

Evaluation of the Lambertville Street Smart Campaign



June 2017

FINAL



Promoting Sustainable Transportation

Acknowledgements

Special thanks to the following for their assistance:

Mayor David Del Vecchio

Police Director Bruce M. Cocuzza

Delaware River Towns

Lambertville Public School

Fisherman's Mark

Delaware River Towns Community Chamber of Commerce

Lambertville Academy

New Jersey Department of Transportation

North Jersey Transportation Planning Authority (NJTPA)

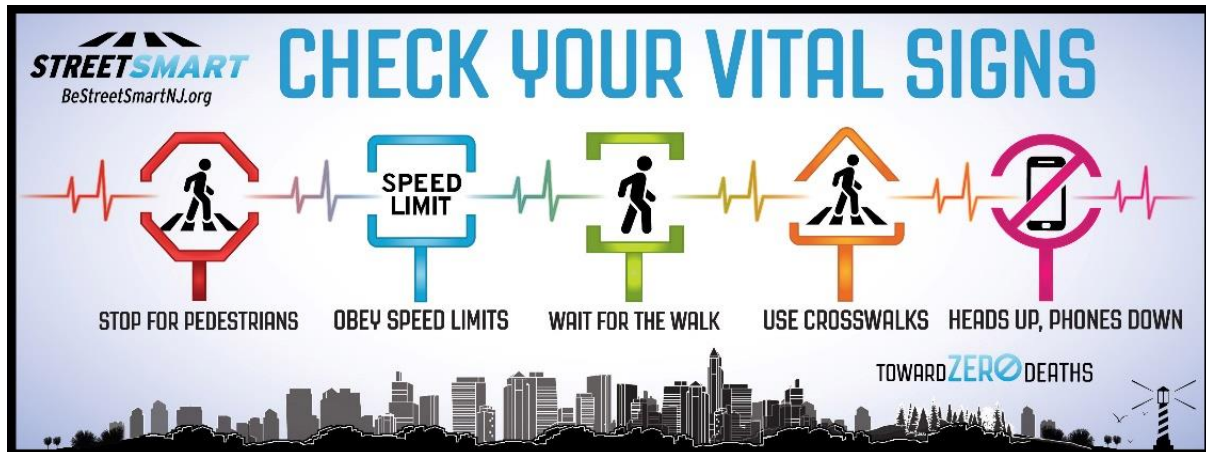


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EXECUTIVE SUMMARY

A Street Smart NJ pedestrian safety campaign conducted in the City of Lambertville in Spring 2017. The campaign was a collaborative effort among HART TMA, the Lambertville Police Department, the City of Lambertville, and local businesses and organizations. As an education and enforcement campaign, the Lambertville Street Smart campaign included pedestrian safety law enforcement by the Lambertville Police Department as well as several educational outreach events coordinated by HART.

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 Lambertville 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 improved pedestrian behavior in using crosswalks, motorists stopping for pedestrians in crosswalks, and motorists and pedestrians avoiding hand held cell phone use while driving or crossing.

STREET SMART NJ OVERVIEW



Street Smart NJ is a public education, awareness and behavioral change campaign developed and funded by the North Jersey Transportation Planning Authority (NJTPA).

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

Street Smart NJ was developed in response to New Jersey's designation by FHWA as a pedestrian "focus" state, due to a high incidence of pedestrian injuries and fatalities. New Jersey's pedestrian fatality rate (30.2 percent in 2015) is double the national average.

The campaign has three main goals:

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

This report is an evaluation of the 2017 Street Smart NJ campaign conducted in Lambertville City, Hunterdon County, New Jersey.

LAMBERTVILLE STREET SMART CAMPAIGN

The City of Lambertville and HART, the local non-profit transportation management association (TMA) serving Hunterdon County, NJ, partnered to conduct a Street Smart NJ campaign in Spring 2017.

Crash Data

Crash data from the Rutgers University Center for Advanced Infrastructure (CAIT) Numetric database identified seven pedestrian incidents in Lambertville from January 2013- December 2015.



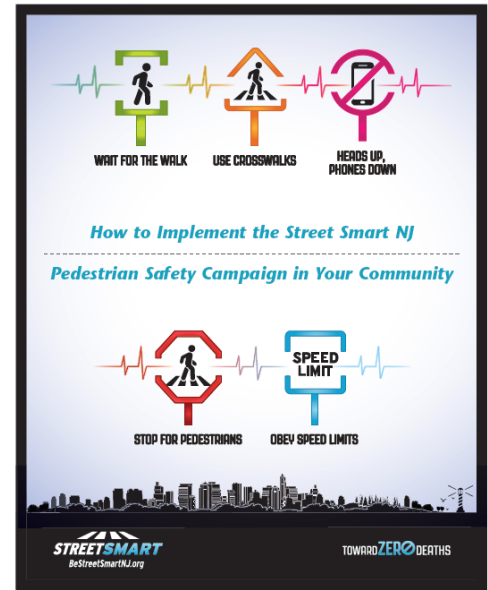
Pedestrian Pre-Crash Action

Crossing at unmarked crosswalk	2
Crossing at marked crosswalk	2
(No specific pre-crash action noted)	3
Total	7

CAMPAIGN STRUCTURE & SCHEDULE

The Lambertville Street Smart Campaign was conducted over an eight week period from May 1 –June 23, 2017. It was based on NJTPA's *"How to Implement the Street Smart NJ Pedestrian Safety Campaign in your Community"* guidebook.

The schedule included a two week "pre-campaign" data collection period, a four week public education, awareness and enforcement effort, and a two week "post campaign" data collection effort.



Pre-Campaign Data Collection, Surveying	May 1-12, 2017
Awareness	May 15-21, 2017
Soft Enforcement- Warnings	May 22-28, 2017
Hard Enforcement- Summonses Issued	May 29- June 4, 2017
Post-Campaign Data Collection, Surveying	June 12-23, 2017

CAMPAIGN EVALUATION METHODS

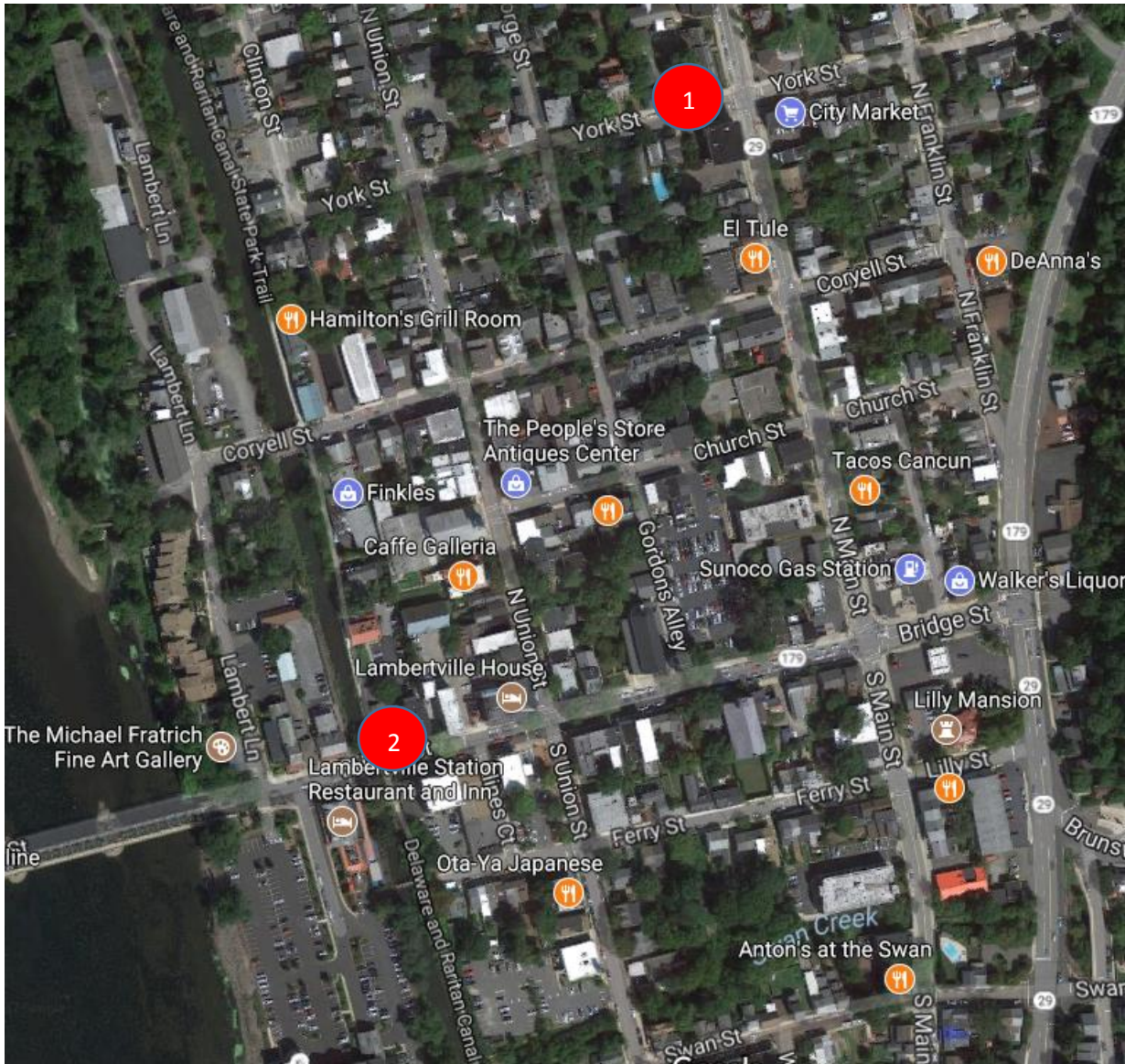
The Lambertville Street Smart Campaign was conducted following NJTPA's guidance to use two primary methods to evaluate the impact of the campaign:

1. Intersection Observation
2. Community Awareness/Impact Surveys

Observation Locations

Based on input from the Lambertville Police Department and data from the Rutgers Center for Advanced Infrastructure and Transportation (CAIT) database, two intersections were selected for evaluation:

1. Main Street and York Street
2. Bridge Street (midblock crossing)



Observation Site 1:

Main Street and York Street

Main Street is also known as State Route 29, which falls within the NJ Department of Transportation (NJDOT) jurisdiction. Lambertville Police patrol and enforce traffic laws on Main Street (Route 29). During morning and afternoon hours, Main Street is heavily traveled by commuters.

The intersection of Main Street and York Street is centrally located within Lambertville. The intersection is three blocks north of the Bridge Street shopping area and six blocks south of the Lambertville Public School.

City Market restaurant, a popular destination, is located on one corner. Lambertville Animal Hospital is located across York Street. And, St. Andrew's Episcopal Church is located across Main Street.

The intersection is used by many Lambertville Public School students who walk to and from Lambertville Public School and Lambertville Academy.



Observation Site 2:
Bridge Street
(midblock crossing)

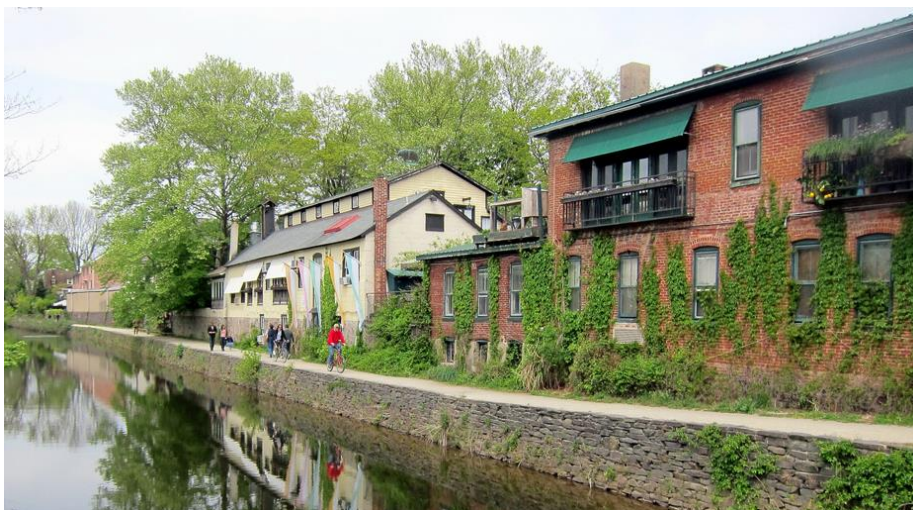
Bridge Street is located southwest of Main Street and York Street. It serves as the main shopping district in Lambertville, with many shops and restaurants.

