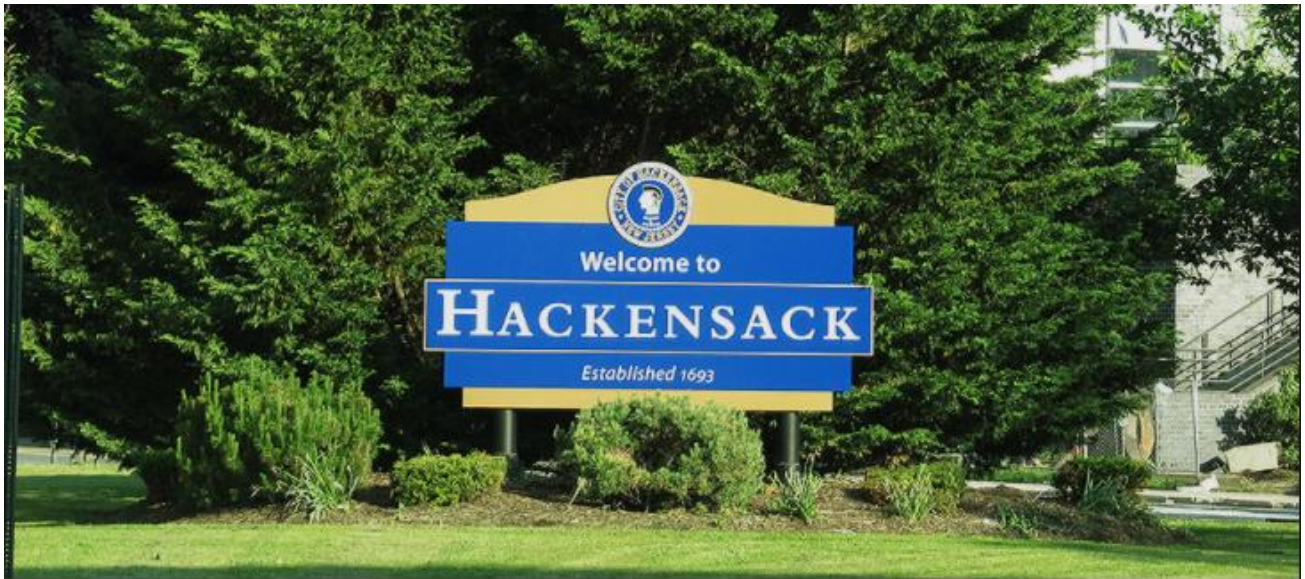


STREETSMART

Hackensack, NJ



EZ Ride
144 Park Place East
Wood-Ridge, NJ 07075
(201) 939-4242
www.ezride.org

June 30, 2018



Table of Contents

Executive Summary.....	2
1. Street Smart NJ Overview.....	3
1.1 EZ Ride’s Street Smart NJ Program.....	4
1.2 Hackensack, Bergen County, New Jersey.....	4
1.3 Hackensack Crash Analysis.....	4
1.4 Campaign Selected Intersection.....	9
1.5 Pre-Campaign Intersection Observation.....	9
1.6 Education & Enforcement Campaign.....	10
1.7 Post Campaign Intersection Observation.....	11
2. Evaluation	
2.1 Pre-Campaign vs. Post Campaign.....	12
3. Campaign Overview	
3.1 Campaign Kickoff.....	13
3.2 Campaign Education.....	13
3.3 Campaign Enforcement.....	15
4. Campaign Results	
4.1 Non-Compliant Behavior.....	15
4.2 Pre and Post Survey.....	16
4.3 Respondents’ Knowledge of Pedestrian and Driver Safety Laws.....	19
4.4 Pedestrian and Driver Behavior.....	20
4.5 Summary of Campaign.....	29
4.6 Recommendations.....	30
5. Appendix	
5.1 EZ Ride Community Outreach.....	31
5.2 Street Smart NJ Materials	32
5.3 Media Coverage	33

Executive Summary

Street Smart NJ is a public education, awareness and behavioral change campaign developed by the North Jersey Transportation Planning Authority (NJTPA) and funded with U.S. Department of Transportation and Highway Traffic Safety (HTS) resources, as well as through substantial local in-kind contributions. New Jersey has been designated a Pedestrian and Bicycle Safety “focus” state by the federal government due to its high rate of pedestrian injuries and fatalities. The Street Smart NJ campaign aims to raise public awareness, educate drivers and pedestrians about safe travel, and change unsafe behavior through collaboration between public, private, and non-profit organizations. Street Smart was implemented in five municipalities in 2013-2014 as a pilot program and has expanded to more than 60 New Jersey municipalities, including Hackensack in 2017.

On September 6, 2017, representatives from EZ Ride, NJTPA, Hackensack Meridian Health – Hackensack University Medical Center (HUMC), Hackensack Police Department (PD), and the city met as a taskforce to plan a Street Smart NJ campaign. Because of a shared interest to improve traffic and pedestrian safety, the group developed a positive and collaborative relationship and reached out to the Public School District as well.

Street Smart activities began with pre-campaign intersection observations by EZ Ride at Thompson Street and Prospect Avenue on October 6, 2017. This intersection was selected by the Hackensack taskforce because of its location in front of HUMC’s main entrance, its proximity to Prospect Avenue businesses, and based on crash history.

The educational component of the Street Smart NJ campaign kicked off on October 25, 2017 with a news conference at Hackensack Meridian Health. Officials from HUMC, NJTPA, EZ Ride, Hackensack Police Department, the City of Hackensack, Bergen County Planning & Engineering, and a Bergen County Freeholder, James Tedesco, were in attendance.

As part of the educational campaign, street posters and small signs were displayed around and inside HUMC. Approximately 255 Street Smart safety tip cards and 250 “Heads up, Phones down” cards were distributed October 25-November 8th at nearby businesses by the PD and EZ Ride. An invitation to fill out an online survey about street and safety conditions was emailed to City employees and residents. All respondents were entered into a raffle to win a \$100 gift card.

Hackensack Police increased enforcement efforts from November 9-22 as part of the campaign. While some city police departments apply for and get DHTS funds to support the campaign, Hackensack PD did not have funding to implement the campaign. Police issued 25 warnings and wrote five summonses for violations.

Following the enforcement activities, EZ Ride returned on December 6, 2017 for post-campaign intersection observations and to determine whether there were any changes in pedestrian or motorist behavior. The same survey was emailed to City employees and residents afterwards to measure awareness and effectiveness of the campaign.

The program was evaluated through pre- and post-campaign intersection observations and surveys by EZ Ride. While not statistically significant, these quantitative measures provide an indication of the short term impact of the campaign. Analysis revealed:

Positive Behavior Change:

- Increase in number of pedestrians using crosswalks and staying within the crosswalk
- Increase in the number of cars that stopped for pedestrians in crosswalks.
- Decrease in number of distracted pedestrians (headphones, using phone, etc.)

Negative Behavior Change:

- Increase in number of distracted drivers

These results suggest a greater awareness of the law and safe pedestrian and driving behavior as a result of the campaign, but more work is needed to address the danger of distracted driving. Post campaign surveys revealed that street posters, social media, and local news articles were the most effective means of educating the public.

1. Street Smart NJ Overview

Street Smart NJ was developed in response to New Jersey's designation by FHWA as a pedestrian "focus" state due to the high incidence of pedestrian injuries and fatalities. New Jersey's pedestrian fatality rate (30.2 percent in 2015) is double the national average (15 percent). According to the National Highway Traffic Safety Administration, New Jersey ranked 17th in the nation in pedestrian fatalities in 2016. From 2013 - 2017, 828 pedestrians were killed and more than 17,000 were injured on the state's roadways equaling one pedestrian death every 2.5 days and 11 pedestrian injuries every day.

The campaign has three main goals:

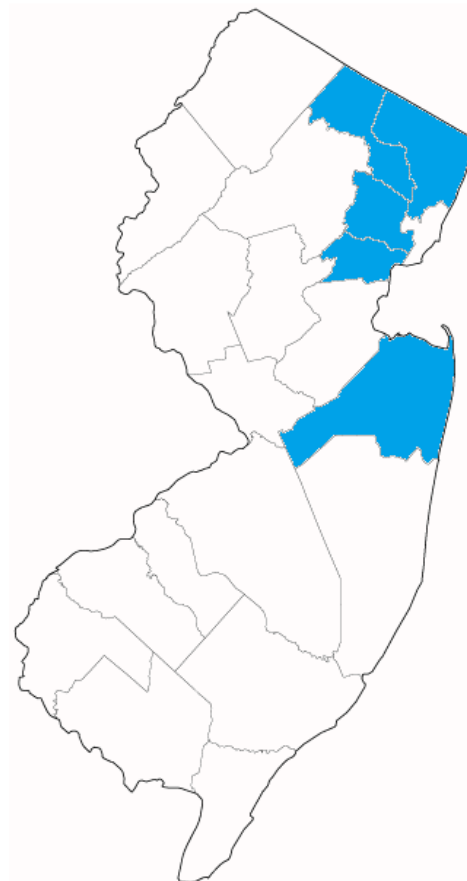
- Change pedestrian and motorist behaviors to reduce the incidence of pedestrian injuries and fatalities in New Jersey.
- Educate motorists and pedestrians both about their roles and responsibilities for safely sharing the road.
- Increase enforcement of pedestrian safety laws and roadway users' awareness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

The Street Smart NJ program was piloted in five communities — Newark, Jersey City, Woodbridge, Hackettstown, and Long Beach Island — in 2013 and 2014. These communities were selected in order to incorporate the state’s diverse landscape of urban, suburban, rural, and shore regions. The program has since been expanded to more than 60 communities throughout the state.

1.1 EZ Ride’s Street Smart Program

The NJTPA has partnered with the eight Transportation Management Associations (TMAs) to expand the number of Street Smart NJ campaigns across the state. A TMA is an organization that provides transportation solutions to reduce traffic congestion and air pollution. Each TMA was invited to assist with the program implementation by providing information, conducting intersection observations, and building relationships with municipalities to further partnerships and generate local support.

EZ Ride delivers transportation solution services to Essex, Union, Monmouth, Bergen, and Passaic counties. Besides Hackensack, EZ Ride has initiated Street Smart NJ campaigns in Asbury Park, Bloomfield, Cranford, Highlands and Paterson.



1.2 Hackensack, Bergen County, New Jersey

The City of Hackensack is located in Bergen County. The 4.3-mile city had a population of 43,010 according to the 2010 United States Census. Hackensack is known for its diverse neighborhoods and its vibrant downtown and business districts. It is the Bergen County seat and houses the county’s administrative offices and NJ State Superior Court’s Bergen Vicinage. Hackensack is also home to the New Jersey Naval Museum, the World War II submarine USS Ling, Hackensack Meridian Health Hackensack University Medical Center, Hackensack River County Park, Borg’s Woods Nature Preserve, and Fairleigh Dickinson University.

