

Evaluation of the Flemington Street Smart Campaign



November 2018

Prepared by:



Acknowledgements

Special thanks to the following for their assistance:

Police Chief Jerry Rotella

Corporal Brian McNally

Flemington Police Department

Flemington Community Partnership

Flemington Business Community

Flemington ShopRite

Flemington Food Pantry

Hunterdon County YMCA

Star Thrower Group

Residents of Flemington Borough

**North Jersey Transportation Planning Authority (NJTPA)
Street Smart NJ**

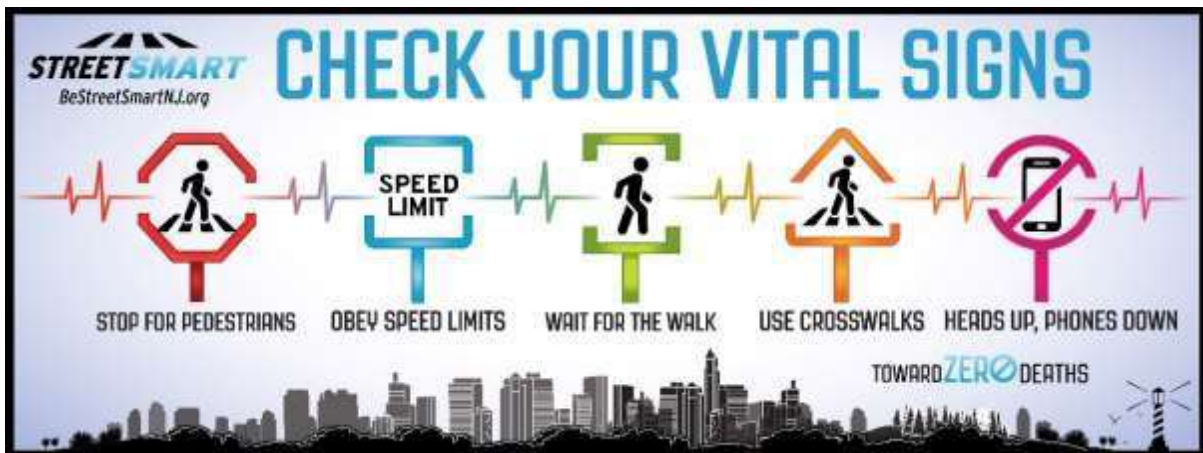


Table of Contents

Executive Summary.....	4
Street Smart New Jersey Overview.....	5
Flemington Street Smart Campaign.....	6
Crash Data.....	6
Project Area.....	7
Campaign Structure and Schedule.....	8
Evaluation Methods	9
Intersection Observations.....	10
Community Impact Survey.....	16
Campaign Kickoff.....	17
Education & Awareness Effort.....	18
Local Outreach Partners.....	18
Media Coverage & Community Promotion.....	19
Community Events.....	26
Enforcement Effort.....	29
Evaluation Results.....	30
Findings-Observation.....	30
Findings- Vehicular Speed.....	31
Findings-Surveys.....	32
Summary Results.....	48
Recommendations.....	50
Conclusions.....	50

EXECUTIVE SUMMARY

A Street Smart NJ pedestrian safety campaign was conducted in the Borough of Flemington in fall 2018. The campaign was a collaborative effort among goHunterdon, the local nonprofit transportation management association (TMA), the Flemington Police Department, and local businesses and community organizations. This was the third campaign conducted in Flemington. Prior campaigns were conducted in 2016 and 2017.

As an education and enforcement effort, the Flemington Street Smart NJ campaign included educational outreach and awareness efforts coordinated by goHunterdon and pedestrian safety law enforcement by the Flemington Borough Police Department.

The program was evaluated through pre- and post- campaign community impact surveys as well as pre- and post- campaign intersection observations. The evaluations showed that the Street Smart NJ campaign in Flemington Borough resulted in an increased awareness by the public of the campaign's presence in the community as well as an increased understanding of New Jersey's pedestrian safety laws.

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 (NJDHVS), and the Transportation Management Associations (TMAs) worked with numerous community partners to develop Street Smart NJ.

New Jersey ranked 17th in the nation in pedestrian fatalities in 2016, according to the National Highway Traffic Safety Administration. The federal government has designated New Jersey a “focus” state – placing an extra emphasis on aiding the state in combating its higher-than-average pedestrian fatality rate and providing funding for this campaign.

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.

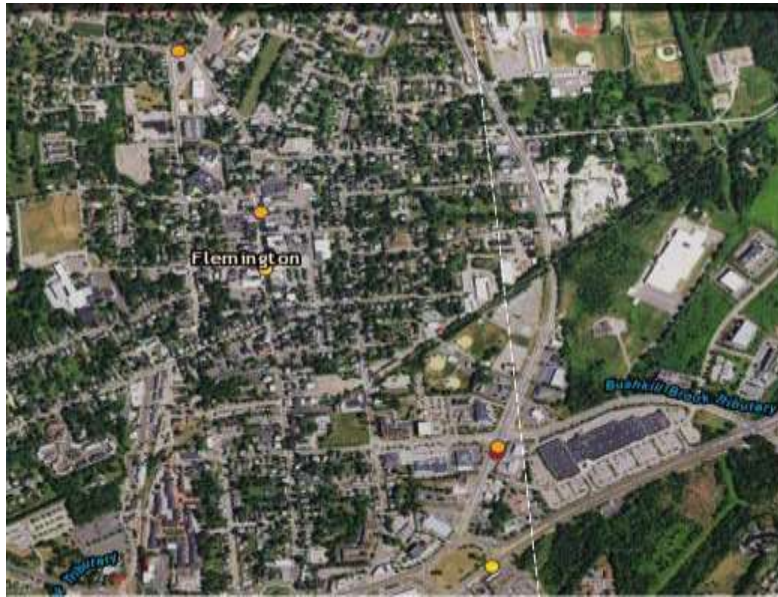
The campaign has three main goals:

- ◆ 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 Flemington Borough, Hunterdon County, New Jersey.

FLEMINGTON STREET SMART CAMPAIGN

Flemington Borough and goHunterdon, the local non-profit transportation management association (TMA) serving Hunterdon County, NJ, partnered to conduct a Street Smart NJ campaign in fall 2018. This campaign was requested by the Borough of Flemington in follow up to successful campaigns conducted in 2016 and 2017.



Crash Data

Crash data from the Rutgers University Center for Advanced Infrastructure and Transportation (CAIT) Numeric database identified 10 pedestrian incidents in Flemington from January 2014- December 2017. There was one fatality in 2015.

Pedestrian Pre-Crash Action

From behind parked vehicle	1
Crossing at unmarked crosswalk	1
Walking Against Traffic	2
Walking/Jogging with Traffic	1
(No specific pre-crash action noted)	5
TOTAL CRASHES	10

PROJECT AREA

Project Area: Borough of Flemington

The Borough of Flemington is located southeast of the geographic center of Hunterdon County. The Borough is 1.3 square miles. It is bordered on all sides by Raritan Township, a larger, more sprawling community of nearly 38 square miles.

The population of Flemington is 4,540. (2013 US Census data)

Flemington serves as the county seat and is home to the Hunterdon County Administration Building and Hunterdon County Courthouse.

The compact community includes a downtown business district adjacent to residential homes and apartments. The downtown business district is comprised of retail shops, services and restaurants. Many borough residents, particularly those living in the apartment complexes, rely on bicycling and walking as their primary mode of transportation.

Many other residents choose to walk for recreation or exercise.

As a “walkable” community, students living in Flemington Borough walk to Reading- Fleming Intermediate School and Hunterdon Central Regional High School.

Flemington has a borough wide posted speed limit of 25mph.



CAMPAIGN STRUCTURE & SCHEDULE

The Flemington Street Smart Campaign was conducted over a six-week period from October 29 – December 7, 2018. It was conducted based on NJTPA's *How to Implement the Street Smart NJ Pedestrian Safety Campaign in your Community* guidebook.

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



Pre-Campaign Data Collection, Surveying	October 29, 2018- November 4, 2018
Awareness	November 5, 2018- November 30, 2018
Positive Enforcement - Local Business Ticket Coupons	November 26-30, 2018
Post-Campaign Data Collection, Surveying	December 3-7, 2018

CAMPAIGN EVALUATION METHODS

The Flemington 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.

Intersection Observation Locations

Based on input from the Flemington Police Department the following intersection was selected for evaluation:

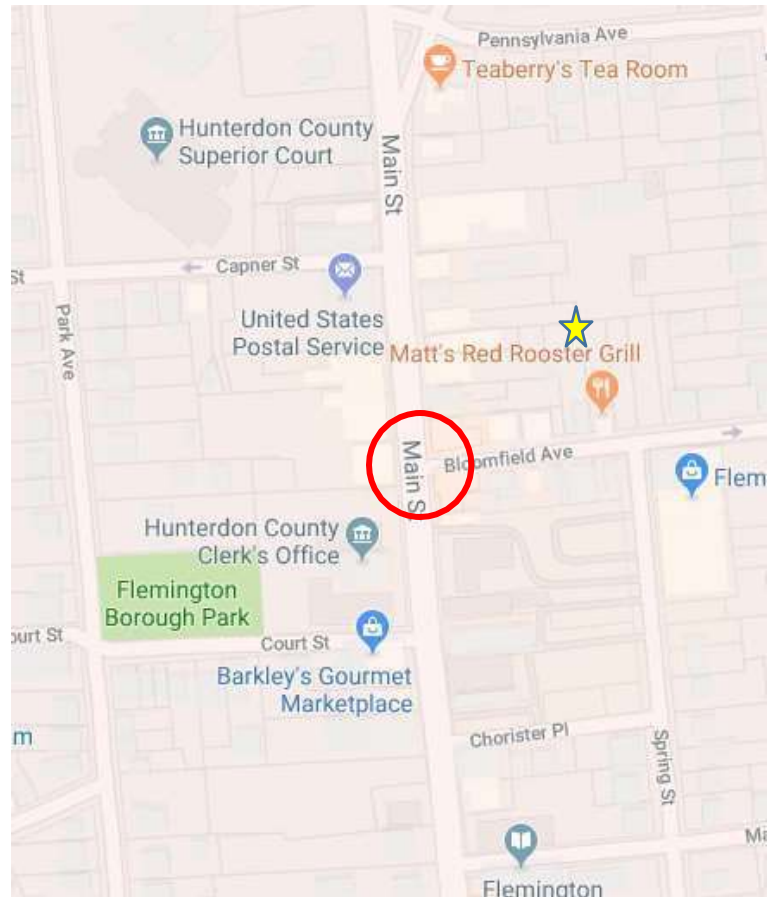
Main Street and Bloomfield Avenue



Observation Site

Main Street and Bloomfield Avenue The intersection of Main Street and Bloomfield Avenue is centrally located within the downtown business district. Main Street has a posted speed limit of 25 mph. Main Street is well traveled by motorists looking to by-pass Route 31, particularly during morning and afternoon commute hours.

The intersection of Main Street and Bloomfield Avenue serves as a primary pedestrian crossing for the downtown business district. There are marked crosswalks but no pedestrian signal heads. An in-street "Stop for Pedestrians" sign is located at the crosswalk on Main Street.



Observation Proxy Behaviors

For each behavior of interest, two types of data were 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 the selected intersection. The proxy behavior for Wait for the Walk was not recorded as there are no pedestrian signal heads at the observation location.

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. Pedestrian proxies were observed over a two hour period.

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: (Unsafe Crossing): Pedestrian does not cross in crosswalk or 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.

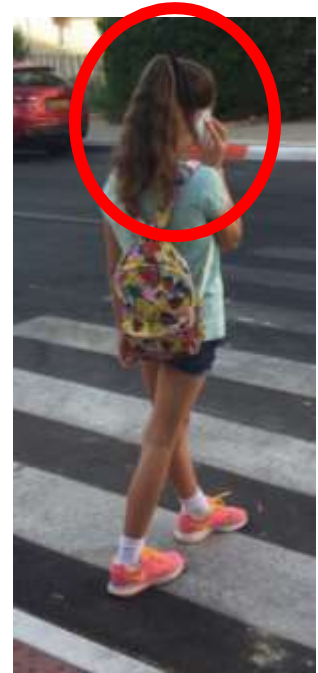


Compliant

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 four 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.

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.



Compliant

**Proxy #2: Turning Vehicle
Yields for Pedestrian**

Compliant: Motorist yields to pedestrian in the crosswalk staying stopped until pedestrian has reached across the opposite side of the street.

Noncompliant: Motorist fails to yield to pedestrian in the crosswalk.



Compliant

**Proxy # 3: Motorist
Distraction**

Compliant:
Motorist is not observed texting or talking on cell phone while driving.

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 #4: Vehicular Speed

A Speed Sentry unit was installed to collect data of motorist speeds during the pre- and post-campaign evaluation periods. 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 placed on Main Street to evaluate motorist behavior pre- and post-campaign.

The sign was positioned to capture southbound traffic heading into the downtown district approximately two blocks from the observation location. 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.

Observation Schedule

Location	PRE CAMPAIGN Tuesday 10/30/18	POST CAMPAIGN Tuesday 12/6/18
Main Street/Bloomfield Avenue	12 – 2:00 PM	12- 2:00 PM

The pre-campaign observations were conducted by goHunterdon staff at the intersection in October 2018. Post-campaign observations were conducted in December, immediately following the awareness campaign, using the same method, at the same time of day, and same day of the week as the pre-campaign observations.

To ensure quality data collection, non-campaign factors that could affect the behavior of drivers and pedestrians were kept constant.

A total of 42 pedestrians were observed in the pre-campaign observations and 40 pedestrians were observed in the post-campaign observations. Approximately 1,400 vehicles were counted/observed within the pre-campaign observation period and 1,300 vehicles were counted/observed in the post-campaign observation period.



