



Street Smart Pompton Lakes

2019 Campaign



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TransOptions is a nonprofit organization and is one of eight Transportation Management Associations (TMAs) in New Jersey. The TMAs are tasked with implementing strategies and programs that address traffic congestion, economic development, air quality, roadway user safety and livability issues.

Each TMA is responsible for a designated service area, with TransOptions being responsible for the northwestern quadrant of the state. This area encompasses all of Morris, Warren and Sussex counties, as well as suburban Essex, Passaic and Union counties.

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Executive Summary

The Borough of Pompton Lakes participated in a Street Smart NJ pedestrian safety campaign with efforts and activities focused in October 2019. During the campaign, TransOptions, the Pompton Lakes Police Department, the Borough of Pompton Lakes, and community partners focused on increasing safe walking and driving behaviors in the community through education, enforcement and outreach. The campaign was evaluated using a pre-/post- study design using community surveys and intersection observations. TransOptions also evaluated data from a speed radar sign used during the campaign to slow drivers.

The campaign resulted in:

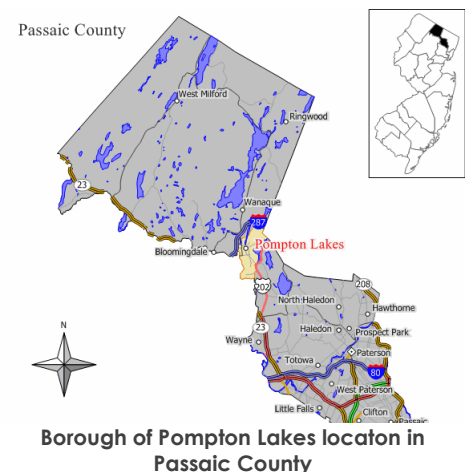
- 218 enforcement hours dedicated to the campaign from the Pompton Lakes Police Department
- 32 percent increase in survey participants reported awareness of pedestrian safety law enforcement by the Pompton Lakes Police Department
- 7 percent decrease in pedestrians observed crossing mid-block
- 5 percent decrease in drivers observed not stopping for a pedestrian in a crosswalk
- 54 percent increase in survey participants recognition of Street Smart messaging
- 27 percent increase in survey participants identifying an unmarked crosswalk
- 26 percent increase in survey participants who reported being exposed to pedestrian safety messages and a 7 percent increase in survey participants who reported being exposed to speeding/aggressive driving messages
- 16 percent increase in survey participants self-reporting that they “never” crossed midblock in the past 30 days
- 13 percent increase in survey participants self-reporting that they “never” failed to stop for a pedestrian in a crosswalk in the past 30 days
- 10 percent increase in survey participants self-reporting that they “never” drove 10 MPH over the speed limit in areas with people walking in the past 30 days
- 7 percent increase in survey participants self-reporting that they “never” used a cellphone while driving in the past 30 days
- 16 percent decrease in survey participants who reported seeing other people not stopping for a pedestrian in a crosswalk “a great deal” in the past 30 days
- 9 percent decrease in survey participants who reported seeing other people using a cellphone while walking “a great deal” in the past 30 days
- 8 percent decrease in survey participants who reported seeing other people speeding a “great deal” in the past 30 days
- 4 percent decrease in survey participants who reported seeing other people midblock crossing a “great deal” in the past 30 days

