

STREET SMART SUMMIT



Final Report

STREETSMART

Presented by:

TransOptions

Acknowledgments

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

Summit Police Department

The City of Summit

Summit Downtown

Summit High School

Summit YMCA

Overlook Medical Center

Summit Library

North Jersey Transportation Planning Authority (NJTPA)

New Jersey Division of Highway Traffic Safety (NJDHTS)

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Street Smart Summit

Executive Summary

The Street Smart pedestrian safety campaign was a focused effort in Summit, New Jersey in September 2016. The campaign was a collaborative effort among TransOptions, the Summit Police Department, the City of Summit, and local businesses and organizations. As an education and enforcement campaign, Street Smart Summit included 200 hours of pedestrian safety law enforcement by the Summit Police Department as well as multiple educational outreach events coordinated by TransOptions. The program was evaluated through pre- and post- campaign surveys as well as pre- and post- campaign intersection observations. The evaluations showed that the Street Smart campaign in Summit 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 successfully changed behaviors with reductions in pedestrians crossing midblock, pedestrians using cellphones while crossing, pedestrians crossing against the traffic signal, and turning drivers failing to yield to pedestrians in the crosswalk.

Street Smart Overview

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

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

Street Smart NJ was developed in response to New Jersey's designation by FHWA as a pedestrian "focus" state and Newark as a "focus" city due to a high incidence of pedestrian injuries and fatalities. According to 2014 data from the National Highway Traffic Safety Administration, the State of New Jersey ranked 6th in the nation in pedestrian fatalities. From 2010 - 2014, 750 pedestrians were killed and 17,000 were injured on the state's roadways equaling one pedestrian death every 2.5 days and 11 pedestrian injuries every day.

The campaign has three main goals:

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

The *Street Smart NJ* program was piloted in five communities in New Jersey in 2013 and 2014. The pilot programs were conducted in Newark, Jersey City, Woodbridge, Hackettstown, and Long Beach Island. These five communities were selected in order to incorporate the state's diverse landscape of urban,

Street Smart Summit

suburban, rural, and shore regions. The program was later expanded to additional municipalities in 2015 and 2016 including, Newton, Washington (Warren County), Morristown, Summit, Phillipsburg, Asbury Park, Bay Head, Bergenfield, Bloomfield, Bradley Beach, Clinton, Elizabeth, Flemington, Franklin (Sussex County), Frenchtown, Hackettstown, Hillsborough, Lakewood, Long Branch, Maplewood, Manasquan, North Plainfield, Nutley, Passaic, Point Pleasant Beach, Princeton, Red Bank, South Orange Village and Toms River.

TransOptions' Street Smart Program

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

As the TMA for northwestern New Jersey, TransOptions delivers pedestrian safety programs along with other transportation resources to the counties of Morris, Sussex, Warren as well suburban areas of Union, Essex, and Passaic. TransOptions selected Summit as one of four municipalities to conduct the Street Smart pedestrian safety program in fiscal year beginning July 1, 2016.



Summit, Union County, New Jersey

Summit is located in Union County, covering approximately 6.046 square miles with a population of 21,457 according to the 2010 U.S. Census. Summit is home to a busy downtown with stores and restaurants, Overlook Medical Center, the headquarters of Celgene Corporation, and an active commuter train station. The Summit Train Station serves as the connecting point for NJ Transit's Morris & Essex and Gladstone Branch lines providing access to New York City and other towns in northern New Jersey. Summit is considered a walking community where people can easily get to several attractions and access transit options.

TransOptions used the Plan4Safety crash analysis tool from Rutgers University's Center for Advanced Infrastructure and Transportation to examine crash data in Summit. The Plan4Safety tool uses police reports to compile crash data from all over the state of New Jersey. From January 2013 to December 2015, there were 34 pedestrian-related crashes involving 37 pedestrians in Summit. Of these crashes, 46% of pedestrians involved were crossing at marked crosswalks and 14% of pedestrians were jaywalking.

TRANSOPTIONS' SERVICE AREA



SUMMIT, NJ
SOURCE: NEW YORK TIMES

The Summit Street Smart campaign was a collaborative effort among TransOptions, the Summit Police Department, officials from the City of Summit, and local community organizations.

Summit Street Smart Campaign Structure

The Street Smart campaign in Summit 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), and Morristown. TransOptions coordinated two planning meetings attended by representatives from the Summit Police Department and the City of Summit in August 2016. TransOptions worked closely with the police and town officials to go over the planning of the program, target areas for education and enforcement, and funding for overtime enforcement.

FUNDING

TransOptions worked with the Summit Police Department to secure funding for overtime enforcement through the Pedestrian Safety Education and Enforcement fund from the New Jersey Division of Highway Traffic Safety (NJDHHS). Summit was awarded the funding for the 2017 fiscal year starting on July 1, 2016. From there, TransOptions provided a suggested timeline for police education and enforcement activities and the Summit Police Department developed a schedule for their officers. The NJDHHS funding allowed the police department to cover the cost of overtime hours for officers participating in the Street Smart enforcement initiatives as well as the purchase of campaign materials.

CAMPAIGN SCHEDULE

Summit's Street Smart campaign lasted approximately eight weeks with education and enforcement activities concentrated during the month of September. TransOptions' Speed Sentry Loan Program was also implemented during the month of September to collect speed data from drivers in an area of concern in the community (See Page 6). The campaign consisted of pre- and post- campaign components such as intercept surveys, and intersection observations. These activities were done both before and after the campaign to gauge the impact the Street Smart program made on the community.

Street Smart Summit Campaign Timetable	
Pre-Campaign: (Surveys and Observations)	August 17 th – August 31 st , 2016
Education & Enforcement:	September 2016
Speed Sentry Loan:	September 2 nd – October 4 th , 2016
Post-Campaign: (Surveys and Observations)	October 3 rd – October 17 th

Campaign Evaluation

SPEED SENTRY LOAN PROGRAM

TransOptions utilized the existing Speed Sentry Loan Program to reduce the speed of drivers traveling towards Summit's downtown area where there is a steady flow of pedestrian traffic. With this program, TransOptions loans the speed sentry device to municipalities within their service area. The radar sign digitally displays the speed of oncoming vehicles as they approach the sign. Data is collected on a web-based cloud server developed by All Traffic Solutions which is monitored and accessed at the office of TransOptions. Once data collection is complete for the specified timeframe, TransOptions produces a report with recommendations for low or no-cost improvements.

The speed sentry device was displayed in Summit in September during the campaign's education and enforcement activities. The placement location of the speed sentry device was recommended by Summit Police Department due to their familiarity with problem areas in town. The speed sentry device was mounted on a street sign on Springfield Avenue between Essex Road and Hobart Avenue in a 25 MPH speed limit zone. The sign recorded the speeds of drivers heading east towards downtown Summit. Although the area immediately surrounding the sign was mostly residential several stores, offices, and restaurants were located within 1,200 feet of the speed sentry's location.



TRANSOPTIONS' SPEED SENTRY



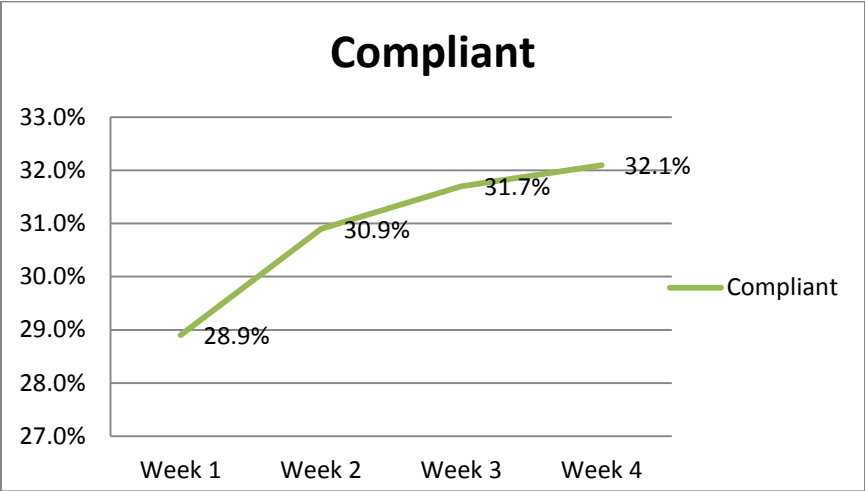
TRANSOPTIONS' SPEED SENTRY



Compliance

The speed sentry categorized each vehicle that passed the sign as “Compliant”, “Low Risk”, “Medium Risk”, and “High Risk”:

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



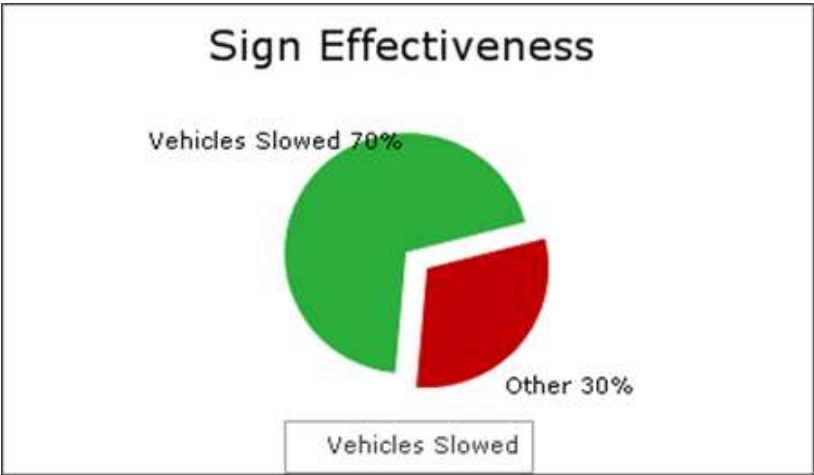
During the evaluation, the speed of 94,857 vehicles was detected by the speed sentry sign.

While the Street Smart campaign was active in Summit, the speed sentry sign helped increase compliant speeds for drivers by 3.2%, accounting for approximately 3,035 vehicles that passed the sign heading towards downtown Summit. This increase in compliance is related to the campaign's “Obey Speed Limits” vital sign message (See Page 15).

Sign Effectiveness

Sign effectiveness data averages speed by hour of the day for the 32 day period.

According to the report, the speed sentry slowed 70% of drivers passing the sign while the Street Smart campaign was active in Summit.



Street Smart Summit

PRE & POST INTERCEPT SURVEYS

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

TransOptions staff walked through downtown Summit and distributed survey cards to the people they met. The survey was also successfully distributed online through Summit's community email, website, and Facebook Page. TransOptions also created a targeted Facebook advertisement that prompted Facebook users in Summit to complete the survey.

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

The survey was created using SurveyMonkey and consisted of 27 questions that asked respondents to report their walking and driving behaviors and what they observed others doing on the road. The survey included questions on the respondents' knowledge of New Jersey's pedestrian safety laws and awareness of the Street Smart campaign in Summit. 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 Summit.