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 noncompliance was calculated at the observation site. This data 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 NJ campaign in Flemington, 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 motorist behaviors, their own behaviors, basic knowledge of pedestrian safety laws, and awareness of the Street Smart NJ messaging.

The survey was available through an online link posted to the Borough and goHunterdon websites.

The survey was promoted throughout the borough via palm cards, e-blasts, social media posts, and on the Flemington Borough, Flemington Police Department and goHunterdon websites. The survey was also promoted through local news coverage and 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, courtesy of goHunterdon. (self-funded)



GoHunterdon added 2 new photos.

December 13, 2018 · 🌐

WE'RE LOOKING FOR YOUR FEEDBACK

The Flemington Borough Police Department, in collaboration with GoHunterdon, recently conducted a Street Smart NJ pedestrian safety awareness campaign within the Borough of Flemington.

To measure the impact of this pedestrian safety awareness effort, we are interested in obtaining your feedback. We invite you to take a moment to provide us with your experiences while walking or driving recently in the Borough of Flemington. Your responses should relate to your experiences in the Borough of Flemington only.

There will be an opportunity at the end of the survey to provide comments. Also, in appreciation of your time and input, you may choose to provide your name and email address to be entered into a drawing for a \$100 VISA gift card*. All survey responses will remain strictly confidential.

TAKE THE SURVEY HERE: www.gohunterdon.org/survey

Thank you in advance for your participation.



AWARENESS EFFORT

Campaign Kick-off

The campaign was announced and kicked off on November 8, 2018 at the Flemington Police Department.

A press release was issued to local media announcing the campaign. It was also announced through social media and the NJTPA Street Smart NJ blog.



Police Chief Jerry Rotella

goHunterdon
Promoting Sustainable Communities

NEW RELEASE

November 8, 2018

Contact: Chief Jerry Rotella
908-782-3434

For Immediate Release

FLEMINGTON POLICE DEPARTMENT WILL PROMOTE STREET SMART NJ PEDESTRIAN SAFETY CAMPAIGN



FLEMINGTON- Chief Jerry Rotella announced today that the Flemington Police Department will be conducting a "Street Smart NJ" pedestrian safety education campaign aimed at reducing pedestrian-motor vehicle crashes in Flemington. Street Smart NJ is a collaborative effort between public, private and non-profit organizations. The statewide Street Smart NJ campaign is managed by the North Jersey Transportation Planning

Outreach Partners

The downtown business community played an important role in helping to promote the Street Smart NJ campaign messaging, including, but not limited to:

- Barkley's Gourmet Marketplace
- Black Lab Studio & Imaging
- Blue Fish Grill
- Blue Sky Boutique
- Cook to Order Catering
- Connections Cafe & Bible Bookstore
- A Cut Above
- Downtown Antique Shop
- Factory Fuel Coffee
- Gabby's Pizza
- Garden State Salad
- Halo Salon
- Higgins News Agency
- Jack's Pizza
- The Kombucha Bar
- Krauszer's
- Latino Grocer
- Lone Eagle Brewing
- Market Roost Restaurant, Catering & Bakery
- Occasions
- One Pebble Studio & Gallery
- Raab Coins, Inc.
- Sage
- Shoetique
- Steve's Food Store
- Teaberry's Tea Room
- Twice Told Tales



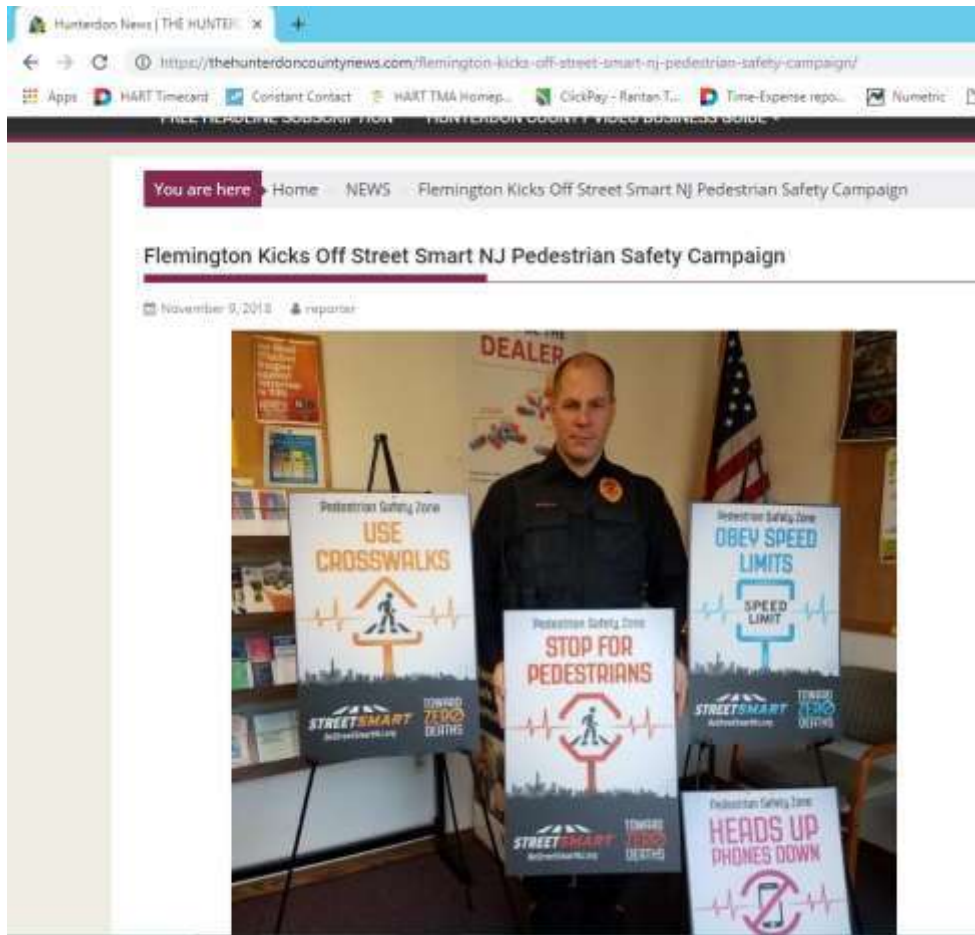
Information was also shared through the following partners:

- Flemington Public Library
- Flemington Borough Hall
- Flemington Police Department
- Flemington Community Partnership

Local News Media

Press releases were sent to local media outlets. Articles were published in the Hunterdon County Democrat and its related website, nj.com; as well as TAP into Flemington-Raritan, an online news site.

goHunterdon sent e-blasts directly to local businesses, non-profit organizations, churches, and other local outlets.



Online Outreach

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

www.historicflemington.com

The Borough posted messaging on the official Borough website to keep residents and the business community updated on the campaign.

www.flemingtonpolice.org

The Flemington Police Department used its webpage to communicate with the community.

Facebook

There are numerous Facebook pages and groups in Flemington, with significant reach. While there may be some duplication in the member numbers, more than 3,000 individuals were reached with each Facebook post.



Flemington Forward - 3,775 members

Flemington United - 4,881 members

We ❤️ Flemington - 3,800 followers

Historic Flemington - 2,290 followers

Flemington Police Department - 1,698 followers

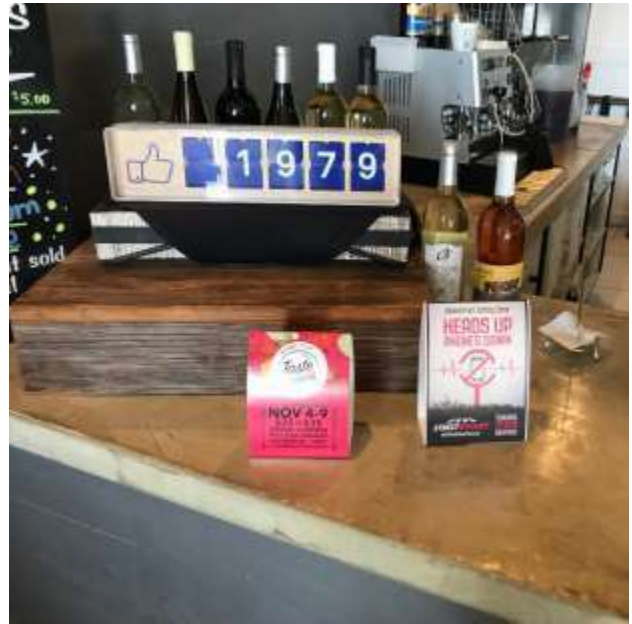
Regular posts were published to these Facebook pages offering safety tips, photos and graphics that reinforced the Street Smart messaging. Seventeen posts were published during the awareness phase.

Community Promotion

Coasters, Coffee Sleeves, and Table Tents

Coasters, coffee sleeves, and table tents with Street Smart NJ messages were distributed to and used by local businesses to promote the campaign.





Street Signs

Based on community input from previous Flemington Street Smart NJ campaigns, goHunterdon increased the number of signs throughout the target area.

Forty-five (45) corrugated plastic signs were placed within the downtown business district and in close proximity to Reading Fleming Intermediate School. Signs were strategically placed so that they would be highly visible to pedestrians and motorists alike.



Banner

A banner was placed at the Stangl Factory, a high visibility retail complex, attracting both pedestrian and vehicular patrons to a seafood restaurant, coffee shop, art galleries, yoga studio and performance art space.



Digital Message Board

The Flemington Police Department deployed a large LED traffic sign along Main Street to promote the campaign.






Street Smart NJ Kiosks

Three (3) Street Smart NJ kiosks were displayed during the awareness phase of the campaign. Flemington ShopRite placed a kiosk near the customer courtesy desk. Hunterdon Central High School positioned two (2) kiosks at entrance/exit point of the school.

The kiosks included Street Smart NJ tip cards that provide safety tips on one side and reference to NJ State Law on the other.



Outreach Material Distribution

OUTREACH MATERIAL	DESCRIPTION	QUANTITY
	Street Sign	45
	Banner	1
	Coffee Sleeves	300
	Coaster	250
	Table Tent	175
	Tip Card	600
	Warning Card	300

Community Presentations

YMCA Winter Coat Distribution

November 3, 2018

The Hunterdon County YMCA Coat Drive distribution event, took place during the awareness phase of the campaign. The event provided a unique opportunity to promote Street Smart NJ messaging to low income residents. Many individuals and families were observed arriving to the event on foot.



An interactive information table was set up for the event. Visitors to the table had the opportunity to test their "Street Smart" knowledge of pedestrian safety. YMCA bilingual staff were available to translate to non-English speakers.



StarThrower Group Presentation & Educational Walk

November, 9, 2018 goHunterdon presented Street Smart NJ safety messaging to the StarThrower Group, a Flemington based non-profit that brings together special needs young adults with peer mentors to develop career and life skills. Most clients are transit dependent and walk as their primary mode of transportation.

Following a roundtable discussion, goHunterdon staff accompanied StarThrower Group members on a

walk through the borough, discussed Street Smart messaging signs, and put the safety messages into action.



Flemington Food Pantry Senior Lunch

November, 20, 2018

goHunterdon staff promoted Street Smart pedestrian safety messaging at a special senior luncheon at the Flemington Food Pantry. Senior attendees provided input on walking and driving in Flemington. All seniors were given Street Smart NJ tip cards.



Holiday Lights Festival

November 29, 2018

A Street Smart NJ information booth was set up at the annual Holiday Lights Festival organized by the Flemington Community Partnership. The night time event kicks off the holiday season in town with arts and craft vendors, free hot chocolate, and horse and carriage rides.

The event provided a unique opportunity to promote Street Smart messaging to both residents and visitors.



ENFORCEMENT

Street Smart NJ campaigns conducted in Flemington in 2016 and 2017 had focused on traditional enforcement (awareness followed by the issuing of summonses).

For the 2018, the Flemington Police Department chose to reward positive motorist/pedestrian behaviors to reinforce Street Smart NJ messaging.

During the week of November 26, 2019, Flemington Police officers distributed special discount coupons from local businesses to pedestrians and motorists "caught" following the law.

The feedback received from both pedestrians and motorists was overwhelmingly positive.



