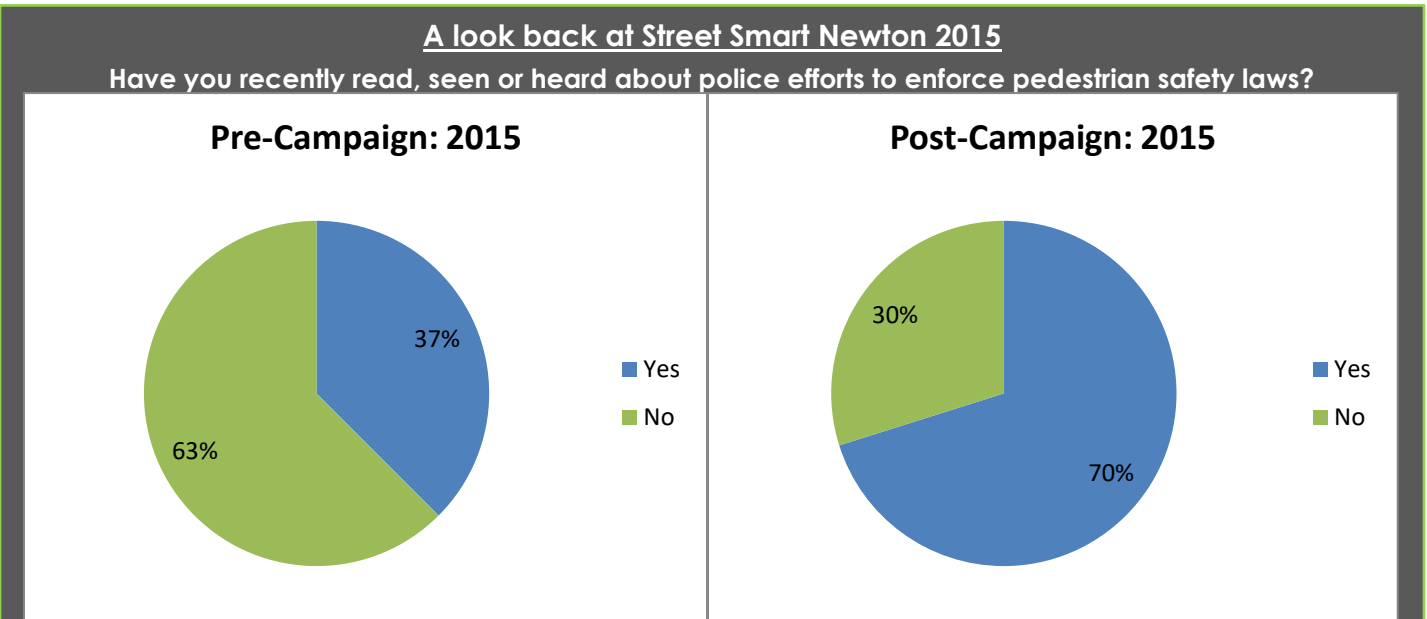
Q-9: Have you recently read, seen or heard about police efforts to enforce pedestrian safety laws?



Results from the pre-campaign survey showed 55 percent were already aware of the Newton Police Department's efforts to enforce pedestrian safety. This could be due to the 2015 Street Smart campaign and the Newton Police Department's thorough and constant enforcement of pedestrian safety laws. Post-campaign survey results from the surveys did show a 25 percent increase in the respondents' awareness of the pedestrian safety enforcement efforts made by the Newton Police Department.

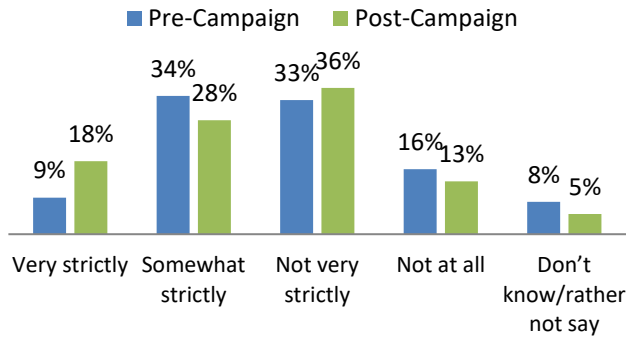
A look back at Street Smart Newton 2015

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



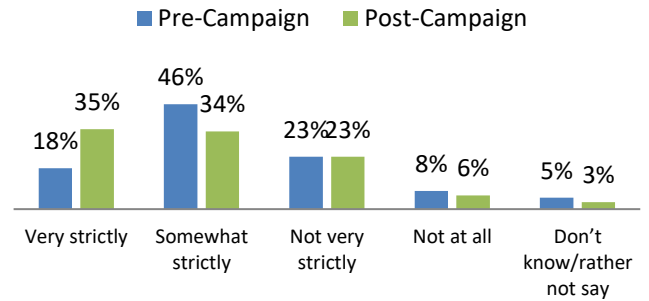
In the 2018 pre-campaign survey, 55 percent of respondents indicated that they were aware of the police department's pedestrian safety enforcement efforts, an 18 percent increase from the 2015 pre-campaign survey with only 37 percent awareness. This shows that survey participants were aware of Newton Police Department's previous pedestrian safety enforcement efforts as well as the department's ongoing attention to safe walking and driving in the community

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



The community viewed the Newton Police Department's enforcement of pedestrian safety laws relating to walking activities as more strict after the campaign. Results from the post-campaign survey show a 9 percent increase in respondents believing the police department was "very strict" in enforcing pedestrian-related laws such as jaywalking and crossing against the signal.

