



STREETSMART
WASHINGTON
WARREN COUNTY, NEW JERSEY
TransOptions

Acknowledgments

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

Washington Township Police Department

Washington Borough

Washington Township

North Jersey Transportation Planning Authority (NJTPA)

New Jersey Division of Highway Traffic Safety (NJDHHS)

New Jersey Department of Transportation (NJDOT)

Warren County Freeholders

Washington Borough Business Improvement District

Washington Borough and Warren Hills Regional School District

The businesses and people of Washington for their participation in the program

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Street Smart Washington

Street Smart Overview

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

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

Street Smart NJ was developed in response to New Jersey's designation by FHWA as a pedestrian "focus" state and Newark as a "focus" city due to a high incidence of pedestrian injuries and fatalities. New Jersey's pedestrian fatality rate (24.3% in 2013) is nearly double the national average (14%). From 2009-2013, 697 pedestrians were killed and more than 22,000 injured on the state's roadways. On an annual basis, nearly 6,000 pedestrians are injured and 139 killed in motor vehicle crashes statewide.

The campaign has three main goals:

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

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

TransOptions' Street Smart Program

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

As the TMA for northwestern New Jersey, TransOptions delivers pedestrian safety programs along with other transportation resources to the counties of Morris, Sussex, Warren as well suburban areas of Union, Essex, and Passaic. TransOptions selected two municipalities from their service area and later Washington Borough and Township was added as a third location for the pedestrian safety program.



Washington Borough & Washington Township, Warren County, NJ

Washington Borough and Washington Township are located in Warren County, approximately 12 miles from Pennsylvania. Washington Borough is geographically located within the borders of Washington Township. Although Washington Borough and Washington Township are two separate municipalities with their own governing bodies, the towns consolidated law enforcement into the Washington Township Police. Due to the shared police department, the Street Smart initiatives were coordinated in both Washington Borough and Township (here after referred to as Washington). The focus of the Street Smart activities took place in Washington Borough's downtown center where there is a higher concentration of pedestrian foot traffic surrounding shops, businesses, and restaurants.

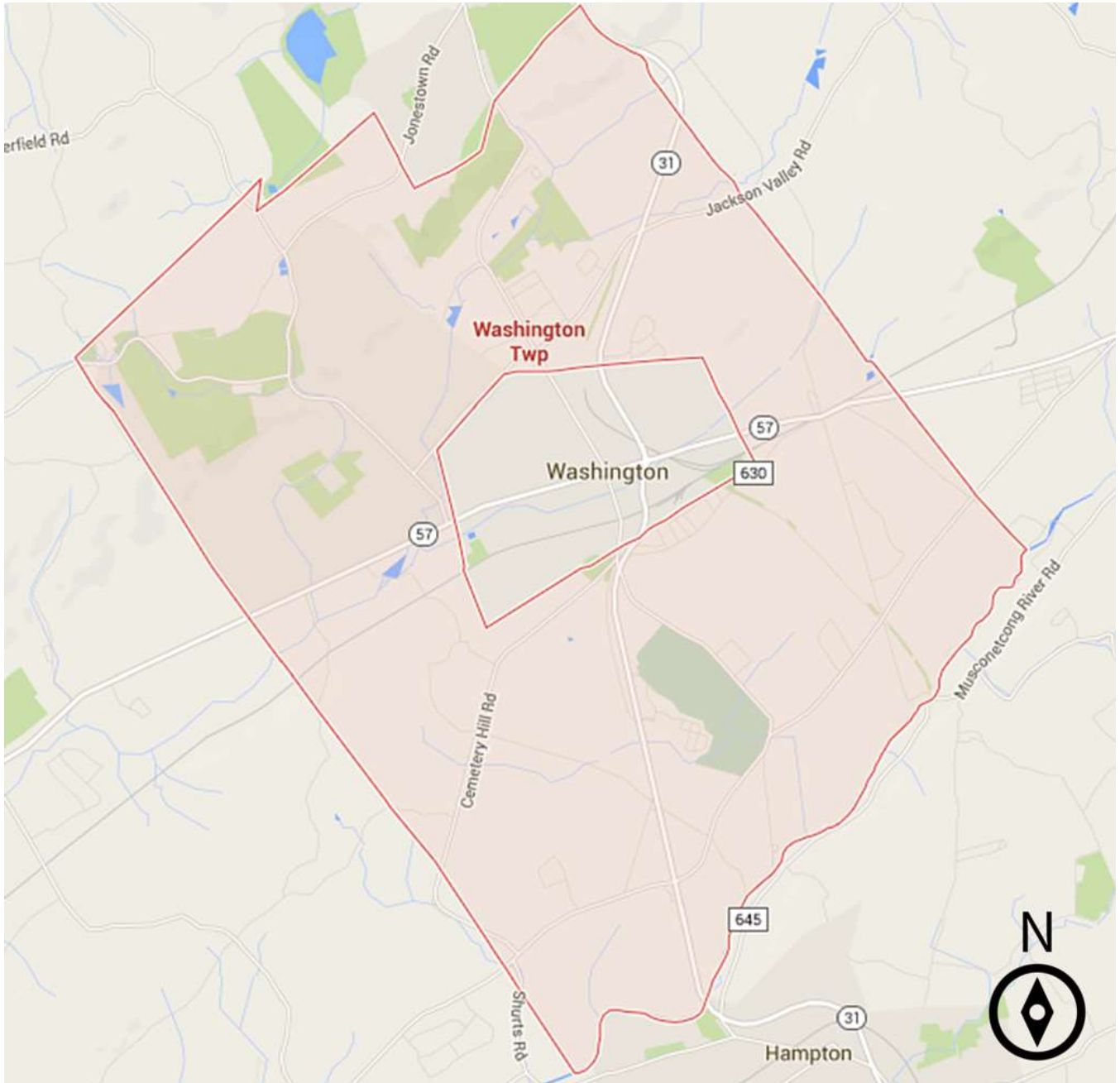


Two busy state roads, NJ – 57 and NJ – 31, dissect both the Borough and the Township connecting motorists to Pennsylvania via NJ-57 westbound as well as northern, eastern, and southern points of New Jersey. These state roadways bring high motor vehicle volume as well as heavy tractor trailer traffic to this rural region directly through both municipalities.

The Washington Street Smart campaign was a collaborative effort between TransOptions, officials from Washington Borough and Washington Township, police officers from the Washington Township Police Department, the Washington Borough Business Improvement District, local businesses, organizations, and school officials.



Washington Township & Washington Borough





Washington Borough

Washington Borough covers 1.945 square miles and has a population of 6,641, according to the [2010 U.S. Census](#). Washington Borough serves as a town center for the surrounding rural area and is home to many restaurants, bars, shops, and convenience stores.

TransOptions used the Plan4Safety crash analysis tool from Rutgers University's Center for Advanced Infrastructure and Transportation to examine the pedestrian crash data from Washington Borough. The Plan4Safety tool uses police reports to compile crash data from all over the state of New Jersey.

According to Plan4Safety, Washington Borough had 15 pedestrian-related crashes involving 19 pedestrians from 2011 to August 2015. The majority of these crashes occurred when pedestrians were jaywalking or crossing at an unmarked crosswalk at an intersection.



Pedestrian Pre-Crash Action Washington Borough

Crossing at marked Crosswalk (At Intersection)	6
Crossing / Jaywalking	4
Crossing at unmarked Crosswalk (At Intersection)	1
Other Working in Roadway	1
Standing/Lying/Kneeling Against Traffic	1
Walking To/From School	1
Going Straight Ahead	1
NULL	4
TOTAL	19

*Null = Crashes with unmarked pre-crash actions



Washington Township

According to the 2010 U.S. Census, Washington Township covers 17.751 square miles and has a population of 6,651. Washington Township is a more rural landscape but is home to shopping centers, companies, and Warren County Community College.

TransOptions used the Plan4Safety crash analysis tool to also examine the pedestrian crash data that occurred in Washington Township.

According to Plan4Safety, there were 11 pedestrian-related crashes involving 12 pedestrians in Washington Township from 2003 – August 2015.

Pedestrian Pre-Crash Action Washington Township

Crossing / Jaywalking	2
Crossing at unmarked Crosswalk (At Intersection)	2
Coming From Behind Parked Vehicle	1
Getting On/Off Vehicle	1
Other Pedestrian Action	1
Walking To/From School	1
Walking/Jogging Against Traffic	1
NULL	3
TOTAL	12

*Null = Crashes with unmarked pre-crash actions

Washington Street Smart Campaign Structure

The Street Smart campaign in Washington was modeled closely after the pilot programs implemented by NJTPA in Newark, Jersey City, Woodbridge, Hackettstown, and Long Beach Island. An initial meeting was held in January 2015 at the Washington Township Police Department to introduce the Street Smart program and was attended by the Washington Township chief of police, lieutenants, representatives from NJTPA, and TransOptions. Several follow up meetings were held with TransOptions as well as Borough and Township officials to go over the planning of the program, target areas for education and enforcement, and funding for overtime enforcement.

Funding

TransOptions worked with the Washington Township Police Department to secure funding for overtime enforcement through the Pedestrian Safety Education and Enforcement fund from the New Jersey Division of Highway Traffic Safety (NJDHTS). TransOptions assisted the police department with the preparation and submission of the grant to the NJDHTS. The Washington Township Police Department was awarded the funding for the 2016 fiscal year starting on July 1, 2015. From there, a schedule for enforcement was developed and prepared by TransOptions and the Washington Township Police Department. The NJDHTS funding allowed the police department to cover the cost of overtime hours for officers participating in the Street Smart program as well as the purchase of campaign materials.

Campaign Structure

According to the NJTPA's "How to Implement the Street Smart NJ Pedestrian Safety Campaign in Your Community" guidebook, a successful Street Smart campaign should consist of two weeks of enforcement activity, followed by several weeks to a month of no activity, followed by a second two weeks of enforcement activity. The Street Smart campaigns should consist of pre-campaign and post-campaign activities to measure the effectiveness of the program. Effectiveness of the Washington Street Smart campaign was evaluated through TransOptions' Speed Sentry Loan Program (see pg. 9), intercept surveys, and intersection observations.

Street Smart Washington Campaign Timetable	
Speed Sentry Loan:	July 1 – July 31, 2015
Pre-Campaign: (Surveys and Observations)	July 27 – August 2, 2015
Enforcement Phase I:	August 17 – August 29, 2015
Enforcement Phase II: ¹	September 20 - September 25; October 5 - October 16, 2015
Post-Campaign: (Surveys and Observations) ²	September 12 – October 23, 2015
Speed Sentry Loan:	October 12 to November 11, 2015

¹ Enforcement Phase II was adjusted due to unforeseen circumstances that required the Washington Township Police Department's attention during the week of September 27th to October 4th.

² The deadline for the post-campaign intercept was extended to two weeks due to a low initial response rate.

During the periods of no enforcement activity from the Washington Township Police Department, TransOptions still performed community outreach and educational programs throughout the community.

Campaign Evaluation

Speed Sentry Loan Program

TransOptions utilized the existing Speed Sentry Loan Program to measure the effectiveness of the Street Smart campaign in Washington. With this program, TransOptions loans the speed sentry device to municipalities within their service area. The radar sign digitally displays the speed of oncoming vehicles as they approach the sign. Data is collected on a web-based cloud server developed by All Traffic Solutions which is monitored and accessed at the office of TransOptions. Once data collection is complete for the specified timeframe, TransOptions produces a report with recommendations for low or no-cost improvements.

The speed sentry device was displayed for 30 days both before and after the Washington Street Smart campaign. The device tracked speed data in Washington Borough approximately 1,500 feet from the intersection observation site (see pg. 25). The location of the speed sentry device was determined by both TransOptions and the Washington Township Police Department.

