

BERNARDSVILLE BOROUGH  
STREET SMART  
PEDESTRIAN SAFETY CAMPAIGN

February 2019

## ACKNOWLEDGEMENTS

RideWise would like to thank the following partners for a successful Street Smart pedestrian safety campaign in Bernardsville:

The Borough of Bernardsville

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Bernardsville Police Department

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

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## EXECUTIVE SUMMARY

RideWise, Inc. partnered with the Borough of Bernardsville and the Bernardsville Police Department to conduct a Street Smart New Jersey pedestrian safety campaign in October and November 2018. The campaign was conducted with the support of the community and local businesses. Bernardsville Police provided 105 hours of pedestrian and driver enforcement during the campaign, and issued five warnings and one summons.

The campaign lasted four weeks with education and enforcement activities occurring through the month of October. Before and after the campaign, RideWise staff conducted observations at three target locations along U.S. Route 202 in the downtown area. The observations showed that most pedestrians used crosswalks and most drivers stopped for pedestrians in the crosswalk. Most pedestrian and driver behavior improved during the post-campaign observations.

In addition to the intersection observations, surveys were circulated before and after the campaign to gauge public awareness of Street Smart and New Jersey's pedestrian safety laws. Unsafe walking and driving behaviors observed in others were reported by almost all respondents in the pre- and post-campaign surveys. Respondents were less likely to report unsafe behaviors among themselves. The behaviors observed most by respondents were drivers not stopping for pedestrians in the crosswalk, pedestrians crossing mid-block, and drivers exceeding the speed limit. These behaviors were consistent with RideWise's observations. Drivers and pedestrians using hand-held devices while driving and walking were also highly reported. Survey respondents also strongly felt that distracted driving, drivers not stopping for pedestrians, and speeding were serious problems in Bernardsville.

Pre- and post-campaign intersection observations and surveys show there was an increase in awareness of pedestrian safety laws and an improvement in pedestrian and driver behavior as a result of the campaign. To continue to improve pedestrian and driver behavior, it is recommended that the Borough of Bernardsville conduct ongoing pedestrian and driver education and enforcement.



## 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 Federal Highway Administration (FHWA) resources, as well as through substantial local in-kind contributions. Street Smart promotes safe travel behavior through education and enforcement of pedestrian laws. The campaign responds to New Jersey's designation as a "focus" state by the Federal Highway Administration because of its relatively high rate of pedestrian-vehicle crashes resulting in injuries and fatalities compared to other areas of the country. From 2013 to 2017, 825 pedestrians were killed and more than 22,000 were injured on New Jersey's roadways, translating to one death every 2.2 days and 12 injuries daily.<sup>1</sup> The goals of the campaign are to educate drivers and pedestrians and to provide targeted enforcement to lower and eliminate pedestrian crashes. The campaign focuses on the following five messages:

1. Obey Speed Limits
2. Stop for Pedestrians
3. Wait for the Walk
4. Use Crosswalks
5. Heads Up, Phones Down



Street Smart was piloted by NJTPA in November 2013 across four northern and central New Jersey communities – Newark, Jersey City, Hackettstown and Woodbridge – and on Long Beach Island in July 2014. The campaign has since expanded to more than 80 communities across the state.