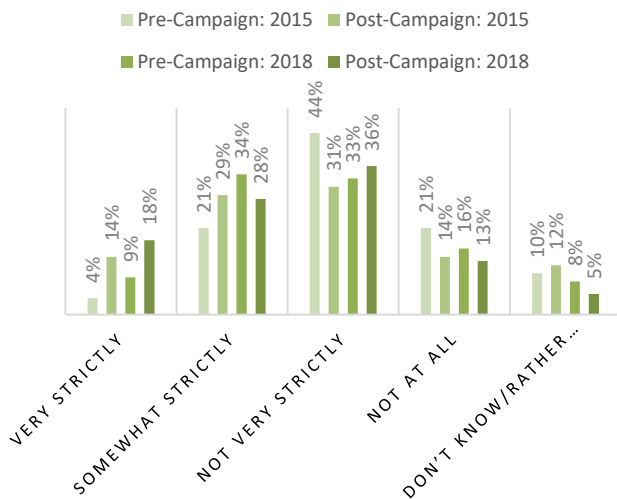
Q-11: How strictly do you think police in your area enforce driver-related pedestrian safety laws, such as speeding or stopping for pedestrians in crosswalks?



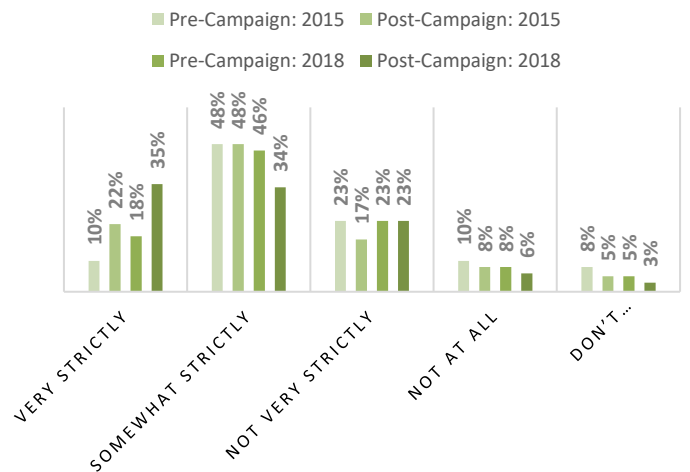
The community also viewed the Newton Police Department's enforcement of pedestrian safety laws relating to driving activities as more strict after the campaign. Results from the post-campaign survey show a 17 percent increase in respondents believing the police department was "very strict" in enforcing pedestrian-related laws such as speeding and not stopping for pedestrians in the crosswalk.

A look back at Street Smart Newton 2015

A: HOW STRICTLY DO YOU THINK POLICE IN YOUR AREA ENFORCE PEDESTRIAN SAFETY LAWS, SUCH AS JAYWALKING OR CROSSING AGAINST THE SIGNAL?