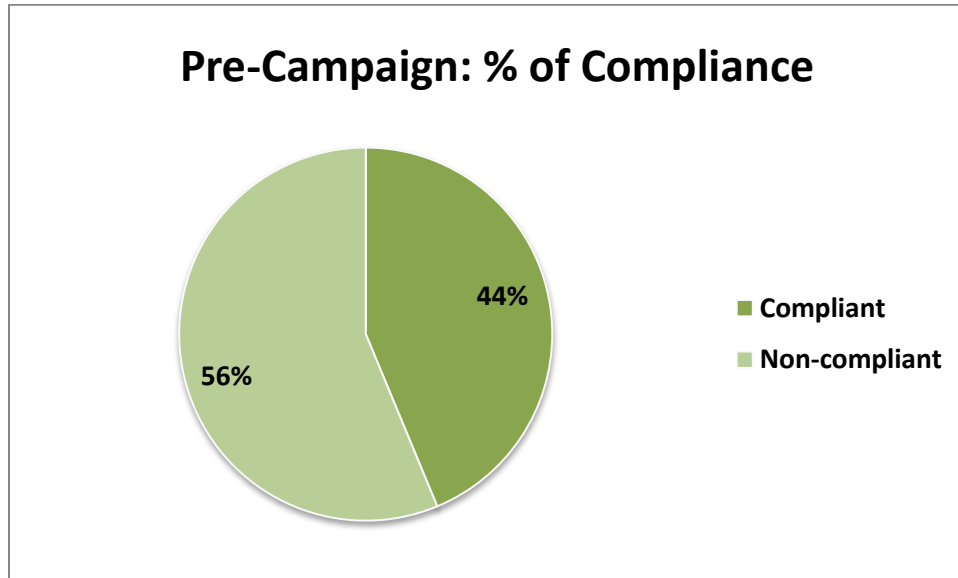
The speed sentry device was placed on a 30 MPH speed limit street sign on the westbound lane of NJ-57 (W. Washington Avenue) between N. Walding Avenue and Grand Avenue. The area is mostly residential but is located in close proximity to several stores, an elementary school and Washington Borough's town center.

The sign's digital display remained off for the first week of the loan for both the pre-campaign and the post-campaign evaluation periods. Although the sign showed no display of an approaching drivers' speed, the device was still collecting data. The sign began actively displaying speed data the remaining three weeks of the loan.

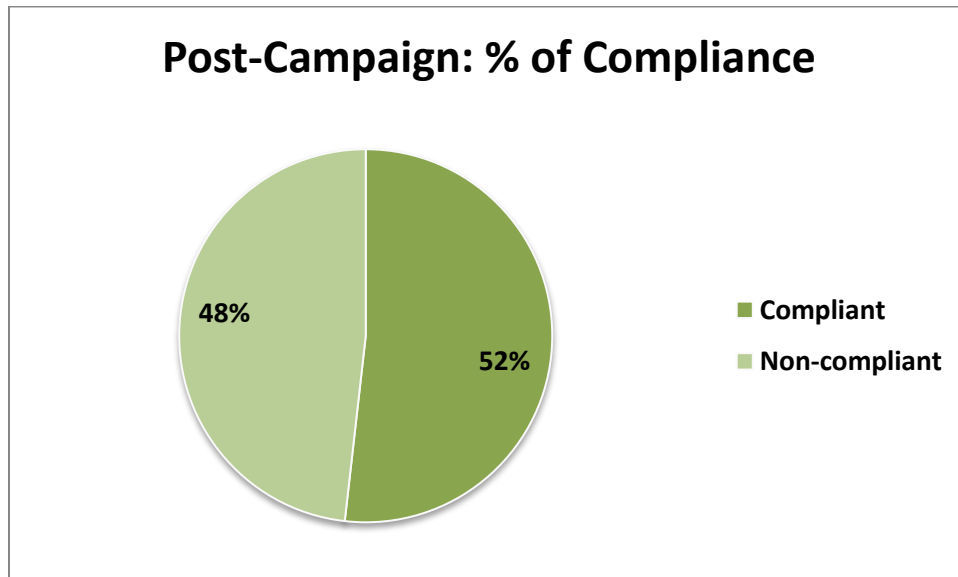
The Speed Sentry device considered a vehicle traveling 5 MPH above the posted speed limit of 30 MPH as non-compliant.



Compliance



During the pre-campaign evaluation, a total of 127,575 vehicles passed by the speed sentry sign. 44% of drivers that passed the sign during the pre-campaign traveled at a compliant speed.



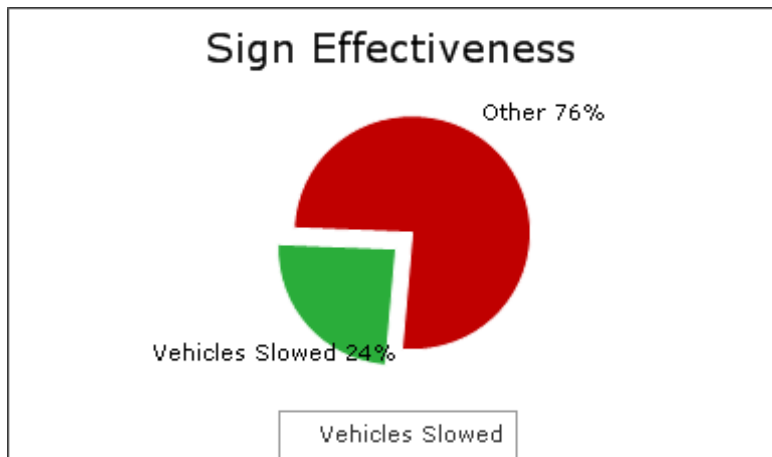
During the post-campaign evaluation, a total of 124,505 vehicles passed by the speed sentry sign. 52% of drivers that passed the sign during the post-campaign traveled at a compliant speed.

The speed sentry sign had a positive impact on reducing the speeds of drivers traveling on NJ-57 westbound. 8% more drivers traveled at compliant speeds after the Street Smart campaign concluded in Washington.

Sign Effectiveness

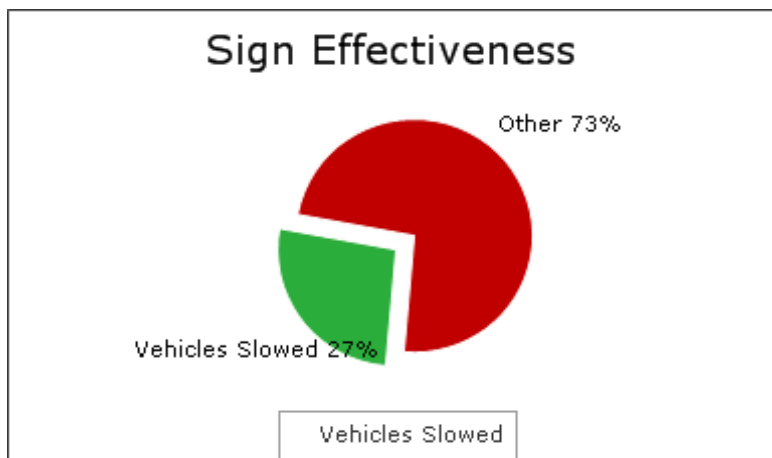
Speed summary data was collected by the device during the pre-campaign phase. This report averages speed by hour of the day for the 30 day period.

Pre-Campaign



According to report, the speed sentry slowed 24% of drivers passing the sign during the pre-campaign.

Post-Campaign



In the post-campaign, the speed sentry slowed 27% of drivers passing the sign.

The speed sentry device proved to be an effective tool in reducing the speed of drivers traveling west on NJ-57 / W. Washington Avenue from pre-campaign to post-campaign. Two full reports containing the pre-campaign findings and the post-campaign findings was produced by TransOptions and shared with the Washington Township Police Department.

Pre & Post Intercept Surveys

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

In the weeks immediately before and after the Street Smart campaign in Washington, TransOptions' staff walked through downtown Washington Borough and gave survey cards to people they met. The survey was also distributed through the Washington Township Police Department's Nixle program. Upon completing the survey, the respondents had a choice to enter into a raffle to win a \$100 Visa Gift Card provided by TransOptions. A winner was selected from both the pre- and post- survey groups.

The survey was created using SurveyMonkey and consisted of 20 questions that asked respondents to report on their walking and driving behaviors and what they observe others doing on the road. The survey also included questions on the respondents' knowledge of New Jersey's pedestrian safety laws and awareness of the Street Smart campaign. The pre- and post-campaign responses were then compared to determine the effectiveness of the Street Smart program in Washington.

Postcards: Front side

Postcards: Back side

certified Washington Township Police Department

Monday July 27th, 2015 :: 08:28 a.m. EDT

Community *Take a community safety survey and enter to win a \$100 Visa Gift Card. * Go to www.surveymonkey.com/r/TOSafety

*Take a community safety survey and enter to win a \$100 Visa Gift Card. *

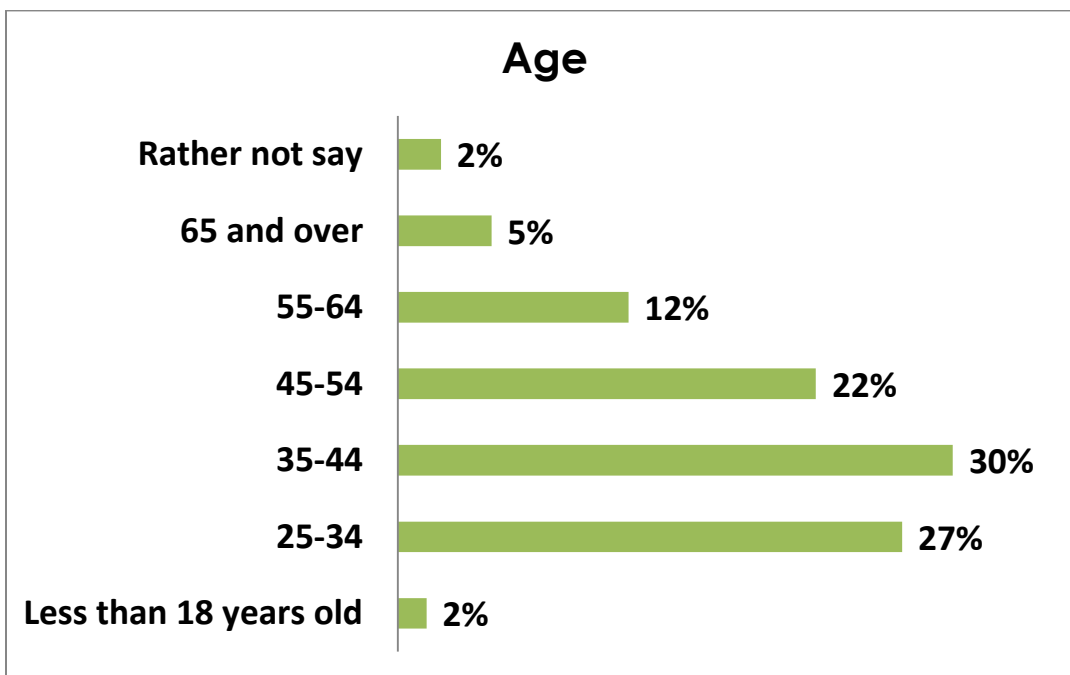
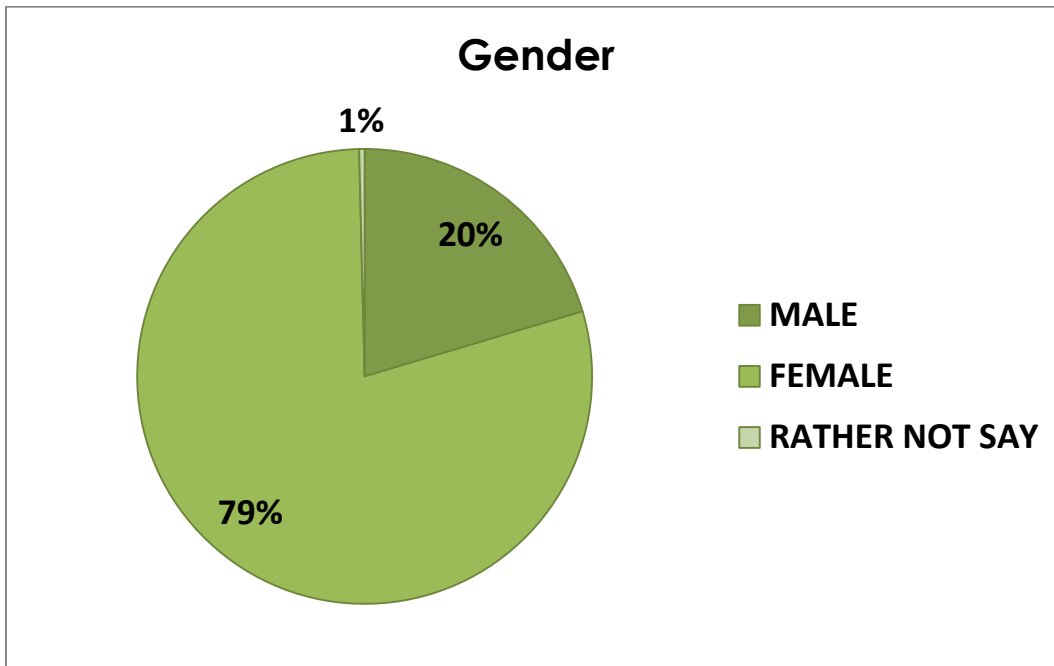
Go to www.surveymonkey.com/r/TOSafety

