

Evaluation of the Flemington Street Smart Campaign



April 2017
FINAL



Acknowledgements

Special thanks to the following for their assistance:

Police Chief Jerry Rotella

Flemington Police Department

Flemington Borough Council

Flemington Community Partnership

Flemington Business Community

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

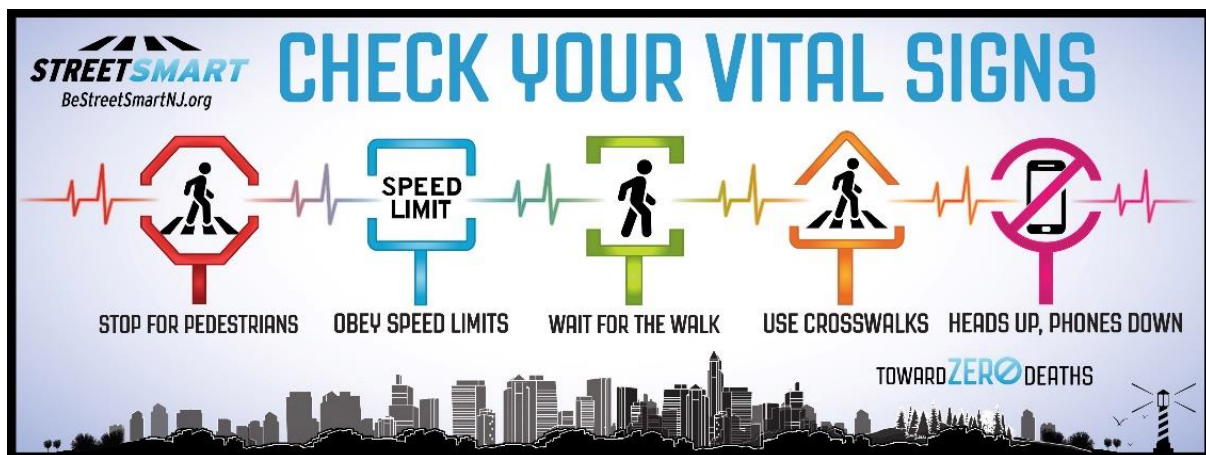


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EXECUTIVE SUMMARY

A Street Smart NJ pedestrian safety campaign was conducted in the Borough of Flemington, New Jersey in Spring 2017. The campaign was a collaborative effort among HART TMA, the Flemington Police Department, the Borough of Flemington, and local businesses and organizations. As an education and enforcement campaign, the Flemington Street Smart campaign included pedestrian safety law enforcement by the Flemington 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 Flemington 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, pedestrians waiting for the walk signal, motorists stopping for pedestrians in crosswalks and motorists and pedestrians avoiding the use of a hand held cell phone 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.

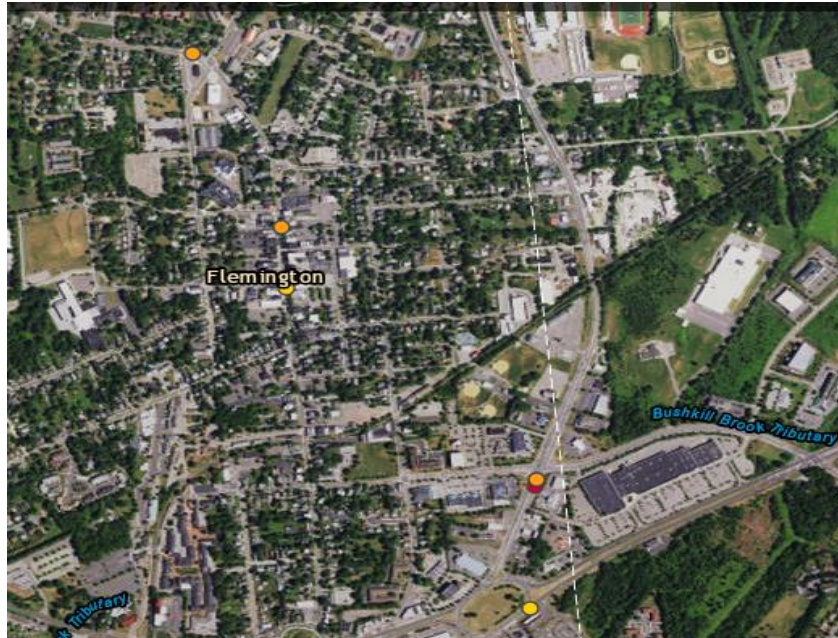
The campaign has three main goals:

- ◆ 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 the Borough of Flemington, Hunterdon County, New Jersey.

FLEMINGTON STREET SMART CAMPAIGN

Flemington Borough and HART Commuter Information Services, the local non-profit transportation management association (TMA) serving Hunterdon County, NJ, partnered to conduct a Street Smart NJ campaign in spring 2017. This campaign was specifically requested by the Borough of Flemington in follow up to a successful campaign conducted in 2016.



Crash Data

Crash data from the Rutgers University Center for Advanced Infrastructure (CAIT) Numeric database identified 16 pedestrian incidents in Flemington from January 2013-December 2015. There was one fatality in 2015.

Pedestrian Pre-Crash Action

From behind parked vehicle	1
Crossing at unmarked crosswalk	1
Crossing/Jaywalking	1
Walking Against Traffic	2
Walking/Jogging with Traffic	1
(No specific pre-crash action noted)	10
Total	16

PROJECT AREA

Borough of Flemington

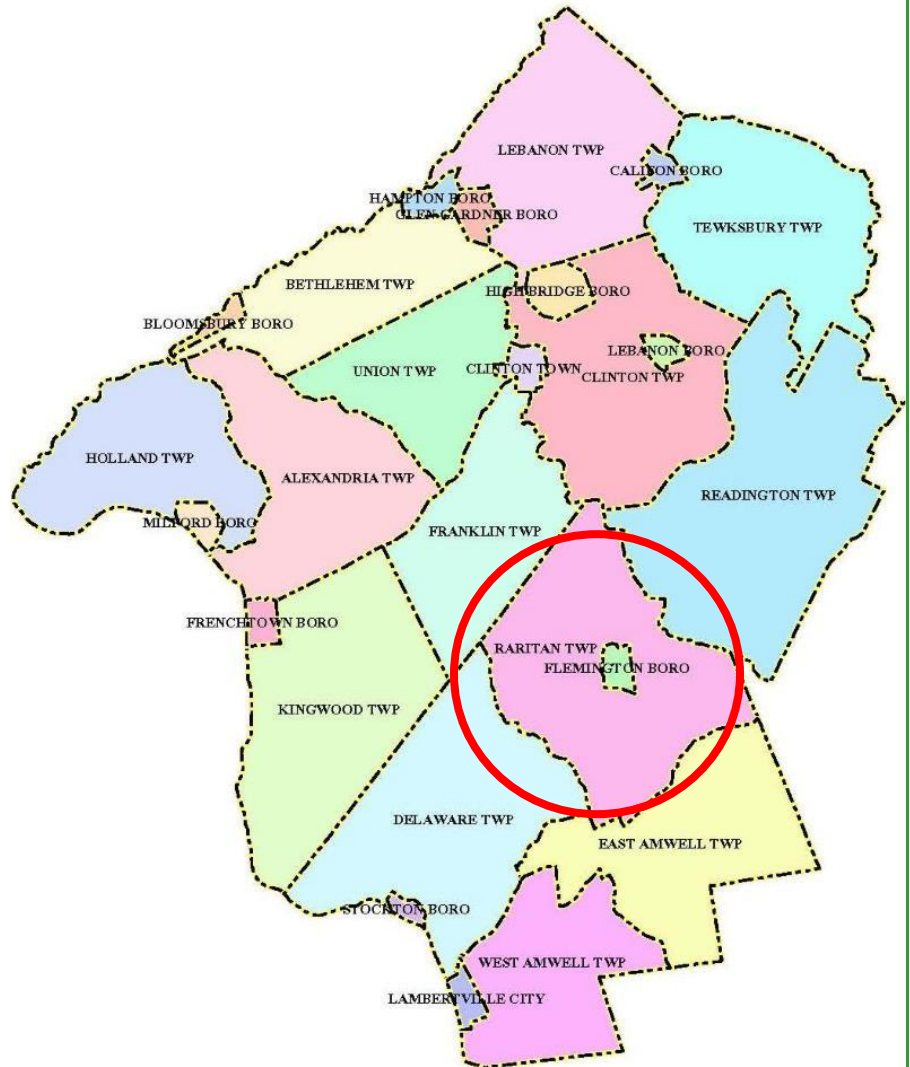
The Borough of Flemington is located southeast of the geographic center of Hunterdon County. The Borough is 1.3 square miles. It is bordered on all sides by Raritan Township, a larger, more sprawling community of nearly 38 square miles.

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

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. Sidewalks, crosswalks and pedestrian signal heads are available throughout most of the town. A town wide 25 mph speed limit is posted.



Three (3) state roadways border the borough: NJ State Route 31, NJ Route 202 and NJ Route 12. The posted speed limits on these roadways in the Flemington area range from 25 mph to 40 mph. The roadways create challenges to pedestrians who wish to travel between the borough and the retail stores and services that are located in adjacent Raritan Township. A majority of the reported pedestrian crashes took place at locations where the pedestrian was traveling between Flemington Borough and Raritan Township.



CAMPAIGN STRUCTURE & SCHEDULE

The Flemington Street Smart Campaign was conducted over an eight week period from March 13 – May 5, 2017. 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 2 week "pre-campaign" data collection period, a 4 week public education, awareness and enforcement effort, and a 2 week "post campaign" data collection effort.



Pre-Campaign Data Collection, Surveying	March 13-24, 2017
Awareness	March 27–April 9, 2017
Soft Enforcement- Warning Tickets	April 10-14, 2017
Hard Enforcement- Summonses Issued	April 17-21, 2017
Post-Campaign Data Collection, Surveying	April 24-May 5, 2017

CAMPAIGN EVALUATION METHODS

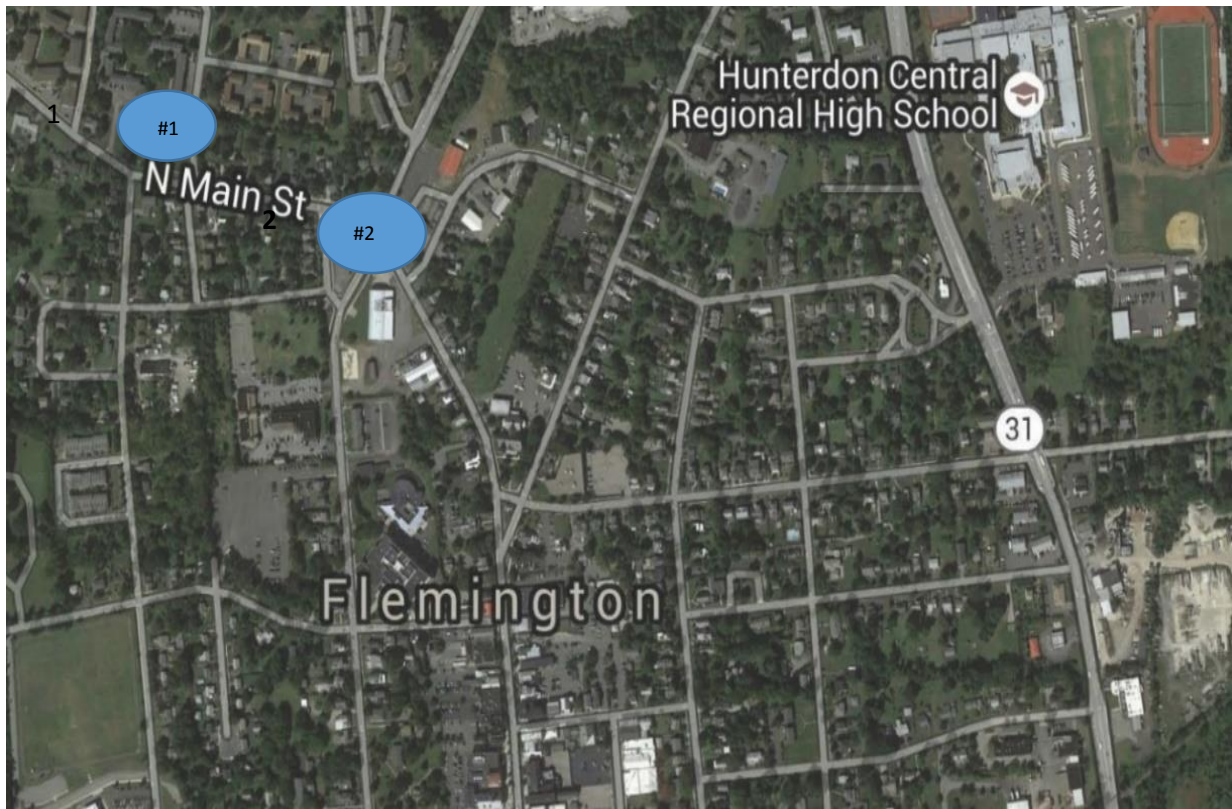
The Flemington Street Smart Campaign was conducted following NJTPA's guidance to use two primary methods to evaluate the impact of the campaign:

1. Intersection Observation
2. Community Awareness/Impact Surveys.

Intersection Observation Locations

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

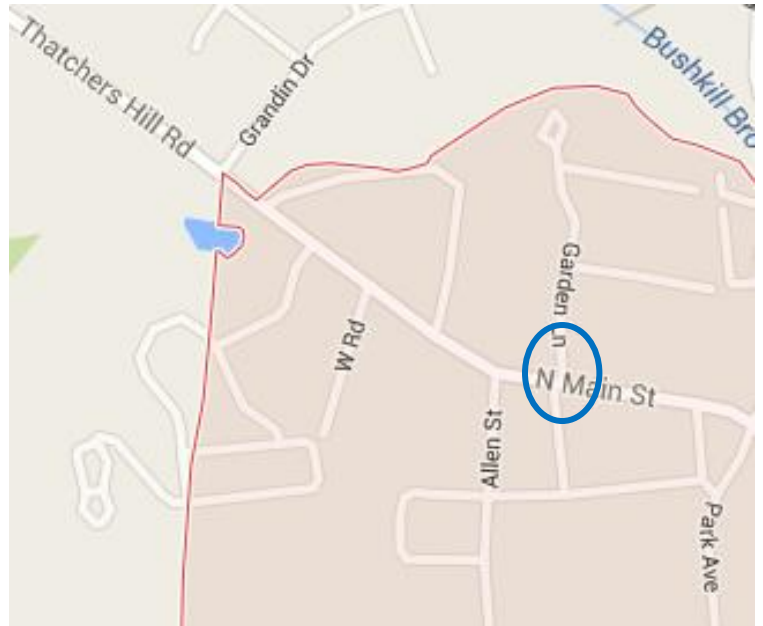
1. North Main Street and Garden Lane
2. North Main Street and Walter Foran Boulevard



Observation Site 1:

North Main Street and Garden Lane

The intersection of North Main Street and Garden Lane is located at the northwestern gateway to Flemington via Thatcher's Hill Road. Thatcher's Hill Road has a posted speed limit of 25 mph within the Borough of Flemington. During commute hours, Thatcher's Hill Road experiences high traffic volumes of motorists coming in to Flemington from western parts of the county.