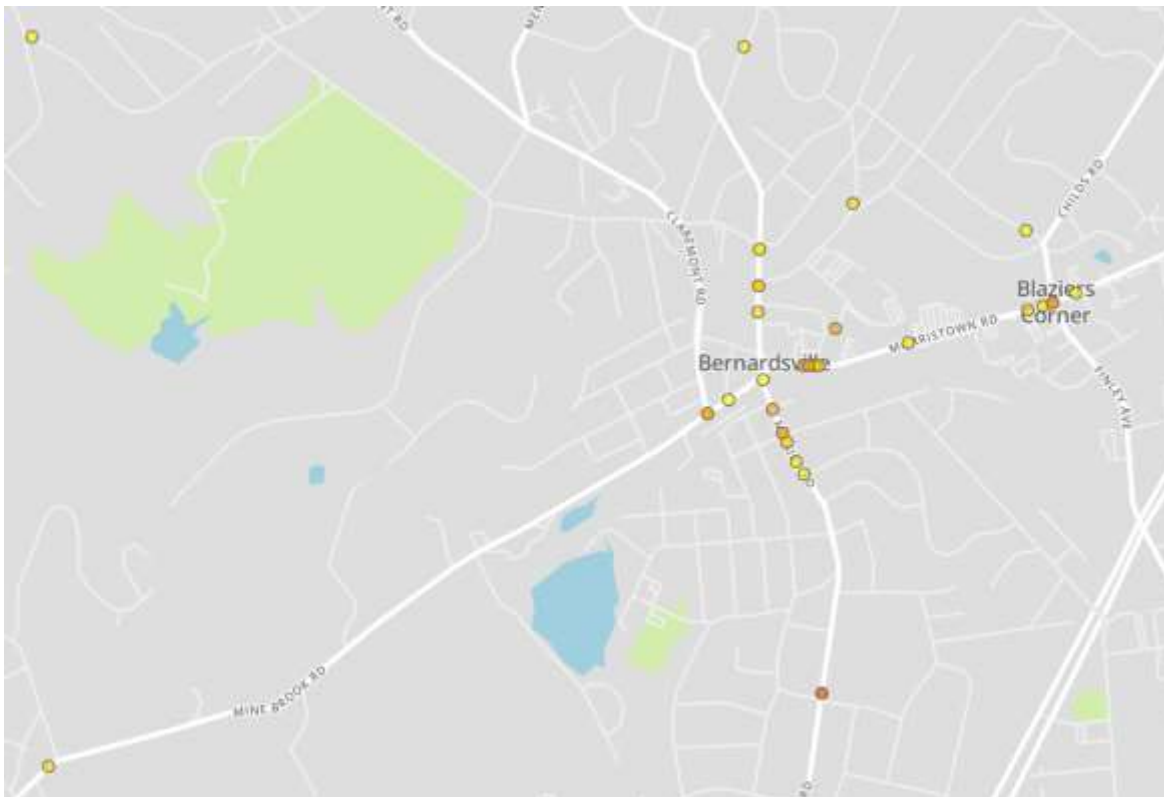


<sup>1</sup> New Jersey State Police Crash Statistics 2017.

## RIDEWISE & STREET SMART

After the success of the first five pilot Street Smart campaigns, the NJTPA's goal was to continue to bring attention to the issue of pedestrian safety statewide. The NJTPA invited the regional Transportation Management Associations (TMAs) to conduct Street Smart NJ campaigns within their designated service areas to expand the program's reach throughout the state. RideWise is one of eight TMAs in New Jersey and is the designated TMA for Somerset County. The agency's mission is to connect people and businesses to safe and sustainable travel options. To date, RideWise has conducted Street Smart campaigns for North Plainfield, Somerville Borough, Manville, and Raritan, and each campaign has achieved reductions in unsafe behaviors among drivers and pedestrians.

Bernardsville was chosen for a Street Smart campaign at the request of the Borough Council. Data from Numetric, the crash analysis tool from Rutgers University's Center for Advanced Infrastructure and Transportation (CAIT), showed 47 crashes involving vehicles and pedestrians/cyclists from 2006 to 2017. Of these crashes, 14 resulted in moderate injuries. The majority of these crashes – 23 – occurred within a 0.25 mile radius from Olcott Square.



Numetric map showing the location of motor vehicle and pedestrian/bicyclist crashes in Bernardsville.

## THE BOROUGH OF BERNARDSVILLE

The estimated population of the Borough of Bernardsville is 7,776 with a total land area of 12.8 square miles.<sup>2</sup> The center of the downtown is Olcott Square, a five-way triangular intersection that connects U.S. Route 202 (Morristown Road and Mine Brook Road), County Road 525 (Mt. Airy Road), Anderson Hill Road, and Mill Street. Surrounding the intersection and throughout the immediate area are numerous businesses, including restaurants, small businesses, a movie theater, banks, a post office, a gym, an auto shop, and a library. The Bernardsville NJ TRANSIT train station is within walking distance of Olcott Square, along Mine Brook Road. The Lakeland bus also stops at Bernardsville train station.



Nearby are Bernards High School and two shopping plazas with a ShopRite and Kings. Mine Brook Road and Morristown Road experience heavy traffic as part of U.S. Route 202, and Anderson Road and Mt. Airy Road are similarly busy as part of County Road 525. Anderson Hill Road and Mt. Airy Road are two-lane streets. Anderson Hill Road has a speed limit of 25 mph, while Mt. Airy Road has a speed limit of 35 mph. Mill Street is a one-way road leading out onto Olcott Square. Mine Brook Road and Morristown Road are two-lane streets, each with a speed limit of 30 mph. There is parallel parking and angle parking



A Walking School Bus in Bernardsville

along Mine Brook Road between the train station and Olcott Square. There are sidewalks throughout the area and parking lots for different businesses. Only the intersection at Olcott Square is signalized. Bernardsville's school district participates in RideWise's Safe Routes to School programming, with a Walking School Bus and participation in numerous pedestrian and bike safety presentations.

<sup>2</sup> "Bernardsville borough, Somerset County, NJ." Census Reporter.



## BERNARDSVILLE STREET SMART CAMPAIGN

The campaign was a collaborative effort between RideWise, the Bernardsville Police Department, Bernardsville Borough officials and the local business community. The Street Smart campaign in Bernardsville was modeled closely after the pilot programs implemented by the NJTPA in Newark, Jersey City, Woodbridge, Hackettstown, Long Beach Island, and the previous campaigns coordinated by RideWise in North Plainfield, Somerville, and Manville. RideWise coordinated two planning meetings attended by representatives from the police department, town officials and the business community in June 2018 and September 2018 to identify the target areas for education and enforcement. One intersection and two crosswalks were identified as priorities for pedestrian safety: the intersection of Mine Brook Road and Claremont Road, the crosswalk on Mine Brook Road by the Bernardsville Print Center, and the crosswalk on Morristown Road by Roselle Bank.



### TARGET AREA #1: Mine Brook Road & Claremont Road

- 3-way intersection
- Roadside and on-road pedestrian crossing signals
- No traffic control devices or pedestrian head signals
- 2 lanes of traffic
- Train station and station parking lot across from Claremont Rd



### TARGET AREA #2: Crosswalk on Mine Brook Road by Bernardsville Print Center

- Roadside and on-road pedestrian crossing signals
- 2 lanes of traffic
- No pedestrian head signals
- Mid-block crosswalk
- In vicinity of Olcott Square





**TARGET AREA #3: Morristown Road & Roselle Bank Parking Lot**

- Students leaving school utilize crosswalk
- 2 lanes of traffic
- Roadside and on-road pedestrian crossing signals
- No pedestrian head signals
- In vicinity of Olcott Square

The campaign lasted eight weeks with education and enforcement activities concentrated during the month of October. The campaign consisted of pre- and post-campaign components including an online survey and intersection observations. The program was evaluated through pre- and post-campaign intersection observations which were conducted by RideWise staff. While not statistically significant, these quantitative measures provide an indication of the short-term impact of the Street Smart campaign.



