

THE COLLINGSWOOD, NJ CAMPAIGN
AFTER-ACTION REPORT



STREETSMART
BeStreetSmartNJ.org

JULY, 2018

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CCCTMA



**CROSS
COUNTY
CONNECTION**

TRANSPORTATION MANAGEMENT ASSOCIATION

Improving the quality of life in
southern New Jersey
through transportation solutions

THE COLLINGSWOOD, NJ CAMPAIGN

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THE COLLINGSWOOD, NJ CAMPAIGN ACKNOWLEDGEMENTS

Cross County Connection TMA (CCCTMA) wishes to thank the following individuals and organizations who have provided invaluable assistance and support for this campaign:

- The Collingswood Police Department
- The Collingswood Farmers' Market /Borough of Collingswood
- North Jersey Transportation Planning Authority (NJTPA)



Materials produced for this campaign were made possible by funding from the NJ Division of Highway Traffic Safety (NJHTS), and the South Jersey Transportation Planning Organization (SJTPO).



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EXECUTIVE SUMMARY

CCCTMA, in conjunction with the Borough of Collingswood, NJ executed a month-long (plus additional follow up) public outreach and awareness campaign, as prepared by NJTPA, along Haddon Avenue, in the heart of downtown Collingswood, NJ.

Collingswood's retail district is anchored by Haddon Avenue, a section of County Route 561 which runs from Camden to Haddonfield. Collingswood's downtown is known primarily for its restaurants, which span a variety of cuisines. The American Planning Association designated Haddon Avenue as one of its "10 Great Streets for 2009." The group chose the street "for the way it melds the past with the present", making Collingswood the first New Jersey community to be cited under the association's "Great Places in America" program.

On Saturdays from May to November, the borough hosts a farmers' market under the PATCO line, featuring local produce, baked goods, and crafts. It was in September of 2017 that CCCTMA worked directly with the Police Department to engage the public and distribute literature for the Collingswood Street Smart campaign.

Collingswood sponsors a bike share program, a community greenhouse, as well as a composting program. Since 2009, and developed with assistance from CCCTMA, Collingswood hosts an annual Green Festival to raise awareness of environmental responsibility.

Monthly "2nd Saturdays" have the borough's art galleries, stores and restaurants hosting new exhibitions by local, national, and international painters, sculptors, and photographers.

With the rapid rise in the popularity and attractiveness of Collingswood as a social destination, with a heavy increase in pedestrian activity, a measured rise in safety awareness for motorists and pedestrian alike was required. Over a month-long period, posters, hand-out cards and banners were distributed by both CCCTMA and the Collingswood Police Department; both the general pedestrian public and motorists alike were actively engaged; and a blanketing of the majority of business and retail merchants were successfully recruited to participate in the promotion of this campaign.

A "before" and "after" campaign analysis was conducted by CCCTMA, and a successful, positive impact was achieved.



THE COLLINGSWOOD, NJ CAMPAIGN

PROGRAM OVERVIEW

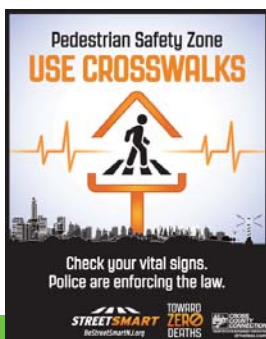
Street Smart NJ emphasizes educating drivers, pedestrians and bicyclists through mass media, as well as targeted enforcement. It complements, but doesn't replace, other state and local efforts to build safer streets and sidewalks, enforce laws and train better roadway users. The campaign's slogan is "Check your vital signs" and visually couples street signs with a heart rate monitor to remind motorists and pedestrians that lives are on the line.

The overall, State-wide campaign is coordinated by the North Jersey Transportation Planning Authority (NJTPA) and is supported by Federal and State funds, with additional funding/in-kind contributions from local partners. Cross County Connection, a nonprofit organization, partners with NJTPA, the New Jersey Department of Transportation (NJDOT), NJ TRANSIT, the Delaware Valley Regional Planning Commission (DVRPC), the South Jersey Transportation Planning Organization (SJTPO), member organizations, and the U.S. Federal Highway Administration, to provide solutions to complex transportation problems for counties, municipalities, employers and in the southern New Jersey region encompassing Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester and Salem counties.

