

Evaluation of the Califon Street Smart NJ Campaign



FINAL REPORT

June 2018

Prepared by:



Acknowledgements

Special thanks to the following for their assistance:

Washington Township Police Department

Califon Borough Council

Califon Public School

Califon Business Community

Residents of Califon

Hunterdon County Department of Public Works

New Jersey Department of Transportation

New Jersey Division of Highway Traffic Safety

North Jersey Transportation Planning Authority (NJTPA)

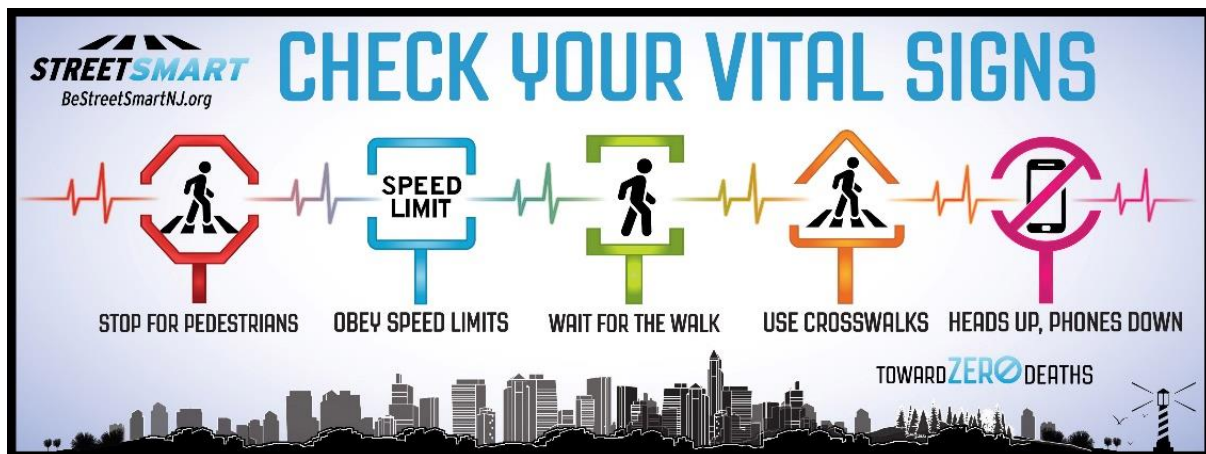


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EXECUTIVE SUMMARY

A Street Smart NJ pedestrian safety campaign was conducted in the Borough of Califon in spring 2018. The campaign was a collaborative effort among goHunterdon, formerly HART TMA, the Washington Township Police Department, the Borough of Califon, and local businesses and organizations.

As an education and enforcement effort, the Califon Street Smart NJ campaign included pedestrian safety law enforcement by the Washington Township Police Department as well as several educational outreach events coordinated by goHunterdon (HART TMA).

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 NJ campaign in Califon 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 NJ 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 by the North Jersey Transportation Planning Authority (NJTPA) and funded through Federal Highway Administration (FHWA) resources, as well as through substantial local in-kind contributions.

Street Smart NJ is a collaborative effort between public, private and non-profit organizations. The NJTPA, along with the New Jersey Department of Transportation (NJDOT), NJ TRANSIT, New Jersey Division of Highway Traffic Safety (NJDOTS), and the Transportation Management Associations (TMAs) worked with numerous community partners to develop 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 was 27 percent in 2016, far above the national pedestrian fatality rate of 16 percent.

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 2018 Street Smart NJ campaign conducted in Califon Borough, Hunterdon County, New Jersey.

CALIFON STREET SMART CAMPAIGN

The Borough of Califon and goHunterdon (formerly HART TMA), the local non-profit transportation management association (TMA) serving Hunterdon County, NJ, partnered to conduct a Street Smart NJ campaign in spring 2018.

Crash Data

Pedestrian Pre-Crash Action

There are no reported pedestrian/motorist collisions reported during the past three year period in Califon Borough.



PROJECT AREA

Borough of Califon

Califon is located in northern Hunterdon County, NJ. It borders the Hunterdon municipalities of Lebanon Township and Tewksbury Township. Califon is situated next to the South Branch of the Raritan River.

Califon Borough is a small community of less than one square mile (0.972 sq. mi)

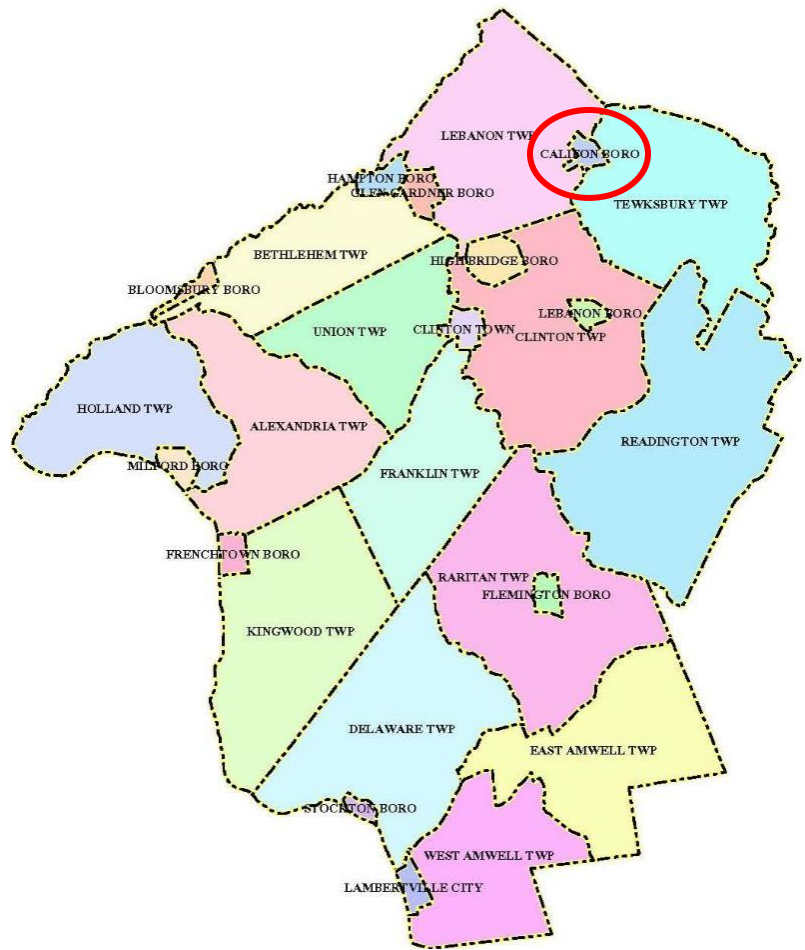
The 2010 United States Census reflects that the borough has 394 households and a population of 1,076.

The downtown business district is comprised of retail shops, services, restaurants. The downtown district is walkable; adjacent to residential homes, a local park, ballfields, and the elementary school.

Students living in Califon walk to Califon Public School. No busing is provided.

The Columbia Trail, a converted rail bed, which is part of the Hunterdon County Parks System, generates both pedestrian and bicycle activity within the borough.

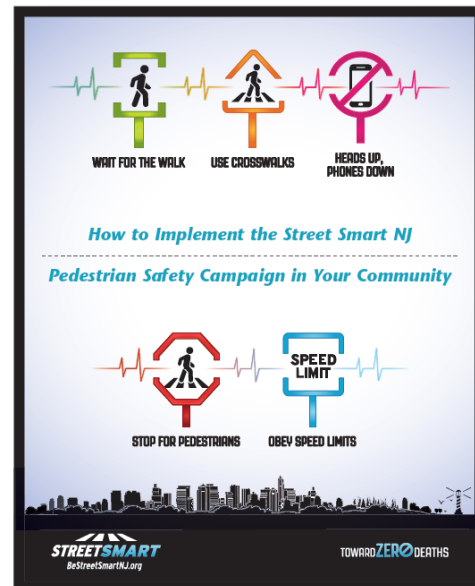
Califon Borough contracts with the Washington Township (Morris County) Police Department for law enforcement services.



CAMPAIGN STRUCTURE & SCHEDULE

The Califon Street Smart NJ Campaign was conducted over an eight week period from April 6 – June 1, 2018. It was conducted using the format in 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	April 6- April 20, 2018
Awareness	April 23 – May 18, 2018
Soft Enforcement- Warnings	May 7- May 11, 2018
Hard Enforcement- Warnings	May 14- May 18, 2018
Post-Campaign Data Collection, Surveying	May 21- June 1, 2018

CAMPAIGN EVALUATION METHODS

The Califon 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

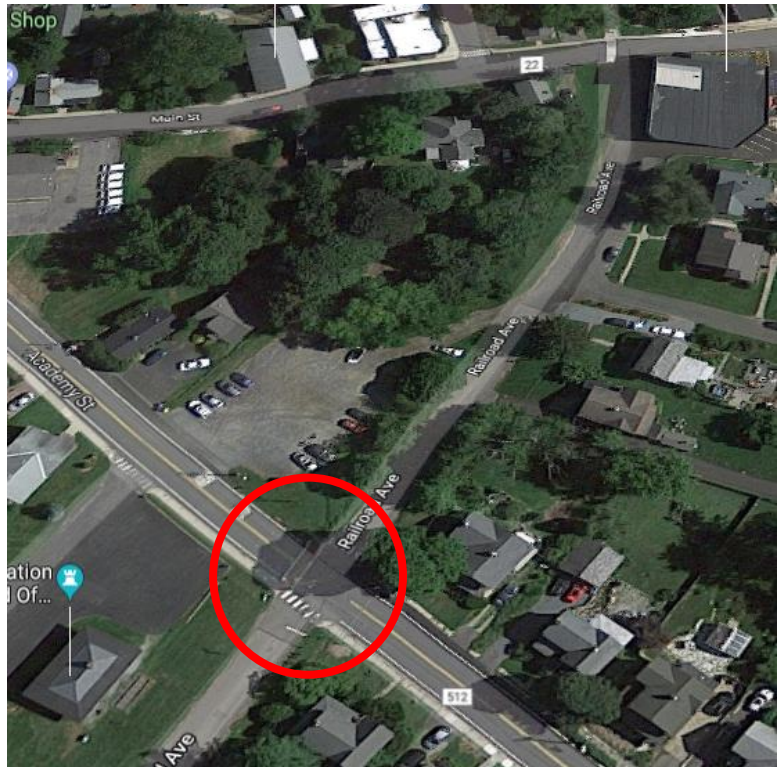
Observation Location:

Based on input from the Washington Township Police Department, two locations were selected for observation and evaluation.

Academy Street at Railroad Avenue

The intersection of Academy and Railroad Avenue is located one block from Borough Hall and two blocks from Main Street. It is adjacent to the Columbia Trail. The observation location sits across from the largest visitor parking lot in the downtown Borough. The lot is used by many pedestrians and cyclists visiting town and/or accessing the Columbia Trail.

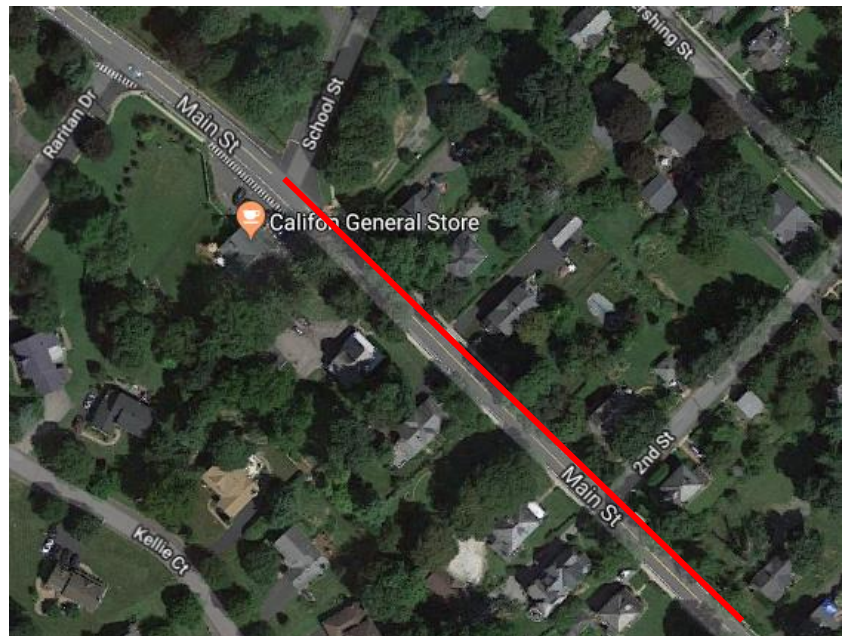
This location was selected for pedestrian and driver proxy behavior observation.



Main Street (County Road 512) near School Street

County Road 512 is a main thoroughfare into Califon. It is also known as Main Street. The posted speed limit is 25 mph.

The Califon General Store is located on Main Street at the intersection with School Street. Califon Public School is located at the other end of School Street. A crosswalk is located at the intersection. A crossing guard is stationed at this location to cross students walking to school. Main Street, north of School Street, was selected for a speed study at the recommendation of the Washington Township Police Department.



Observation Proxy Behaviors

For each behavior of interest, two types of data needed to be collected: 1) counts of the occurrences of non-compliant behavior, and 2) counts of a measure of exposure or the number of opportunities that pedestrians or drivers had to choose to comply with or violate the regulation. From these two types of data, a rate of non-compliance could be measured at each study site for each behavior of interest. It is this rate that was used to compare the pre- and post-campaign datasets to determine if there was a significant impact on pedestrian and driver behavior (details explained in the "Data Analysis" section).