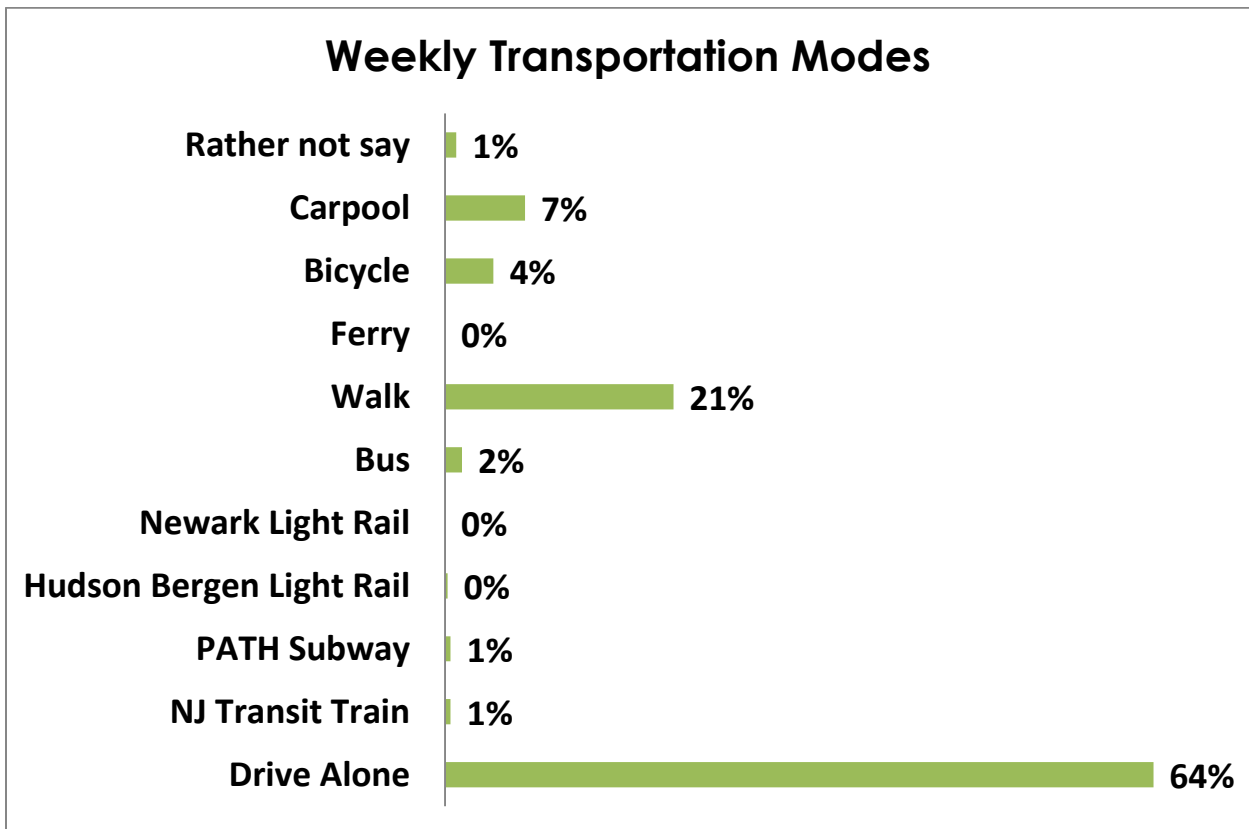
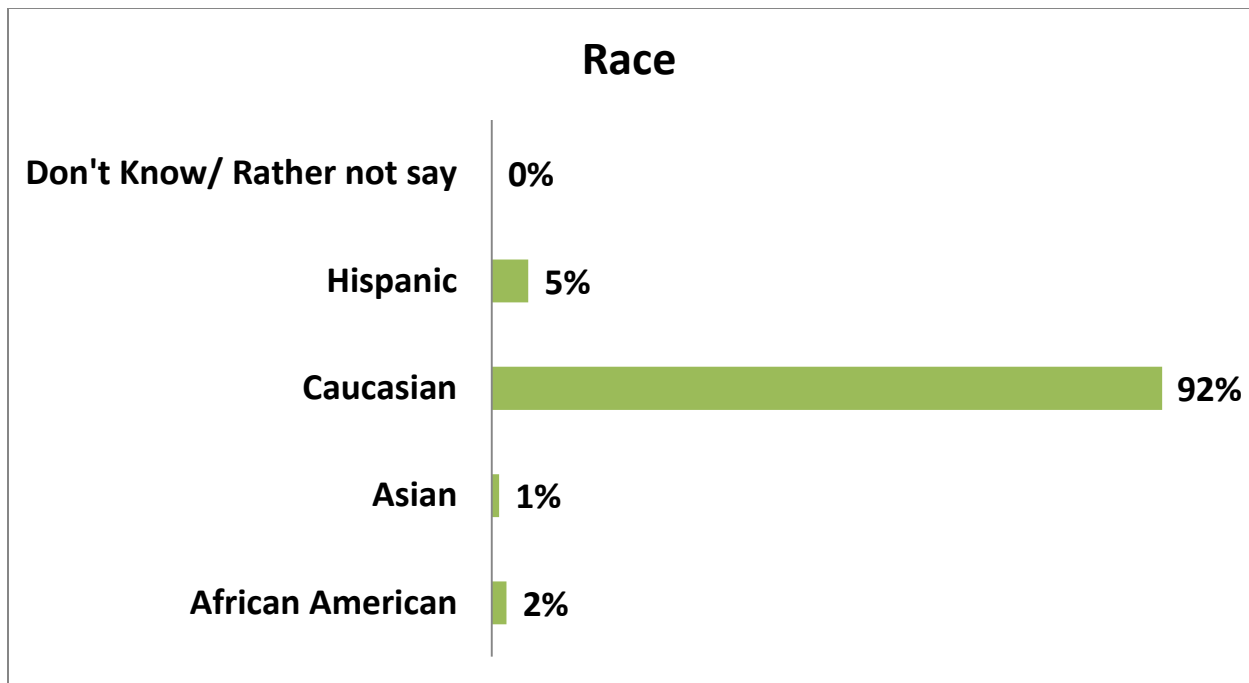
Address/Location
[Washington Township Police Department \(Warren County, NJ\)](#)
 211 Route 31 North
 Washington, NJ 07882

Contact
 Emergency: 9-1-1
 Non-emergencies: 908-689-1111

Respondent Profile:

Respondent profile data is compiled from both the pre-intercept survey and the post-intercept survey.

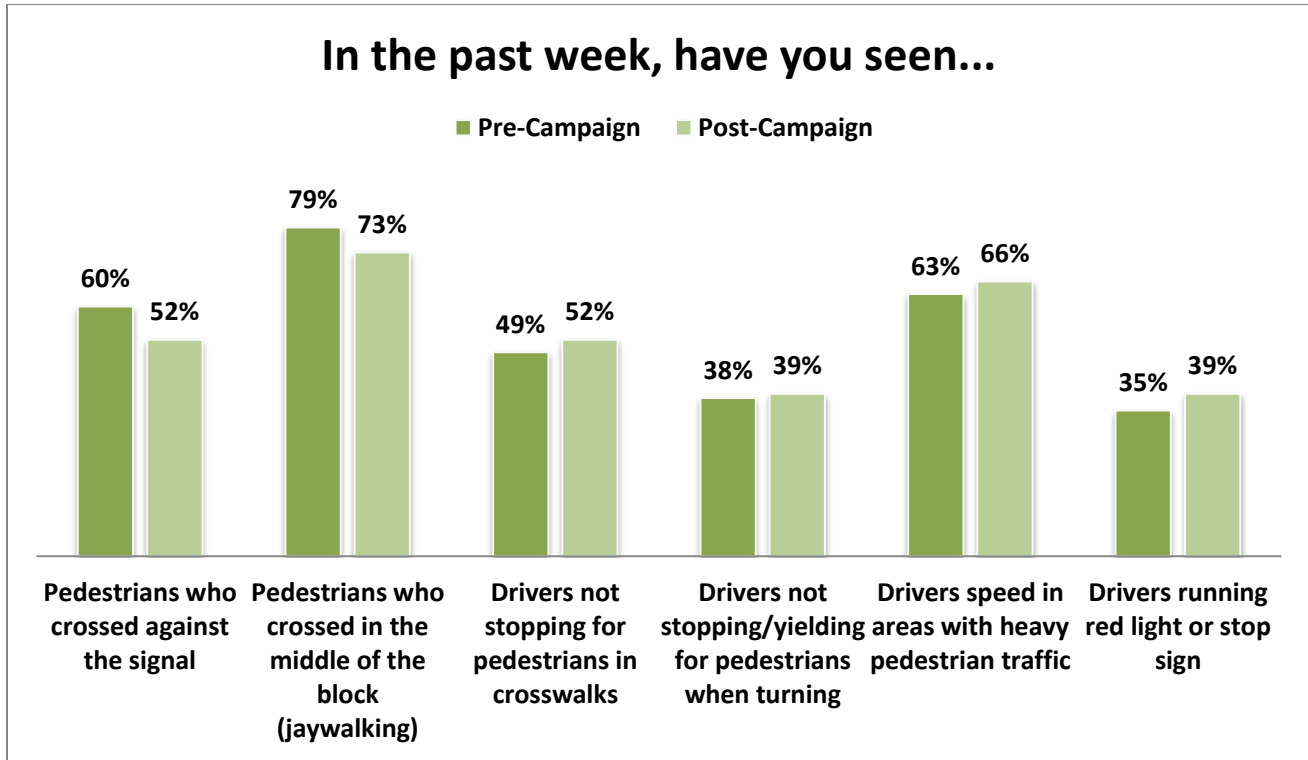




Behaviors

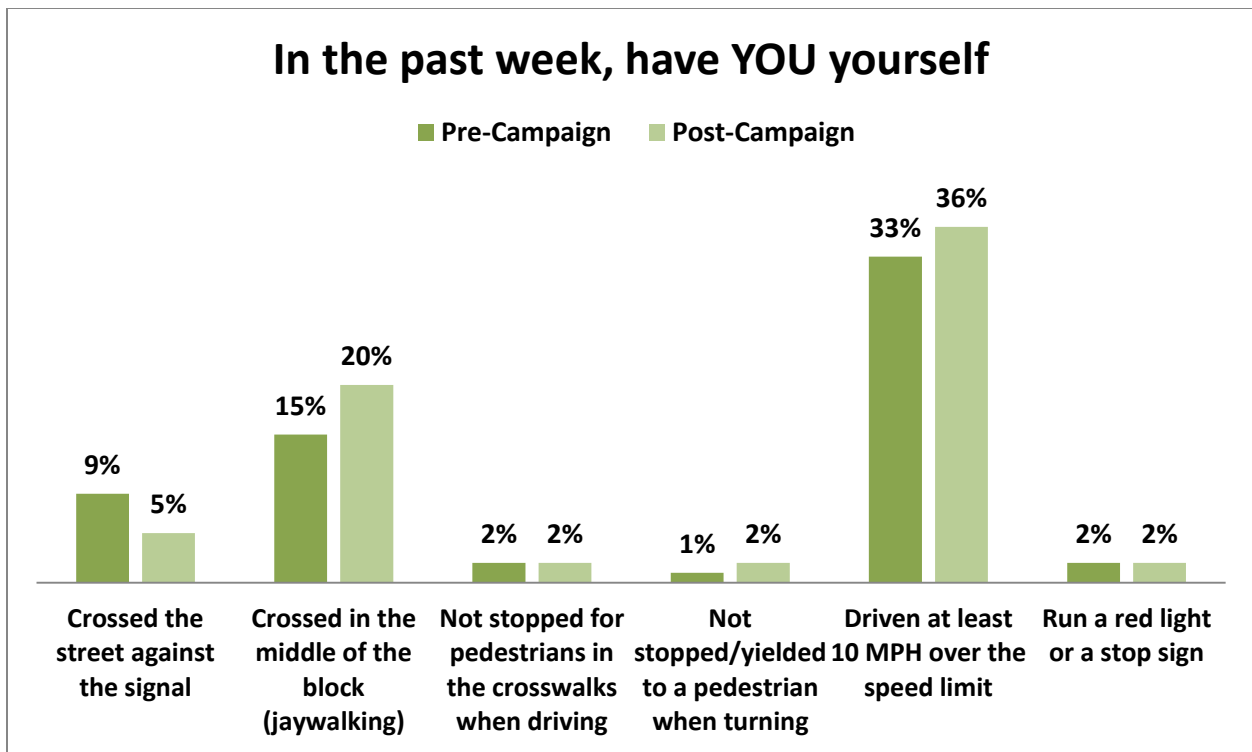
Respondents were asked to answer 'Yes' or 'No' to the following questions. The data displayed in this section shows the percentage of respondents that answered 'Yes' to the questions regarding their own behaviors and the behaviors they observed by others walking and driving in Washington.