Police agencies serving the participating communities are employing best practices in pedestrian enforcement with traffic safety officers. Engaging and educating, rather than simply issuing citations, is their focus. All officers have been trained to deploy the pedestrian decoy or Cops in the Crosswalk program, which has been used in New Jersey since 2009.

Officers monitor driver, pedestrian and bicyclist behavior at selected crossings for periods of several days over an extended period of time. Observing officers note violations and call ahead to waiting officers, who stop and warn or ticket all offenders regardless of mode. Officers use the stops to educate drivers, pedestrians and bicyclists about their duties and responsibilities under the law.

Street Smart NJ public awareness efforts are conducted in conjunction with this increased enforcement. This multi-pronged strategy has been shown to enhance public safety campaign results and positively impact behavior.



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PROGRAM OVERVIEW

In New Jersey

- New Jersey has been identified as a “focus” state and Newark a “focus” city by the Federal Highway Administration due to a high Incidence of pedestrian injuries and fatalities.

In 2016, 603 individuals lost their lives in motor vehicle related crashes on New Jersey roadways. Of particular concern were the 166 pedestrian fatalities, which represents over 27% of all motor vehicle fatalities. When compared to the national average of 15%, New Jersey is clearly overrepresented and must continue to take action. Source: <https://www.nj.gov/oag/hts/put-brakes-fatality-day.html>

A National Problem

In 2015, 5,376 pedestrians were killed in traffic crashes in the United States. This averages to one crash-related pedestrian death every 1.6 hours.

Additionally, almost 129,000 pedestrians were treated in emergency departments for non-fatal crash-related injuries in 2015. Pedestrians are 1.5 times more likely than passenger vehicle occupants to be killed in a car crash on each trip.

Older adults: Pedestrians ages 65 and older accounted for 19% of all pedestrian deaths and an estimated 13% of all pedestrians injured in 2015.

Children: In 2015, one in every five children under the age of 15 who were killed in traffic crashes were pedestrians.

National Highway Traffic Safety Administration. Traffic Safety Facts 2015 Data – Pedestrians. Washington, DC: US Department of Transportation, National Highway Traffic Safety Administration; 2017. Publication no. DOT-HS-812-375. Available at <https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/812375>. Accessed May 19, 2017.

Centers for Disease Control and Prevention. WISQARS (Web-based Injury Statistics Query and Reporting System). Atlanta, GA: US Department of Health and Human Services, CDC; 2015. Available at <http://www.cdc.gov/injury/wisqars>. Accessed May 19, 2017.



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SITUATIONAL BACKGROUND



The popular Haddon and Collings Avenue area of town.

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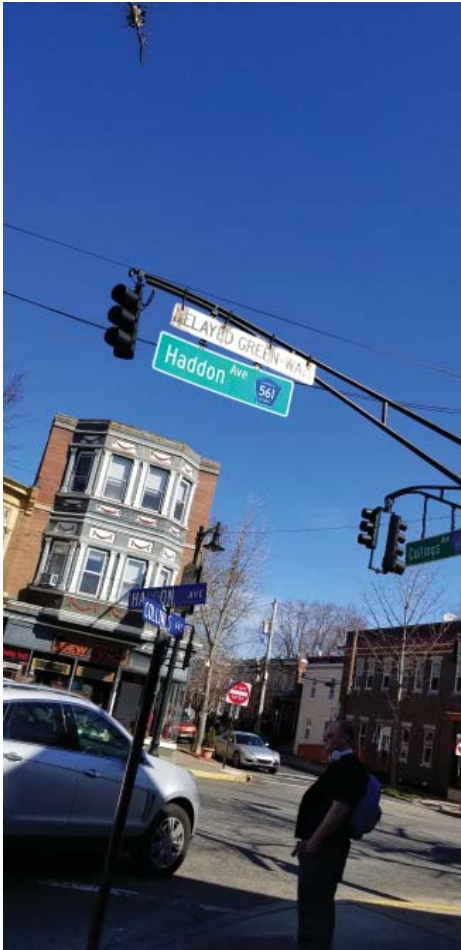
SITUATIONAL BACKGROUND



While Collingswood did not have a significantly high amount of pedestrian or vehicular activity during off-hours, there exists conditions for genuine improvement of overall behavioral and situational awareness.