As developed by NJTPA, the following proxy behaviors were observed and recorded at each of the selected intersections. The proxy behavior for "Wait for the Walk" was not recorded as there are no pedestrian signal heads at the observation location or at any crosswalk within the borough. 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.



Compliant

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.

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.

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

Proxy #3: Vehicular Speed Speed Study

A Speed Sentry unit was used to collect data of motorist speeds during the pre and post campaign evaluation period. This data is used to determine if the motorists were complying with the speed limit.



The posted speed limit on Main Street is 25 mph. The Speed Sentry sign was installed on Main Street to capture motorist speed, pre and post campaign, to evaluate motorist behavior.

The sign was positioned to capture northbound traffic heading toward the downtown district. During the pre-campaign data collection period, the sign was set in "stealth" mode with no display. During the campaign, the sign was set to display motorist speed.



STEALTH MODE



DISPLAY MODE

Observation Schedule

For each behavior, two types of data were collected:

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

Location	Tuesday 4/14/18 AM Observation
Academy Street/Railroad Avenue	7:30 – 9:30 AM

A total of 24 pedestrians were observed in the pre-campaign observations and 23 pedestrians were observed in the post-campaign observations. Approximately 1,200 vehicles were counted/observed within the pre-campaign observation period and 1,100 vehicles were counted/observed in the post-campaign observation period.

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

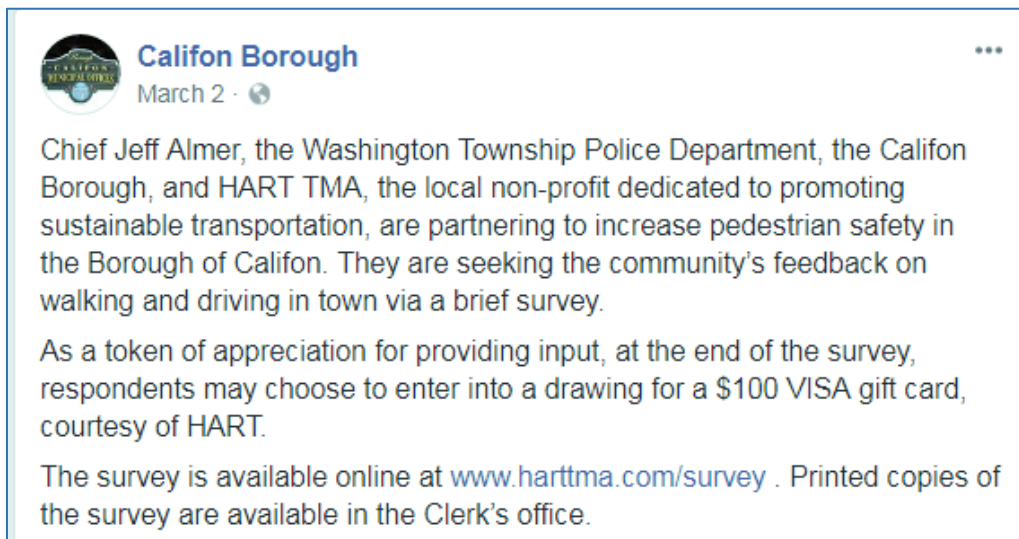


Community Impact Surveys

Both before and after the Street Smart NJ campaign in Califon, 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 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 Borough, via e-blasts, social media posts, the Borough website, the Borough's "Town Crier" resident newsletter, 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 goHunterdon (HART).



The image shows a screenshot of a Facebook post from the official page of Califon Borough. The post is dated March 2 and features a profile picture of the town. The text of the post describes a partnership between the Washington Township Police Department, the Califon Borough, and HART TMA to increase pedestrian safety. It mentions a survey and an incentive of a \$100 VISA gift card. The survey is available online at www.harttma.com/survey.

Califon Borough
March 2 · 🌐

Chief Jeff Almer, the Washington Township Police Department, the Califon Borough, and HART TMA, the local non-profit dedicated to promoting sustainable transportation, are partnering to increase pedestrian safety in the Borough of Califon. They are seeking the community's feedback on walking and driving in town via a brief survey.

As a token of appreciation for providing input, at the end of the survey, respondents may choose to enter into a drawing for a \$100 VISA gift card, courtesy of HART.

The survey is available online at www.harttma.com/survey . Printed copies of the survey are available in the Clerk's office.

PROVIDE YOUR FEEDBACK ON PEDESTRIAN SAFETY



Chief Jeff Almer, Washington Township Police Department, Califon Borough, and HART TMA, the local non-profit dedicated to promoting sustainable transportation, are partnering to increase pedestrian safety in the Borough of Califon. We're looking for the community's feedback on walking and driving in town.

We invite you to take a few minutes to complete a short survey. To thank you for your time, at the end of the survey, you may choose to enter into a drawing for a \$100 VISA gift card, courtesy of HART.

TAKE THE SURVEY ONLINE: www.harttma.com/survey Hard copies of the survey will be available in the Clerk's office.

CAMPAIGN KICK-OFF

The Califon Street Smart NJ Campaign kicked off with an official announcement at the April 16, 2018 Califon Borough Council Meeting, a press release, and an article in the spring 2018 issue of "The Crier", the municipal newsletter.



NEWS RELEASE

Contacts: Tara Shepherd, Executive Director, HART TMA
908-930-9053/908-788-5553
Chief Jeff Almer, Washington Township Police Department/Califon Borough
908-876-8301

FOR RELEASE: April 16, 2018

CALIFON BOROUGH KICKS OFF STREET SMART NJ PEDESTRIAN SAFETY CAMPAIGN

CALIFON- Mayor Charles Daniel announced today that the Washington Township Police Department, which serves as the policing agency for Califon Borough, will conduct a "Street Smart NJ" pedestrian safety education campaign aimed at reducing pedestrian-motor vehicle crashes in the Borough of Califon. 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).

Califon will kick-off its Street Smart NJ campaign on Monday, April 23, 2018. The Police Department will work in collaboration with HART TMA, the local nonprofit transportation management association, as well as the Borough Council, business, residential, and school communities to encourage 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"

Local Press Coverage

The press release was published by the local online newspaper, Hunterdon Review. Posts were also made to the Califon Community News, Events, Alerts and Social Information Facebook page.

THE HUNTERDON COUNTY NEWS

HUNTERDON COUNTY BREAKING NEWS

FLEMINGTON ATTORNEYS

Archer&Greiner PC

CALIFON BOROUGH KICKS OFF STREET SMART NJ PEDESTRIAN SAFETY CAMPAIGN

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Standard by reporter April 18, 2018 No Comments



www.califonboro.org/news/street-smart-campaign/

HOME ABOUT GOVERNMENT CALENDAR DIRECTIONS STAFF LINKS

Califon Borough Kicks Off Street Smart Pedestrian Safety Campaign

Mayor Charles Daniel announced today that the Washington Township Police Department, which serves as the policing agency for Califon Borough, will conduct a "Street Smart NJ" pedestrian safety education campaign aimed at reducing pedestrian-motor vehicle crashes in the Borough of Califon. 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).

Califon will kick-off its Street Smart NJ campaign on Monday, April 23, 2018. The Police Department will work in collaboration with HART TMA, the local nonprofit transportation management association, as well as the Borough Council, business, residential, and school communities to encourage four key behaviors to improve safety:

SUBSCRIBE TO CALIFON NEWS
Enter your email address below

RECENT POSTS

- [Volunteers Needed](#)
- [Califon Borough Kicks Off Street Smart Pedestrian Safety Campaign](#)
- [Operation Take Back New Jersey](#)

EDUCATION & AWARENESS EFFORT

Local Outreach Partners

The business community, particularly downtown shops and restaurants, represented by the Califon Business Association, played an important role in sharing the Street Smart messaging. The following is a partial list of businesses who displayed Street Smart NJ messaging:

- Bourbon Street Liquors
- Brasserie 513
- Califon Fine Foods
- Califon General Store
- Califon Lumber
- Califon Book Store
- Califon Post Office
- Califon Wine & Spirits
- Casola's Trattoria
- Flowers by the River
- Ho Ho Kitchen
- Main Street Frame Shop
- Nicola's Pizzeria
- Oscar's Gourmet Deli of Califon
- Pets Pets Pets
- Rambo's Country Store
- Tony's Bistro

Community Outreach

Coffee Sleeves

Local restaurants and coffee shops distributed Street Smart NJ coffee sleeves.



Table Tents & Small Posters

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





Coasters

“Street Smart NJ” drink coasters were distributed through local restaurants.



Banners

Banners were placed at high visibility locations throughout the borough.

Califon School, School Street

Califon Public School sits at the end of School Street.

The banner location provided high visibility of the Street Smart messaging for both motorists and pedestrians traveling along School Street



Califon Park

Califon Park sits just outside the downtown business section of Califon Borough. The park hosts many community events and is home to little league baseball teams.



Street Signs

Signs were installed on sign posts throughout the borough.



A-Frame/ Sandwich Board Signs

Large A-Frame “sandwich board” style signs were placed strategically throughout the borough.



OUTREACH MATERIAL	DESCRIPTION	QUANTITY
	Street Sign	12
	Sandwich board sign	3
	Banner	2
	Coffee Sleeve	800

	<p>Coaster</p>	<p>250</p>
	<p>Table Tent</p>	<p>105</p>
	<p>Tip Card</p>	<p>400</p>
	<p>Warning Card</p>	<p>200</p>

Social Media/Local Websites



Social media and local websites played an important role in promoting the campaign. Califon has a very active community Facebook page with more than 1000 members. Throughout the campaign, information about pedestrian safety was shared regularly on the goHunteron (HART) Facebook page and shared to the Califon Borough and nearby Lebanon Township Facebook pages.

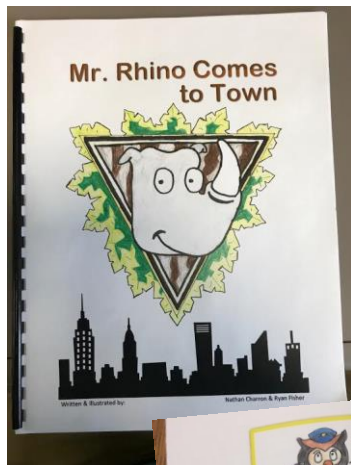


Community Presentations Califon Public School

Presentation were made to 4th grade students at Califon Elementary School. Students were read a children's book, "Mr. Rhino Comes to Town", created by goHunterdon (HART), which incorporates the Street Smart messaging in a grade appropriate way.



Following the reading of the book, children took part in an interactive discussion with a Washington Township Police officer on the safe behaviors that Street Smart NJ promotes.



Califon Trout Festival

October 14-15, 2018

The Califon Borough Trout Festival took place during the awareness phase of the campaign. The event provided a unique opportunity to promote Street Smart NJ messaging to both residents and visitors.

An interactive information table was set up for the event. Visitors to the table had the opportunity to spin the "Street Smart" Wheel and test their knowledge of pedestrian safety.



ENFORCEMENT

The Washington Township Police Department emphasized education over enforcement during the enforcement phase of the campaign. Warning cards provided officers the opportunity to have meaningful interactions with both pedestrians and motorists.

Officers distributed approximately 200 warning cards, provided by the NJ Division of Highway Traffic Safety to motorists and/or pedestrians to educate about pedestrian safety behaviors.

Warning "Tickets"	200 warnings/interactions
----------------------	------------------------------



YOU HAVE JUST FAILED TO STOP FOR A PEDESTRIAN IN A MARKED CROSSWALK

The law is clear (see reverse side).
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

SHARED RESPONSIBILITY

YOU HAVE JUST FAILED TO USE DUE CARE AS A PEDESTRIAN

The law is clear, pedestrians must obey pedestrian signals and use crosswalks at signalized intersections. Both carry a \$54.00 fine for failure to observe the law. (C.39:4-32 and 33)

This initiative is provided as an educational tool to foster public awareness about pedestrian safety and ultimately reduce injuries and deaths.



DATA ANALYSIS/EVALUATION RESULTS ¹

FINDINGS- Observation

Pedestrian Proxies

The post campaign observations indicated slight improvement in pedestrian behaviors following the awareness and enforcement phases of the campaign. Crosswalk use saw the greatest increase in compliance with a 17 percent improvement in using crosswalk and 11 percent increase in completing crossing within the crosswalk. There was also a small increase in the number of pedestrians who were not distracted by cell phones.