216 respondents completed the pre-campaign survey while 44 respondents completed the post-campaign survey. TransOptions used identical methods to collect data in both the pre- and post-surveys. The difference in sample size may cause mixed results from the pre- to post- survey evaluations.

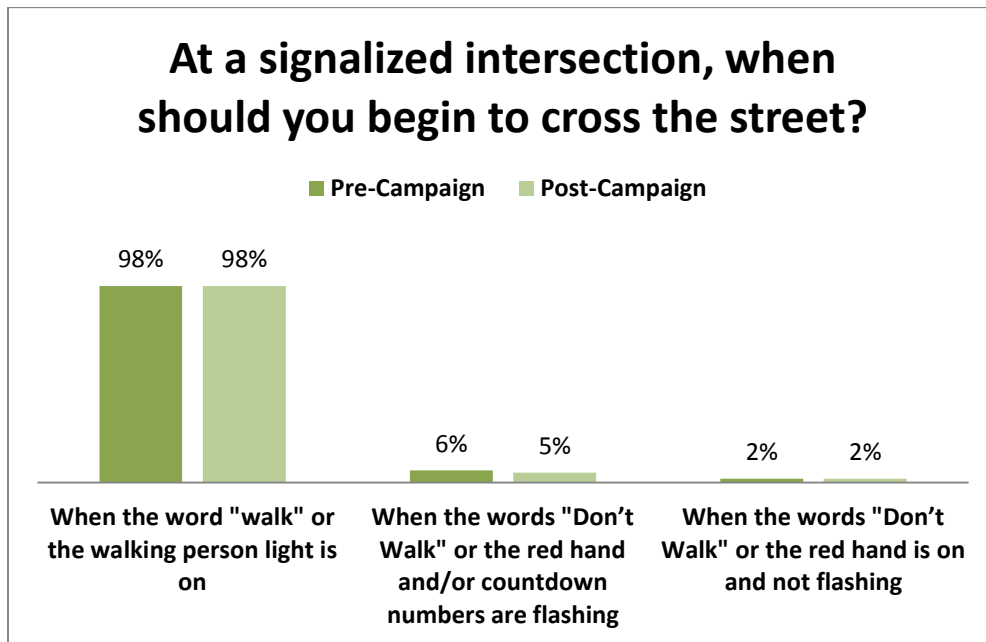


The respondents reported that they observed more positive pedestrian behaviors performed by others. From the responses, respondents reported observing an 8% decrease in pedestrians crossing against the traffic signal and a 6% decrease in pedestrians crossing mid-block, or jaywalking.

Driver behavior responses showed an increase in reported negative behavior. Respondents observed a 3% increase in drivers not stopping for pedestrians in crosswalks, a 1% increase in drivers not stopping or yielding for pedestrians when turning, a 3% increase in drivers speeding in areas with heavy pedestrian traffic, and a 4% increase in drivers running red lights or stop signs. This increase in negative driver behaviors could be a result of an increased awareness of unsafe driving behaviors due to the Street Smart campaign in Washington.

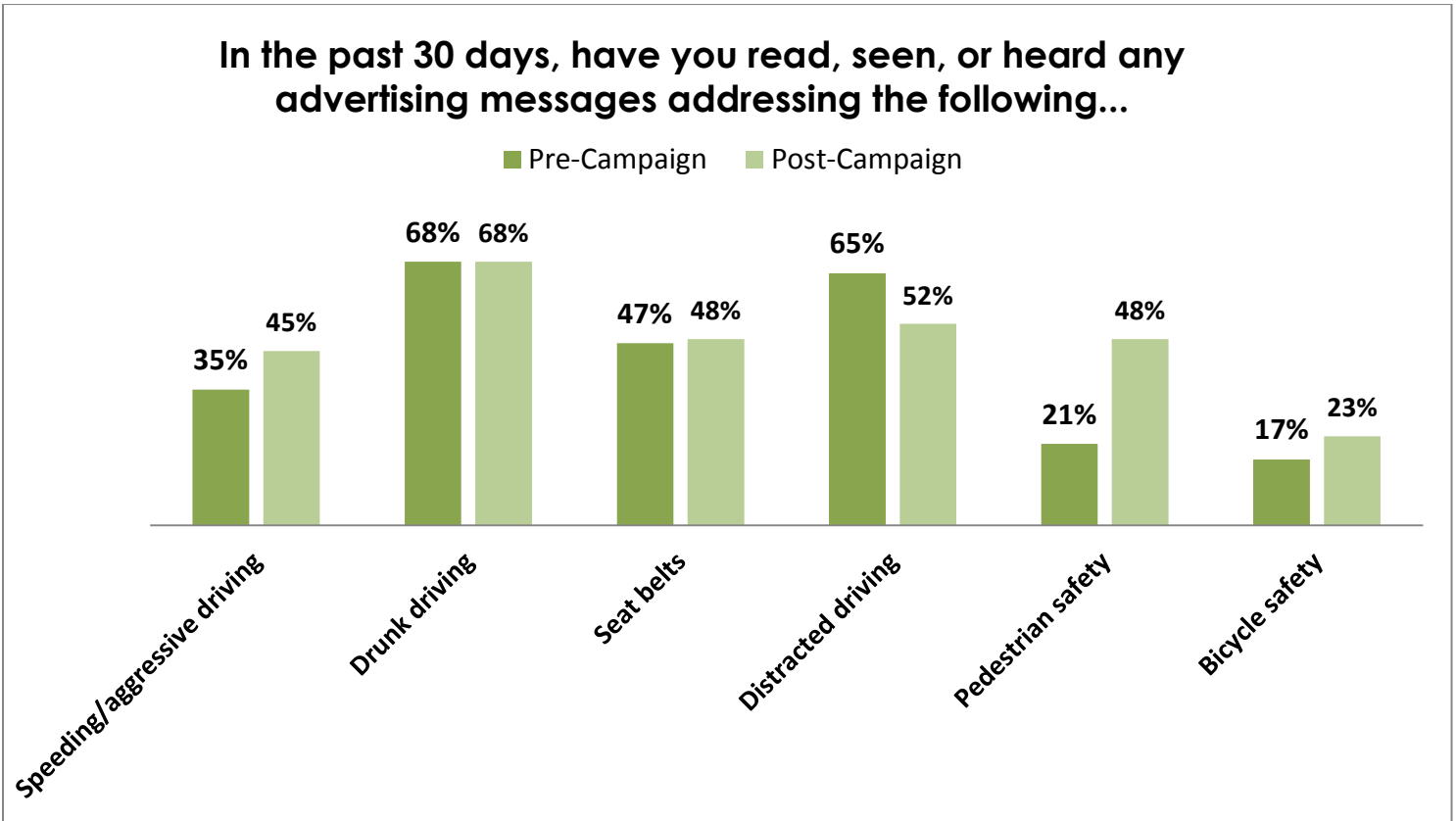


Mixed results were also found when respondents were asked to report on their own behaviors from pre- to post- surveys. These results could be related to the significantly larger sample size in the pre- survey compared to the post- survey.



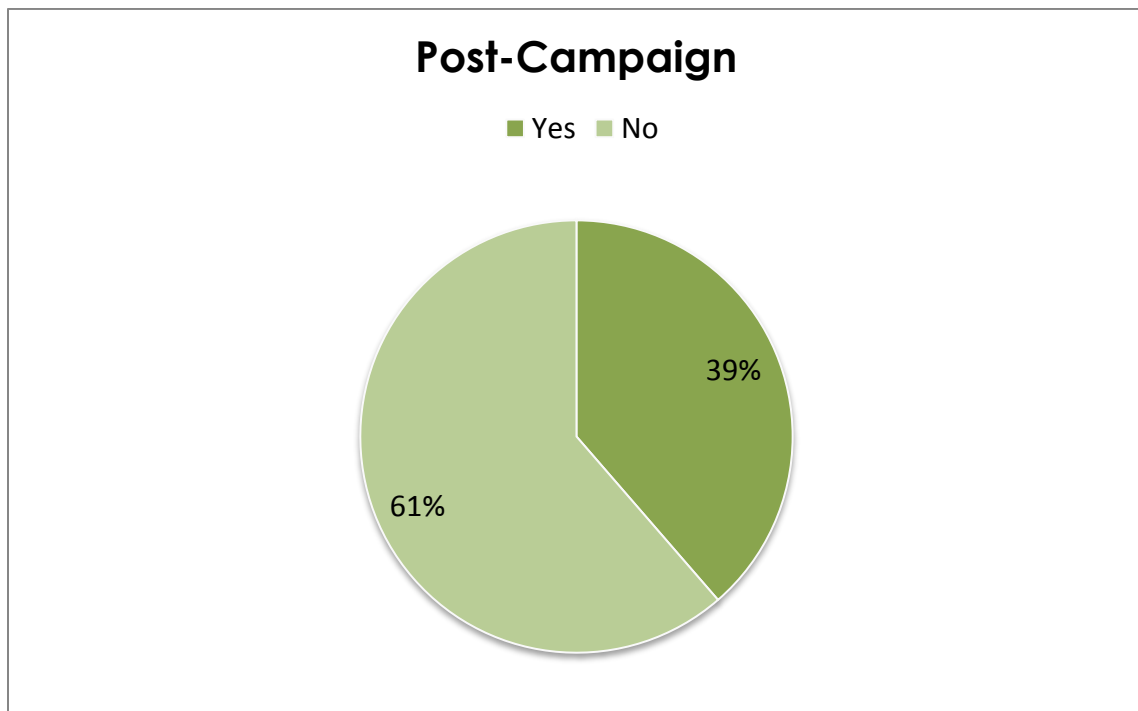
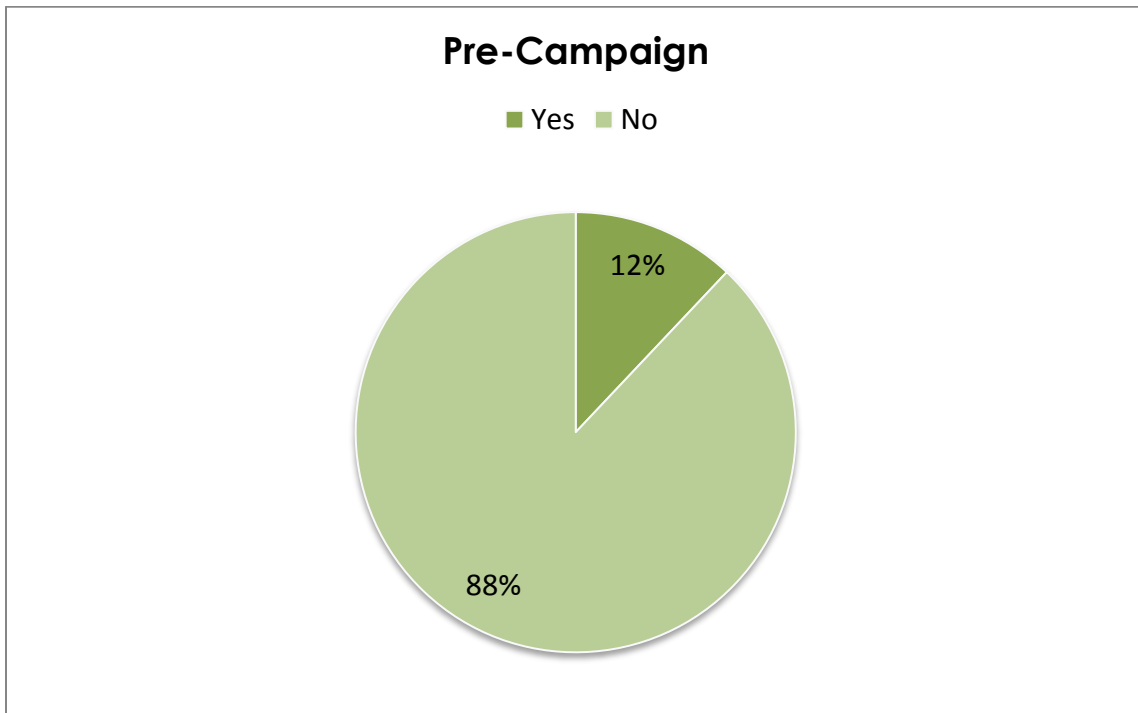
Little to no change was found in the respondents' knowledge of when to cross the street. The responses from the pre-survey show that there was already a high understanding of correct crossing behaviors before the Street Smart campaign in Washington. A 1% decrease was found in the respondents understanding of not crossing the street when the "Don't Walk" signal is flashing.