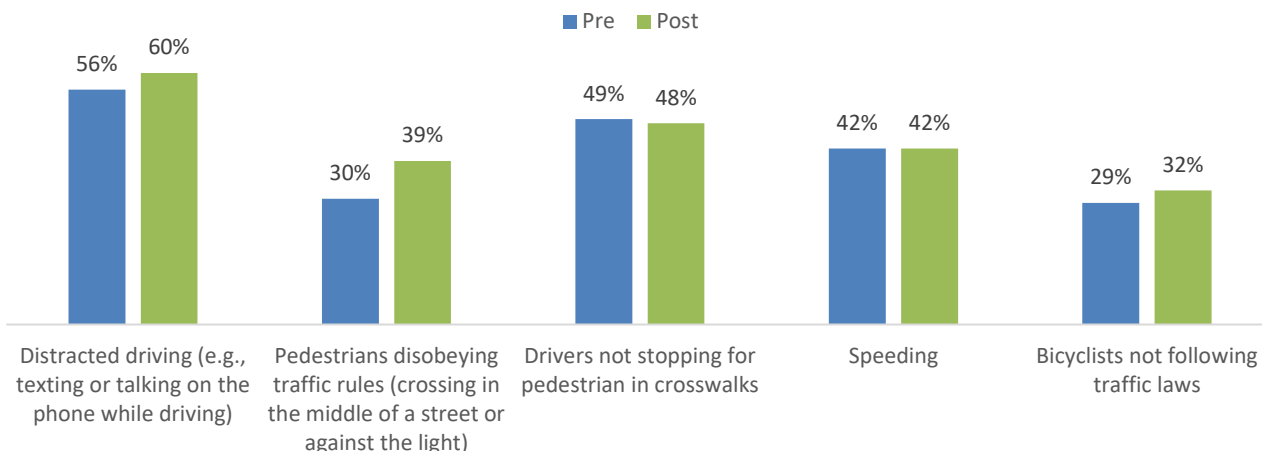


B: HOW STRICTLY DO YOU THINK POLICE IN YOUR AREA ENFORCE DRIVER-RELATED PEDESTRIAN SAFETY LAWS, SUCH AS SPEEDING OR STOPPING FOR PEDESTRIANS IN CROSSWALKS?



(A): In the 2015 pre-campaign survey, 4 percent of participants selected "very strict" when asked about the police department's enforcement of pedestrian safety related to walking. By the end of the 2018 campaign, 18 percent of participants considered the department's enforcement of laws related to walking as "very strict", a 14 percent increase from 2015 to 2018. **(B):** In the 2015 pre-campaign survey, only 10 percent of participants considered the police department's enforcement on driving to be "very strict". This increased to 35 percent by the end of the 2018 campaign, a 25 percent increase from 2015 to 2018.

Q-12: Using a scale where 1 is very serious and 5 is not at all serious, how would you rate the following in terms of how serious a problem it is in your community?



In both the pre-campaign survey and the post-campaign survey, respondents reported that distracted driving was the most serious problem in the community with scores over 55 percent followed by drivers not stopped for pedestrians in the crosswalk. When comparing the pre-campaign survey to the post-campaign survey, 9 percent more respondents indicated that they became more concerned with negative pedestrian behaviors, such as midblock crossing and crossing against traffic signals.

Q-13: 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

	Most people obey pedestrian safety laws, such as crossing the street in the crosswalk				
	Strongly Agree 1	Somewhat Agree 2	Neutral 3	Somewhat Disagree 4	Strongly Disagree 5
Pre-Campaign	16%	42%	19%	19%	3%
Post-Campaign	10%	51%	14%	17%	8%

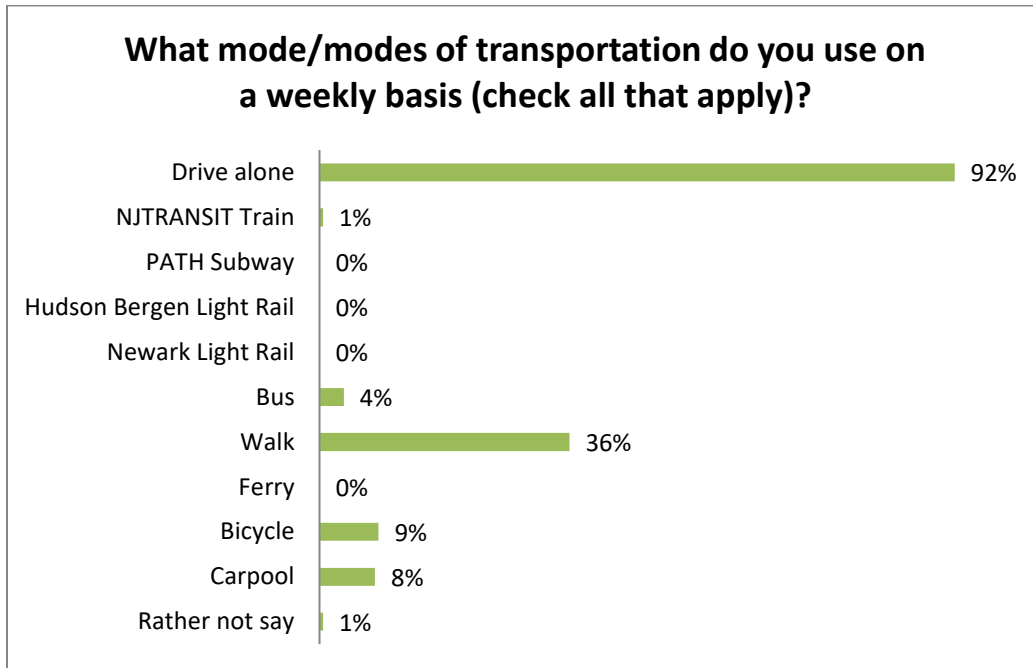
Survey participants responded that walking behavior improved overall in Newton from the pre-campaign survey to the post-campaign survey with 9 percent more respondents believing most people obey walking safety laws, such as crossing the street in the crosswalk.