1.3 Hackensack Crash Analysis

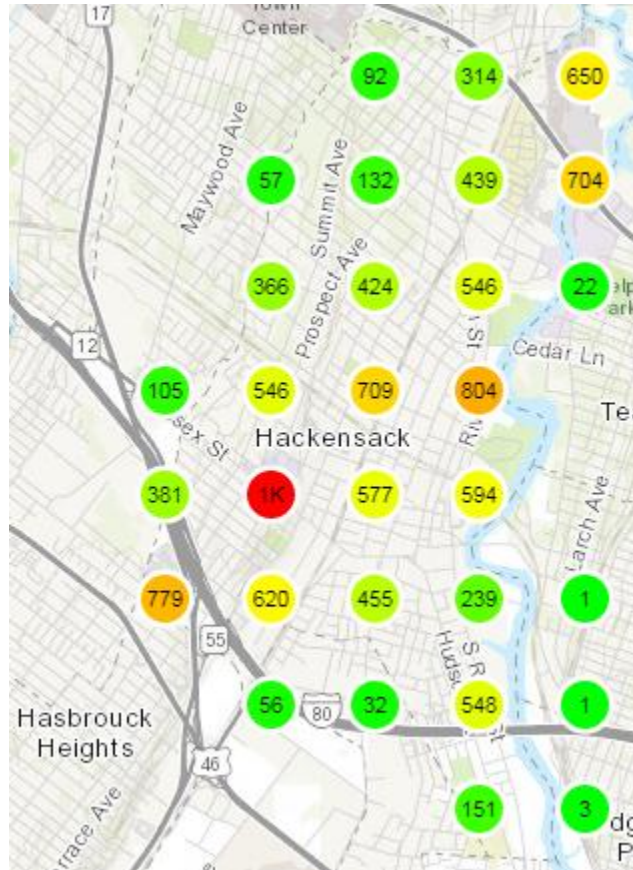
Hackensack is ranked 14th on the NJ Department of Highway and Traffic Safety List of Top 100 Pedestrian Crash Municipalities. A “pedestrian” crash is defined as a crash where a pedestrian is struck by a moving vehicle. The city has the highest number of “pedestrian” crashes in Bergen County. Using the New Jersey’s Department of Transportation (NJDOT) crash analysis program,

Street Smart Hackensack

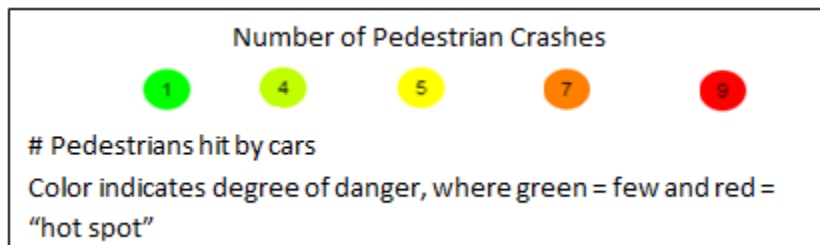
EZ Ride analyzed several crash types in Hackensack. During 2011-2015, there were 362 “pedestrian” crashes which represented 10.5 percent of all crashes in Bergen County.

There were 1,115 “motor vehicle” crashes in Hackensack from 2012-2017. Map 1 below shows the locations of these crashes. The area with the most crashes is near Essex Street and Prospect Avenue, as noted by the red dot.

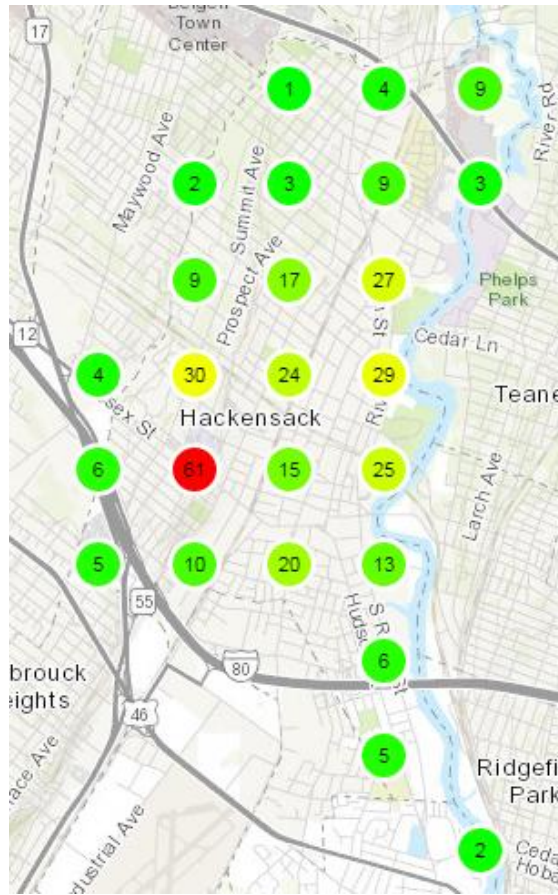
Map 1. Hackensack Vehicular Crashes Locations



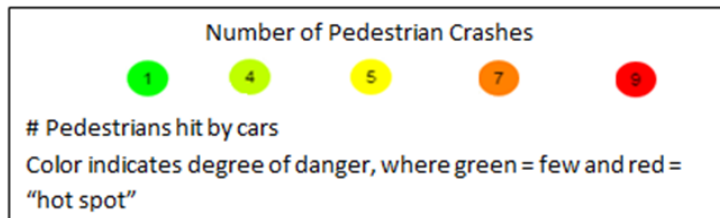
Source: 2012 – 2017, NJDOT Safety Voyager Crash Analysis Program



Map 2. Hackensack Pedestrian Crash Locations

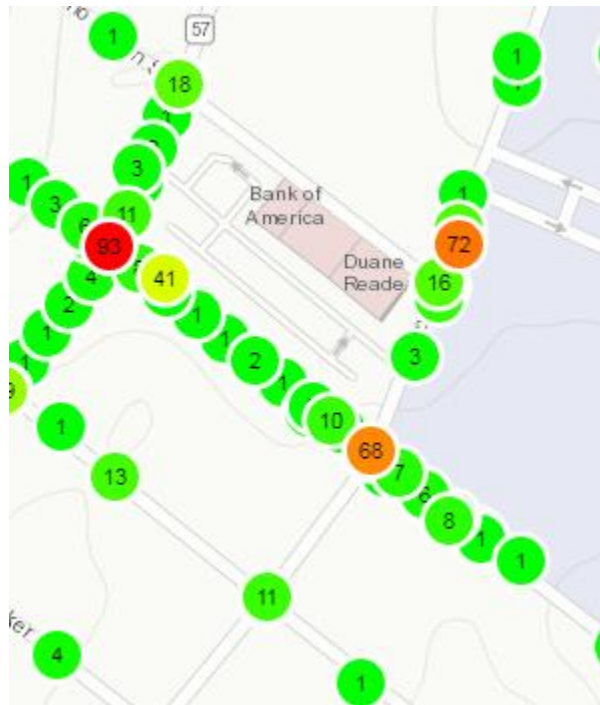


Source: 2012 – 2017, NJDOT Safety Voyager Crash Analysis Program

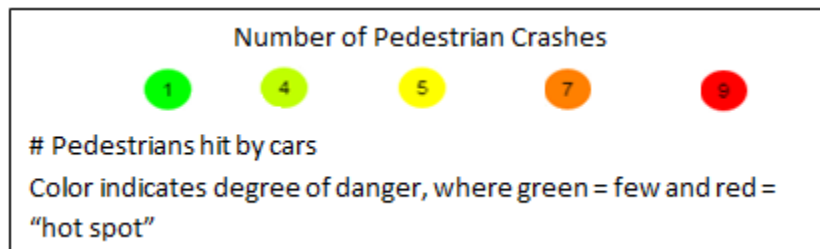


As Map 2 shows above, Of the 1,115 crashes from 2012-2017, 339 were "pedestrian" crashes.

Map 3. Hackensack Vehicular Crashes at Thompson Street & Prospect Avenue

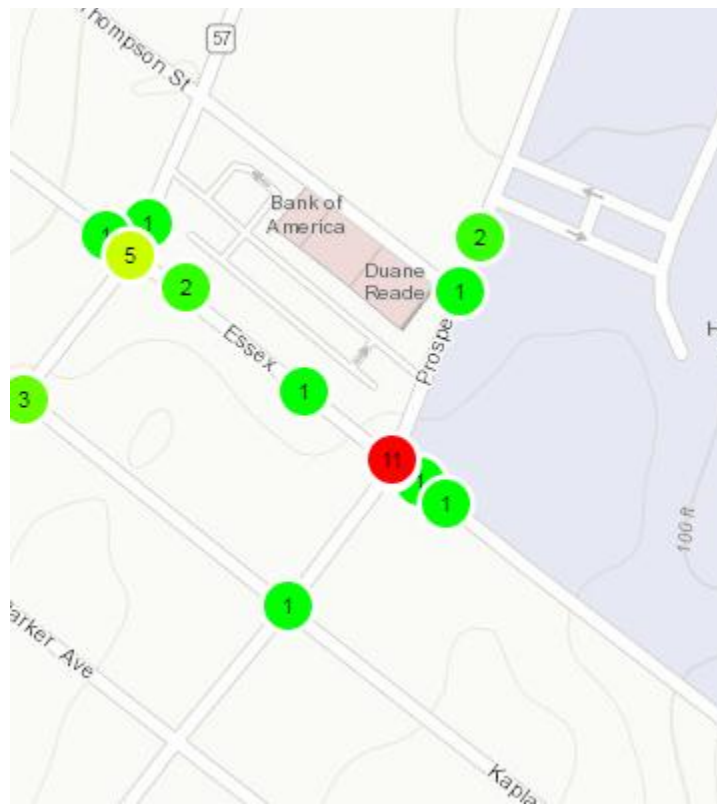


Source: 2012 – 2017, NJDOT Safety Voyager Crash Analysis Program

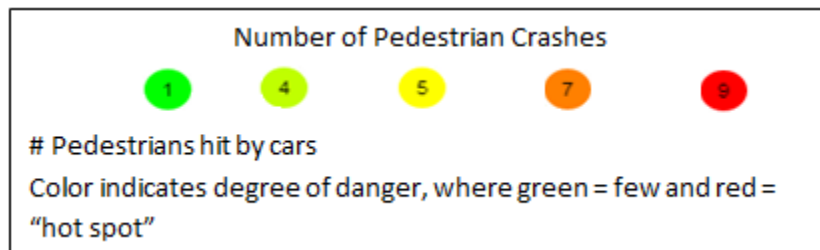


There were 116 motor vehicle crashes near Thompson Street and Prospect Avenue from 2012-2017.

Map 4. Hackensack Pedestrian Crashes at Thompson Street & Prospect Avenue



Source: 2012 – 2017, NJDOT Safety Voyager Crash Analysis Program



There were 3 pedestrian crashes at Thompson Street and Prospect Avenue and 11 pedestrian crashes at Prospect Avenue and Essex Street during 2012-2017. Most recently, a pedestrian was struck by a car at the intersection of Thompson and Prospect while crossing in the crosswalk on March 22, 2018.

Table 1: Campaign Schedule

Planning Meeting	9/6/2017
Pre-Campaign Observations	10/6/2017
Campaign Kickoff	10/25/2017
Education Period	10/25/17-11/8/17
Enforcement Period	11/9/17-11/22/17
Post Campaign Observations	12/6/2017
Report Development and Revision	12/7/17-3/5/18
Report Submission to NJTPA	March 2018
NJTPA Review and Comments	March 2016-June 13, 2018
Final Report Submission	June 30, 2018

1.4 Campaign Selected Intersection

The City of Hackensack and the Police Department selected the intersection of Thompson Street and Prospect Avenue as the focus for pre- and post-campaign observations. The intersection is near Hackensack University Medical Center, Hackensack High School and several local businesses including Starbucks, Duane Reade, Bank of America, Simon Deli, Mazza Falafel, and Fire Pit Barbeque.

