

THE BURLINGTON COUNTY, ROUTE 130 CORRIDOR CAMPAIGN

# AFTER-ACTION REPORT



# **STREET**SMART

*BeStreetSmartNJ.org*

May 17- June 17, 2017

Joseph M. Wilson,  
Marketing Director  
CCCTMA

June 30, 2017



**CROSS  
COUNTY  
CONNECTION**

TRANSPORTATION MANAGEMENT ASSOCIATION

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

# THE BURLINGTON COUNTY, ROUTE 130 CORRIDOR CAMPAIGN

## TABLE of CONTENTS

- ▶ Acknowledgements .....2
- ▶ Campaign Executive Summary.....3
- ▶ Street Smart Program Overview.....4
- ▶ Route 130 Safety Situation Background.....6
- ▶ CCCTMA’s Burlington County, Rt. 130 Corridor Campaign.....9
  
- Preliminary Assessment and Survey
- Kickoff Event
- Campaign Execution
- Methods, Materials, and Outreach
- Observations
  
- ▶ Conclusion.....18

# THE BURLINGTON COUNTY, ROUTE 130 CORRIDOR CAMPAIGN

## ACKNOWLEDGEMENTS

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

- New Jersey State Senator Diane Allen, 7th Legislative District
- Jean Stanfield, Sheriff, Burlington County
- Bryan Norcross, Undersheriff, Burlington County Sheriff's Department
- Ray Reeve, NJ Division of Highway Traffic Safety
- Principal James Flynn, Burlington City High School
- North Jersey Transportation Planning Authority (NJTPA)



Materials produced for this campaign were made possible by funding from the NJ Division of Highway Traffic Safety and the Burlington County Sheriff's Department.