Garden Lane is the entry point to the Hunterdon Mews and Hunter Hills apartment complexes for both vehicles and pedestrians. Many residents of the apartments rely on bicycling and walking to access employment and shopping opportunities in downtown Flemington. There is a high number of school aged children who live in the apartments.



There are sidewalks along the front of the Hunterdon Mews on North Main Street and a marked crosswalk on Garden Lane.

There is no marked crosswalk across North Main Street. Pedestrians can regularly be observed crossing here midblock towards the Allen Street and Park Avenue intersections.

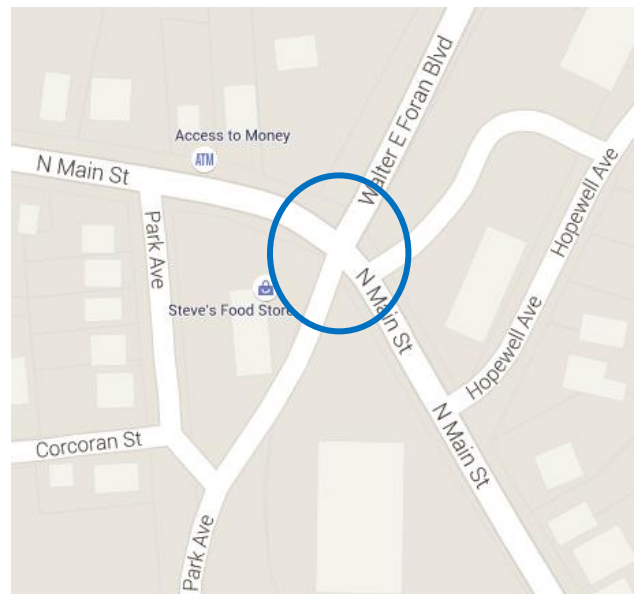


Observation Site 2:

Walter E. Foran Boulevard and North Main Street

The intersection of Walter E. Foran Boulevard and North Main Street is located just southeast of Garden Lane.

The intersection is a gateway to both Route 31 and the downtown business district.



Sidewalks and crosswalks are present. A traffic signal, with pedestrian signal heads, controls the flow of both vehicular and pedestrian traffic at the intersection.

A convenience store is located on the southwestern corner of the intersection making it a destination for both pedestrians and motorists.

The intersection was recently updated with new crosswalks, Americans with Disabilities Act (ADA) compliant curbing and pedestrian signal heads.



Observation Proxy Behaviors

As developed by NJTPA, the following proxy behaviors were observed and tallied by HART staff at each of the Observation intersections:

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 2 hour period.

A total of 383 pedestrians were observed.



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 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.

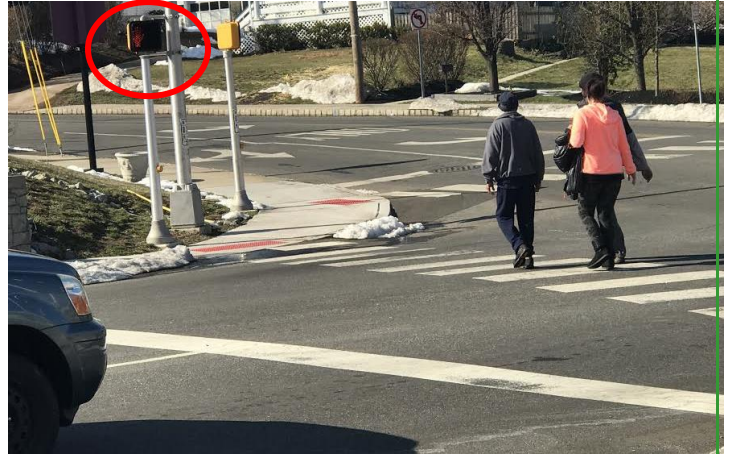


Noncompliant; does not complete crossing

Proxy # 2: Pedestrian Waited for Signal

Compliant: At an intersection, with signal heads, the pedestrian waited for the “walk” signal to begin crossing or arrived at the intersection and crossed while the signal indicated “walk.”

Noncompliant: Pedestrian began crossing the intersection while the “Do Not Walk” indicator was lighted or blinking indicating a change to “Do Not Walk.”



Noncompliant

Proxy # 3: 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

Instances of motorist distractions such as talking or texting on a handheld mobile device were observed by HART staff and tallied. The number of cars that traversed the intersection in a 20 minute time frame were counted. This was used to estimate the number of cars per hour. From this, information on the approximate number of distracted drivers could be extrapolated in the terms of distracted drivers per hour. A total of 8,063 vehicles were recorded in 20 minutes or approximately 24,190 per hour.

Proxy # 4: Motorist - 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 # 5: 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 # 6: Vehicular Speed

The Flemington Police Department's speed sentry sign was posted on North Main Street in the area of Garden Lane from March 20 -April 23 2017.

The sign was positioned to capture southbound traffic heading toward the Flemington observation locations. The posted speed limit is 25 mph.



Observation Schedule

The pre-campaign observations were tallied by HART staff at each of the intersections during weekdays in March 2017. The post-campaign observations were conducted in April and early May 2017, 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. Data was collected pre campaign and post campaign during the same hour and same day of the week at each observation site.

Observation was confined to weekdays to observe motorists and pedestrians that frequent or commute through downtown Flemington and not intermittent visitors and tourists. Likewise, observations did not take place immediately preceding or following a holiday or holiday weekend. The goal was to collect data under similar circumstances to make an unbiased comparison of behaviors pre- and post-campaign.

Location	Monday 3/20/17 AM Observation	Tuesday 3/21/17 PM Observation	Wednesday 3/22/17 PM Observation	Thursday 3/23/17 PM Observation
North Main Street @ Walter Foran Blvd & Park Ave	8:00 – 10:00 AM	3:30 – 5:30 PM		
North Main Street @ Garden Lane	7:00 AM – 9:00 AM			3:30 – 5:30 PM

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 was calculated at each study 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 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 motorists 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 HART 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 HART 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, sponsored by HART.



HART Commuter Information Services

May 2 · 🌐

Flemington~Provide your feedback on the recent Street Smart pedestrian safety campaign! To thank you for your feedback, HART will enter you into a drawing to win a \$100 VISA gift card! Take the online survey by midnight on Thursday, May 4, 2017. Winner will be announced on Friday, May 5, 2017. Click here to take the survey: <https://fs3.formsite.com/HARTTMA/form78/index.html> #beststreetmartflemington #beststreetmartnj



Promoting Sustainable Transportation

Do you live, work or play in Flemington?

**HART and Flemington Police Department
Seek Community Input on Pedestrian Safety**

HART is working with the Flemington Police Department to increase pedestrian safety within the Borough.

We invite anyone who may live, work or play in Flemington Borough 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.**

AWARENESS EFFORT

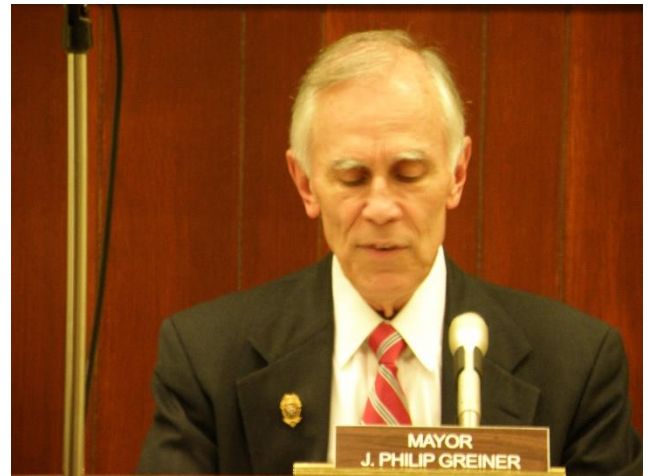
Kick-off

The campaign was announced and “kicked off” at the March 27, 2017 Borough Council Meeting.

Zenobia Fields, NJTPA, (right) provided an overview of the Street Smart campaign in New Jersey and thanked Flemington for their participation.



Police Chief Jerry Rotella, (below), provided an overview of the Flemington campaign and noted the positive impact of the prior campaign.




Mayor Phil Greiner (right) thanked both NJTPA and HART TMA for their work to improve pedestrian safety in Flemington.





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

Post Details

 **HART- Promoting Sustainable Transportation**
Published by Tara Braddish Shepherd [?] · March 27 ·

The Street Smart pedestrian safety campaign kicks off this week in Flemington! Over the next few days and weeks, watch for this messaging around town! www.hartma.com/street-smart



 **Get More Likes, Comments and Shares**
Boost this post for \$30 to reach up to 3,100 people.

988 people reached **Boost Post**

 **HART Commuter Information Services**
March 28 ·

Flemington's Street Smart pedestrian safety campaign kicks off this week!
Thank you to the NJTPA for funding this important initiative! #bestreetsmartnj



Flemington kicks off Street Smart NJ pedestrian safety campaign | Be Street Smart

Flemington Police Chief Jerry Rotella announced the campaign and said the hope is to reduce pedestrian-motor vehicle crashes in the borough. Over the past five...

BESTREETSMARTNJ.ORG

Outreach Partners

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

- Barkley's Gourmet Marketplace
- Black Lab Studio & Imaging
- Blue Fish Grill
- Blue Sky Boutique
- Candy Corral
- Connections Cafe & Bible Bookstore
- Downtown Antique Shop
- Factory Fuel Coffee
- Grateful Shed Antiques
- Higgins News Agency
- IHOP
- Jack's Pizza
- Kevin Von Holt Gallery
- Kissimmee River Pottery
- Krauszer's
- Kries Jewelers
- Latino Grocer
- Lone Eagle Brewing
- Market Roost Restaurant, Catering & Bakery
- Occasions
- One Pebble Studio & Gallery
- Raab Coins, Inc.
- Sage
- Shaker Café
- Shoetique
- Steve's Food Store
- Teaberry's Tea Room
- Yellow Finch Antiques



Banners

Banners were displayed at key gateway locations in town.

Location #1: Corner of Church & Main Street. This is a high visibility intersection for both pedestrians and motorists as they enter the downtown area from Routes 202/31. This location is frequently used by local organizations to promote events and motorists and pedestrians would look for a banner at this location.



Location #2: Mine Street at the Stangl Factory. This is another high visibility location for motorists entering town from Route 12. The Stangl Factory is an activity center, drawing pedestrian and vehicular patrons to a seafood restaurant, coffee shop, art galleries, yoga studio and performance art space.



Location #3: Flemington Police Department, Main Street. The police department occupies a storefront in the heart of Main Street. It is a high visibility location for both motorists and pedestrians.



Location #4: Corner of Main Street and William Street. This corner location was not only highly visible to motorists and pedestrians along Main Street, it served as the site of "The Filling Station" a pop up community beer garden/gathering spot on Friday nights.



Coasters & Coffee Sleeves

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



Table Tents

Table tents were displayed at local restaurants on tables.



Posters

Local businesses displayed “single message” and “5 message” posters throughout the campaign.