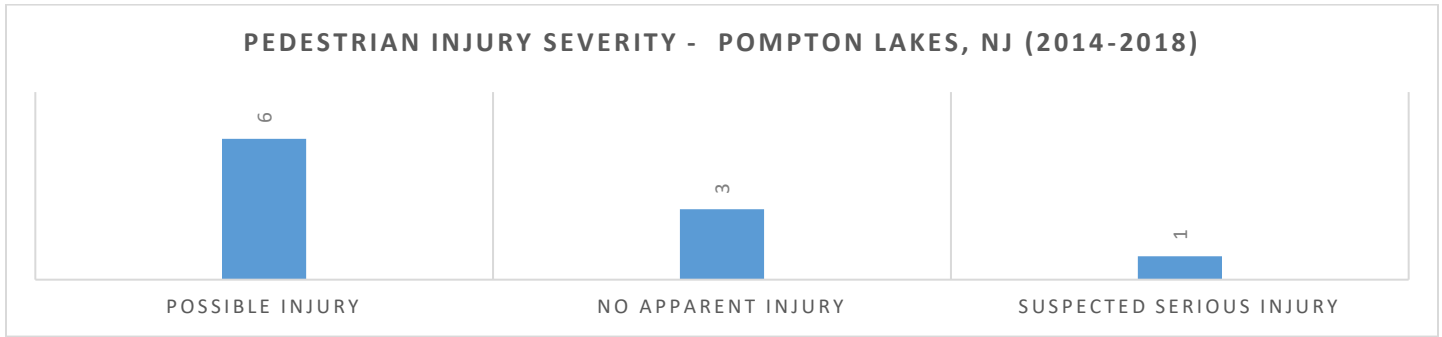
Pompton Lakes, New Jersey

The Borough of Pompton Lakes is in Passaic County, New Jersey. The borough is 3.191 square miles with a population of 11,097, according to the 2010 United States Census. Pompton Lakes' downtown is along Wanaque Avenue which is lined with small businesses such as stores and restaurants. Wanaque Avenue is also serviced by local bus routes.

Crash Data

According to data from the New Jersey Division of Highway Traffic Safety (NJDHVS) and Rutgers Center for Advanced Infrastructure and Transportation (CAIT), between January 1, 2014 and December 31, 2018, there were 10 pedestrians involved in crashes in Pompton Lakes, NJ. These crashes include one suspected serious injury and six possible injuries.





At the time of the crash with a pedestrian, three drivers were making a left turn and three drivers were traveling straight. Pedestrian behaviors involved in these crashes include three pedestrians who were walking to/from school, two pedestrians crossing mid-block, and two pedestrians crossing at a marked crosswalk at an intersection. Driver behaviors involved in these crashes include five drivers who were inattentive and three drivers who failed to yield the right-of-way to a pedestrian.

Crash Contributing Factors

Pedestrians		Drivers	
Contributing Factor	Count	Contributing Factor	Count
Pedestrian walking to/from school	3	Driver Inattention	5
Pedestrians crossing in a marked crosswalk at an intersection	2	Failed to yield the right-of-way to pedestrian	3
Pedestrians crossing midblock	2		

Pedestrian Safety in New Jersey

The federal government has designated New Jersey as a pedestrian safety focus state for its high rate of fatalities and injuries. Pedestrians comprised 29 percent (183 people) of the 624 people killed in crashes in New Jersey in 2017, nearly double the national average of 16 percent, according to the National Highway Traffic Safety Administration (NHTSA). As of 2017, New Jersey ranks 13th in the nation in pedestrian fatalities per 100,000 people. On average, one pedestrian is killed every two days in New Jersey and 12 are injured daily.

Street Smart Pedestrian Safety Campaign

Street Smart NJ is a statewide public education, awareness and behavioral change campaign that was developed by the North Jersey Transportation Planning Authority (NJTPA), the metropolitan planning organization for the 13-county northern New Jersey region, and piloted in 2013. The NJTPA, along with the Federal Highway Administration (FHWA), the New Jersey Department of Transportation (NJDOT), NJ Transit, NJ Division of Highway Traffic Safety (NJDHHS), and the Transportation Management Associations (TMAs) worked with numerous community partners to develop and pilot the Street Smart NJ program. The campaign is funded through U.S. Department of Transportation resources.

The program was developed in response to New Jersey being designated as a pedestrian focus state in 2011. As of this report, the program has reached more than 125 communities in New Jersey. The campaign is implemented throughout New Jersey by several organizations, including the state's eight Transportation Management Associations (TMAs), including TransOptions, in partnership with the NJTPA.