Safety and Campaign Awareness



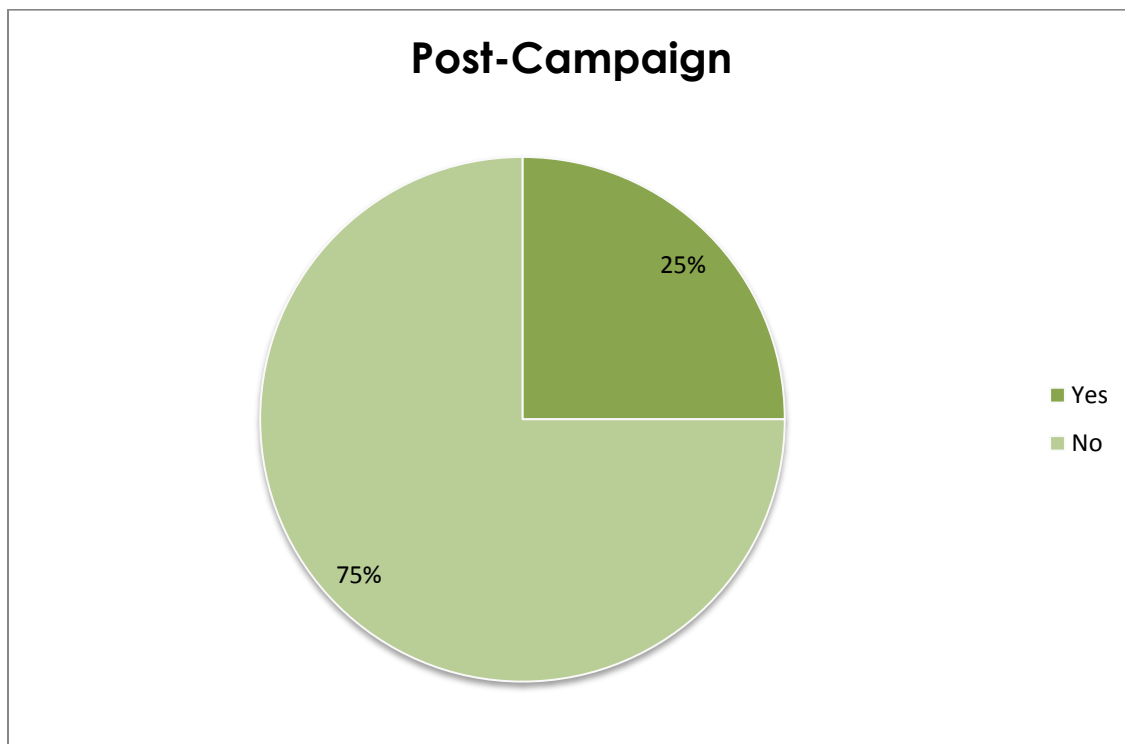
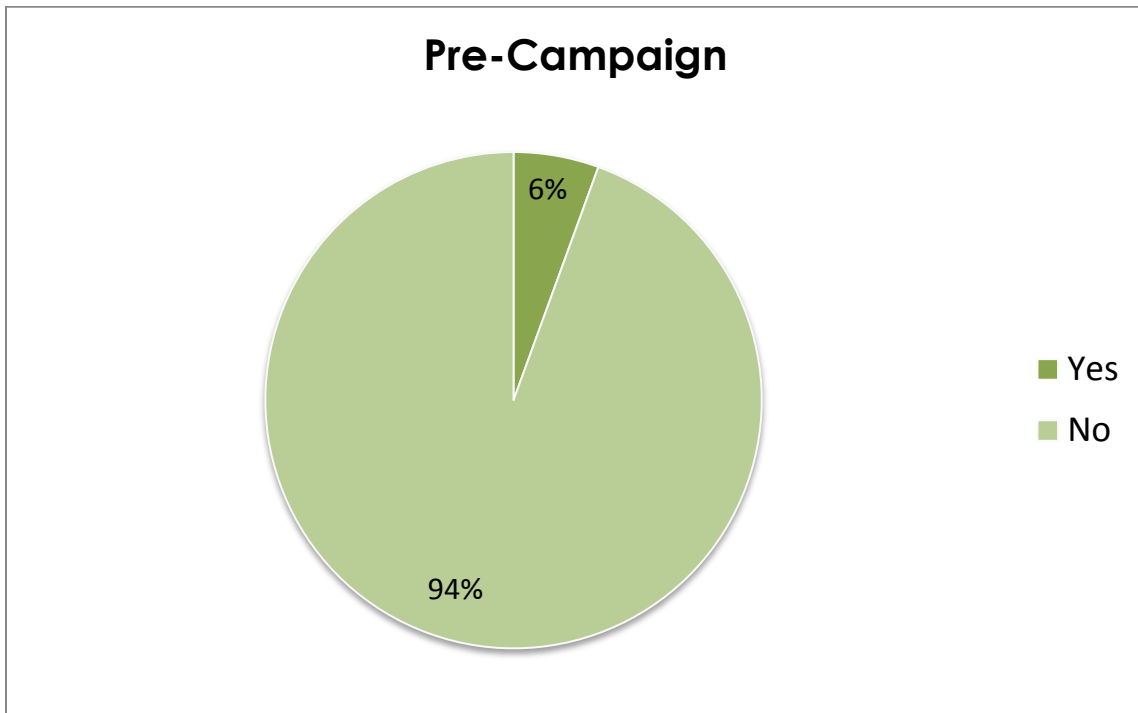
Respondents were more aware of driving safety (speeding/aggressive driving) and pedestrian safety advertising after the Street Smart campaign. There was a 10% increase in reported exposure to advertising about speeding/aggressive driving and a 27% increase in awareness of pedestrian safety advertising.

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



Results showed that there was a 27% increase in respondents' exposure to pedestrian safety messages and the Street Smart name.

In the past 30 days, have you read, seen, or heard any advertising message or signage that says "Check your vital signs"?



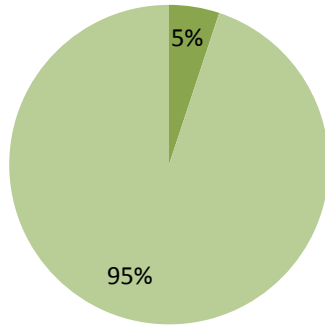
Result showed that there was also a 19% increase in exposure to Street Smart's "Check your vital signs" slogan.

In the past 30 days, have you read or seen any advertising messages or signage like the following:

Survey participants were asked to answer the question after being shown the image on the right.

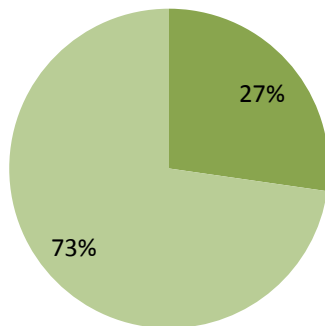
Pre-Campaign

■ Yes ■ No



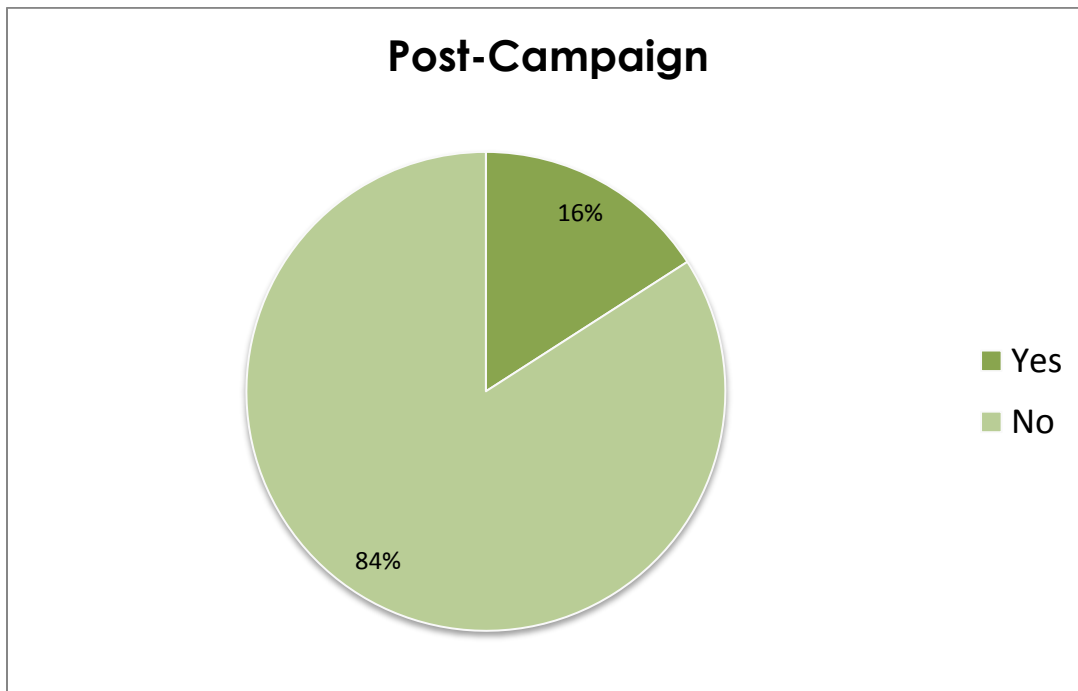
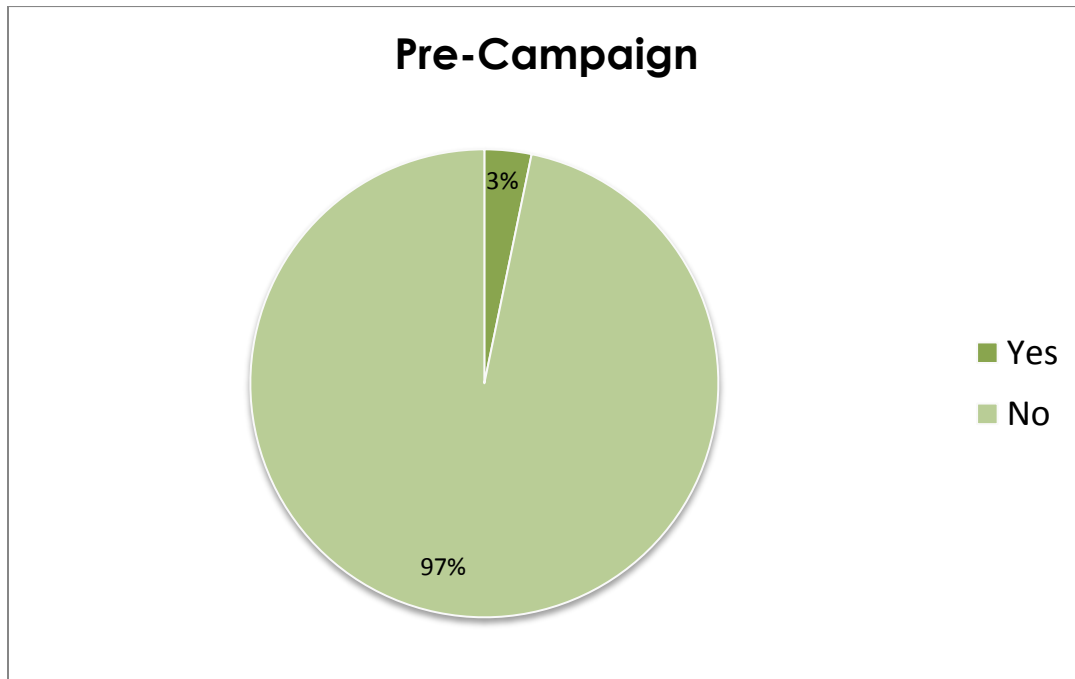
Post-Campaign