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SITUATIONAL BACKGROUND



Initial assessment by CCCTMA:

“The town center of Collingswood could be the poster child for the Street Smart program, as it is a confined and highly visible location, with lots of vehicle and pedestrian activity, and a lot of uncontrolled pedestrian and vehicle activity that can be oblivious to cross walks due to the high volume of both kinds of traffic as well as bicycle activity.

This area, while, fortunately, not experiencing a lot of tragic accidents thanks to lower speeds of traffic, does have a lot of bumping issues between vehicles and pedestrians and bicyclists. The Police department is very interested in the program and being actively engaged with the community, and is excited about our assistance with this program.”

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The Borough of Collingswood Street Smart Safety Campaign

Working closely with the Collingswood Police Department, the Borough of Collingswood Farmers' Market Association, and several key individuals, CCCTMA kicked off the campaign with a very visible appearance at the Farmers' Market events on Saturdays in September of 2017.

"New Jersey is ranked 6th in the nation in pedestrian fatalities, according to 2014 data from the National Highway Traffic Safety Administration," notes Bill Ragozine, executive director of CCCTMA, "We have to help do something about that, and so we're proud to put our regional transportation expertise fully behind the Street Smart NJ pedestrian safety awareness campaign."

Street Smart NJ is a public education, awareness and behavioral change campaign developed by the North Jersey Transportation Planning Authority (NJTPA) and funded through U.S. Department of Transportation and Highway Traffic Safety (HTS) resources, as well as through substantial local in-kind contributions. Since its inception, more than forty communities have participated in Street Smart NJ in some way. The campaign uses outdoor, transit and online advertising, along with grassroots public awareness efforts and law enforcement to address pedestrian safety.

Street Smart NJ emphasizes educating drivers, pedestrians and bicyclists through mass media, as well as targeted enforcement. It complements, but doesn't replace, other state and local efforts to build safer streets and sidewalks, enforce laws and train better roadway users. The campaign's slogan is "Check your vital signs" and visually couples street signs with a heart rate monitor to remind motorists and pedestrians that lives are on the line.



CCCTMA Marketing Outreach Specialist, Michele Geiger, at the Farmers' Market Kick Off Appearance with the Collingswood Police street team.

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Outreach and engagement at the Farmers' Market event.

September, 2017

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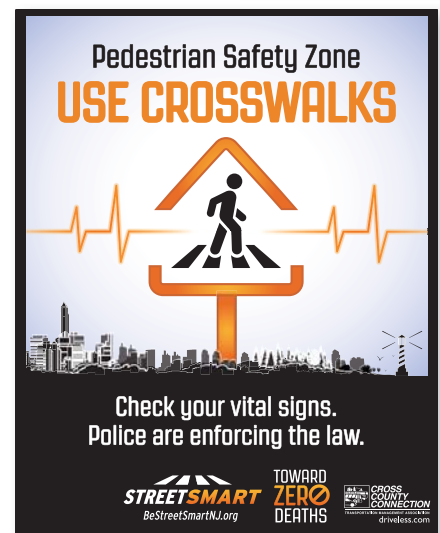
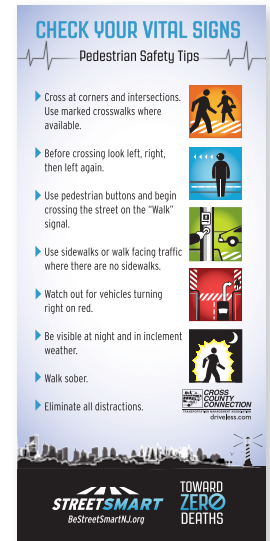
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Preliminary Assessment

An initial outreach introduction was conducted, with select area merchants, in preparation for what was determined to be a key component of the campaign strategy: engaging the retail and business community to serve as advocates for the Collingswood Campaign by displaying Street Smart promotional signs, and in accepting the safety palm and tip cards. These print materials would then be displayed and provided for their customers and clients, thereby ensuring a thorough and multi-faceted, inclusive outreach to the general public.

A total compilation of Street Smart promotional materials included:

- 5,000 Palm Cards
- 5,000 Tip cards
- 1,000 Posters
- Several large, vinyl display banners



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THE CCCTMA CAMPAIGN



Collingswood's many merchants, shops and cafés were delighted to join in the campaign with CCCTMA.

Approximately 3,500 pieces of literature were distributed during the outreach effort.