Bridge Street is anchored by the Lambertville Station Restaurant.

Bridge Street is also known State Route 179, which falls within NJDOT jurisdiction. Lambertville Police patrol and enforce traffic laws on Bridge Street.

Vehicular traffic on Bridge Street can be high. Bridge Street connects Lambertville to New Hope, PA via the New Hope-Lambertville Bridge, managed and maintained by the Delaware River Joint Toll Bridge Commission (DRJTBC). The bridge accommodates both pedestrian and vehicular traffic. DRJTBC traffic count data shows an average of 13,400 vehicles use the bridge daily.

The D & R Canal Towpath, which attracts both pedestrians and bicyclists, crosses Bridge Street approximately two blocks from the Bridge.



In 2013, the City of Lambertville requested that the NJDOT approve and install a midblock crosswalk on Bridge Street, as part of the City's effort to improve pedestrian safety.

The crosswalk was installed and serves as a vital connector for pedestrians.

An inspection by HART prior to the Street Smart campaign revealed that the markings of the Bridge Street crosswalk were almost completely worn away. HART requested that NJDOT restripe the crosswalk before the campaign kick-off.



Bridge Street, Lambertville- 2013



BEFORE: 2017 Bridge Street midblock Crosswalk worn



AFTER: 2017 Bridge Street Crosswalk- Restriped by NJDOT

Observation Proxy Behaviors

As developed by NJTPA, the following proxy behaviors were observed and recorded at each of selected intersections. The proxy behavior for “Wait for the Walk” was not recorded as there are no pedestrian signal heads at either of the observation locations. Pedestrian proxies were observed over a two hour period.

Pedestrian Proxies

The observation exposure included any pedestrian crossing the street within half a block of the crosswalk. Both compliant and noncompliant pedestrians were counted.

Proxy 1: Pedestrian Use of Crosswalks

Compliant: Pedestrian utilized the crosswalk for more than $\frac{3}{4}$ of the distance it takes to cross the intersection.



Compliant

Noncompliant: (Jaywalking): Pedestrian leaves crosswalk more than $\frac{1}{4}$ of the distance it takes to cross the street. For example, a pedestrian who walks diagonally out of the crosswalk in the direction of his or her point of interest. A pedestrian who walks behind a car that is blocking the crosswalk was also recorded as noncompliant.



Noncompliant

Proxy 2: Pedestrian Distraction - Cell Phone Use

Compliant: Pedestrian is not talking or texting on a cell phone while crossing the street.

Noncompliant: Pedestrian is talking or texting on cell phone while crossing the street. The pedestrian has a cell phone in hand and it is positioned toward the face.



Noncompliant

Motorist Proxies

Following NJTPA guidance, instances of motorist behaviors for two proxies were observed and recorded over a two hour period.

Proxy 1: Stop for Pedestrians in Marked Crosswalk

Compliant: Motorist sees pedestrian in the crosswalk with intent to cross, and stops until pedestrian has reached across the opposite side of the street.



Compliant

Noncompliant: Motorist does not stop for the pedestrian in the crosswalk. Motorist does not give the pedestrian adequate time to cross the street before proceeding.



Noncompliant

Proxy 2: Motorist Distraction – Handheld Cell Phone Use

Noncompliant: Motorist is observed talking or texting on cell phone while driving. The motorist has a cell phone in hand and it is positioned toward the face.



Noncompliant

Observation Schedule

Location	Monday 5/2/17 AM Observation	Wednesday 5/4/17 PM Observation	Saturday 5/6/17 AM Observation	Saturday 5/6/17 PM Observation
Route 29 (Main Street) at York Street	7:00 – 9:00 AM	2:30-4:30PM		
Bridge Street at midblock crossing between (Lambert Lane & Union St.)			11:00AM-1:00PM	5:00-7:00PM

For each behavior, two types of data were collected:

- 1) the occurrences of non-compliant behavior
- 2) number of opportunities that pedestrians or drivers had to choose to comply with or to violate the regulation.

From these two types of data, a rate of non-compliance could be calculated at each study site. This was used to compare the pre- and post-campaign datasets to determine if there was a significant impact on pedestrian and driver behavior.

Community Awareness/Impact Surveys

Both before and after the Street Smart campaign in Lambertville, the public was invited to complete a community awareness survey to measure the impact of the campaign. The survey queried respondents on their observations of various pedestrian and motorists behaviors, their own behaviors, basic knowledge of pedestrian safety laws, and awareness of the Street Smart NJ messaging.

The survey was promoted via palm cards distributed throughout the city, e-blasts, social media posts, the Delaware River Towns website, HART's website through local news coverage, and by word of mouth.

As an incentive to take the survey, respondents had the option to use their completed survey as an entry into a drawing for a \$100 VISA gift card, sponsored by HART.



Do you live, work or play in Lambertville?

HART and Lambertville Police Department Seek Community Input on Pedestrian Safety

HART is working with the Lambertville Police Department to increase pedestrian safety within the City.

We invite anyone who may live, work or play in the City of Lambertville to participate in a brief survey to provide input on improving pedestrian safety.

Please take a moment to complete the survey by clicking the button below. **Feel free to forward this email to others who may be interested in providing their input.**

At the end of the survey, respondents may enter into a drawing to win a **\$100 VISA gift card.**




HART Commuter Information Services shared their photo.
June 19 · 🌐

Lambertville is Street Smart! Provide your feedback and be entered to win a \$100 GIFT CARD!

**ENTER
for YOUR chance to
WIN!**

HART Commuter Information Services
June 19 · 🌐

Lambertville is Street Smart! Provide your feedback on the recent Street Smart pedestrian safety campaign and you may enter to win a \$100 VISA GIFT CARD!!! Take the survey: <https://fs3.formsite.com/HARTTMA/form83/index.html>

**TELL US ABOUT PEDESTRIAN SAFETY
IN LAMBERTVILLE**

The Lambertville Police Department and HART TMA, a local non-profit dedicated to promoting sustainable transportation, have partnered to increase pedestrian safety awareness in the City of Lambertville. We're looking for community feedback on what your experience is walking and driving in town.

Please take a few minutes to complete a short online survey and be entered into a drawing for a \$100 VISA gift card.

For questions or more information, contact Tara Shepherd, HART TMA, 908-788-5553.

TAKE THE SURVEY: www.harttma.com/survey



CAMPAIGN KICK-OFF

The Lambertville Street Smart Campaign kicked off with a press release and photo from Mayor David Del Vecchio.

Lambertville kicks off 'Street Smart' pedestrian safety campaign

Comment Posted on May 16, 2017 at 11:13 AM



Lambertville Mayor David Del Vecchio, Police Director Bruce Cocuzza, and Sergeant Michael Gramlich kick off the Lambertville Street Smart campaign. (Courtesy of Tara Shepherd)



NEWS RELEASE

Date: May 15, 2017
Contact: Tara Shepherd, Executive Director, HART TMA
908-930-9053/908-788-5553

FOR IMMEDIATE RELEASE

CITY OF LAMBERTVILLE KICKS OFF STREET SMART PEDESTRIAN SAFETY CAMPAIGN

LAMBERTVILLE- Mayor David DelVecchio announced today that the Lambertville Police Department will be conducting a "Street Smart NJ" pedestrian safety education campaign aimed at reducing pedestrian-motor vehicle crashes in the City of Lambertville. Street Smart NJ is a collaborative effort between public, private and non-profit organizations, funded and managed by the North Jersey Transportation Planning Authority (NJTPA).

Lambertville will kick-off its Street Smart NJ campaign today, Monday, May 15, 2017. The Police Department will work in collaboration with HART Commuter Information Services, the local nonprofit transportation management association, as well as Lambertville's business, non-profit, and school communities to encourage five key behaviors to improve safety:

1. "Heads Up; Phones Down"
2. "Use Crosswalks"
3. "Wait for the Walk"
4. "Obey Speed Limits"
5. "Stop for Pedestrians"

From May 15 through June 9, signs, posters, banners, tip cards and other safety messaging materials will be distributed throughout the community to reinforce these messages. E-blasts, social media, and community presentations will be used to raise additional awareness about pedestrian safety.

"Lambertville is a walking town. Our children walk to school, residents walk to local destinations, and visitors are drawn to the walkability we offer.

Keeping residents and visitors to Lambertville safe while on foot is a high priority for the City."

~ Mayor David Del Vecchio

EDUCATION & AWARENESS EFFORT

Local Outreach Partners

The business community, particularly downtown shops and restaurants, and members of the Delaware River Towns Chamber of Commerce played an important role in sharing the Street Smart messaging. The following is a sampling (partial list) of businesses who displayed Street Smart NJ messaging:



- Aztlan Mexican Grill
- Bell's Tavern
- Caffe Galleria
- Catanzareti
- City Market
- DeAnnas
- El Tule Mexican Restaurant
- Fine Food and Flowers
- Giuseppes
- Homestead Farmers Market
- Inn of the Hawk
- Jess's Juice Bar
- Lambertville Academy
- Lambertville Animal Hospital
- Lambertville House
- Lambertville Station
- Lambertville Trading Company
- Marhaba
- Mitchell's Cafe
- Niece Lumber
- Owowcow
- Phillips Barber
- Pure Energy
- Rago Auctions
- Riverflow Yoga
- Rojo's
- Sneddons
- Tacos Cancun
- Thai Tida
- The Laundry Room
- The Swan Bar



Community Outreach & Events

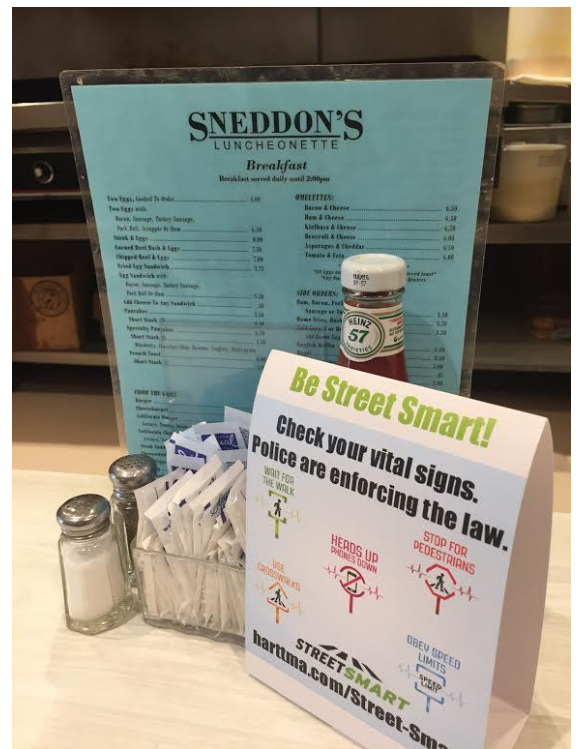
Coffee Sleeves

Local restaurants and coffee shops provided customers with Street Smart NJ messaging coffee sleeves.



Table Tents

Table tents were displayed at many local restaurants and shops. The table tents were placed on counters near cash registers, on tables and countertops, as well as information tables.



Banners

Banners were placed at high visibility locations throughout the city.

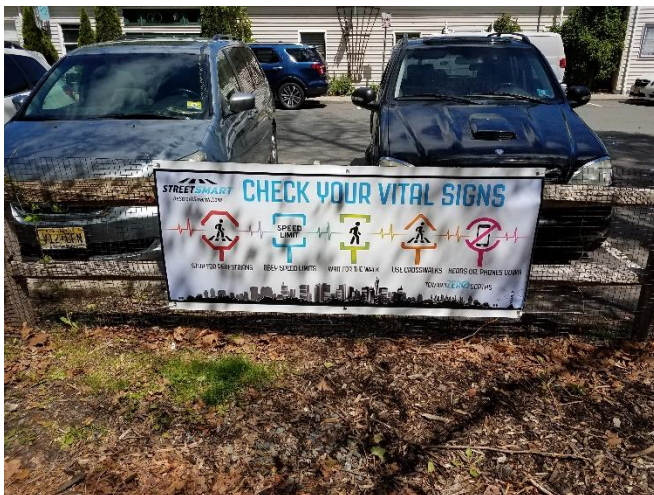
Ely Park, Main Street

Ely Park is located adjacent to Lambertville Public School. It features baseball and soccer fields. It is an activity center for many organized sports within the city. The fence along the park faces Main Street and is a highly visible for both motorists traveling along Main Street and pedestrians arriving on foot to the park.



Cavallo Park Playground

Cavallo Park was recently renovated with all new playground equipment and a pavilion. The park is located adjacent to the D&R Canal Towpath and is a major attractor for young families. A banner was hung facing inside the playground area.