<p>Positive Reinforcement</p>	<p>November 26-30, 2018</p>	<p>300 discount coupons were distributed to both pedestrians and motorists</p>
-------------------------------	-----------------------------	--------------------------------------------------------------------------------

EVALUATION RESULTS ¹

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

Intersection Observations

Motorist Proxy

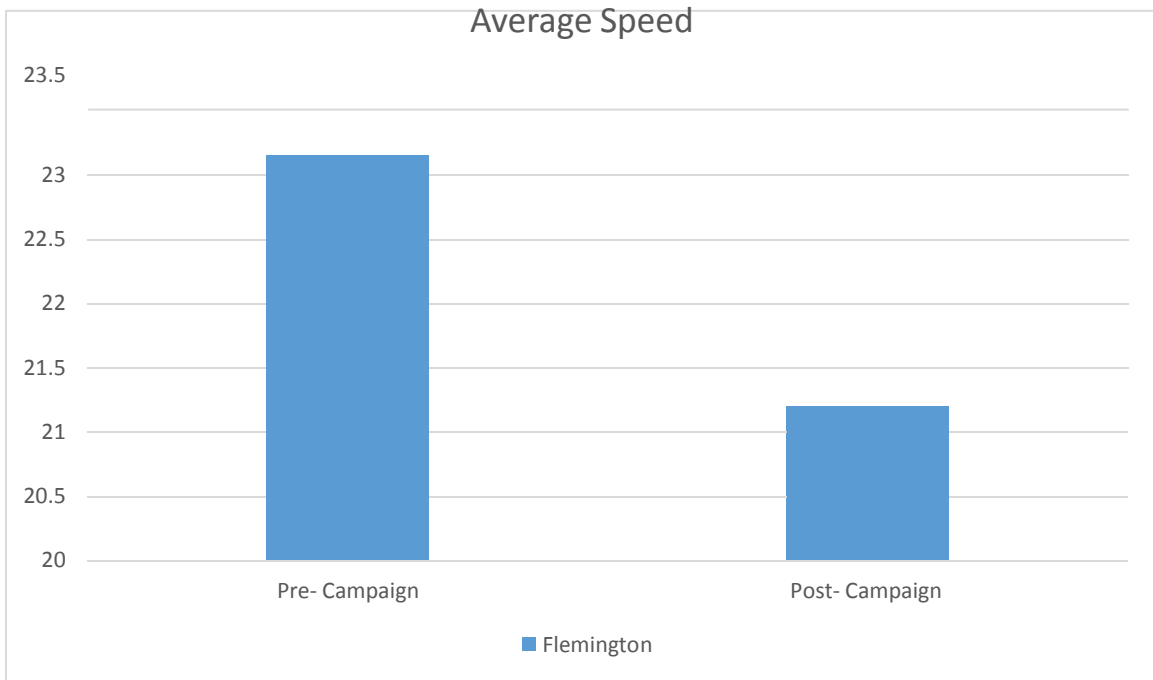
	Pre-Campaign	Post-Campaign	% Change in Compliance
Main Street and Bloomfield Avenue			
Car Did Not Stop for Pedestrian	18	14	
Turning Vehicle Yields for Pedestrian	6	6	
Motorist Handheld Cell Phone Use	6	4	

Pedestrian Proxy

	Pre-Campaign		Post-Campaign		Change in Compliance
	Compliant	Non-Compliant	Compliant	Non-Compliant	
Main Street and Bloomfield Avenue					
Pedestrian Used Crosswalk	56%	44%	69%	29%	13%
Ped Completed Crosswalk	88%	12%	78%	22%	-10%
Pedestrian waited for signal	NA	NA	NA	NA	NA
Ped distracted by Cell Phones*	99%	1%	99%	1%	0%

Vehicular Speed

A Speed Sentry unit was used to collect data on traffic volumes as well as motorist speed on North Main Street just north of the observation intersection. The unit was employed throughout the campaign.



There was a reduction in average speed of vehicles during the post-campaign period compared with the pre-campaign period.

FINDINGS- Community Impact Survey Results

Respondent Profile-

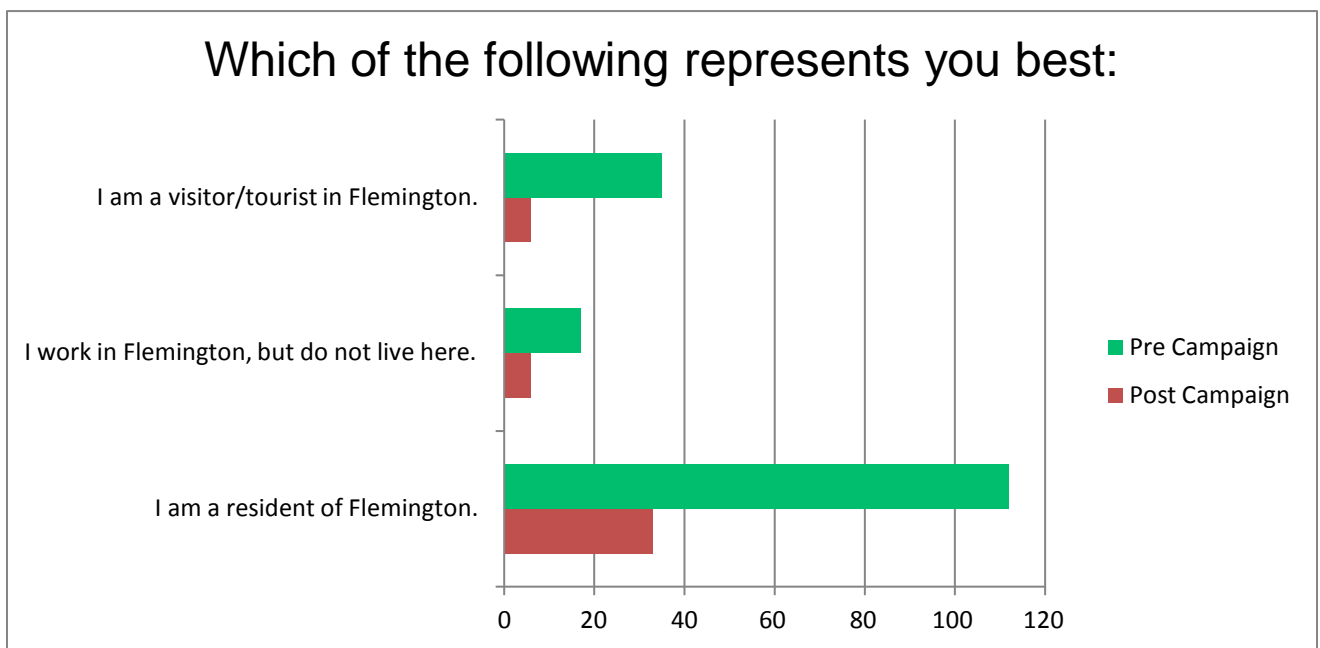
70 percent of respondents lived in Flemington Borough.

79 percent of respondents were female.

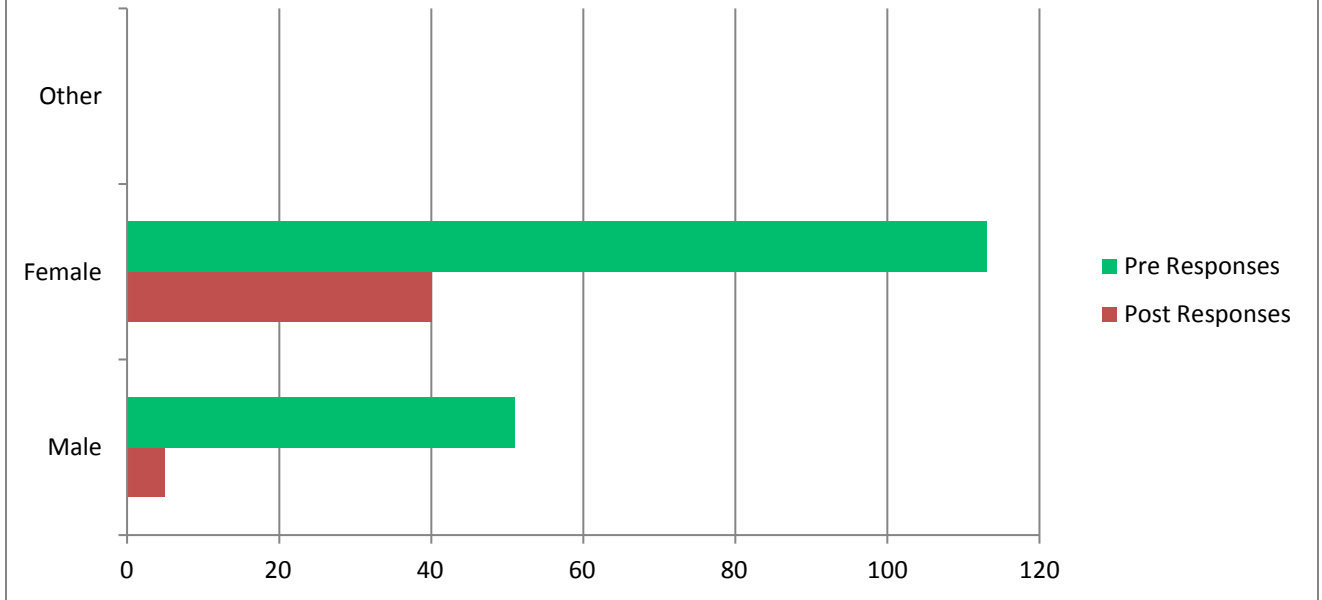
85 percent of respondents were 25-54.

95 percent of respondents identified themselves as white

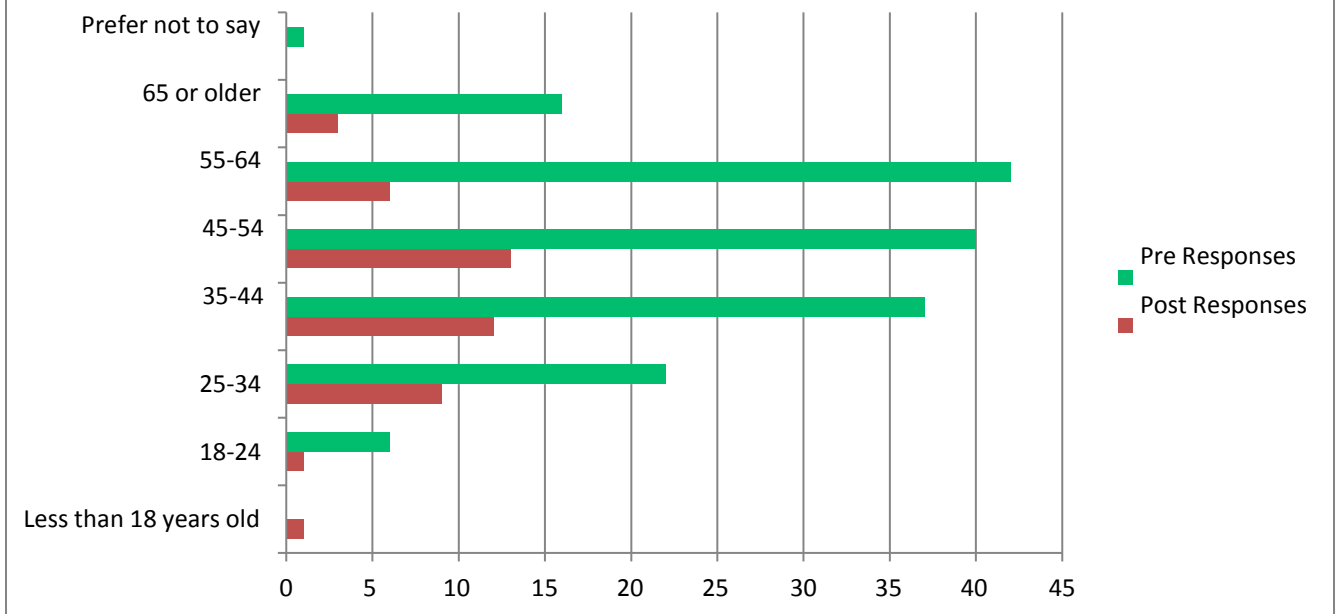
The majority of respondents indicated an increased awareness of pedestrian laws, changes in their own behaviors, and the observed behaviors of others.