■ Yes ■ No



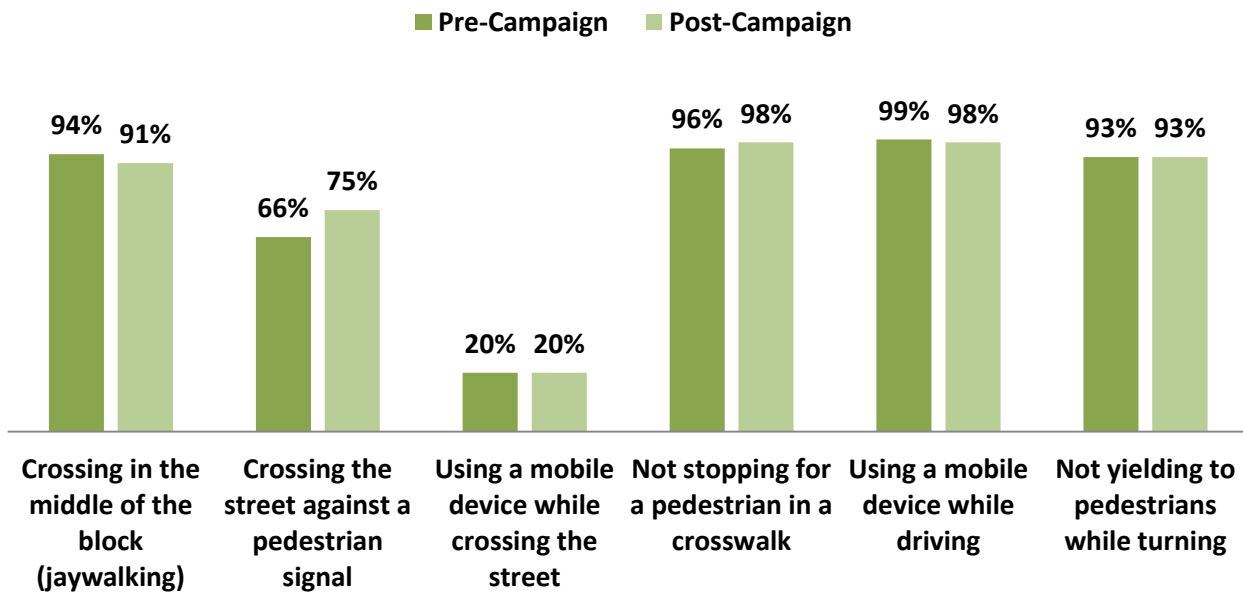
Results showed that there was a 22% increase in respondents viewing the Street Smart campaign images and messages from campaign materials.

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



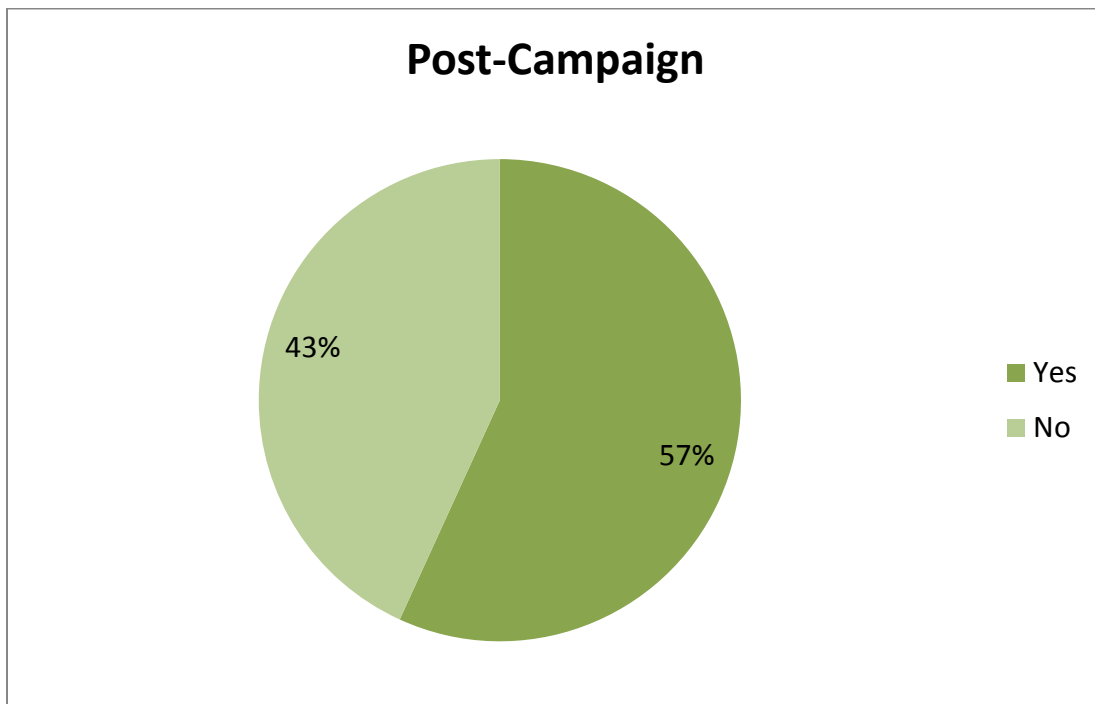
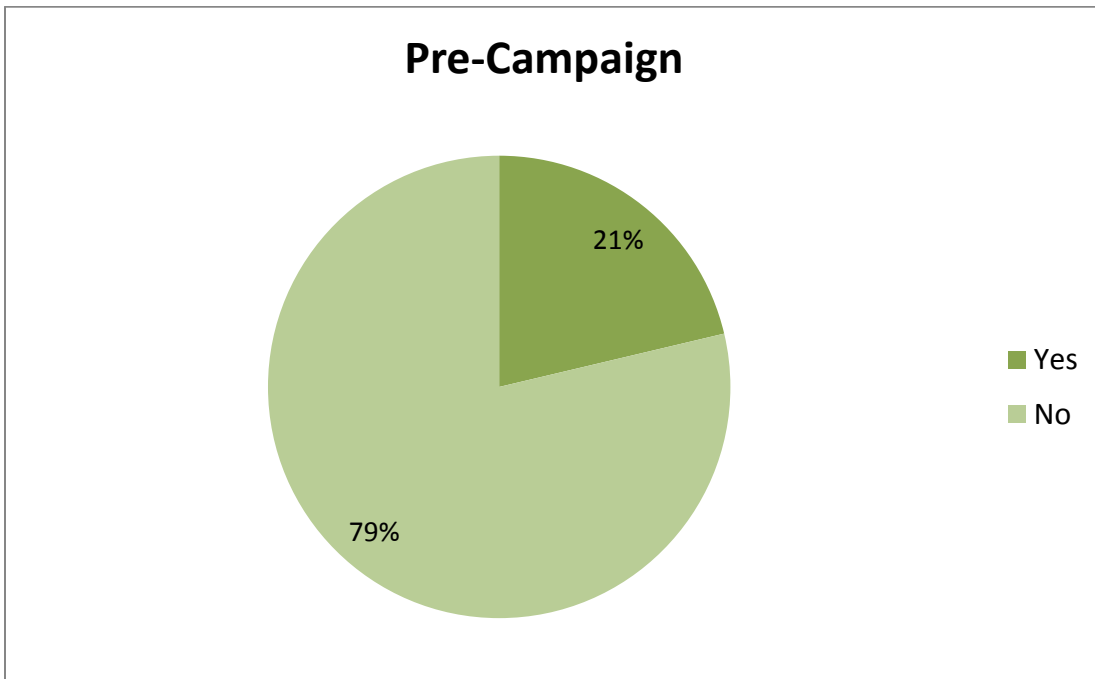
Results showed that there was a 13% increase in respondents who were exposed to someone who provided safety tips and information on New Jersey's pedestrian safety laws.

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

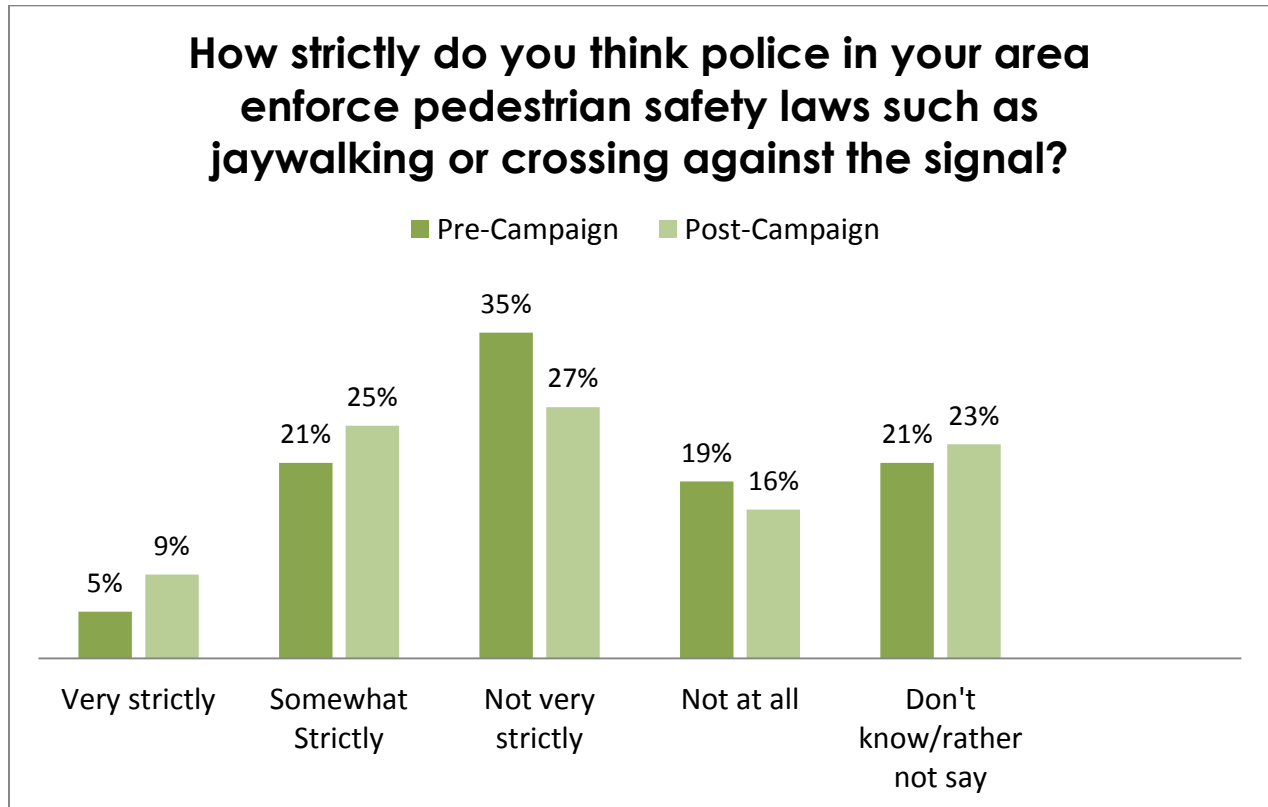


Results from the pre-survey showed that respondents already had a high rate of understanding of New Jersey's safety laws. There was a slight 3% decrease in respondents stating that mid-block crossing or jaywalking was not against the law. However, there was a 9% increase in respondents knowing that they could receive a ticket for crossing against the traffic signal.

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



Results showed a significant 45% increase in the respondents' awareness of the pedestrian safety enforcement efforts made by the Washington Township Police Department.



- Before the Street Smart campaign in Washington, only 5% of respondents felt the local police department was 'very strict' in enforcing pedestrian safety laws. After the campaign, 9% felt the police department were 'very strict' in enforcing pedestrian safety laws accounting for a 4% increase.
- A 4% increase was also found in respondents who felt the local police department was 'somewhat strict' in enforcing pedestrian safety with numbers rising from 21% before the campaign to 25% after the campaign.
- The most significant difference was found in respondents who felt the police department was 'not very strict'. Responses showed that 35% of respondents answered 'Yes' in this category before the Street Smart campaign. That number dropped to 27% after the campaign since there was an increase in respondents who felt that enforcement was either 'very strict' or 'somewhat strict'.