Time	Location	Total Peds	Ped Used X-walk		Ped Completed x - walk		PED - Phone/text other
			Yes	No	Yes	No	
Pre							
7:30am - 9:30 am	Academy Street and Railroad Avenue	24	10	14	8	2	2
Post							
7:30am - 9:30 am	Academy Street and Railroad Avenue	23	15	8	13	2	1

	Pre-Campaign		Post-Campaign		% Change in Compliance
	% Compliant	% Non-Compliant	% Compliant	% Non-Compliant	
Academy St. and Railroad Ave.					
Pedestrian Used Crosswalk	42%	58%	65%	35%	17%
Ped Completed Crosswalk	80%	20%	87%	13%	11%
Pedestrian waited for signal	NA	NA	NA	NA	NA
Ped distracted by Cell Phones*	92%	8%	96%	4%	4%

¹*While the analysis method described in this report does not represent a valid statistical analysis by scientific standards, it is illustrative and qualitative in nature to suggest potential benefits of the campaign.*

FINDINGS- Observation

Motorist Proxies

	Pre-Campaign	Post-Campaign
Academy Street & Railroad - total vehicles	1,780	1,712
Car Did Not Stop for Pedestrian	7	5
Motorist Handheld Cell Phone Use	3	3

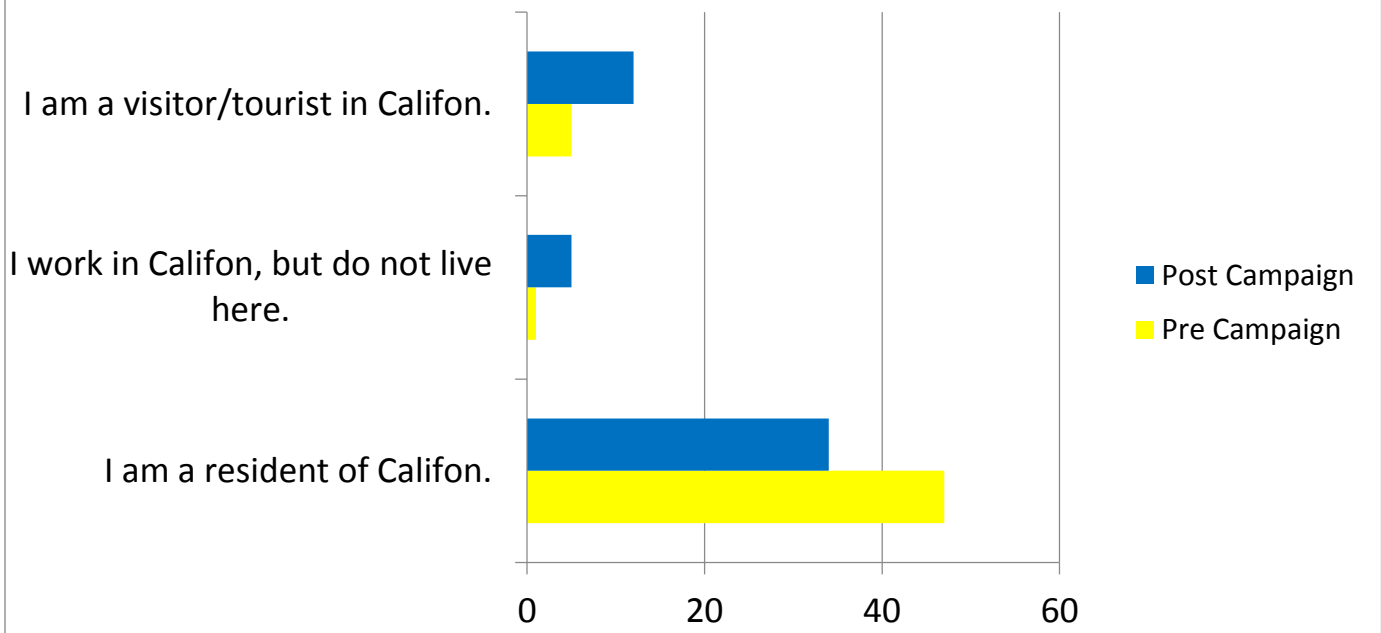
FINDINGS- Vehicular Speed

A total of 97,243 motorists were recorded driving past the Speed Sentry sign during the campaign. Traffic volume averaged approximately 19,500 vehicles per week.

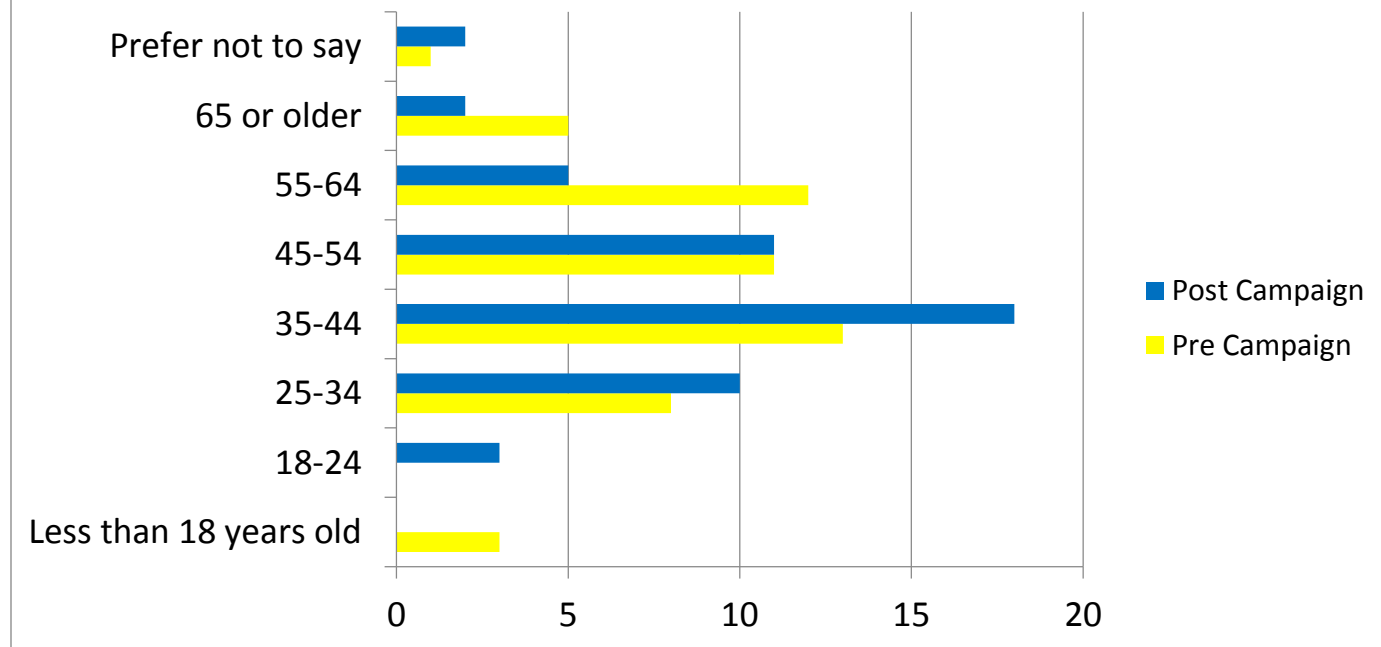
Date Range	Total Days in Range	Display Mode	Total # of Drivers	Compliant Driver Speed < 25 MPH	Low Risk Driver Speed > 25 MPH; Driver Speed < 30 MPH	Medium Risk Driver Speed > 30 MPH; Driver Speed < 35 MPH	High Risk Driver Speed > 35 MPH
Pre-Campaign							
4/8/18-4/14/18	7	OFF	19,143	57%	41%	2%	>1%
Awareness Phase							
4/21/18-4/27/18	7	ON	19,605	65%	33%	2%	>1%
4/28/18-5/4/18	7	ON	20,859	75%	24%	>1%	>1%
Post-Campaign							
5/19/18-5/25/18	7	OFF	19,650	67%	31%	1%	1%
5/25/18-5/31/18	7	OFF	17,986	65%	34%	1%	>1%
Totals	35 Days	ON/OFF	97,243	65.8%	32.6%	1%	>1%

FINDINGS- Community Survey Results Fifty three (53) individuals responded to the pre-campaign survey. Fifty one (51) individuals responded to the post campaign survey. The Community Survey revealed an increased awareness of pedestrian laws, changes in self-reported behaviors, and the observed behaviors of others.

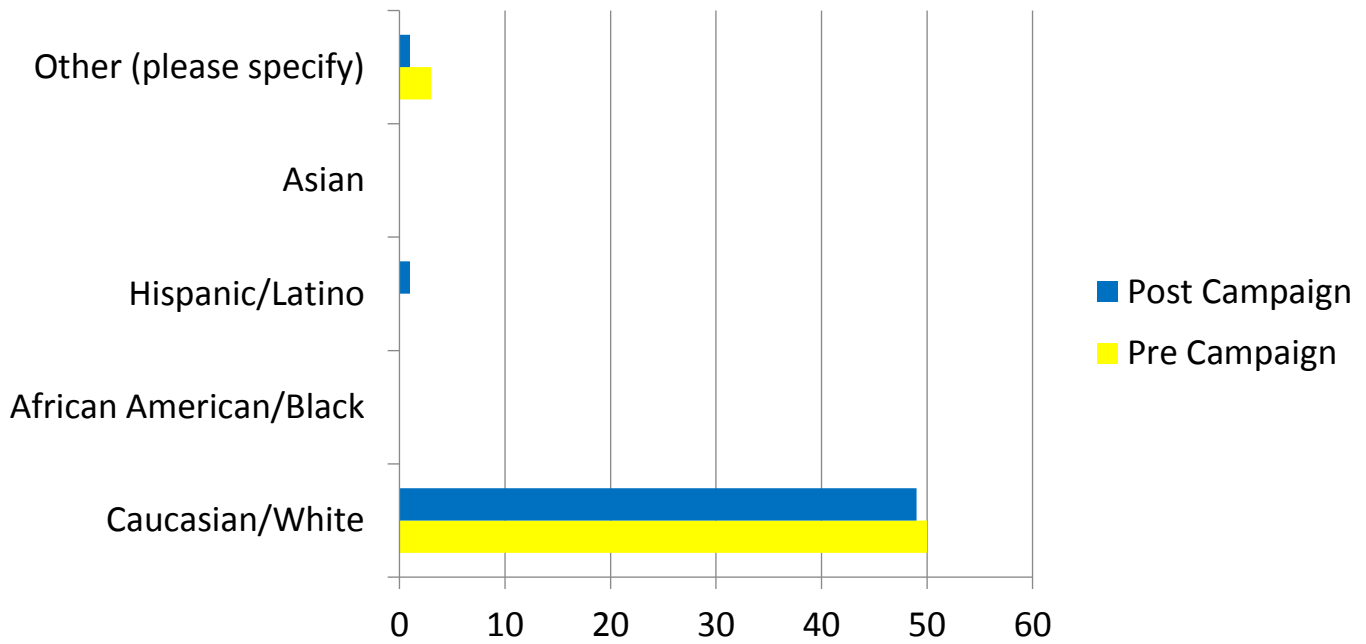
Which of the following represents you best:



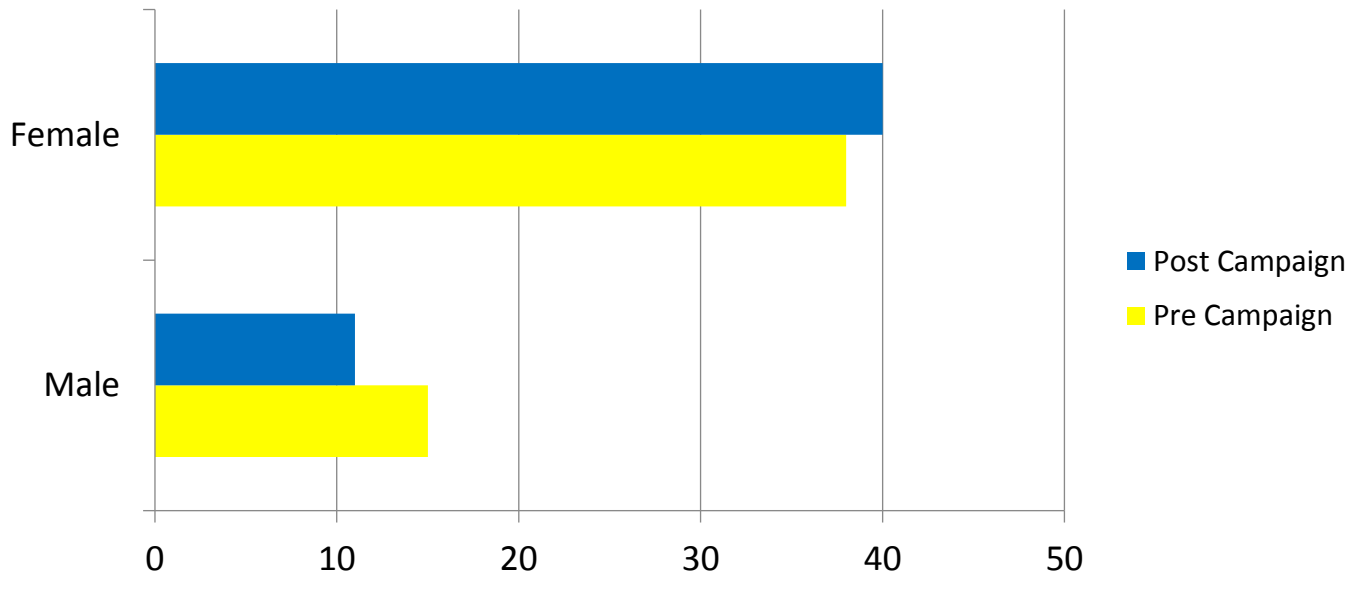
Please indicate your age group:



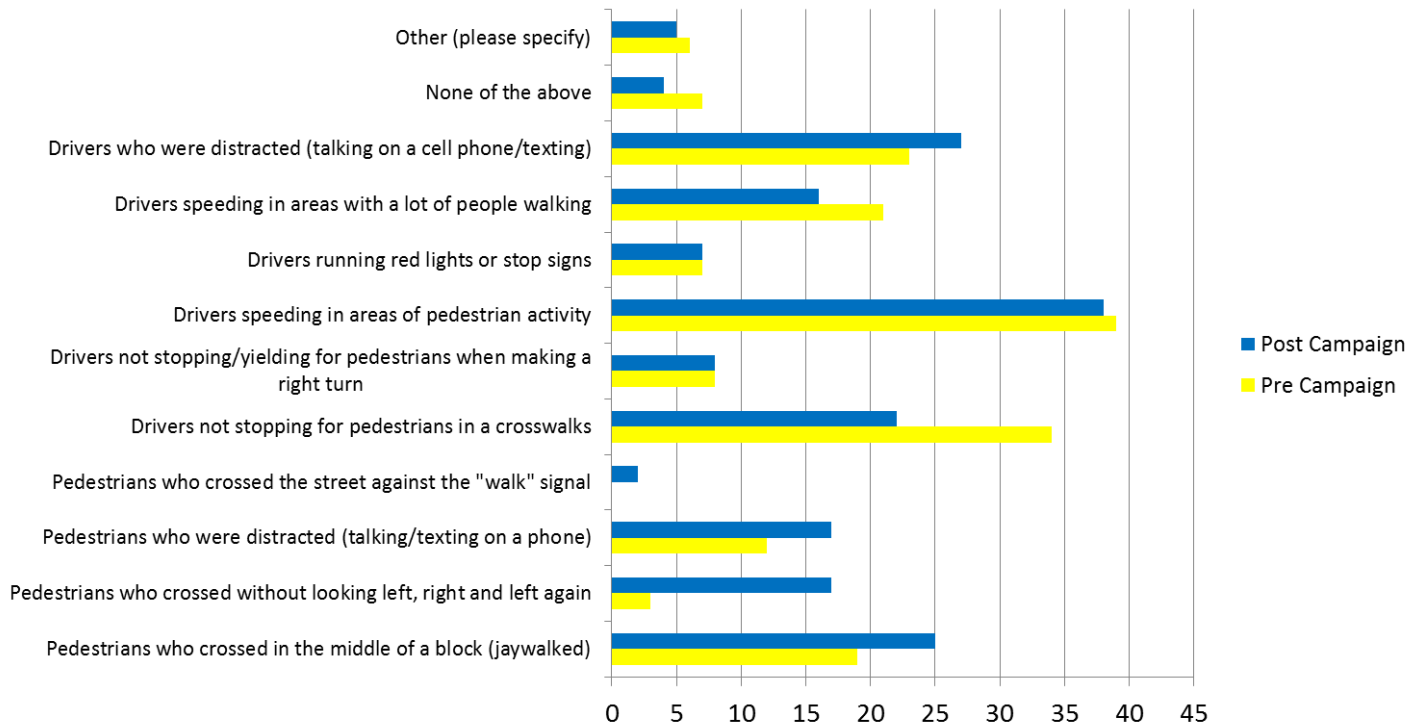
Do you identify as:



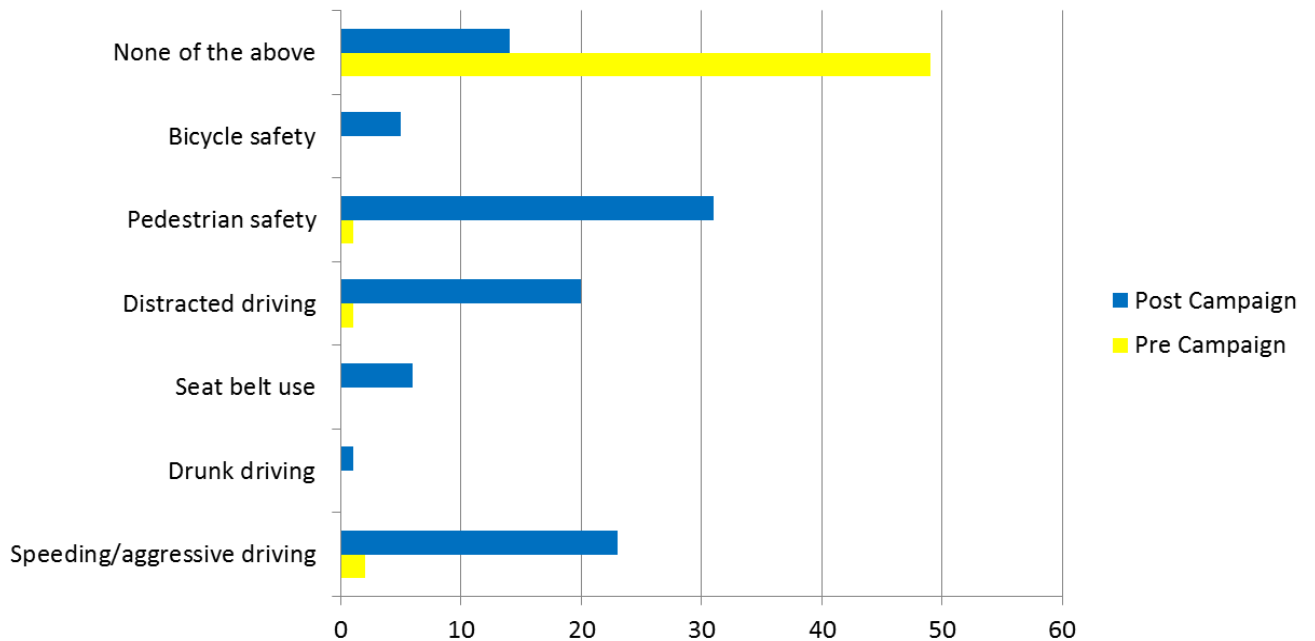
What is your gender?



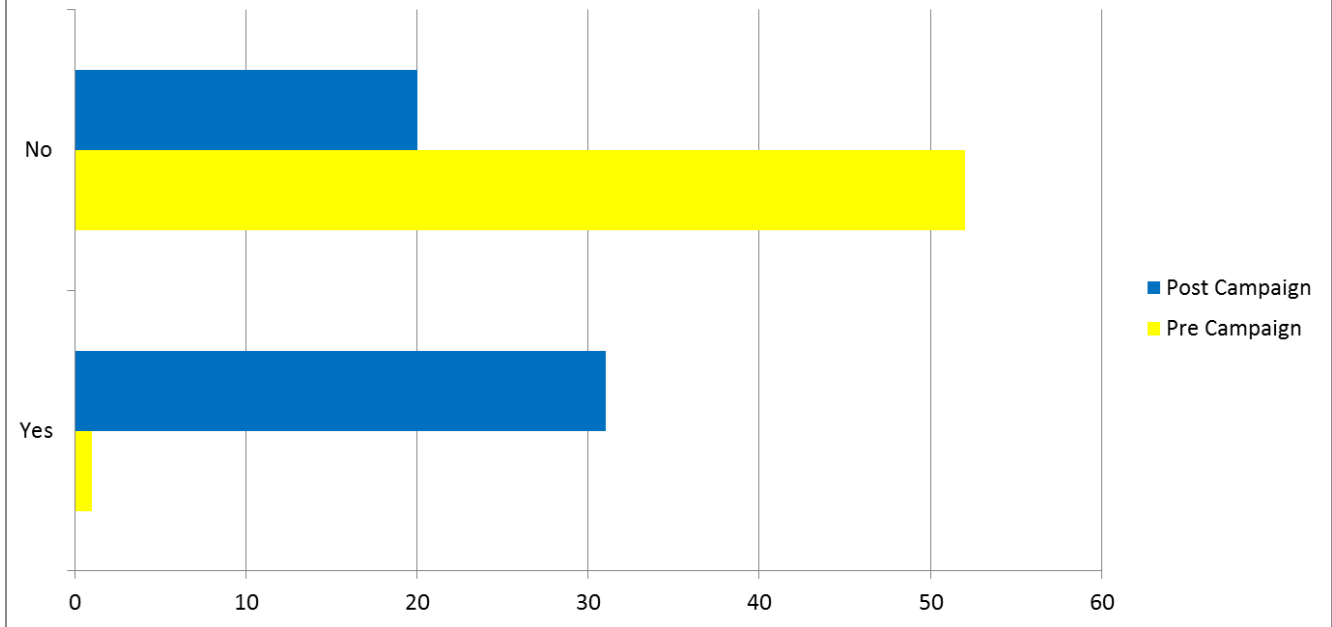
In the past week in Califon, have you seen (check all that apply):



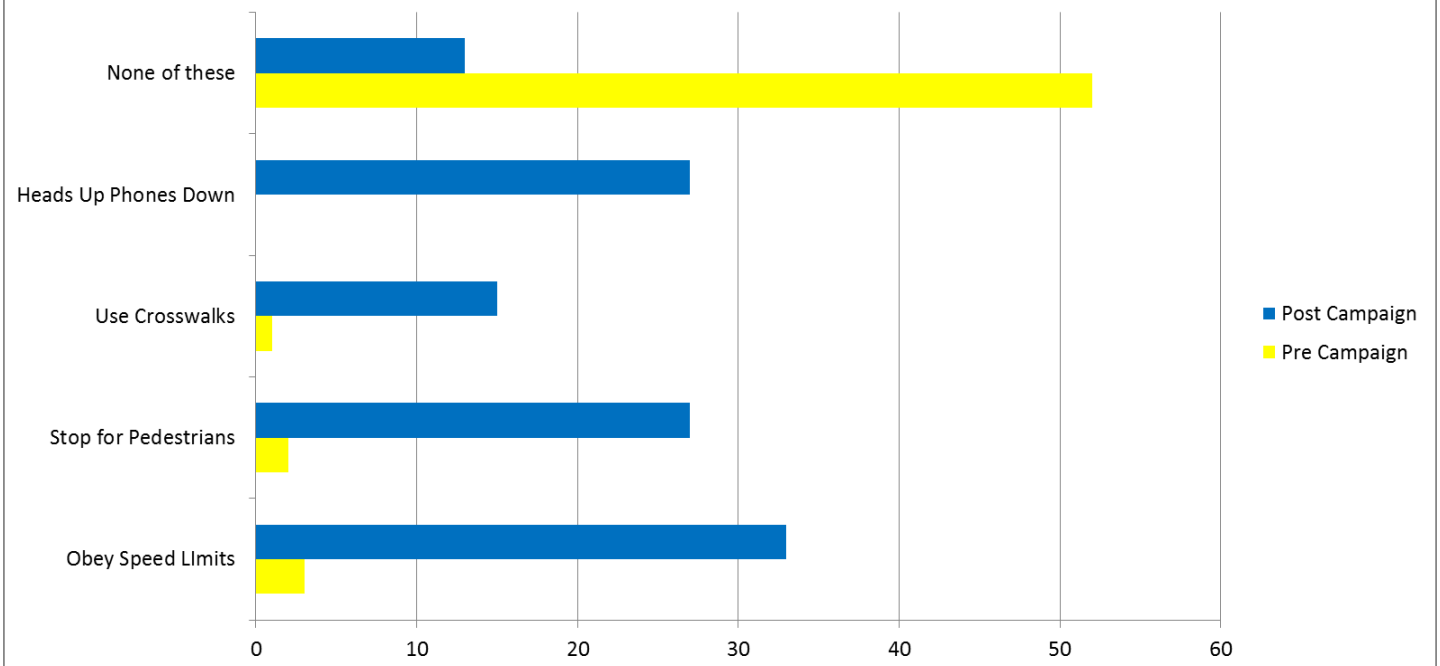
In the past 30 days, in Califon, have you read, seen or heard any advertising messages addressing the following?



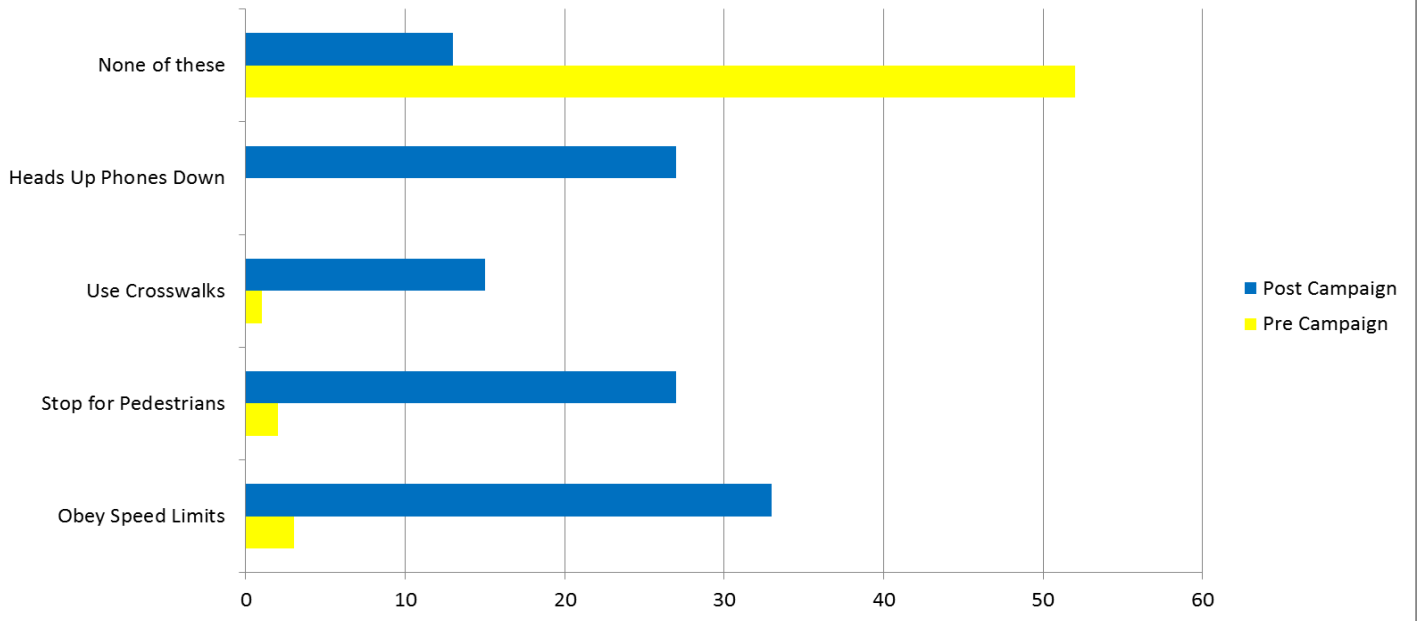
In the past 30 days, in Califon, have you seen or heard any advertising message or signage that mentions “Street Smart” and addresses pedestrian safety?