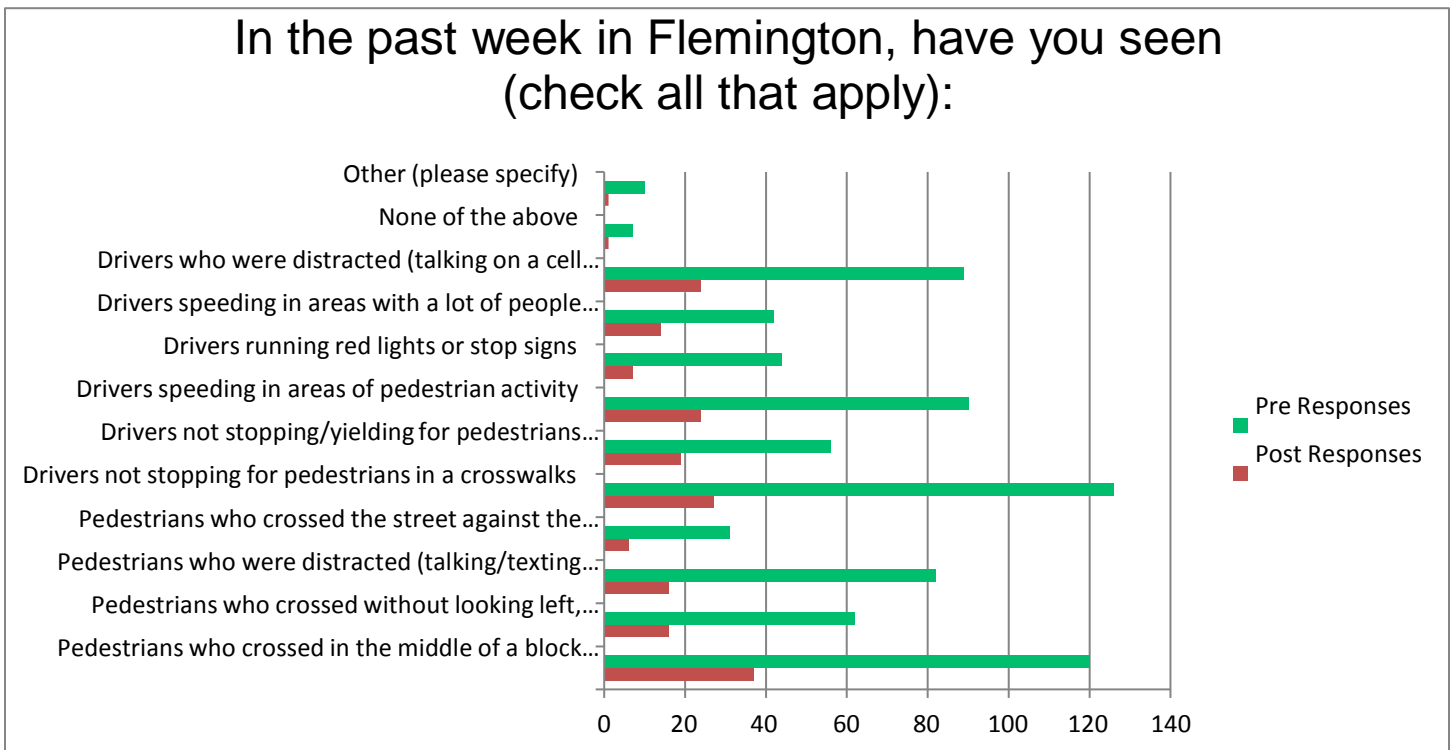
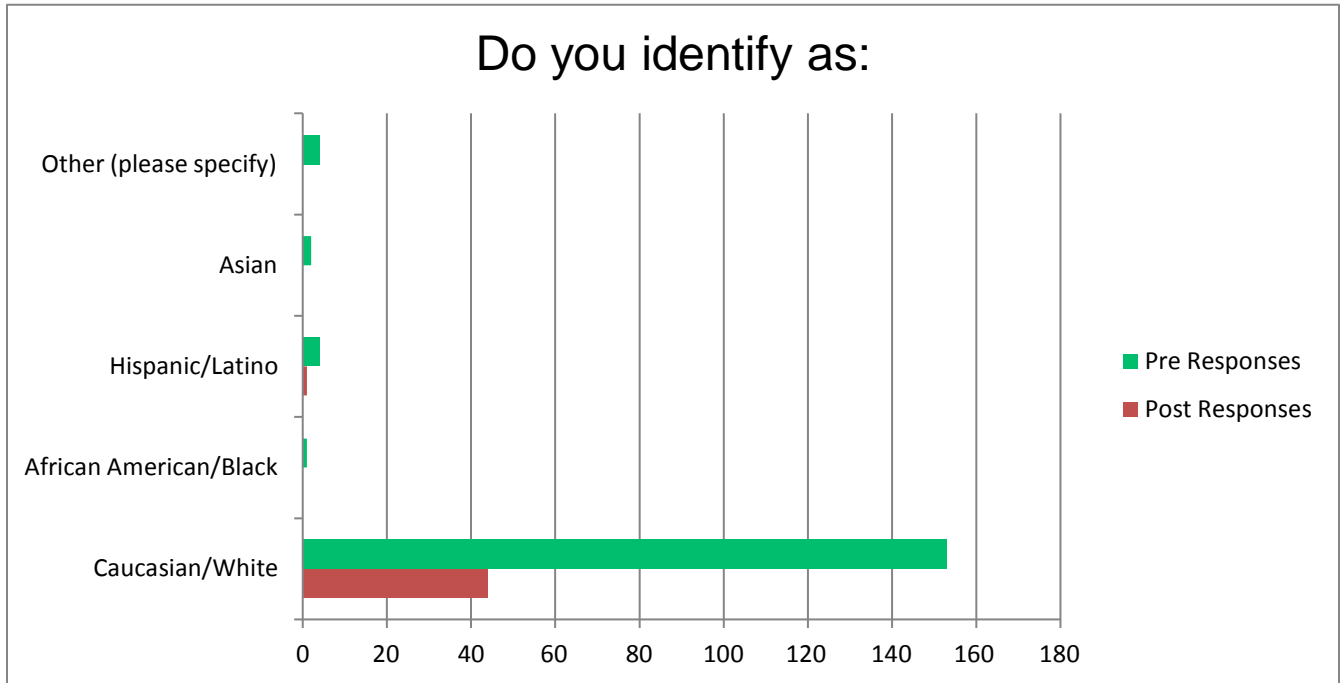


What is your gender?

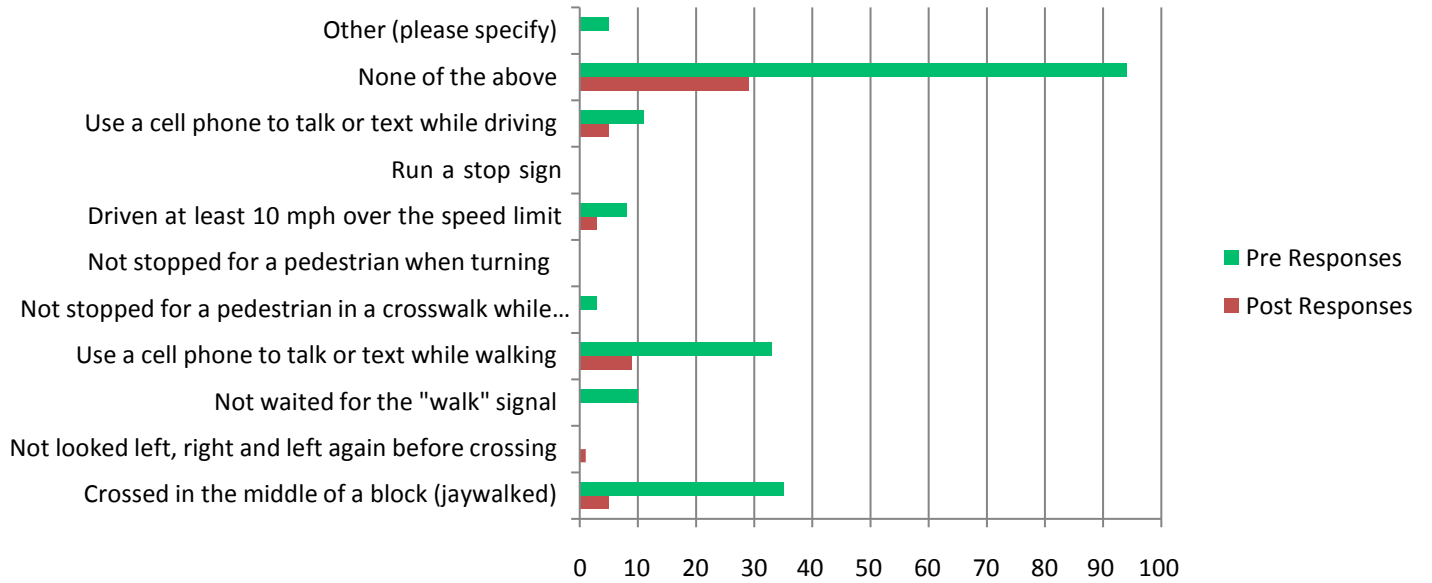


Please indicate your age group:

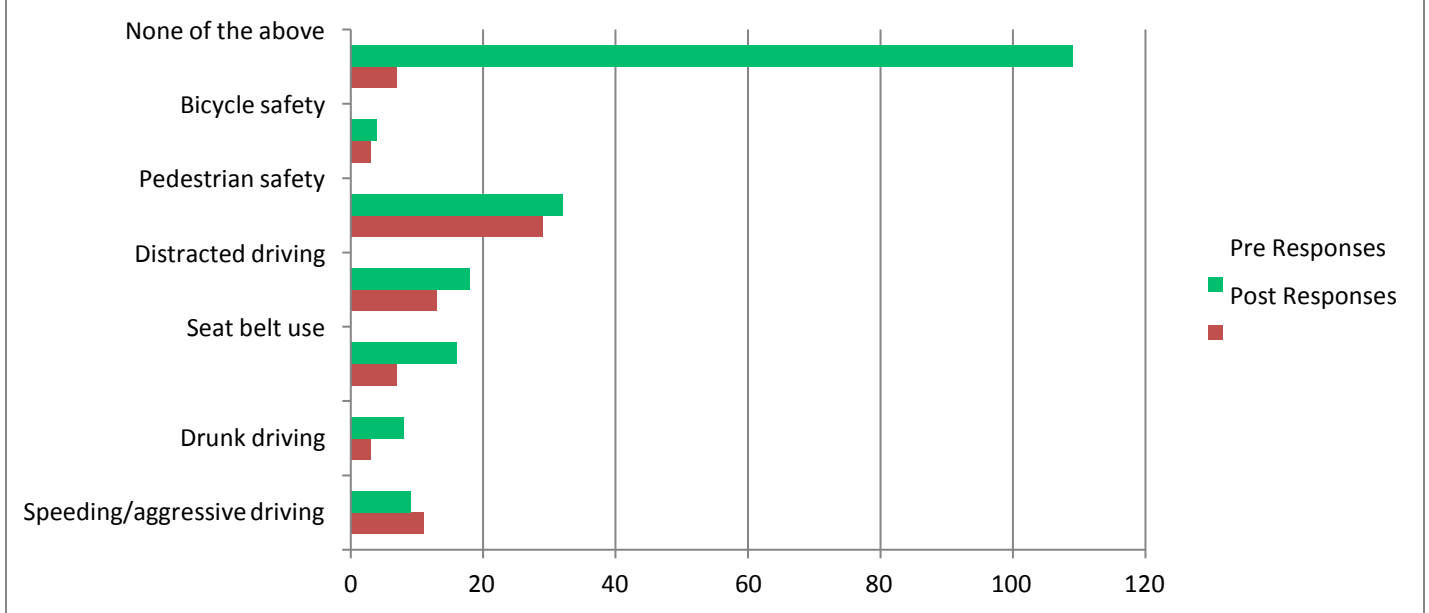




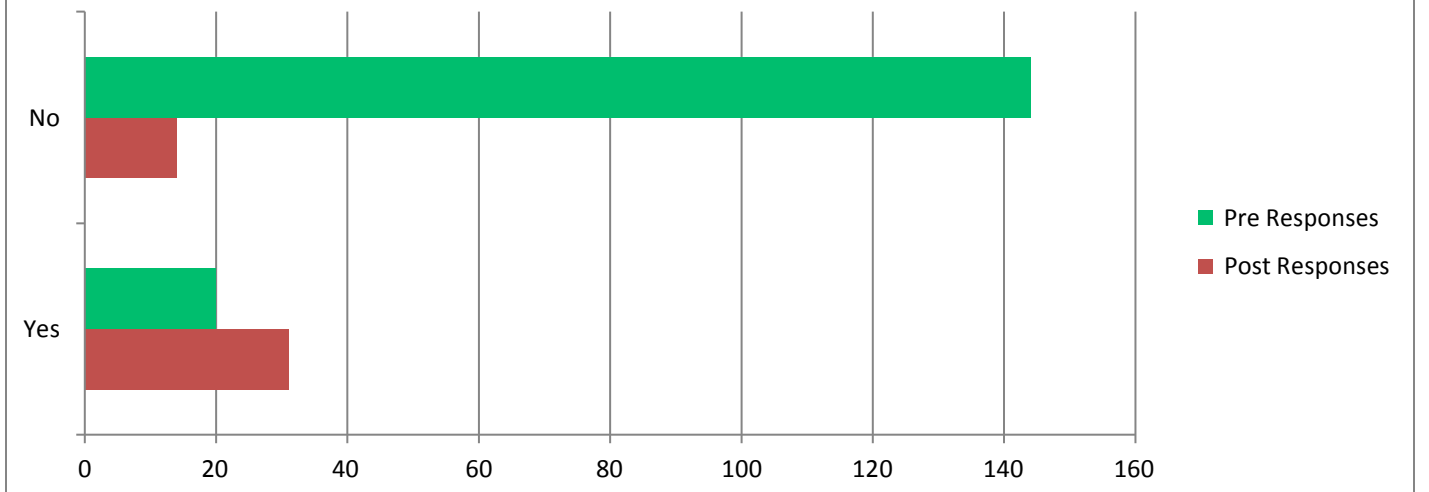
In the past week, in Flemington, have you, YOURSELF:



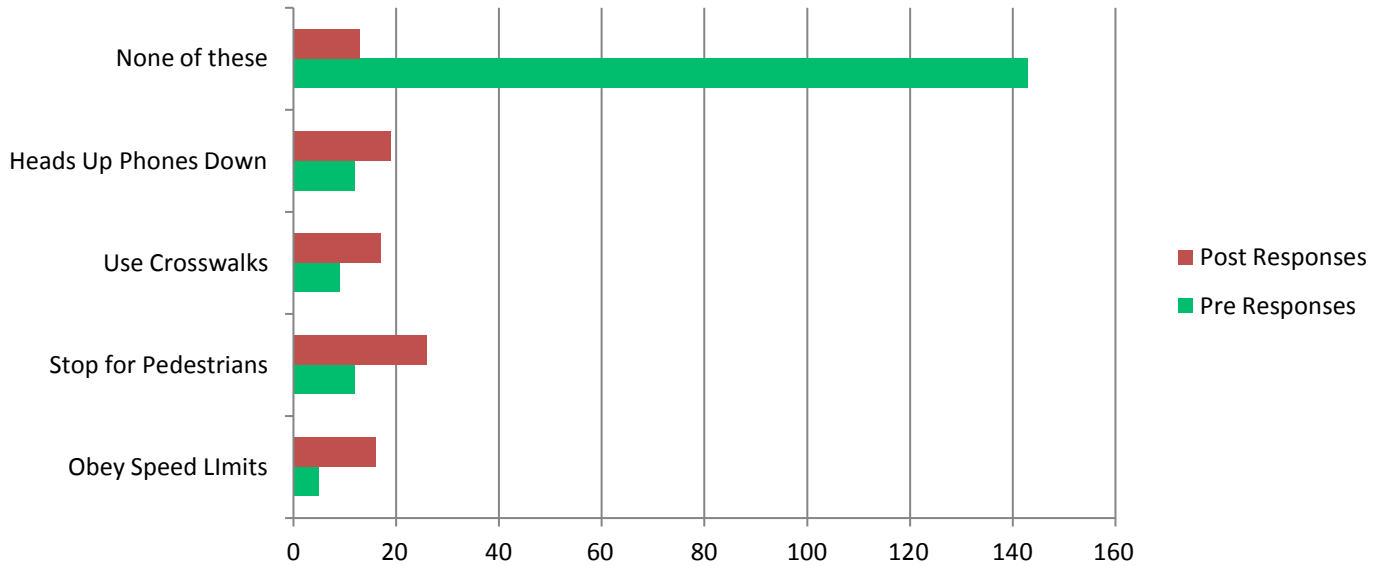
In the past 30 days, in Flemington, have you read, seen or heard any advertising messages addressing the following?