# THE BURLINGTON COUNTY, ROUTE 130 CORRIDOR CAMPAIGN

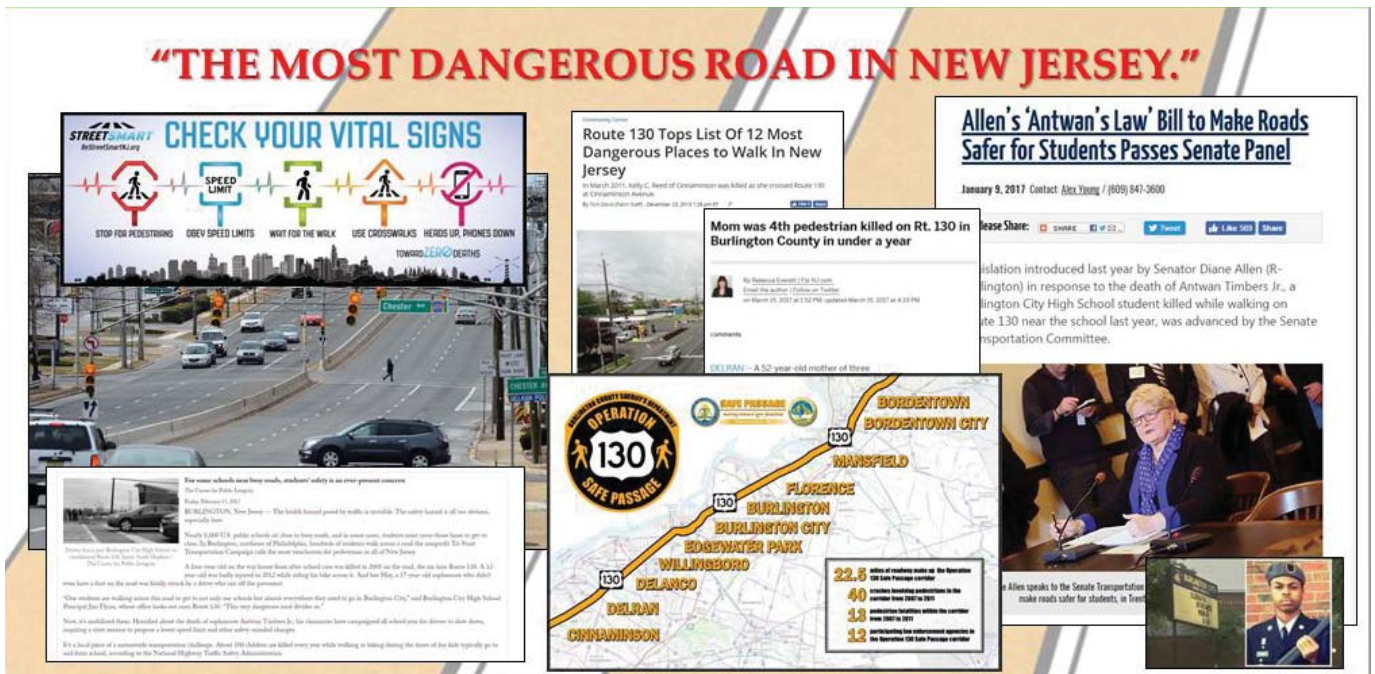
## EXECUTIVE SUMMARY

CCCTMA, in conjunction with the Burlington County Sheriff's Department, and the Townships of Burlington City, Cinnaminson, and Delran, executed a month-long public outreach and awareness campaign, as prepared by NJTPA, along the Route 130 Corridor, which is colloquially known as "the most dangerous road for pedestrians in New Jersey."

Leveraging off the "Drive 25" and "Antwan's Law" pedestrian protection initiatives of Senator Diane Allen, CCCTMA quickly gained the support of this renowned NJ State legislator, as well as the principal of Burlington City High School, Jim Flynn, who both worked diligently to demand attention be brought to pedestrian safety, stronger enforcement of speeding laws, and overall safety awareness to better help save lives. With this invaluable support, and the attentive backing from the project's official sponsors and key partners, the stage was set for a remarkable campaign.

Over a month-long period, posters, hand-out cards and banners were distributed by both CCCTMA and the respective police departments of the County and the three key townships; both the general pedestrian public and motorists alike were actively engaged; and a blanketing of the majority of business and retail merchants were successfully recruited to participate in the promotion of this campaign.

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



# THE BURLINGTON COUNTY, ROUTE 130 CORRIDOR CAMPAIGN

## PROGRAM OVERVIEW

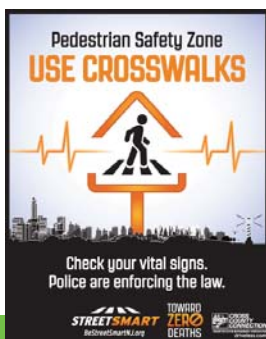
Street Smart NJ emphasizes educating drivers, pedestrians and bicyclists through mass media, as well as targeted enforcement. It complements, but doesn't replace, other state and local efforts to build safer streets and sidewalks, enforce laws and train better roadway users. The campaign's slogan is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

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

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

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

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



# THE BURLINGTON COUNTY, ROUTE 130 CORRIDOR CAMPAIGN

## PROGRAM OVERVIEW

### In New Jersey

- New Jersey has been identified as a “focus” state and Newark a “focus” city by the Federal Highway Administration due to a high Incidence of pedestrian injuries and fatalities.
- In 2015, 170 pedestrians died as a result of pedestrian-vehicle crashes in New Jersey.
- From 2011-2015, 765 pedestrians were killed and more than 22,000 injured on New Jersey’s roadways, which translates to one death every 2.4 days and 12 injuries daily

### A National Problem

- 4,735 U.S. pedestrians died in traffic crashes in 2013, a 2 percent decrease from 2012 but a 15 percent jump since 2009.
- An estimated 69,000 pedestrians were injured in crashes in 2011 in the U.S.
- On average, a pedestrian was killed every two hours and injured every eight minutes in traffic crashes.
- 3 out of 4 pedestrian fatalities occurred in an urban setting.
- 69 percent of the fatalities occurred at non-Intersections.
- Almost 90 percent of pedestrian fatalities occurred during normal weather conditions, not during rain, snow or fog.
- 72 percent of all fatalities occurred during nighttime hours.