	Most people obey driving safety laws, such as stopping for pedestrians and obeying speed limits				
	Strongly Agree 1	Somewhat Agree 2	Neutral 3	Somewhat Disagree 4	Strongly Disagree 5
Pre-Campaign	10%	32%	12%	35%	11%
Post-Campaign	6%	41%	17%	23%	13%

Survey participants responded that driving behavior improved overall in Newton from the pre-campaign survey to the post-campaign survey with 9 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.

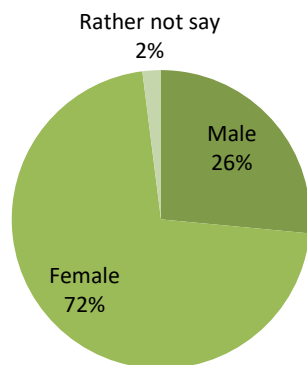


Results show that 92 percent of all survey respondents indicated that they drive alone and 36 percent walk on a weekly basis. These results are typical to downtown areas in rural sections of New Jersey, such as Newton. Street Smart’s messages aimed to address people who walk and drive to reduce crashes and driver/pedestrian conflicts in Newton.

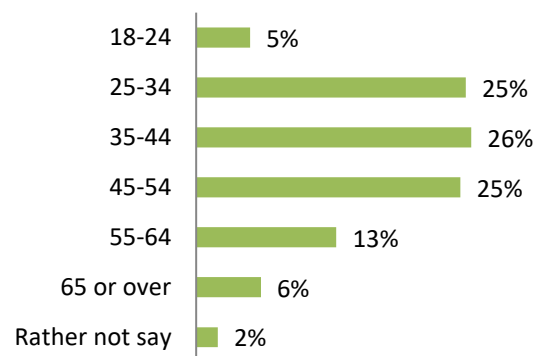
Do you currently live in Newton, NJ?	69%
Do you work, go to school, or regularly frequent Newton, NJ?	30%

TransOptions only surveyed respondents who either live in Newton or regularly visit the Town for work, school, or other reasons. If “no” was selected as a response for both questions, the participant was disqualified. An estimated 69 percent of the respondents who participated in the pre- and post-campaign surveys identified themselves as residents of Newton.

Participant Gender



Participant Age



INTERSECTION OBSERVATIONS

Intersection observations were performed immediately before and after the Street Smart campaign in Newton in order to observe changes in walking and driving behavior. To control for as many variables as possible, intersection observations were scheduled to be performed on Tuesdays from 11:00 a.m. to 1:30 p.m. Due to unfavorable weather conditions in April, the pre-campaign intersection observation had to be conducted on Thursday, April 26th.

Pre-Campaign Observation:	Post-Campaign Observation:
Thursday, April 26, 2018, 11:00 a.m. to 1:30 p.m.	Tuesday, June 5, 2018, 11:00 a.m. to 1:30 p.m.

Intersection Overview

The intersection of US 206, NJ Route 94, Spring Street/Water Street/High Street was selected as the observation site as recommended by Newton Police Department. The same intersection was observed in Newton's 2015 campaign. Since the 2015 campaign, some infrastructure improvements were made to the intersection including signage and the expansion of the pedestrian island and reconfigured crosswalk placement that aids in increasing visibility of pedestrians crossing. The time 11:00 a.m. to 1:30 p.m. was chosen to capture pedestrian and driver behavior during lunch time when the downtown businesses were open.