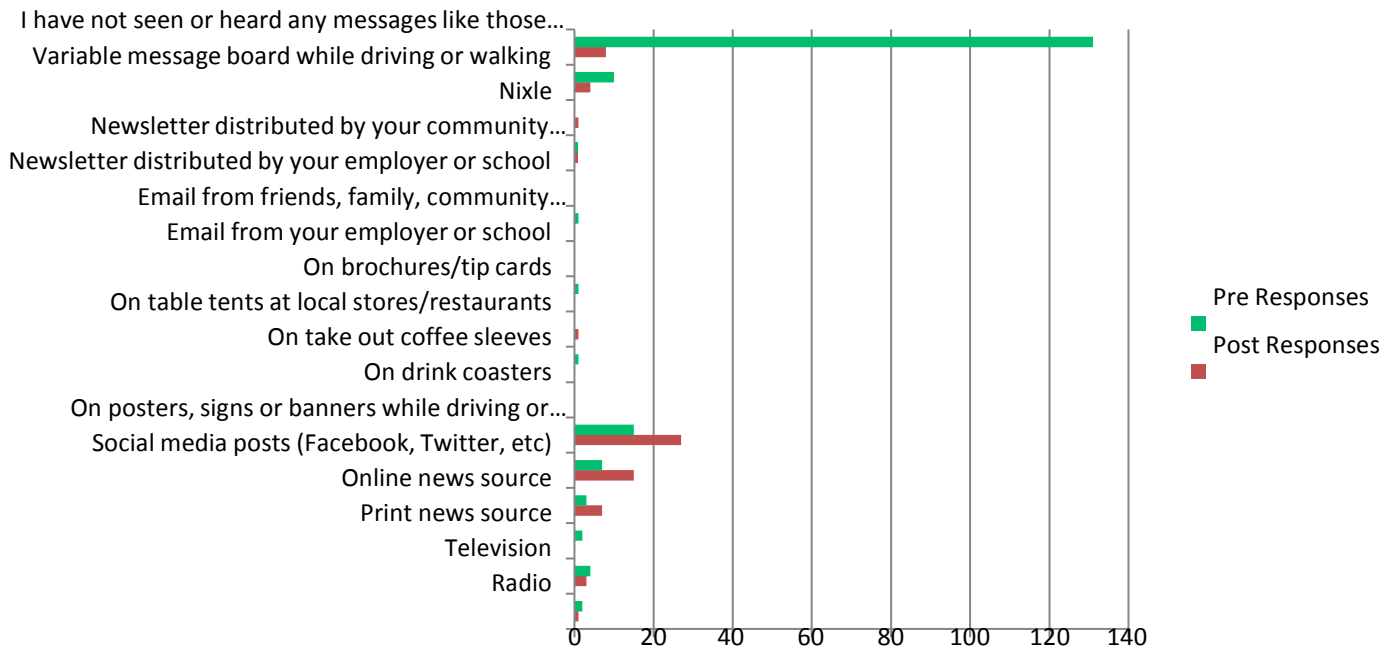
In the past 30 days, in Flemington, have you seen or heard any advertising message or signage that mentions "Street Smart" and addresses pedestrian safety?



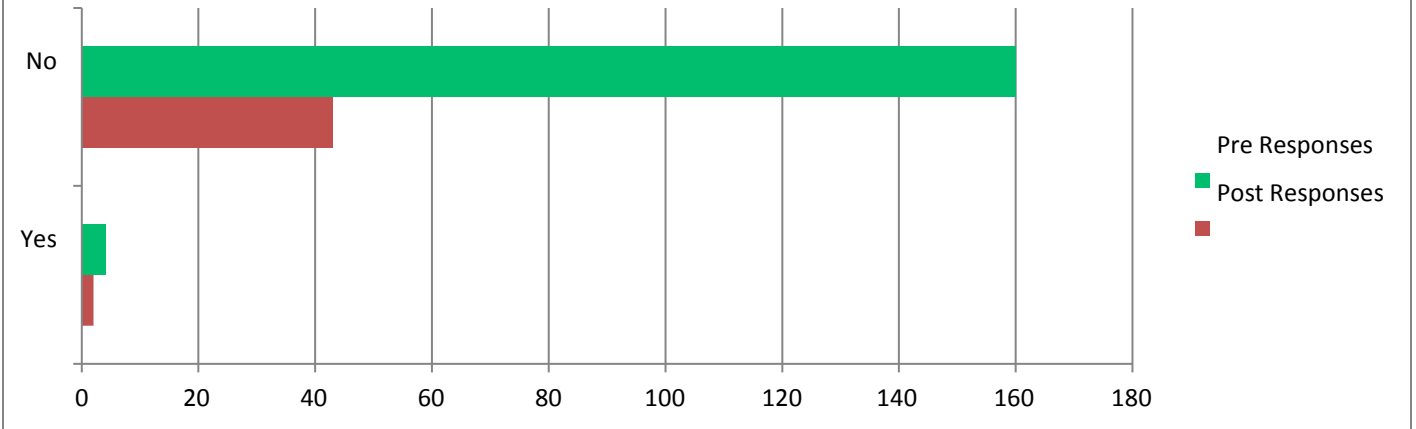
In the past 30 days in Flemington, have you seen or heard any advertising messages like those below (select the ones you have seen):



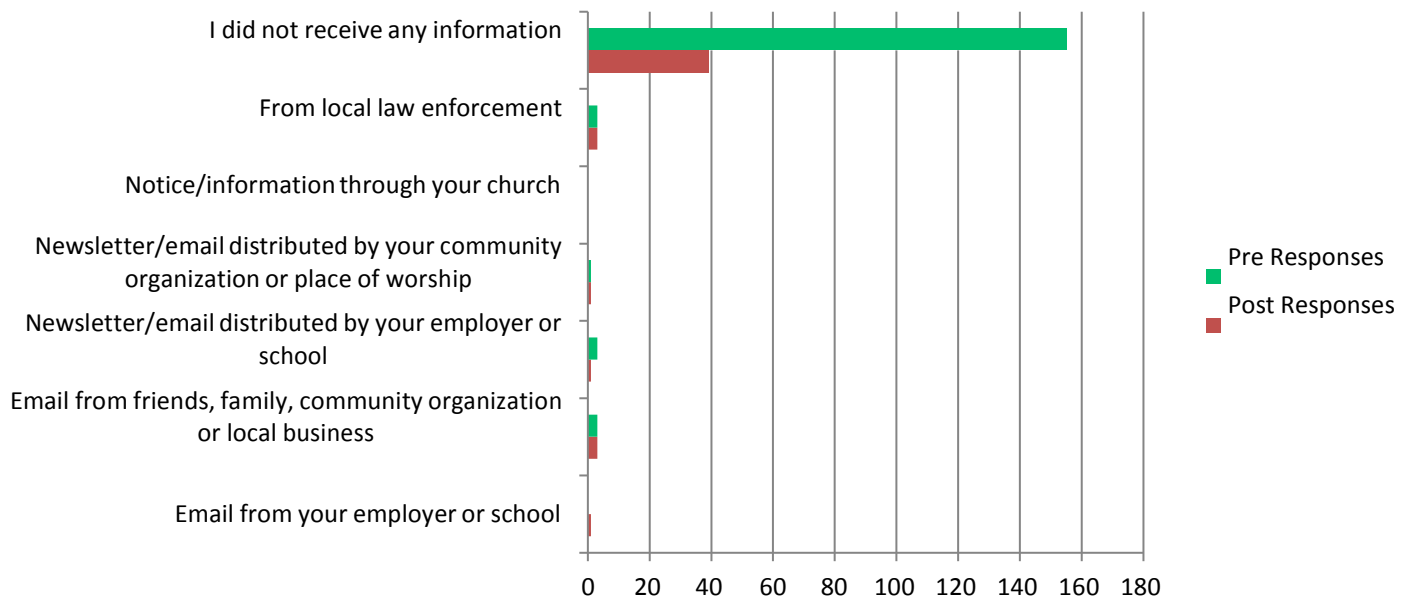
Where have you seen or heard these messages? Please check any/all that apply.



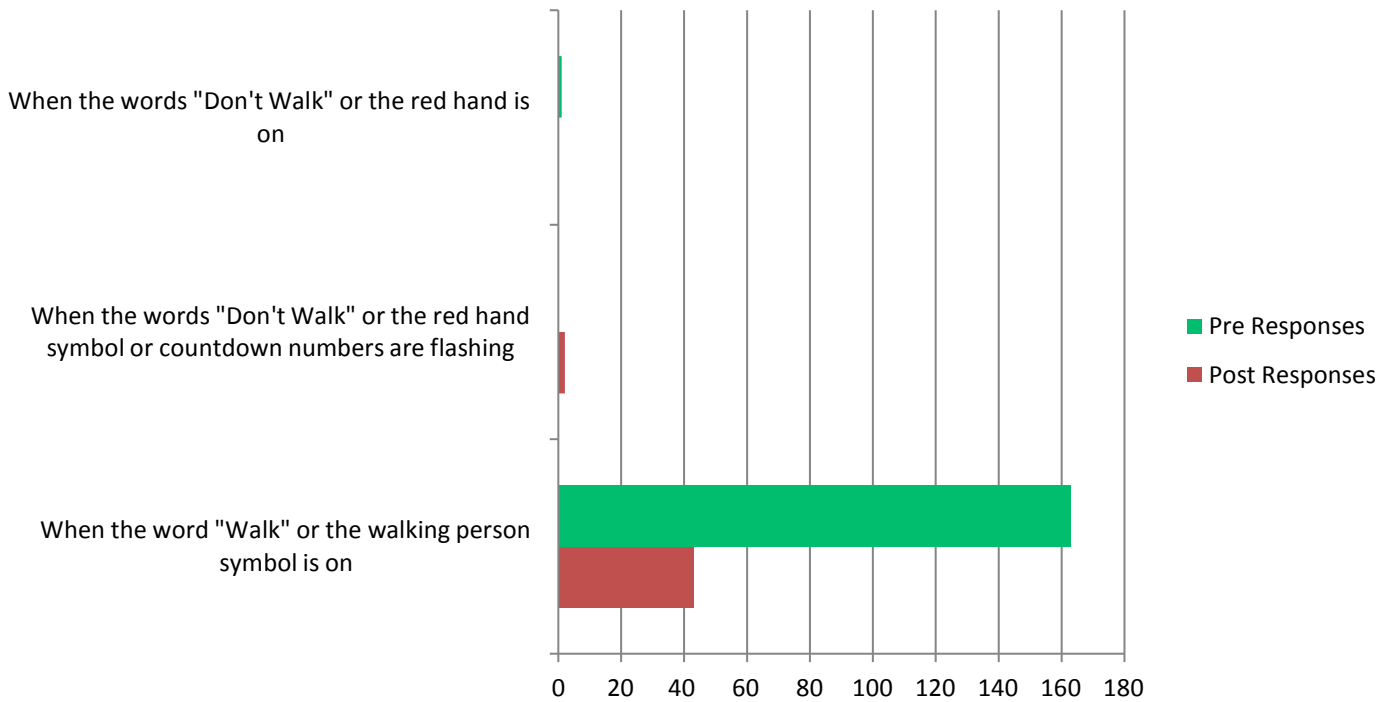
In the past 30 days, in Flemington, have you seen or interacted with anyone who told you about pedestrian safety or gave you information about New Jersey's pedestrian safety laws and/or safe walking tips?



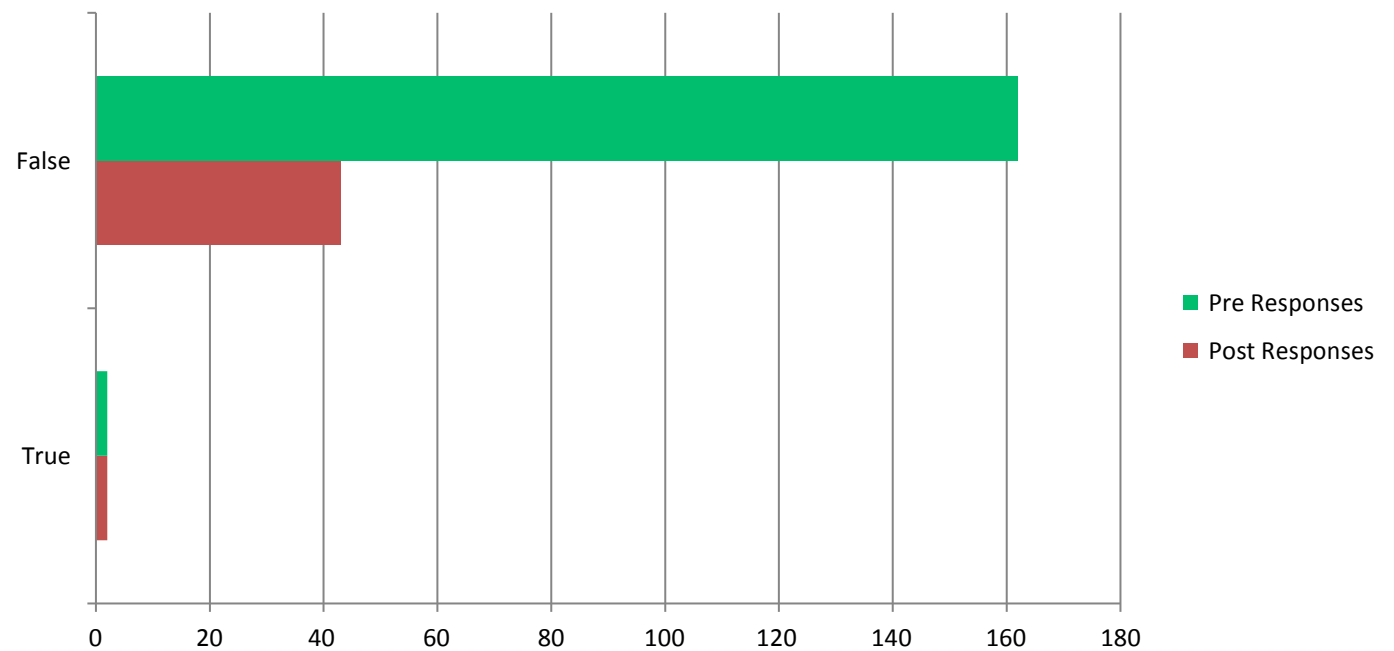
In the past 30 days, in Flemington, have you directly received any information about pedestrian safety information via any of the following sources? Please check any/all that apply.