Street Smart uses education, enforcement, and grassroots outreach to change behaviors and improve pedestrian safety in communities. Target behaviors for drivers are to obey speed limits and stop for people crossing. Target behaviors for pedestrians are to use crosswalks (marked and unmarked) and cross in compliance with pedestrian traffic signals. Avoiding cellphone use while traveling is a target behavior for both drivers and pedestrians.

Street Smart NJ 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.

Street Smart Pompton Lakes 2019

Pompton Lakes, New Jersey participated in the Street Smart NJ pedestrian safety campaign in October 2019. A press release was circulated announcing the campaign's launch at the beginning of October. Pompton Lakes' Street Smart campaign utilized education and enforcement strategies to address pedestrian safety in the community to raise awareness and change behaviors.

Enforcement

The Pompton Lakes Police Department conducted enforcement efforts in October 2019. Pompton Lakes' police officers dedicated 218 enforcement hours to Street Smart efforts using roving patrols, decoy operations, and participated in pedestrian education efforts by distributing campaign materials and coordinating with local businesses to arrange a raffle program to encourage positive crossing behaviors.

The campaign addressed motorist and pedestrian behaviors town-wide with a focus along Wanaque Avenue at the intersections of Lenox Avenue and Colfax Avenue. These focus areas were selected because Wanaque Avenue serves as the main road of the borough's business district with the heaviest pedestrian traffic. In addition, Pompton Lakes High School allows students to go off campus during lunch hours, increasing the amount of pedestrians on Wanaque Avenue during that time. Most intersections along Wanaque Avenue in the business district are non-signalized crossings where drivers need to come to a full stop and give crossing pedestrians the right-of-way.

Pompton Lakes Police Department distributed a total of 29 speeding summonses and 42 summonses for drivers who failed to stop for pedestrians. The police department reported 583 total contacts with drivers, including warnings, and 1,289 contacts with pedestrians.

Overall, the Pompton Lakes Police Department reported a positive response from the community to the campaign with the increased visibility of enforcement. The education of pedestrians on safe crossing helped alleviate traffic safety concerns. This was particularly effective for student drop-off areas at Pompton Lakes' schools as well as during lunch time hours for the high school students along Wanaque Avenue.



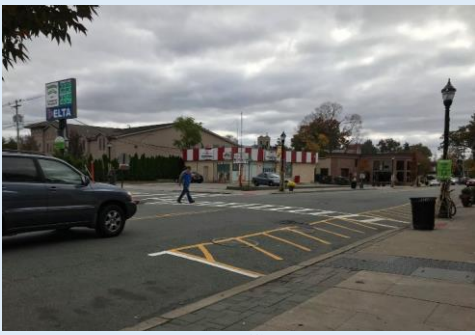
Pompton Lakes police officers during decoy program



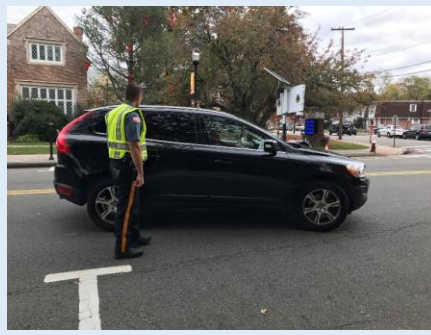
Unmarked Pompton Lakes police vehicle during decoy program

PRESS COVERED DECOY EVENT

On October 28, 2019, the Pompton Lakes Police Department and TransOptions coordinated a decoy program and local press was invited to attend and cover the event. A media advisory was circulated in the days prior to the event to inform the media and provide details about the decoy program. The event received coverage by WMBC-TV who developed and aired a television news story. The goal was to highlight Pompton Lakes' pedestrian safety efforts and increase awareness of pedestrian safety in the surrounding areas.