The business community distributed Street Smart safety tip cards and brochures to individuals who lived or worked in Bernardsville. Additionally, businesses displayed signage in store fronts and Street Smart signs were placed at intersections and crosswalks along Route 202 in the downtown area.

**ENFORCEMENT**

Bernardsville Police supported the campaign’s education and enforcement activities through ongoing community policing efforts. During the first two weeks of the campaign (October 15 through October 29) police officers issued warnings. During the second two weeks (October 30 through November 13) they issued summonses. A total of 105 man hours were dedicated to the enforcement element of the campaign, with officers watching the three target intersections for in-compliant behavior in stationary marked patrol vehicles. While not overtime, these hours were assigned detail hours, where more time was spent increasing police presence

and educating the community at the target intersections than there normally would be. During the first two weeks, five warnings were issued (four for failure to stop for pedestrian in a marked crosswalk and one for failure to use the crosswalk), and during the second part of the campaign, one summons was issued (failure to stop for pedestrian in a marked crosswalk).

Street Smart Message	Category	Soft Enforcement - Warnings	Hard Enforcement - Summons
Obey Speed Limit	Speeding	0	0
Heads Up Phones Down	Distracted Driving	0	0
Stop for Pedestrians in Crosswalks	Failure to Stop for Pedestrian in Marked Crosswalk	4	1
Use Crosswalks	Failure to use Crosswalk	1	0
Wait for the Walk	Crossing against the signal	0	0

## EDUCATION & OUTREACH

Throughout the campaign, RideWise utilized a number of approaches to spread the Street Smart messages. Street Smart materials were obtained from NJTPA, including safety tip cards, posters, coffee sleeves, and coasters. The business community was very receptive to the Street Smart campaign, offering to hang posters in their windows, hand out coffee sleeves and coasters to their customers, and display tent cards on counters and tables. The Bernardsville Public Library and Municipal Building also displayed Street Smart signage. Safety tip cards, posters, coffee sleeves, and coasters were displayed at the following businesses:



Anthony's Catering & Restaurant  
 Bagel Bin  
 Bernards Café  
 Bernardsville Depot Gourmet

Bling by Design  
 The Coffee Shop  
 Dairy Queen  
 Fresh Press Juice

Gary's Wine & Marketplace  
J. Walker Salon  
Mavis Discount Tire  
Mino's Café  
Our Lady of Perpetual Help  
Party Package, USA  
Penguin Ice Cream

Pretty Pink Rooster  
The Rebecca Collection  
Rudy's Steakhouse Restaurant  
Starbucks  
The Station  
Studio 7  
Tons of Toys

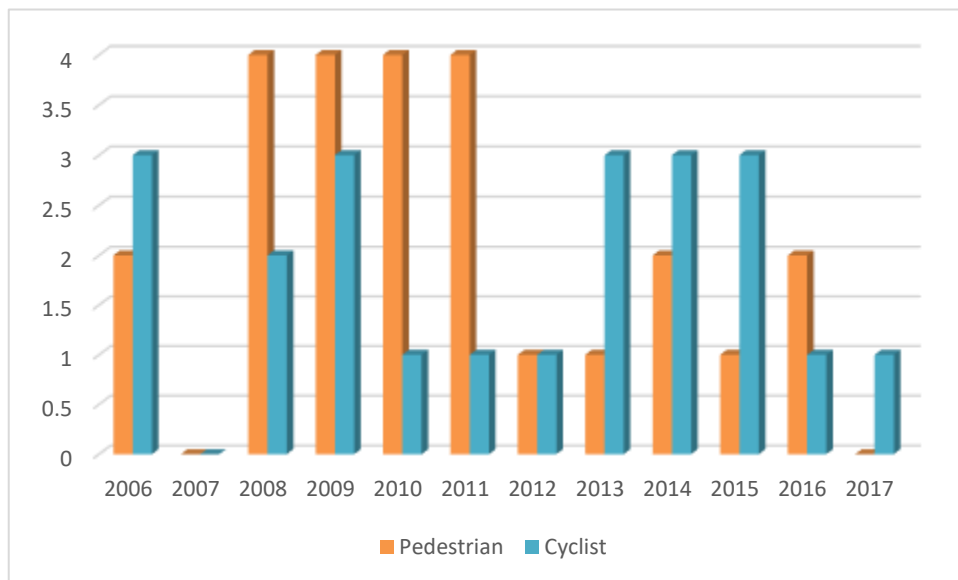
RideWise, the Borough of Bernardsville, and the Bernardsville Police Department also posted photos, graphics, and blurbs on their websites, Facebook pages, and Twitter feeds to raise awareness of the campaign. In addition, a Street Smart banner was displayed at Kiwanis Field and on the porch of Party Package, USA.