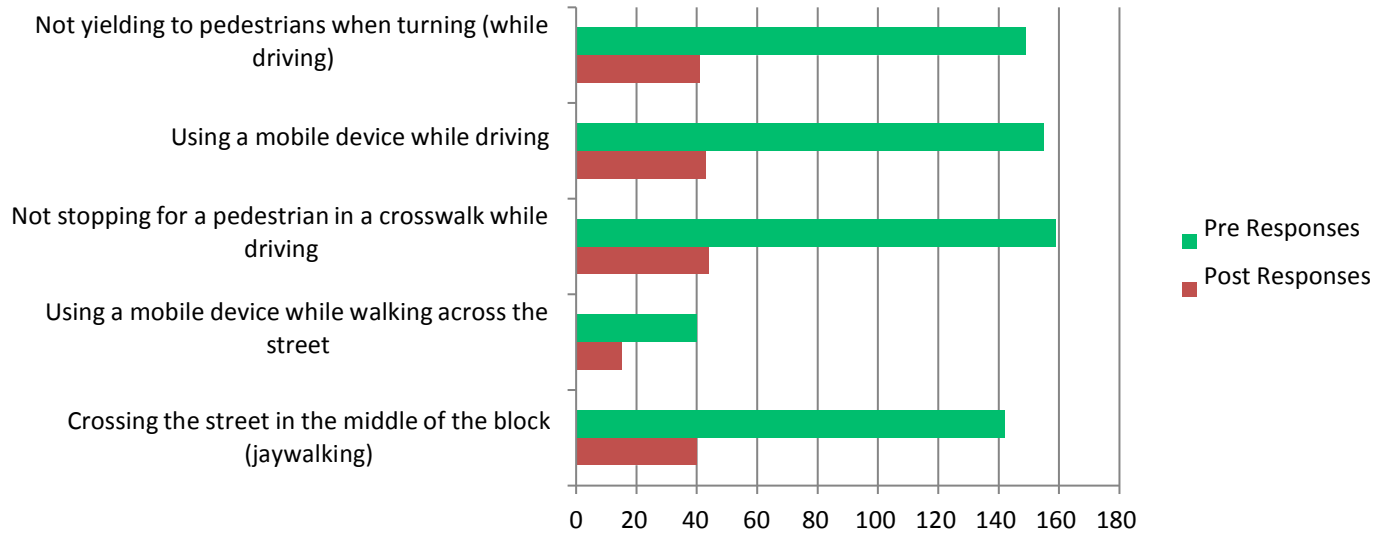
At signalized intersections, when SHOULD a pedestrian begin to cross the street?



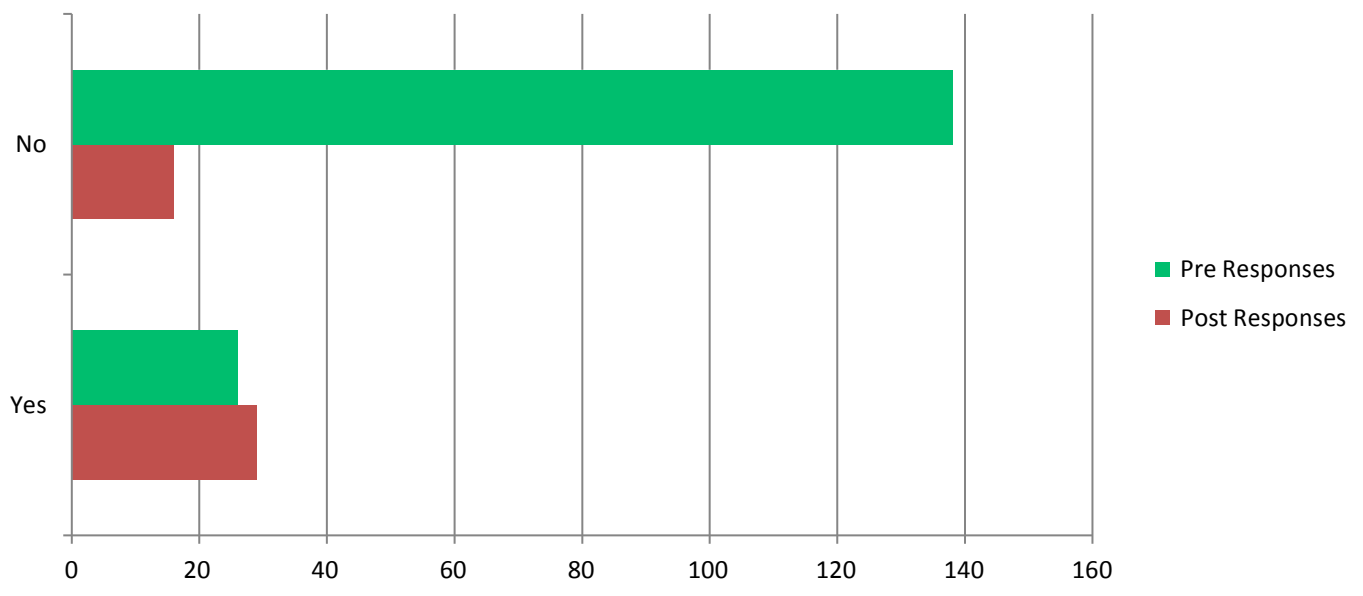
Drivers always have the right of way.



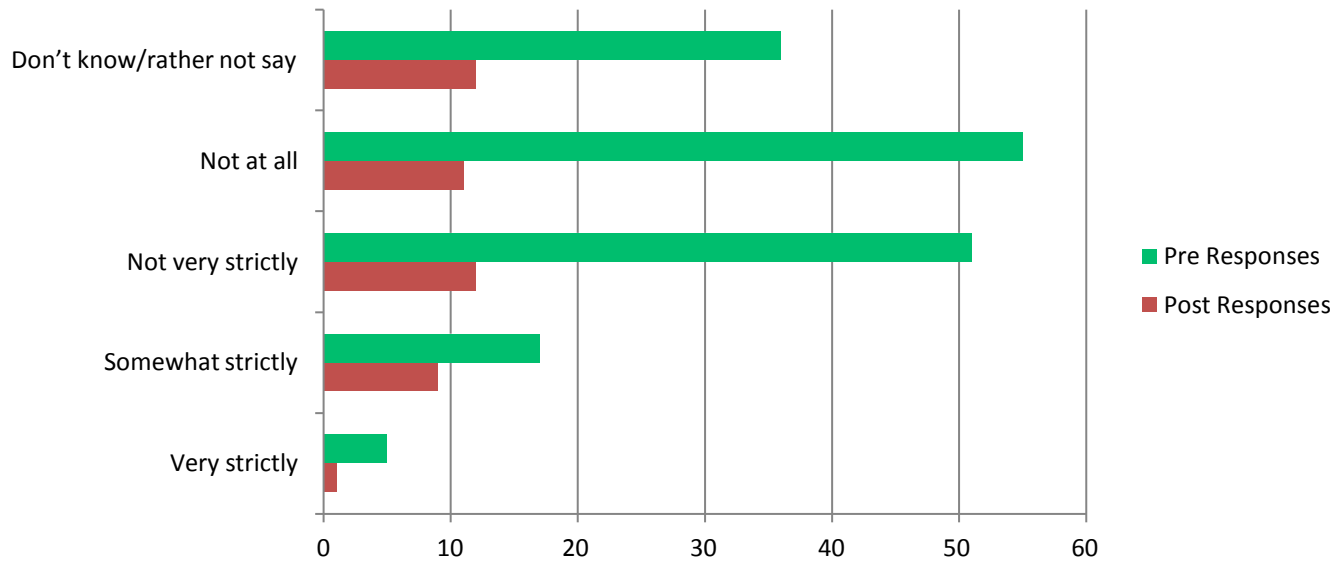
To the best of your knowledge, please indicate any/all actions below for which you can receive a ticket in New Jersey:



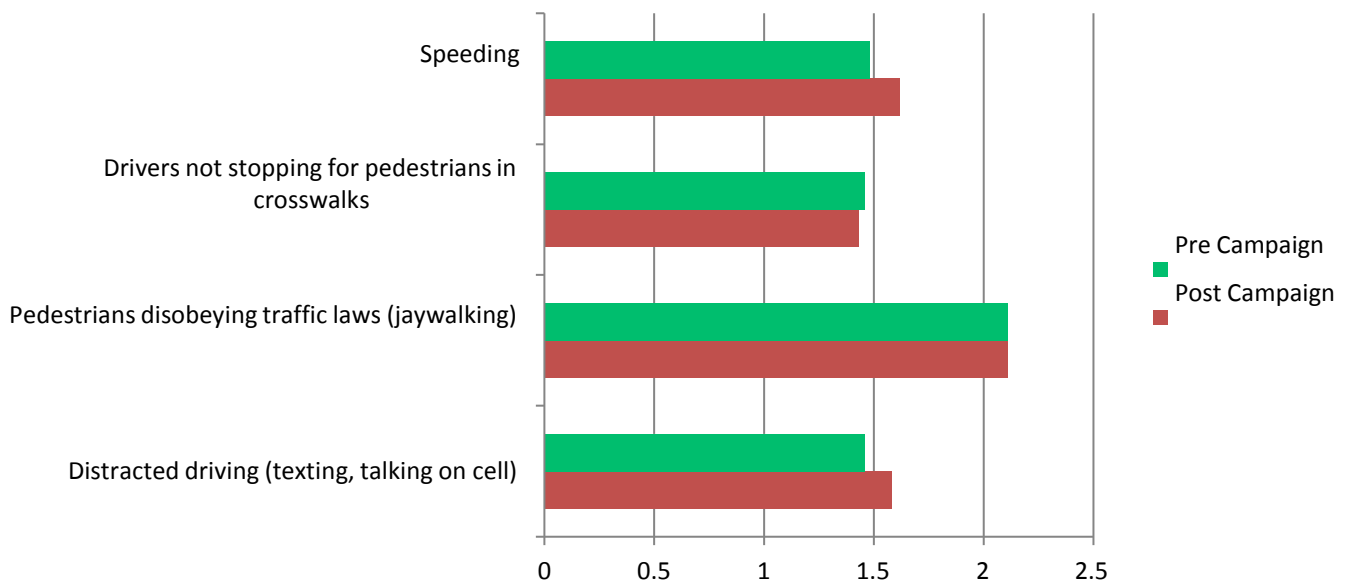
Have you recently read, seen or heard about local police efforts to enforce pedestrian safety laws?



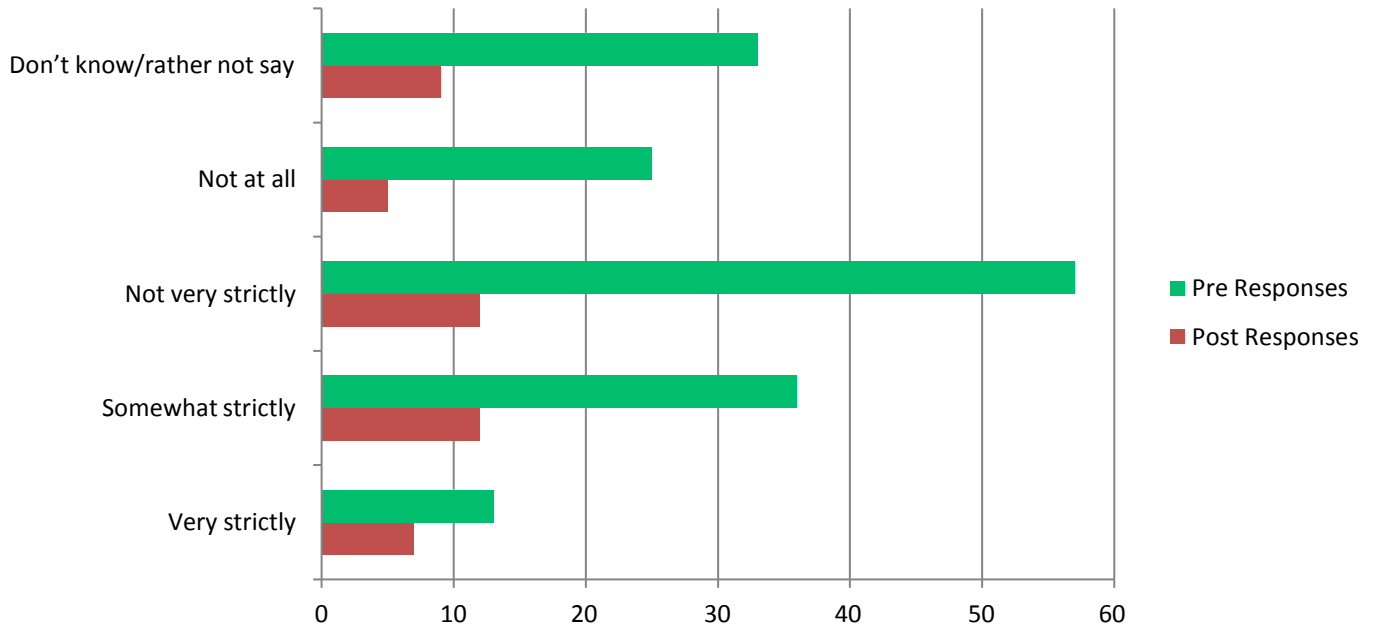
How strictly do you think that police in Flemington enforce PEDESTRIAN safety laws, such as jaywalking?