City Hall, York Street

Lambertville City Hall is centrally located. It sits at the corner of York Street and North Union Avenue, a well-traveled street for both motorists and pedestrians.

The historic building is surrounded by a wrought iron fence where community banners and signs are regularly displayed.



A-Frames/ Sandwich Board Signs

Four large A-Frames were placed strategically throughout the city.

These message boards were placed at the intersection of Bridge Street and Union Street, at the midblock cross walk on Bridge Street, Lambertville Public School, the Lambertville City Police Department, the midblock observation site and the intersection of Bridge Street and Union Street.



Bridge Street near D & R Canal Towpath



Bridge Street & Union Street



Lambertville Public School, Main Street

Social Media/Local Websites

Social media and local websites played an important role in promoting the campaign in Lambertville.



Facebook

Regular posts were published to the Lambertville, NJ Facebook group, which has 8,712 members.

All posts were tagged

#DelRiverTownsChamber to allow for additional reach via the Chamber of Commerce social media presence.

From May 15- 28, 2017, eighteen Facebook posts offering safety tips, photos and graphics that reinforced the Street Smart messaging were issued regularly. (sample posts are shown)



HART Commuter Information Services

May 17 · 🌐

Thank you to #DavidMorgan and the many members of #DelawareRiverTownsChamberofCommerce for helping to promote the Lambertville Street Smart campaign! Making Lambertville safer for pedestrians makes good business sense. #bestreetsmartlambertville #bestreetsmartnj #stopforpedestrians #waitforthewalk #usecrosswalks #obeyspeedlimit #headsphonesdown



HART Commuter Information Services
June 7 · 🌐

What is NJ's STOP FOR PEDESTRIANS law?
"The driver of a vehicle shall STOP and REMAIN STOPPED to allow a pedestrian to cross the roadway within a marked crosswalk, when the pedestrian is upon or within one lane of the half of the roadway upon which the vehicle is traveling or onto which it is turning. Violation of 39:4-32 and 36 carries a \$200 fine, 2 motor vehicle points and the possible imposition of 15 days of community service." (N.J.S.A 39:4)

That said, the law also re... See More



HART- Promoting Sustainable Transportation
Published by Tara Braddish Shepherd [?] · May 22 · 🌐

Street Smart messages on display in the center of Lambertville! Use Crosswalks...Wait for the Walk...Obey Speed Limits...Stop for Pedestrians in Crosswalks...Heads Up, Phones Down. Where else have you seen these messages around town? Share your photos! #bestreetsmartlambertville #bestreetsmartnj



HART- Promoting Sustainable Transportation
Published by Tara Braddish Shepherd [?] · May 22 · 🌐

Good morning, Lambertville! With today's overcast and rainy forecast, it is good to remember to be Street Smart when out walking today. Heads Up, Phones Down! #bestreetsmartlambertville #bestreetsmartnj



HART- Promoting Sustainable Transportation added 2 new photos.
Published by Tara Braddish Shepherd [?] · June 6 · 🌐

What does it mean to "Wait for the Walk"? First, yes, you do need to push the button to activate the signal. Next, follow NJ law:
N.J.S.A.39:4-32 a:
"No pedestrian shall cross a roadway against the "stop" or red signal at a cross walk whether marked or unmarked, unless otherwise specifically directed by a police officer or traffic control device."
#bestreetsmartlambertville #bestreetsmartnj #waitforthewalk



Community Presentations

Lambertville Public School & Lambertville Academy

HART presented to over 200 K- 6 grade students at Lambertville Public School. Fourth through sixth grade students participated in a Street Smart NJ presentation focusing on three Street Smart messaging that would apply to their age group: Use Crosswalks, Wait for the Walk, and Heads Up, Phones Down.

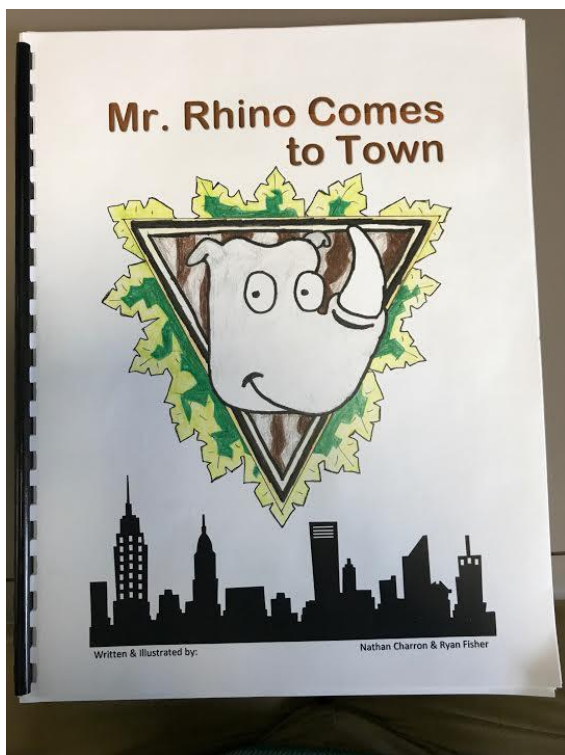


Mr. Rhino Comes to Town

Students in grades K-3 took part in HART's newly developed children's book, "Mr. Rhino Comes to Town", which incorporates the Street Smart messaging in a grade appropriate way.

Following the reading of the book, children take part in acting out the safe behaviors that Street Smart NJ promotes.

Mr. Rhino Comes to Town was also utilized at presentations at Lambertville Academy, a non-profit organization, which offers pre-school programs, school age programs, and weekly summer camp sessions.



ENFORCEMENT

The Town of Lambertville Police Department engaged in two enforcement periods.

For the first week, the police department focused on education rather than enforcement. Officers issued 231 warnings to motorists and/or pedestrians to educate about pedestrian safety behaviors.



During the next week, officers focused on enforcing pedestrian safety related laws. Police issued 39 summonses, including fifteen speeding and eleven obstructing traffic violations. Obstructing or delaying traffic may include blocking crosswalks/sidewalks. Failure to stop, careless driving and driving under the influence were also recorded.

Warnings	May 29-June 4, 2017	231 warnings/interactions
Summonses issued	June 5-June 11, 2017	Speeding-15 Obstructing Traffic/Delaying-18 Failure to Stop at Red Light-1 Careless Driving-3 Failure to Stop/Stop Sign-1 Driving Under Influence-1

EVALUATION RESULTS

As noted previously, two methods were utilized to determine the effectiveness of the campaign: Observation and Community Surveys.

FINDINGS- Observation

Pedestrian Proxies

The post campaign observations indicated slight improvement in pedestrian behaviors following the awareness and enforcement phases of the campaign. The midblock Bridge Street crosswalk saw the greatest change in compliance, with a 26 percent improvement.

	Pre-Campaign		Post-Campaign		Change in Compliance
	Compliant	Non-Compliant	Compliant	Non-Compliant	
Main Street and York Street					
Pedestrian Used Crosswalk	74%	26%	81%	19%	7%
Ped Completed Crosswalk	91%	9%	95%	5%	4%
Ped distracted by Cell	94%	6%	96%	4%	2%
Bridge Street, Midblock					
Pedestrian Used Crosswalk	50%	50%	51%	49%	1%
Ped Completed Crosswalk	68%	32%	94%	6%	26%
Ped distracted by Cell	91%	9%	94%	6%	3%

¹ Results from the observations and awareness survey are qualitative in nature and have not been analyzed for their statistical significance.

FINDINGS- Observation

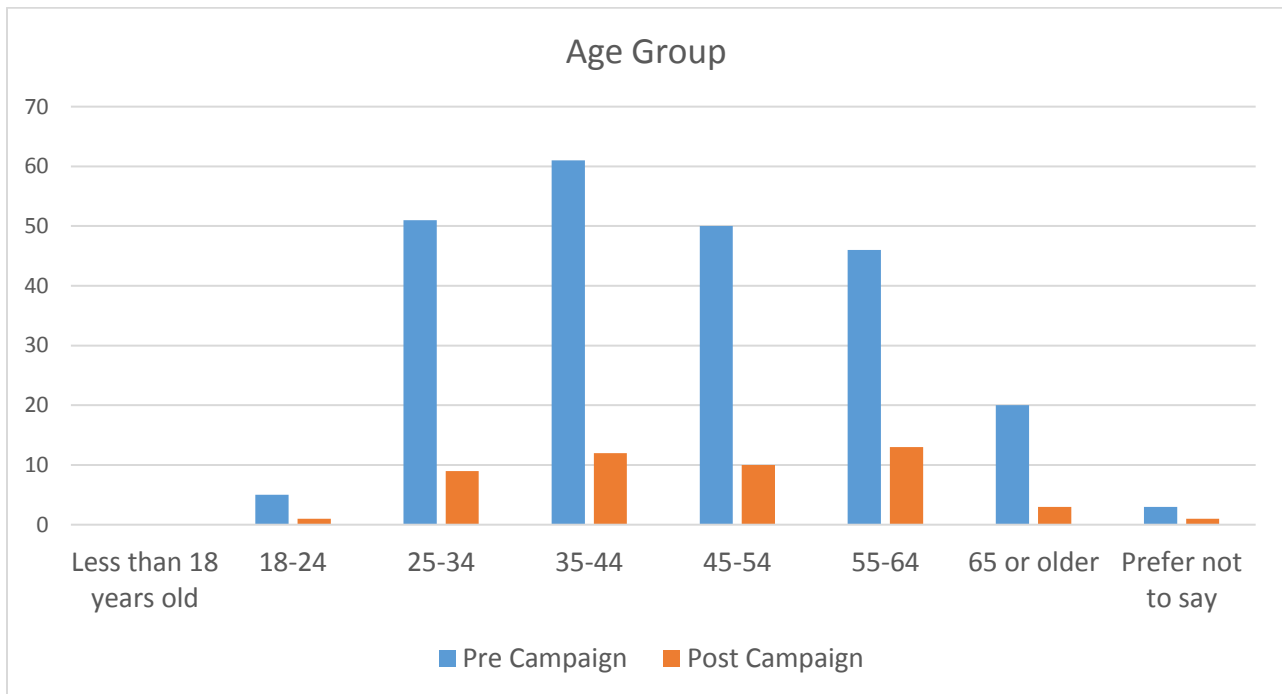
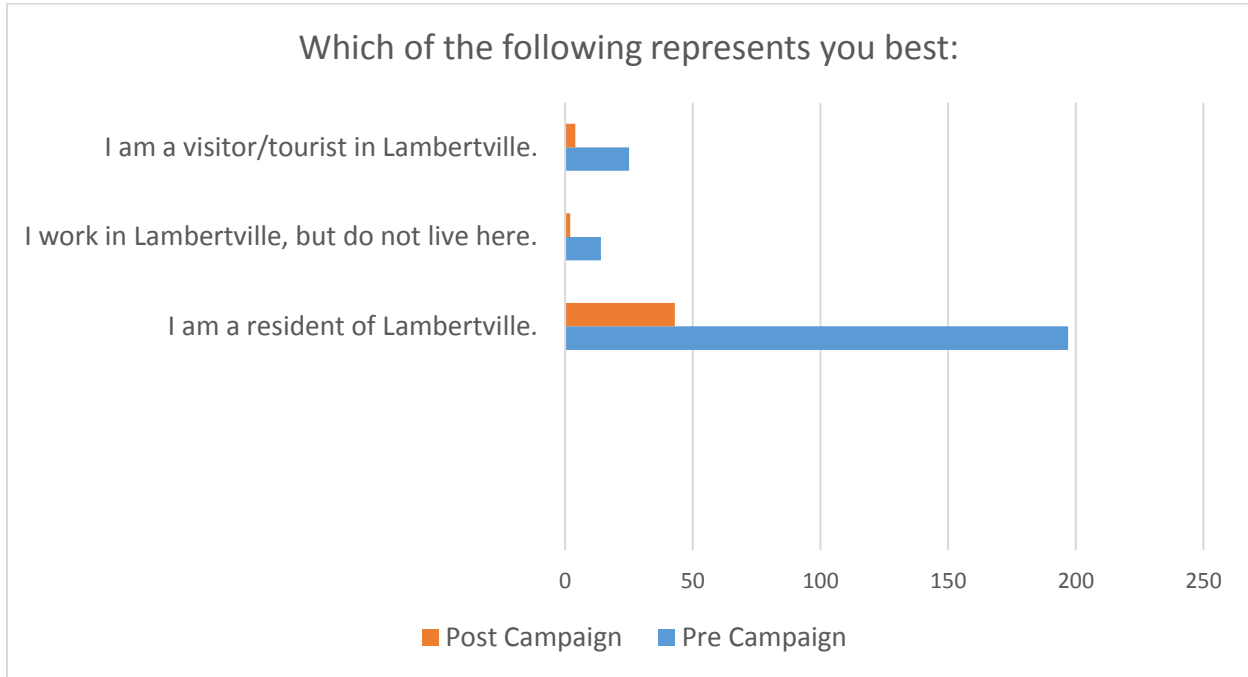
Motorist Proxies