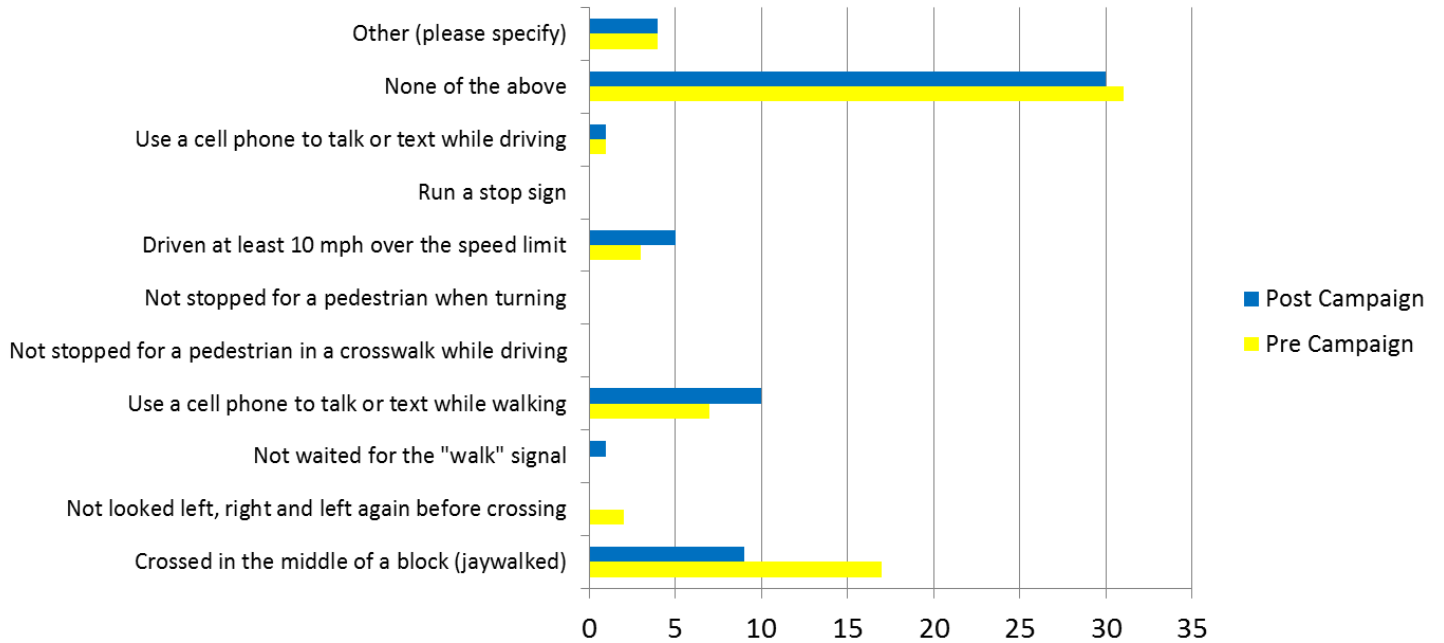
In the past 30 days in Califon, have you seen or heard any advertising messages like those below (select the ones you have seen):



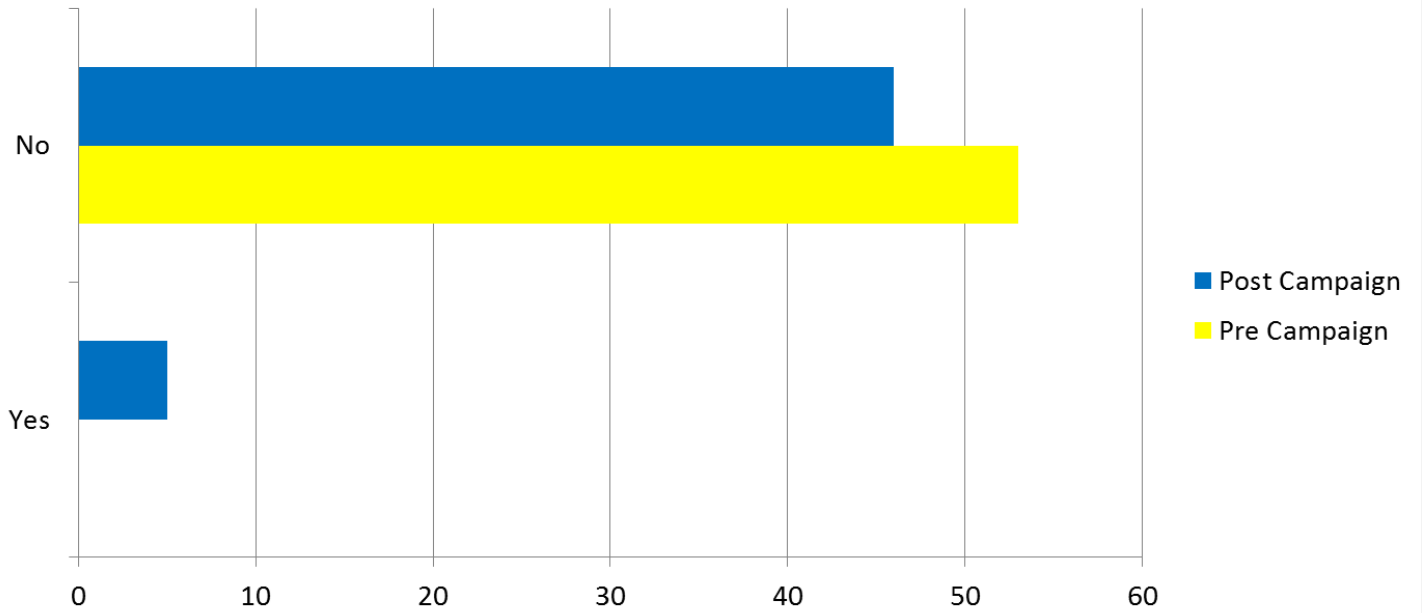
In the past 30 days in Califon, have you seen or heard any advertising messages like those below (select the ones you have seen):



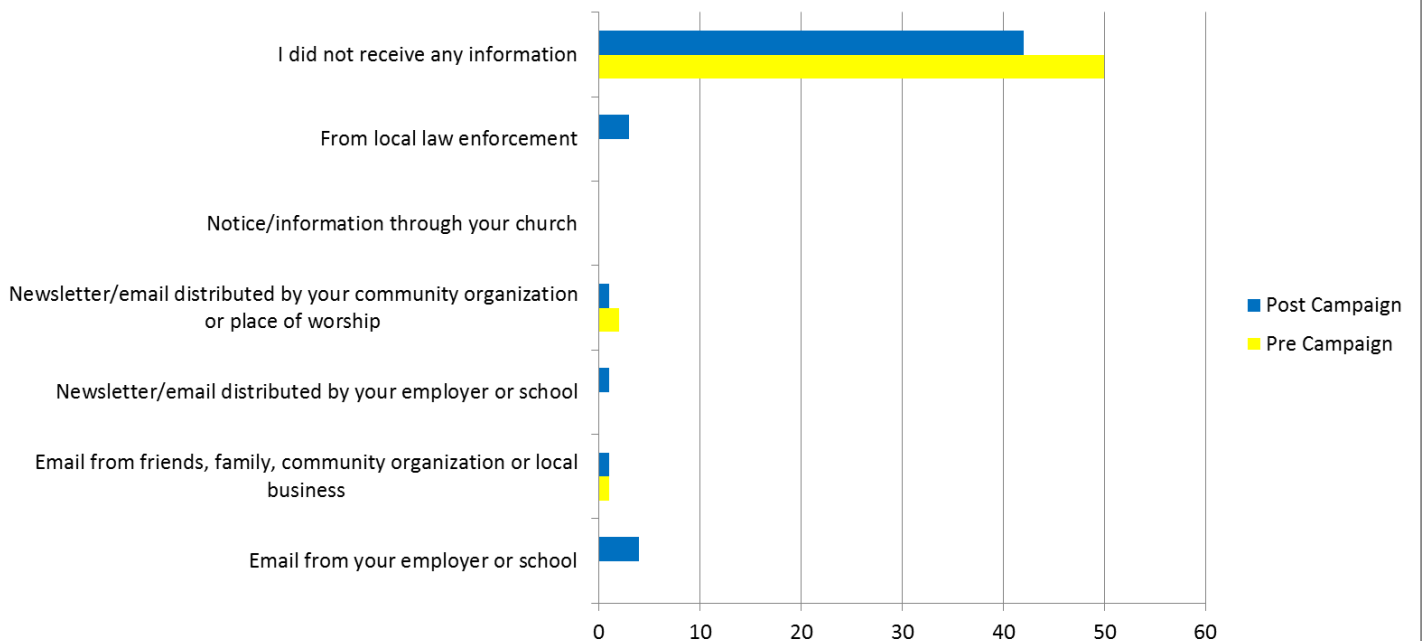
In the past week, in Califon, have you, YOURSELF:



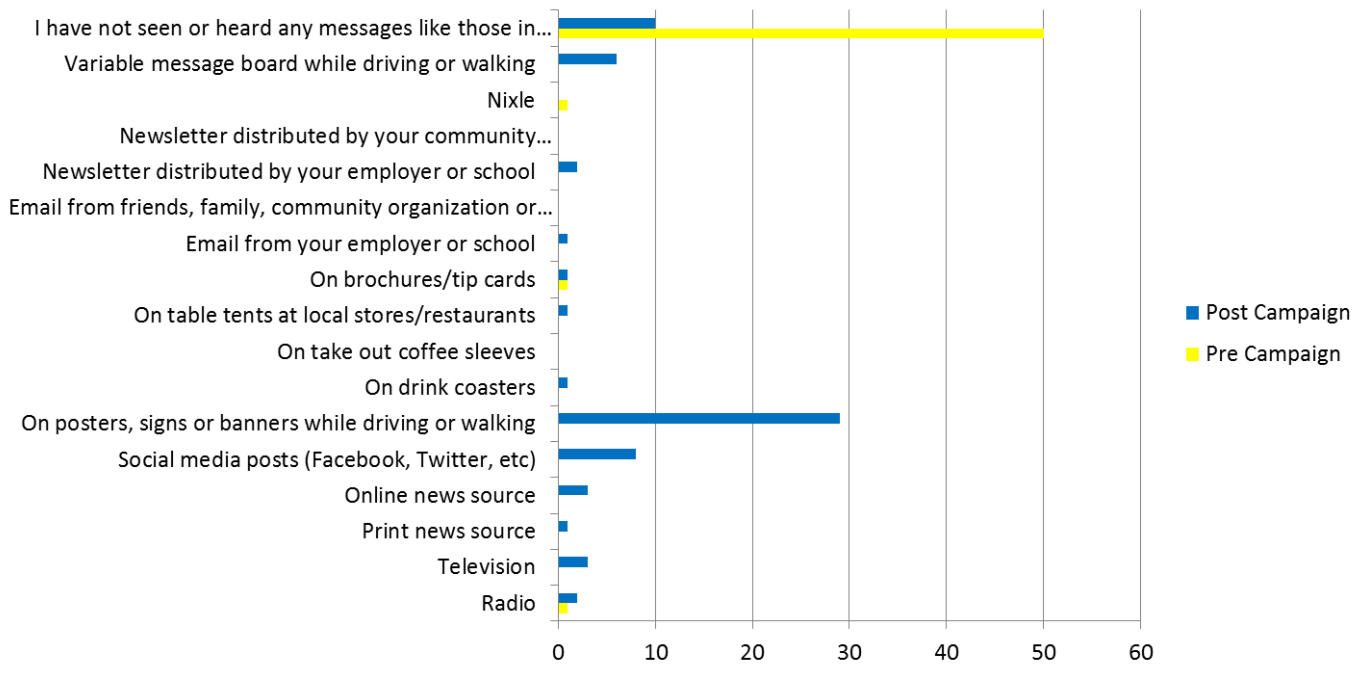
In the past 30 days, in Califon, have you seen or interacted with anyone who told you about pedestrian safety or gave you information about New Jersey's pedestrian safety laws and/or safe walking tips?