Alongside the campaign, RideWise conducted Safe Routes to School programming at Bernards High School, Marion T. Bedwell Elementary School, and the School of St. Elizabeth. RideWise also used its Safety Town to teach second through fourth grade students at Bedwell Elementary School (in October) and the School of St. Elizabeth (in December) about pedestrian safety by focusing on sidewalks, crosswalks and street safety. At Bernards High School, RideWise presented bicycle safety education to non-native English speaking students and provided 75 sets of bicycle safety lights.

## INTERSECTION OBSERVATIONS

Prior to the observations, RideWise reviewed data from the Numetric crash analysis tool maintained by Rutgers University's Center for Advanced Infrastructure and Transportation (CAIT). Between 2006 and 2017, there were 25 crashes involving vehicles and pedestrians and 22 crashes involving vehicles and cyclists. 14 of these crashes resulted in moderate injuries and 25 crashes were attributed to distracted driving. The majority of the crashes occurred during the months of June, September, and December. One of these crashes occurred near target area #1, the intersection of Mine Brook Road and Claremont Road, and one occurred near target area #2, the crosswalk by the Bernardsville Print Shop on Mine Brook Road. Of these two crashes, one was with a pedestrian in the intersection itself, and resulted in moderate injury. Four of these crashes occurred near target area #3, the intersection on Morristown Road by Roselle Bank. Two of the crashes involved cyclists and two involved pedestrians. Two of the crashes resulted in moderate injury and one resulted in pain. These findings supported the decision to conduct a Street Smart campaign in Bernardsville.



The intersection observations entailed tracking the specific behaviors of pedestrians and motorists. The following behaviors of pedestrians were tracked: crossing mid-block outside of a crosswalk, crossing while texting or on the phone, deviating from the crosswalk, and crossing against the signal. The following behaviors of motorists were tracked: driver stopping for pedestrian in crosswalk while turning, driver stopping and staying stopped for pedestrian in crosswalk, and distracted driving. The observations were performed immediately before and after the Street Smart campaign in order to observe changes in

walking and driving behavior. A video camera was set up to capture the observation period at the target locations. To control variables, intersection observations are normally performed on the same days of the week, at the same time of day and for the same duration of time; however, because of inclement weather during the post-campaign observations, some of the observations were not conducted on the same days and times. The following charts show the behaviors of pedestrians and drivers at the three target areas.

### Intersection #1 – Pedestrian Activity on Mine Brook Road & Claremont Road

	Pre-Campaign (183 pedestrians)		Post-Campaign (294 pedestrians)	
	#	%	#	%
<b>Behavior:</b>				
Pedestrians used crosswalk	81	44%	192	65%
Pedestrians were texting or on phone	2	1%	2	1%
Pedestrians deviated from crosswalk	59	32%	7	2%
Pedestrians were crossing mid-block	43	23%	95	32%

The pre-campaign observation for the first target intersection was conducted on Monday, September 25 from 11 a.m. to 2 p.m. The team observed 183 pedestrians during that time. The post-campaign observation was conducted Monday, November 19 from 11 a.m. to 2 p.m., and the team observed 294 pedestrians. The number of pedestrians who used the crosswalk increased significantly between observations, from 44 percent to 65 percent. Similarly, the number of pedestrians who deviated from the crosswalk decreased significantly, from 32 percent to 2 percent. However, while most behavior improved, the number of pedestrians who crossed mid-block outside of a crosswalk increased from 23 percent to 32 percent.

### Intersection #2 – Pedestrian Activity on Mine Brook Road by Bernardsville Print Center

	Pre-Campaign (74 pedestrians)		Post-Campaign (89 pedestrians)	
	#	%	#	%
<b>Behavior:</b>				
Pedestrians used crosswalk	35	47%	66	74%
Pedestrians were texting or on phone	2	3%	5	6%
Pedestrians deviated from crosswalk	52	70%	9	10%
Pedestrians were crossing mid-block	22	30%	14	16%



The pre-campaign observation for the second target intersection was conducted on Wednesday, September 26, from 11 a.m. to 2 p.m. The team observed 74 pedestrians during that time. The post-campaign observation was conducted Tuesday, November 20 from 11 a.m. to 1 p.m., and the team observed 89 pedestrians. The number of pedestrians who used the crosswalk increased significantly, from 47 percent to 74 percent, while the number of pedestrians who deviated from the crosswalk and crossed mid-block significantly decreased (from 70 percent to 10 percent and from 30 percent to 16 percent respectively). However, the number of pedestrians who were texting or on the phone increased slightly, from 3 percent to 6 percent.

During observations, RideWise staff noted that many pedestrians crossing Mine Brook Road in this area crossed by the corner of Mine Brook Road and Quimby Lane, which is an unmarked crosswalk. Staff noted that it may be difficult for pedestrians to cross safely here due to limited lines of sight caused by parked cars and the lack of a marked crosswalk. This may be a suitable area for a marked crosswalk.

### Intersection #3 – Pedestrian Activity on Morristown Road & Roselle Bank Parking Lot

	Pre-Campaign (105 pedestrians)		Post-Campaign (115 pedestrians)	
	#	%	#	%
<b>Behavior:</b>				
Pedestrians used crosswalk	76	72%	99	86%
Pedestrians were texting or on phone	17	16%	3	3%
Pedestrians deviated from crosswalk	18	17%	10	9%
Pedestrians were crossing mid-block	11	10%	6	5%

The pre-campaign observation for the third target intersection was conducted on Thursday, September 27 from 2 p.m. to 4:30 p.m. The team observed 105 pedestrians during that time. The post-campaign observation was conducted Wednesday, November 14 from 2 p.m. to 4 p.m., and the team observed 115 pedestrians. At this intersection, behavior improved across the board, with the number of pedestrians using the crosswalk increasing from 72 percent to 86 percent, and the percentages of pedestrians engaging in negative behavior decreasing.