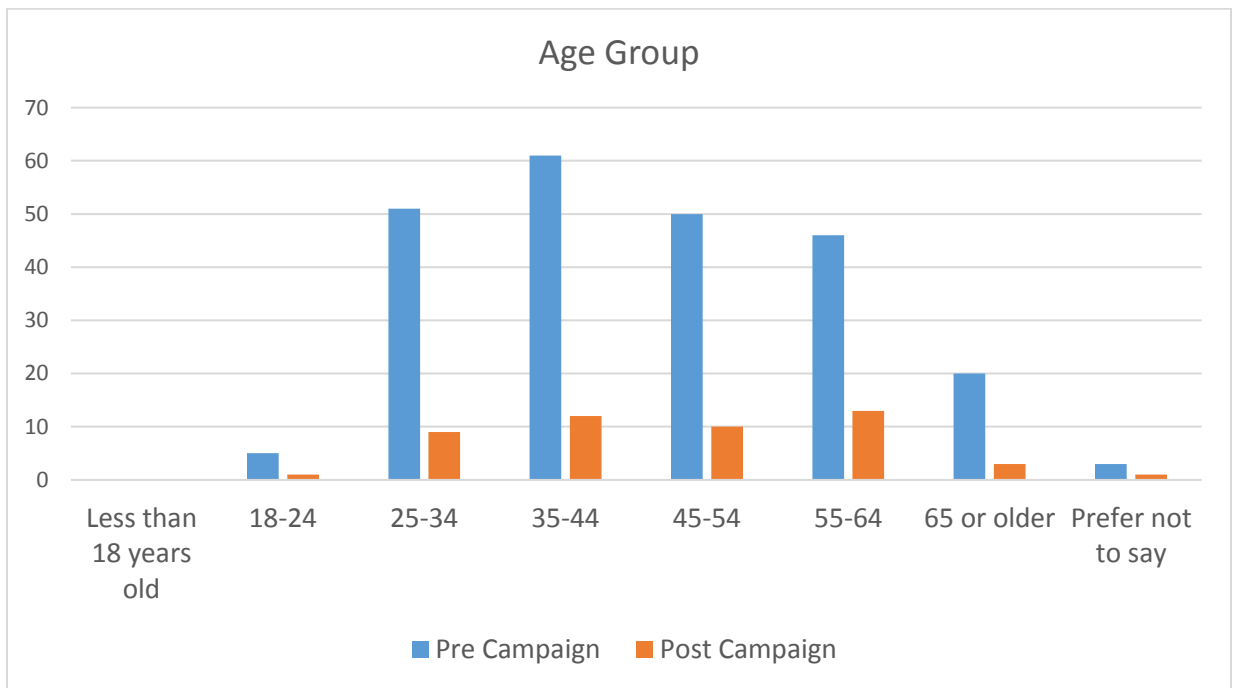
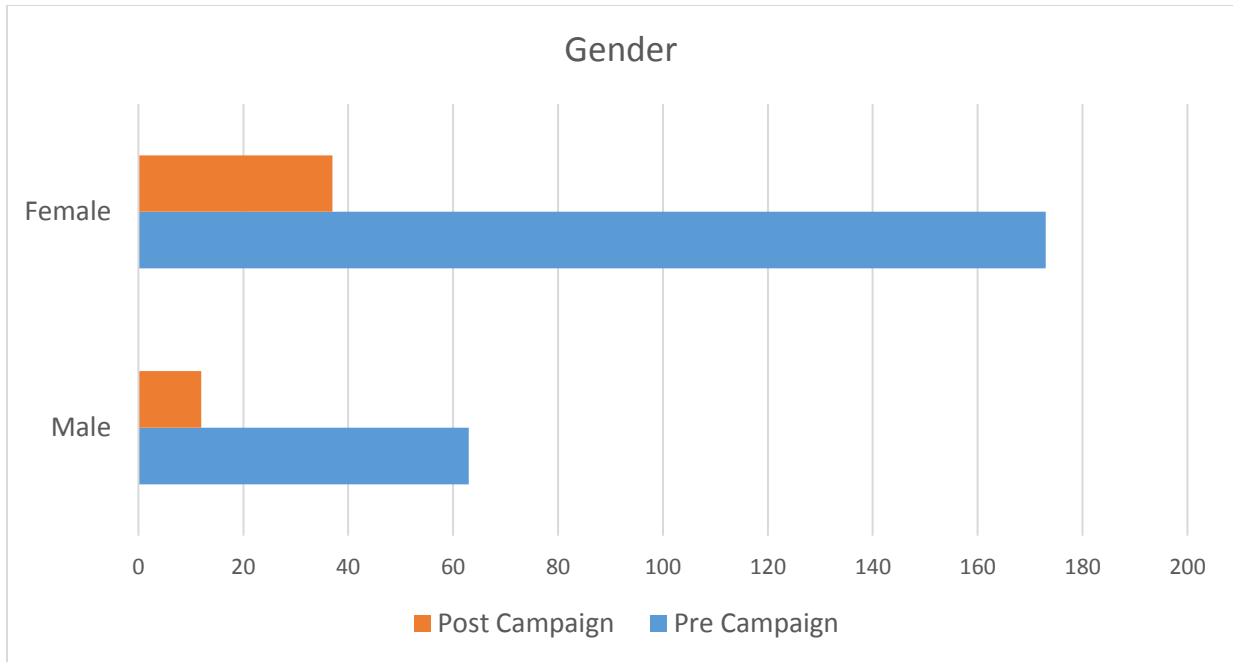
Post campaign observations of motorist behaviors revealed increased compliance of the Stop for Pedestrians in Crosswalks at all locations. Overall, a reduction in the number of motorists using cell phones was also observed.

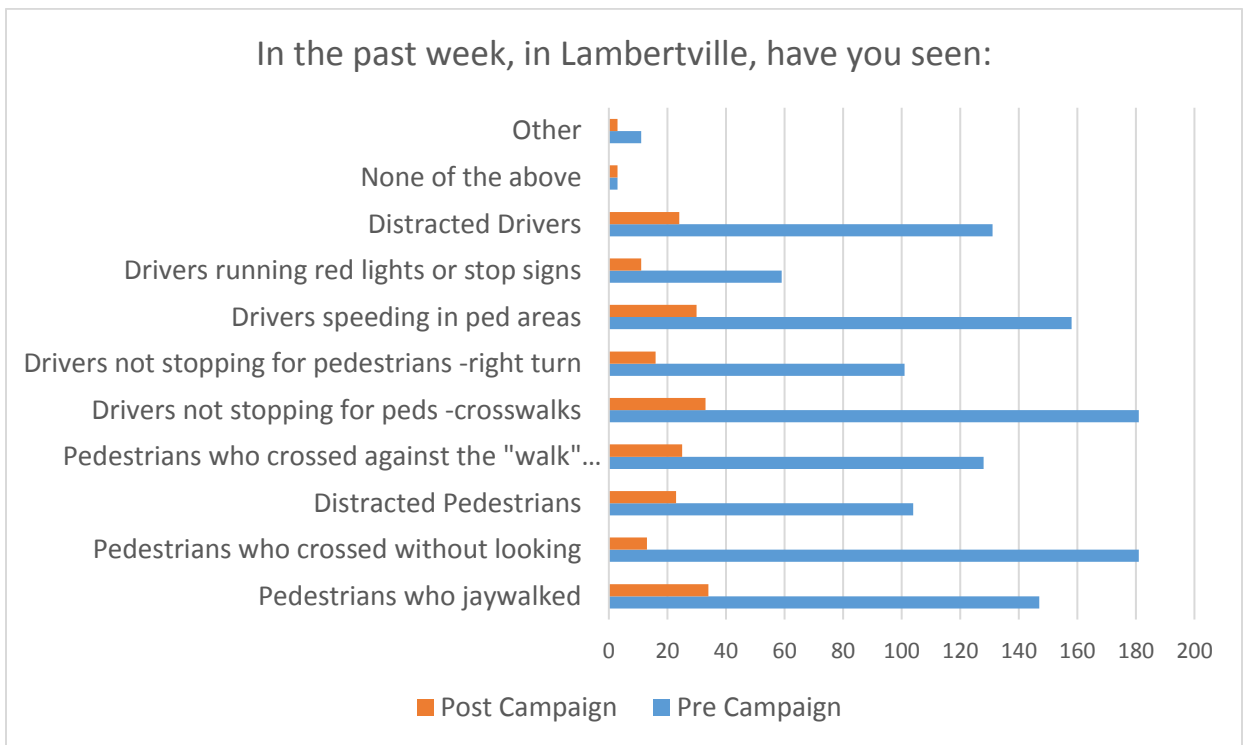
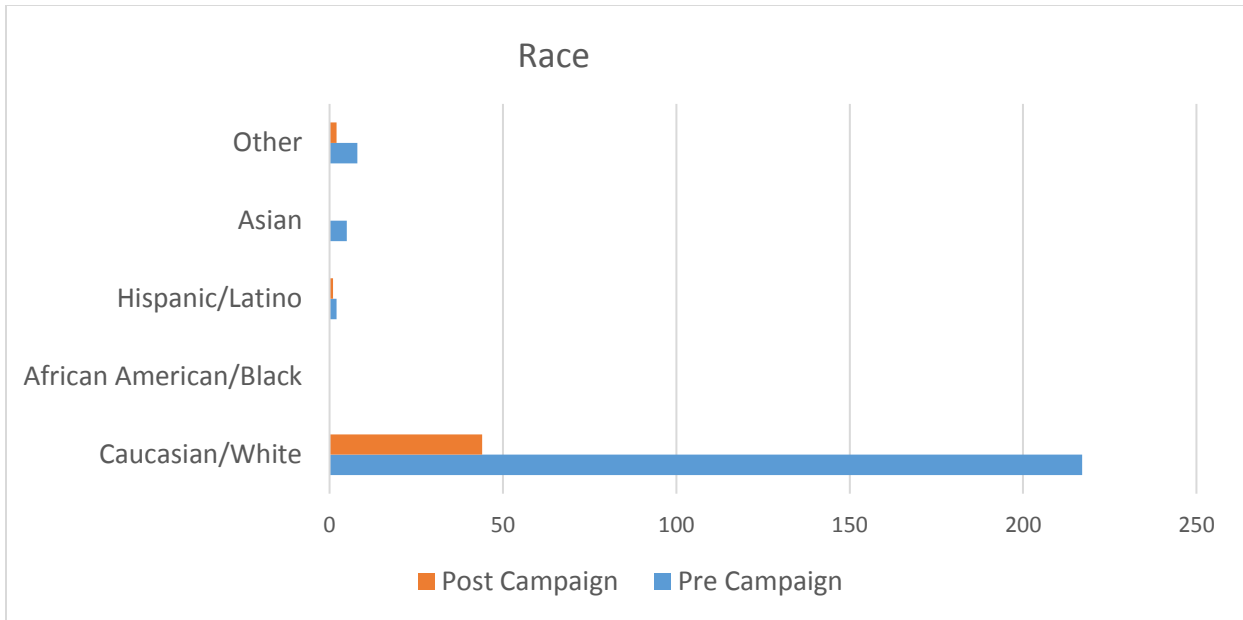
	Pre-Campaign	Post-Campaign
Main Street and York Street		
Car Did Not Stop for Pedestrian	45	28
Motorist Handheld Cell Phone Use	34	25
Bridge Street, midblock crosswalk		
Car Did Not Stop for Pedestrian	49	32
Motorist Handheld Cell Phone Use	48	37