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

139 respondents participated in the pre-campaign survey and 166 respondents participated in the post-campaign survey. Respondents were asked to answer 'Yes' or 'No' to the following questions:

*Percentages may not total 100% due to rounding

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

Postcards: Front side

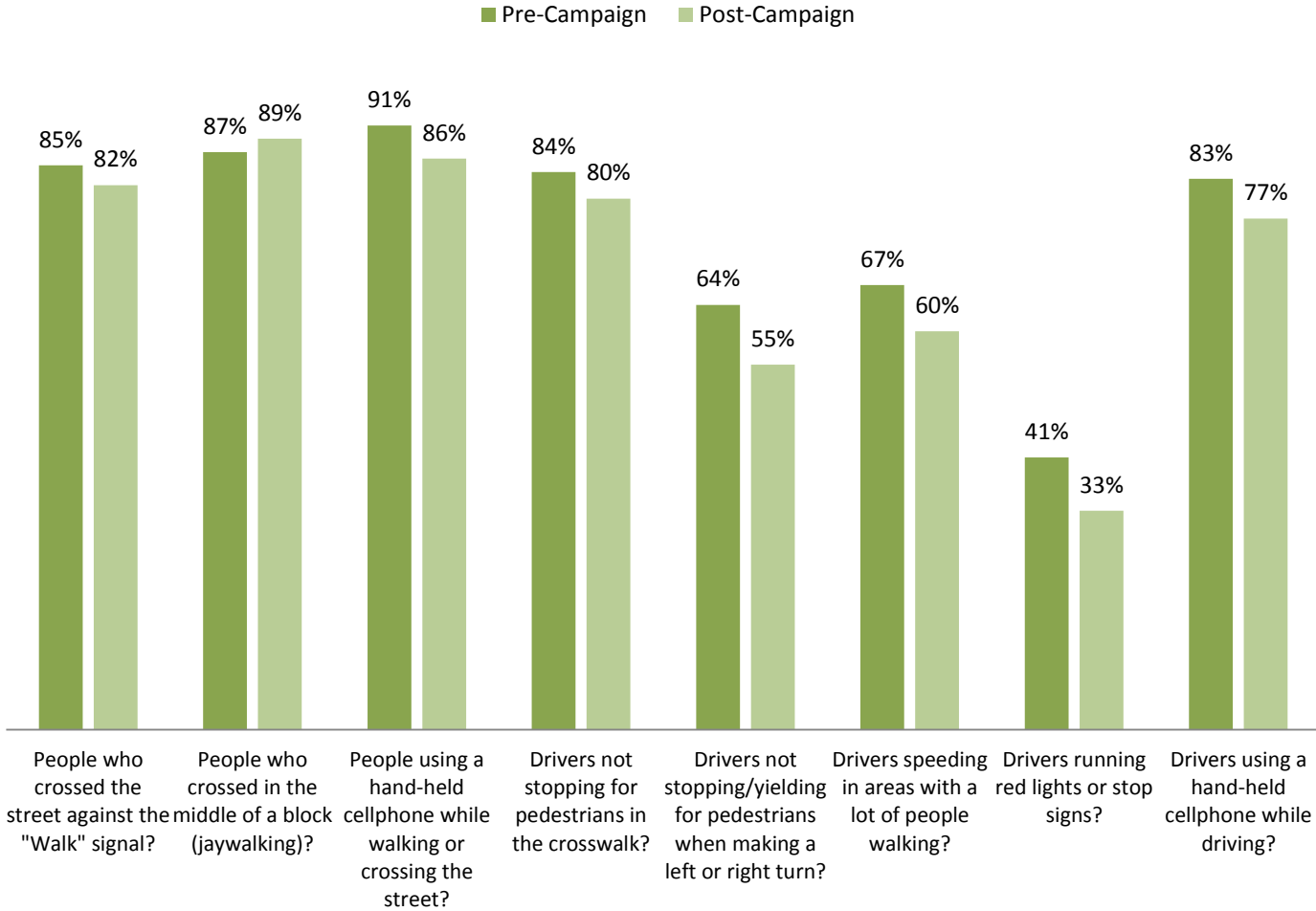


Postcards: Back side



CAMPAIGN SURVEY CARDS

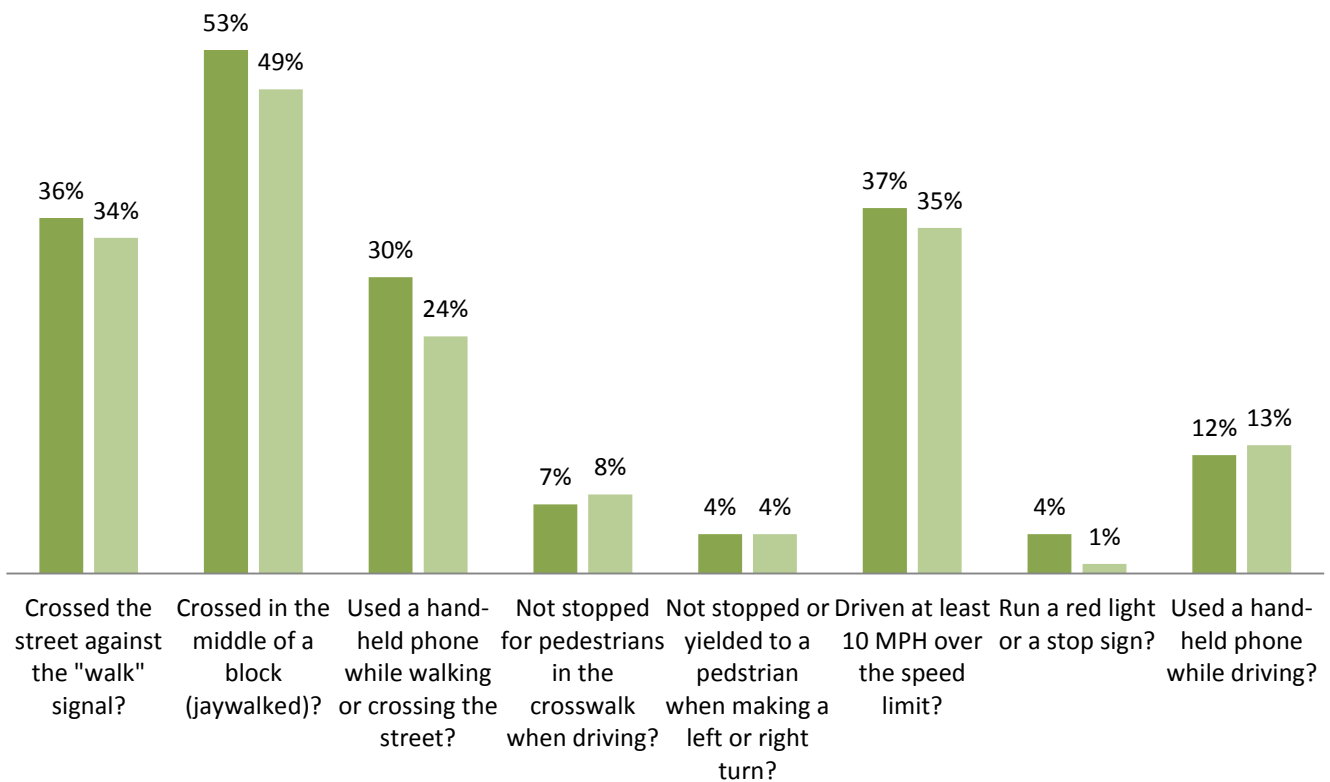
In the past week, have you seen OTHERS (please report the behaviors of other people, not yourself)....



The respondents reported that they observed a decrease in unsafe walking and driving behaviors in all categories except for a 2% increase in observing other 'people who crossed in the middle of the block (jaywalking)'. This may be due to the respondents' increased awareness of jaywalking behaviors and violations. Overall, a decrease in observed negative behaviors was found in the post-campaign responses including a 9% decrease in observing drivers not stopping/yielding for pedestrians when making a left or right turn, a 7% decrease in observing drivers speeding in areas with a lot of people walking, and an 8% decrease in observing drivers running red lights or stop signs.

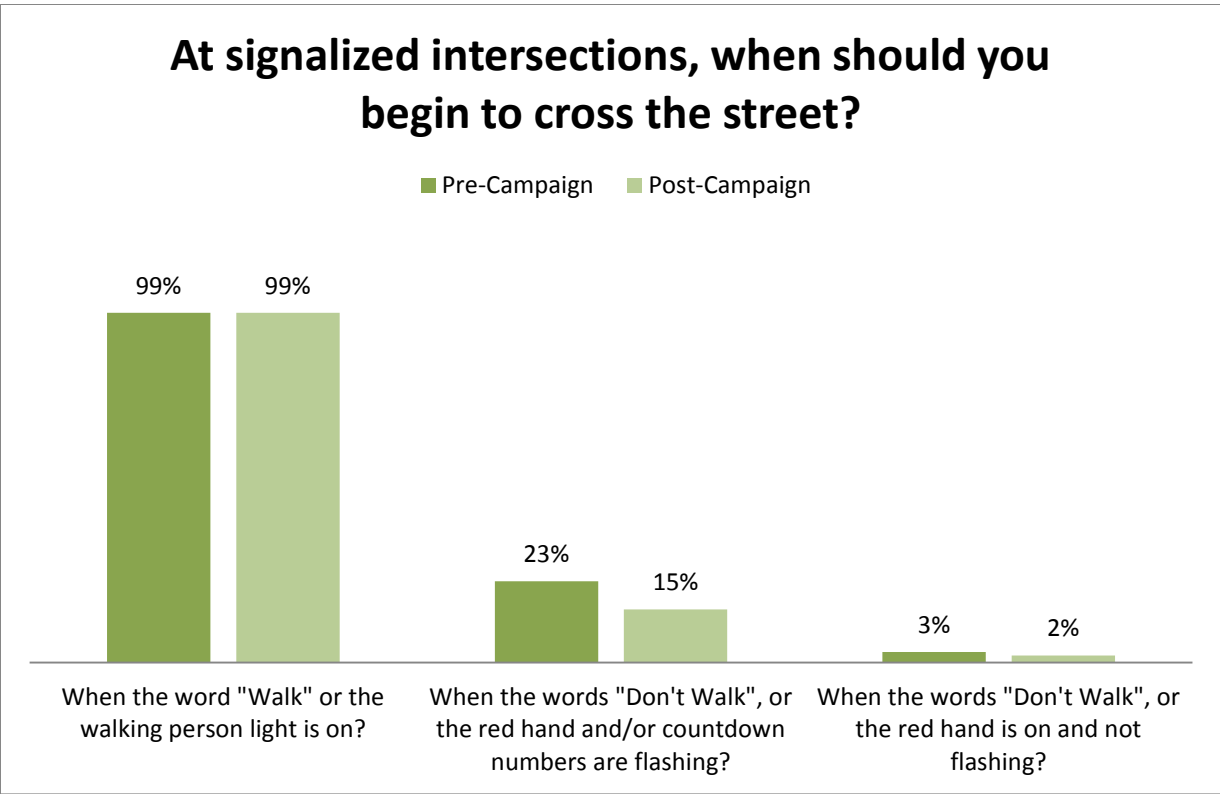
In the past week, have YOU (please report your own behaviors)