Digital Messages

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



Local Websites

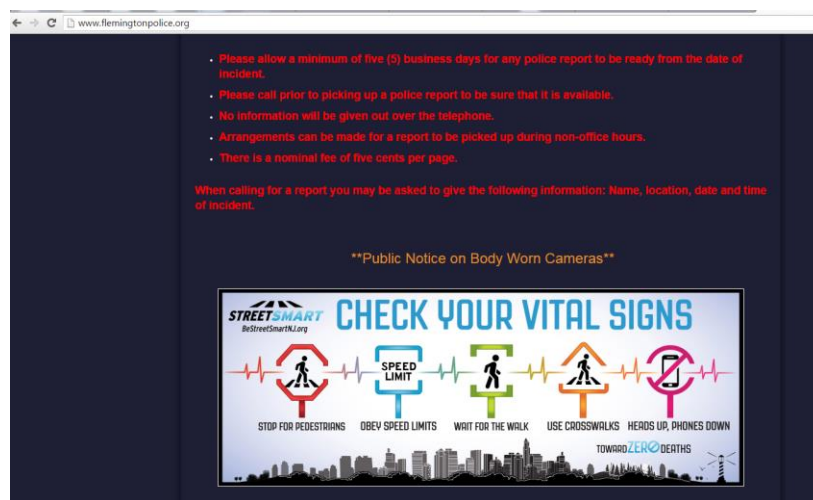
Social media and local websites played an important role in promoting the campaign in Flemington.

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- 2,930 members
- Flemington United- 3,128 members
- We ♥ Flemington- 403 members
- Historic Flemington- 2,759 followers
- Flemington Police Department- 954 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.



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.


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

HART and Flemington police seek input on pedestrian safety

Comment Posted on March 22, 2017 at 11:35 AM



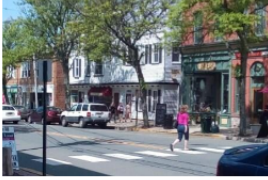
Those who live, work or play in Flemington Borough are invited and encouraged to participate in a brief online survey to gauge awareness of pedestrian safety in Flemington. (Courtesy of Tara Shepherd)



Do you live, work or play in Flemington?

HART and Flemington Police Department Seek Community Input on Pedestrian Safety

HART is working with the Flemington Police Department to increase pedestrian safety within the Borough.




We invite anyone who may live, work or play in Flemington Borough 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.

Flemington Street Smart Campaign 2017: How Did it Go?

Tell us about the Flemington Street Smart campaign!



Over the past month, the Flemington Police Department and HART Commuter Information Services, conducted a "Street Smart" Pedestrian Safety Awareness Campaign in the Borough. We are very interested in gauging the impact of this campaign on community awareness and behavior change.



We invite you to take a moment to provide us with your experiences while walking or driving in the Borough of Flemington over the last four weeks.

To thank you for your input, at the end of the survey, you may enter into a drawing to **win a \$100 VISA gift card.**

Feel free to forward this email to others who may be interested in providing their input.



ENFORCEMENT

The Flemington Police Department began enforcement with warnings and educational outreach, issuing 88 warnings to motorists and pedestrians from April 10-14, 2017.



Following the initial warning period, police stepped up enforcement efforts. Officers issued 55 "summons were issued from April 17-21, 2017.

Warnings	April 10-14, 2017	Motorist on cell phone violation- 50 Pedestrians failing to use a crosswalk-14 Speeding - 24
Summons issued	April 17-21, 2017	Cell phone violation- 37 Motorists failing to stop for pedestrians- 4 Pedestrian failure to use crosswalk- 9 Speeding violations- 5

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 improvement in pedestrian behaviors following the awareness and enforcement phases of the campaign. A particular increase of pedestrians waiting for the walk signal was recorded at the North Main Street and Walter Foran Boulevard location. Pedestrians distracted by cell phones was the only behavior that did not improve.

	Pre-Campaign		Post-Campaign		Change in Compliance
	Compliant	Non-Compliant	Compliant	Non-Compliant	
N. Main St. and Garden Lane					
Pedestrian Used Crosswalk	51%	49%	56%	44%	5%
Ped Completed Crosswalk	78%	22%	78%	22%	0%
Pedestrian waited for signal	NA	NA	NA	NA	NA
Ped distracted by Cell Phones*	96%	4%	85%	15%	11%
N. Main St. and Walter E. Foran Blvd.					
Pedestrian Used Crosswalk	71%	29%	75%	25%	4%
Ped Completed Crosswalk	82%	18%	85%	15%	3%
Pedestrian waited for signal	49%	51%	69%	31%	20%
Ped distracted by Cell Phones	96%	4%	99%	1%	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

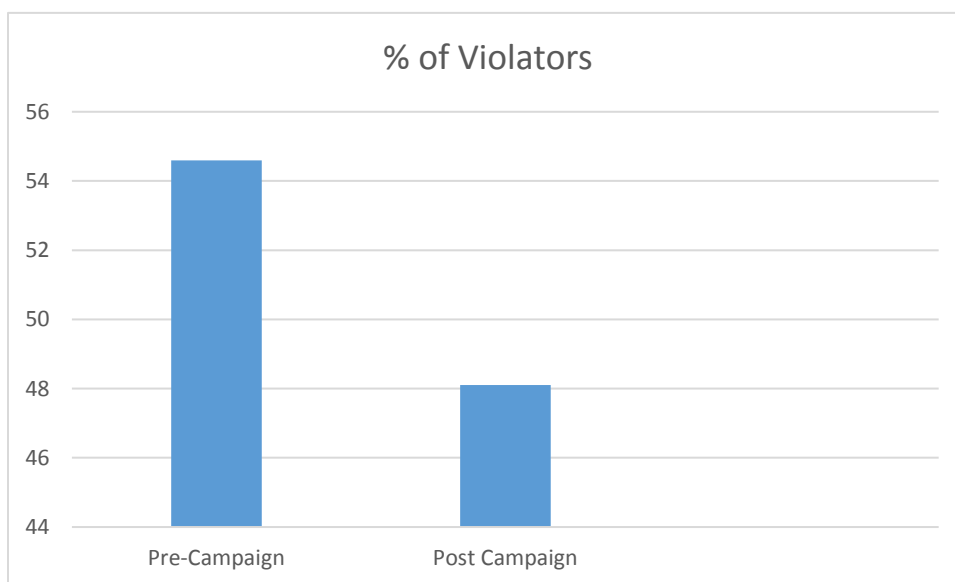
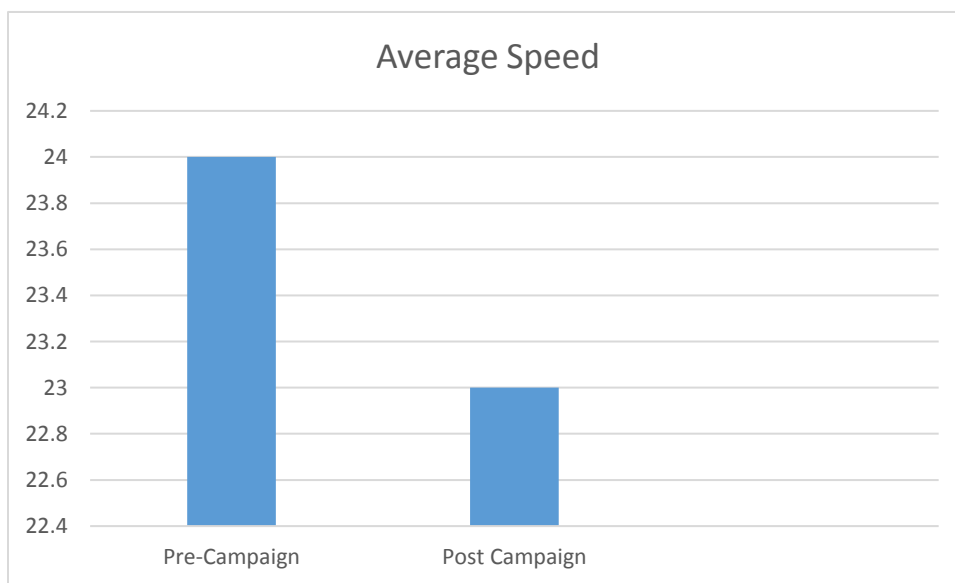
Post campaign observations of motorist behaviors revealed a decrease in number of cars failing to stop for pedestrians. A reduction in the number of motorists using cell phones was observed at both locations.

	Pre-Campaign	Post-Campaign
N. Main St. and Garden Lane		
Car Did Not Stop for Pedestrian	7	5
Motorist Handheld Cell Phone Use	49	22
N. Main St. and Walter Foran Blvd.		
Car Did Not Stop for Pedestrian	10	6
Motorist Handheld Cell Phone Use	75	49

Vehicular Speed

A Speed Sentry unit was utilized to collect data on traffic volumes as well as motorist speed on North Main Street in the area of Garden Lane (Observation Site #1). The unit was employed throughout the campaign time period.

Performance measures were the “average recorded speed” of vehicles passing and the percentage of violators recorded as exceeding the 25 mph speed limit.



FINDINGS- Community Impact Survey Results

**Respondent Profile-*

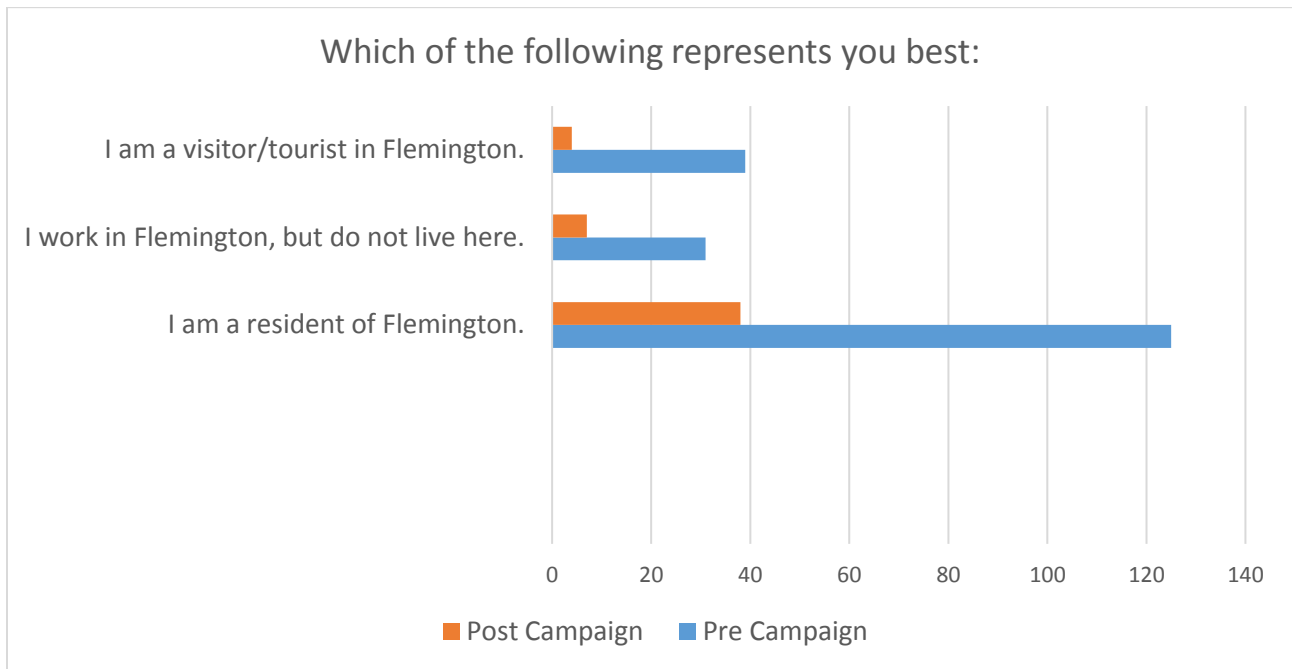
64% of respondents lived in Flemington Borough.