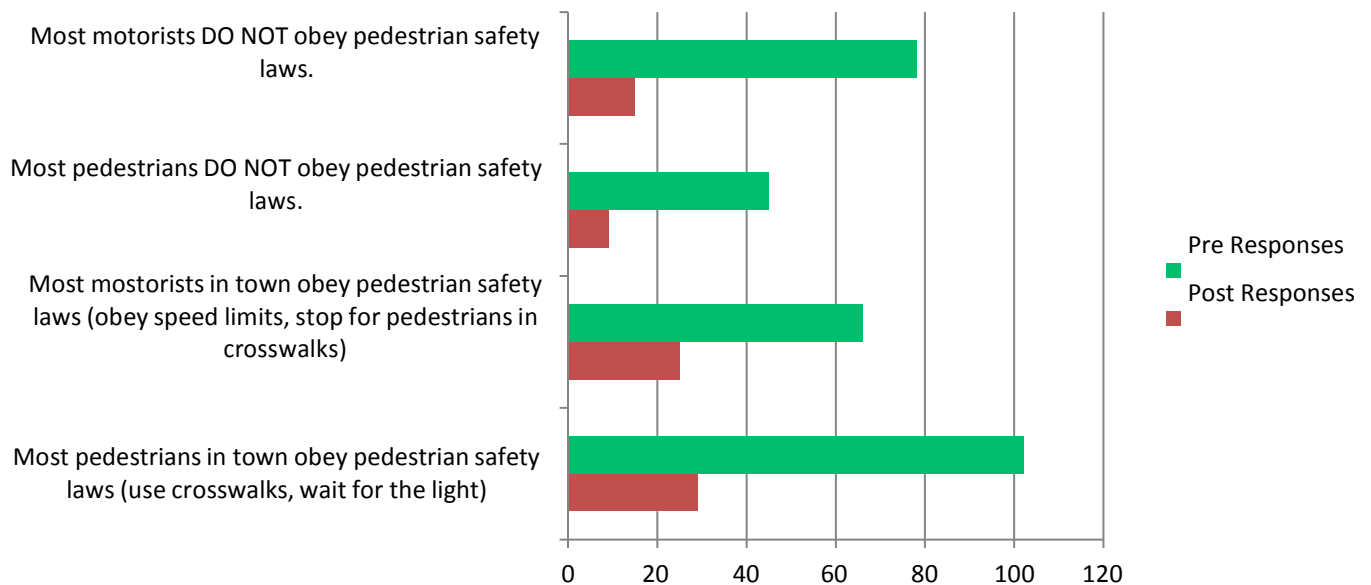
How serious do you consider the following pedestrian safety issues in Flemington



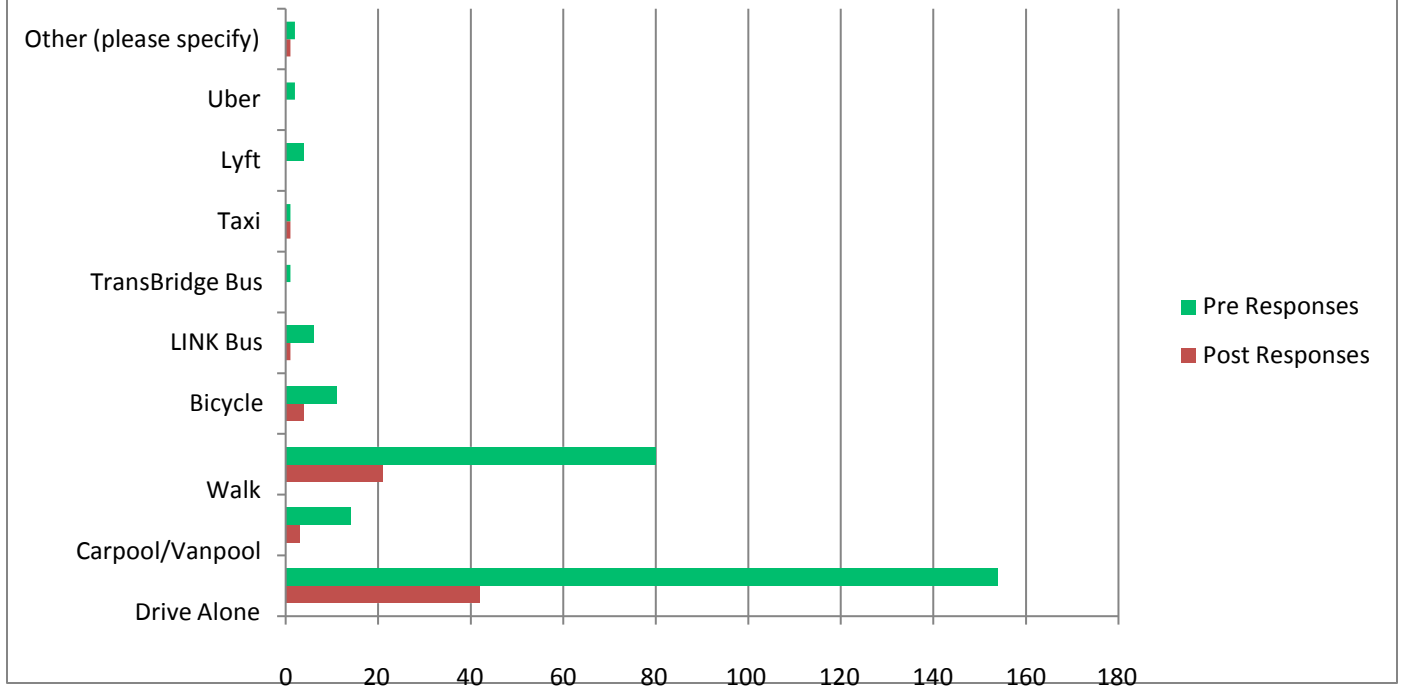
How strictly do you think that police in Flemington enforce DRIVER related pedestrian safety laws, such as speeding or stopping for pedestrians in crosswalks?



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

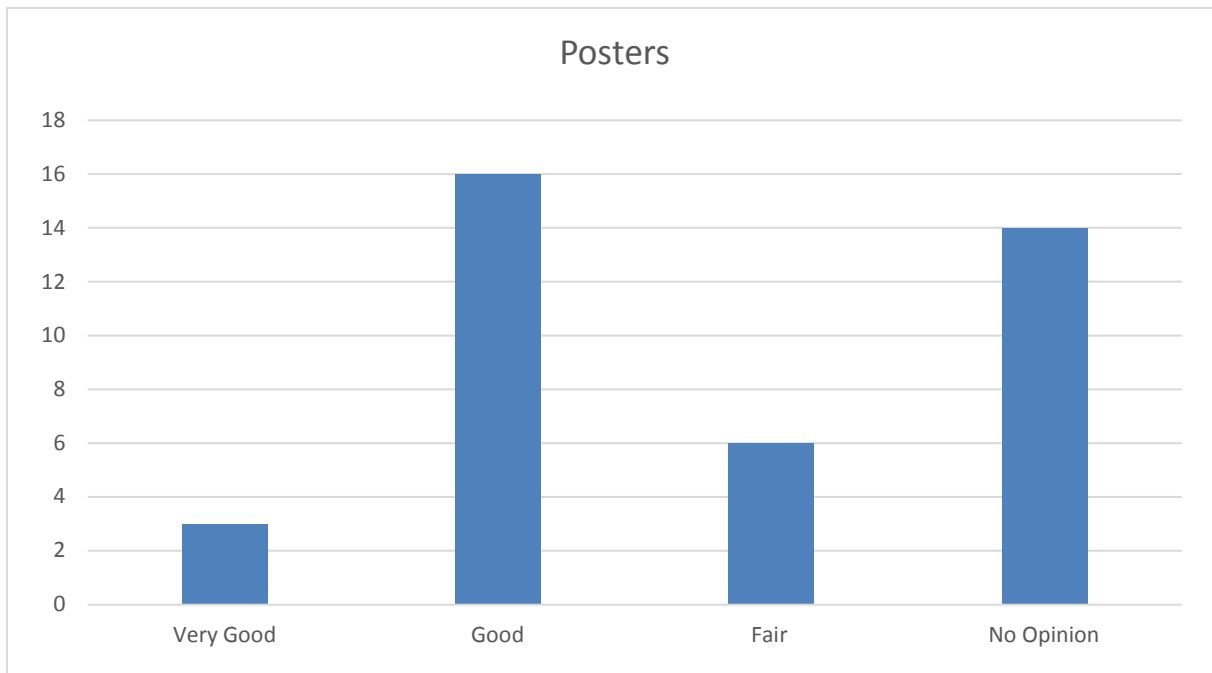
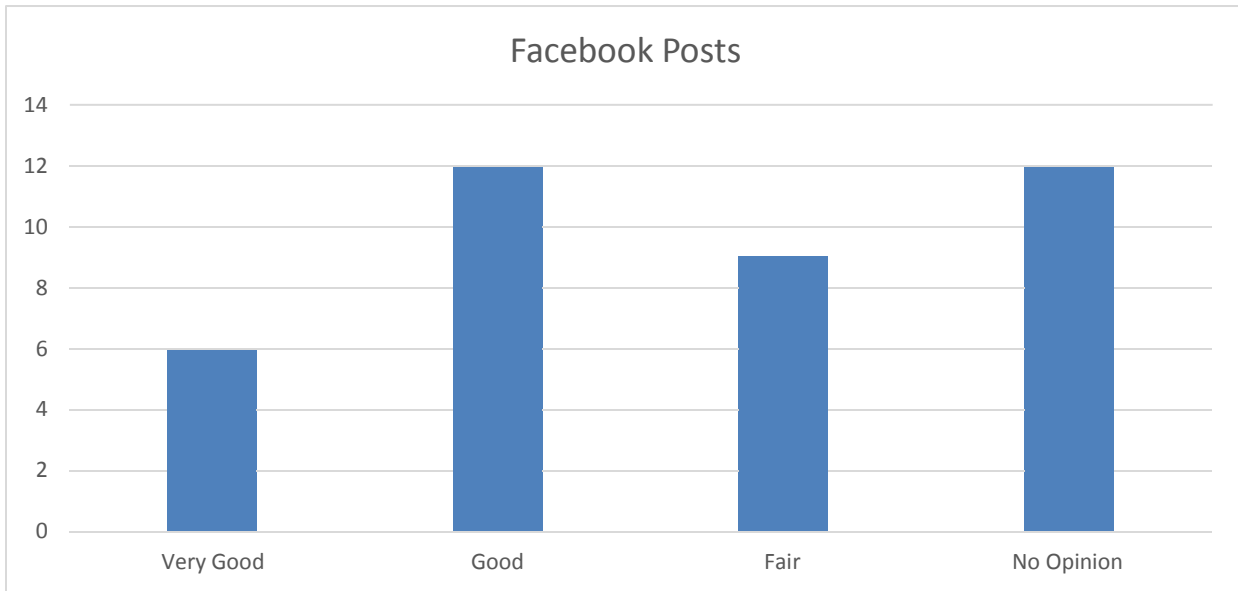