■ Pre-Campaign ■ Post-Campaign



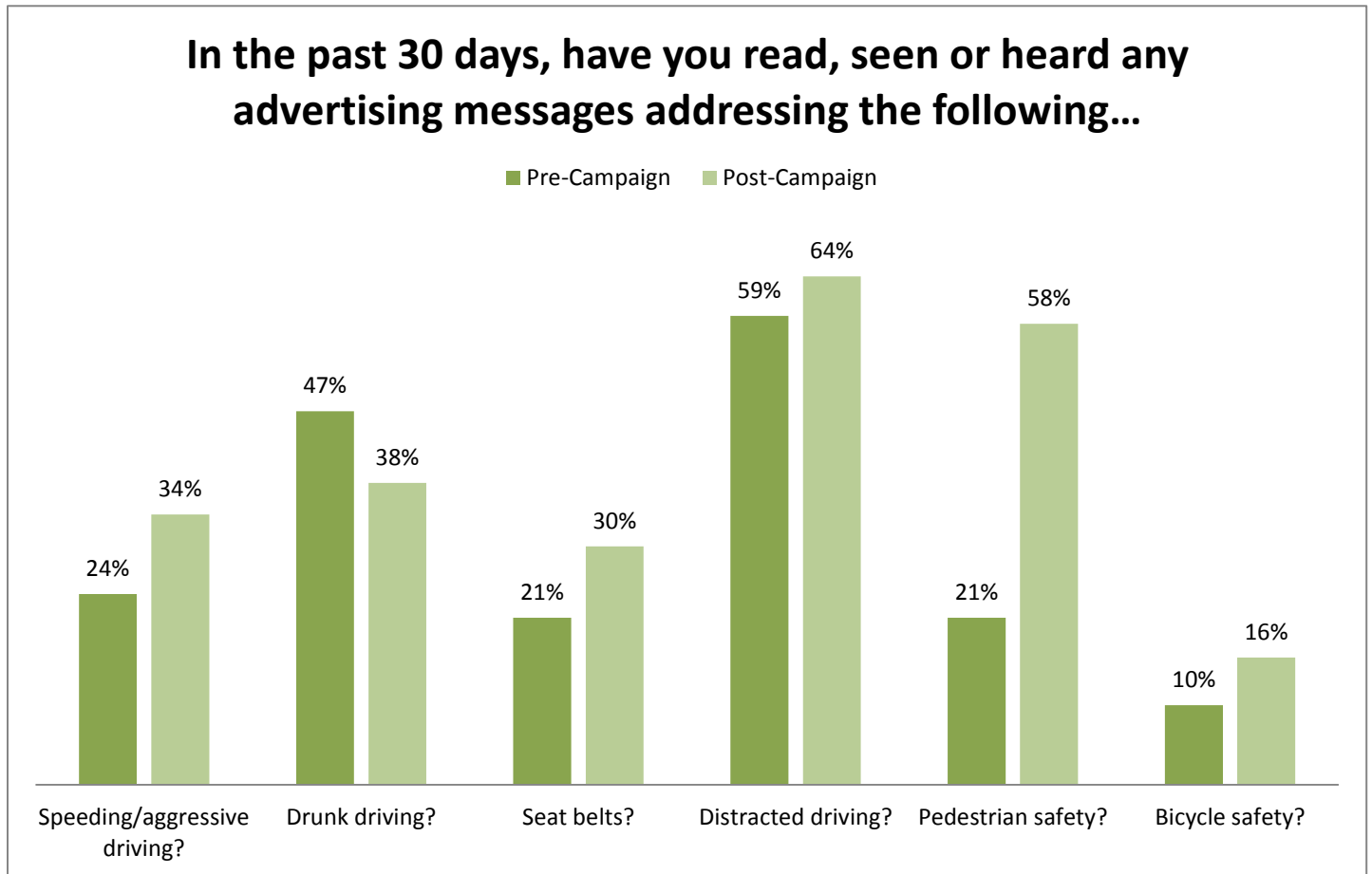
Responses show a decrease in five out of the eight categories where participants were asked to report on their own walking and driving behavior. A 0-1% increase was found in three of the categories.

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, 83% of respondents reported seeing a driver using a handheld cellphone in the pre-campaign survey while only 12% admitted to this violation 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.



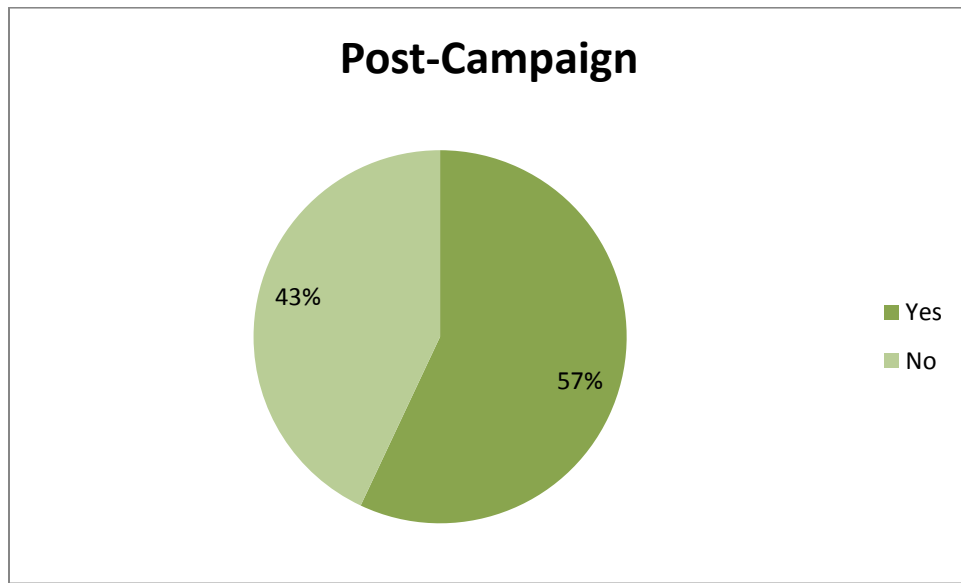
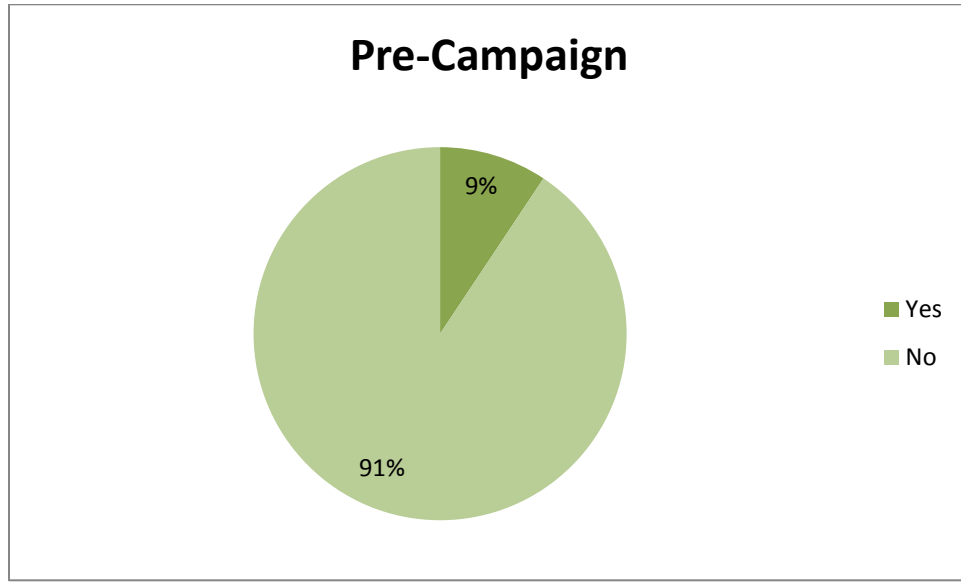
Respondents who completed the survey for Summit already had a high understanding of correct crossing behaviors. The most significant improvement was observed in respondents' knowledge of when to safely cross the street when the "Don't Walk" signal is flashing or counting down. In the pre-campaign survey, 23% of participants indicated that they believed they should cross the street when the symbol is flashing or counting down. In the post-campaign survey, only 15% of respondents believe they should cross when the signal is flashing or counting down. This accounts for an 8% improvement in the respondents' knowledge of safe crossing practices at signalized intersections.

Safety and Campaign Awareness



Respondents were more aware of driving safety messages associated with the campaign such as speeding/aggressive driving and distracted driving. A 10% increase was seen in the reported exposure to messages regarding speeding/aggressive driving and a 5% increase in exposure to distracted driving messages. There was also a significant 37% increase in awareness of pedestrian safety advertising messages.

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



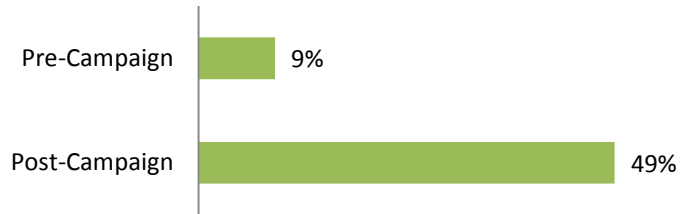
Results show a 48% increase in the respondents' exposure to pedestrian safety messages and the Street Smart name.