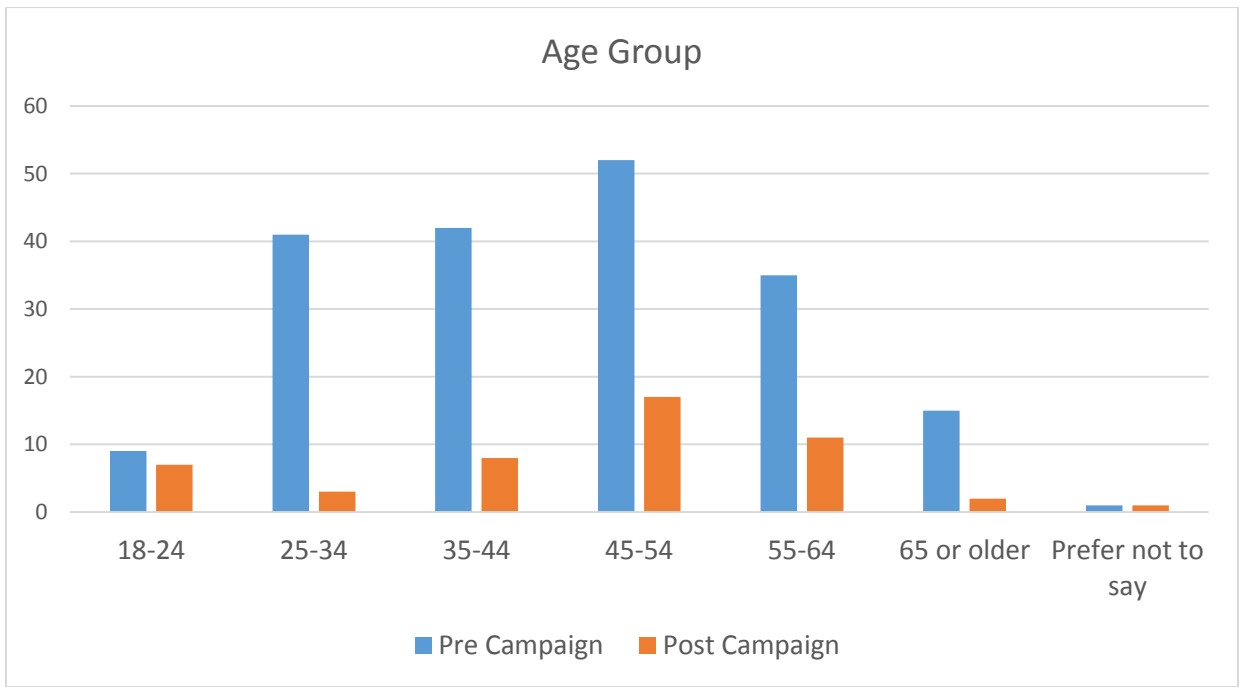
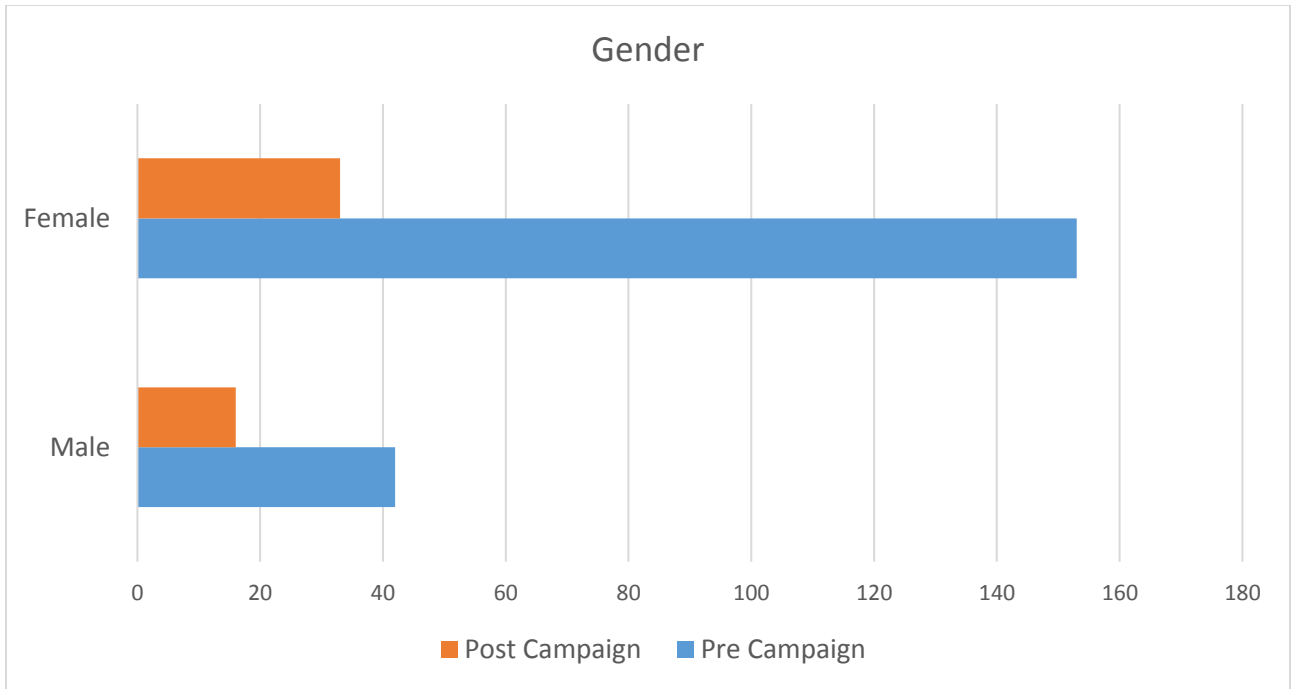
78% of respondents were female.

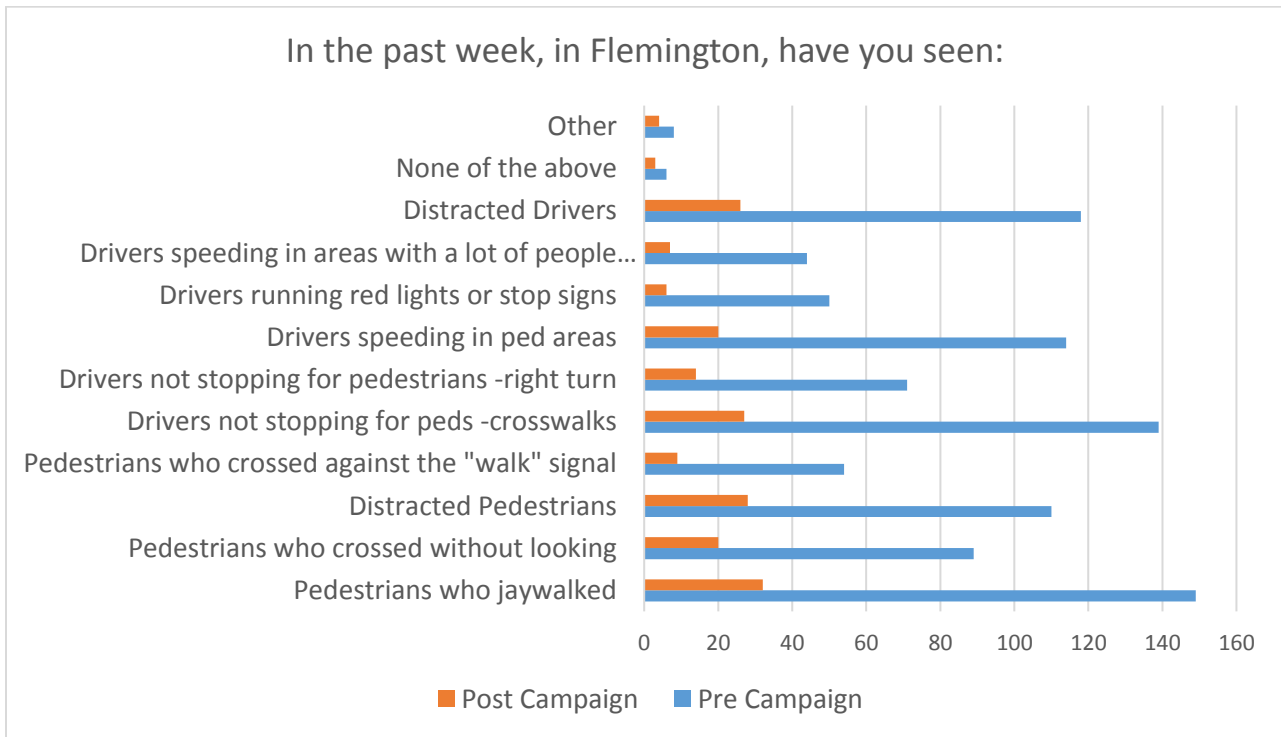
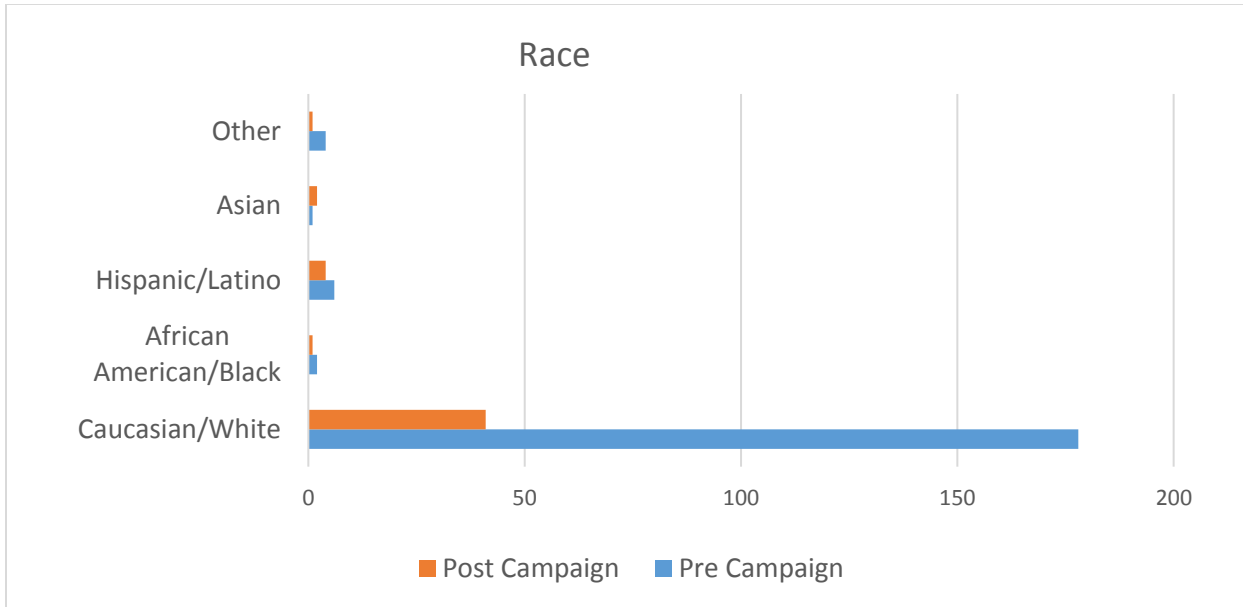
70% of respondents were 25-54.

93% of respondents identified themselves as white

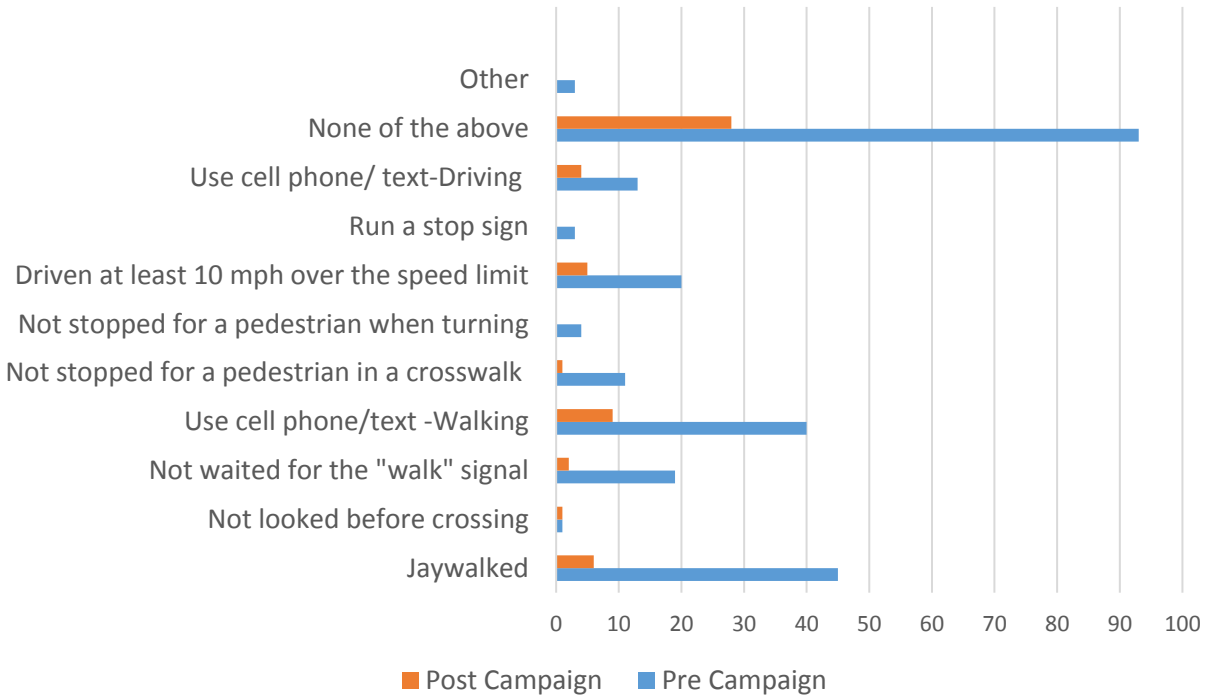
The majority of respondents indicated an increased awareness of pedestrian laws, changes in their own behaviors, and the observed behaviors of others.