Thompson Street is a two lane road that runs east to west. Prospect Avenue begins as a two lane road that runs north to south then branches off into four lanes at Essex Street. One lane is for cars traveling south while the remaining three lanes are for cars traveling north.

The intersection is not signalized and has a stop sign on Thompson Street. No right turns are permitted from Thompson Street to Prospect Avenue.

Many employees, patients, visitors, and residents cross the intersection to get to Hackensack University Medical Center, an employee parking lot and to visit local businesses/eateries.

1.5 Pre-Campaign Intersection Observation

Pre-campaign intersection observations were done on Friday, October 6, 2017 from 2 pm to 4 pm. Team members from EZ Ride observed pedestrian and driver behavior at Thompson Street and Prospect Avenue in Hackensack during the two-hour period. EZ Ride members tracked the number of cars not stopping for pedestrians in the crosswalk, distracted drivers, pedestrians who used the crosswalks, pedestrians who completed crossing in the crosswalk, pedestrians crossing mid-block or jaywalking, and distracted pedestrians (using phones or headphones).



Figure 1: Focus Intersection Leads to Hackensack Meridian Health–University Medical Center

1.6 Education and Enforcement Campaign

The education portion of the campaign ran from October 25 to November 8 during which the Hackensack PD, HUMC, EZ Ride staff and local merchants distributed Street Smart NJ safety tip cards and “Heads Up, Phones Down” postcards to residents and passersby. Street signs, banners, and posters were displayed in several locations including at the focus intersection by Hackensack University Medical Center. Coffee cup sleeves, table tent cards and coasters with the safety messages were also distributed to local cafes.

Figure 2: Hackensack Police Department Distributed Street Smart Table Tents at Local Businesses





Figure 3 & 4: MacGruff the Crime Dog Assists with the Street Smart Hackensack Campaign

The Hackensack Police Department conducted its enforcement campaign from November 9 through 22. The Hackensack Police Department issued 25 warnings and issued five summonses during their enforcement campaign. Each police department that participates in Street Smart NJ decides what type of enforcement to conduct. Some departments prefer to issue warnings instead of summonses, or to focus on rewarding safe pedestrian and driver behaviors.

1.7 Post-Campaign Intersection Observation

After the education and enforcement portions of the campaign were concluded, the EZ Ride team returned to Thompson Street and Prospect Avenue on December 6, 2017 to observe pedestrian and driver behavior between 2-4 pm. EZ Ride staff counted the number of cars which did not stop for pedestrians in the crosswalk, the number of pedestrians who jaywalked/crossed mid-block, and the number of distracted pedestrians and distracted drivers. The data collected during the pre- and post-campaign observations was used to evaluate the effectiveness of the campaign. A key observation made during the pre and post campaign observations was that traffic along Prospect Ave. backed up at the intersection heading towards Essex St. shortly after 3 pm and several cars cut around the "Stop for Pedestrians in Crosswalk" sign into the oncoming traffic lane to try to avoid traffic. Several of these cars almost hit pedestrians in the crosswalk who were trying to cross.

2. Evaluation

2.1 Pre-Campaign and Post-Campaign Intersection Observations

During the pre- and post-campaign observations, EZ Ride staff noted both driver and pedestrian behaviors and tallied how often they occurred. Table 2 displays the total number of observed actions during the pre-campaign intersection observations and Table 3 shows the data from the post-campaign observations.

Table 2: Pre-Campaign Results

Thompson St. & Prospect Ave.	Yes	No	Total	Yes %
Peds used crosswalk	204	39	243	84%
Peds completed crosswalk	89	115	204	44%
Peds Distracted	100	185	285	35%
Drivers Distracted	76	3242	3318	2%
Cars stopped for Peds in crosswalk	99	103	202	49%

Table 3: Post-Campaign Results

Thompson St. & Prospect Ave.	Yes	No	Total	Yes %
Peds used crosswalk	246	31	277	89%
Peds completed crosswalk	156	90	246	63%
Peds Distracted	32	245	277	12%
Drivers Distracted	90	2040	2130	4%
Cars stopped for Peds in crosswalk	129	100	229	56%

As Table 2 and Table 3 demonstrate, the driver and pedestrian behavior results were mixed when comparing the pre- and post-campaign observations.

Positive Behavior Change:

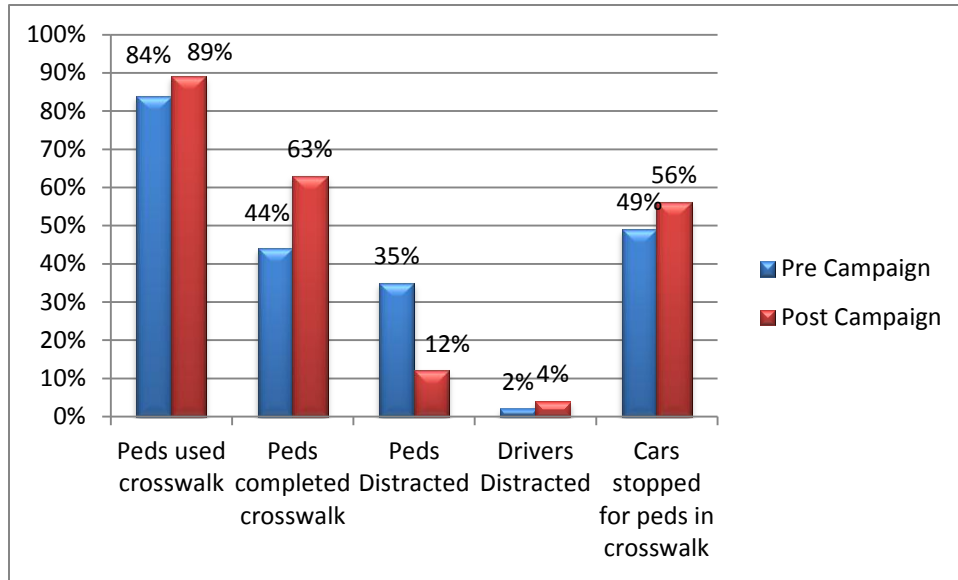
- Increase in number of pedestrians using crosswalks and staying within the crosswalk
- Increase in the number of cars that stopped for pedestrians in crosswalks.
- Decrease in number of distracted pedestrians (headphones, using phone, etc.)

Negative Behavior Change:

- Increase in number of distracted drivers

Annual Street Smart campaigns, Safe Routes to School programming and increased communication to HUMC staff, city staff, and residents are recommended to increase safe behaviors.

Chart 1: Pre Campaign vs. Post Campaign Observations



3. Detailed Campaign Overview

3.1 Campaign Kickoff

The Hackensack Street Smart NJ campaign kicked off with a news conference at Hackensack University Medical Center on October 25. County and city officials, the Police Department, HUMC officials and staff, EZ Ride, and NJTPA participated. Video of the Street Smart kickoff event was posted to Hackensack University Medical Center’s YouTube channel and the City of Hackensack’s Facebook page.



3.2 Education Campaign

For the educational component of the campaign, EZ Ride staff, members of the Hackensack Police, and HUMC distributed safety tip cards to pedestrians, motorists, cyclists, and hospital employees. Local businesses displayed signs with the various safety messages. The goal of the education campaign was to encourage safe driver and pedestrian behaviors and to reduce the prevalence of unsafe or illegal behaviors. Street Smart materials encourage drivers to obey the speed limit, stop for pedestrians in crosswalks and avoid distractions by keeping their heads up and phones down. There are also messages for pedestrians: use crosswalks, wait for the walk signal and avoid distractions while walking. Street signs were put up at the selected intersection and Street Smart Tip Cards and “Heads Up, Phones Down” postcards were handed out to residents, students, pedestrians, and commuters at the intersection of Thompson Street and Prospect Avenue. Table tent cards, posters, coasters and cup sleeves were distributed at: Hackensack University Medical Center, Johnson Public Library, Blend Cups Organic, Fire Pit Barbeque, Mazza Falafel, Simon Deli, Bank of America, Duane Reid, and Starbucks.

As Table 4 below shows, at least 255 people were given Street Smart tip cards, and 250 were given “Heads Up, Phones Down” postcards to increase awareness of safe driver and pedestrian behavior.

Table 4. Street Smart Material Distribution

Street Smart Education Materials Distributed	
Street Smart Tip Cards	255
Street Smart Small Posters	16
Street Smart Street Signs	56
Heads Up, Phones Down Postcards	250
Street Smart Tent Cards	237
Coffee Cup Sleeves	1,500
Coasters	583

Street signs with five different Street Smart NJ safety messages in English and Spanish were placed at the intersection of Thompson Street and Prospect Avenue as well as on Atlantic Street, Railroad Avenue, Kaplan Avenue, Essex Street, First Street, Summit Avenue and Second Street.

Figure 5: Street Smart Sign on Prospect Avenue

3.3 Enforcement Campaign

The Hackensack Police Department issued 25 warnings during the Enforcement Campaign. Street Smart tip cards were given with each warning to reinforce pedestrian and driver safety messages. In addition to the warnings, 5 tickets were issued to drivers who did not stop for a pedestrian crossing the street.

4 Campaign Results

4.1 Non-Compliant Behaviors

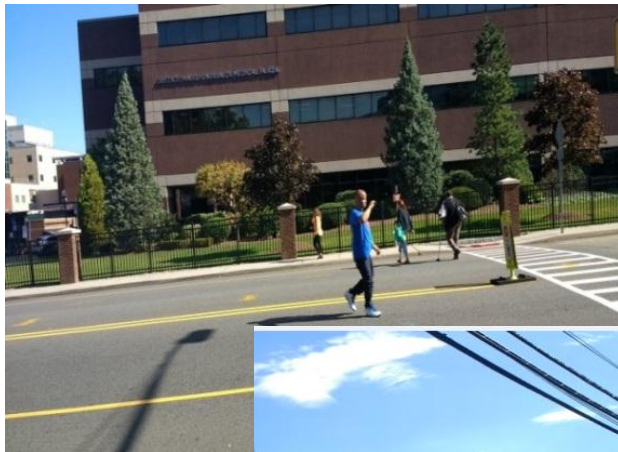


Figure 6:
Jaywalking
Yielding to



**Midblock Crossing/
Figure 7: Car Not
Pedestrian**



Figure 8: Distracted Pedestrian

4.2 Pre- and Post-Campaign Surveys

Both before and after the Street Smart campaign in Hackensack, people from the community were asked to complete a survey to measure the impact of the campaign.