# THE BURLINGTON COUNTY, ROUTE 130 CORRIDOR CAMPAIGN

## SITUATIONAL BACKGROUND

From NJ 101.5.com, April 21, 2017:

“The state Transportation Department has started another round of safety improvements on the road dubbed New Jersey’s most dangerous — Route 130.

Route 130 has been singled out repeatedly by pedestrian safety groups because of high numbers of fatalities over the years.

According to figures compiled by the Tri-State Transportation Campaign, 11 pedestrians were killed on Route 130 in Burlington County between 2012 and 2014. The group also says a total of 18 pedestrians were killed in that period in the Route 130 corridor running through Camden, Burlington, Mercer and Middlesex counties. Last year, 17-year-old Antwan Timbers Jr. was struck and killed on Route 130 by a driver police said was under the influence.

Now the state DOT will reduce lanes on 130 in Burlington City from three to two each way in order to slow the flow.

“Traffic should still flow. It will just flow a little bit slower,” DOT spokesman Steve Schapiro said. Narrowing the roadway in order to slow traffic is called a “road diet.”

Schapiro says there are some other safety improvements in the works for 130 in the Burlington City area. “We have been working with local officials for years to improve safety.” But he adds that the key on the highway is really drivers slowing down and following the speed limit.

<http://nj1015.com/njs-deadly-route-130-gets-a-road-diet/>

**New Jersey Department of Transportation**  
**NEWS**

**For Immediate Release:**  
April 19, 2017  
609-530-4280

**Contact:** Steve Schapiro  
David Triano

**NJDOT implements pedestrian safety improvements on Route 130 in Burlington City**  
**New traffic pattern will reduce speeds and creates safety buffer for pedestrians**

**(TRENTON)** – New Jersey Department of Transportation (NJDOT) today announced the implementation of a new traffic pattern on Route 130 in Burlington City in an effort to improve pedestrian safety.

As part of a planned repaving project that was just completed along the Route 130 corridor in Burlington City, NJDOT implemented a road diet, which is a reduction in travel lanes. The idea of the road diet is to reduce vehicle speeds through the area and improve pedestrian crossing safety.

“Safety is the top priority for the New Jersey Department of Transportation, whether you are a driver, bicyclist, or pedestrian,” NJDOT Commissioner Richard T. Harsner said. “Reducing Route 130 from three lanes in each direction to two lanes in Burlington City will help slow traffic down and create a buffer between vehicles and pedestrians, particularly students walking to Burlington High School.”

NJDOT has been working with local officials for many years to improve safety along Route 130, which is a divided highway with homes and businesses in the median between Jerome Street (mile post 45.4) and the Assunpink Creek (mile post 46.4).

The highway had three lanes in both the northbound and southbound directions. Following the repaving project, NJDOT reconfigured the road to reduce it to two lanes in each direction with an 11-foot to 12-foot left shoulder that serves as a buffer between vehicles and pedestrians walking on the sidewalk parallel to traffic. It also provides opportunities for a shorter distance to cross traffic lanes. Larger “Speed Limit 25 mph” signs are to be installed, with additional “No Turn on Red” signs placed at the intersections of Wood Street, High Street, and Jacksonville Road. NJDOT analysis shows a reduction in lanes should result in lower speeds, without adversely affecting the existing traffic capacity.

A 2014 study looked at possible improvements to the roadway to make it safer for pedestrians, in addition to safety improvements that already had been made over the years, such as more visible crosswalks, installation of sidewalks north from Columbus Road to Jacksonville Road, school zone signage, lower speed limits during school hours, and other improvements. The study identified a road diet as a possible alternative.

In addition, traffic counts showed that a reduction from three lanes of traffic to two lanes in each direction could accommodate the existing traffic volumes on Route 130 and would not have a significant adverse impact on the capacity of the roadway.