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



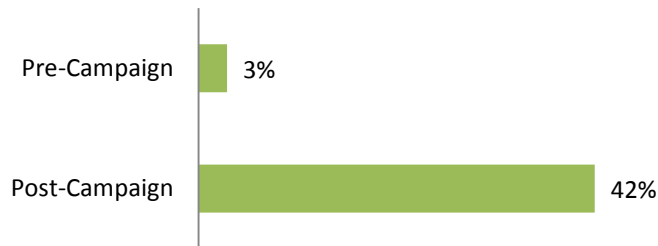
Use Crosswalks

40% increase



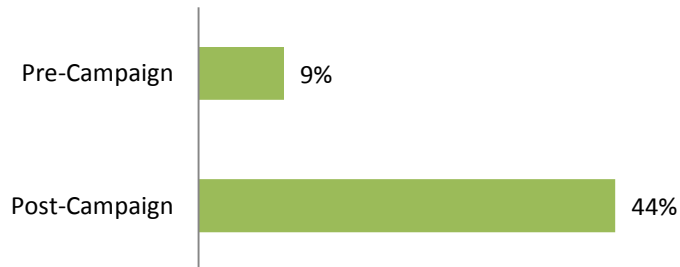
Wait for the Walk

39% increase



Stop for Pedestrians

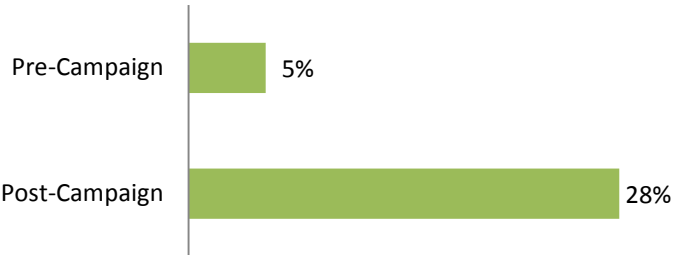
35% increase





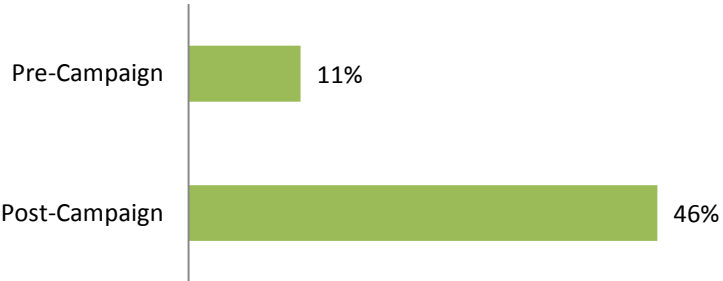
Obey Speed Limits

23% increase



Heads Up, Phone Down

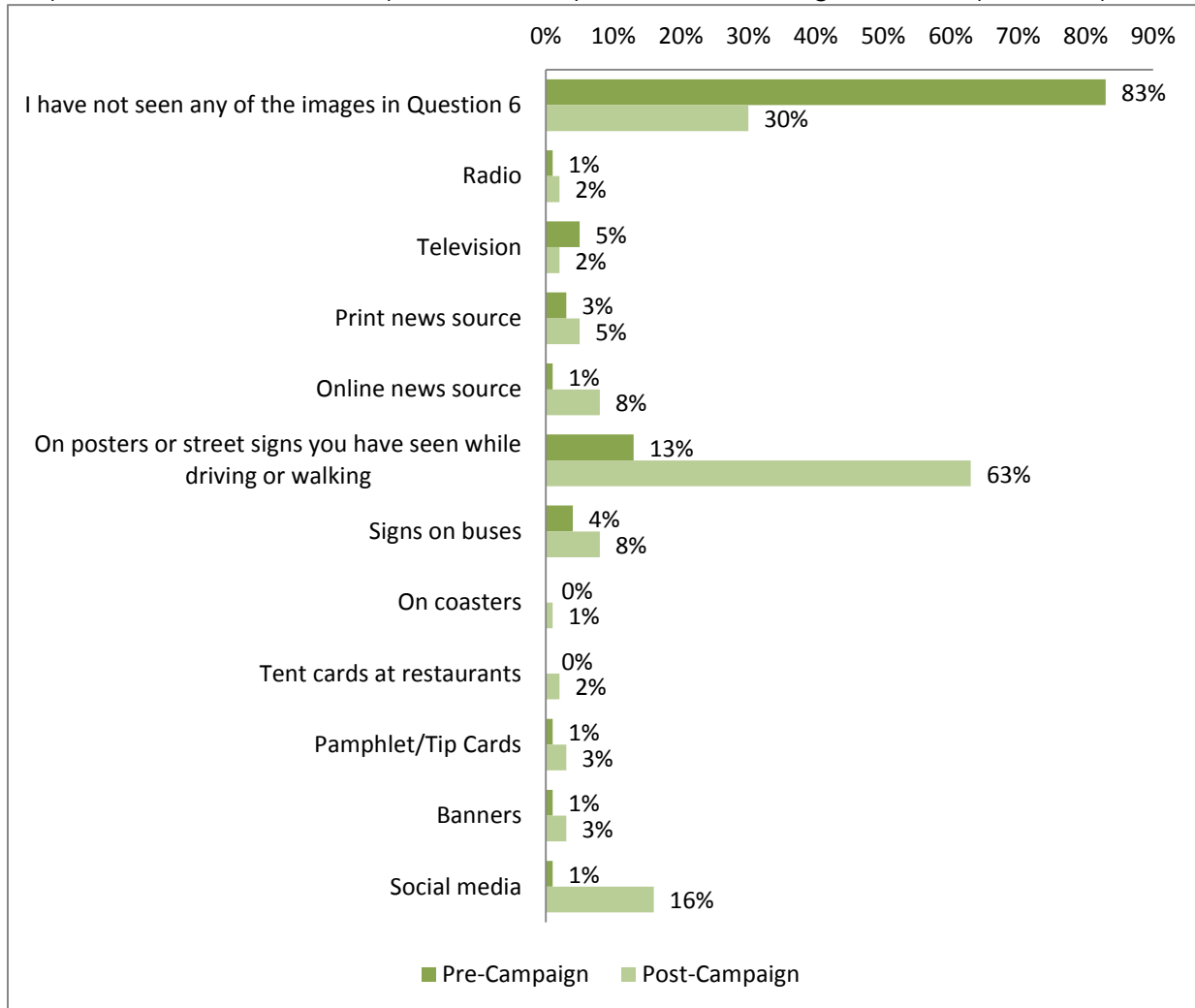
35% increase



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

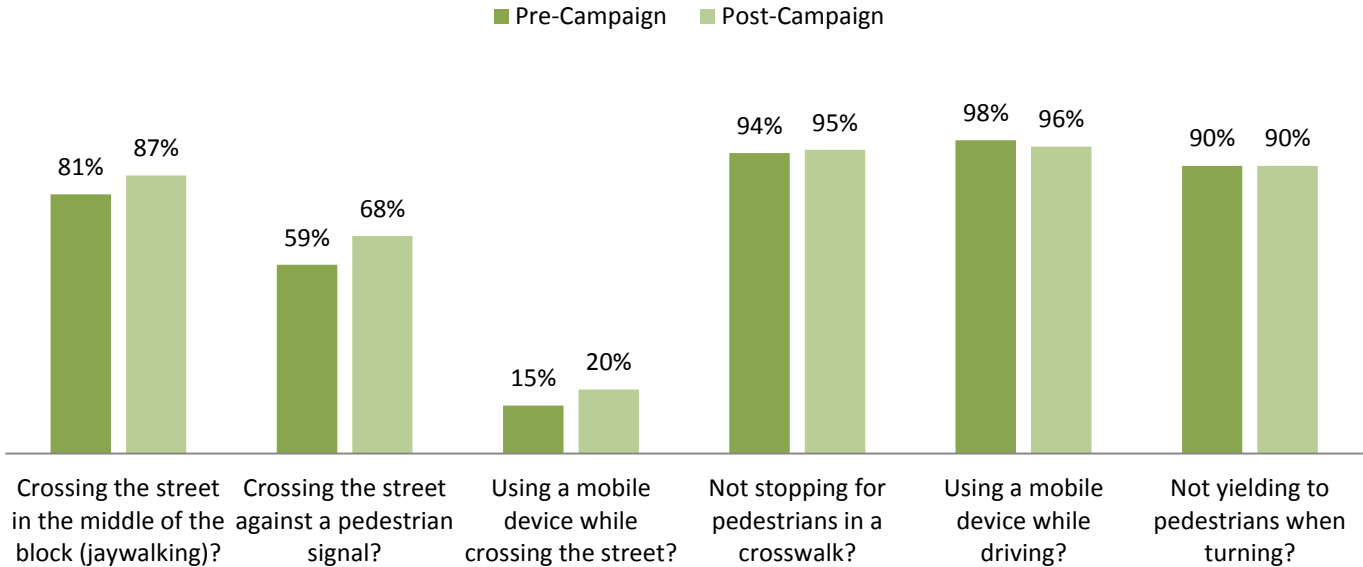
Where have you seen or heard these messages (check all that apply)

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



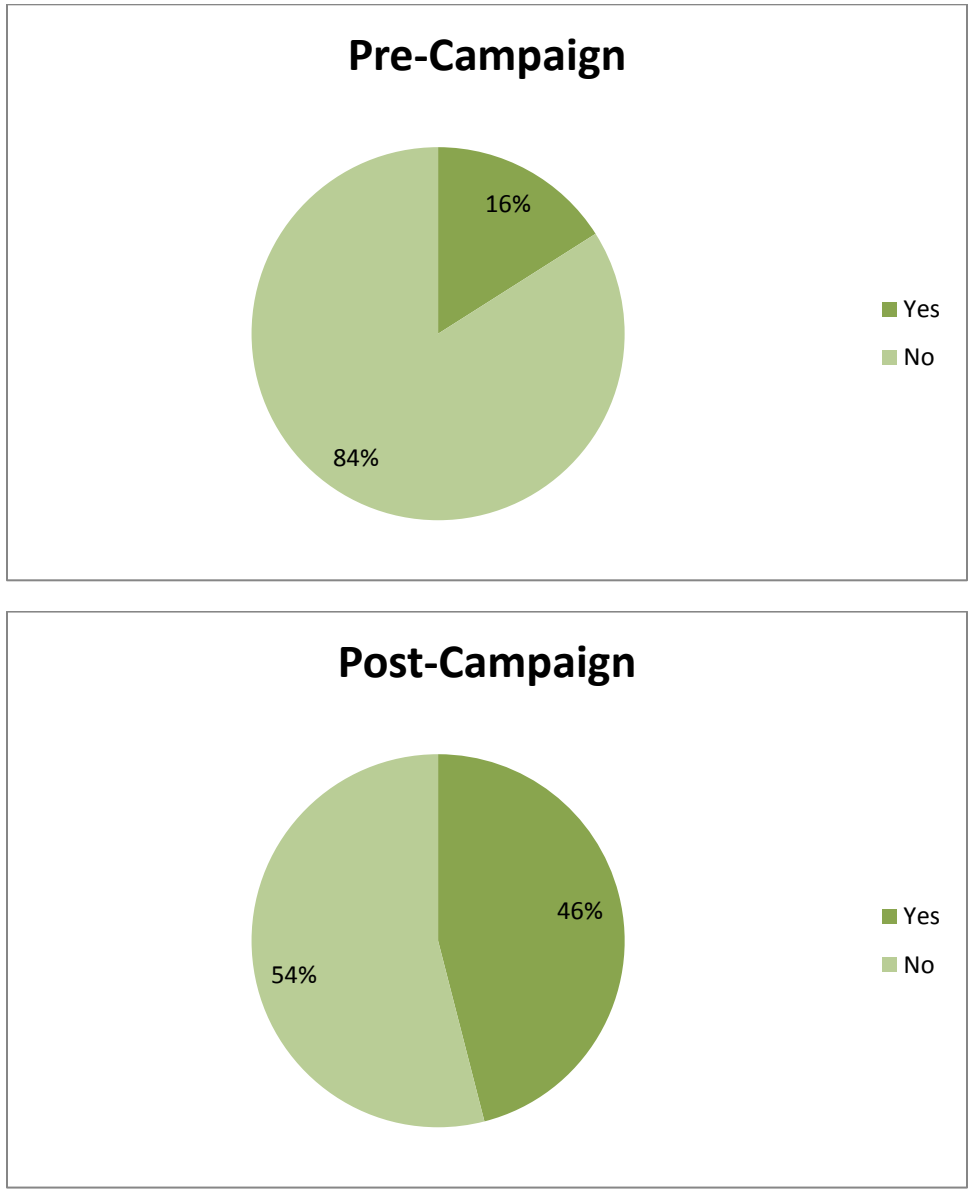
The results from the post-campaign survey showed that there was a 53% decrease in respondents reporting that they had not been exposed to the Street Smart messages in the pre-campaign survey. There was also a 50% increase in respondents who saw the Street Smart messages on street signs and posters displayed throughout the community. Social media played an important role in raising awareness with an increase of 15% from messages being viewed by participants. More on the campaign's outreach and awareness efforts can be found on page 33.