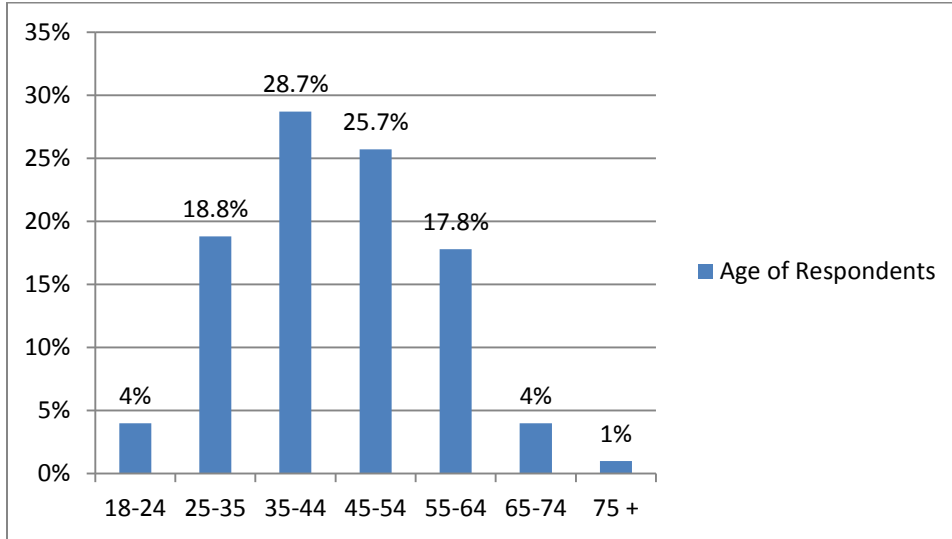
The survey was distributed using Hackensack Police Department's blast email system and was created using Survey Monkey. The survey consisted of 27 questions that asked respondents to report their own walking and driving behaviors and what they have observed. The survey also included questions to check the respondents' knowledge of New Jersey's pedestrian safety laws and awareness of the Street Smart campaign in Hackensack.

The pre- and post-campaign responses were compared to determine the impact of the Street Smart program in Hackensack. Upon completing the survey, respondents were entered in a raffle to win a \$100 Visa gift card. One winner was selected using a random number generator.

Demographics

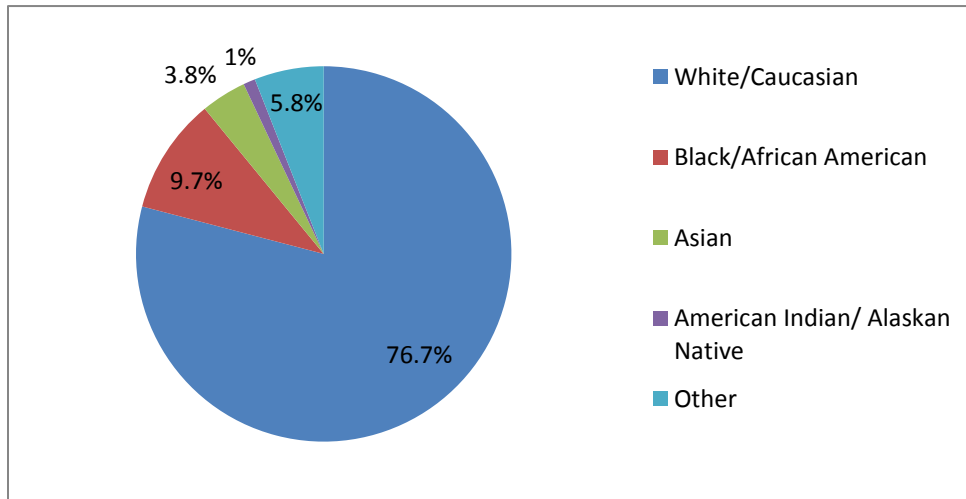
There were 122 pre-campaign survey respondents and 32 post campaign survey respondents. Of the respondents that completed the survey, 59 percent live in the City of Hackensack while 41 percent work, go to school or frequently visit. Forty-four percent of participants were female and 56 percent were male. The age breakdown of respondents is shown in Chart 2.

Chart 2: Age of Respondents



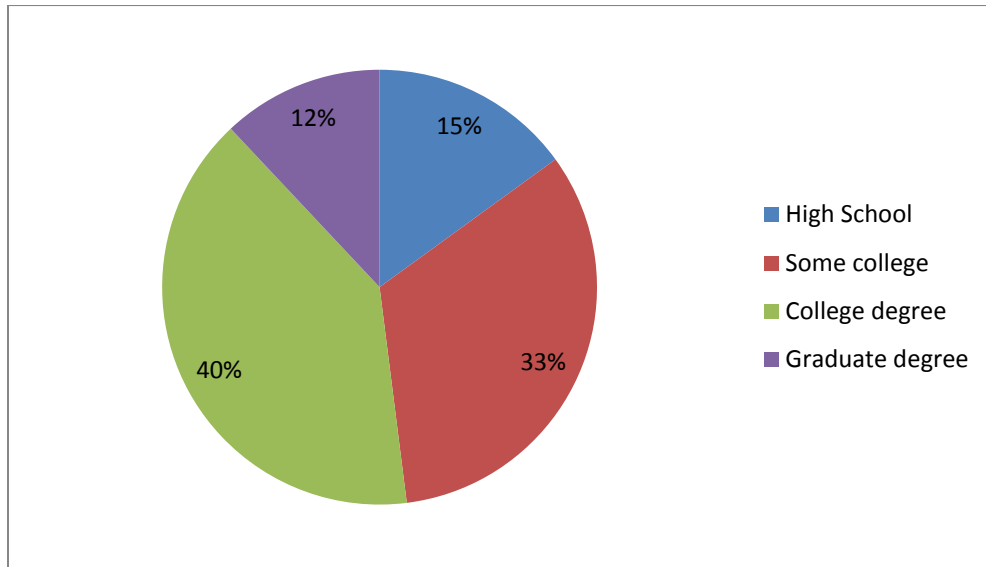
Respondents were asked to identify their own race which is shown in the graph below. About 15.8 percent of respondents indicated they are Hispanic or Latino, while 84.2 percent of respondents did not identify as being Hispanic or Latino.

Chart 3: Self-Identified Race of Respondents



Sixteen percent of respondents indicated they speak another language besides English at home, while 84 percent indicated they only speak English. The most common second language spoken was Spanish.

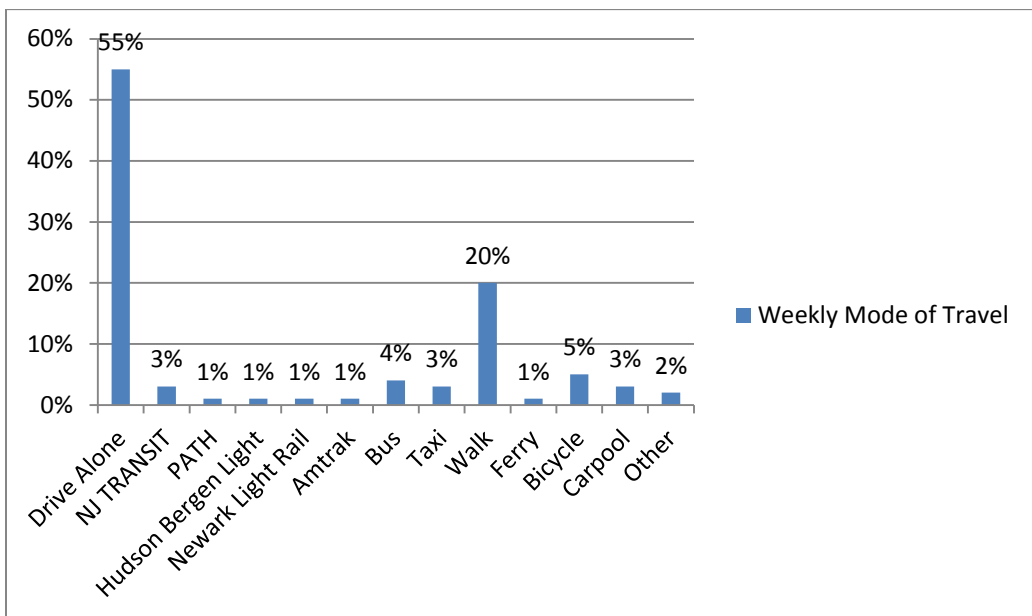
Chart 4: Education Level of Respondents



In terms of employment, 84 percent of respondents reported that they work 35 hours a week or more at their jobs, 11 percent work less than 35 hours a week, and 5 percent indicated that they are not currently employed.

When asked “What mode(s) of transportation do you use on a weekly basis”, respondents answered as shown in the chart below. Results show the majority drive alone or walk.

Chart 5: Weekly Mode of Travel



4.3 Respondents’ Knowledge of Pedestrian and Driver Safety Laws

Respondents were asked the question “At signalized intersections, when should you begin to cross the street?” Survey responses are shown in Table 5 below. In the table, changes highlighted in green represent an increased understanding of pedestrian and driver safety laws while changes highlighted in red represent a decreased understanding.

Table 5: At Signalized Intersections, When Should You Begin to Cross the Street?”

At signalized intersections, when should you begin to cross the street?”	Pre Campaign	Post Campaign	Change
When the word “Walk” or the walking person light is on	95 percent	100 percent	5
When the words “Don’t Walk,” or the red hand is flashing	8 percent	5 percent	-3
When the words “Don’t Walk” or the red hand light is on and not flashing	11 percent	0 percent	11

Respondents were also asked “To the best of your knowledge, can you receive a ticket in New Jersey for...?” Respondents were asked to select “Yes” or “No” for the following answer choices: Crossing the street in the middle of the block (jaywalking), Crossing the street against the pedestrian signal, using a mobile device while crossing the street, not stopping for pedestrians in a crosswalk, using a handheld mobile device while driving, and not yielding to pedestrians while turning.

Table 6: To the Best of Your Knowledge, Can You Receive a Ticket in New Jersey for...

To the best of your knowledge, can you receive a ticket in New Jersey for	Pre Campaign	Post Campaign	Change
Crossing the street in the middle of a block (jaywalking)	87 percent	85 percent	-2
Crossing the street against a pedestrian signal	57 percent	80 percent	23
Using a handheld mobile device while crossing the street	21 percent	20 percent	-1

Street Smart Hackensack

Not stopping for pedestrians in a crosswalk	93 percent	95 percent	2
Using a handheld mobile device while driving	98 percent	95 percent	-3
Not yielding to pedestrians while turning	86 percent	90 percent	4

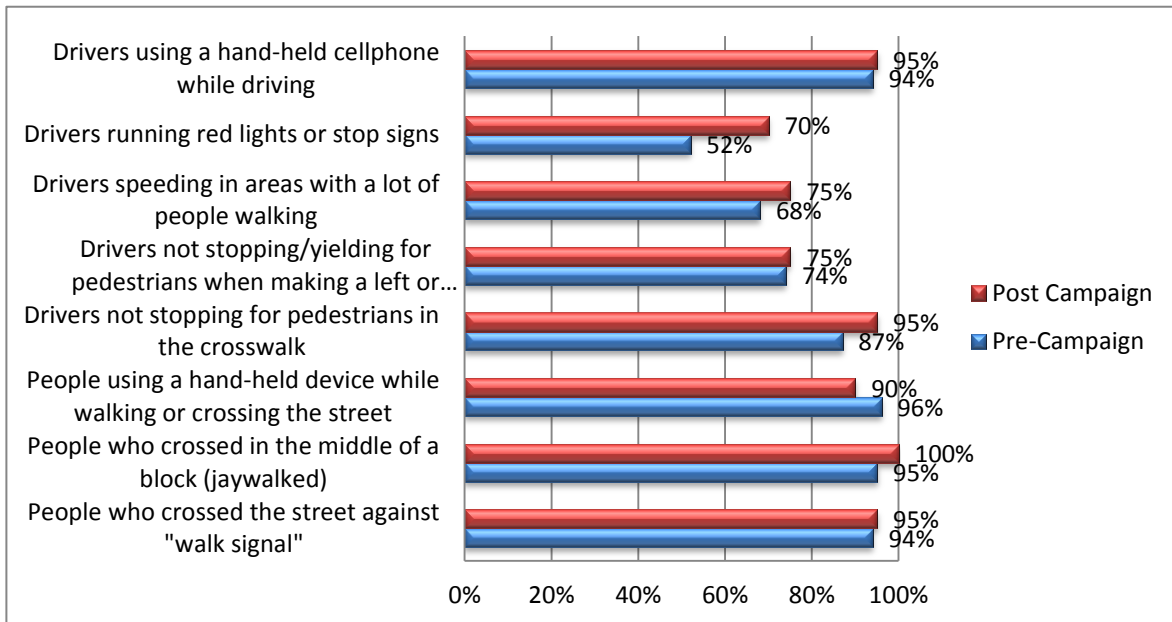
Results showed that the majority of respondents had a good understanding of New Jersey driver and pedestrian safety laws. Only slight increases or decreases occurred from the pre and post survey data.