There are two existing projects expected to be advertised in the spring of 2018 to make additional improvements to Route 130. One will redesign the Route 130/Columbus Road/Jones Street intersection to

**NJ's deadly Route 130 gets a 'road diet'**  
By Joe Cutter April 21, 2017 1:31 AM

Share on Facebook Share on Twitter

7 Vehicle Crash on Route 130 in South Jersey



Subscribe to New Jersey 101.5 FM on YouTube

New Jersey 101.5 video archive

# THE BURLINGTON COUNTY, ROUTE 130 CORRIDOR CAMPAIGN

## SITUATIONAL BACKGROUND

**From NJ.com, March 15, 2017:**

BY REBECCA EVERETT reverett@njadvancemedia.com,

Mom was 4th pedestrian killed on Rt. 130 in Burlington County in under a year

DELRAN -- A 52-year-old mother of three who was killed on Route 130 Friday afternoon is the fourth pedestrian to die on the busy highway in Burlington County in less than a year.

Police said Melanie Girandola was in a crosswalk but crossing against the traffic signal at the corner of North Millside Drive when she was killed.

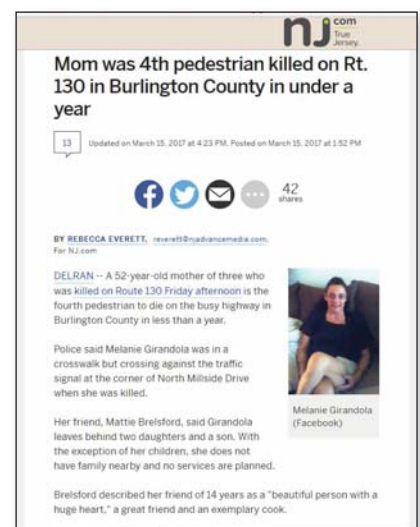
Her friend, Mattie Brelsford, said Girandola leaves behind two daughters and a son. With the exception of her children, she does not have family nearby and no services are planned.

Brelsford described her friend of 14 years as a "beautiful person with a huge heart," a great friend and an exemplary cook.

"She loved to sunbathe and watch 'Law & Order,'" Brelsford said.

For six years in a row, the Tri-State Transportation Campaign has named Route 130 in Burlington County the most dangerous road for pedestrians.

An analysis of State Police data on crashes in Burlington County shows that three of the five fatal crashes on Route 130 in 2016 involved pedestrians. Girandola is the first pedestrian to die on the road in 2017, according to State Police records.





# THE BURLINGTON COUNTY, ROUTE 130 CORRIDOR CAMPAIGN

## SITUATIONAL BACKGROUND

...continued

On May 22, 2016, Antwan L. Timbers Jr., 17, a senior and ROTC member at Burlington City High School, was killed crossing the highway. The driver, Ricardo J. Patterson III, was charged with reckless driving and driving under the influence of alcohol.

Cleveland Rock, 37, a father and cook from Burlington City, was killed on Route 130 in the city on Aug. 9, 2016.

Manuel Yunga, 43, of Willingboro, was killed while crossing the road in front of Park Plaza in Edgewater Park Nov. 3, 2016.

After Timbers' death, his classmates rallied on the side of Route 130, calling for motorists to obey the 25 mph speed limit that is in effect near schools during the hours when students are arriving and leaving. Senator Diane Allen (R-Burlington) proposed legislation called Antwan's Law that would, among other things, keep that speed limit in place permanently.

Delran Police Det. Dennis Rooney said that police are still looking into the crash that killed Girandola.

The preliminary investigation indicates Girandola was crossing in the crosswalk when she had a 'Don't walk' signal and drivers still had a green light, he said.

He also noted that at the time of the crash, about 6:15 p.m., it was snowing.

Rooney said no charges have been filed against the driver, Jorge Coelho, of Delran, who stayed and cooperated with police.



[http://www.nj.com/burlington/index.ssf/2017/03/mother\\_killed\\_on\\_rt\\_130\\_was\\_crossing\\_against\\_light.html](http://www.nj.com/burlington/index.ssf/2017/03/mother_killed_on_rt_130_was_crossing_against_light.html)

# THE BURLINGTON COUNTY, ROUTE 130 CORRIDOR CAMPAIGN

## THE CCCTMA CAMPAIGN

### The Rt. 130 Corridor Street Smart Safety Campaign

Cross County Connection Transportation Management Association (CCCTMA), recently held the official kick-off event for a very important outreach and public awareness-raising effort, as part of the Street Smart New Jersey pedestrian safety campaign during the month of June, 2017: The Burlington County Rt. 130 Corridor Street Smart Campaign.