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

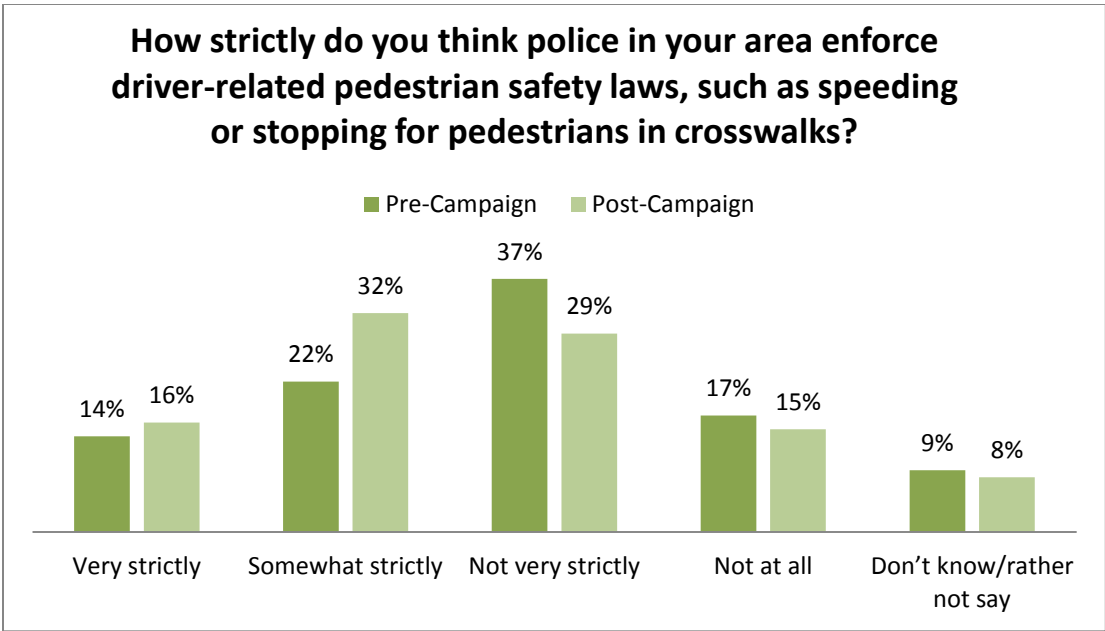


Results from the pre-survey showed that the respondents already had a high rate of understanding of New Jersey's pedestrian and driving safety laws. In the post-campaign survey, 6% more respondents knew they could receive a ticket for jaywalking, and 9% more knew they could receive a ticket for crossing against the pedestrian signal. There was also a 5% increase in respondents believing that they could receive a ticket for using a mobile cellphone while crossing the street. This shows that respondents are aware of the dangers of being distracted by a cellphone while crossing and were responsive to the "heads up, phones down" vital sign message. However, crossing the street while using a cellphone is not yet considered a violation in New Jersey.

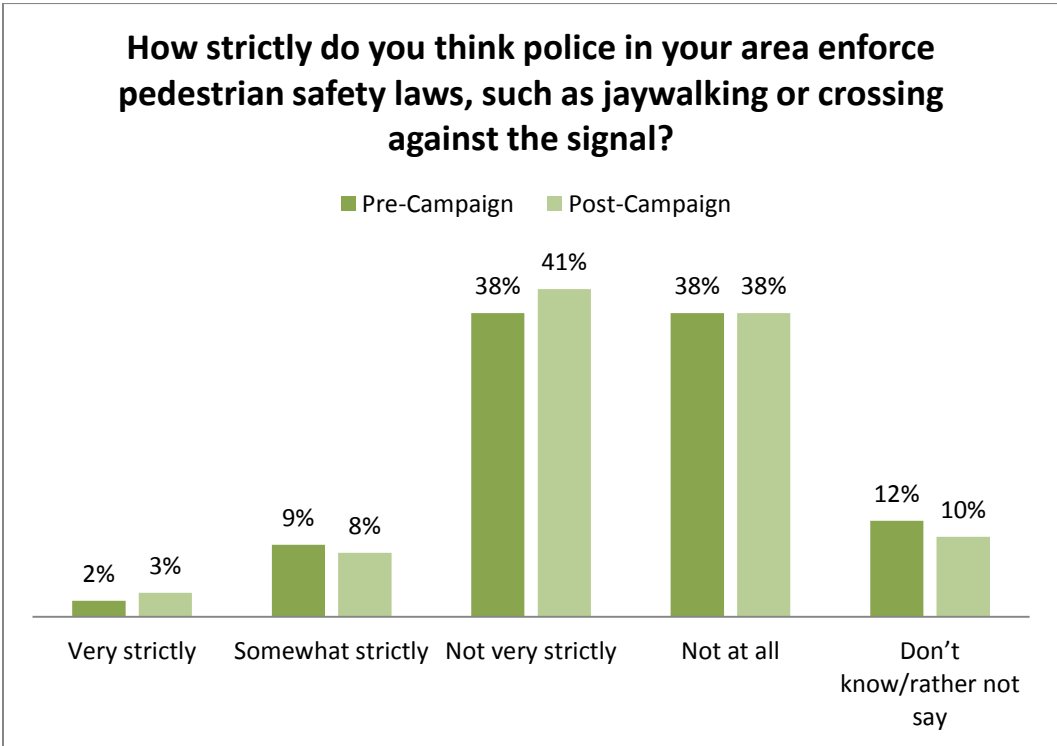
Have you recently read, seen or heard about police efforts to enforce pedestrian safety laws?



Results show a 30% increase in the respondents' awareness of the pedestrian safety enforcement efforts made by the Summit Police Department.



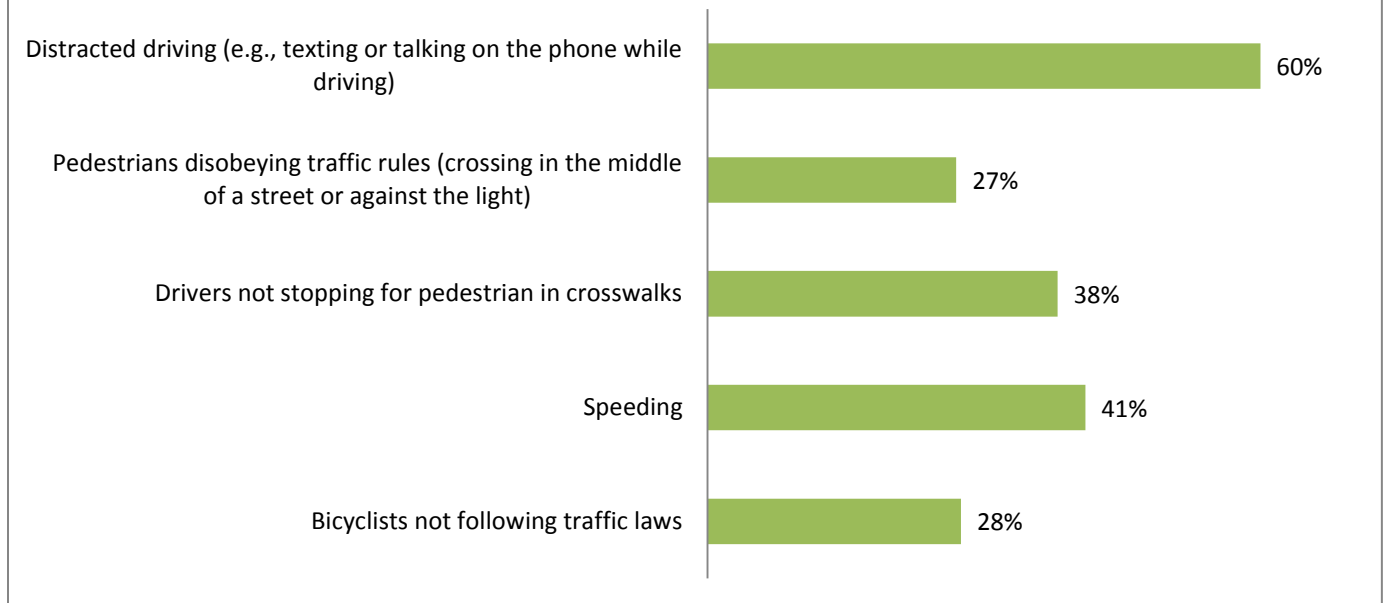
Before the campaign, 22% of respondents felt that the local police department was 'somewhat strict' in their enforcement of driver-related pedestrian safety laws. After the campaign, the post-survey results showed that 32% (10% increase) felt that the local police department was 'somewhat strict' in their enforcement of speeding or drivers not stopping for pedestrians in the crosswalk. 8% fewer respondents felt that the police department was 'not very strict' after the campaign.



Overall, respondents' reported that they felt enforcement of safety laws aimed at pedestrians, such as jaywalking or crossing against the traffic signal, were either "not very strict" or "not (strict) at all".

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

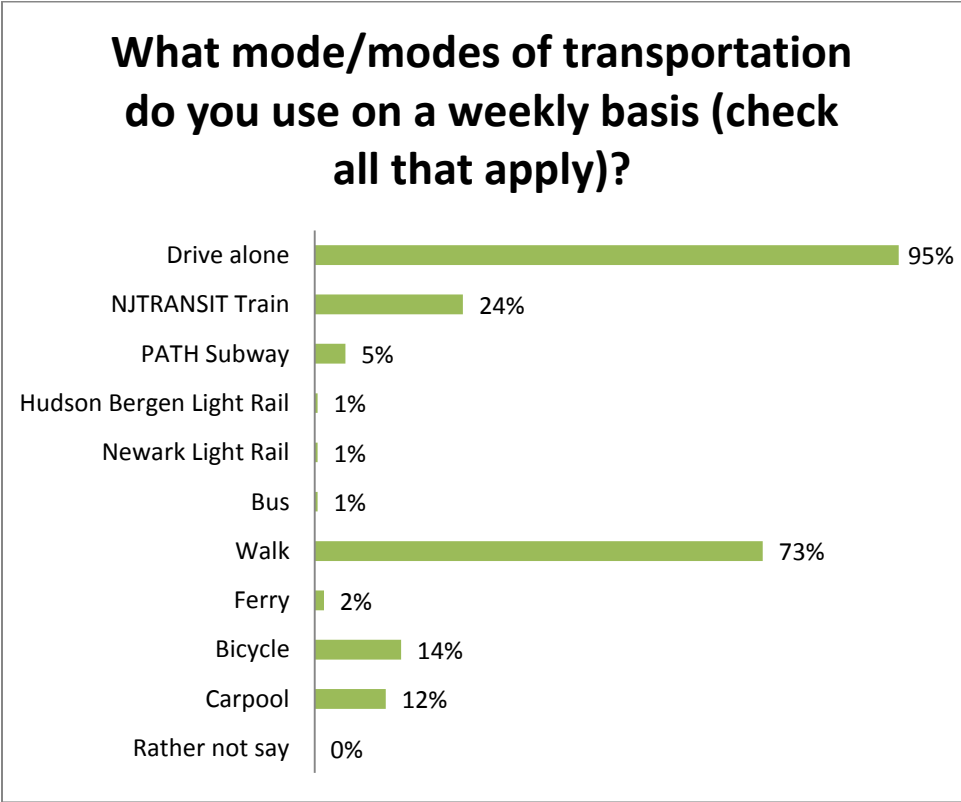
Using a scale where 1 is very serious and 5 is not at all serious, how would you rate the following in terms of how serious a problem it is in your community?



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 Summit, respondents overall felt that distracted driving was the most serious problem in their community followed by speeding.