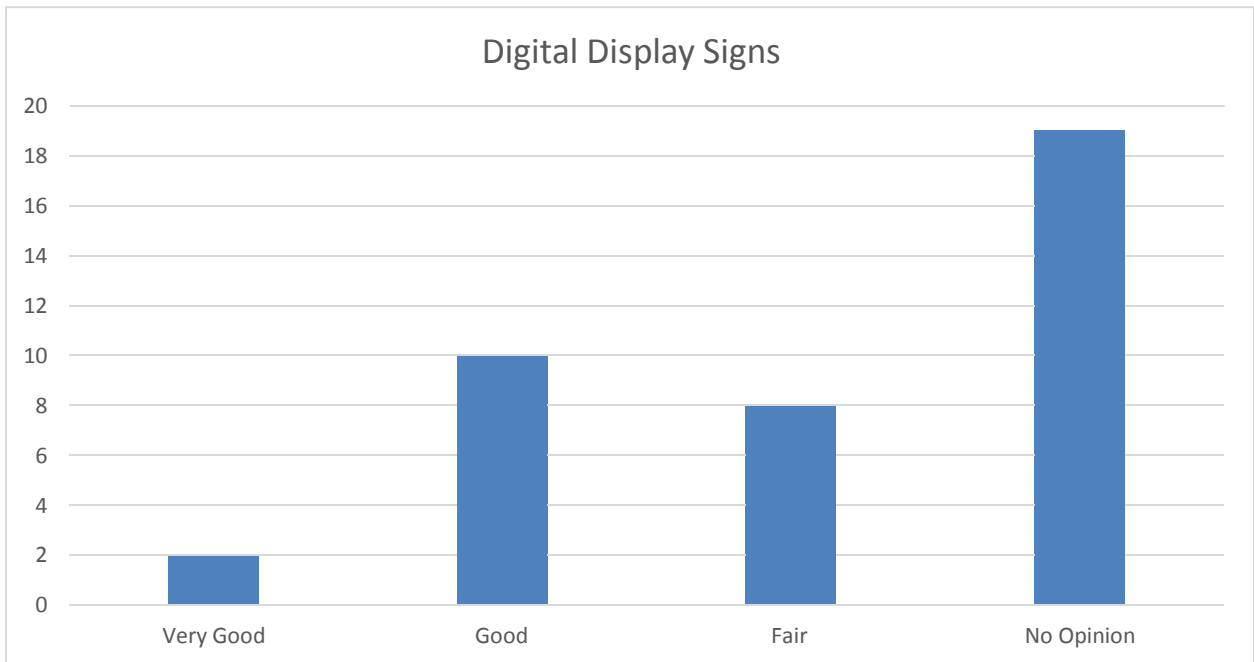
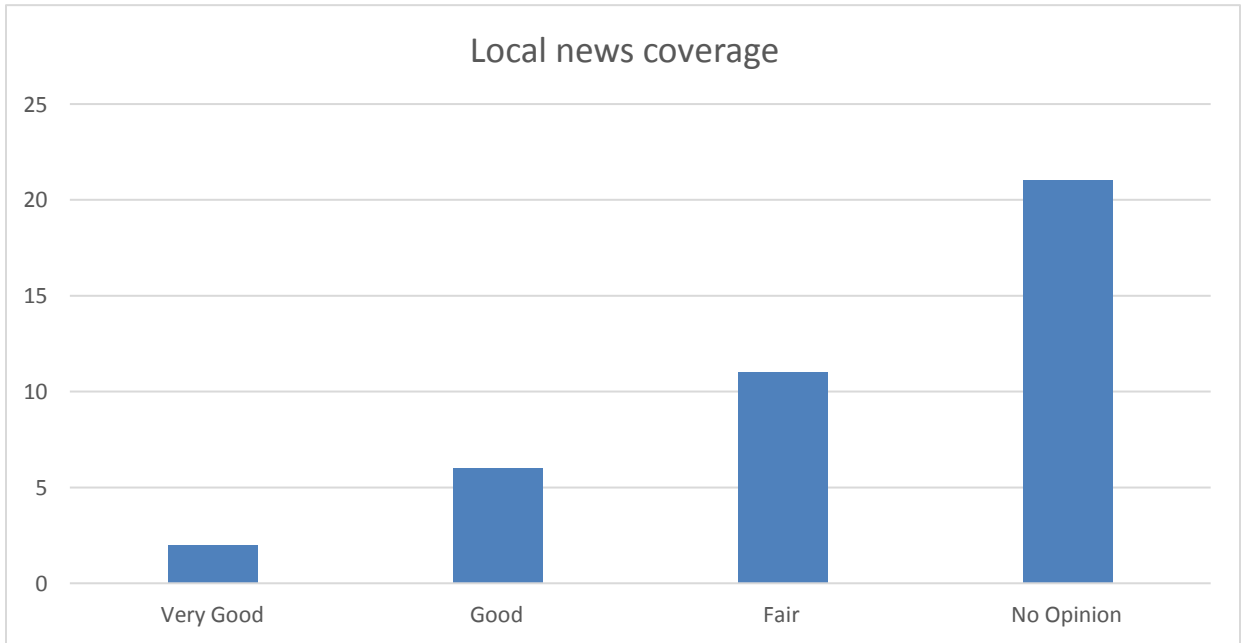
What mode of transportation do you use on a regular basis? (check all that apply)

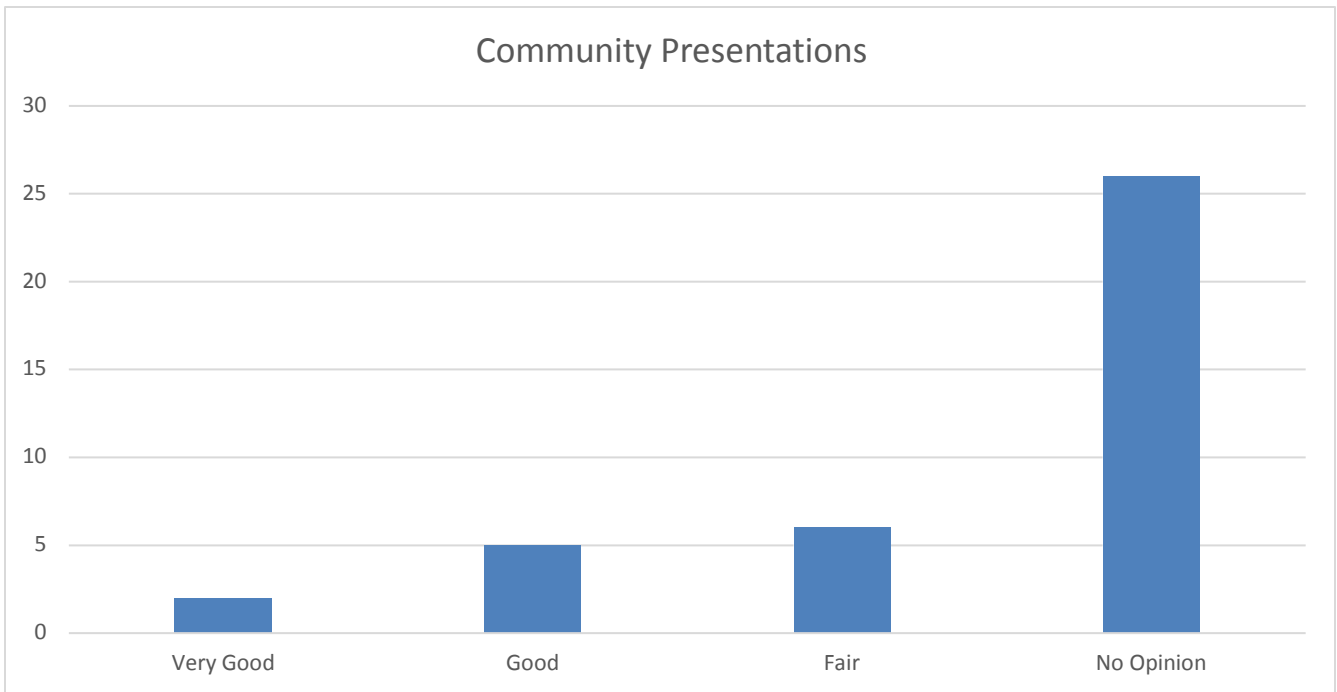
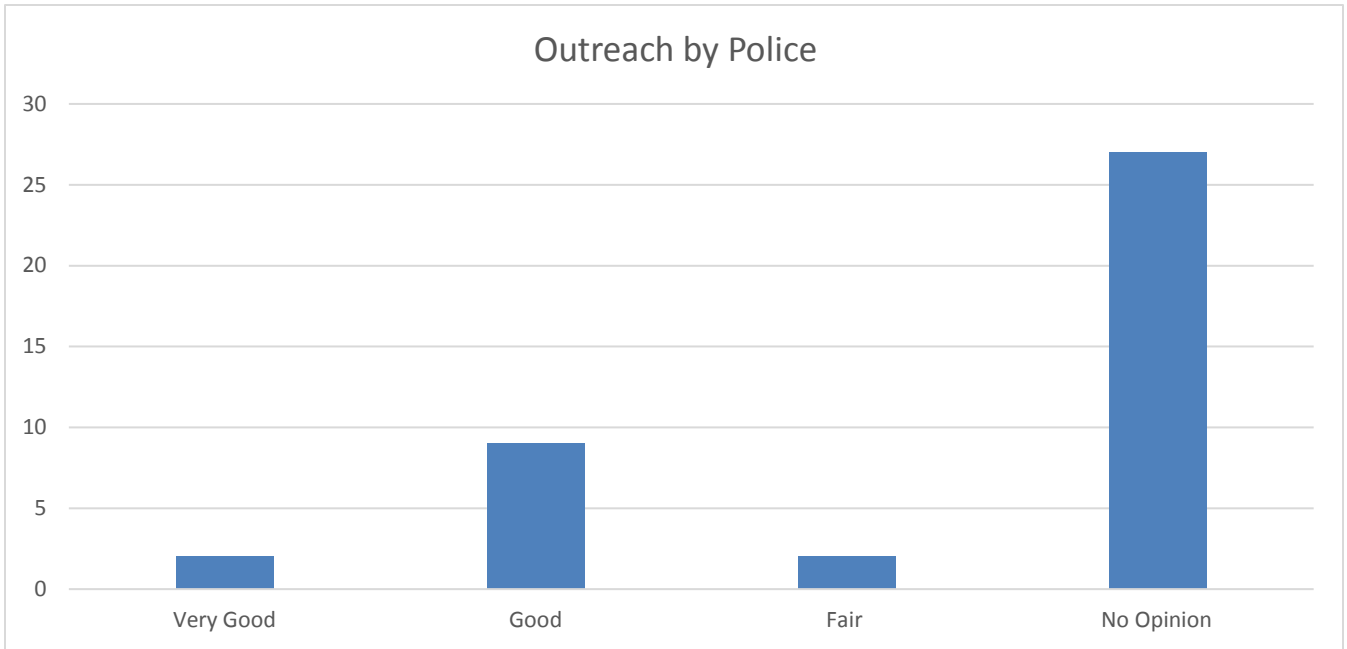


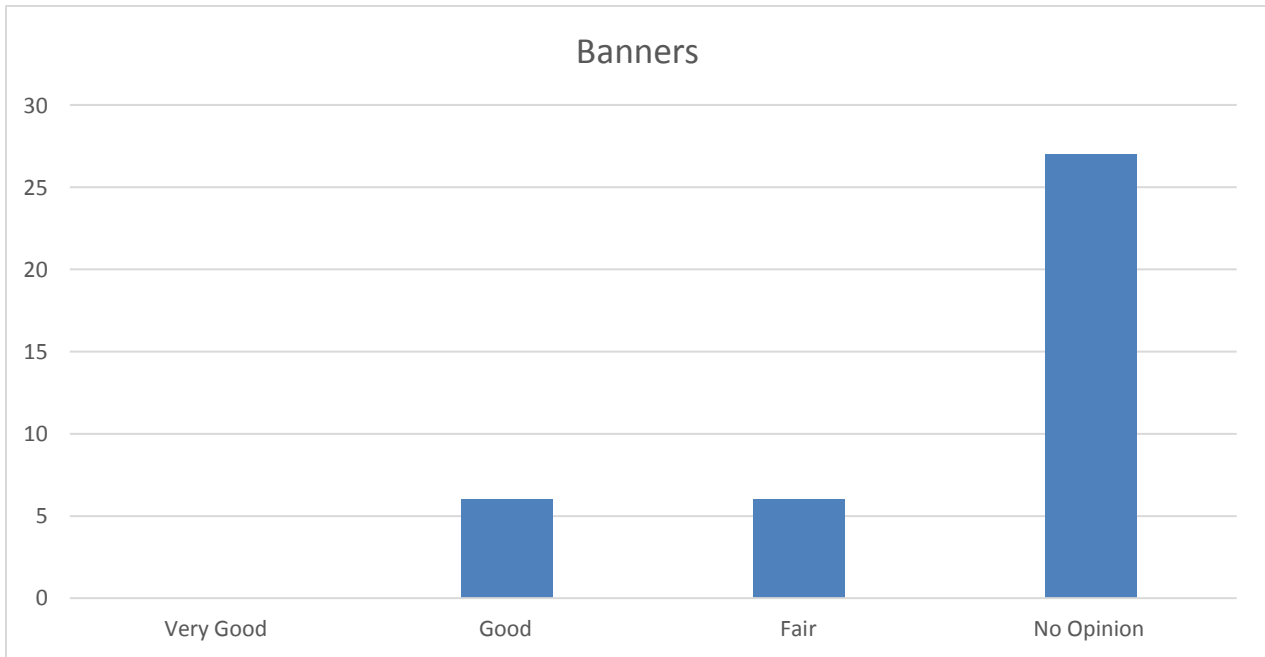
Post Campaign Feedback on Awareness Efforts

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:

- 13 percent increase in the observed use of crosswalks
- 10 percent increase in the observed use of completing crosswalks

Survey responses revealed the following behaviors changes:

- 15 percent decrease among survey respondents having seen pedestrians distracted
(talking/texting on their phone)
- 16 percent decrease among survey respondents having seen motorists fail to stop for a pedestrian in a crosswalk
- 10 percent decrease in the number of respondents who self-reported having crossed mid-block

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

- 20 percent increase among survey respondents having seen/heard messaging regarding speeding
- 18 percent increase among survey respondents having seen/heard messaging regarding distracted driving
- 45 percent increase among survey respondents having seen/heard messaging pedestrian safety
- 56 percent increase in survey respondents indicating having heard/seen "Street Smart" messaging

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

- 50 percent increase in awareness of police enforcement effort
- 10 percent increase in the number of survey respondents who believe that the Flemington Police Department "Somewhat Strictly" enforce "pedestrian related" pedestrian safety laws.
- 7 percent increase in the number of survey respondents who believe that the Flemington Police Department "Very Strictly" enforce "driver related" pedestrian safety laws
- 15 percent increase in the number of survey respondents who believe that "Most motorists obey pedestrian safety laws".
- 7 percent decrease in the number of survey respondents who believe "Most pedestrians DO NOT obey pedestrian safety laws".
- 13 percent decrease in the number of survey respondents who believe "Most motorists DO NOT obey pedestrian safety laws".
- 20 percent of survey respondents rated the local news coverage as "Very Good" or "Good"
- 46 percent of survey respondents rated the Facebook posts as "Very Good" or "Good"
- 48 percent of survey respondents rated the posters as "Very Good" or "Good"
- 22 percent of survey respondents rated the window decals as "Very Good" or "Good"
- 30 percent of survey respondents rated the digital display sign "Very Good" or "Good"
- 28 percent of survey respondents rated the outreach by the Flemington Police Department as "Very Good" or "Good"

RECOMMENDATIONS

Pedestrian safety should continue to be a focus in Flemington. Flemington has been proactive in its efforts to address pedestrian safety with the implementation of a borough-wide 25 mph speed limit, 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 Flemington Street Smart NJ Campaign was a successful collaborative effort between goHunterdon the Flemington Police Department, and Flemington Borough. A reduction in the prevalence of non-compliant behavior by both drivers and pedestrians was observed in the intersection observation.

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

goHunterdon TMA
146 Route 31 North
Flemington, NJ 08822
908-788-5553
www.goHunterdon.org