Working in conjunction with the Burlington County Sheriff's Department, and support from the NJ Division of Highway Traffic Safety, and funding from the North Jersey Transportation Planning Authority, this comprehensive campaign aims to specifically focus on the Route 130 corridor, in Burlington City, Delran, and Cinnaminson. A traffic area arguably called the "most dangerous road in the State for pedestrians."

"New Jersey is ranked 6th in the nation in pedestrian fatalities, according to 2014 data from the National Highway Traffic Safety Administration," notes Bill Ragozine, executive director of CCCTMA, "and in our State, Route 130, right here in Burlington County, is considered one of the State's most dangerous roads for pedestrians. We have to help do something about that, and so we're proud to put our regional transportation expertise fully behind the Street Smart NJ pedestrian safety awareness campaign."

This effort was conducted mid-May to mid-June, in the Rt. 130-corridor, and in large part undertaken by staff from CCCTMA, with assistance from the Burlington County Sheriff's Department. "Our organization's mission is literally 'to improve the quality of life in southern New Jersey through transportation solutions,' " Ragozine continued, "and to be honest, I really can't think of a better way to improve life than by helping in some small way to protect it for both pedestrians and drivers alike, here along Route 130."

Street Smart NJ is a public education, awareness and behavioral change pedestrian safety campaign first piloted in 2013 and 2014 by five New Jersey municipalities. Since its inception, more than forty communities have participated in Street Smart NJ in some way. The campaign uses outdoor, transit and online advertising, along with grassroots public awareness efforts and law enforcement to address pedestrian safety. Street Smart NJ emphasizes educating drivers, pedestrians and bicyclists through mass media, as well as targeted enforcement. It complements, but doesn't replace, other state and local efforts to build safer streets and sidewalks, enforce laws and train better roadway users. The campaign's slogan is "Check your vital signs" and visually couples street signs with a heart rate monitor to remind motorists and pedestrians that lives are on the line.

# THE BURLINGTON COUNTY, ROUTE 130 CORRIDOR CAMPAIGN

## THE CCCTMA CAMPAIGN

### Preliminary Assessment

In mid May, 2017, in preparation for the upcoming campaign, CCCTMA's Director of Marketing, Joseph Wilson, and Marketing Outreach Specialist Michele Geiger, performed a thorough visual survey of the campaign target area, utilizing both online Google Map viewing, and well as a vehicular tour up and down the length of the Rt. 130 target area, (approximately 20 miles in length), on three separate occasions. The roadway was observed to be well-traveled by a mix of cars, trucks, and commercial vans and tractor trailers. With mostly retail and commercial sites on this multi-lane, divided, north-south roadway, and punctuated at wide intervals with apartment complexes and condominiums/town homes, there were few crosswalk locations to observe within a concentrated area.



### A Renewed Call for a Safe Redesign of South Jersey's Route 130

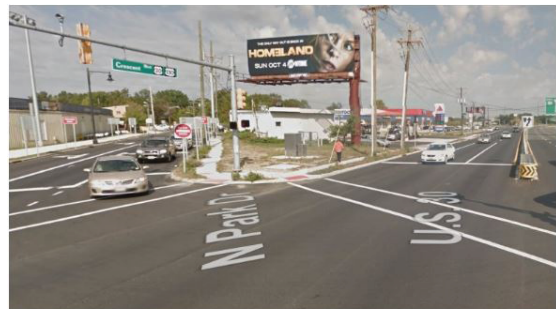


Image: Google Maps

POSTED BY: DANA DOBSON JUNE 20, 2016

Last week, 36-year-old Camden resident Ephraim Mateo-Morales was killed while biking following a collision with a SUV driver at the intersection of Route 130 and North Park Drive in Pennsauken, New Jersey.