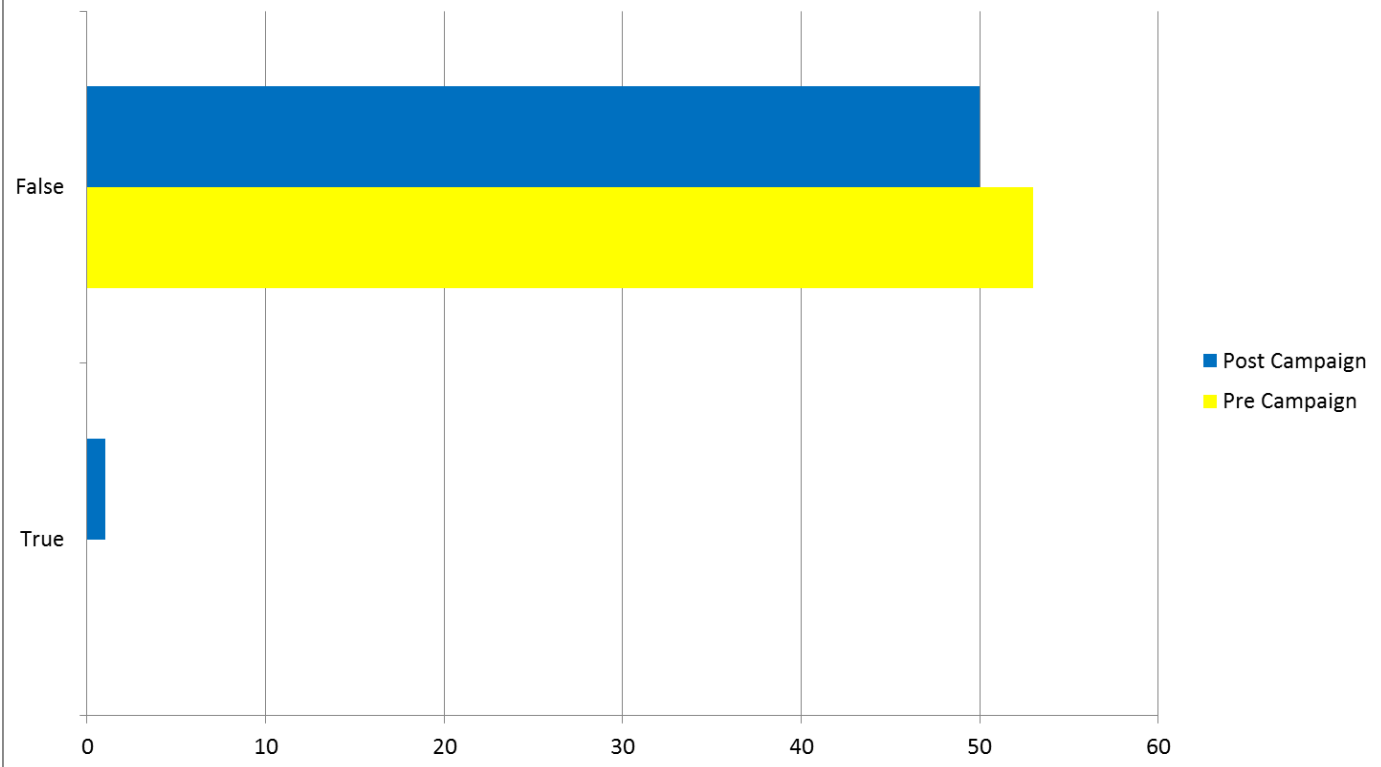
In the past 30 days, in Califon, have you directly received any information about pedestrian safety information via any of the following sources? Please check any/all that apply.



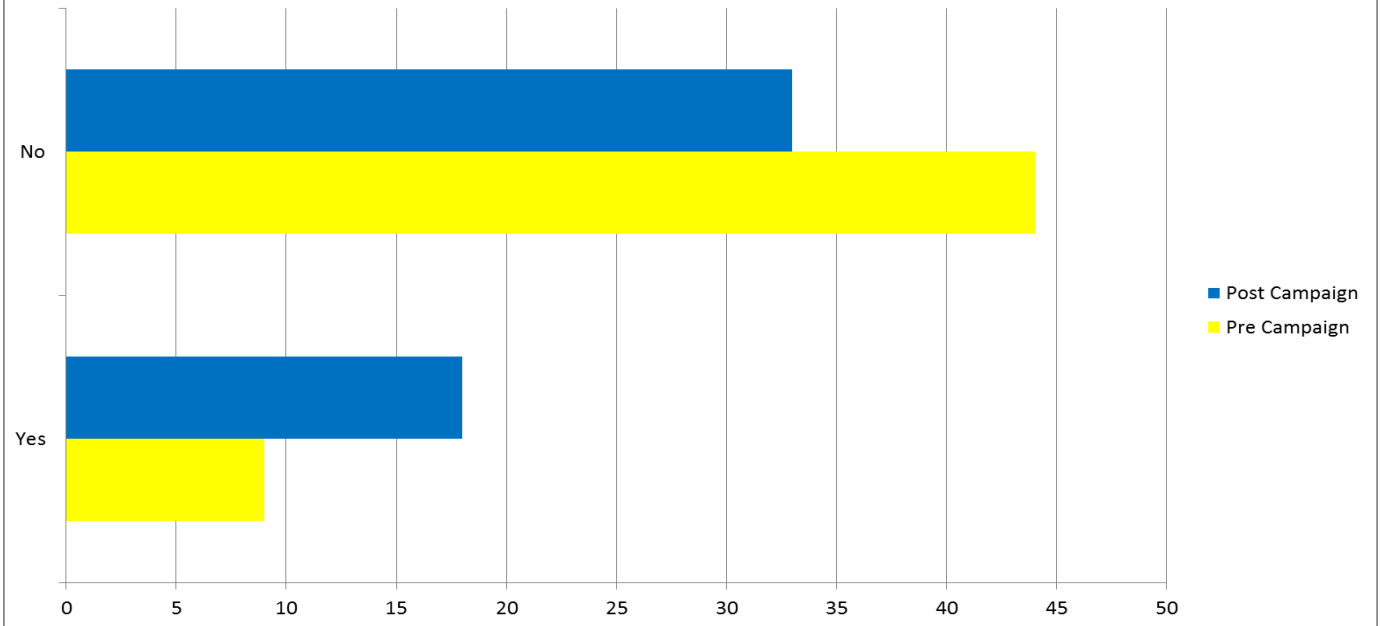
Where have you seen or heard these messages? Please check any/all that apply.



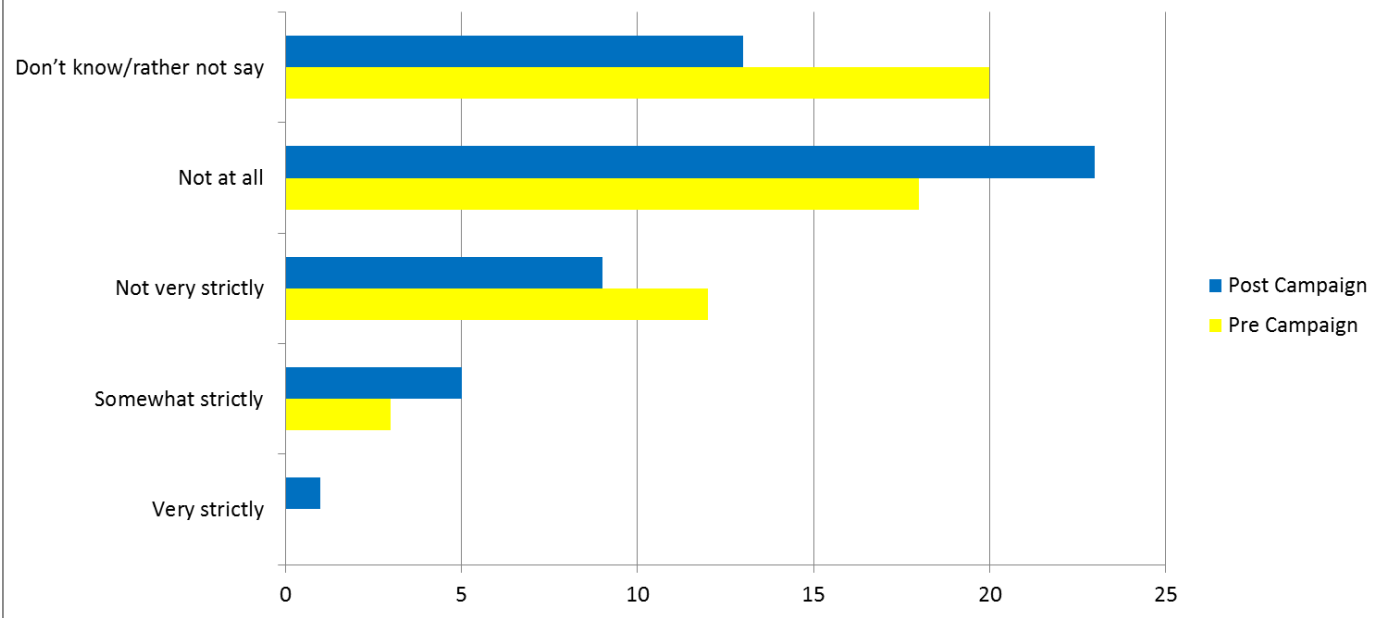
Drivers always have the right of way.



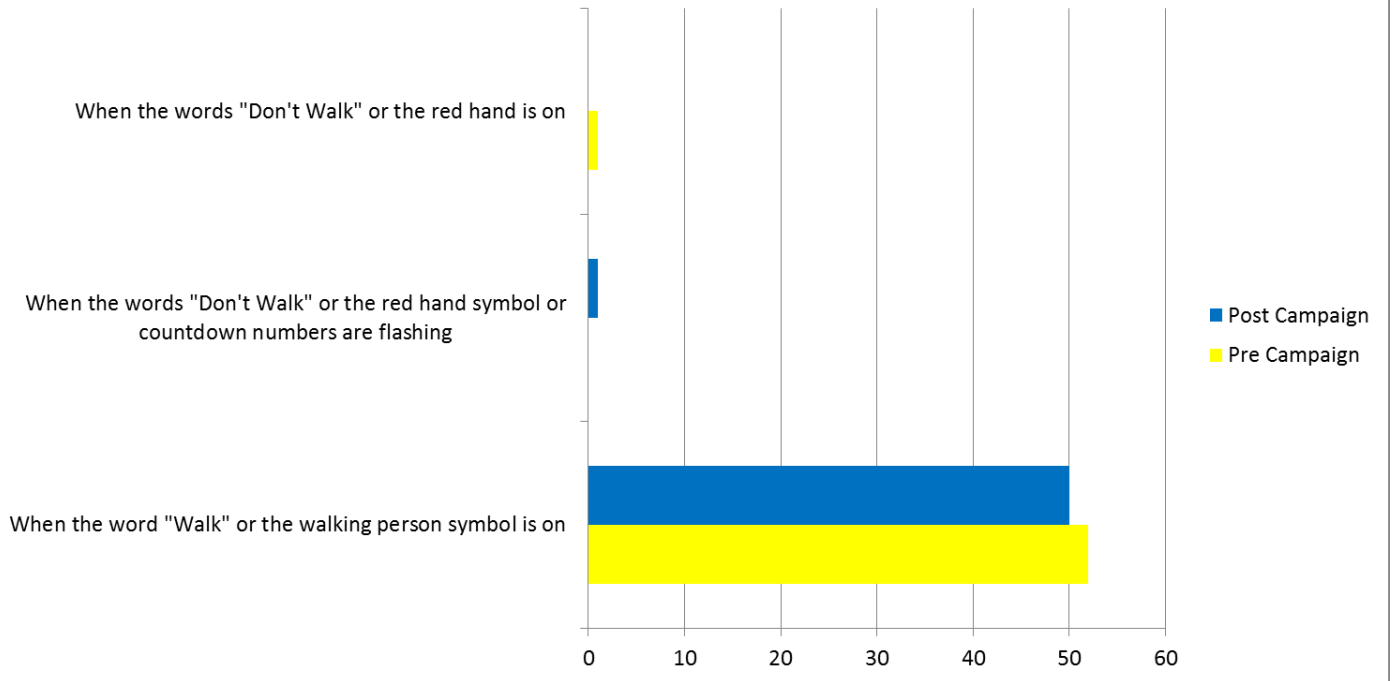
Have you recently read, seen or heard about local police efforts to enforce pedestrian safety laws?



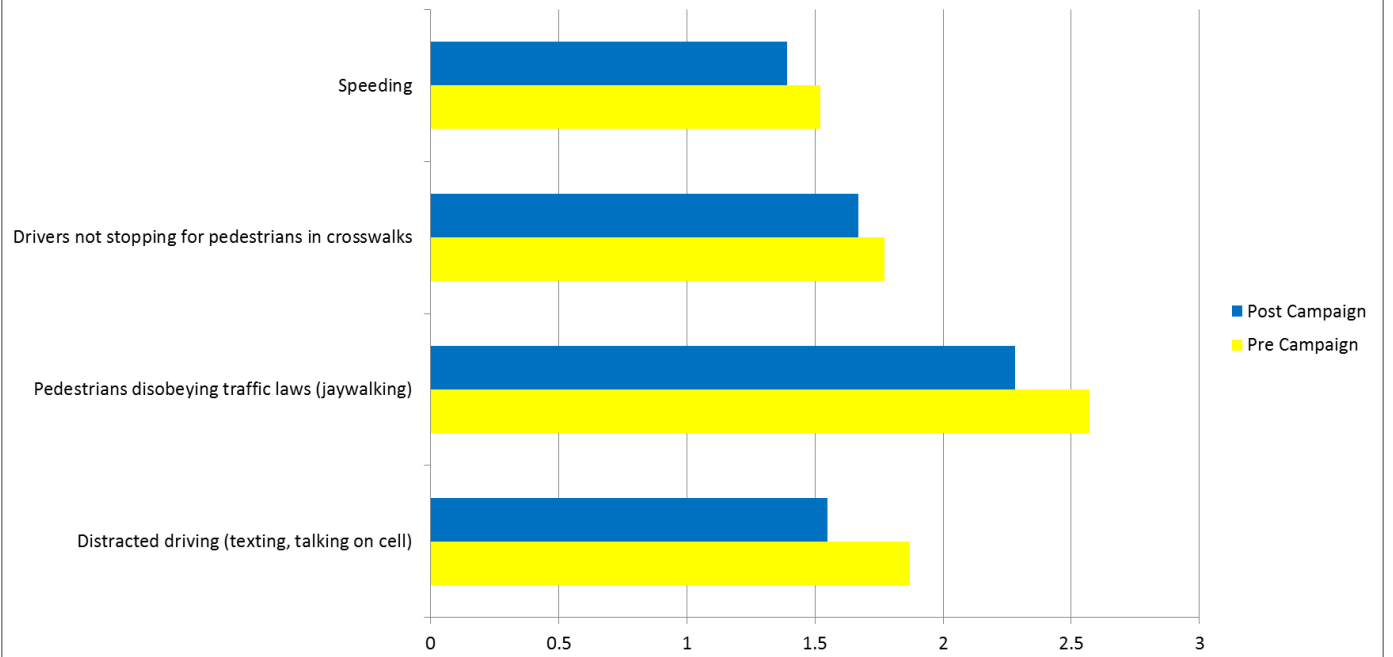
How strictly do you think that police in Califon enforce PEDESTRIAN safety laws, such as jaywalking?