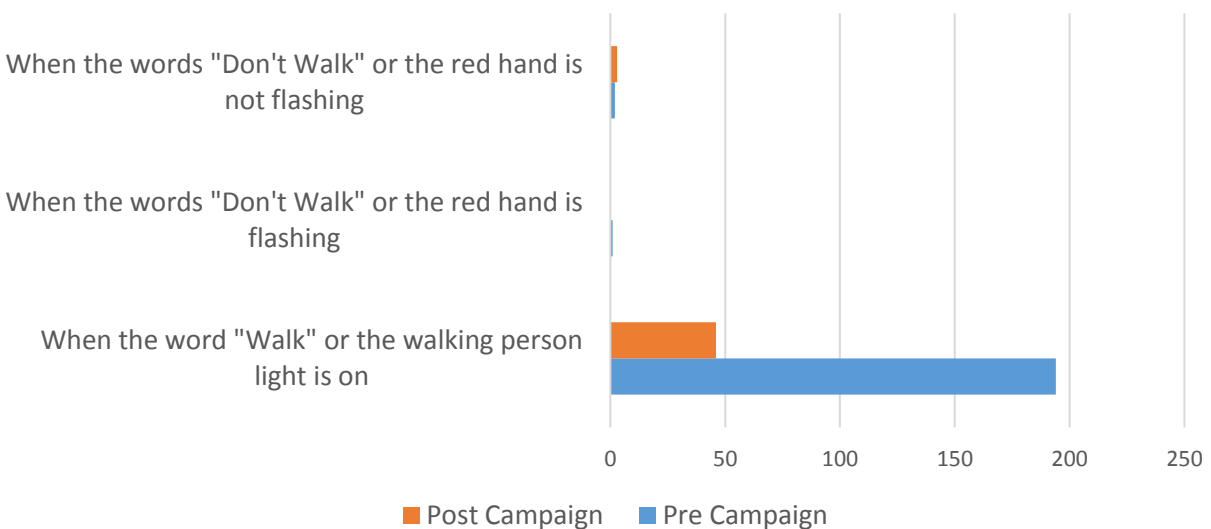


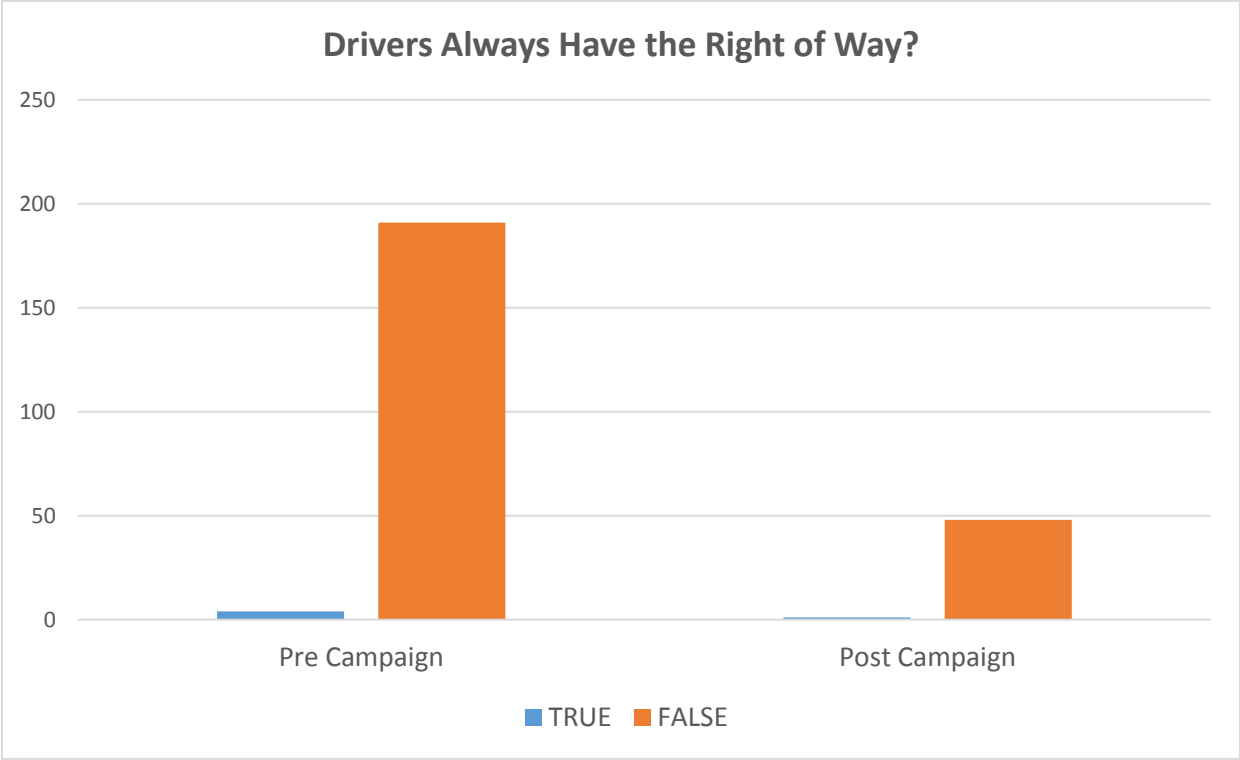


In the past week, in Flemington, have you yourself:

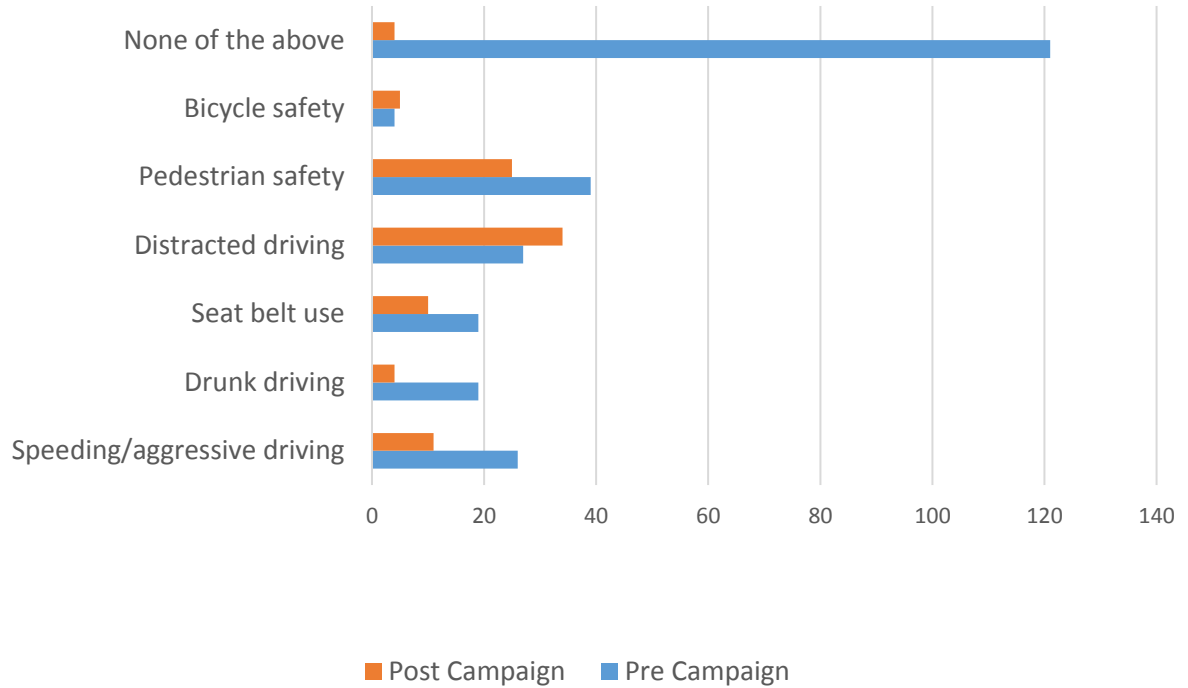


At signalized intersections, when SHOULD a pedestrian begin to cross the street?

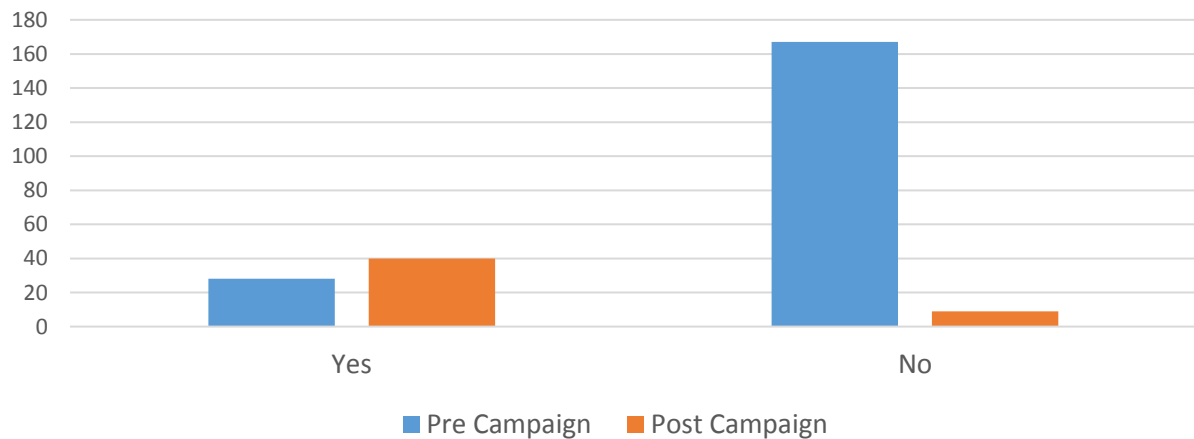




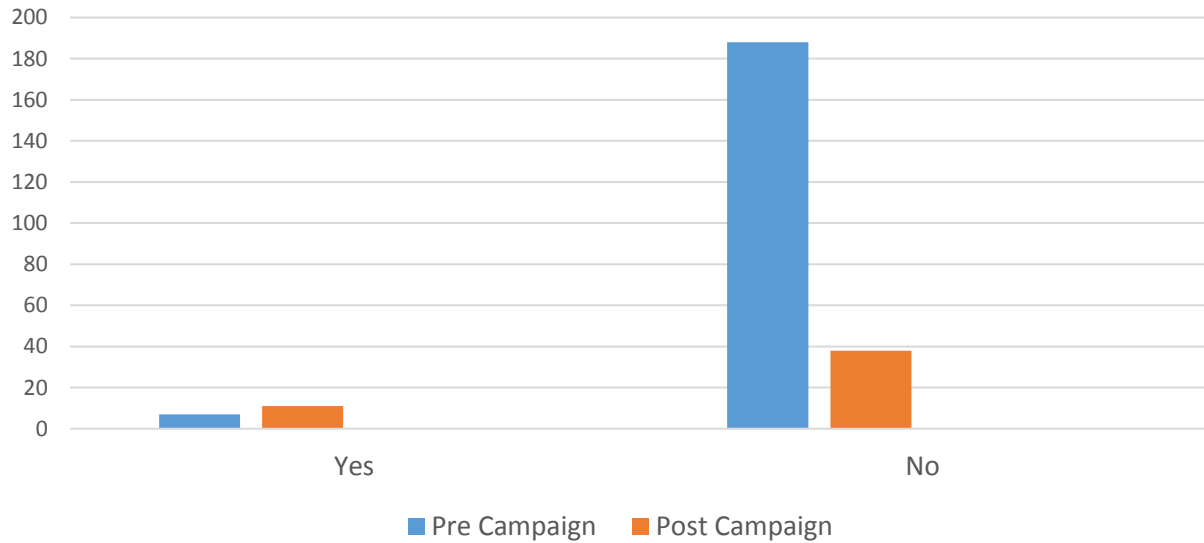
In the past 30 days, have you read, seen or heard any advertising messages addressing:



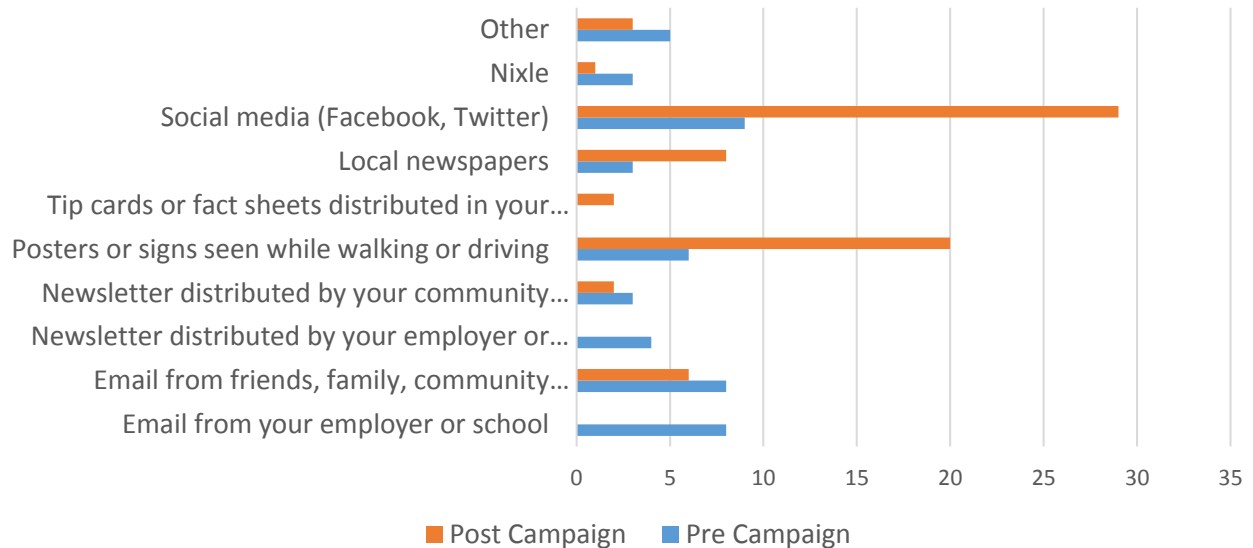
In the past 30 days, in Flemington, have you seen or heard any advertising message or signage that mentions “Street Smart” and addresses pedestrian safety?