Back in 2011, Tri-State and the Bicycle Coalition of Greater Philadelphia urged NJDOT to include safety improvements for pedestrians and bicyclists in the redesign of this dangerous intersection. Advocates called for fixes to the intersection's skewed geometry, added pedestrian crossings and refuges, and a bike box. But the redesign was completed with few of these changes and failed to include the recommended safety elements.



# THE BURLINGTON COUNTY, ROUTE 130 CORRIDOR CAMPAIGN

## THE CCCTMA CAMPAIGN

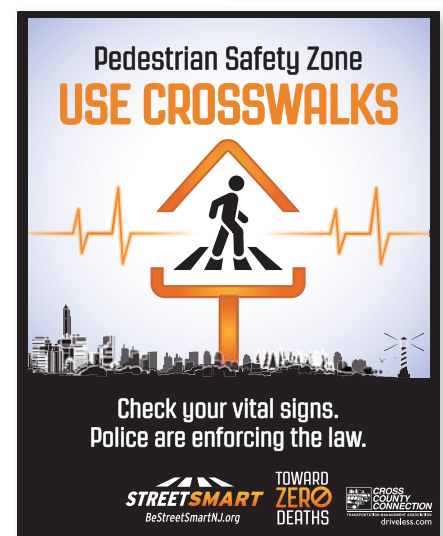
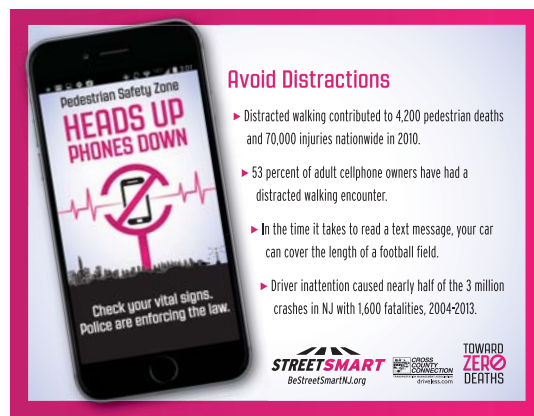
### Preliminary Assessment

An initial outreach introduction was conducted, with select area merchants, in preparation for what was determined to be a key component of the campaign strategy: engaging the retail and business community to serve as advocates for the Rt. 130 Campaign by displaying Street Smart promotional signs, and in accepting the safety palm and tip cards. These print materials would then be displayed and provided for their customers and clients, thereby ensuring a thorough and multi-faceted, inclusive outreach to the general public.

A total compilation of Street Smart promotional materials included:

- 5,000 Palm Cards
- 5,000 Tip cards
- 1,000 Posters
- 10 Large vinyl display banners

The materials were evenly distributed between CCCTMA and the Burlington County Sheriff's Department.



# THE BURLINGTON COUNTY, ROUTE 130 CORRIDOR CAMPAIGN

## THE CCCTMA CAMPAIGN

### Kickoff Event

The campaign was formally launched May 17th, just across the street from Burlington City High School, and featured remarks from CCCTMA, the Burlington County Sheriff's Department, and Senator Diane Allen.

Street Smart literature was presented to the audience, and Principal James Flynn from the high school formally accepted two vinyl banners which were then displayed on the school's outside perimeter fence.

Afterwards, a rally was held by students, cheering on their support for the campaign.

Media coverage was provided by the *Burlington County Times*, and the *Courier Post*. Stories may be viewed here:

<http://www.courierpostonline.com/videos/news/2017/05/17/burlco-gets-street-smart/101796338/>

[http://www.burlingtoncountytimes.com/news/local/burlington-county-kicks-off-education-enforcement-campaign-on-route/article\\_64722046-3b30-11e7-b6ab-e31ab574dc30.html](http://www.burlingtoncountytimes.com/news/local/burlington-county-kicks-off-education-enforcement-campaign-on-route/article_64722046-3b30-11e7-b6ab-e31ab574dc30.html)



**CROSS COUNTY CONNECTION**  
TRANSPORTATION MANAGEMENT ASSOCIATION

Improving the quality of life in southern New Jersey through transportation solutions.  
[Logo] • [Logo] • [Logo] • [Logo] • [Logo] • [Logo] • [Logo] • [Logo] • [Logo] • [Logo]

**MEDIA ALERT**  
Cross County Connection Transportation Management Association (CCCTMA), announces the official kick-off event for a very important outreach and public awareness-raising effort, as part of the **Street Smart New Jersey** pedestrian safety campaign – this **Wednesday, May 17<sup>th</sup>, 10:00 am**, at **612 Tyler Street, Burlington City**, (former site of Mill's Harley Davidson) across from the Burlington City High School. (See map on next page.)