Participant Profile

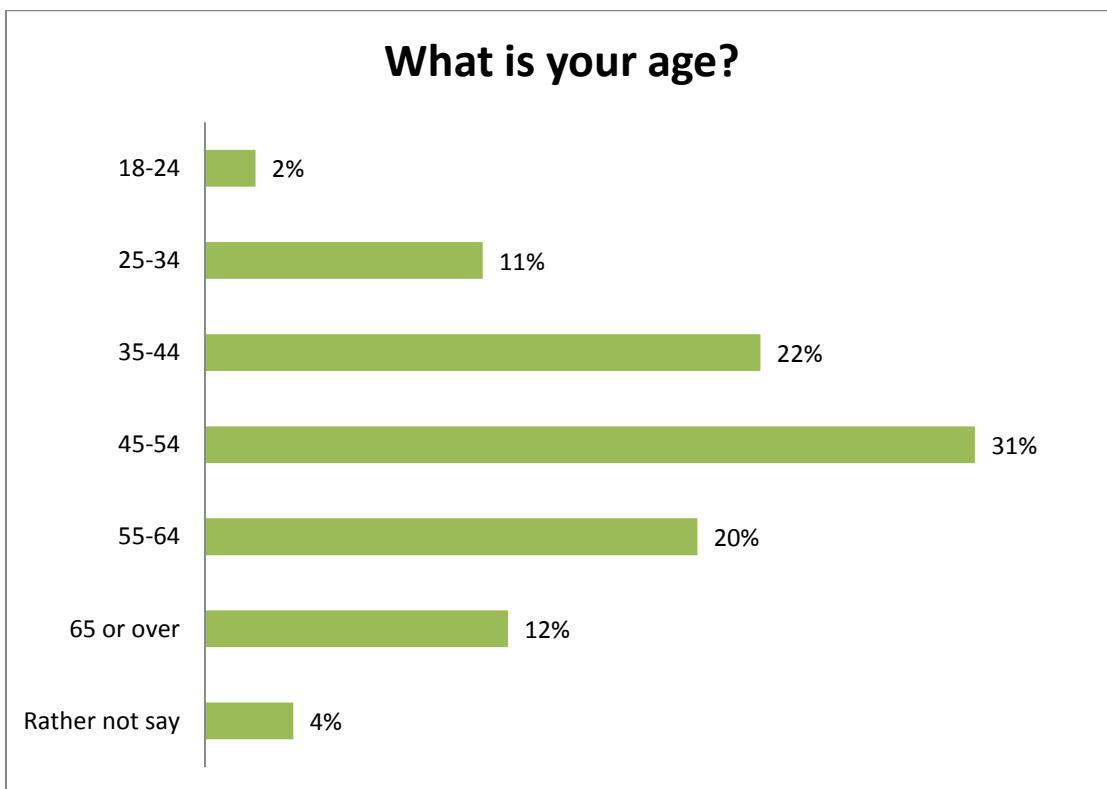
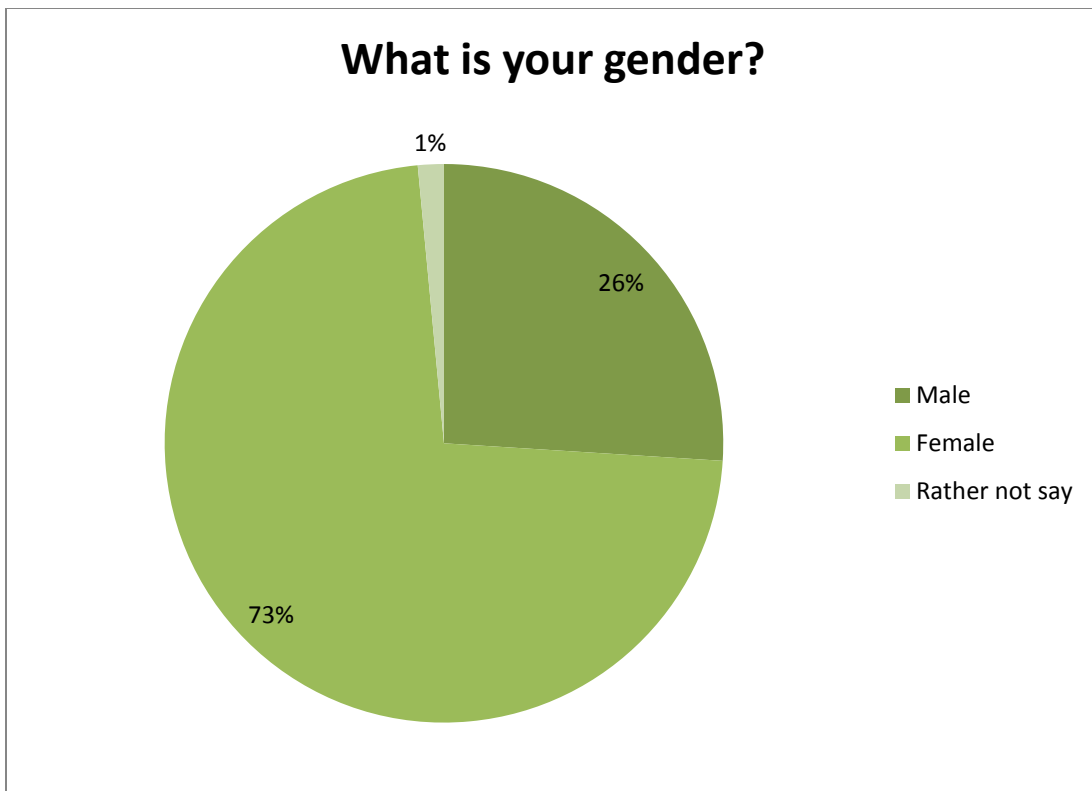
The participant profile data in the section below was compiled from both the pre-campaign survey and the post-campaign survey.



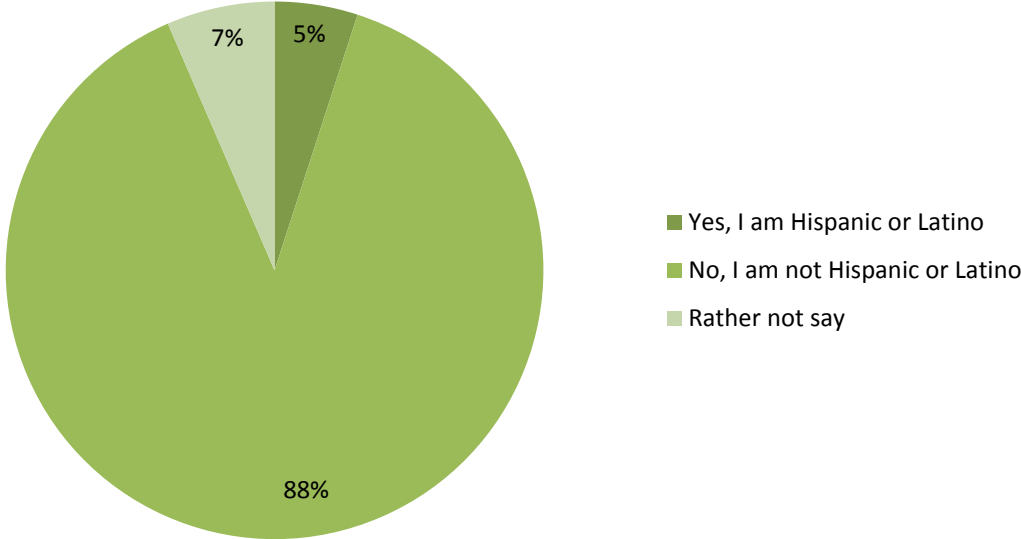
95% of respondents indicated that they drive alone and 73% walk on a weekly basis. These results are typical to suburban areas of New Jersey, such as Summit. Street Smart's messages aimed to address both driver and pedestrian populations to reduce crashes in Summit.

Do you currently live in Summit, NJ?	96.5%
Do you work, go to school, or regularly frequent Summit, NJ?	3.5%

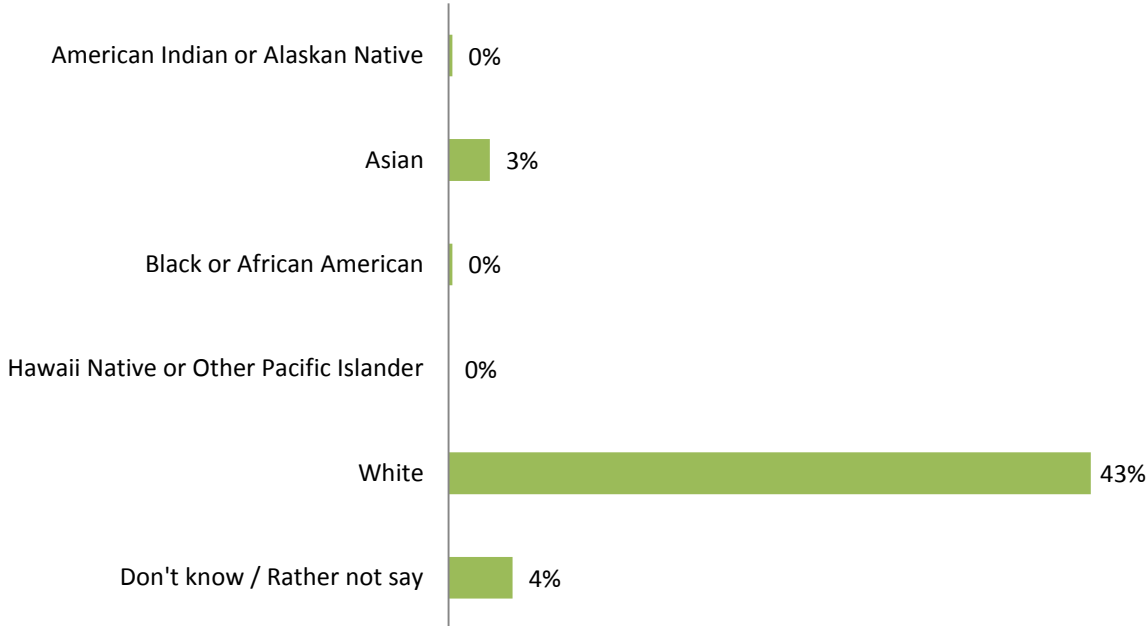
TransOptions only surveyed respondents who either live in Summit or regularly visit the community for work, school, or other reasons. The pre- and post- intercept surveys first asked respondents to report if they were older than 18 years of age. If the respondent answered "No" they were immediately disqualified. The next questions asked if the respondents lived in Summit then if they work, go to school or regularly frequent Summit. If "No" was selected as a response for both questions, the participant was disqualified. 96.5% of the respondents' who participated in the pre- and post-campaign surveys identified themselves as residents of Summit.



Are you Hispanic or Latino?



What is your race?



INTERSECTION OBSERVATIONS

Intersection observations were performed immediately before and after the Street Smart campaign in Summit in order to observe changes in walking and driving behavior. To control variables, intersection observations were kept consistent and performed for three hours on Wednesdays from 7:00 AM to 10:00 AM.

Pre-Campaign Observation:

Wednesday, August 24, 2016, 7:00 AM to 10:00 AM.

Post-Campaign Observation:

Wednesday, October 5, 2016, 7:00 AM to 10:00 AM.

Intersection Overview

The intersection of Summit Avenue and Broad Street was selected as the observation intersection site. The Summit Police Department recommended the intersection due to high pedestrian foot traffic, close proximity to the Summit Train Station, and a high rate of pedestrian-driver conflicts with several near-misses. Broad Street is also County Route 512 (CR-512) which stretches from Hunterdon County and ends at an interchange with NJ-24 in Summit.

The observation site is a signalized, four-leg intersection with a traffic light, dedicated turning lanes, and pedestrian signals with countdowns. The buttons at the intersection must be pressed in order for the pedestrian to receive a walk signal to cross over Broad Street. Two crosswalks connect to the Summit Village Green with direct walkways to the Summit Train Station.