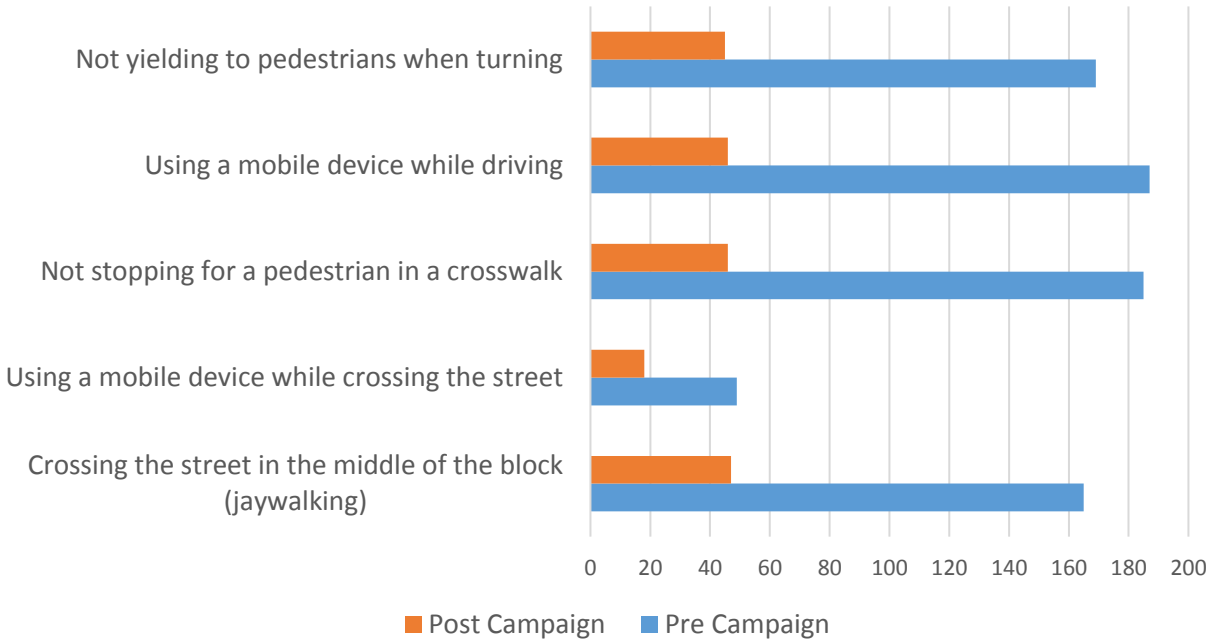
In the past 30 days, in Flemington, have you seen or interacted with anyone who told you about pedestrian safety or gave you information about New Jersey's pedestrian safety laws and/or safe walking tips?



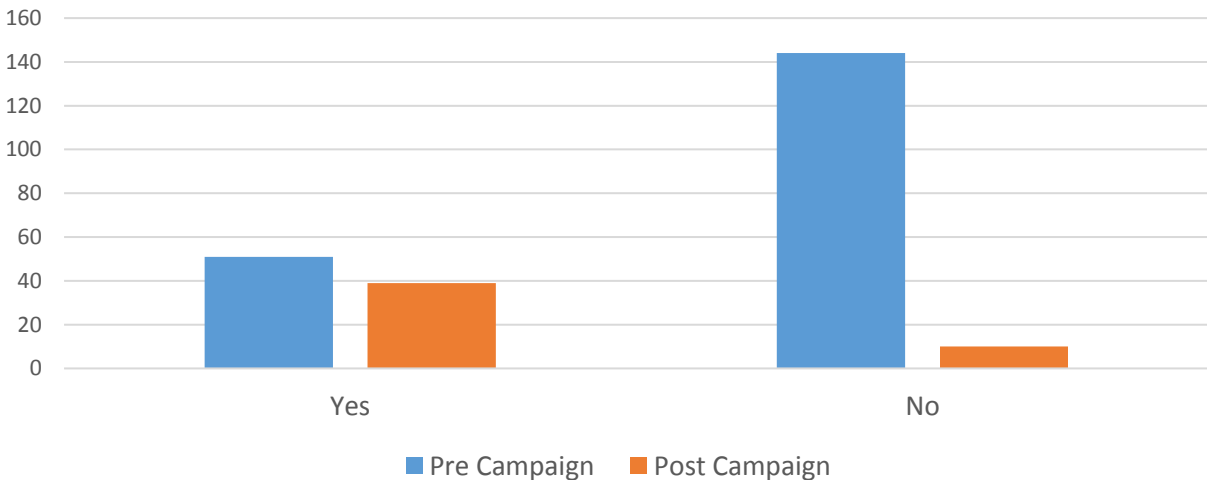
In the past 30 days, in Flemington, have you received any information about pedestrian safety information via any of the following sources?



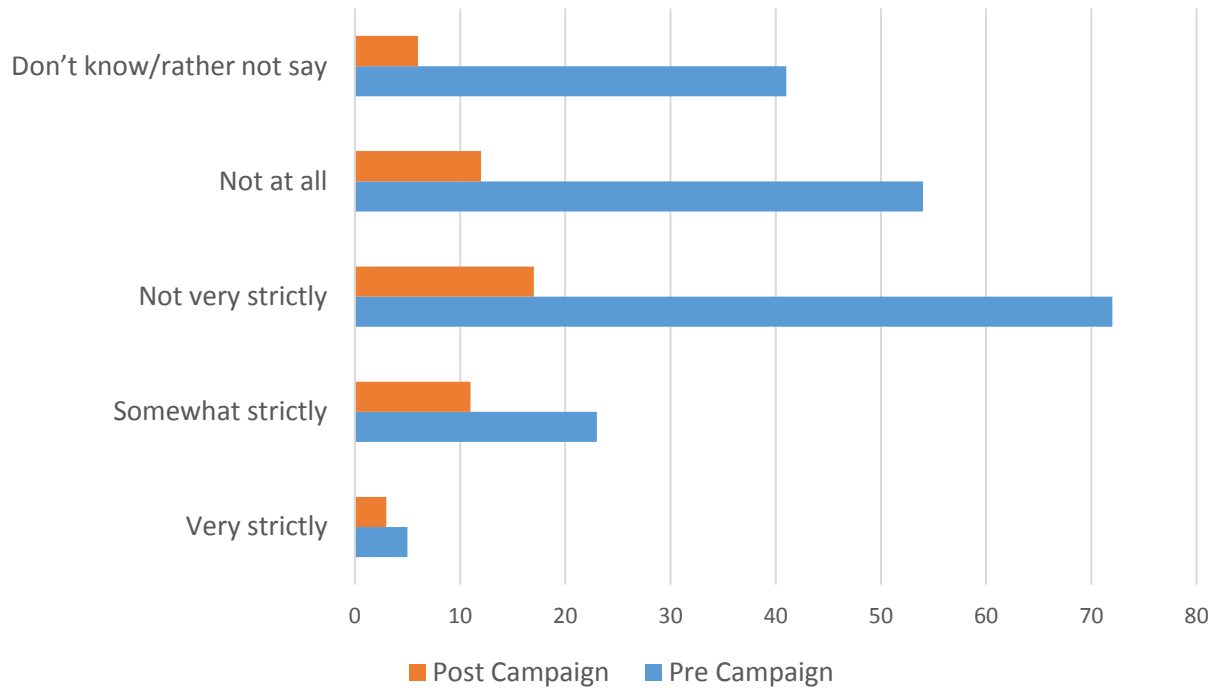
To the best of your knowledge, please indicate any/all actions below for which you can receive a ticket in New Jersey:



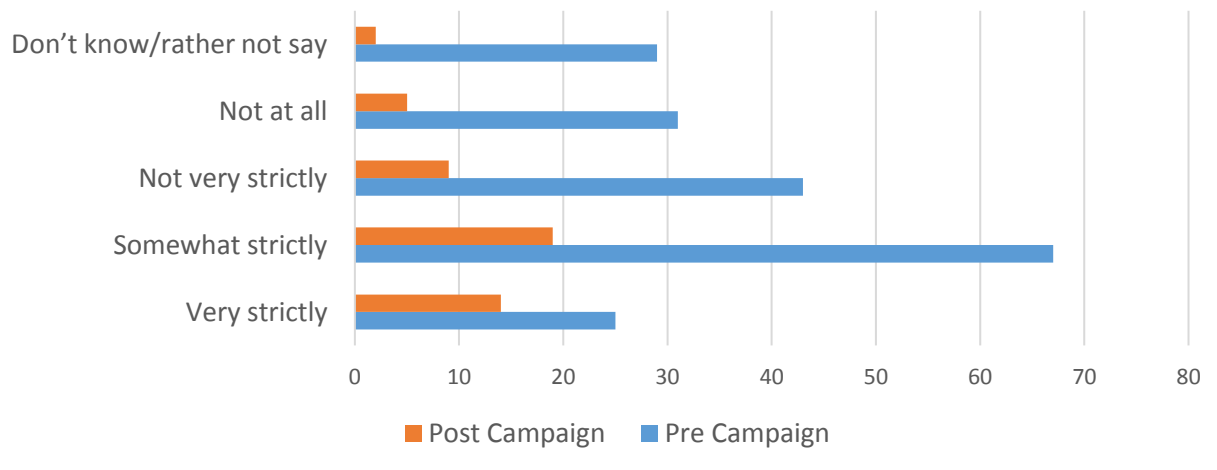
Have you recently read, seen or heard about local police efforts to enforce pedestrian safety laws?



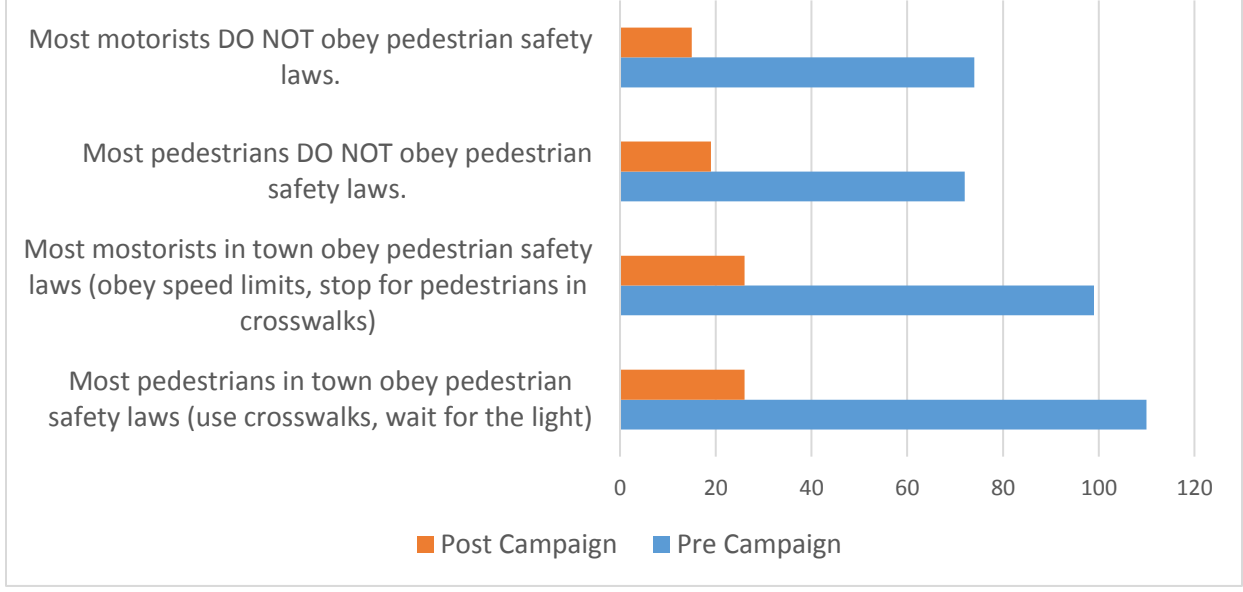
How strictly do you think that police in Flemington enforce PEDESTRIAN safety laws, such as jaywalking?



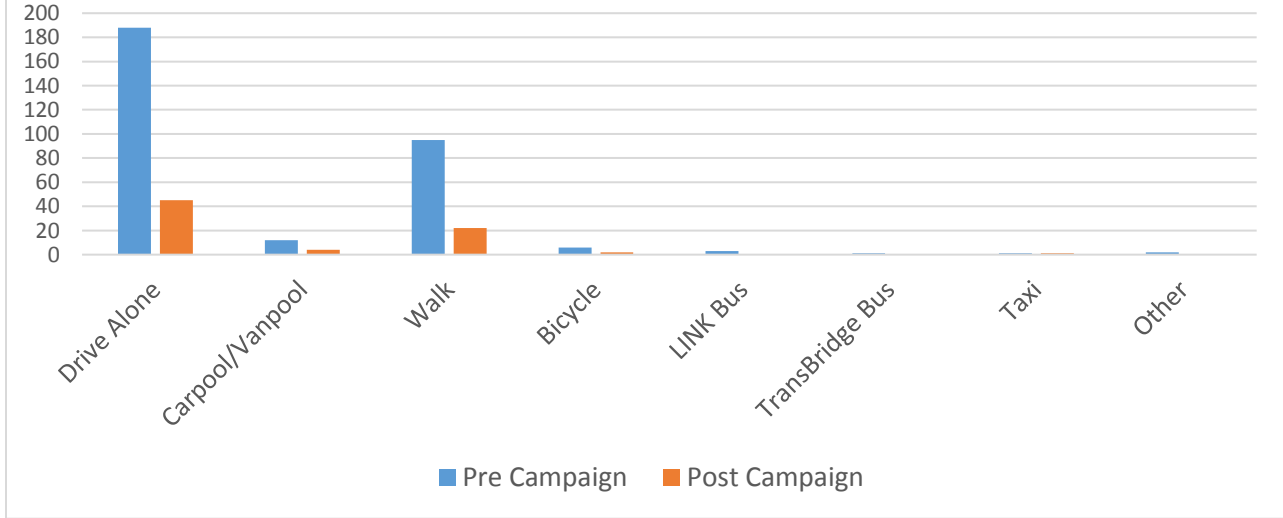
How strictly do you think that police in Flemington enforce DRIVER related pedestrian safety laws, such as speeding or stopping for pedestrians in crosswalks?