## Intersection # 1 – Driver Activity on Mine Brook Road & Claremont Road

	Pre-Campaign (2,235 drivers)		Post-Campaign (2,000 drivers)	
Behavior:	#	%	#	%
Driver was texting or on phone	39	2%	35	1.75%

The team observed 2,235 drivers during the pre-campaign observation. During the post-campaign observation, 2,000 drivers were observed. Of all the drivers, 2 percent during the pre-campaign were texting or on the phone, while 1.75 percent were texting in the post-campaign.

	Pre-Campaign (52 drivers)		Post-Campaign (34 drivers)	
Behavior:	#	%	#	%
Driver stopped and stayed stopped for pedestrian in crosswalk	32	61%	30	88%
Driver did not stop and stay stopped	20	39%	4	12%

	Pre-Campaign (28 drivers)		Post-Campaign (11 drivers)	
Behavior:	#	%	#	%
Driver stopped for pedestrian in crosswalk when turning	24	86%	9	82%
Driver did not stop for pedestrians when turning	4	14%	2	18%

Out of the total number of drivers, 52 had the opportunity to stop for pedestrians in the crosswalk during the pre-campaign and 34 drivers had the opportunity during the post-campaign. Out of the pre-campaign drivers who reached the intersection as a pedestrian was about to use or was using the crosswalk, 61 percent stopped while 39 percent did not. These numbers improved in the post-campaign, with 88 percent of drivers stopping and 12 percent not stopping.

During the pre-campaign observations, 28 drivers had the opportunity to stop for pedestrians in the crosswalk when turning. During the post-campaign observations, 11 drivers had this opportunity.

Though the percentage of drivers who stopped for pedestrians when turning did not improve between observations, the majority of drivers did stop in both the pre-campaign and post-campaign.



A motorist not stopping for a pedestrian in the crosswalk at Mine Brook Road & Claremont Road during pre-campaign observations.

#### Intersection #2 – Driver Activity on Mine Brook Road by Bernardsville Print Center

	Pre-Campaign (2,238 drivers)		Post-Campaign (1,159 drivers)	
	#	%	#	%
<b>Behavior:</b>				
Driver was texting or on phone	52	2%	39	3%

*\*The crosswalk on Mine Brook Road by Bernardsville Print Center is a mid-block crosswalk and drivers cannot turn into the crosswalk.*

During the pre-campaign observation, 2,238 drivers were observed, and 1,159 drivers were observed during the post-campaign observation. Of all the drivers, 2 percent were texting or on the phone during the pre-campaign while 3 percent were during the post-campaign.

	Pre-Campaign (42 drivers)		Post-Campaign (38 drivers)	
	#	%	#	%
<b>Behavior:</b>				
Driver stopped and stayed stopped for pedestrian in crosswalk	28	66%	38	100%
Driver did not stop and stay stopped	14	33%	0	0%

The most significant change between observations was the number of drivers who stopped and stayed stopped for pedestrians in the crosswalk. During the pre-campaign observations, 42 drivers had the opportunity to stop for pedestrians using the crosswalk, and 38 drivers had the opportunity during the post-campaign observations. During the pre-campaign, the majority (about two-thirds) of drivers stopped for pedestrians using the crosswalk. In the post-campaign, all 38 drivers stopped for pedestrians. However, during the post-campaign observation, there were three cars that did not stop for a cyclist attempting to ride his bike across the street using the crosswalk. In order to be compliant with the law, the cyclist should have walked his bike across the street, and the drivers should have stopped.

While conducting observations, the team also noted that vehicles were stuck in the crosswalk while queued up for the traffic light at Mt. Airy Road, making it difficult for pedestrians crossing the street to use the crosswalk or for oncoming traffic to see pedestrians in the crosswalk.



Truck stopped in the crosswalk during the pre-campaign observations.



Pedestrians walking behind a truck in the crosswalk during post-campaign observations.

### Intersection #3 – Driver Activity on Morristown Rd & Roselle Bank Parking Lot

	Pre-Campaign (2,421 drivers)		Post-Campaign (2,066 drivers)	
	#	%	#	%
<b>Behavior:</b>				
Driver was texting or on phone	90	4%	45	2%

*\*No drivers were observed turning into the crosswalk while there were pedestrians crossing during the pre-campaign observation.*

During the pre-campaign observation, 2,421 drivers were observed, and 4 percent of drivers were texting or on the phone. During the post-campaign observation, 2,066 drivers were observed, and the number of drivers who were texting on the phone decreased to 2 percent.

	Pre-Campaign (71 drivers)		Post-Campaign (67 drivers)	
	#	%	#	%
<b>Behavior:</b>				
Driver stopped and stayed stopped for pedestrian in crosswalk	45	63%	51	76%
Driver did not stop and stay stopped	26	37%	16	24%

During the pre-campaign observations, there were no drivers turning when pedestrians were in the crosswalk. During the post-campaign observations, there was one driver turning, and they did stop for pedestrians. However, due to the small sample size, this is statistically insignificant. Seventy-one drivers had the opportunity to stop for pedestrians during the pre-campaign and 67 drivers had the opportunity during the post-campaign. The number of drivers who stopped and stayed stopped for pedestrians in the crosswalk did improve, rising from 63 percent to 76 percent between observations.