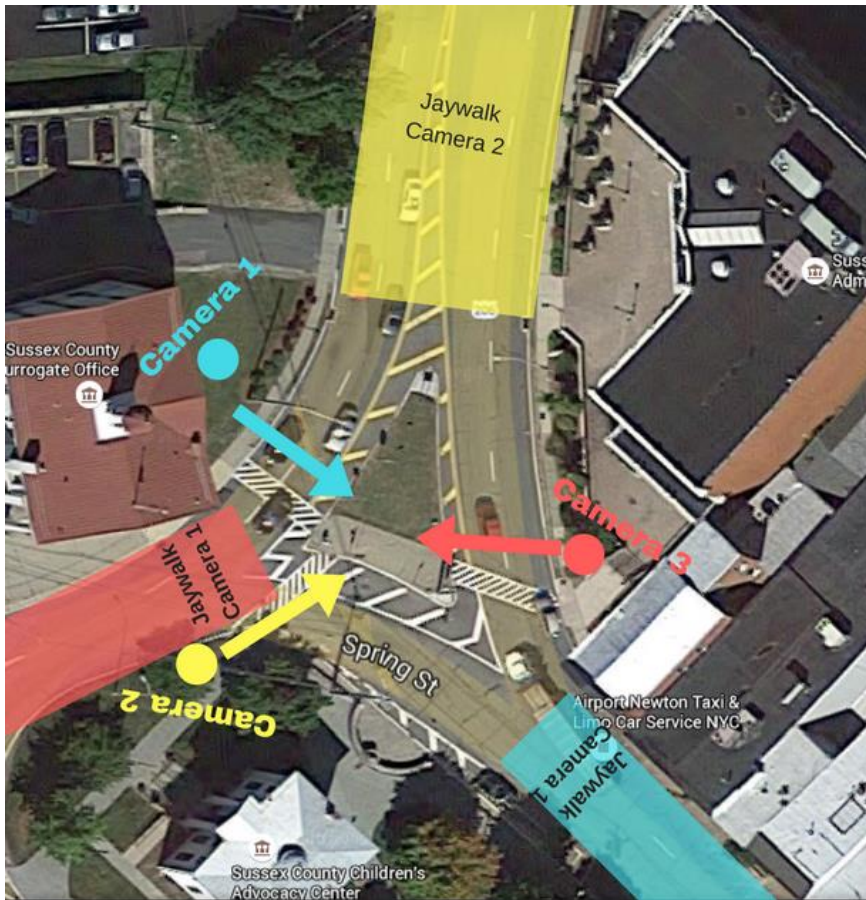


The Town of Newton and the Newton Police Department recommended this intersection because of its history of pedestrian-driver conflicts, crashes and several near-misses. The observation intersection is non-signalized with a pedestrian island located in the middle. The sidewalks along the outside of the intersection connect into the pedestrian island by three crosswalks. The pedestrian island is surrounded by two two-lane roadways (US-206/NJ-94/Spring Street and US-206/NJ-94/High Street) and a one lane road (NJ-94/Spring Street).

The merge of a state and county highway at this intersection brings high vehicle volume as well as significant pedestrian foot traffic. Several walkable attractions are located in the immediate area surrounding the intersection such as the Newton Green park area, Hayek's Market, the Sussex County Administrative Center, the Sussex County Surrogate Court, Sussex County's Children's Advocacy Center, as well as shops, restaurants, organizations and offices.

Observation Setup

Three cameras were placed to capture behaviors of pedestrians and drivers at all three crosswalks connecting to the center pedestrian island.



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 for a more accurate count and to reduce human error. During the pre-campaign observation on April 26, 2018, 103 pedestrians used the crosswalks at the intersection in the pre-campaign observations and 138 pedestrians used the crosswalk in the post-campaign observation on June 5, 2018. TransOptions observed pedestrians crossing midblock outside of the crosswalks on northbound and southbound directions on US-206. TransOptions also observed pedestrians talking or texting on cellphones while crossing the street and drivers not stopping for pedestrians in the crosswalks.

WALKING BEHAVIOR

	Pre-Campaign	Post-Campaign
TOTAL PEDESTRIANS OBSERVED	130	155
Crossing midblock outside crosswalk (jaywalking)	27	17
Crossing in crosswalks	103	138

I-1: Pedestrians crossing mid-block

Pedestrians crossing lanes of traffic outside a marked and unmarked crosswalk

Pre-Campaign	Post-Campaign	% Reduction
Not Compliant	Not Compliant	
27	17	9.8%

I-2: Distracted Pedestrian

Pedestrians crossing inside and outside of marked and unmarked crosswalk while talking or texting on a cellphone

Pre-Campaign	Post-Campaign	% Reduction
2	6	Inconclusive due to low sample size



DRIVING BEHAVIOR

	Pre-Campaign	Post-Campaign
TOTAL DRIVERS WITH OPPORTUNITY TO STOP FOR PEDESTRIAN(S) UPON THE CROSSWALK	113	156
Compliant	50	77
Non-compliant	63	79

1-3: Drivers failing to stop for pedestrian

Drivers failing to stop and give right of way to pedestrian upon the crosswalk

Pre-Campaign			Post-Campaign			% Reduction
Compliant	Not Compliant	% Non-Compliant	Compliant	Not Compliant	% Non-Compliant	
50	63	56%	77	79	51%	5%



Campaign Kickoff

Newton's second Street Smart campaign was launched during a press covered enforcement event. Officers were provided coupons from a local café and a popular local market to distribute to pedestrians using crosswalks and walking safely in Newton's downtown area. Campaign stakeholders were invited to attend and provide comments to the press. These stakeholders included Newton Police Chief Michael Richards, representatives from the Town of Newton, NJTPA Board of Trustees member and Sussex County Freeholder Carl Lazzaro, TransOptions President Daniel Callas and NJTPA staff.



The event was covered by TAP into Newton and the New Jersey Herald. WMBC-TV also attended the event and shadowed police officers as they handed out coupons to pedestrians.