FINDINGS- Community Survey Results

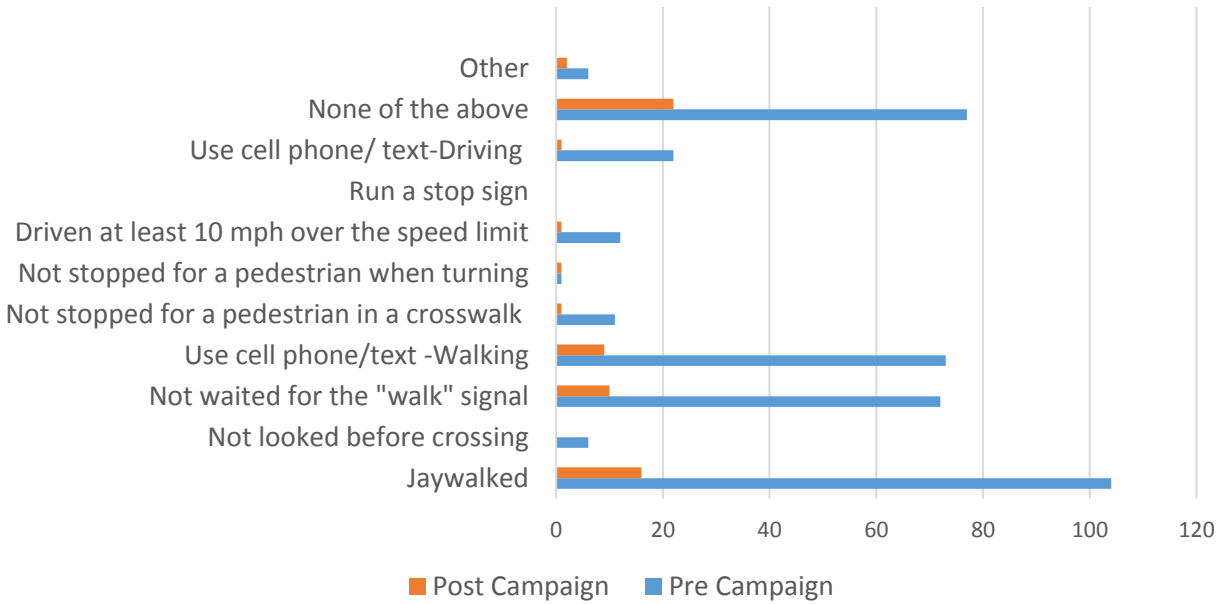
The Community Survey revealed an increased awareness of pedestrian laws, changes in self-reported behaviors, and the observed behaviors of others.



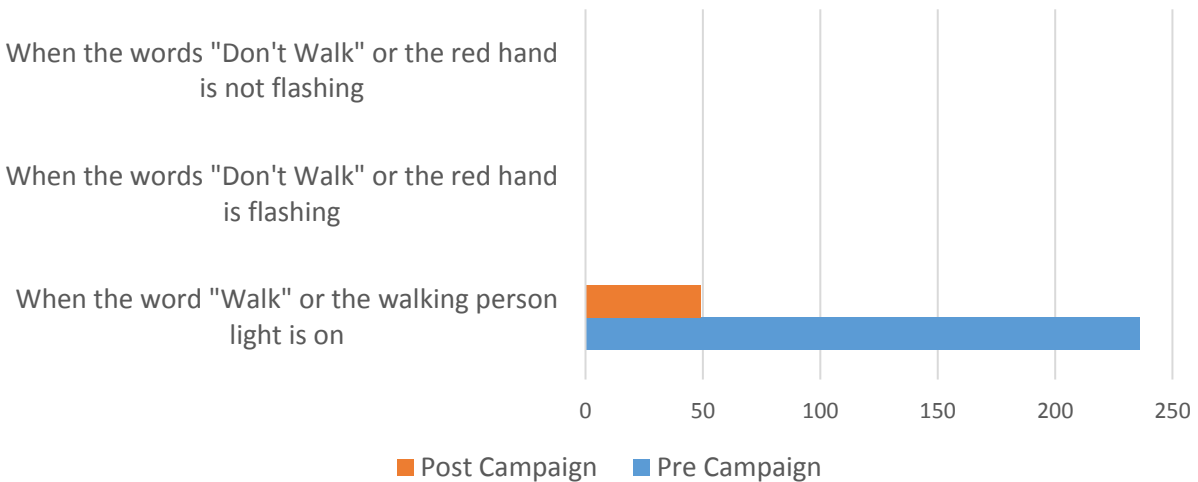


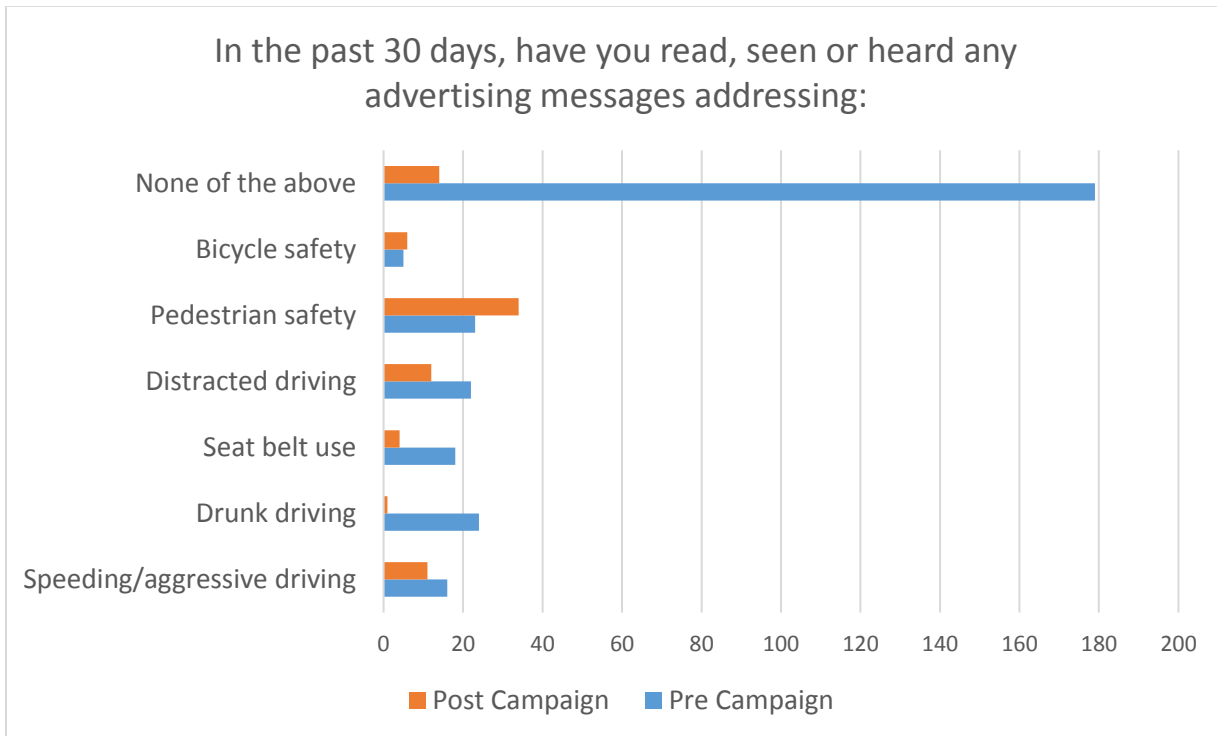
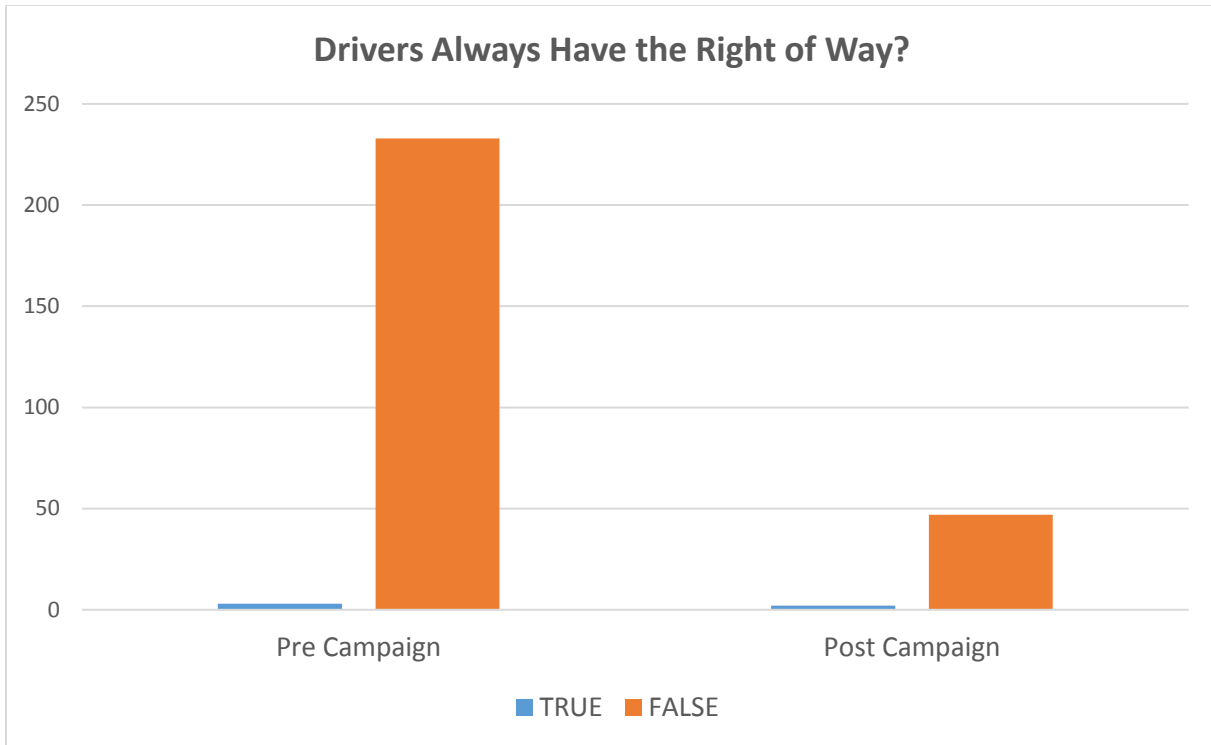


In the past week, in Lambertville, have you yourself:

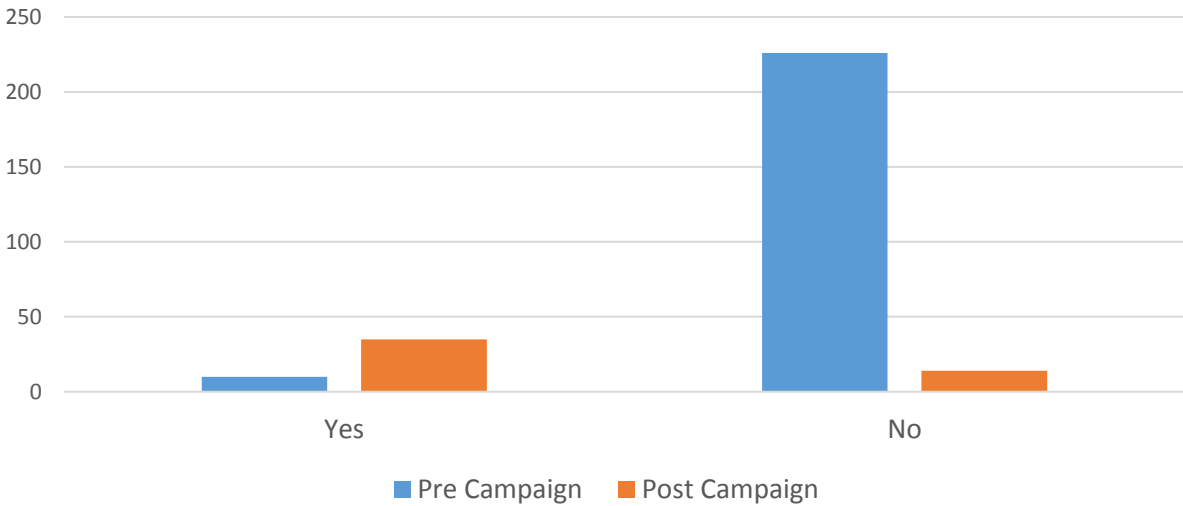


At signalized intersections, when SHOULD a pedestrian begin to cross the street?