Working in conjunction with the Burlington County Sheriff's Department, and support from the NJ Division of Highway Traffic Safety, and funding from the North Jersey Transportation Planning Authority, this comprehensive campaign aims to specifically focus on the Route 130 corridor, in Burlington City, Delran, and Camden. **Locally called the "Route 130 Corridor Campaign in the State's Capital."** The event will feature important remarks from the campaign sponsors, and followed by a potluck with students from the high school.

Street Smart NJ is a public education, awareness and behavioral change pedestrian safety campaign first piloted in 2013 and 2014 by five New Jersey municipalities. Since its inception, more than 40 communities have participated in Street Smart NJ in some way. The campaign uses outdoor, transit and online advertising, along with grassroots public awareness efforts and law enforcement to address pedestrian safety.

Street Smart NJ emphasizes educating drivers, pedestrians and bicyclists through mass media, as well as targeted enforcement. It complements, but doesn't replace, other state and local efforts to build safer streets and sidewalks, enforce laws and train better roadway users. The campaign's slogan is "Check your vital signs" and visually couples street signs with a heart rate monitor to remind motorists and pedestrians that lives are on the line. The Route 130 portion of the Street Smart campaign focus will be ongoing through the end of June.

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

For more information about Street Smart NJ, please visit <http://beststreetmartnj.org/>  
For more information about CCCTMA, please visit [www.dtrveless.com](http://www.dtrveless.com)

Thank you,  
-Joseph Wilson, Marketing Director, CCCTMA

48 Erica Drive, Suite 104, Marlton, NJ 08053 | P: 609.683.4328 | F: 609.683.4388 | [info@dtveless.com](mailto:info@dtveless.com)

**KICK-OFF EVENT!**

**STREETSMART**  
BeStreetSmartNJ.org

**Burlington County,  
Rt. 130 Corridor,  
Street Smart Campaign**

**Wednesday, May 17, 2017  
at 10:00am**

**Where:  
612 Tyler Street  
Burlington City, NJ**

**Kick-off Location:  
Former site of Mill's Harley  
Davidson dealership**

NJTPA • Burlington County Sheriff's Dept. • NJDHTS • DVRPC • SJTPO • Burlington City High School

**CROSS COUNTY CONNECTION**  
TRANSPORTATION MANAGEMENT ASSOCIATION

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

# THE BURLINGTON COUNTY, ROUTE 130 CORRIDOR CAMPAIGN

## THE CCCTMA CAMPAIGN

### Campaign Execution

Immediately following the kickoff event, CCCTMA staffers split into different groups, and armed with campaign literature, traveled the Rt. 130 corridor and spent the remainder of the day engaging the public and establishing connections with area merchants.

As was observed in the preliminary assessment, there was a unilateral acceptance and enthusiasm for the outreach, and the promotional literature itself. “Now, THIS is DOING something about the problem!” exclaimed many of the public encountered. Merchants immediately put materials out for display, and hung posters in store windows.

One memorable merchant praised the importance of our campaign as her Burlington City business sits on the corner High Street and Route 130. There, cement barricades have been placed outside her establishment to prevent another car from crashing through the front door.

Another notably-involved merchant was Amy’s Waffle House. The manager at Amy’s took a lot of materials to display on the counter tops, tables in her restaurant, and posters for the windows facing Route 130.



# THE BURLINGTON COUNTY, ROUTE 130 CORRIDOR CAMPAIGN

## THE CCCTMA CAMPAIGN

### Campaign Execution

That weekend, members of CCCTMA staff, including Executive Director Bill Ragozine, met up with a patrol of Burlington City Police officers to canvass the Burlington City area, engaging both motorists and pedestrians alike. Hundreds of pieces of literature were distributed on that day alone.