Newton Pedestrian Safety
Kristie Keleshian Reporting newton, NJ WMBC

TAP into Newton
Your Neighborhood News Online

New Jersey Herald
73°
NEWS SPORTS OPINION OBITUARIES YOUR LIFE PHOTOS & VIDEOS WEATHER

Markets know better than bureaucrats of society needs

- Route 15 parking lot
- The pope has it right, we all should listen
- Going on summer vacation is not for the faint of heart
- No votes for liberals

Photos by Daniel Frenkel/New Jersey Herald; Newton Police Officers Christine Jia Cornibaki, left, and Officer Jared Zeppa, right, thank Elise Ehrberg, left, of Franklin, and Lori Davina, of Hardsyton, after they responsibly utilized a crosswalk along

Enforcement

The Newton Police Department dedicated 192 enforcement hours to the Street Smart campaign. Overtime enforcement hours were funded through the Federal Highway Safety Grant from the New Jersey Division of Highway Traffic Safety.



The Newton Police Department started off by only educating the community with no tickets from May 5, 2018 to May 18, 2018. There were 114 warnings given out to drivers and pedestrians during the education phase. After the initial education phase, officers shifted their efforts to an enforcement phase and gave out a total of 154 tickets and the remaining 165 warnings. There were 48 officers dedicated to the increased enforcement efforts who conducted the Cops in the Crosswalk Decoy Program and roving patrols throughout the community in four hour blocks at a time. Campaign-related enforcement was conducted from May 21, 2018 to July 6, 2018 with emphasis at the following locations:

- High Street (By Sussex County Administration Building Prosecutor's Office)
- Main Street & West Nelson Street
- Mill Street (By High Rise Apartment Complex)
- Sparta Avenue & Merriam Avenue
- Main Street & Halsted Street
- Spring Street & Halsted Street
- Main Street, Water Street, Mill Street, Spring Street, Sparta Avenue

These locations were selected as a focus due to past incidents and volume of pedestrian traffic related to the downtown shopping district and public school crossings.

The police department issued a total of 154 tickets and 279 warnings. These tickets and warnings included the following violations:

	<u>Tickets</u>	<u>Warnings</u>
Drivers failing to stop for pedestrians	98	273
Crossing outside a crosswalk	20	6
Cellphone	4	0

High-visibility enforcement campaigns have been known to benefit the community by reducing crime and other violations. The traffic safety enforcement conducted as part of the Street Smart campaign lead to the discovery of other violations such as suspended driver licenses, unsafe vehicles, careless driving and uninsured drivers. According to a 2013 report from the National Highway Traffic Safety Administration, "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, Outreach, & Promotion

TransOptions specializes in safety education and outreach programs. As part of Street Smart, TransOptions partners with local organizations and groups to deliver safety programs to communities actively involved in the campaign. The following education and outreach activities took place in Newton as part of the Street Smart campaign.

- TransOptions approached local stores and restaurants in downtown Newton to provide campaign information and Street Smart materials so businesses could support the campaign.
- Street Smart materials and safety information was delivered to ThorLabs in Newton.
- Street Smart message was displayed on a Sussex County Skylands bus that has a route through Newton and greater Sussex County.
- TransOptions promoted Street Smart Newton at the Sussex County Senior Club Representatives meeting.
- TransOptions conducted a driving safety presentation and promoted Street Smart to five different groups during the Older Americans Day Conference for Sussex County.
- The Newton Police Department conducted a Walk to School Day where officers walked with students to Merriam Avenue Elementary School.
- TransOptions attended Newton Day with the Newton Police Department to promote Street Smart and safe walking/driving in Newton. Both TransOptions and Chief Richards were interviewed by WNNJ Radio during the event.



Newton Police (NJ)
May 24 · 🌐

Officers enjoyed a great walk to school this morning with children, their parents and school officials, promoting healthy activity, community relations and safe routes to school. Newton Public Schools Street Smart NJ #WalkingSchoolBus #CommunityPolicing