RideWise staff also noted cyclist behavior during the observations. In both the pre- and post-campaign observations, the majority of cyclists were riding on the sidewalk rather than riding with traffic. As mentioned previously, during the post-campaign observations at Mine Brook Road by the Print Center (Intersection #2), there were three cars that did not stop for a cyclist attempting to ride his bicycle across the street using the crosswalk. In this case, compliant behavior for the cyclist would have been to walk his bike across the street, while compliant behavior for the drivers would have been to stop.

## CAMPAIGN SURVEY

RideWise and Bernardsville Police Department circulated an online survey on their social media accounts during the two week pre- and post-campaign phases. The survey used the same questions from NJTPA’s Street Smart campaigns and asked respondents to report their walking and driving behaviors and what they observed on the road. The survey was created using Google Forms, and respondents were given the option of entering a raffle for a \$100 Amazon gift card. The survey included questions on the respondents’ knowledge of New Jersey’s pedestrian safety laws and awareness of the Street Smart campaign in Bernardsville. RideWise only surveyed respondents who either lived and/or worked in Bernardsville. Respondents were asked to report if they were older than 18 years of age and whether or not they lived or worked in the Borough before they could complete the rest of the survey.

The pre-campaign survey generated 143 responses from individuals over the age of 18 who either lived or worked in Bernardsville. The majority of respondents, 76 percent, said they only lived in Bernardsville, and 17 percent lived and worked in the Borough. The post-campaign survey generated 130 responses from individuals over the age of 18 who lived or worked in Bernardsville, with the majority of respondents, 56 percent, only living in Bernardsville and 26 percent living and working in the Borough. The pre- and post-campaign responses were compared to determine the impact of the Street Smart campaign. \*Percentages may not total 100 due to rounding. Some questions had respondents answering “yes” to multiple categories.

### IN THE PAST WEEK, WHICH OF THE FOLLOWING BEHAVIORS HAVE YOU SEEN IN BERNARDSVILLE?

Behavior:	Pre-Campaign (143 responses)		Post-Campaign (130 responses)	
	#	%	#	%
Drivers using a hand-held cell phone while driving	93	65%	67	51.5%
Drivers running red lights or stop signs	34	23.8%	37	28.5%
Drivers exceeding speed limit in areas of heavy pedestrian traffic	100	69.9%	76	58.5%
Drivers not giving pedestrians the right of way when making a left or right turn	51	35.7%	42	32.3%
Drivers not stopping for pedestrians in the crosswalk	108	75.5%	85	65.4%
People using a hand-held cell phone while walking or crossing the street	79	55.2%	66	50.8%
People crossing in the middle of the block (jaywalking)	105	73.4%	95	73.1%
People cross the street against the walk signal	65	45.5%	57	43.8%
None of the above	3	2.1%	6	4.6%

The top three behaviors reported by pre-campaign survey respondents were drivers not stopping for pedestrians in the crosswalk (75.5 percent), pedestrians crossing in the middle of the block (73.4 percent), and drivers exceeding the speed limit in areas with heavy pedestrian traffic. These behaviors were also observed by RideWise staff during the observations, though it should be noted that speeding is difficult to capture with complete accuracy. Other behaviors, such as drivers using hand-held devices while driving and people using a hand-held devices while walking, also had high percentages.

In the post-campaign survey all behavior seen, with the exception of drivers running red lights or stop signs, decreased. However, the top three behaviors reported in the pre-campaign survey remained the top three behaviors cited in the post-campaign survey.

**AT SIGNALIZED INTERSECTIONS, WHEN SHOULD YOU BEGIN TO CROSS THE STREET?**

	Pre-Campaign (143 responses)		Post-Campaign (130 responses)	
	#	%	#	%
When the words “Don’t Walk” or the red hand light is on and not flashing	0	0%	0	0%
When the words “Don’t Walk” or the red hand is flashing	1	0.7%	1	0.8%
When the word “Walk” or the walking person light is on	139	97.2%	127	97.7%
None of the above	3	2%	2	1.5%

Though the behavior of waiting for the walk at signalized intersections were not applicable to the target locations, the majority of pre- and post-campaign survey respondents knew that, at signalized intersections, you should wait to cross the street until the word “Walk” or the walking person light is on.



**IN THE PAST 30 DAYS, HAVE YOU READ, SEEN OR HEARD ANY MESSAGES IN BERNARDSVILLE ADDRESSING THE FOLLOWING?**

	Pre-Campaign (143 responses)		Post-Campaign (130 responses)	
	#	%	#	%
<b>Messages</b>				
None of the above	84	58.7%	54	41.5%
Bicycle safety	4	2.8%	7	5.4%
Pedestrian safety	35	24.5%	57	43.8%
Distracted driving	25	17.5%	22	16.9%
Seat belt use	10	7%	14	10.8%
Drunk driving	5	3.5%	11	8.5%
Speeding/aggressive driving	37	25.9%	35	26.9%

In the pre-campaign survey, the majority of respondents (58.7 percent) had not read, seen or heard any messaging regarding pedestrian and motorist safety laws. By the end of the campaign, a large number (41.5 percent) still had not seen, read or heard any messaging, though the majority (43.8 percent) had heard messaging on pedestrian safety.