Several bus lines have stops at the observation intersection which also increases pedestrian activity. The observation intersection is surrounded by park space, a gas station and a highly active commuter and residential parking garage.



COMMUTERS RUNNING TO TRAIN STATION FROM BUS STOP

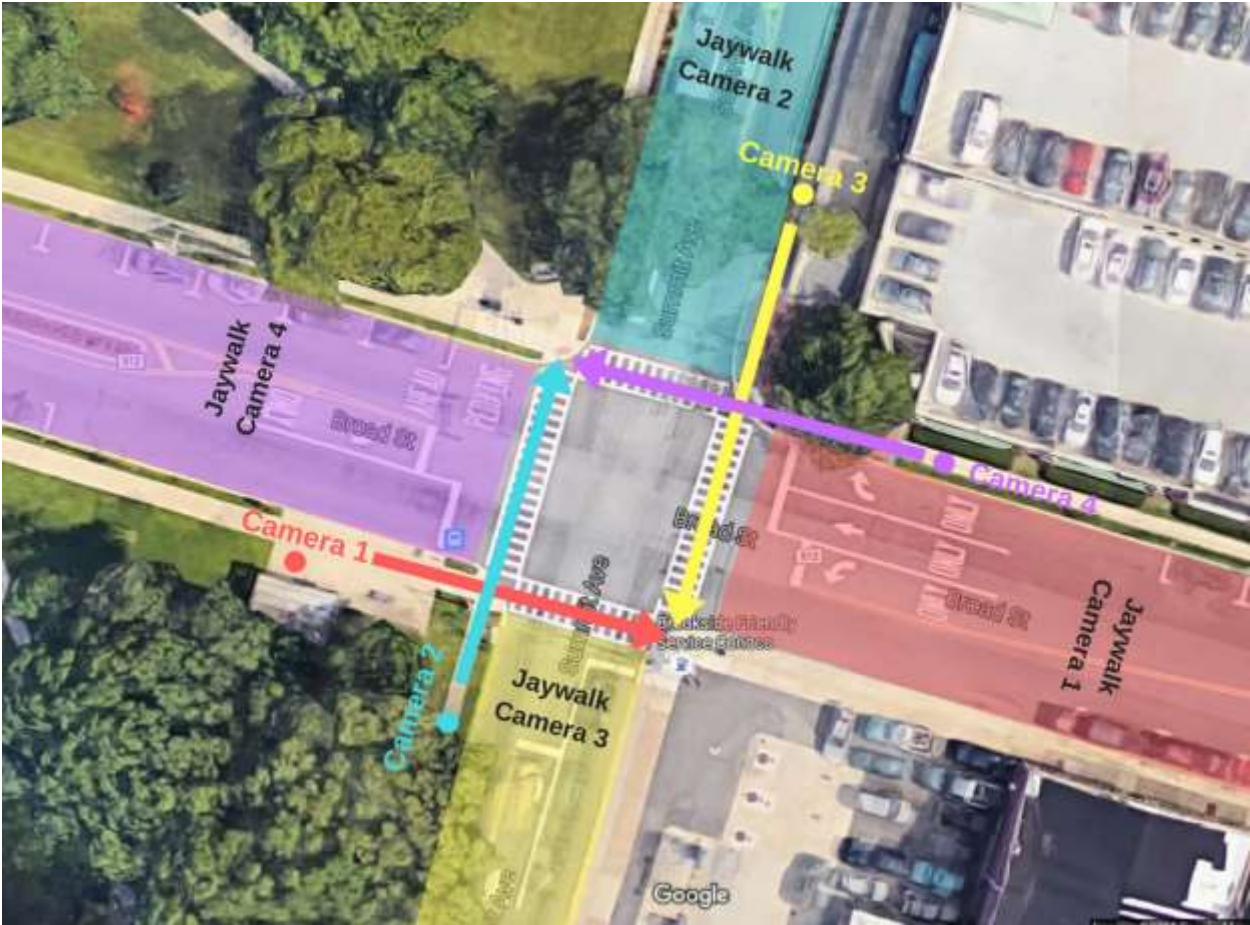


CROWDS AT CROSSWALK OBSERVED BY CAMERA 4

Observation Setup

Pre- and Post- Campaign Observation Setup

Camera 1:	Pedestrians crossing against traffic signal Turning vehicles failing to yield for pedestrian in the crosswalk Jaywalking on Broad Street (East) Distracted pedestrians in crosswalk or jaywalking
Camera 2:	Pedestrians crossing against traffic signal Turning vehicles failing to yield for pedestrian in the crosswalk Jaywalking on Summit Ave (North) Distracted pedestrians in crosswalk or jaywalking
Camera 3:	Pedestrians crossing against traffic signal Turning vehicles failing to yield for pedestrian in the crosswalk Jaywalking on Summit Ave (South) Distracted pedestrians in crosswalk or jaywalking
Camera 4:	Pedestrians crossing against traffic signal Turning vehicles failing to yield for pedestrian in the crosswalk Jaywalking on Broad Street (West) Distracted pedestrians in crosswalk or jaywalking



Intersection Observation Results

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

During the pre-campaign observation on August 24th, 2016, 387 pedestrians used the crosswalks at the intersection. On October 5th, 2016, 524 pedestrians used the crosswalk during the post-campaign observation

	Pre-Campaign	Post-Campaign	% of Reduction
	Not Compliant	Not Compliant	
Pedestrians crossing mid-block	240	224	7%

Mid-block crossing/jaywalking was only marked as a non-compliant behavior. Pedestrians that crossed outside of the crosswalk on Broad Street and Summit Avenue were counted as not compliant as long as the action was captured by the cameras. A 7% reduction was observed in jaywalking behavior from pre-campaign to post-campaign.

	Pre-Campaign	Post-Campaign	% of Reduction
Distracted Pedestrians	71	69	2%

Pedestrians who were observed on camera crossing mid-block or crossing in the crosswalk while talking or texting on a cellphone were counted. A 2% reduction was observed in pedestrians being distracted by cellphones from pre-campaign to post-campaign.

	Pre-Campaign			Post-Campaign		
	Compliant	Not Compliant	% Non-Compliant	Compliant	Not Compliant	% Non-Compliant
Pedestrians crossing against the signal	204	183	47%	300	224	43%
Turning drivers failing to stop for pedestrians	104	46	31%	168	57	25%

After the intersection was re-observed in the post-campaign:

- A reduction of 4% was seen in pedestrians crossing against the traffic signal
- A reduction of 6% was seen in drivers failing to yield to pedestrians when turning.

Mid-block crossing / Jaywalking



Non-Compliant Crossing



Non-Compliant Crossing

Distracted Pedestrians



Pedestrians crossing against the traffic signal



Non-Compliant



Compliant

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



Non-Compliant Turning



Compliant Turning

Campaign Kickoff

Summit's Street Smart campaign was formally launched at a press conference at Summit City Hall on Tuesday, September 6th, 2016. The speakers at the press conference included John F. Ciaffone, President of TransOptions, Robert K. Weck, Summit's Chief of Police, Mayor Nora Radest, and Karen Jean Feury, who represented Overlook Medical Center and Atlantic Health's Trauma Center. Mary K. Murphy, Executive Director of NJTPA, also spoke about the Street Smart program. Each speaker highlighted the importance of pedestrian safety for not only Summit, but for the entire State of New Jersey. The event was attended by representatives from Summit and covered by the Independent Press, Patch.com, TAPinto Summit, FIOs, and My Hometown TV. The City of Summit also broadcasted the event on Facebook Live and was viewed by 203 users.



Enforcement

The Summit Police Department dedicated 200 enforcement hours to the Street Smart campaign. Overtime enforcement hours were funded through the Pedestrian Safety Education and Enforcement fund from the New Jersey Division of Highway Traffic Safety.

Officers conducted roving patrols throughout the city during the campaign. Summit Police Department chose not to use the Cops in the Crosswalk Decoy Program as there is more than an adequate amount of pedestrian activity in Summit.

Enforcement of pedestrian safety laws was increased throughout the City of Summit. Areas of enforcement included the observation intersection at Summit Avenue and Broad Street, Woodland Avenue, and the downtown area. These areas were selected by the Summit Police Department due to recent complaints they received about speeding drivers in areas of high pedestrian foot traffic.

Active police enforcement took place from September 9th to October 28th, 2016. During the first two weeks of enforcement, the police department's activity focused on educating pedestrians and drivers by issuing warnings instead of citations. After the two week educational period, officers issued summonses for violations against the state's pedestrian safety laws.

A total of 109 warnings and 86 summonses were issued during Summit's Street Smart campaign including:

- Failing to stop for pedestrians: 22 summonses, 25 warnings
- Jaywalking: 0 Summonses, 5 warnings
- Crossing against the traffic signal: 0 summonses, 0 warnings
- Cellphone use: 24 summonses, 12 warnings
- Speeding: 29 summonses, 19 warnings

The Summit Police Department also joined TransOptions to educate young drivers enrolled in driver's education at Summit High School. The lesson focused on how to safely share the road with pedestrians as well as identifying signage and understanding laws. The lesson also focused on crashes and impaired driving (see page 37).



Education and Outreach

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

MATERIALS

Street Smart materials were purchased by the Summit Police Department through the Pedestrian Safety Education and Enforcement Fund from the New Jersey Division of Highway Traffic Safety. Campaign materials included tip cards, posters, banners, and street signs. TransOptions and the Summit Police Department's logos were added to most of the campaign materials. Using a variety of campaign materials was vital to increasing recognition and awareness of the campaign. A team of TransOptions staff members, with help from Summit Downtown and Summit's Mayor, Nora Radest, met with local businesses throughout Summit to distribute the items.

Material Quantities

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

- 15,500 tip cards
- 390 posters
- 70 street signs
- 3 banners

Approximately 10% of each item was printed in Spanish in order to reach Summit's spanish-speaking population.



KATHRYN BEST (SUMMIT DOWNTOWN), MAYOR NORA RADEST AND LAURA CERUTTI (TRANSOPTIONS)



BANNER AT SUMMIT CITY HALL



STREET SMART SIGNS AND POSTERS IN THE COMMUNITY

CHECK YOUR VITAL SIGNS

Local police are enforcing pedestrian laws



Stop for pedestrians



Obey speed limits

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

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

(C. 39:4-36)



Wait for the walk



Use crosswalks

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



STREETSMART
BeStreetSmartNJ.org

**TOWARD
ZERO
DEATHS**

CHECK YOUR VITAL SIGNS

Your life is on the line

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



TransOptions
TransOptions.org/street-smart



SUMMIT POLICE
RESPECT • LOYALTY • SERVICE

Street Smart Summit Tip Cards



Messages on campaign posters, street signs and banners

Local Outreach Partners

Many local businesses were eager to support the Street Smart message. Most offered to display posters in their windows and hand out tip cards to their customers. Street Smart tip cards, posters, banners and online messages were displayed at the following locations:

- Shops, restaurants, bars, and organizations in downtown Summit
- Summit Police Department
- Summit City Hall
- Overlook Medical Center
- Summit Downtown
- Summit Public Library
- Summit High School
- Summit Train Station
- Summit YMCA
- Sage Eldercare
- The Grand Summit Hotel
- Summit Senior Housing Authority
- Celgene Corporation

Community Outreach & Events

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

- TransOptions staff distributed Street Smart materials and reflective items during an event at the Summit YMCA.
- TransOptions coordinated two "Street Teams" where staff members walked around downtown Summit passing out Street Smart tip cards and engaging with the community on walking and driving safety.
- Street Smart materials were displayed by Summit Downtown at the Summit Farmers Market.
- A Street Smart banner was displayed at the Summit Train Station
- Celgene Corporation included Street Smart messaging in their Internal Network for Summit-based employees
- A driving and walking safety presentation was held at Sage Eldercare in Summit.
- The Summit Public Library hosted two onsite events where TransOptions staff distributed safe walking and driving information and reflective slap bracelets to adults, teens, and children.
- TransOptions' Street Smart Project Manager and Safe Routes to School Coordinator met with the Director of Health and Physical Education of Summit Public School District to schedule safe walking and driving programs



STREET SMART BANNER AND STREET SIGN AT SUMMIT TRAIN STATION



STREET SMART OUTREACH EVENT AT THE SUMMIT LIBRARY

with the elementary schools and high school.