# THE BURLINGTON COUNTY, ROUTE 130 CORRIDOR CAMPAIGN

## THE CCCTMA CAMPAIGN

### Campaign Execution

In the weeks that followed, staff continued to travel to Burlington City, Delran and Cinnaminson. Always finding merchants who, well aware of the history of the Rt. 130 corridor, were extremely happy to receive the Street Smart materials. On average, 300 pieces of literature per outing were distributed by CCCTMA.





# THE BURLINGTON COUNTY, ROUTE 130 CORRIDOR CAMPAIGN

## THE CCCTMA CAMPAIGN

### Methods, Materials, Outreach

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



# THE BURLINGTON COUNTY, ROUTE 130 CORRIDOR CAMPAIGN

## THE CCCTMA CAMPAIGN

### Observations

Public response to the campaign was effusive. It was quickly found that most of those engaged knew of the many tragedies long chronicled about Burlington County's Rt. 130 problem. Calling attention to the importance of safety, for both pedestrian and driver alike, was universally endorsed by all we encountered.

Much more work is needed to be done to fully affect change in the Rt. 130 corridor. As Undersheriff Norcross said: "The solution to these kinds of traffic problems are threefold. It takes engineering, enforcement, and education."

We are confident that this campaign has, for a month at least, fully delivered on at least the education component. And, with the ongoing vigilance and law enforcement professionalism from Burlington County, and possible legislative changes, as championed by Senator Allen, the other components are assuredly receiving the same unblinking focus on pedestrian safety, and ultimately protecting human life.

### Opinion: Fix N.J.'s deadliest road for pedestrians - Route 130 in Burlington County must be redesigned



A Route 130 sign is shown in a file photo. (file photo)

### Allen's 'Antwan's Law' Bill to Make Roads Safer for Students Passes Senate Panel

January 9, 2017 Contact: Alex Young / (609) 847-3600

Please Share: [SHARE](#) [Facebook](#) [Twitter](#) [Like 569](#) [Share](#)

Legislation introduced last year by Senator Diane Allen (R-Burlington) in response to the death of Antwan Timbers Jr., a Burlington City High School student killed while walking on Route 130 near the school last year, was advanced by the Senate Transportation Committee.



Sen. Diane Allen speaks to the Senate Transportation Committee in support of her "Antwan's Law" bill to make roads safer for students, in Trenton, on Jan. 9, 2017. (SenateNJ.com)

# THE BURLINGTON COUNTY, ROUTE 130 CORRIDOR CAMPAIGN

## CONCLUSION

### Summary Conclusion

All 2,500 palmcards, 2,500 tip cards, and 1,000 posters were distributed. Four large vinyl banners were given to both Burlington City High School, (two) and two merchants. One was given to media outlet WXTU/CBS for display use at large, public southern NJ events they sponsor.

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

While, owing to the nature of the Rt. 130 corridor, the inherent lack of pedestrian crosswalks, and the population dispersion of the immediate area, few actual, and active, pedestrians were encountered. With this in mind, the following non-scientific notes may be reported:

### Beginning of Campaign (5/17/17)

Number of Pedestrians Observed	Used Crosswalk?
34	28

### Concluding days of Campaign (6/12/17)

Number of Pedestrians Observed	Used Crosswalk?
28	26*

\*Most of whom were already familiar with the Street Smart Rt. 130 Campaign.

At Cross County Connection, our mission is to “Improve the Quality of Life in Southern New Jersey Through Transportation Solutions.” The Street Smart New Jersey pedestrian safety program, first introduced by the North Jersey Transportation Planning Authority, several years ago is now being launched in our region, and so CCCTMA was proud to lead that effort, beginning in this Route 130 Corridor, and focusing on Burlington City, Cinnaminson, and Delran.

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

###



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

For more information about CCCTMA, please visit [www.driveless.com](http://www.driveless.com)



**CROSS  
COUNTY  
CONNECTION**

TRANSPORTATION MANAGEMENT ASSOCIATION

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