In New Jersey, while using a mobile device while crossing the street can be dangerous, it is the only action not yet considered a violation in New Jersey.

4.4 Pedestrian and Driver Behavior

The data in this section shows the percentage of respondents who answered “Yes” to questions regarding their own behavior or the behavior of others while driving or walking in Hackensack. The data compares pre- and post-campaign results.

Chart 6: In the Past Week Have You Seen...?



Though Chart 6 shows that most categories of observed behavior increased during the post-campaign assessment, with the exception of “People who crossed in the middle of a block (jaywalked)”, the campaign appears to have increased awareness of the law and unsafe behavior.

Chart 7: In the Past Week Have You...?

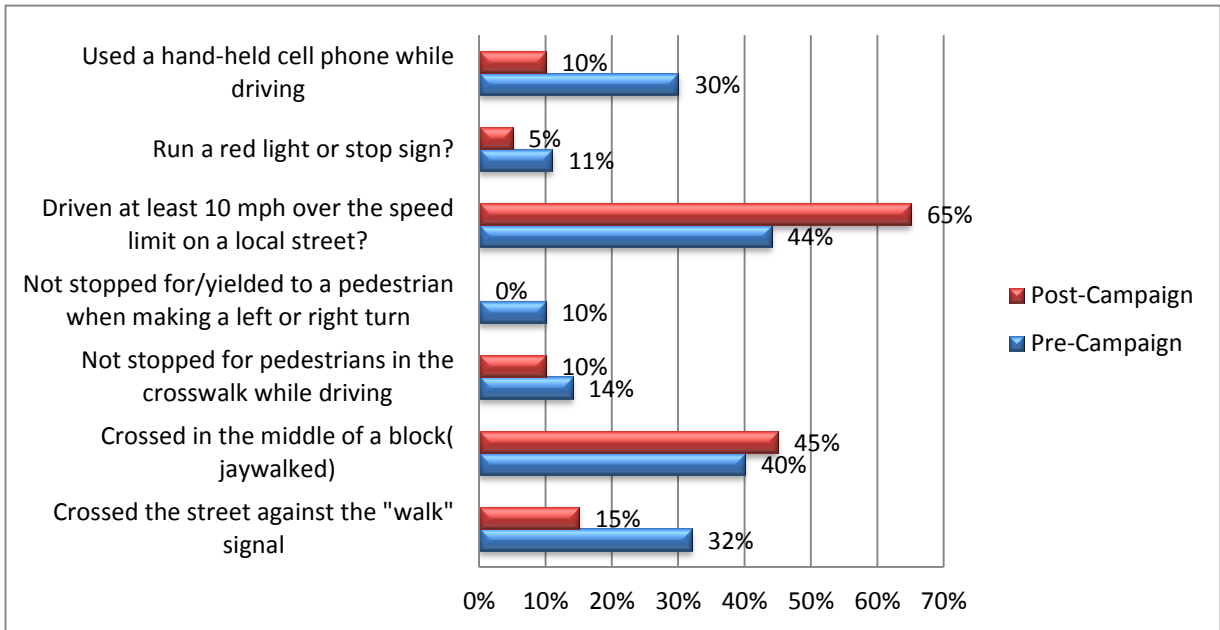


Chart 7 demonstrates a general decrease in self-reported unsafe behaviors. The most notable decrease was in the number of respondents who selected that they used a hand-hand device while driving. In regards to their own behavior, a greater proportion of participants reported distracted driving, speeding and other unsafe behavior in the post campaign survey. These findings show the impact the campaign had to heighten awareness and importance of the law and pedestrian safety issues. Behaviors that increased include self-reported driving over the speed limit, distracted driving, and mid-block crossing.”

Chart 8: In the Past 30 Days, Have You Read, Seen, or Heard Any Messages Addressing the Following...?

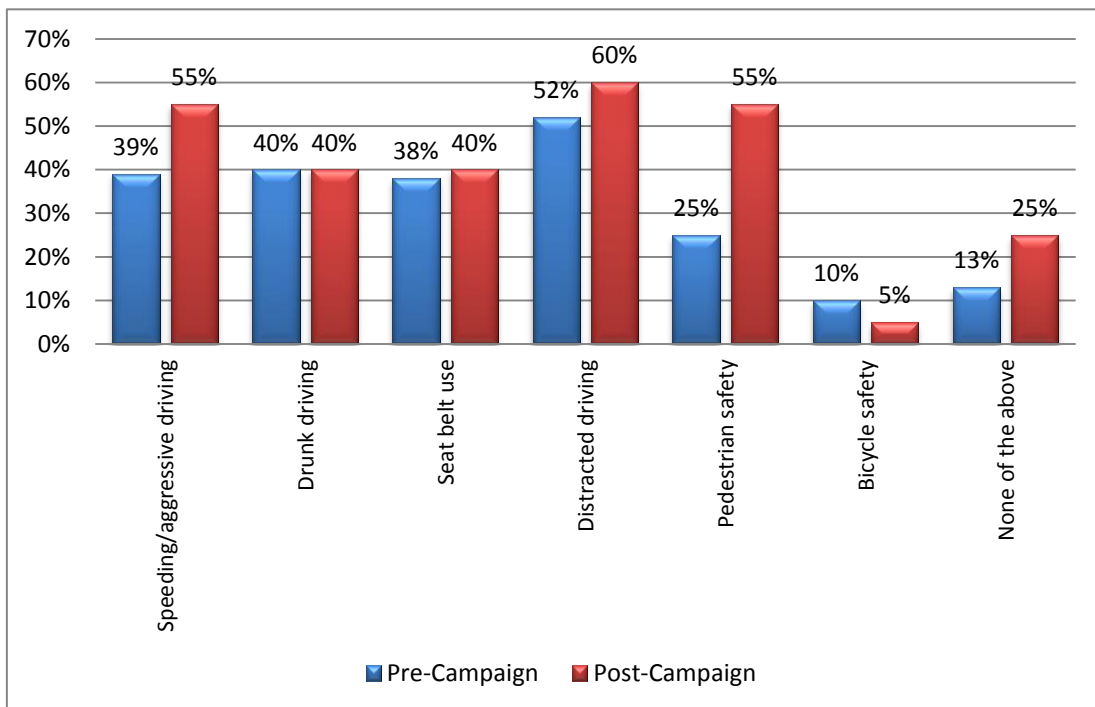


Chart 8 shows an increased awareness of the campaign messages in the post-campaign survey especially regarding pedestrian safety, speeding, and distracted driving. There was a slight decrease in the percent of respondents who read, saw, or heard any messages regarding bike safety and an unexpected increase in respondents who reported not seeing any messages at all.

Chart 9: In the Past 30 Days, Have You Seen or Received Information About Pedestrian Safety From the Following Sources...?

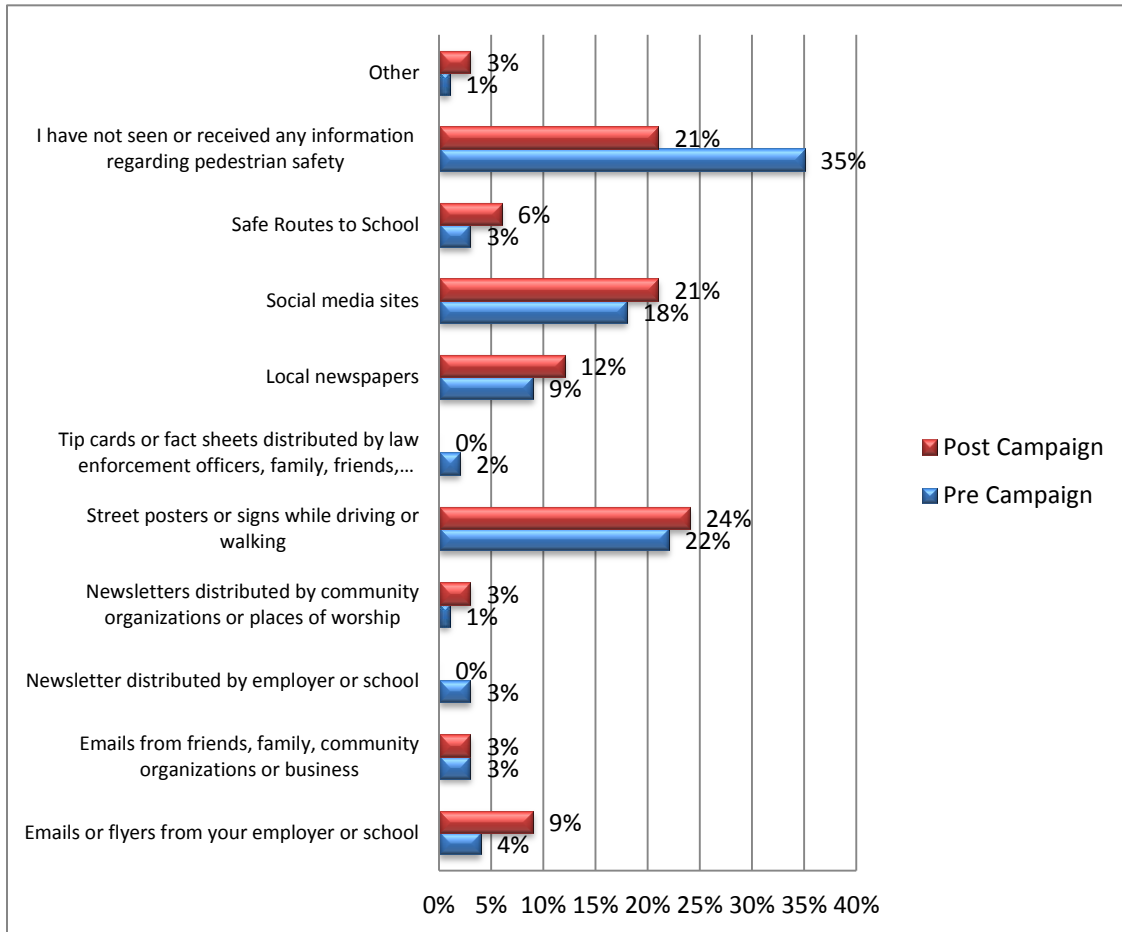


Chart 9 shows there was an overall increase from the pre- and post-campaign in the percentage of respondents who became aware of driver and pedestrian safety issues. Street posters, social media postings, and local news articles were the most viewed by respondents.