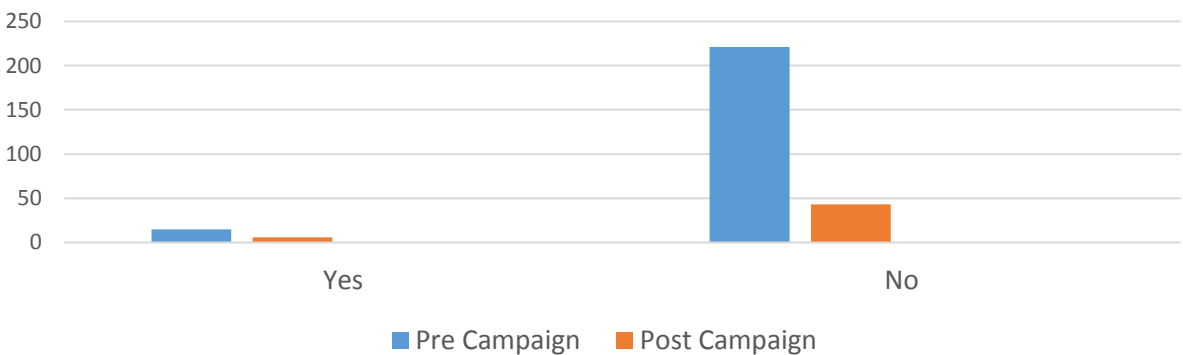




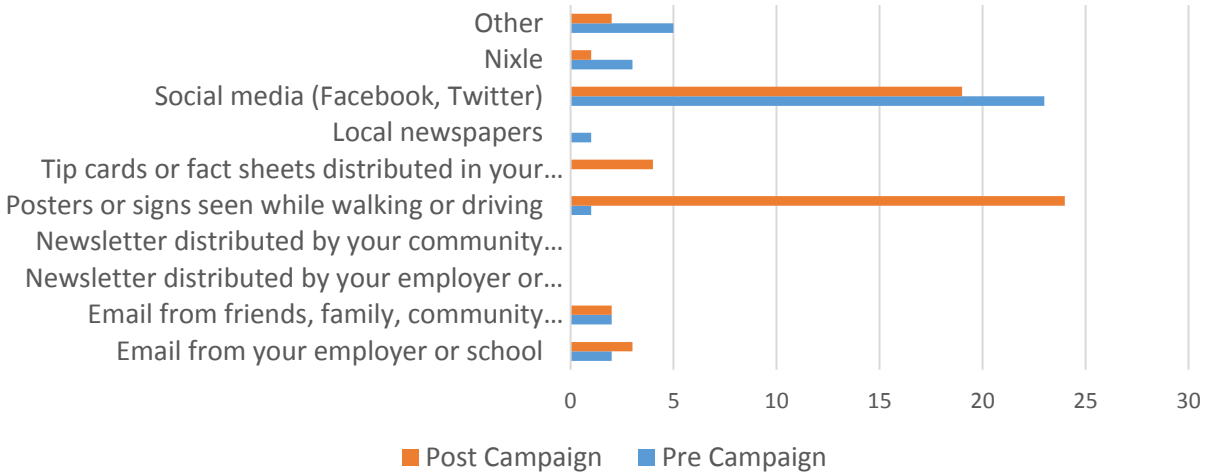
In the past 30 days, in Lambertville, have you seen or heard any advertising message or signage that mentions “Street Smart” and addresses pedestrian safety?



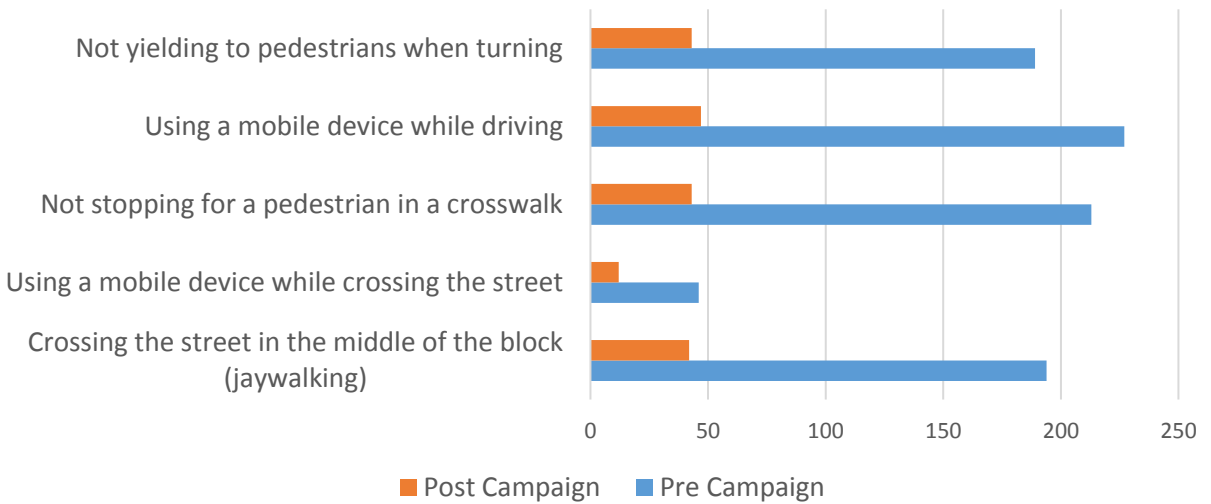
In the past 30 days, in Lambertville, have you seen or interacted with anyone who told you about pedestrian safety or gave you information about New Jersey’s pedestrian safety laws and/or safe walking tips?



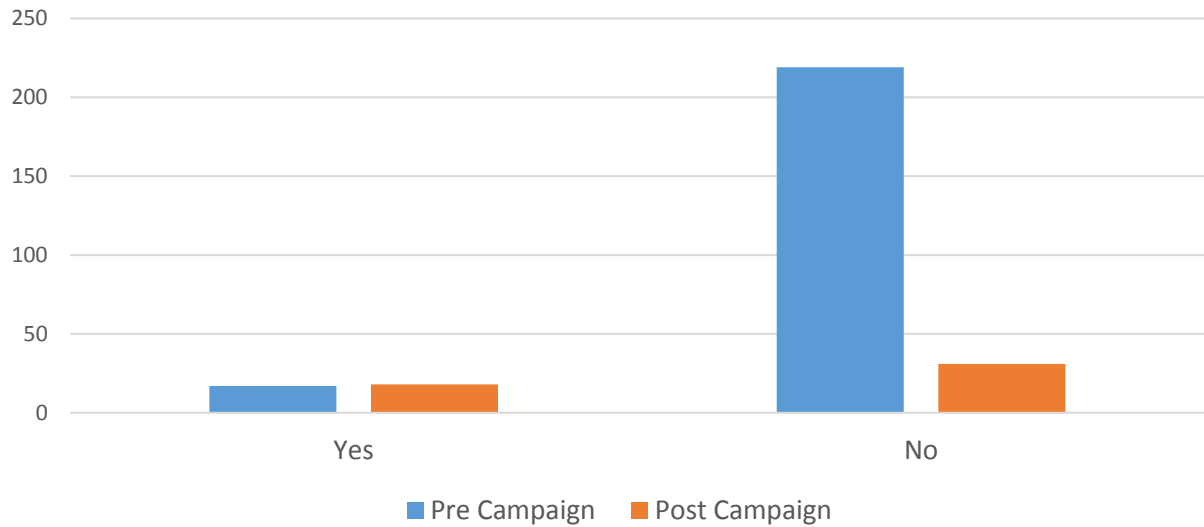
In the past 30 days, in Lambertville, have you received any information about pedestrian safety information via any of the following sources?



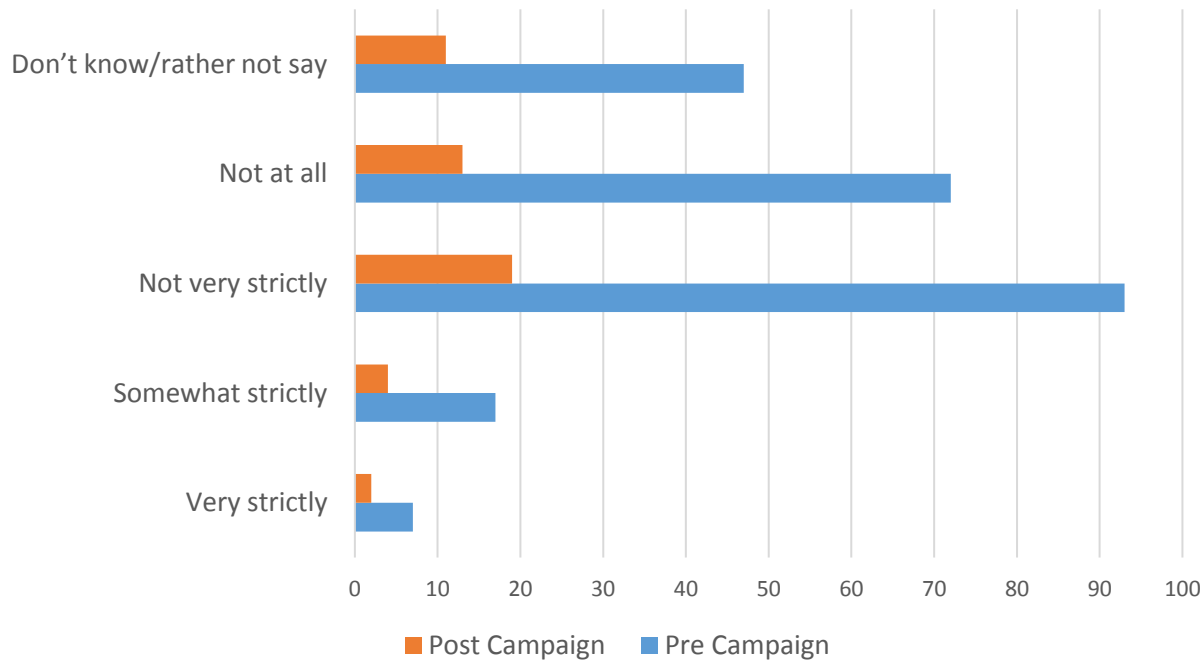
To the best of your knowledge, please indicate any/all actions below for which you can you receive a ticket in New Jersey:



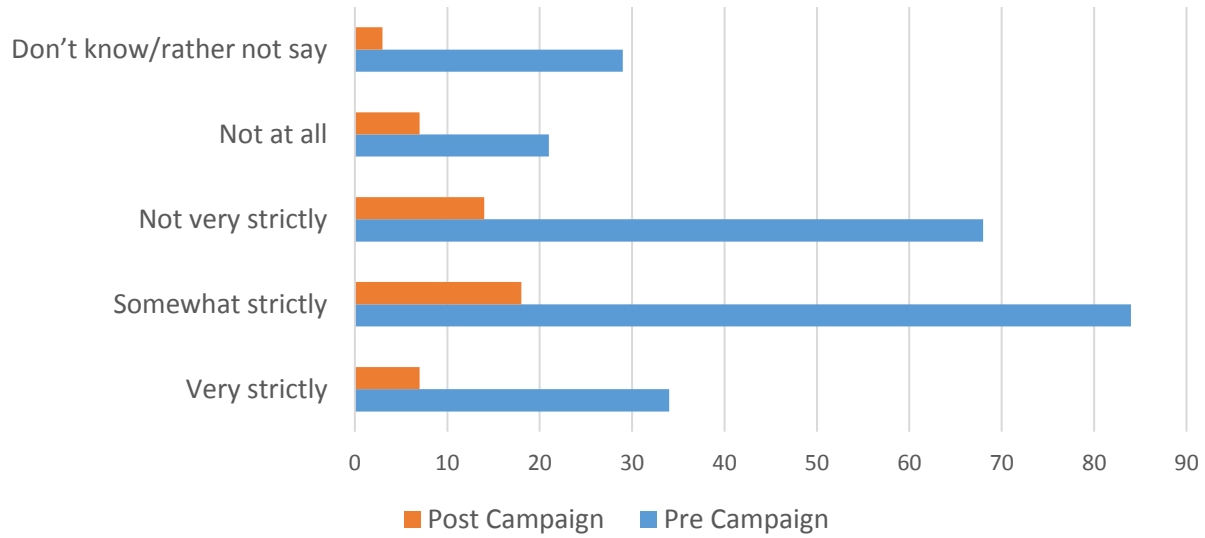
Have you recently read, seen or heard about local police efforts to enforce pedestrian safety laws?