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

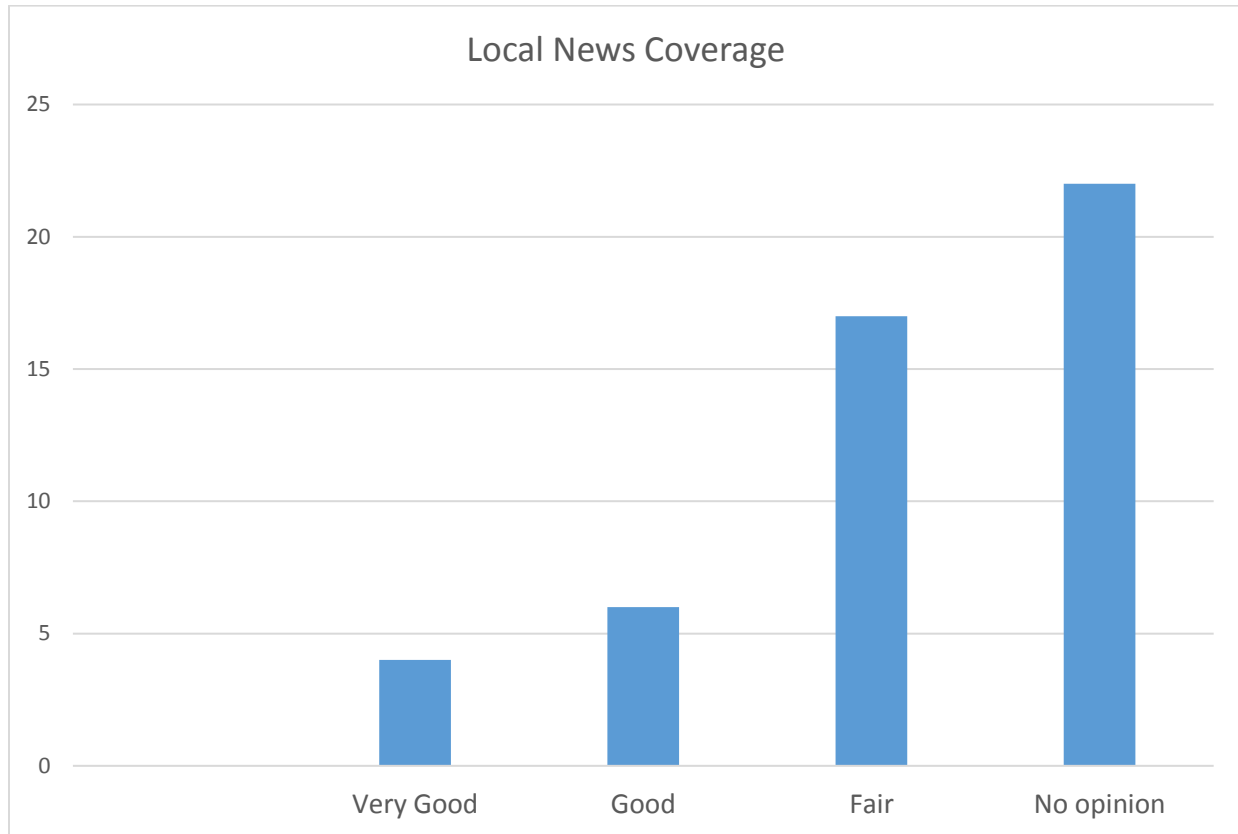


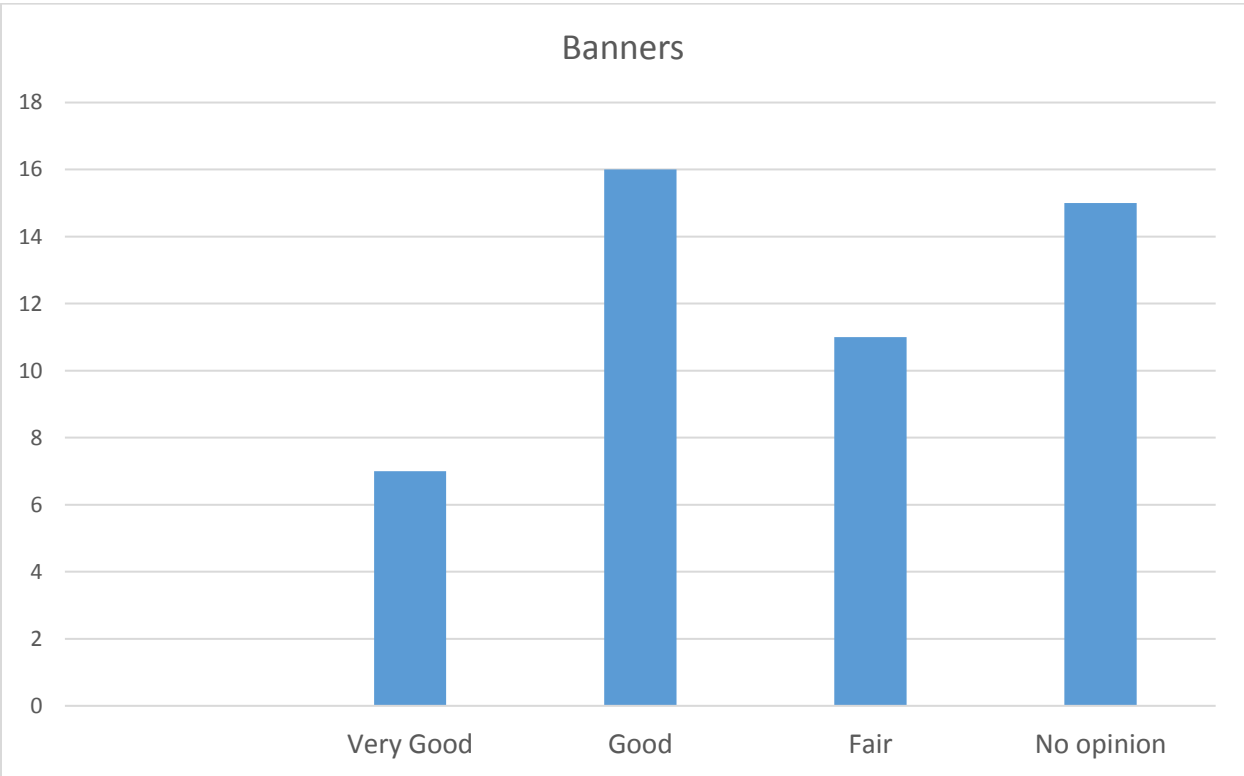
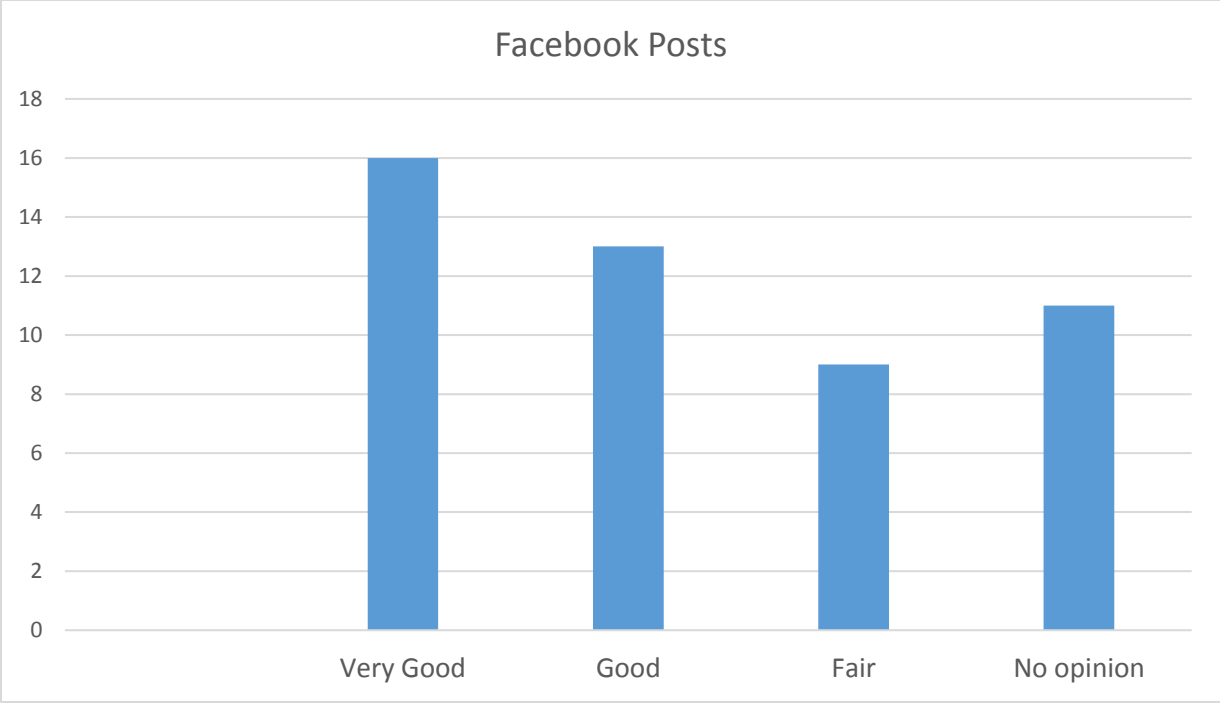
**What mode of transportation do you use on a weekly basis?
(check all that apply)**

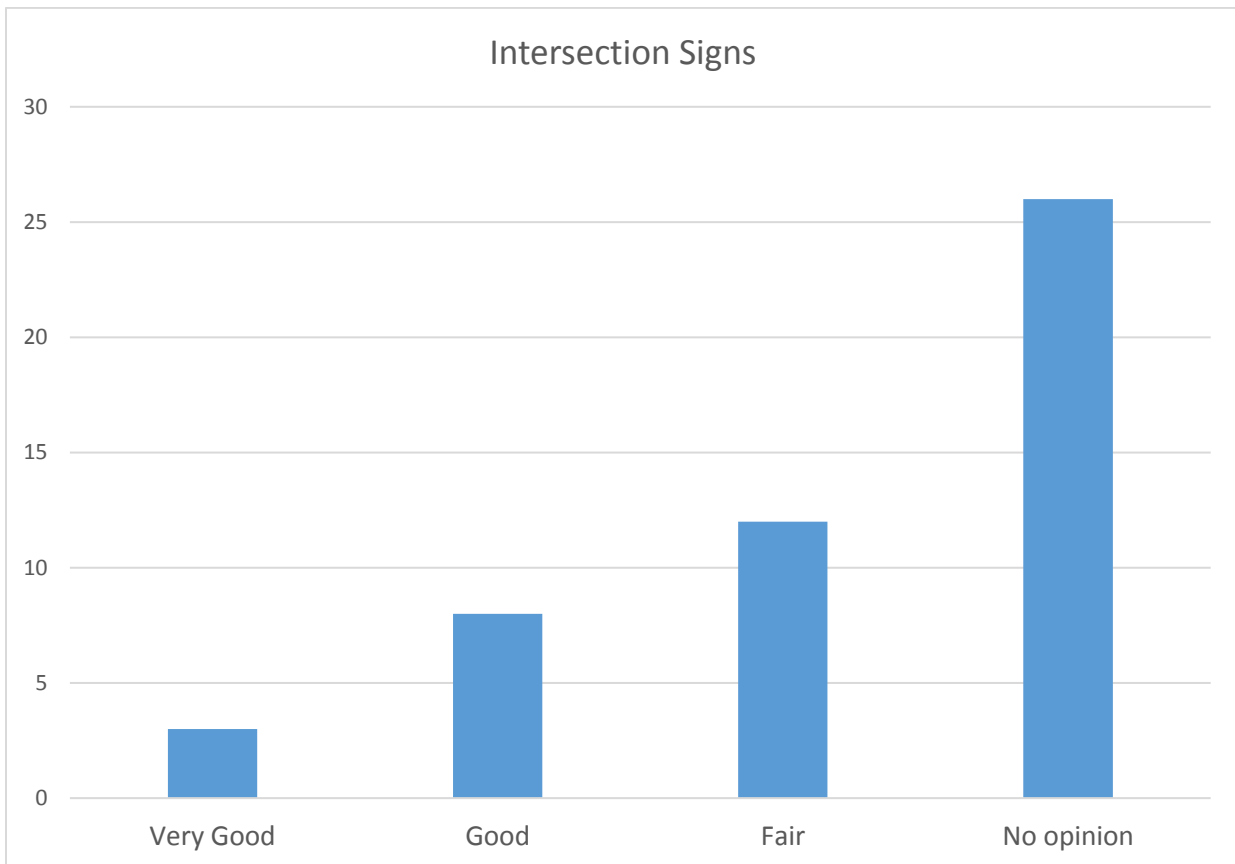
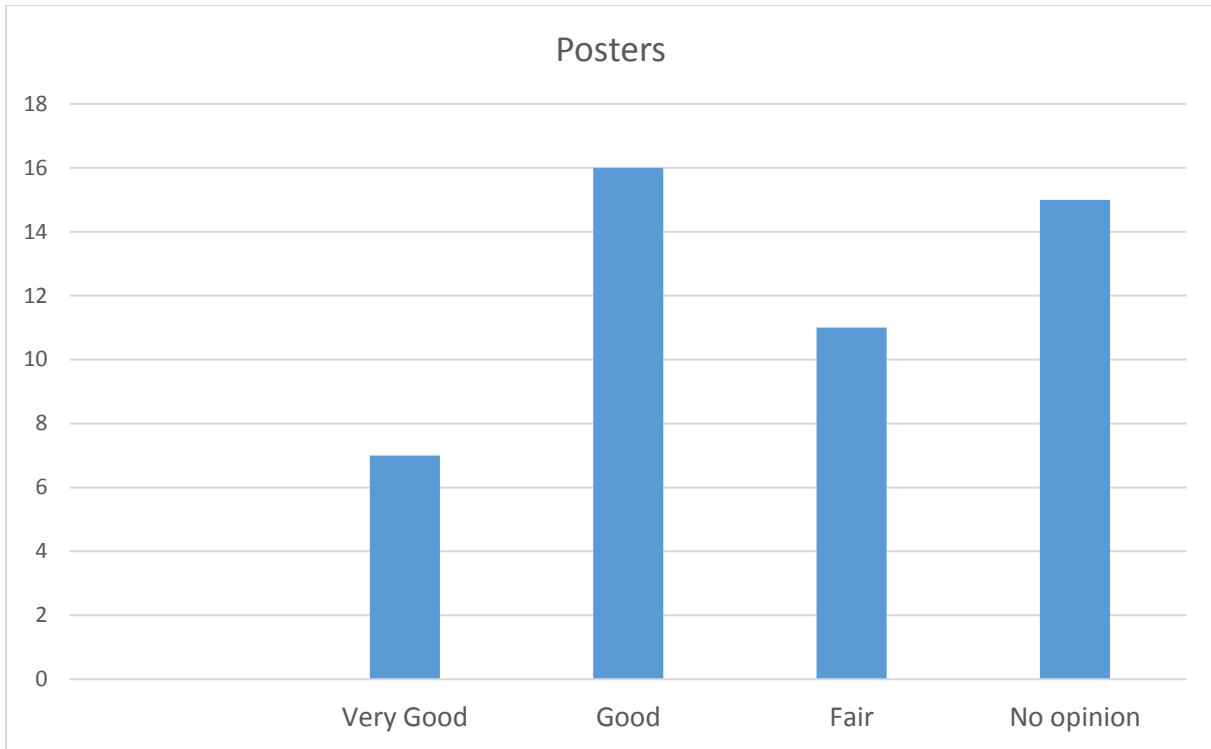