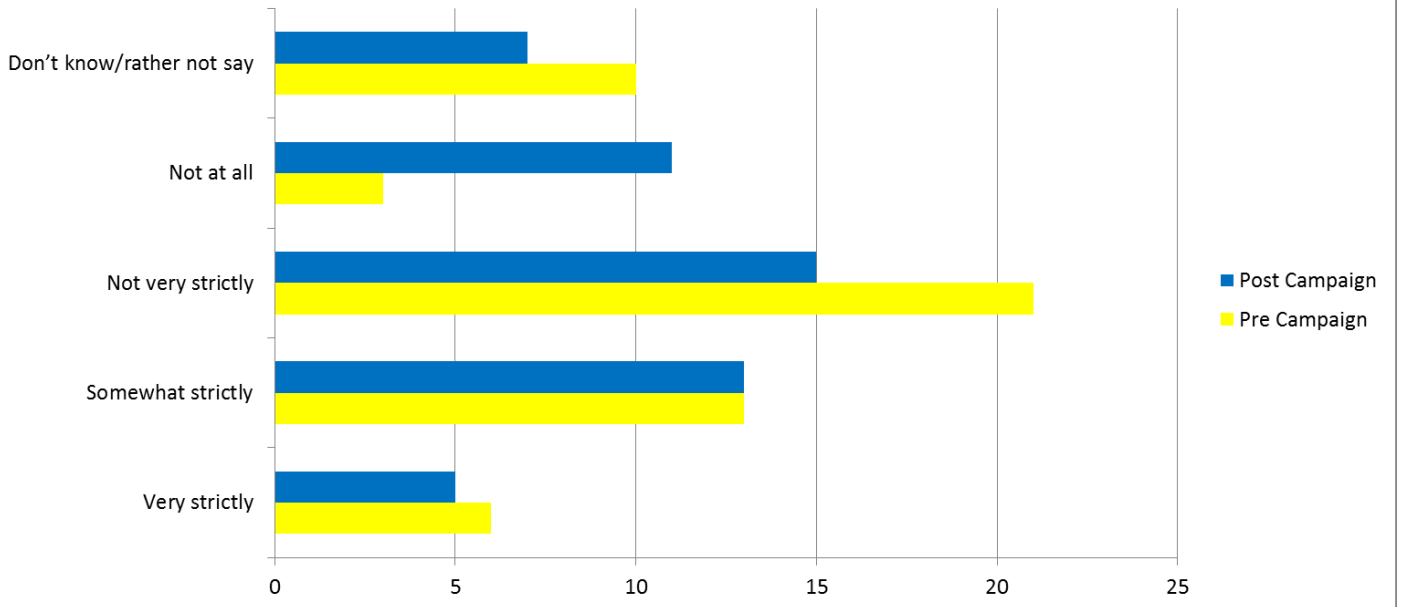
At signalized intersections, when SHOULD a pedestrian begin to cross the street?



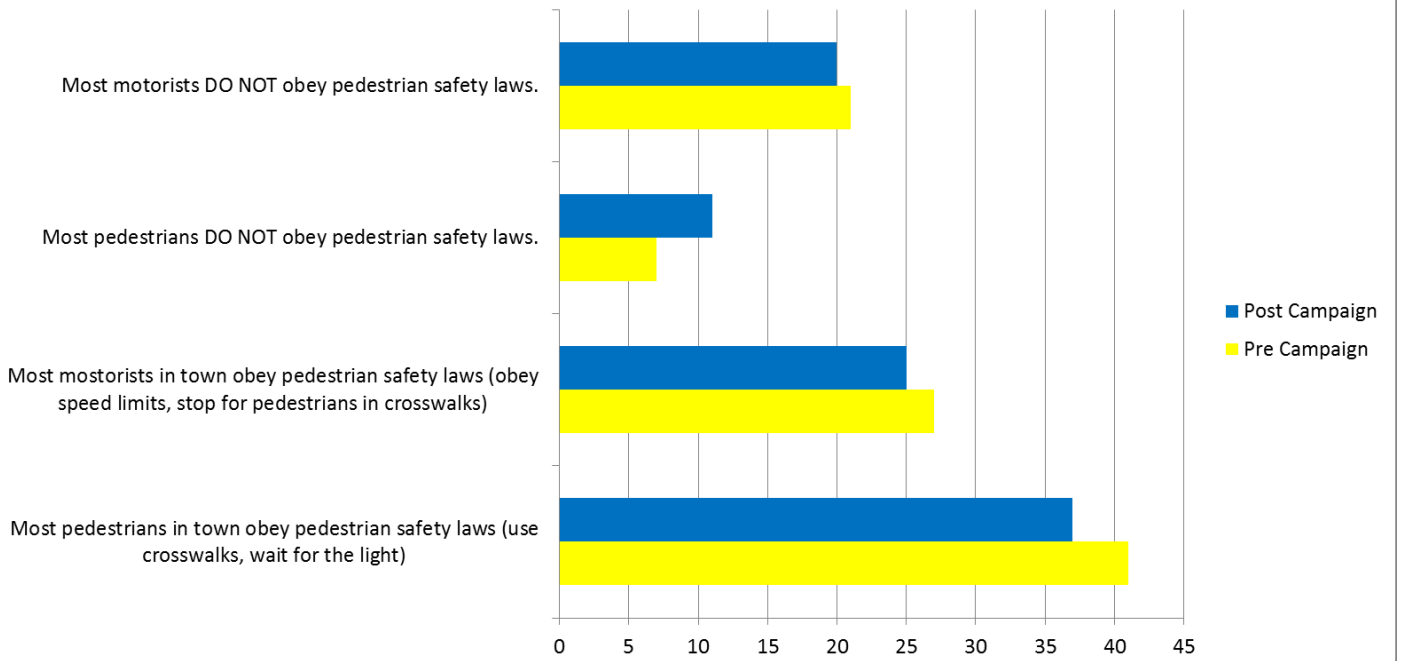
How serious do you consider the following pedestrian safety issues in Califon



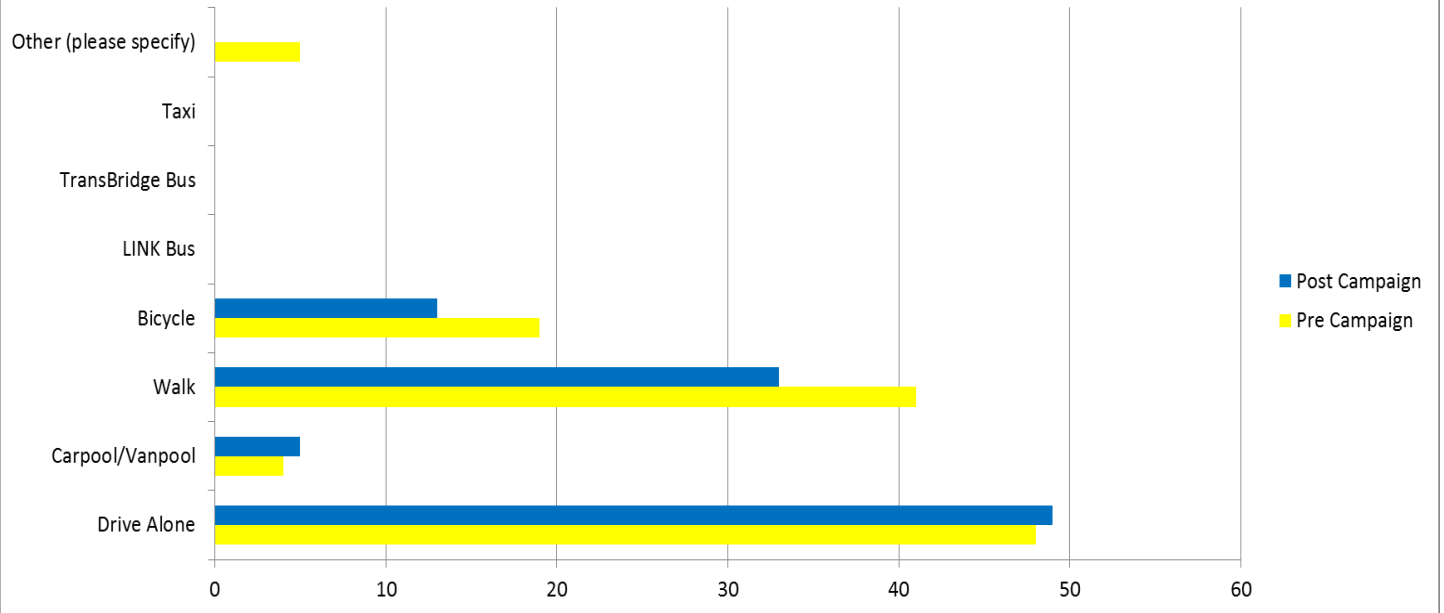
How strictly do you think that police in Califon enforce DRIVER related pedestrian safety laws, such as speeding or stopping for pedestrians in crosswalks?



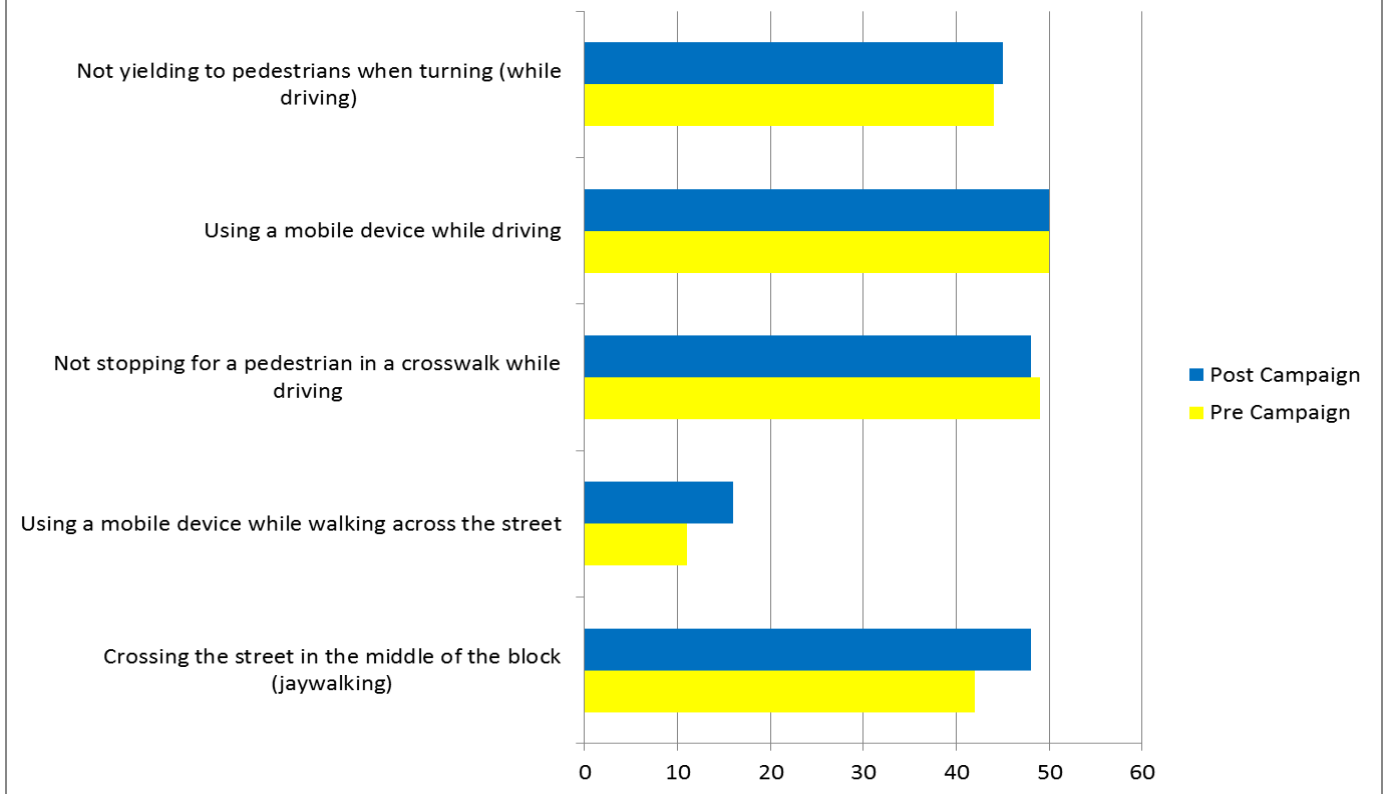
Please indicate each of the following statements that you AGREE with:



What mode of transportation do you use on a weekly basis? (check all that apply)