**IN THE PAST 30 DAYS, HAVE YOU READ OR HEARD ANY MESSAGES THAT ENDORSE ANY OF THE FOLLOWING SIGNS?**

	Pre-Campaign (143 responses)		Post-Campaign (130 responses)	
	#	%	#	%
<b>Signs</b>				
None of the above	125	87.4%	63	48.5%
Heads Up, Phones Down	8	5.6%	26	20%
Obey Speed Limits	5	3.5%	7	5.4%
Stop for Pedestrians	10	7%	26	20%
Wait for the Walk	4	2.8%	9	6.9%
Use Crosswalks	7	4.9%	50	38.5%

In the pre-campaign survey, the vast majority of respondents (87.4 percent) had not read or heard any of the Street Smart messages. This was still the case in the post-campaign, though the number of respondents who had not read or heard any of the messaging decreased significantly from 87.4 percent

to 48.5 percent. All the messaging experienced an increase in being seen and/or heard, with the messages “Use Crosswalks” and “Stop for Pedestrians” experiencing the largest increase: 4.9 percent to 38.5 percent and 7 percent to 20 percent respectively.

**WHERE HAVE YOU SEEN OR HEARD THESE MESSAGES?**

	Pre-Campaign (143 responses)		Post-Campaign (130 responses)	
	#	%	#	%
On tent cards	0	0%	0	0%
News	2	3.5%	1	1.1%
Television	2	3.5%	2	2.2%
Streaming radio	0	0%	0	0%
Social media sites (Facebook, Twitter, Instagram)	10	17.5%	30	33.3%
Radio	3	5.3%	1	1.1%
On posters or signs you have seen while driving or walking	15	26.3%	50	55.6%
On posters or signs at transit stations and on/in buses	2	3.5%	5	5.6%
Internet advertising	1	1.8%	1	1.1%
Don't remember	32	56.1%	23	25.6%

The majority of pre-campaign survey respondents (56.1 percent) did not remember where they had seen or heard the Street Smart messages, but the most popular sources were posters seen while driving or walking (26.3 percent) and social media sites (17.5 percent). In the post-campaign survey, the majority of respondents (55.6 percent) had seen Street Smart messages on posters or signs while driving or walking. The second most popular messaging source was social media, with 33.3 percent of respondents having seen the messages on Facebook, Twitter, or Instagram.

**HAVE YOU RECENTLY READ, SEEN OR HEARD ABOUT POLICE EFFORT TO ENFORCE PEDESTRIAN SAFETY LAWS IN BERNARDSVILLE?**

	Pre-Campaign (143 responses)		Post-Campaign (130 responses)	
	#	%	#	%
No	124	86.7%	64	49.2%
Yes	19	13.3%	66	50.8%

The vast majority of pre-campaign survey respondents were unaware of a police effort to enforce pedestrian safety laws in Bernardsville. In the post-campaign survey, the majority of respondents had heard about the police effort, but almost half of respondents had not.

**HOW STRICTLY DO YOU THINK POLICE IN BERNARDSVILLE ENFORCE PEDESTRIAN SAFETY LAWS, SUCH AS JAYWALKING OR CROSSING AGAINST THE SIGNAL?**

	Pre-Campaign (143 responses)		Post-Campaign (130 responses)	
	#	%	#	%
Very strictly	3	2.1%	11	8.5%
Somewhat strictly	9	6.3%	25	19.2%
Not very strictly	58	40.6%	48	36.9%
Not at all	46	32.2%	27	20.8%
Don't know/Rather not say	27	18.9%	19	14.6%

In both the pre- and post-campaign surveys, the majority of respondents said the police in Bernardsville did not enforce pedestrian safety laws very strictly or at all. However, the number of people who felt that way decreased during the post-campaign, with those who said laws were “not very strictly” enforced decreasing from 40.6 percent to 36.9 percent and those who said laws were “not at all” enforced decreasing from 32.2 percent to 20.8 percent. The largest increase between surveys was the response “somewhat strictly,” increasing from 6.3 percent to 19.2 percent.

Respondents were asked if they agreed or disagreed with statements made about distracted driving, drivers and pedestrians observing traffic laws, and speeding. There was little change to the

responses between surveys, and the majority of respondents strongly agreed that most of the statements were problems in Bernardsville.

**DISTRACTED DRIVING IS A PROBLEM IN BERNARDSVILLE:**

	Pre-Campaign (143 responses)		Post-Campaign (130 responses)	
	#	%	#	%
Strongly agree	55	38.5%	53	40.8%
Agree	28	19.6%	18	13.8%
Neutral	26	18.2%	27	20.9%
Disagree	17	11.9%	18	13.8%
Strongly disagree	17	11.9%	14	10.8%

The majority of pre- and post-campaign survey respondents (38.5 percent and 40.8 percent, respectively) strongly agreed that distracted driving was a problem in Bernardsville.