Decoy Officer



Decoy enforcement



Interview with Pompton Lakes' mayor during decoy program

Education and Outreach

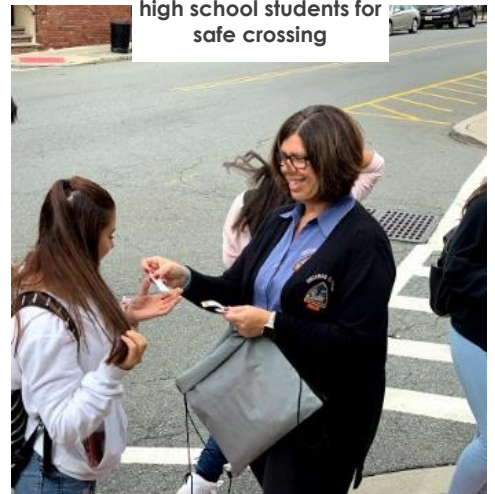
Education and outreach was conducted throughout October 2019 in Pompton Lakes. Efforts were made to raise awareness of the campaign's presence in Pompton Lakes and to increase safe behaviors of both drivers and pedestrians throughout the borough.

The following education and outreach activities were conducted as part of Pompton Lakes' Street Smart campaign:

- Posters and tip cards distributed to the downtown businesses
- Campaign messaging displayed on temporary street signs throughout the community
- Pedestrian safety outreach at Coffee with a Cop event with the Pompton Lakes Police Department
- "Stop for Pedestrians" messaging was displayed on a variable messaging sign throughout October on Wanaque Avenue as drivers enter the local business district area
- TransOptions conducted safety education programs for first and fourth grade students at Lenox Elementary School in Pompton Lakes, NJ
- TransOptions conducted safety education programs for first and fifth grade students at Lincoln Elementary School in Pompton Lakes, NJ
- TransOptions conducted a pedestrian safety education program for St. Mary's Senior Club
- TransOptions conducted a pedestrian-safety focused lesson for 10th grade students taking drivers education
- The Pompton Lakes Police Department conducted education and outreach at crosswalks along Wanaque Avenue for high school students walking into town for lunch. Officers distributed candy and raffle tickets to students observed utilizing crosswalks to reinforce positive behavior. The police department coordinated a raffle with local businesses to use as an incentive for high school students to use the crosswalks and walk safely when in town for lunch.



Candy distribution to high school students for safe crossing



Campaign material distribution along Wanaque Avenue



Ready to Walk and Roll program for first grade students at Lincoln Elementary School and Lenox Elementary School



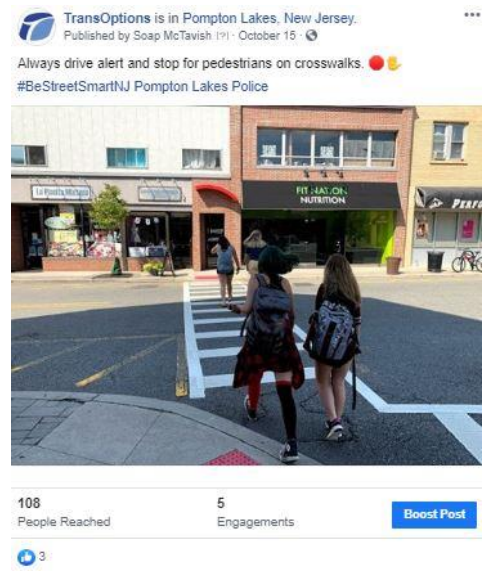
Traffic Safety Town program for fourth and fifth grade students at at Lincoln Elementary School and Lenox Elementary School

SOCIAL MEDIA

Social media was used throughout the campaign to increase awareness of pedestrian safety in Pompton Lakes using Facebook, Twitter, and Instagram. Posts highlighted progress in the campaign and used local photos and messages to show specific areas in Pompton Lakes with pedestrian safety concerns along with safe behavior tips. TransOptions' posts reached 14,317 people with 3,953 engagements (likes, shares or comments) during the October 2019 campaign. The Borough of Pompton Lakes also provided messaging on its social media accounts.