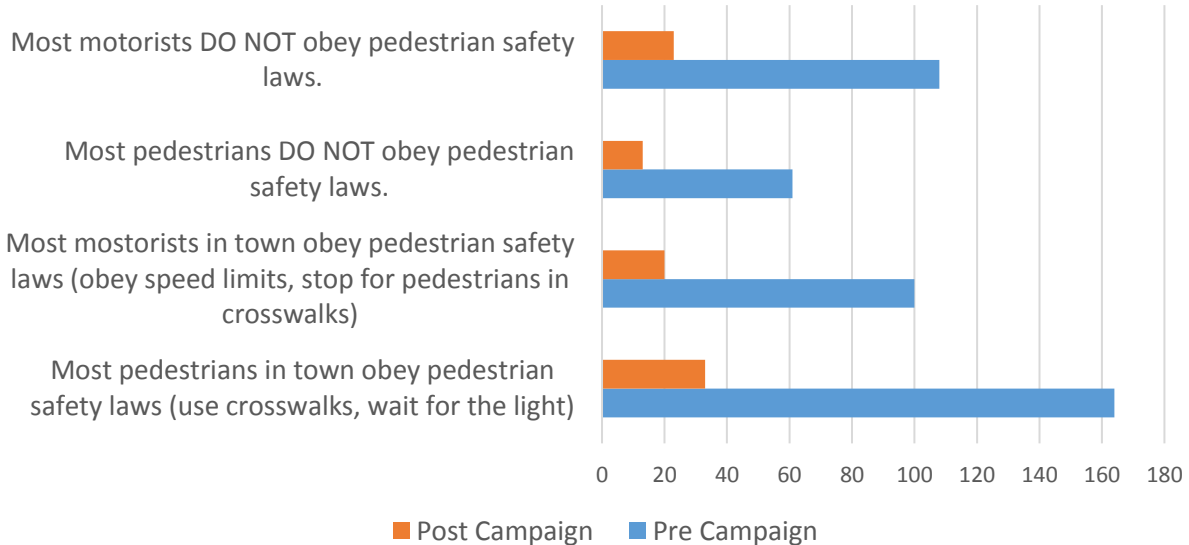
How strictly do you think that police in Lambertville enforce PEDESTRIAN safety laws, such as jaywalking?

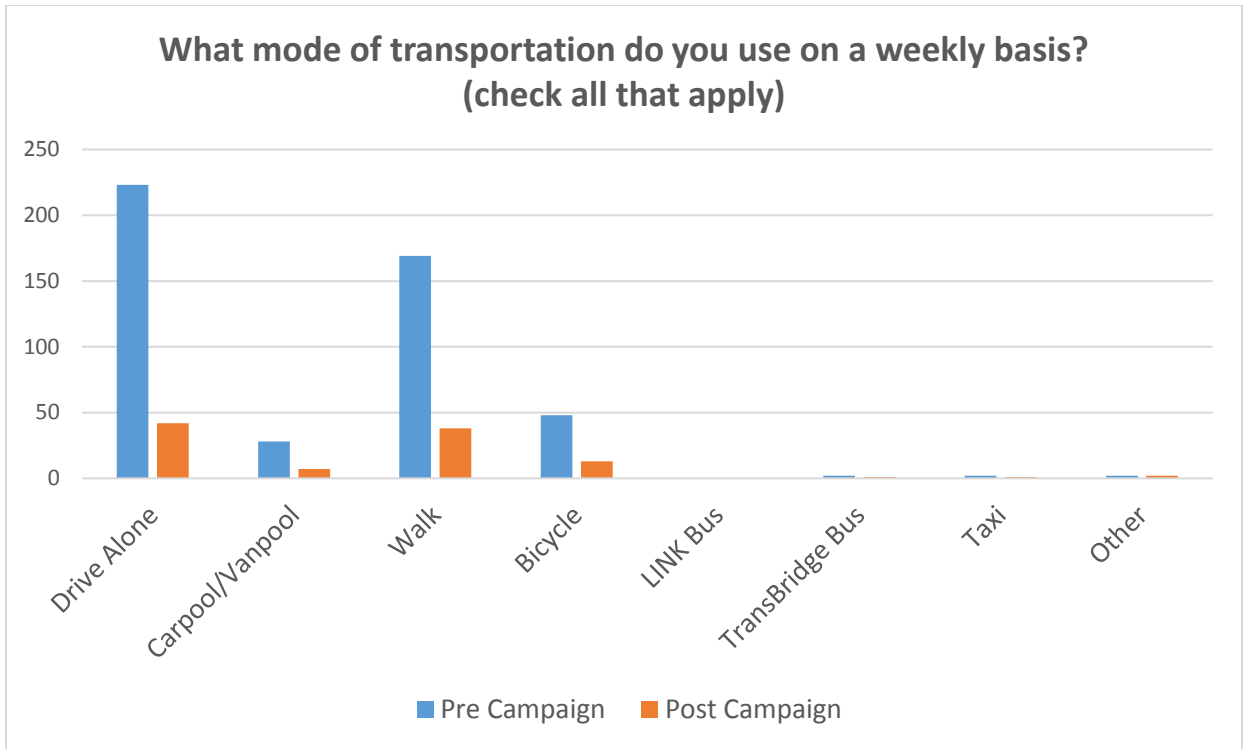


How strictly do you think that police in Lambertville enforce DRIVER related pedestrian safety laws, such as speeding or stopping for pedestrians in crosswalks? e



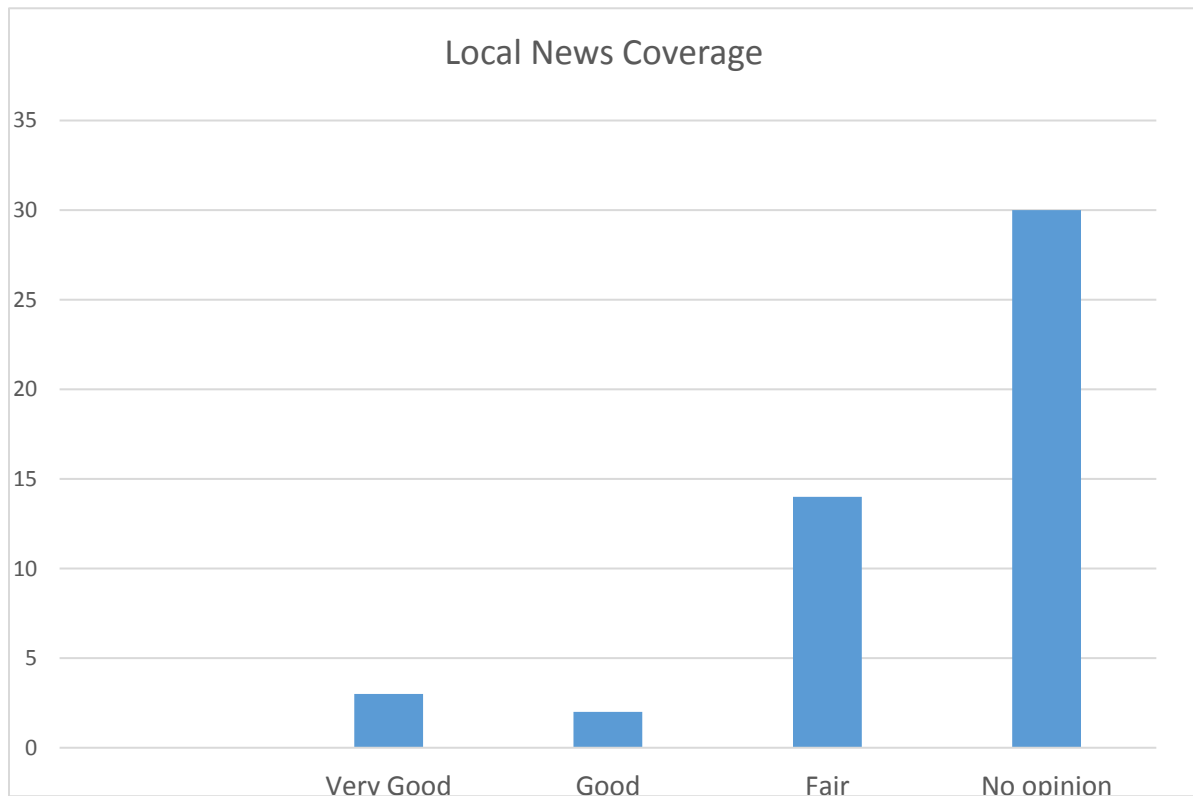
Please indicate each of the following statements that you AGREE with:

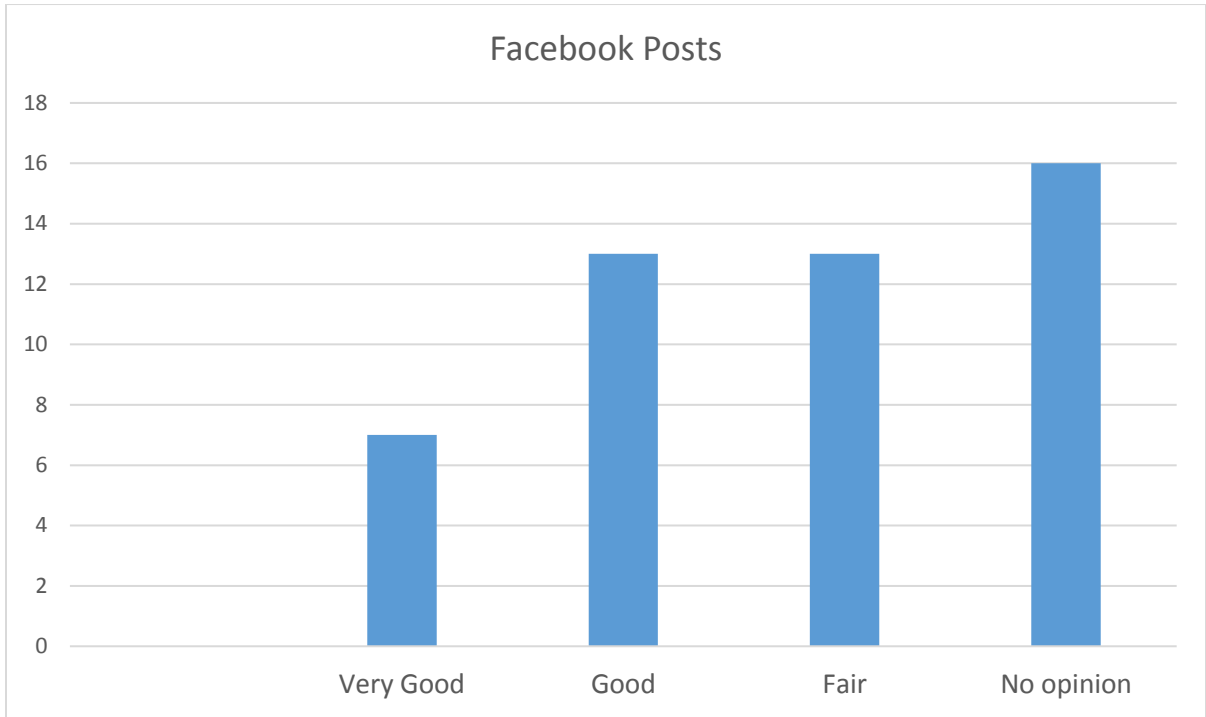


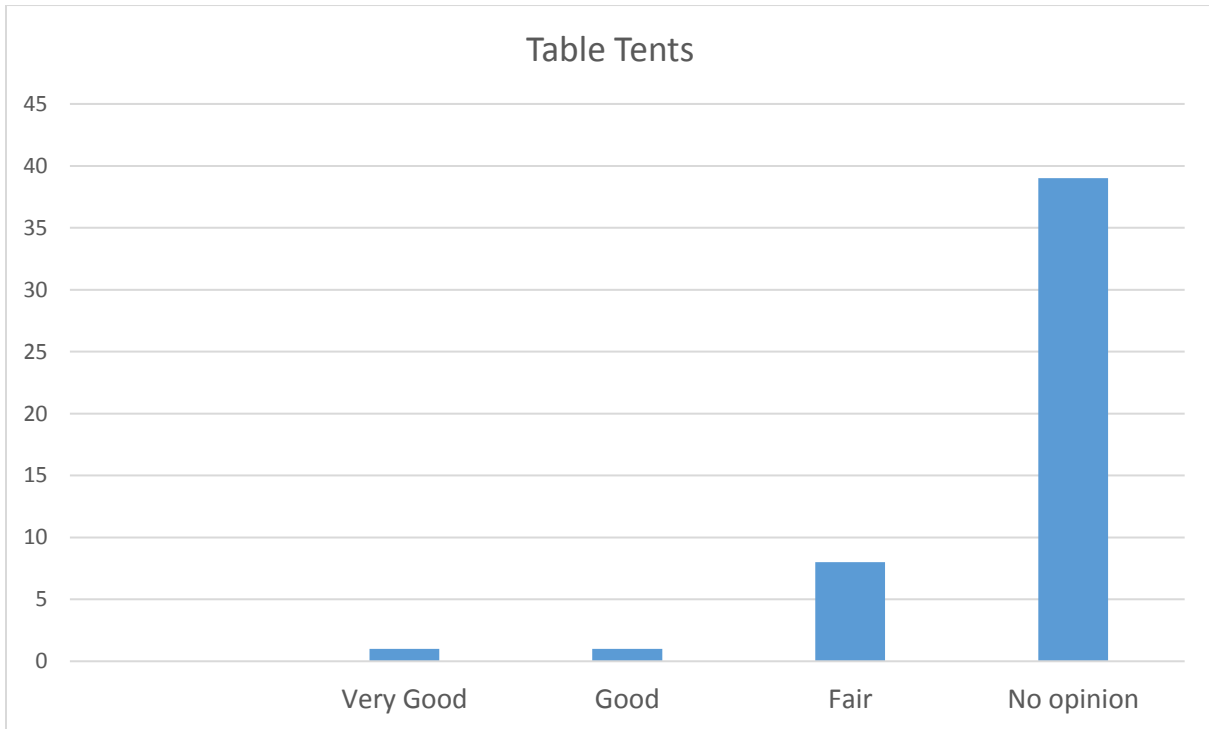
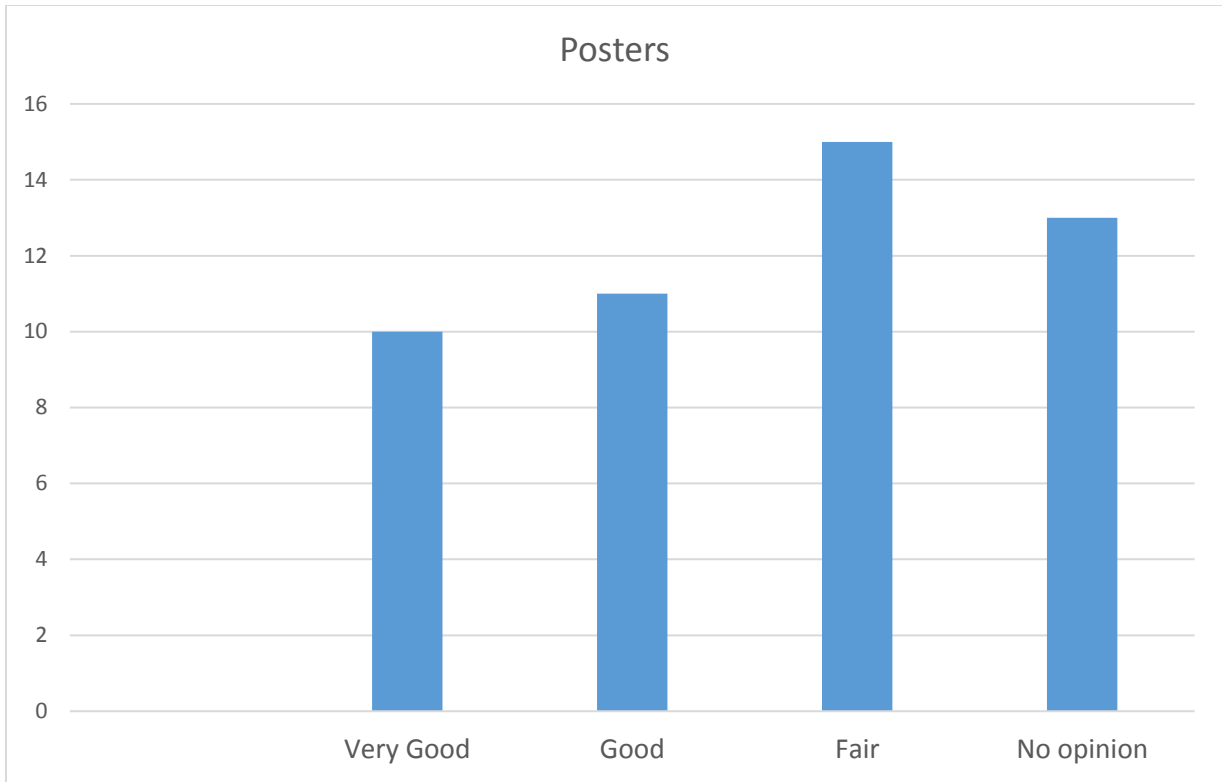


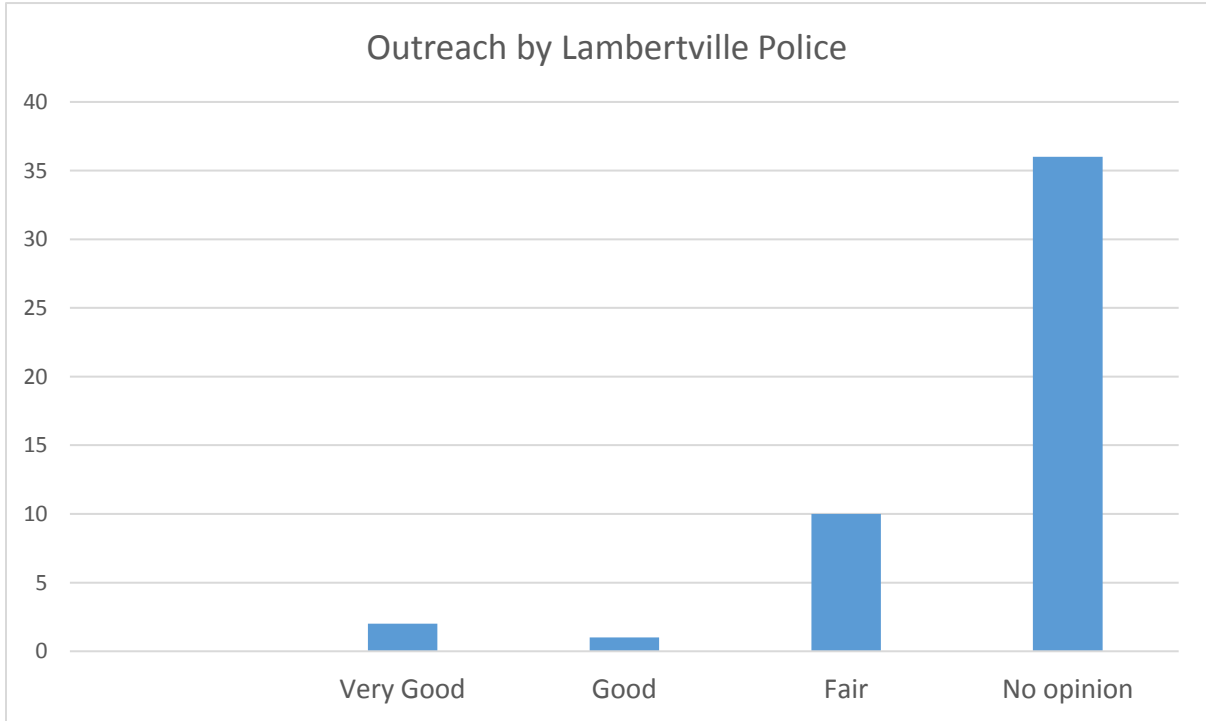
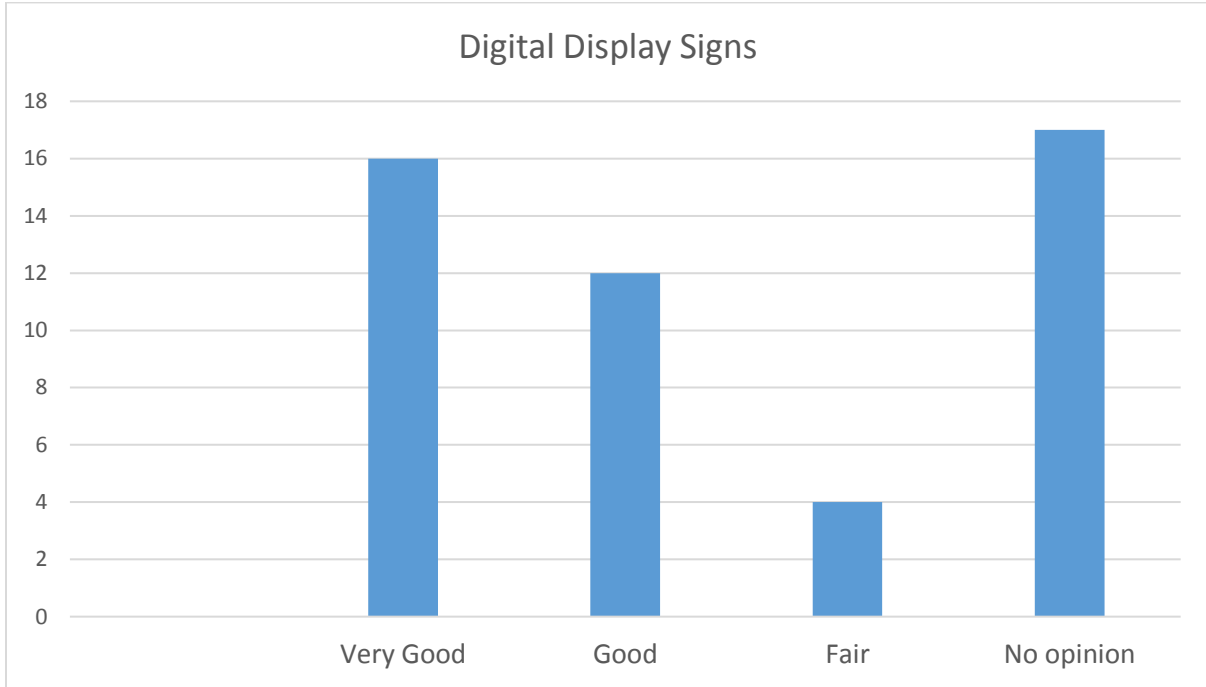
Post Campaign Feedback on Awareness Efforts

How would you rate the effectiveness of the following outreach methods:









SUMMARY RESULTS

The following provides a summary of the results of the campaign in relation to the stated goals of the effort:

Change pedestrian and motorist behavior to reduce the incidence of pedestrian injuries and fatalities on New Jersey's roadways.

Intersection Observations revealed the following behavior change:

- 4 percent increase in the observed use of crosswalks
- 15 percent increase in the completion of crossing in crosswalks by pedestrians
- 57 percent decrease in the use of cell phones by motorists

Community Input Survey respondents reported observing decreases in all proxies:

- 4 percent decrease in observed jaywalking
- 7 percent decrease in observed pedestrians crossing without looking
- 9 percent decrease in the number of drivers not stopping for pedestrians in crosswalks;
- 12 percent decrease in the number of observed distracted drivers; 44 % decrease in self-reported cell phone use

Educate motorists and pedestrians about their roles and responsibilities for safely sharing the road.

- 33 percent of survey respondents indicated that they had heard about pedestrian safety messaging.
- 76 percent of survey respondents reported having seen Street Smart messaging in town

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

- 30 percent increase in the number of survey respondents that were aware of pedestrian safety enforcement efforts underway.
- 2 percent increase in the number of survey respondents who believe that the Lambertville Police Department "very strictly" or "somewhat strictly" enforce "pedestrian related" pedestrian safety laws.
- 1 percent increase in the number of survey respondents who believe that the Lambertville Police Department "Very Strictly" enforce "driver related" pedestrian safety laws.
- 1 percent decrease in the number of survey respondents who believe the statement that "Most pedestrians DO NOT obey pedestrian safety laws".
- 1 percent decrease in the number of survey respondents who believe the statement that "Most motorists DO NOT obey pedestrian safety laws".
- 10 percent of survey respondents rated the local news coverage as "very good" or "good"
- 41 percent of survey respondents rated the Facebook posts as "very good" or "good" and 43 percent rated the posters as "very good" or "good"

RECOMMENDATIONS

Pedestrian safety should continue to be a focus in Lambertville. This is particularly important given the high number of residents and tourists that frequently walk in Lambertville.

Lambertville has been proactive in its efforts to address pedestrian safety. The City has made significant investments to reduce vehicular speed by installing speed humps in residential areas, ensuring that crosswalks are clearly marked, and pedestrian laws are enforced. In 2013, the City requested the NJDOT install a marked crosswalk on Bridge Street, a state road, to increase pedestrian safety.

The City has demonstrated a commitment to pedestrian safety with increased enforcement and ongoing maintenance of pedestrian facilities such as sidewalks and crosswalks. These efforts should be continued.

Ongoing education and awareness will be important to ensure increased pedestrian safety in the future.

CONCLUSION

The Lambertville Street Smart Campaign was a successful collaborative effort between HART TMA, the Lambertville Police Department, and the City. A reduction in the prevalence of non-compliant behavior by both drivers and pedestrians, based on a comparison of pre and post campaign, was observed in the intersection observations.

The campaign also resulted in an increased awareness of the Street Smart NJ message and emphasis on pedestrian safety throughout the community. HART's education and outreach programs will continue to be available to the City of Lambertville.



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