- TransOptions' Traffic Safety Town Program was scheduled in Summit's elementary schools for December 2016 and January 2017.
- Overlook Medical Center hosted a Street Smart table where TransOptions staff promoted safe walking and driving to hospital staff and visitors.
- A driving and walking safety presentation for seniors was held at the Summit Housing Authority
- TransOptions highlighted Street Smart at the Fall Prevention program with SAGE Eldercare and Overlook Medical Center
- TransOptions presented the Street Smart message with a focus on safely driving around pedestrians to students enrolled in drivers education at Summit High School in partnership with the Summit Police Department.

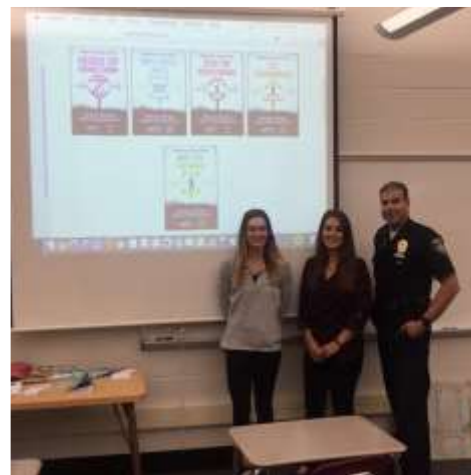


STREET SMART OUTREACH EVENT AT OVERLOOK MEDICAL CENTER

Officer Tarantino (Summit PD) teaching drivers education



Erin Fogarty (Summit HS) Laura Cerutti, (TransOptions) Officer Tarantino (Summit PD)



Street Smart messaging in Summit HS drivers education classroom



"Heads up, Phone Down" message displayed at Summit HS



Media Coverage & Community Promotion

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

- Several news outlets attended Summit's kickoff press conference. The Independent Press, Patch.com, Tapinto Summit, FIOs, and My Hometown TV covered the formal launch of the Street Smart campaign.

Summit Gets 'Street Smart', Launches Pedestrian Safety Campaign



Summit's elected, public safety and administrative officials and leaders unite to launch the 'Street Smart Summit' initiative.

Credits: Greg Elliott / Tapinto Summit

By TAPINTO SUMMIT STAFF
September 6, 2016 at 3:13 PM

SUMMIT, NJ - In a press conference held outside City Hall on the corner of Morris and Springfield Avenues, the City of Summit Police Department announced its participation in -- and the onset of -- 'Street Smart Summit', a pedestrian safety initiative focusing on outreach, education and enforcement designed to change unsafe behavior by pedestrians and drivers on the Hilltop City's 80 miles of roadways.

A group of speakers, led by Summit Mayor Nora Radest



Summit launches effort to increase safety for pedestrians and drivers

New Traffic Safety Program Announced For The First Day Of School In Summit

Summit is starting a traffic safety program for the beginning of the new school year.

By Katie Kausch (Patch Staff) - September 7, 2016 1:46 pm ET

Like 0 Share



Popular Video



America's Worst Winter on Record

Trending Now Across Patch

1. Monday's Best Holiday Deals: Rockport Shoes, Electric Shavers, Kindle Bundle and More

- TransOptions, the City of Summit, the Summit Police Department, and Summit Downtown made several social media posts reminding residents and visitors of Summit to be aware of pedestrian safety.



All set up for the Street Smart Summit press conference on the corner of Springfield and Morris Avenues. Tune in at 11AM to watch the conference on Facebook live.



"Press Conference Reminder"
Please join us today, at 11am, on the corner of Morris Avenue & Springfield Avenue at City Hall as we announce our partnership with TransOptions and the beginning of our Street Smart Pedestrian Safety Campaign. Look for more info on this important initiative throughout September here and on www.cityofsummit.org



School is back in session! Always hold your child's hand when crossing the street. #BeStreetSmartNJ #summitdowntown



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 3.2%, which is approximately 3,035 drivers. The sign also slowed 70% of drivers passing by the sign and heading into Summit's downtown area.
- Intersection observations showed that there was a 7% reduction in mid-block crossing/jaywalking. Respondents in the post-campaign survey reported a 4% decrease when asked if they crossed the street midblock (jaywalked).
- Intersection observations showed that there was a 2% reduction in pedestrians using their cellphones (texting or talking). The post-campaign survey also showed that there was a 6% reduction in respondents admitting they had used their cellphone while crossing the street and a 4% reduction in respondents observing others using their phones while crossing.
- Intersection observations showed a 4% decrease in pedestrians crossing against the traffic signal at the intersection of Broad Street and Summit Avenue. This behavior was supported by a 2% decrease in the post-campaign survey participants' admitting to crossing against the traffic signal and a 3% decrease in observing others performing this action.
- Intersection observations resulted in a 6% decrease in drivers failing to stop/yield to pedestrians in the crosswalk when turning. This result was supported by a 9% decrease in post-campaign survey participants observing other drivers not stopping/yielding to pedestrians in the crosswalk.
- Survey participants had a more positive perception of safe walking and driving behaviors in Summit. 5% more respondents answered 'Somewhat Agree' on their perception that pedestrians obey safety laws such as crossing the street at a crosswalk. 8% more respondents also answered 'Somewhat Agree' on their perception that most drivers obey safety laws such as stopping for pedestrians and speed limits.

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

- From pre-campaign to post-campaign, respondents were more aware of the correct times to cross the street. An 8% increase was found in pedestrians' knowledge that they should not start crossing the street when 'Don't Walk' is flashing or counting down.
- 48% more survey respondents had read, seen or heard advertising messages or signage that mentioned "Street Smart" and/or talked about pedestrian safety.
- More participants were aware of advertising messages that directly relate to Street Smart's safety messages. 37% reported an increase in awareness of pedestrian safety messages, 10% reported an increase in awareness of speeding/aggressive driving, and 5% reported an increase in awareness of distracted driving advertisements.
- There was an increase in recognition of all five vital sign messages.
 - Use Crosswalks: 40% increase
 - Wait for the Walk: 39% increase
 - Stop for Pedestrians: 35% increase
 - Obey Speed Limits: 23% increase
 - Heads Up, Phones Down: 35% increase
- 50% more respondents reported being exposed to the Street Smart messages on posters and signs.
- In the post-campaign survey, 6% more respondents knew they could receive a ticket for crossing the street mid-block, 9% more respondents knew they could receive a ticket for crossing against

the pedestrian signal, and 5% more believed they could receive a ticket for using a cellphone when crossing the street.

- TransOptions coordinated many safe walking and driving educational events in the community.

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

- Summit Police dedicated 200 enforcement hours to the Street Smart campaign and gave out 86 tickets and 109 warnings to pedestrians and drivers.
- 30% of survey respondents were aware of increased enforcement efforts made by the Summit Police Department.
- 10% more respondents answered that they felt the Summit Police Department was "somewhat strict" in their enforcement of driving safety laws in the post-intercept survey.

Recommendations

- 60% of respondents felt distracted driving was the most serious problem in the community followed by 41% reporting drivers speeding. Education initiatives and heavy enforcement from the Summit Police Department should focus on these safety issues.
- Mid-block crossing should be monitored on Summit Avenue between Broad Street and Walnut Street.
- Many pedestrians at the intersection of Summit Avenue and Broad Street crossed against the pedestrian signal because they did not push the button. More signage and education on walk sign activation is needed
- Installing talking Accessible Pedestrian Signals at the intersection of Summit Avenue and Broad Street would assist pedestrians in safe and proper crossing.
- Adding an automatic "walk" phase to the pedestrian signals at the crosswalks over Broad Street should be considered



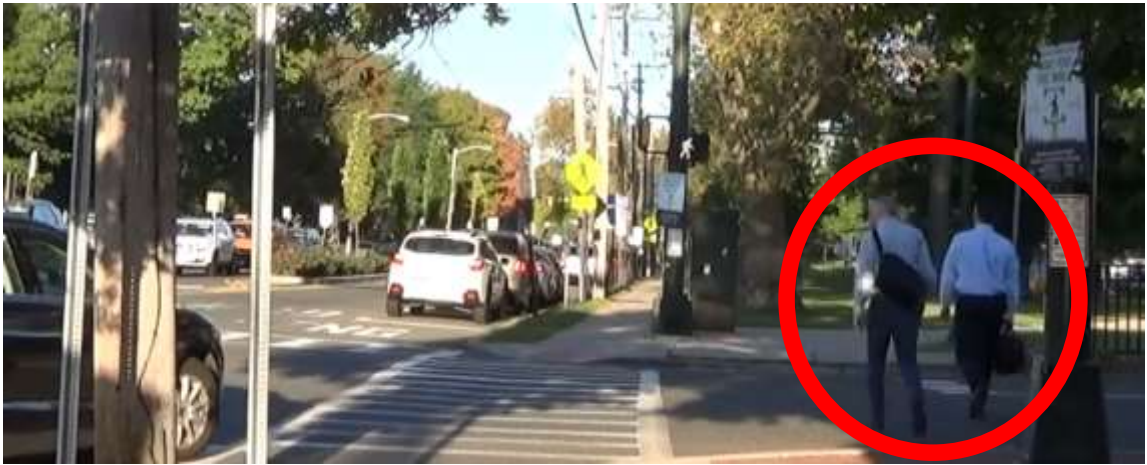
ACCESSIBLE PEDESTRIAN SIGNALS

SOURCE: MNDOT



Street Smart Summit

- During rush hour, many pedestrians were observed crossing outside of the crosswalk on Summit Avenue as they go from the parking garage towards the Village Green to access the train station. This was observed to be a safety hazard when drivers were not prepared to encounter a pedestrian this far outside of the crosswalk. Extending the fences on Summit Avenue would encourage pedestrians to stay in the crosswalk when crossing.



Conclusion

Street Smart Summit was a successful collaborative effort between TransOptions, the Summit Police Department, and the City of Summit. A reduction in the prevalence of non-compliant behaviors by both drivers and pedestrians was observed in the intersection observations and in the surveys. The campaign also resulted in a significant increase in awareness of the Street Smart message, enforcement efforts, and an emphasis on pedestrian safety throughout the community. It is recommended that the Summit Police Department maintains their concern for pedestrian safety and enforce laws for both drivers and pedestrians. TransOptions' education and outreach programs will continue to be available to the businesses, organizations, and schools of Summit.



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