Chart 10 and 11 on the next page show the results before and after the campaign for the following question: “Using a scale where 1 is very serious and 5 is not at all serious, how would you rate the following in terms of how serious a problem it is in your community?” The data from the pre- and post-campaign observations shows that respondents feel that distracted

driving is the most serious problem followed by pedestrians disobeying traffic rules. Perceptions of seriousness seemed to stay about the same throughout the campaign.

Chart 10: Pre-Campaign

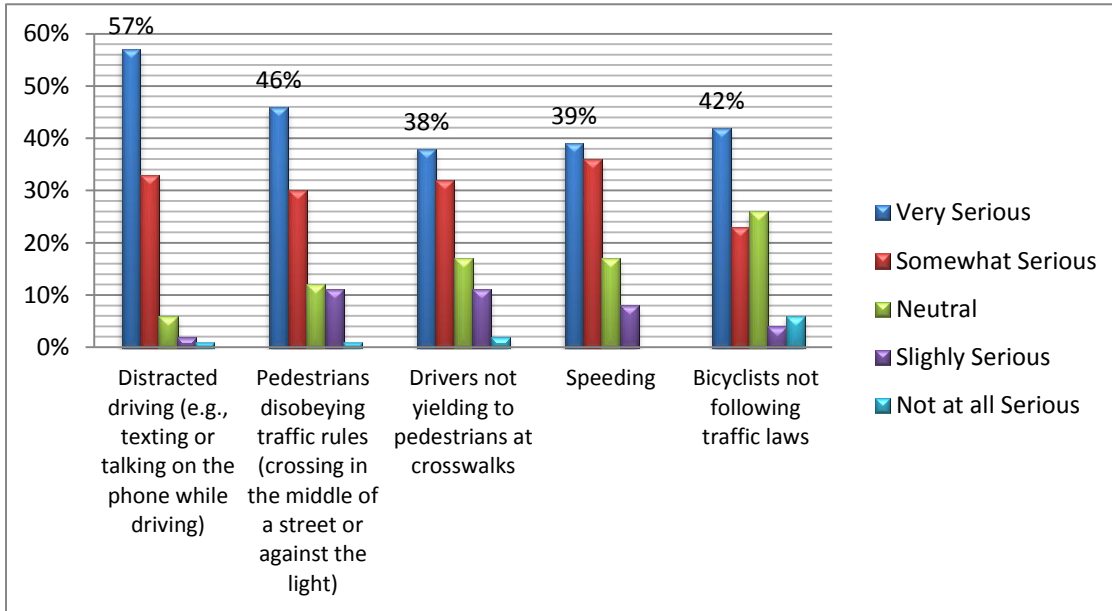
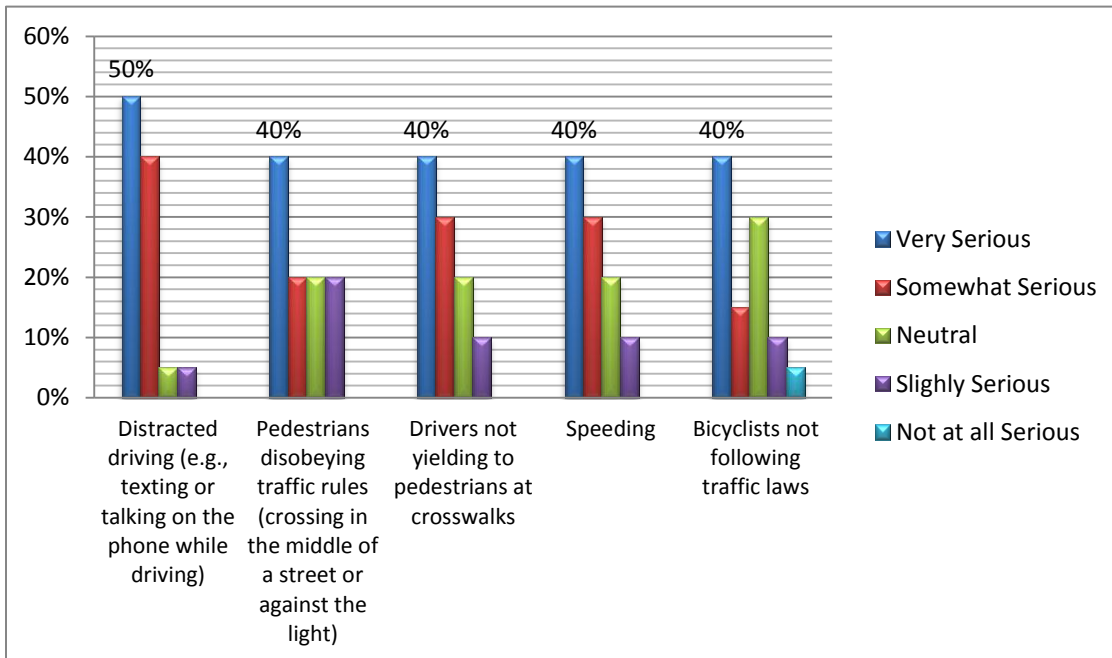


Chart 11: Post-Campaign



Respondents were also asked: “Have you recently read, seen or heard about police efforts to enforce pedestrian safety laws.”

Table 7: Have you recently read, seen or heard about police efforts to enforce pedestrian safety laws

	Pre Campaign	Post Campaign	Change
Yes	48 percent	80 percent	32
No	52 percent	20 percent	-32

Table 7 demonstrates that the campaign definitely had an impact on awareness of police enforcement and pedestrian safety laws. After the campaign, 32 percent of respondents were more aware that local law enforcement is focused on efforts to enforce pedestrian safety laws, and to hold pedestrians and drivers accountable for unsafe and unlawful behavior.

Respondents were also asked to rate on a scale of 1-5 how strictly they think police enforce pedestrian and driver safety laws [1 is very strictly, 4 is not at all, and 5 is “rather not say”].

Chart 12: Pre Campaign

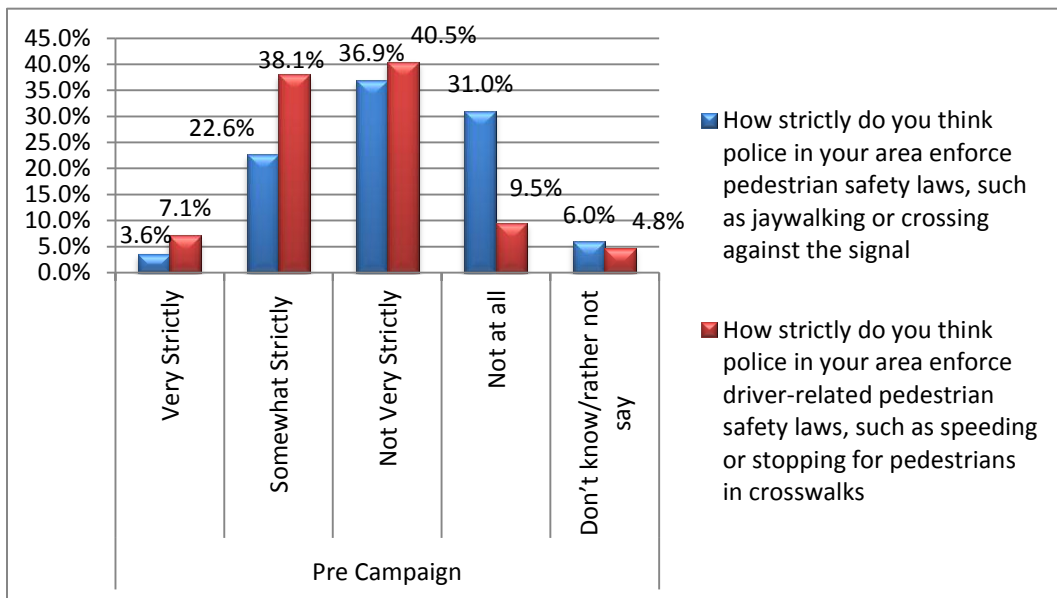
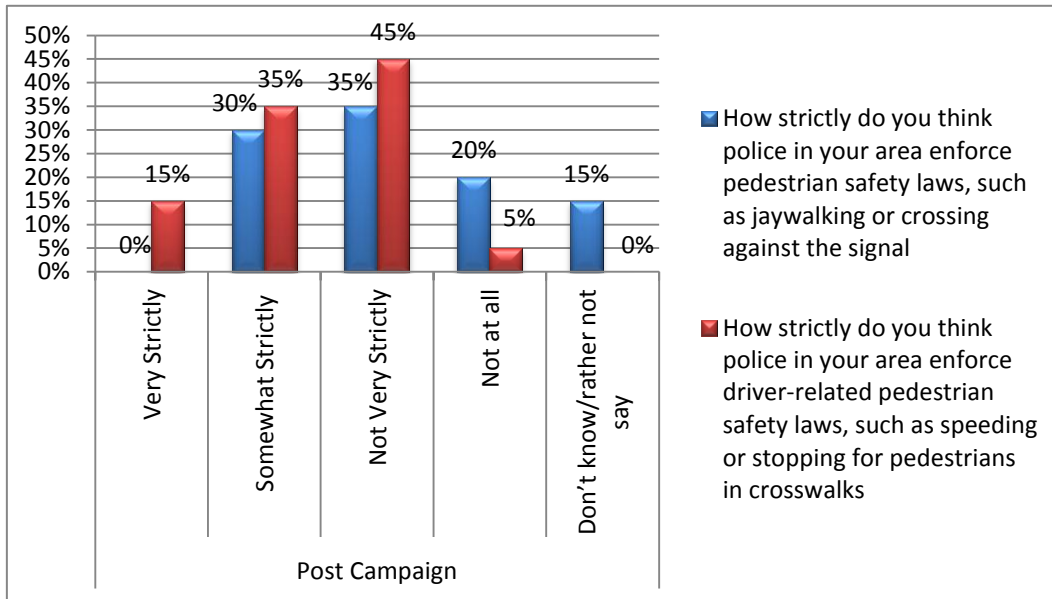


Chart 13: Post Campaign



Charts 12 and 13 demonstrate that in both the pre- and post-campaign surveys, respondents believe that the police enforce driver-related safety laws, such as speeding or stopping for pedestrians in crosswalks, more than pedestrian-related safety laws such as jaywalking or crossing against the signal. The pre-campaign survey showed that 68 percent of respondents felt that police were not very strict about enforcing pedestrian safety or not enforcing them at all. The post-campaign survey results showed that respondents became more aware that police are also enforcing pedestrian safety laws. This suggests the Street Smart campaign heightened their awareness that both drivers and pedestrians share a responsibility to obey traffic laws.

Tables 8 and 9 show the results for the question, “Using a scale where 1 means you strongly agree and 5 means you strongly disagree, please evaluate the degree to which you agree or disagree with the following statements.” The statements the respondents were asked to evaluate were, “Most people I know obey pedestrian safety laws, such as crossing the street in the crosswalk” and “Most people I know obey driving safety laws, such as stopping for pedestrians and obeying speed limits.”