64 2 Comments 7 Shares 1.1K Views



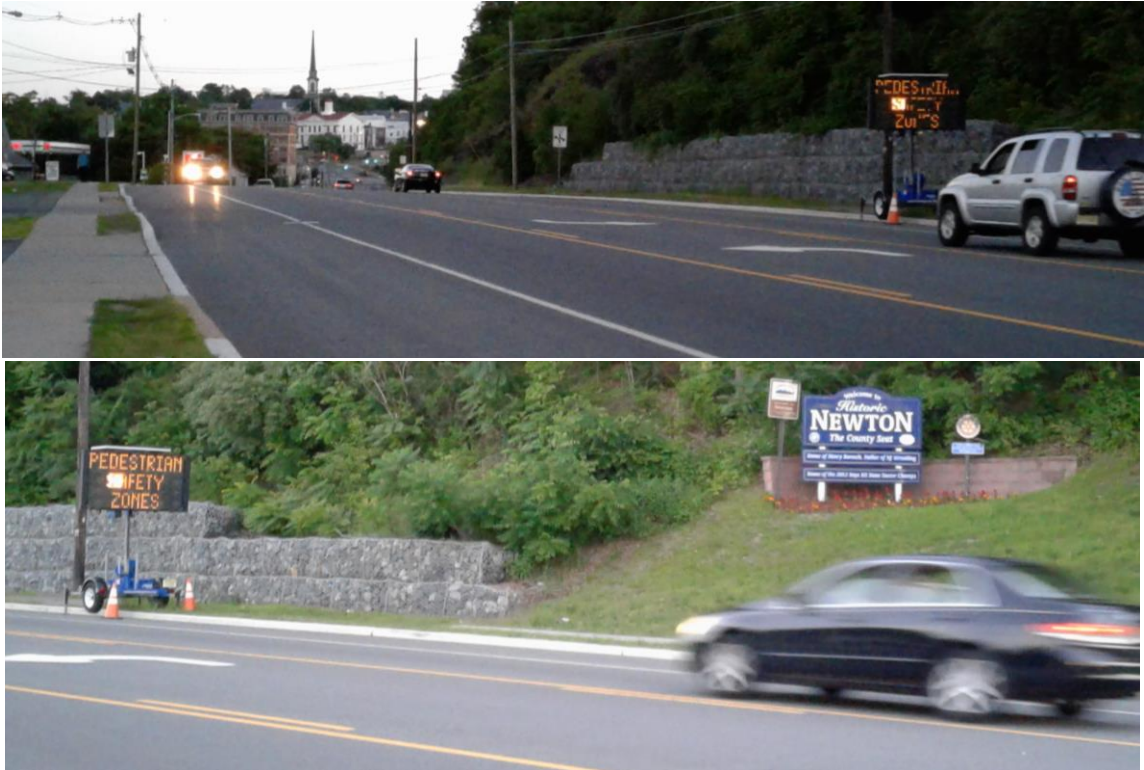
Newton Police (NJ)
30 mins · 🌐

Stop by and meet your local Police Officers at Newton Day with TransOptions @GoNewtonNJ



Street Smart Newton

- The Newton Police Department displayed a variable messaging sign to inform drivers traveling south on US-206/Water Street towards downtown Newton of increased pedestrian activity and enforcement.



- Newton Police actively used social media to promote pedestrian safety and Street Smart during the campaign

Newton Police (NJ) shared a post.
May 11 · 🌐



Street Smart NJ
May 11 · 🌐

This tip is for everyone — motorists, cyclists and pedestrians — avoid distractions.
More tips: <http://bestreetsmartnj.org/safety-tips/> #HeadsUpPhonesDown
#BeStreetSmartNJ #JustDrive

19

1 Comment 1 Share

Newton Police (NJ)
May 7 · 🌐

Newton is a pedestrian safety zone, as reflected by the banner displayed across Spring Street. #BeStreetSmartNJ



22

1 Share

Materials

Street Smart materials were purchased by the Newton Police Department and reimbursed by their grant from the New Jersey Division of Highway Traffic Safety. Campaign materials included tip cards, posters, banners, table tents, and street signs. TransOptions and the Newton Police Department's logos were added to most of the campaign materials. Using a variety of campaign materials was vital to increasing recognition and awareness of the campaign. The Town of Newton displayed the Street Smart signs and the banner in visible locations in town and TransOptions distributed tip cards, table tents, coasters and posters to the local businesses along Spring Street and the Newton Green.



MATERIAL QUANTITIES

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

- 1 Street Banner
- 50 Street Signs
- 75 Posters
- 4,000 Tip Cards



TransOptions supply of specialty items that included coasters, coffee sleeves, and table tents were also distributed throughout Newton.

2018 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 6.3 percent while the device was posted and the visual display was on. The 6.3 percent increase in compliant speeds of drivers accounts for about 4,320 (** .063 x 68572) drivers that traveled towards the intersection of US-206/Water Street and Mill Street/CR – 519. (S-1; S-2)
- According to results displayed in graph Q-1, survey respondents indicated that they observed positive behavior changes in others. Respondents reported an 11 percent decrease in drivers not stopping/yielding to pedestrians when making a turn, 6 percent decreases in drivers not stopping for pedestrians in the crosswalk and in drivers speeding in areas with people walking, a 5 percent decrease in drivers running red lights, and a 4 percent decrease in observing others jaywalking.
- 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 such as a 4 percent decrease in self-reported mid-block crossing. A 5 percent decrease was reported in both self-reported cellphone-use while driving and self-reported speeding 10 MPH or more over the speed limit. However, respondents reported a 5 percent increase in using a handheld cellphone while driving.
- Results from the intersection observations displayed in I-1 and I-3 showed positive changes in behaviors when comparing pre-campaign observation results to post-campaign observation results. There was a 9.8 percent reduction in observed midblock crossings and a 5 percent reduction in drivers failing to stop for pedestrians in the crosswalk at the observation intersection.