**PEDESTRIANS DISOBEYING TRAFFIC RULES IS A PROBLEM:**

	Pre-Campaign (143 responses)		Post-Campaign (130 responses)	
	#	%	#	%
Strongly agree	22	15.4%	29	22.3%
Agree	24	16.8%	24	18.5%
Neutral	62	43.4%	45	34.6%
Disagree	24	16.8%	25	19.2%
Strongly disagree	11	7.7%	7	5.4%

The majority of pre- and post-campaign survey respondents (43.4 percent and 34.6 percent, respectively) felt neutral about pedestrians disobeying traffic rules. However, the number of respondents who felt neutral decreased between surveys, while the number of respondents who strongly agreed that pedestrians disobeying traffic rules was a problem increased from 15.4 percent to 22.3 percent.

**DRIVERS NOT STOPPING FOR PEDESTRIANS IN THE CROSSWALK IS A PROBLEM IN BERNARDSVILLE:**

	Pre-Campaign (143 responses)		Post-Campaign (130 responses)	
	#	%	#	%
Strongly agree	42	29.4%	37	28.5%
Agree	32	22.4%	31	23.8%
Neutral	31	21.7%	27	20.8%
Disagree	16	11.2%	25	19.2%
Strongly disagree	22	15.4%	10	7.7%

In both the pre- and post-campaign surveys, the majority of respondents strongly agreed that drivers not stopping for pedestrians in the crosswalk is a problem in Bernardsville. The number of respondents who strongly disagreed decreased from 15.4 percent to 7.7 percent between surveys.

**SPEEDING IS A PROBLEM IN BERNARDSVILLE:**

	Pre-Campaign (143 responses)		Post-Campaign (130 responses)	
	#	%	#	%
Strongly agree	49	34.3%	40	30.8%
Agree	28	19.6%	35	26.9%
Neutral	26	18.2%	25	19.2%
Disagree	15	10.5%	18	13.8%
Strongly disagree	25	17.5%	12	9.2%

Of the pre-campaign survey respondents, the majority (34.3 percent) strongly agreed that speeding is a problem in Bernardsville. In the post-campaign survey, the majority of respondents (30.8 percent) still strongly agreed that speeding is a problem in Bernardsville. The number of respondents who strongly disagreed decreased from 17.5 percent to 9.2 percent.

**BICYCLISTS NOT OBEYING TRAFFIC LAWS IS A PROBLEM IN BERNARDSVILLE:**

	Pre-Campaign (143 responses)		Post-Campaign (130 responses)	
	#	%	#	%
Strongly agree	30	21%	29	22.3%
Agree	31	21.7%	25	19.2%
Neutral	49	34.3%	42	32.3%
Disagree	16	11.2%	20	15.4%
Strongly disagree	17	11.9%	14	10.8%

When it came to bicyclists not obeying traffic laws being a problem in Bernardsville, the majority of pre- and post-campaign respondents (34.3 percent and 32.3 percent, respectively) felt neutral.



## RECOMMENDATIONS

- Target location #1 experiences a heavy amount of vehicle traffic both passing through the intersection and pulling in and out of the train station parking lot. Both Mine Brook Road and Claremont Road are wide streets, making the crosswalks at this intersection very long and unsafe for pedestrians to cross. Making the crosswalks shorter may lead to more pedestrians utilizing them. This can be done by either creating a pedestrian refuge island halfway through the crosswalks or placing bike racks or other placemaking structures at the corners of the intersection.
- During observations, RideWise staff noted that many pedestrians crossing by target location #2 crossed at the corner of Mine Brook Road and Quimby Lane, which is an unmarked crosswalk. Due to parked cars and the lack of a marked crosswalk, it may be difficult for pedestrians to cross safely. This may be a suitable area for a marked crosswalk.
- At target location #2, cars frequently stop in the crosswalk while waiting for the traffic light, making it difficult for pedestrians to cross. Education and enforcement regarding blocking crosswalks may be beneficial.
- The majority of pedestrians at target location #3 were Bernards High School students leaving school at dismissal. Though the number of drivers who did not stop and stay stopped for pedestrians at this intersection decreased between observations, there was still a number of drivers who did not stop. More education and enforcement on the importance of stopping for pedestrians may be needed. Introducing a crossing guard at this intersection during Bernards High School's dismissal may also make it safer for students to cross.
- When asked about the enforcement effort in Bernardsville, the majority of both pre- and post-campaign survey respondents said that the police did not enforce pedestrian safety laws very strictly or at all. There may be a need for increased enforcement of pedestrian safety laws.
- In both the pre- and post-campaign surveys, respondents said that drivers not stopping for pedestrians in the crosswalk was a serious problem in Bernardsville. This reflects the observations at target location #1, where the number of turning drivers who did not stop for pedestrians increased. In addition, survey respondents said speeding and distracted driving were also serious problems. There may be a need for more education and enforcement in those areas.
- While discussing the campaign results with Bernardsville police and officials, it was suggested by Bernardsville that lighting along Mine Brook Road be installed, as the street is very dark at night.
- It was also suggested by Bernardsville that pedestrian-activated signs and lights be installed at target locations #2 and #3.

## CONCLUSION

Street Smart Bernardsville was a collaborative effort between RideWise, the Borough of Bernardsville, and the Bernardsville Police. The campaign resulted in an increase in awareness of the Street Smart messages, enforcement efforts, and an emphasis on pedestrian safety throughout the community. The intersection observations and surveys showed a reduction in nearly all non-compliant behavior by drivers and pedestrians. It is recommended that Bernardsville conduct ongoing pedestrian and driver education and enforcement along Route 202, in the community and in the schools to continue improving the behaviors of people driving and walking in the borough.