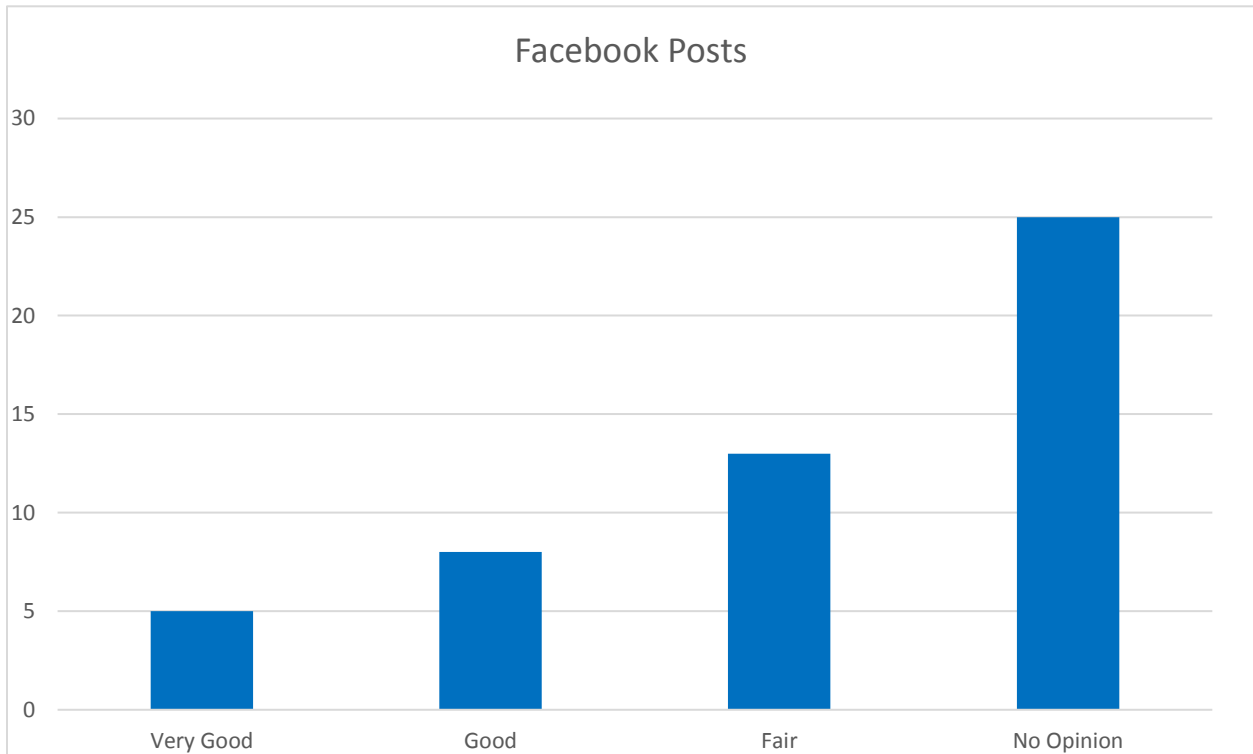
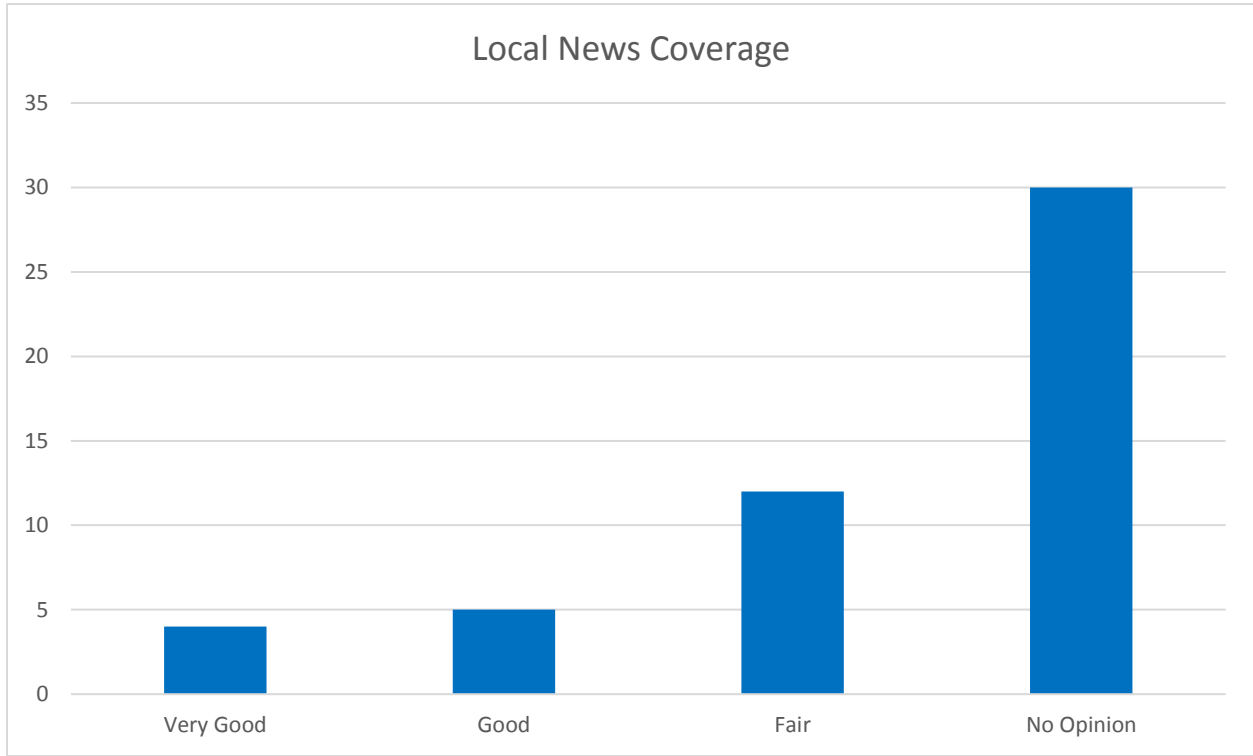


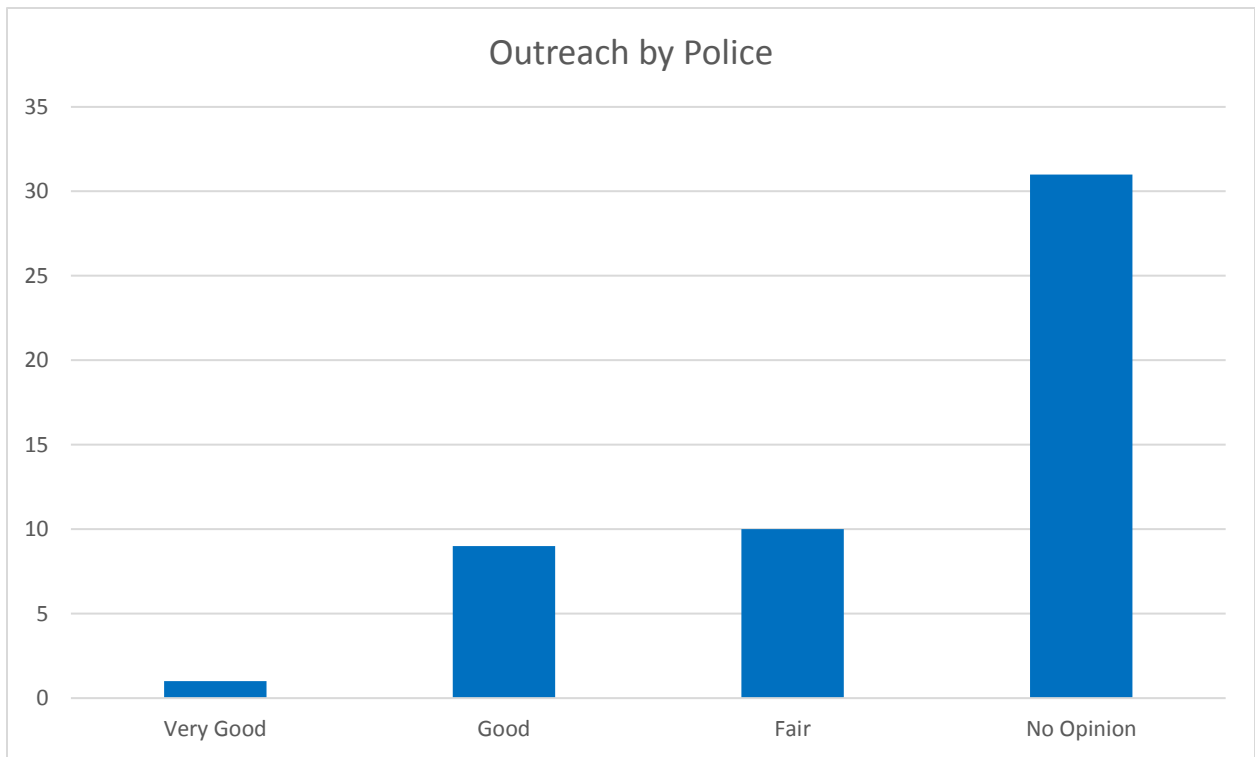
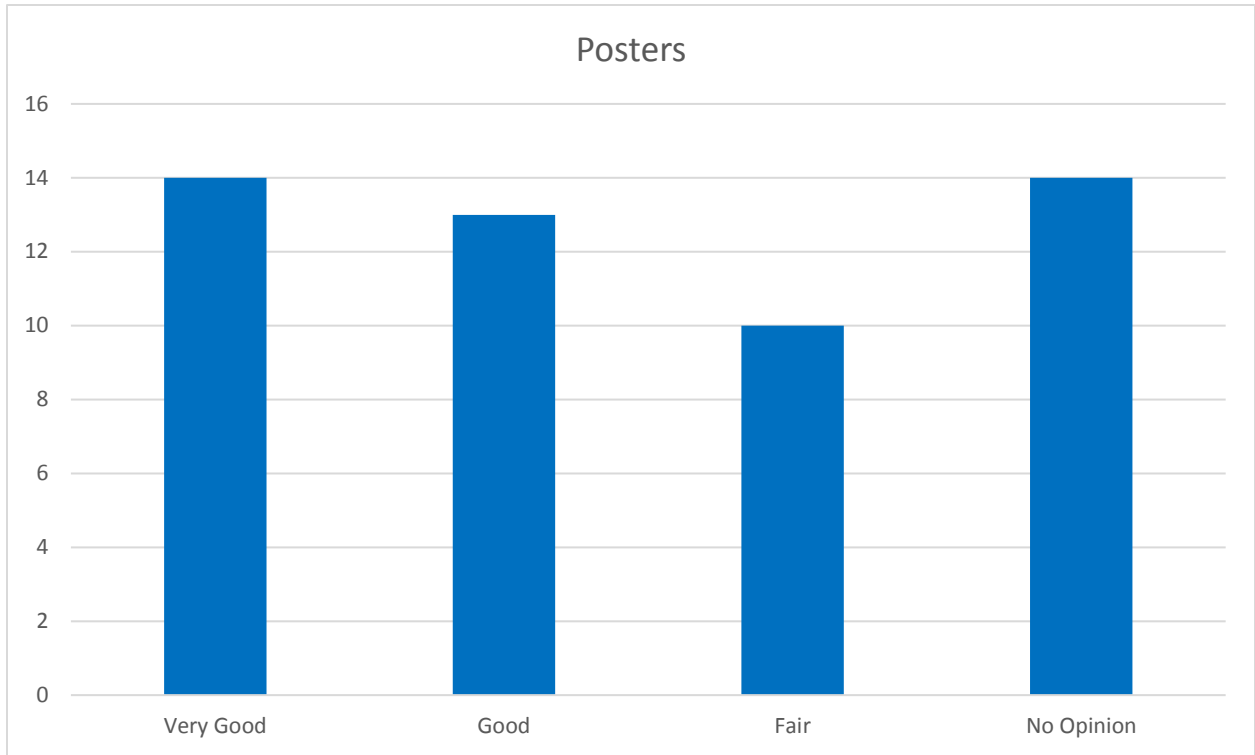
To the best of your knowledge, please indicate any/all actions below for which you can you receive a ticket in New Jersey:



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:

GOAL: 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:

- 17 percent increase in the observed use of crosswalks
- 11 percent increase in the number of pedestrians completing crosswalk.

Speed Study results:

- 9 percent increase in motorists traveling at a compliant speed.
- 8.5 percent decrease in motorist classified as a "low risk" driver.

Community Impact Survey respondents reported observing decreases in all proxies:

- 25 percent increase in observed pedestrians looking before crossing
- 20 percent decrease in the number of drivers not stopping for pedestrians
- 8 percent decrease in the number of motorists speeding in high pedestrian locations
- 15 percent decrease in self-reported jaywalking

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

- 65 percent of post campaign survey respondents indicated that they had heard about pedestrian safety messaging.
- 75 percent of post campaign survey respondents reported having seen Street Smart messaging in town
- 53 percent of survey respondents rated Poster messaging as "very good" or "good"
- 25 percent of survey respondents rated the Facebook posts as "very good" or "good"

GOAL: 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.
- 10 percent decrease in the number of survey respondents who believe that the Washington Township Police Department "not very strictly at all" enforce "pedestrian related" pedestrian safety laws.
- 3 percent decrease in the number of survey respondents who believe the statement that "Most pedestrians DO NOT obey pedestrian safety laws".
- 28 percent of survey respondents rated Outreach by Police as "very good" or "good"

RECOMMENDATIONS

Pedestrian safety should be an ongoing focus in Califon Borough. This is particularly important given the number of residents, including students, and visitors that frequently walk in Califon Borough.

The Califon Public School has been actively involved with the Hunterdon County Safe Routes to School Program, encouraging students to walk to school and educating students on safe walking behaviors. This effort should be continued in coordination with goHunterdon staff.

Respondents in both the pre- and post- campaign surveys identified "distracted driving"/cell phone use as the most serious pedestrian safety issue in Califon. Ongoing education and awareness will be important to ensure increased pedestrian safety in the future.

CONCLUSIONS

The Califon Street Smart NJ Campaign was a successful collaborative effort between goHunterdon (formerly HART TMA), the Washington Township Police Department, and the Borough of Califon. Analysis of the pre- and post- campaign intersection observations shows a reduction in the prevalence of non-compliant behavior by both drivers and pedestrians.

The campaign also resulted in an increased awareness of the Street Smart NJ message and emphasis on pedestrian safety throughout the community.

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