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 Newton during the Street Smart campaign.
- More participants were aware of advertising messages that directly relate to Street Smart's safety messages. There was a 41 percent increase in awareness of pedestrian safety messages, a 17 percent increase in awareness of speeding/aggressive driving, and an 8 percent increase in bicycle safety messages. (Q-4)
- 48 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: 50 percent increase
 - Wait for the Walk: 43 percent increase
 - Stop for Pedestrians: 51 percent increase
 - Obey Speed Limits: 31 percent increase
 - Heads Up, Phones Down: 32 percent increase
- 51 percent more respondents reported being exposed to the Street Smart messages on posters and signs. (Q-7)
- In the post-campaign survey, 80 percent of respondents knew they could receive a ticket for crossing against a pedestrian signal, a 12 percent increase from the pre-campaign survey (Q-8).
- Awareness and concern for dangerous behaviors increased from the pre-campaign survey and post-campaign survey. 9 percent more respondents expressed that pedestrians disobeying traffic rules (crossing in the middle of the street or against the light) as a serious issue and 4 percent more cited distracted driving as a serious concern (Q-12)

- Results showed that the community was most concerned with distracted driving and drivers not stopping for pedestrians in the crosswalk (Q-12).
- Respondents had a more positive view of both driver and pedestrian behavior in the post-campaign survey results. 9 percent more respondents selected “somewhat agree” that “most people obey pedestrian safety laws, such as crossing the street in the crosswalk” and 9 percent more respondents also selected “somewhat agree” that “most people obey driving safety laws, such as stopping for pedestrians and obeying speed limits” (Q-13).

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

- Newton Police dedicated 192 enforcement hours to the Street Smart campaign. A total of 154 warnings and 279 summonses were issued during Newton's Street Smart campaign.
- The Newton Police Department distributed 200 coupons from local businesses to pedestrians to reinforce positive walking behaviors.
- 80 percent of post-campaign survey respondents were aware of increased enforcement efforts made by the Newton Police Department, a 25 percent increase from the pre-campaign survey (Q-9).
- Post-campaign survey results showed a 9 percent increase in respondents reporting that the Newton Police Department was “very strict” in the enforcement of pedestrian safety laws related to walking, such as jaywalking and crossing against the traffic signal (Q-10). Similarly, the post-campaign results showed a 17 percent increase in respondents reporting that the Newton Police Department was “very strict” in the enforcement of pedestrian safety laws relating to driving, such as speeding and not stopping for pedestrians in the crosswalk (Q-11).

Long-term Results

Survey results comparing the 2015 data to the 2018 data showed that the Street Smart campaign had a long-term impact on pedestrian safety in Newton. Survey results showed maintained or additional increases in safety behaviors as well as awareness of laws and enforcement efforts. This shows that the Street Smart campaign can change behaviors long-term with consistent enforcement efforts and community support.

Recommendations

- More high-visibility enforcement and education on distracted driving could benefit the community. The 2018 survey results showed a 6 percent increase in respondents seeing others engage in distracted driving from the pre-campaign survey to the post-campaign survey (Q-1). Respondents also self-reported a 5 percent increase in engaging in distracted driving themselves (Q-2). There was also a 5 percent decrease in respondents reporting that they were exposed to distracted driving messages (Q-4). These results are not consistent with other communities participating in Street Smart campaigns with TransOptions. Efforts to counter these results is needed as driver inattention was reported as a factor in a majority of pedestrian crashes in Newton from 2014 – 2016 (pg 5). Distracted driving was also reported to be the most serious problem in the community with 56 percent in the pre-campaign survey and 60 percent in the post-campaign survey (Q-12).
- Continued enforcement as well as infrastructure maintenance and improvements is recommended at the observation intersection at US-206/NJ-94/Spring Street and US-206/NJ-94/High Street.

Street Smart Newton

- Survey respondents had high awareness of the Newton Police Department's presence and attention to pedestrian safety. It is recommended that enforcement efforts continue in order to maintain and further reduce negative behaviors.
- Drivers have a tendency to gain speed as they head downhill on Mill Street towards the intersection of US-206/Water Street and Mill Street/CR – 519. It is recommended that the Newton Police Department continue speed monitoring and enforcement on this stretch of roadway. The Town and the police department can also consider other speed calming measures for the above mentioned area.
- Regular inspection and updates of crosswalks, signage, and infrastructure throughout the community is recommended.
- Future infrastructure improvements should have a consideration for pedestrian safety and speed calming.
- Newton 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

Conclusion

Street Smart Newton was a successful collaborative effort among TransOptions, the NJTPA, the Newton Police Department, and representatives of the Town of Newton. Improvement in attitudes and awareness regarding pedestrian safety were observed in the results of the pre- and post-campaign survey with significant increases in recognition of the Street Smart message, enforcement efforts, and an emphasis on pedestrian safety throughout the community. The Newton police department was successful in their enforcement of pedestrian safety laws and community engagement. It is recommended that the Newton Police Department and the Town of Newton 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 Newton.



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