Intersection Observations

Intersection observations were performed by TransOptions immediately before and after the Street Smart campaign in order to observe changes in walking and driving behavior. To control variables, intersection observations were kept consistent and performed for six hours on Tuesdays from 7:00 AM to 1:00 PM.

Pre-Campaign Observation:

Tuesday, July 28, 2015, 7:00 AM – 1:00 PM

Post-Campaign Observation:

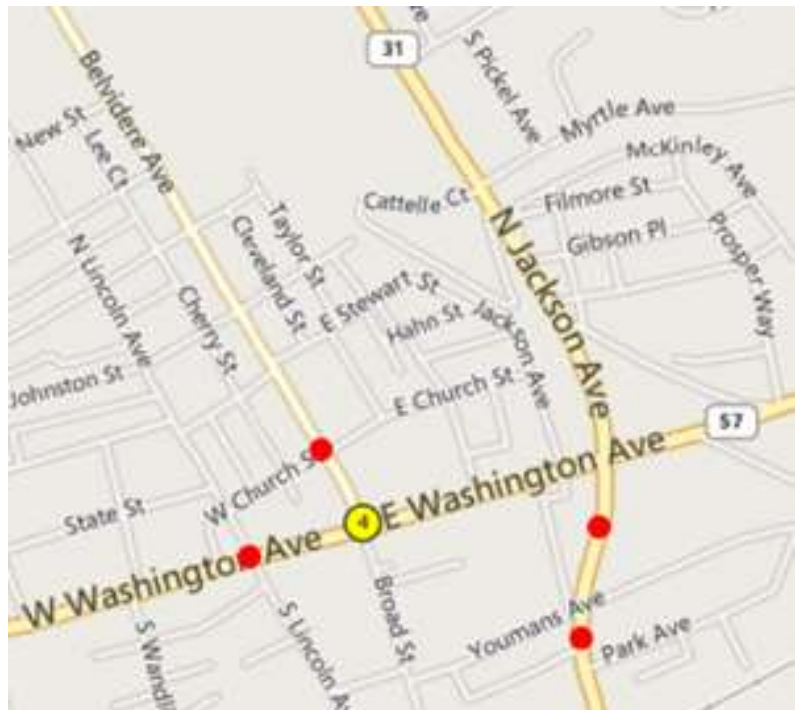
Tuesday, October 13, 2015, 7:00 AM – 1:00 PM

The intersection of Washington Avenue (NJ-57) and Belvidere Avenue and Broad Street was selected as the observation site. Crash data from Plan4Safety and the Washington Township Police Department's experience were considered when selecting the observation intersection.

The intersection of Washington Avenue and Belvidere Avenue / Broad Street attracts a high rate of foot traffic and has a history of crashes and near-crashes. According to Plan4Safety, there were five pedestrian-related crashes at or near this intersection from 2011 to March of 2015.

Belvidere Avenue and Broad Street are two lanes roads with additional dedicated left turn lanes onto NJ-57. Washington Avenue/NJ-57 is a two lane state highway. Parking is allowed on both sides of the street along NJ-57. From the observations, it was noted that Washington has very heavy tractor-trailer traffic traveling on NJ-57, which serves as a direct route to Easton, Pennsylvania.

This intersection is surrounded by several shops, restaurants, and a Wells Fargo Bank. A QuickChek is located approximately 225 feet up the street from the intersection on Belvidere Avenue. The QuickChek is a busy location and is frequented by both drivers and pedestrians. Jaywalking is prevalent in



the area surrounding QuickChek since the store is located mid-block directly across the street from shops, a local bar, and on- and off-street parking.

Intersection Overview





E. Washington Ave. (Rt-57 E.)



W. Washington Ave. (Rt-57 W.)



Belvidere Ave.

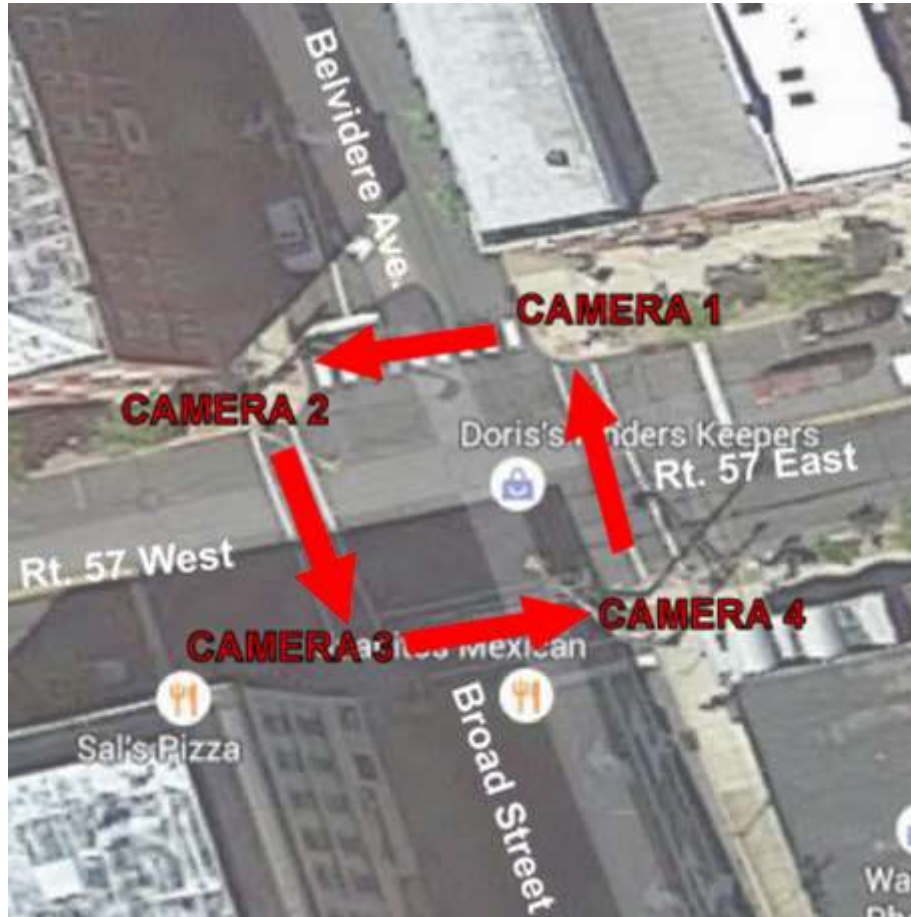


Broad Street

TransOptions set up cameras at each crosswalk of the intersection to observe and film walking and driving behavior.

Three proxies were selected to be observed and counted as compliant or non-compliant behaviors:

- Midblock crossing
- Pedestrians crossing against the traffic signal
- Drivers failing to stop/yield to pedestrians when turning



Camera 1:	Crosswalk, signal, jaywalking on Rt. 57 W
Camera 2:	Crosswalk, signal, jaywalking down Broad Street
Camera 3:	Crosswalk, signal, jaywalking on Rt. 57 E
Camera 4:	Crosswalk, signal, jaywalking up Belvidere Ave.

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

During the pre-campaign observation on July 28th, 232 pedestrians used the crosswalks at the intersection. On October 13th, 169 pedestrians used the crosswalks during the post-campaign observation. The reduction of pedestrians from pre- to post- observation could be attributed to the first observation taking place during the summer when schools were not in session. October 13th was also a cloudy day with spots of light rain, where July 28th was hot and sunny.

	Pre-Campaign	Post-Campaign	% of Reduction
	Not Compliant	Not Compliant	
Pedestrians crossing mid-block	315	206	35%

Mid-block crossing/jaywalking was only marked as a non-compliant behavior. Pedestrians that crossed outside of the crosswalk further up the street from the intersection were counted as not compliant as long as the action was captured by the cameras.

	Pre-Campaign			Post-Campaign		
	Compliant	Not Compliant	% Non-Compliant	Compliant	Not Compliant	% Non-Compliant
Pedestrians crossing at the signal	192	40	17%	133	36	21%
Turning drivers failing to stop/yield to pedestrians	35	18	34%	42	7	14%

The most significant finding was in the amount of jaywalking observed from pre- to post-observation. Mid-block crossing/jaywalking showed a 35% decrease after being observed in the post observation. There was a slight 4% increase in pedestrians crossing against the traffic signal after the intersection was observed in the post-observation. Turning drivers that failed to stop or yield to a pedestrian in a crosswalk decreased by 14%.

During the observations, it was noted that there was a high rate of mid-block crossing activity in the area immediately surrounding the QuickChek store on Belvidere Avenue. After calculating jaywalking from the footage captured on Camera #4, results showed that 69% of all mid-block crossing that occurred during the observation days was on Belvidere Avenue.



Mid-block crossing / Jaywalking



Non-Compliant (on Belvidere Avenue)



Non-Compliant crossing

Pedestrians crossing at the traffic signal



Compliant



Non-Compliant

Turning drivers failing to stop/yield to pedestrians



Compliant



Non-Compliant

Campaign Kickoff

Washington's Street Smart campaign was formally launched during the annual National Night Out event on August 4th, 2015 at Meadow Breeze Park in Washington Township. National Night Out is a nationwide event where communities can interact with their local police department. As Washington's National Night Out typically attracts 2,500 to 3,000 attendees and hosts several vendors, it was determined to be an appropriate venue to formally announce Street Smart Washington.

A small press conference was coordinated to launch the campaign during National Night Out. Speakers included TransOptions President John F. Ciaffone, Chief James McDonald of the Washington Township Police Department, Mayor Scott McDonald of Washington Borough, and Warren County Freeholder Richard Gardner. Each speaker highlighted the importance of pedestrian safety for not only Washington, but for Warren County and the State of New Jersey. The event was covered by WRNJ Radio in Hackettstown, NJ and the New Jersey Bike and Walk Coalition.

TransOptions staff engaged with the attendees of the event and emphasized safe walking and driving in Washington.

Street Smart safety tip cards and glow-in-the-dark safety bracelets were also distributed to the public.



Enforcement

The Washington Township Police Department dedicated 300 hours of enforcement to the Street Smart campaign. Overtime enforcement hours were funded through the Pedestrian Safety Education and Enforcement fund from the New Jersey Division of Highway Traffic Safety.

Officers used roving patrols and the Cops in the Crosswalk pedestrian decoy program to distribute tickets and warnings. The Cops in the Crosswalk pedestrian decoy program has been used in New Jersey since 2009. Officers monitor a crossing and act as a “decoy” pedestrian in the crosswalk. If a driver does not stop for the pedestrian in the crosswalk, the officer calls ahead to a waiting officer who then stops the non-compliant driver and issues a warning or a ticket. The Washington Township Police Department dedicated 46 hours to the decoy program. Officers used the decoy program as an educational opportunity to engage with violators on correct behaviors and provided Street Smart tip cards.



Enforcement of pedestrian safety laws was increased throughout Washington Township and Borough. Focus areas included Washington Avenue (NJ-57) and the intersection of Lincoln Avenue as well as the observation intersection of Belvidere Avenue and Broad Street. These locations were selected as a focus due to a high rate of driver vs. pedestrian conflicts and heavy foot traffic.

A total of 128 tickets and 237 warnings were issued during the Street Smart campaign.

- 98 citations and warnings were issued to drivers who failed to stop for pedestrians in the crosswalk
- 78 citations and warnings were issued for mid-block crossing / jaywalking
- 78 citations and warnings were issued for pedestrians crossing against the traffic signal
- 21 citations and warnings were issued for other violations such as speeding and cellphone use while driving.

Infrastructure

Engineering improvements to existing pedestrian safety infrastructure were completed during the Street Smart campaign. Washington Borough restriped crosswalks on the municipal roadways and NJDOT was able to restripe crosswalks on intersections along NJ-57 and NJ-31.

Observation Intersection: Crosswalk at Washington Avenue (NJ-57) and Belvidere Ave



Before



After



Education and Outreach

TransOptions employed several outreach efforts to spread the Street Smart message throughout the community of Washington by partnering with several local organizations, businesses and schools.

Materials

Street Smart materials were purchased by the Washington Township Police Department through the Pedestrian Safety Education and Enforcement fund from the New Jersey Division of Highway Traffic Safety. Campaign materials included tip cards, banners and posters. TransOptions and the Washington Township Police Department's logos were added to the campaign materials. With the recommendation from officials from the borough and township, 95% of materials were produced in English and 5% were produced in Spanish.