Table 8: Pre Campaign

Pre Campaign	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
Most people I know obey pedestrian safety laws, such as crossing the street in the crosswalk.	12%	43%	26%	17%	2%
Most people I know obey driving safety laws, such as stopping for pedestrians and obeying speed limits	8%	64%	16%	11%	1%

Table 9: Post Campaign

Post Campaign	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
Most people I know obey pedestrian safety laws, such as crossing the street in the crosswalk.	10%	55%	20%	10%	5%
Most people I know obey driving safety laws, such as stopping for pedestrians and obeying speed limits	5%	60%	25%	5%	5%

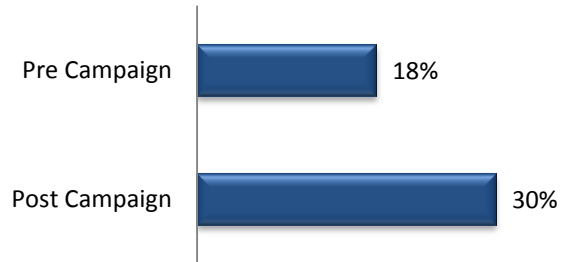
The data from Tables 8 and 9 demonstrate that most respondents agree with the statements, “Most people I know obey pedestrian safety laws, such as crossing the street in the crosswalk” and “Most people I know obey driving safety laws, such as stopping for pedestrians and obeying speed limits.” There was a slight increase in the agreement of respondents obeying pedestrian safety laws in the pre campaign and a slight decrease in the agreement of respondents obeying driver safety laws in the post campaign. This suggests that the Street Smart campaign helped the respondents realize that others may need to work on improving their safety behavior as a result of better understanding traffic safety laws. As well, the results indicate that more people may be thinking about the issue of safety and how it impacts their behavior and the behavior of others as a result of filling out the Street Smart campaign surveys.

The survey also asked respondents to indicate if they had seen, read, or heard any of the Street Smart messages. Answers are shown in Chart 14 and categorized by message.

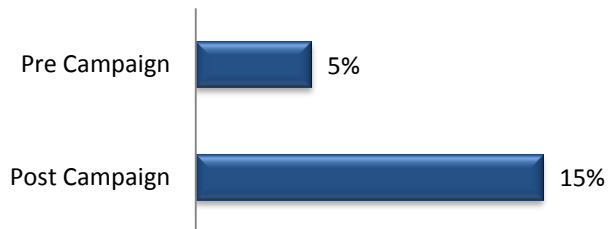
Chart 14: In the past 30 days, have you seen, read, or heard any messages similar to the following:



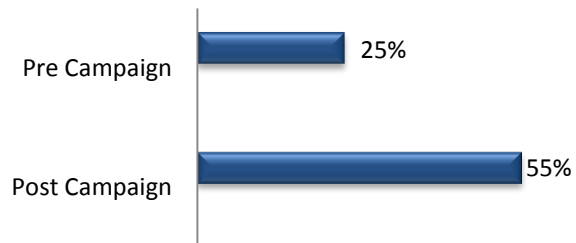
Stop for pedestrians

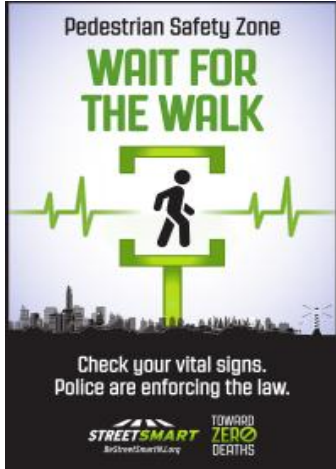


Wait for the Walk

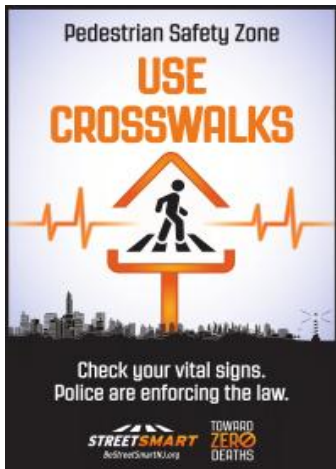
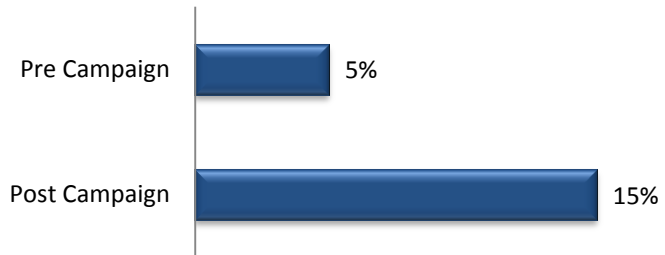


Heads up Phone Down





Wait for the Walk



Use Crosswalks

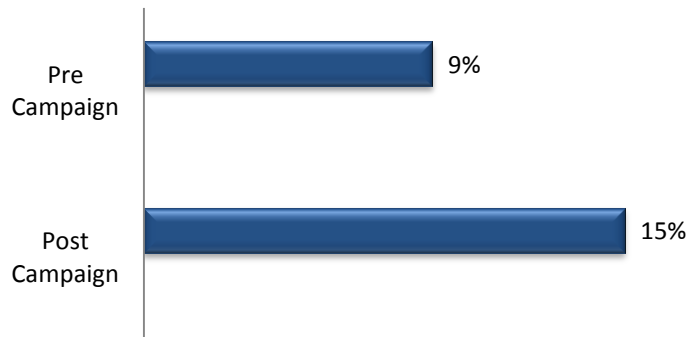
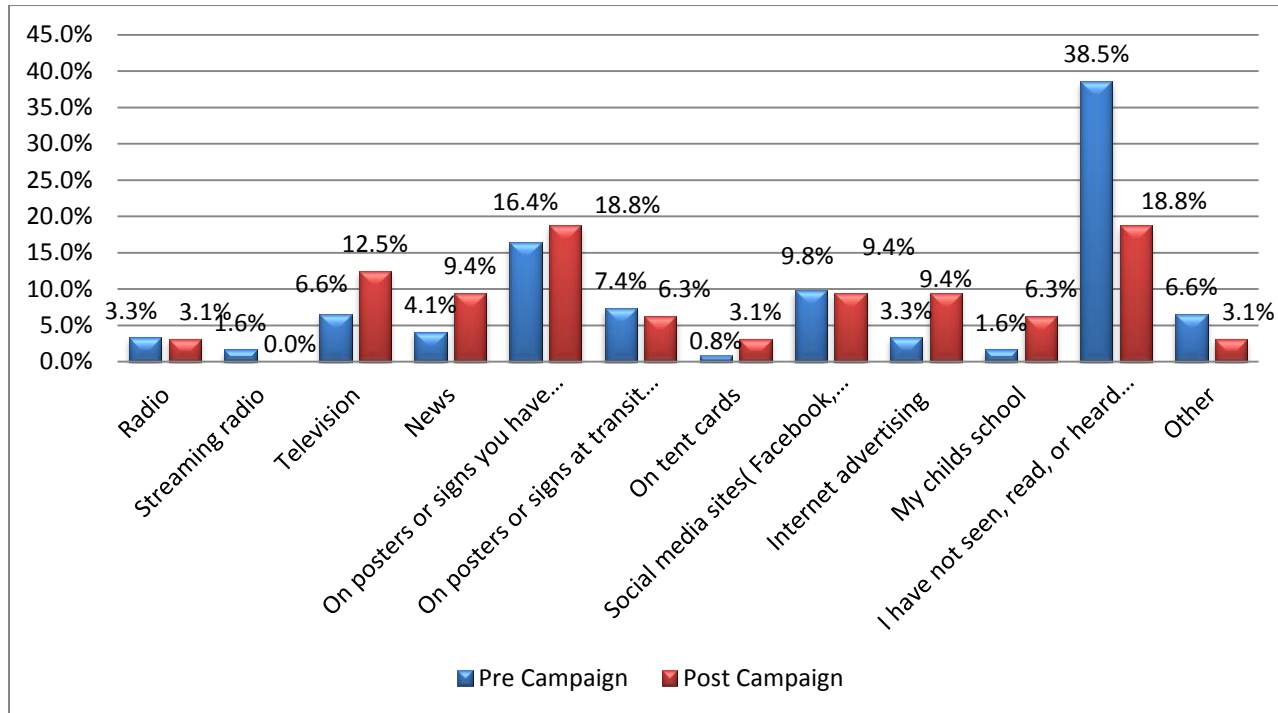


Chart 14 lists the posters that were displayed along the roads near the target intersection. The data shows a large increase in the number of people who said they saw Street Smart NJ messages following the campaign. The most recognizable message was “Heads Up, Phone Down” which showed a 30 percent increase in recognition in the post campaign.

Respondents were asked “where” they had read, seen, or heard the messages from Chart 14. The choices respondent could select from included: radio, streaming radio, television, news, on posters or signs you have seen while driving or walking, on posters or signs at transit stations/ buses, tent cards, on social media sites (Facebook, Twitter, Instagram, etc.), internet advertising, my child’s school, other, or I have not seen, read, or heard any of the messages.

Chart 15: Where Have You Seen these Messages?



The data from Chart 15 demonstrates that the campaign was very successful in raising awareness of Street Smart messaging as almost all messaging methods increased in the post-campaign surveys. The street signs on display at the selected intersection were the most recognizable. Respondents who reported not seeing any messages decreased 20 percent in the post-campaign surveys.

4.5 Summary and Highlights of Campaign Results

The goal of Street Smart NJ is to reduce avoidable traffic injuries and fatalities to zero using a public awareness campaign that aims to improve driver and pedestrian behavior. The campaign focuses on educating the public on the laws and their responsibilities, raising awareness of each mode of transportation, and increasing enforcement to deter unsafe behaviors often associated with traffic crashes.

- The data from pre- and post-campaign observations shows that respondents feel the most serious problems are distracted driving and pedestrians disobeying traffic rules.
- The Street Smart Hackensack campaign heightened people’s awareness that both drivers and pedestrians share a responsibility to obey traffic laws.
- The campaign had an impact on those who filled out surveys by increasing awareness of the law and unsafe pedestrian and driver practices

- Results showed the majority of survey respondents had a good understanding of New Jersey driver and pedestrian safety laws.
- The post-campaign survey results showed that respondents became more aware that local police are focused on enforcing pedestrian safety laws and holding both pedestrians and drivers accountable for unsafe and unlawful behavior.
- The street signs on display at the selected intersection were the most recognized.
- The most recognized safety message was “Heads Up, Phone Down”

Based on intersection observations, there were decreases in cars not stopping for pedestrians, jaywalking instances, and distracted walkers.

2,841 Street Smart materials were distributed to residents and commuters during the education campaign. Table tent cards, posters, and street signs were viewed by many people, both walking and driving.

The campaign was successful in raising awareness through both the campaign messages as well as by using increased police enforcement and the surveys to inform people about traffic laws, multiple modes of travel, and to reflect on their own and others’ behavior. The results of this campaign suggest that increased awareness and enforcement help to encourage safer behavior. Additional pedestrian safety campaigns may improve behavior further.

4.6 Recommendations

- The City of Hackensack can conduct annual Street Smart campaigns and put up Street Smart signs in crash hot spots to promote safer behavior.
- The City can install a rapid flashing beacon signal and street lights at the intersection of Thompson Street and Prospect Avenue to assist pedestrians to cross the street safely.
- The City and HUMC should regularly use social media to raise awareness of pedestrian safety and remind residents and employees to use safe practices as they travel
- Work with EZ Ride to better Implement Safe Routes to School Programs to reach students and families to discourage distracted walking/driving and safe behavior.
- Increase police enforcement at this intersection at shift change time (3-4 pm). Focus on distracted drivers/walkers, and those who are not stopping for pedestrians in crosswalk.
- City/HUMC develop a plan to educate staff/residents about stopping for pedestrians in crosswalks (ie. Cops in Crosswalks).
- HUMC can ask all hospital staff to exit to Atlantic St. to reduce traffic on Prospect St.
- Add pavement markings on Prospect Avenue before crosswalks.
- City can work with local providers who offer driving classes to reinforce the dangers of distracted driving and speeding. Emphasize the need to obey the law to stop for pedestrians in crosswalks.