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THE CCCTMA CAMPAIGN

Campaign Execution – Select Field Notes:

September 23, 2017 – Traveled to the Collingswood Farmer’s Market to meet the Collingswood Police Department and distribute Street Smart literature to the crowd at the farmer’s market. A table was set up at the market as well as police officers walking the crowd to hand out literature. Approx 500 pieces of literature, to include, palm cards and post cards were distributed.

September 30, 2017 – Traveled again to the Collingswood Farmer’s Market to distribute Street Smart literature to the public attending the event. Again, a table was set up at the market, by the Collingswood Police Dept, and those in attendance were given palm cards and street smart post cards as they approached our tent. Also, the CPD was walking through the crowd handing out the literature as well. Approx. 500 pieces of literature were distributed.

October 1, 2017 – Met with Collingswood Police Department and distributed literature on the street to pedestrians walking and people driving. Handed out approx. 1000 pieces of literature.

October 15, 2017 - Met with Collingswood Police Department and distributed literature on the street to pedestrians walking and people driving. Handed out approx. 1000 pieces of literature.

October 24, 2017 – Met with merchants along Haddon Ave. and hang posters in their workplaces. The merchants along this corridor were delighted to display the street smart posters. Distributed approx. 200 pieces.

October 31, 2017 – Continued to walk along Haddon Ave. handing out Street Smart literature to merchants. Distributed approx. 100 pieces.

November 9, 2017 – Traveled to Haddon Ave and continued to distribute literature regarding Street Smart safety. Distributed approx. 100 pieces.

November 16, 2017 – Traveled again to Haddon Ave area of Collingswood. Distributed materials to pedestrians and merchants and took many pictures. Handed out approx.. 100 pieces of literature.

November 21, 2017 - Traveled to Collingswood to take more pictures along Haddon Ave. I captured people waiting to cross. I captured cars not stopping while pedestrians were waiting to cross.

February 28, 2018 – Last trip to Collingswood to hand out some more literature and take more pictures. Handed out approx. 50 pieces.

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THE CCCTMA CAMPAIGN

Methods, Materials, Outreach

Supporting the print literature distribution efforts, for maximization of marketing potential, were the social media postings of campaign updates with photos and Street Smart graphics, as well as the use of hashtags and shared content as created by other outlets in support of the campaign, as well as the invaluable promotional backing received from NJTPA's BeStreetSmartNJ website.



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THE CCCTMA CAMPAIGN

Observations

Public response to the campaign was effusive. Calling attention to the importance of safety, for both pedestrian and driver alike, was universally endorsed by all we encountered.

We are confident that this campaign has, for a month at least, fully delivered on at least the education component. And, with the ongoing vigilance and law enforcement professionalism from the Collingswood Police Department, the importance and awareness of being Street Smart has surely been raised.



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CONCLUSION

Summary Conclusion

The program was evaluated through pre- and post-campaign intersection observations which were conducted by CCCTMA staff. While not statistically significant, these quantitative measures provide an indication of the short-term impact of the Street Smart campaign.

Outreach was conducted, an average of two-three times per week, at three-four hours per outing, with two CCCTMA marketing staff members, over the month-long period. Both a.m. and p.m. trips were taken for observation, outreach, and engagement. Public reaction and support was overwhelmingly positive, as was feedback from merchants who were exceedingly happy to receive and display Street Smart NJ literature.

With this in mind, the following non-scientific notes may be reported:

Beginning of Campaign (9/17/17)

Number of Pedestrians Observed	Used Crosswalk?
25	17

Concluding days of Official Campaign (10/30/17)

Number of Pedestrians Observed	Used Crosswalk?
46	39

At Cross County Connection, our mission is to “Improve the Quality of Life in Southern New Jersey Through Transportation Solutions.” The Street Smart New Jersey pedestrian safety program, first introduced by the North Jersey Transportation Planning Authority, several years ago is now being launched in our region, and so CCCTMA was proud to lead that effort.

Through ongoing outreach and engagement, we will strive to remind the general public, in other Counties within our service area, to pedestrian and drivers alike, to utilize some common-sense approaches to “Check their vital signs,” and be mindful that actual lives are on the line; and safety is the responsibility of everyone.

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For more information about Street Smart NJ, please visit <http://bestreetsmartnj.org/>

For more information about CCCTMA, please visit www.driveless.com



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