Check your vital signs

Local police are enforcing pedestrian laws

Obey speed limits **Stop for pedestrians** **Wait for the walk** **Use crosswalks**

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

- 2 points
- \$200 fine (plus court costs)
- 15 days community service
- Insurance surcharges (C.39-4-36)

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

Check your vital signs

Your life is on the line

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

STREET SMART WASHINGTON TIP CARDS



STREET SMART WASHINGTON POSTER



STREET SMART WASHINGTON BANNER

Local Outreach Contributions

Many local businesses were eager to support the Street Smart message, display signage and distribute tip cards to their patrons, customers, and employees:

Tip cards and posters were placed in the following locations:

- Shops, restaurants, and organizations along Washington Avenue (NJ-57). The Washington Borough Business Improvement District provided major support in getting downtown shops and restaurants to display materials.
- Washington Borough Municipal Building
- Washington Township Municipal Building
- Albea
- Abilities of Northwest New Jersey
- QuickChek, Washington Township
- QuickChek, Washington Borough
- Washington Borough Post Office
- Washington Borough Library
- Warren County Library – Franklin Branch
- Warren County Community College
- Faith Discovery Church
- Warren County Department of Human Services provided tip cards and posters on Warren County Shuttle buses
- United Methodist Church



Street Smart banners were placed at the following locations:

- Washington Township Police Department
- Washington Borough Municipal Building
- Central parking lot on NJ-57 / Washington Ave.
- United Methodist Church (2)

The Street Smart campaigns from the pilot locations used corrugated plastic street signs that were displayed on posts throughout the communities. Unlike the pilot programs, signage could not be placed as broadly as intended due to regulatory limitations.

With help from the NJDOT, a variable messaging sign was placed on Washington Avenue (NJ-57) for two weeks with a message alerting both drivers and pedestrians that Washington is a pedestrian safety zone.



Community Events

TransOptions specializes in transportation safety education programs and community outreach. During Street Smart, TransOptions focused its safety education programs in Washington Borough and Township with several community events.

- Along with assistance in coordinating the press conference, the Washington Township Police Department hosted a Street Smart information table during the entire National Night Out event.
- The Washington Community Senior Center hosted a special Street Smart safety presentation at the Faith Discovery Church



- ShopRite of Washington hosted two Street Smart information tables



- TransOptions had a Street Smart information table at the Washington Borough Farmers' Market



- TransOptions presented the Street Smart program to the Warren County Transportation Advisory Council
- TransOptions promoted Street Smart at the *Festival in the Borough* hosted by the Washington Borough Business Improvement District

- Warren Hills High School hosted TransOptions for presentations on Street Smart and distracted driving to five driver's education classes



- Memorial Elementary School in Washington Borough hosted TransOptions' Traffic Safety Town Program for fourth grade students



- TransOptions coordinated a "We Will Walk" poster contest for fourth grade students at Memorial Elementary School in Washington Borough. Students were asked to draw why safe walking is important to them



- TransOptions attended and promoted Street Smart and pedestrian safety on Halloween at *Warren Hills Community Day*



Media Coverage

Washington's Street Smart program received coverage in print, web, radio, and on social media platforms.

- WRNJ in Hackettstown covered the National Night Out kickoff event
- WNTI – Centenary College radio – conducted an interview with John F. Ciaffone, president of TransOptions
- Lehigh Valley Live announced Washington's Street Smart program via NJ.com

Washington Twp. police to launch pedestrian safety campaign



By Pamela Sroka-Holzmann | For lehighvalleylive.com
 Email the author | Follow on Twitter
 on July 30, 2015 at 12:08 PM, updated July 30, 2015 at 12:18 PM

Print
 Email

The [Washington Township](#) Police Department, Warren County wants pedestrians to feel safer when crossing intersections.

Township police, along with Washington Borough and Washington Township officials, will launch a new campaign in a news conference scheduled for 7 p.m. Aug. 4. The announcement is tied with the police department's annual National Night Out event.



File Photo/
 LehighValleyLive.com

The campaign, titled "Street Smart Washington," is part of a national public education, awareness and behavioral change initiative to address pedestrian safety issues. The campaign focuses on using high visibility enforcement, education and grassroots public awareness, police say.

TransOptions, a nonprofit transportation organization, is leading the Street Smart effort in Washington Township following the North Jersey Transportation Planning Authority launching five pilot campaigns in various statewide towns throughout the past two years.

Those campaigns proved successful in Hackettstown, Newark, Jersey City, Woodbridge and Long Beach Island, township police say.

"Street Smart aims to change pedestrian and motorist behavior to reduce pedestrian-related crashes, injuries and fatalities," township police say in a news release.

TransOptions, police and town officials plan to coordinate the "Street Smart Washington" effort during an 8-week period, from August to fall.

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- The NJ Bike & Walk Coalition attended the kickoff press conference and posted about the event on Facebook
- The *Washington Messenger* featured a section on Street Smart in the August 2015 edition

NJ Bike & Walk Coalition added 3 new photos. Like Page
 August 4 · Edited ·

At this evening's National Night Out festivities, TransOptions and the Washington Township Police Department launched the StreetSmart pedestrian safety program, a two-month long pedestrian safety campaign that will take place in Warren County's Washington Township and Washington Borough.

StreetSmart is an effort that combines grassroots public awareness, educational outreach, and high-visibility law enforcement to change behaviors as they relate to pedestrian safety.

TransOptions President John Ciaffone was on hand to introduce the program, along with Program Manager Laura Cerutti and several other staff members who handed out literature and promotional items, and answered questions from the public. Also on hand were Washington Township's mayor, police chief, and Warren County Freeholder Richard Gardner.



Be StreetSmart in Washington

The Washington Township Police Department, in collaboration with TransOptions, the North Jersey Transportation Authority, and town officials will be implementing a StreetSmart campaign in Washington Borough to improve pedestrian safety during the period from Aug. 4–Oct. 10.

StreetSmart is a public education, awareness and behavioral change campaign that uses high-visibility enforcement, education and grassroots public awareness to address pedestrian safety issues. The StreetSmart concept has had proven success in five diverse New Jersey pilot communities including Hackettstown, Jersey City, Long Beach Island, Newark, and Woodbridge.

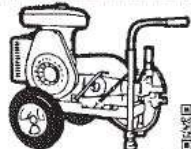
New Jersey ranks 14th in the nation in pedestrian fatalities and has been named a focus state by the Federal Highway Administration. In Washington Borough there have been 11 pedestrian-related crashes and also 11 in Washington Township between 2011-2014.

StreetSmart aims to change pedestrian and motorist behav-

ior to reduce pedestrian-related crashes, injuries, and fatalities. The TransOptions Street Team will be handing out safety tip cards, displaying banners and posters and engaging with the public on pedestrian-safety laws. They will hold safety education events at schools, work places, and organizations. There will also be high-visibility enforcement of pedestrian laws.

When the program is over TransOptions will observe the intersection of Washington Ave. and Belvidere Ave. to count violations and compare to the count before the program began.

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August 2015

The Messenger

- Washington Township Police Department made several posts promoting the Street Smart campaign on Facebook

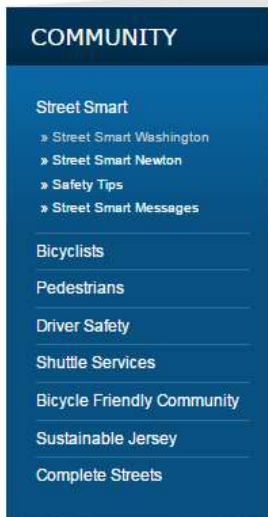


Washington Township Police Department
 October 2 -

WTPD officers with John Ciaffone the President of Transoptions recognizing our department for our part in the pedestrian safety campaign.



- A page was dedicated to Washington's Street Smart campaign on TransOptions website. TransOptions also posted program updates and safety tips on Facebook



Why Washington?

Since 2011 there have been 12 pedestrian-related crashes in Washington Borough and 12 pedestrian-related crashes in Washington Township since 2003. It is important that drivers and pedestrians residing, working, and visiting Washington understand their personal responsibilities in creating a safe environment for all road users. TransOptions, the Washington Township Police Department, and town officials plan to coordinate the Street Smart efforts during an eight week period from August 4th to October 10th.

Street Smart Events in Washington

Results

From analyzing the results from the evaluation activities from pre-campaign to post-campaign, the Street Smart program's goals were met.

1.) Change pedestrian and motorist behaviors to reduce the incidence of pedestrian injuries and fatalities in New Jersey.

- Data collected from the speed sentry device showed an 8% increase in compliant behaviors with reduced speed of drivers traveling west on NJ-57 / W. Washington Avenue.
- Intersection observations showed a 35% decrease in mid-block crossing/jaywalking. However, the intercept survey results showed a 5% increase in self-reports of jaywalking but a 6% decrease in respondents seeing others engage in this behavior.
- Intercept survey respondents observed 8% fewer pedestrians crossing against the traffic signal and self-reported that 4% fewer crossed against the traffic signal themselves. In the post-campaign intersection observations, a 4% increase was observed in this behavior
- 20% fewer drivers were observed not yielding to pedestrians when turning during the post-campaign intersection observation session

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

- 27% more respondents reported being exposed to the Street Smart name
- 19% more respondents were aware of the campaign's "check your vital signs" slogan
- 22% more respondents had been exposed to the Street Smart advertising messages on the campaign materials
- 13% more respondents were exposed to someone who provided them with safety tips and information on New Jersey's pedestrian safety laws
- 9% more respondents learned they could receive a ticket for crossing against the traffic signal

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

- 27% more survey respondents had been exposed to advertising or messaging addressing pedestrian safety; 10% more respondents reported being exposed to advertising or messaging addressing speeding/aggressive driving
- 45% more respondents were aware of increased enforcement efforts made by the Washington Township Police Department
- More respondents answered that they felt the Washington Township Police Department was either "very strict" or "somewhat strict" in their enforcement of pedestrian safety laws in the post-intercept survey

Results from Street Smart Washington showed a significant increase in awareness of pedestrian safety and the presence of the Street Smart brand in the community. Respondents also showed an increased awareness in the Washington Township Police Department's efforts of increased enforcement of pedestrian safety laws.

Pedestrian behaviors reported in the intercept survey data exhibited mixed results possibly due to significantly different sample sizes and perhaps an increased awareness of their own risky behaviors as well as the behaviors of others.

Recommendations

Pedestrian safety should continue to be a focus in Washington Borough and Washington Township. The following is recommended for further examination by officials from Washington Borough and Washington Township, town engineers, and the Washington Township Police Department.

- Approximately 69% of all jaywalking activities witnessed during the intersection observations occurred on Belvidere Avenue near the QuickChek store and the Washington Borough post office.



A bar and street parking are located directly across the street from the post office and QuickChek, facilitating the opportunity for pedestrians to cross in the middle of the block. Crosswalks exist on each end of the block at Washington Avenue and Church Street. Increased signage and enforcement from the Washington Township Police Department could deter pedestrians from crossing mid-block. Town engineers may want also to consider designing a crosswalk in this segment of roadway to accommodate the high rate of jaywalking activity and to increase pedestrian visibility for motorists.

- The mid-block crossing in the center of downtown Washington Borough was once a functioning flashing crosswalk. The flashing light feature on the crosswalk is no longer in operation. The crosswalk in the center of the bricked segment is similar to the bricked section of roadway directly outside the crosswalk. Pedestrians often considered the entire brick segment along the bump out as part of the crosswalk. Efforts to repair the lighting feature or to emphasize the crosswalk in the center of the bricked segment should be considered.



- The area immediately surrounding the speed sentry location is mostly residential and located in close proximity to Memorial Elementary School. When walking to school, students may need to cross W. Washington Avenue (NJ-57). Reducing the speed in this area to 25 MPH should be considered.
- A road diet could be implemented to help reduce speed by using shoulder striping and curb bump-outs to give the illusion of a narrower street.
- Washington Township Police Department should continue education and enforcement of pedestrian safety laws in the community. The priority should be focused on educating offenders over issuing tickets. Special attention should be given to people illegally crossing in the area of Belvidere Avenue near the QuickChek and post office. Speed in areas of high foot traffic should also be monitored.
- Heavy Tractor trailer traffic on NJ-57 was mentioned by many people to be a major concern. Large trucks were observed running the red light at the observation intersection. Increased enforcement of the laws related to the speed limits of these large trucks should be a priority.



Conclusion

Street Smart Washington was a successful collaborative effort between TransOptions, law enforcement, and Washington Borough and Township. 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. TransOptions education and outreach programs will continue to be available to businesses, organizations, and schools of Washington Borough and Township.



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