5. Appendix

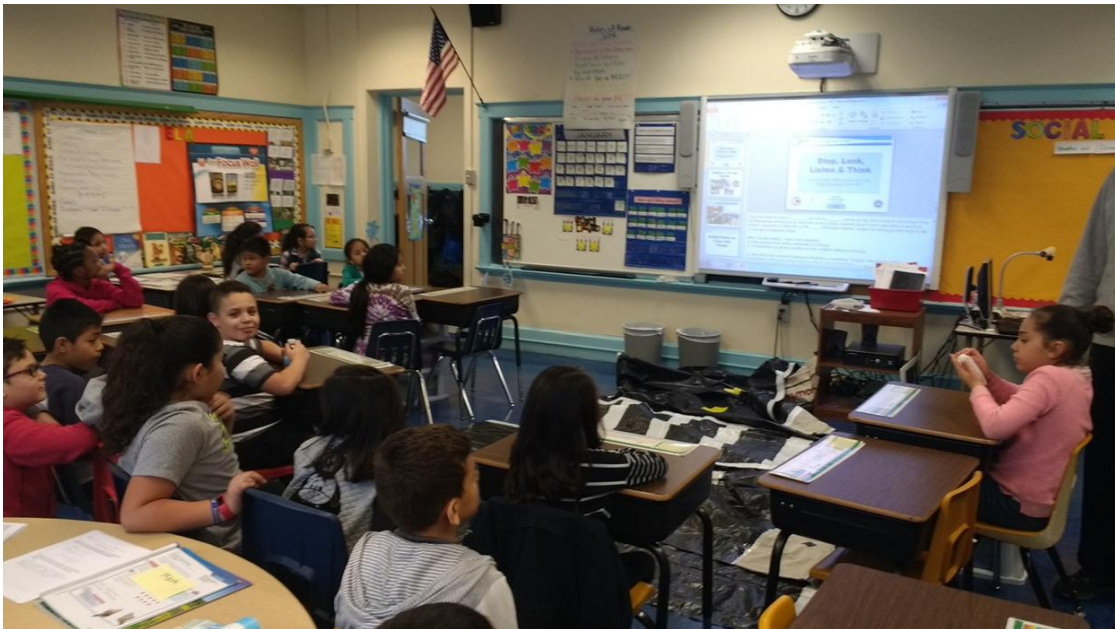
5.1 EZ Ride Community Outreach

Safe Routes to School Program

EZ Ride helped to raise awareness of pedestrian and driver safety in Hackensack by providing pedestrian safety presentations to Jackson Avenue Elementary School students as part of its Safe Routes to School Program.

The safety presentations introduced the four safety rules to cross a street, “Stop, Look, Listen, and Think” and promoted safe walking and cycling to school. Students were taught to dress to be seen, and to obey traffic laws, signs and signals. EZ Ride presented to 75 students during a program on January 20, 2017 and another 150 students on June 7, 2017.

Street Smart NJ safety tip cards were provided to each student to take home to share with their families.



5.2 Street Smart Educational Materials

STREET SMART
TOWARD ZERO DEATHS

CHECK YOUR VITAL SIGNS
Your life is on the line

- Stop for pedestrians in marked crosswalks or advance stop signs at intersections.
- Be careful passing vehicles in marked crosswalks or advance stop signs at intersections.
- Always wear your seat belt.
- Don't drink and drive.
- Don't use your phone while driving.
- Don't text or use any handheld device while driving.
- Don't drink and drive.
- Don't drink and drive.

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 **TOWARD ZERO DEATHS**
BeStreetSmartNJ.org

CHECK YOUR VITAL SIGNS
Local police are enforcing pedestrian laws

STOP FOR PEDESTRIANS **OBAY SPEED LIMITS**

DRIVERS:
Motorists in New Jersey MUST stop for pedestrians in a marked crosswalk. Failure to observe the law may subject you to: 2 points, \$200 fine (plus court costs), 15 days community service, insurance surcharge.

WAIT FOR THE WALK **USE CROSSWALKS**

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.

Avoid distractions when driving or walking

Heads up, phones down

STREET SMART **TOWARD ZERO DEATHS**
BeStreetSmartNJ.org

CHECK YOUR VITAL SIGNS
Pedestrian Safety Tips

- 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 **TOWARD ZERO DEATHS**
BeStreetSmartNJ.org

Pedestrian Safety Zone
USE CROSSWALKS

Check your vital signs. Police are enforcing the law.

STREET SMART **TOWARD ZERO DEATHS**
BeStreetSmartNJ.org

Pedestrian Safety Zone
HEADS UP PHONES DOWN

Check your vital signs. Police are enforcing the law.

STREET SMART **TOWARD ZERO DEATHS**
BeStreetSmartNJ.org

Pedestrian Safety Zone
OBEY SPEED LIMITS

Check your vital signs. Police are enforcing the law.

STREET SMART **TOWARD ZERO DEATHS**
BeStreetSmartNJ.org

Pedestrian Safety Zone
STOP FOR PEDESTRIANS

Check your vital signs. Police are enforcing the law.

STREET SMART **TOWARD ZERO DEATHS**
BeStreetSmartNJ.org

Pedestrian Safety Zone
WAIT FOR THE WALK

Check your vital signs. Police are enforcing the law.

STREET SMART **TOWARD ZERO DEATHS**
BeStreetSmartNJ.org

Avoid Distractions

- Distracted walking contributed to 4,200 pedestrian deaths and 70,000 injuries nationwide in 2010.
- 53 percent of adult cellphone owners have had a distracted walking encounter.
- In the time it takes to read a text message, your car can cover the length of a football field.
- Driver inattention caused nearly half of the 3 million crashes in NJ with 1,600 fatalities, 2004-2013.

STREET SMART **TOWARD ZERO DEATHS**
BeStreetSmartNJ.org

HEADS UP, PHONES DOWN

Check your vital signs. Police are enforcing the law.

TOWARD ZERO DEATHS

STREET SMART
BeStreetSmartNJ.org

5.3 Media Coverage

WMBC TV, the Hackensack Daily Voice and North Jersey.com all covered the Street Smart Hackensack Campaign kickoff.



Hackensack joins pedestrian safety campaign

Rodrigo Torrejon, Staff Writer, @rod_torrejon Published 4:52 a.m. ET Oct. 26, 2017

HACKENSACK — The city police plan to combine strict enforcement of traffic rules with an education campaign to reduce the number of people hit by cars.

For the next month, city officials and the Police Department will launch an awareness campaign that aims to reduce car crashes involving pedestrians. Fliers and banners with the program's slogans "Heads Up, Phones Down" and "Check your vital signs" will be distributed throughout the city to reduce distracted driving and walking.

"It's educating pedestrians and drivers on how to be safer and conduct yourself while you're driving," Mayor John Labrosse said news conference Wednesday.

The police will also crack down on drivers not stopping for pedestrians and pedestrians that jaywalk, Labrosse said. He said it would be similar to the strict "Click it or ticket" enforcement campaign. One of the areas of focus will be the busy Prospect Avenue corridor.

The campaign was detailed Wednesday at a news conference announcing the Hackensack is joining the Street Smart NJ pedestrian safety campaign.

Through the collaboration with EZ RIDE Transportation Management Association, the North Jersey Transportation Planning Authority and Hackensack University Medical Center, the city hopes to battle some of its grim statistics

Between 2012 and 2016, there were 273 car crashes involving pedestrians in the city, an official from the North Jersey Transportation Authority said. The crashes resulted in 264 injuries, and nine deaths.

October 26th, 2017

Hackensack Joins State Safety Campaign to Reduce Pedestrian-Motor Vehicle Crashes



Street Smart NJ targets speed, distractedness and safety awareness

Hackensack today kicked off a month-long safety campaign aimed at making travel safer for pedestrians in the city.

The Hackensack Police Department is partnering with EZ Ride Transportation Management Association to conduct the campaign over the next four weeks. Street Smart NJ is a statewide public education, awareness and behavior change campaign developed by the North Jersey Transportation Planning Authority (NJTPA).



"Street Smart NJ is a common sense campaign that helps make our roads safer for everyone," said Bergen County Executive James Tedesco III, who represents the county on the NJTPA Board of Trustees. "Safety is a top priority in Bergen County, and we need drivers and motorists to do their part by making smarter and safer decisions on the road."

Hackensack is the Bergen County seat and home to the county's administrative offices. County Executive Tedesco helped kickoff the campaign during a news conference at Hackensack Meridian Health Hackensack University Medical Center Wednesday morning.

Hackensack Daily Voice serves Hackensack, Maywood, Rochelle Park & South Hackensack [SEE NEARBY TOWNS](#)

DV PILOT POLICE & FIRE 10/05/2015

Bergen County Makes Pedestrian Safety A Priority

Alexis Tarrazi

SHARE TWEET PIN IT EMAIL PRINT COMMENTS



And in the end, the life you save may be your own. Photo Credit: WYCKOFF PD



Wyckoff police made the point clear with this texting while driving message. Photo Credit: WYCKOFF PD

HACKENSACK, N.J. — Bergen County Sheriff Michael Saudino, in conjunction with the Police Traffic Officer's Association, is launching a pedestrian safety campaign in the hopes of decreasing the number of those killed.

Saudino will announce this year's campaign on the steps of the Bergen County Courthouse in Hackensack on Tuesday, Oct. 6, as part of Pedestrian Safety Month.

"The sheriff will highlight various statistics over the years, including the number of fatalities and how to curtail such a horrific event in one's life," Anthony Cureton, his public information director, told Daily Voice.

Wyckoff Police Chief Benjamin C. Fox has long emphasized the need for public education on the issue. "Traffic safety complaints are some of the biggest the police departments in Bergen County get," he said.

Fox and his department have used humorous public service messages. There was the poster that bore a replica of the Beatles' "Abbey Road" album cover, with the chief and three other officers crossing a road (Fox portrayed the shoe-less, suited Paul McCartney). Another showed a hearse and police car at a cemetery, underscoring the dangers of texting and driving.

Education is ineffective without enforcement, police emphasize.

Lyndhurst Police Chief James O'Connor said he'll have extra officers on pedestrian safety detail throughout October.

"Officers on patrol who see pedestrians crossing in an unsafe manner or a motorist not yielding will take necessary action," O'Connor said. Some law enforcement officials – including Police Chiefs Keith Bendul of Fort Lee and John Ward of Ridgewood – use decoy officers to cross streets in order to catch violators. It catches drivers' attention.

"Some people only get the message once they have to pay a fine and their insurance rates go up," Fox said. "That is what gets people to change their behavior."

Statistics:

In 2014, there were 39 fatalities resulting from motor vehicle collisions in Bergen County, 24 of which involved pedestrians. This accounts for nearly 62% of fatalities countywide, which is double the state average;

In the last decade, more than 1,500 pedestrians were killed in NJ;

In the last five years, there were approximately 28,000 pedestrian crashes in the state, an average of 5,600 per year.

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