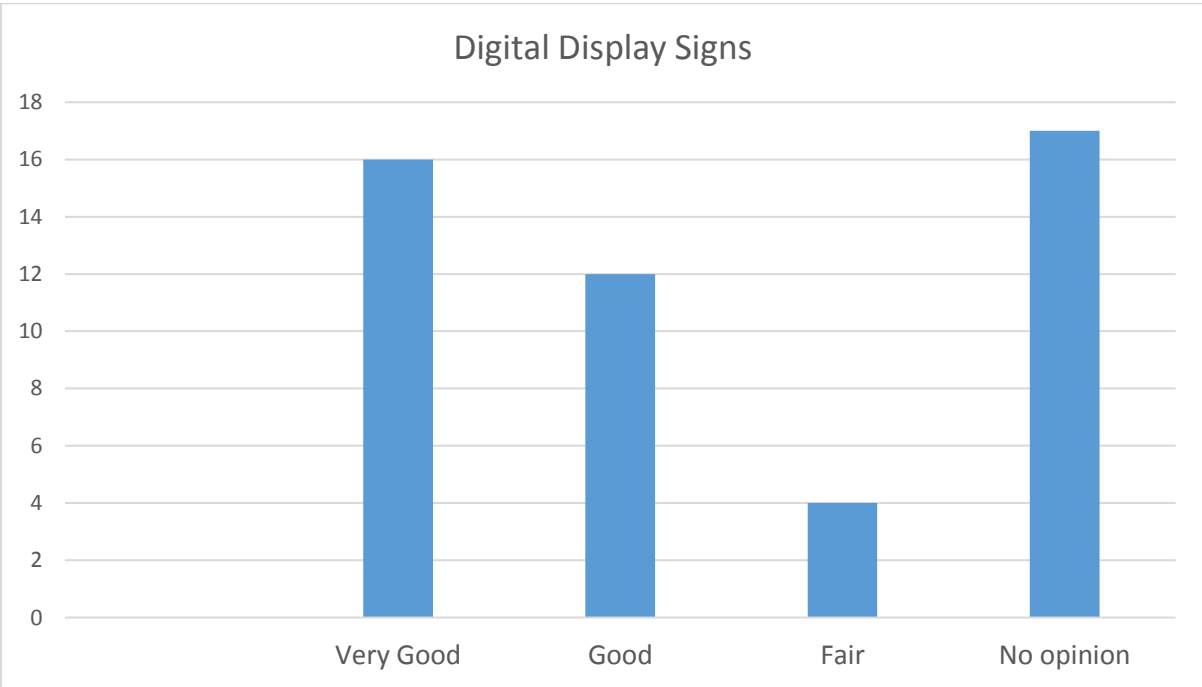
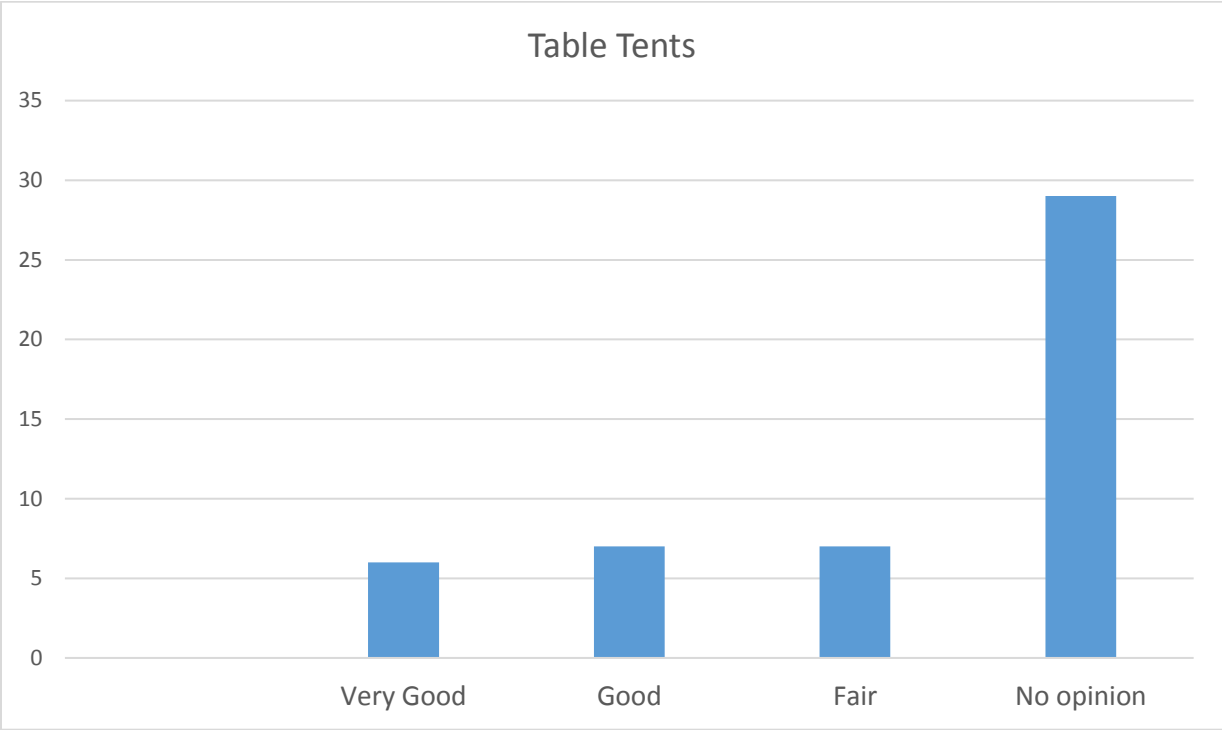
Post Campaign Feedback on Awareness Efforts

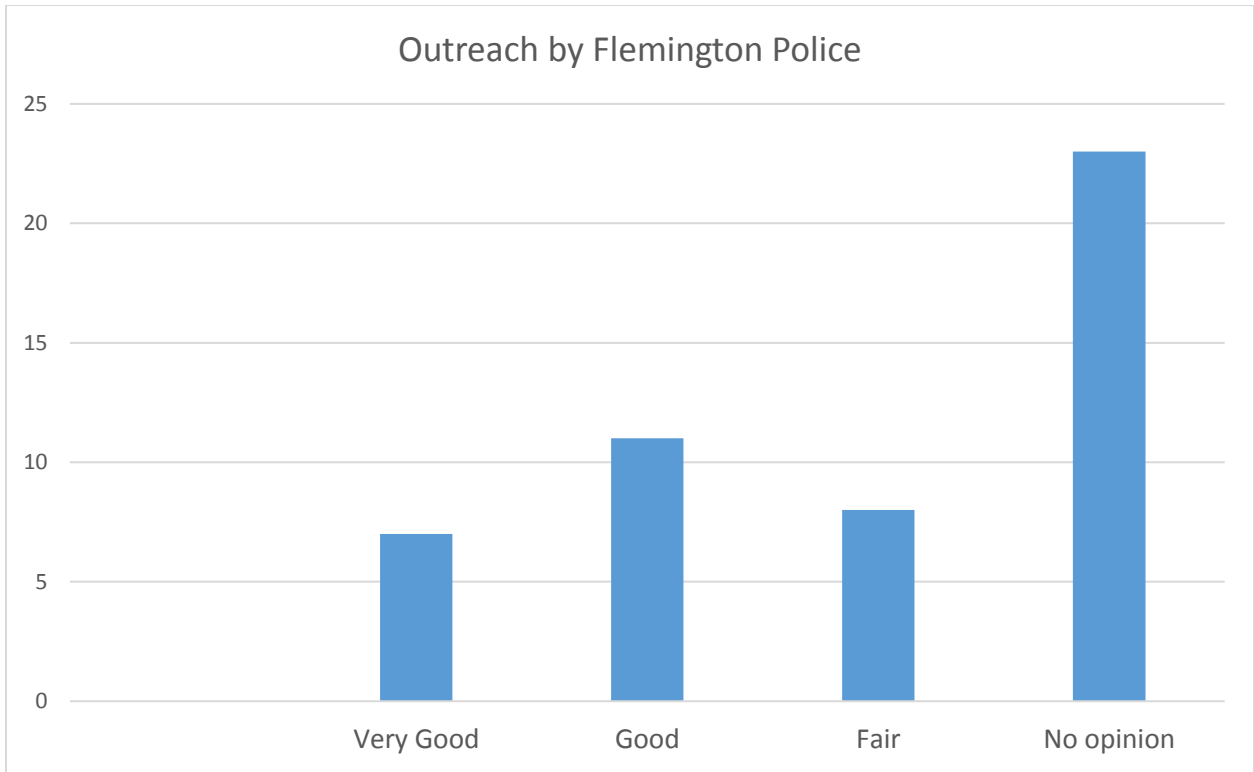
How would you rate the effectiveness of the following outreach methods:











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:

- 5% increase in the observed use of crosswalks
- 20% increase in the number of pedestrian waiting for the walk signal to cross
- 7% decrease in the use of handheld cell phones by pedestrians
- 64% decrease in the use of hand held cell phones by motorists

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

- 12% increase among survey respondents having seen/heard pedestrian safety messaging
- 26 % increase among survey respondents having seen/heard messaging regarding distracted driving
- 67% increase in survey respondents indicating having heard/seen "Street Smart" messaging

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

- 53% increase in awareness of police enforcement effort
- 11% increase in the number of survey respondents who believe that the Flemington Police Department "Very Strictly" enforce "pedestrian related" pedestrian safety laws.
- 16% increase in the number of survey respondents who believe that the Flemington Police Department "Very Strictly" enforce "driver related" pedestrian safety laws

- 2% decrease in the number of survey respondents who believe that “Most pedestrians DO NOT obey pedestrian safety laws”.
- 4% decrease in the number of survey respondents who believe “Most motorists DO NOT obey pedestrian safety laws”.
- 20% of survey respondents rated the local news coverage as “Very Good” or “Good”
- 59% of survey respondents rated the Facebook posts as “Very Good” or “Good”
- 47 % of survey respondents rated the posters as “Very Good” or “Good”
- 43 % of survey respondents rated the banners as “Very Good” or “Good”
- 22% of survey respondents rated the window decals as “Very Good” or “Good”
- 57 % of survey respondents rated the digital display sign “Very Good” or “Good”
- 37% 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. This is particularly important given the high number of residents who walk for recreation or out of necessity, the dynamic between the activity centers of the Borough and Raritan Township, and the bordering of the borough by Routes 12, 31, and 202.

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.

Window Clings

To ensure that the Street Smart messaging would continue on in Flemington, permanent window clings were distributed to the business community.



CONCLUSION

The Flemington Street Smart Campaign was a successful collaborative effort between HART Commuter Information Services (HART TMA), 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 observations.

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



HART TMA
146 Route 31 North
Flemington, NJ 08822
908-788-5553
www.harttma.com