Social media posts



TransOptions @TransOptions
 Friendly reminder to drive smart and stop for pedestrians. 🚗🚶 During the recent Pompton Lakes Street Smart pedestrian safety campaign, the Pompton Lakes Police conducted a police decoy program to crack down on unsafe driving. @PomptonLakesNJ @njstreetsmart #BeStreetSmartNJ pic.twitter.com/qU4ft0T5KL

Methods

The campaign was evaluated through a pre-/post- study design using community surveys and intersection observations. The surveys and intersection observations were conducted both before and after the campaign to measure the effectiveness of campaign activities. TransOptions also evaluated data from a speed radar sign used during the campaign. The radar sign collected data on driver speeds in an area of the community with pedestrian activity to measure behavior change in drivers when exposed to a digital speed feedback sign.

Results

Surveys

The Borough of Pompton Lakes assisted in distributing the survey on social media and other forms of town-based digital communications including a local television channel. The survey was available online only and collected data on the self-reported behaviors of participants, behaviors the participants observed from others, and knowledge of the state's pedestrian safety laws.

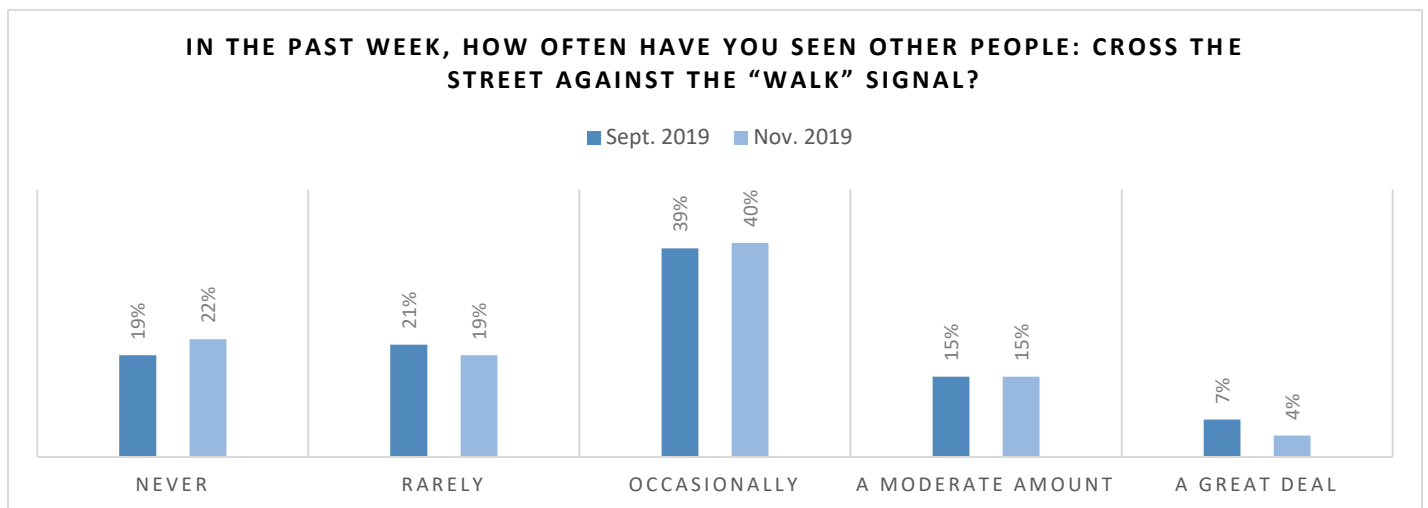
311 people participated in the pre-campaign survey in September 2019. 210 people participated in the post-campaign survey in November 2019. Responses below include partial responses due to participant attrition.

BEHAVIOR AWARENESS OF OTHERS:

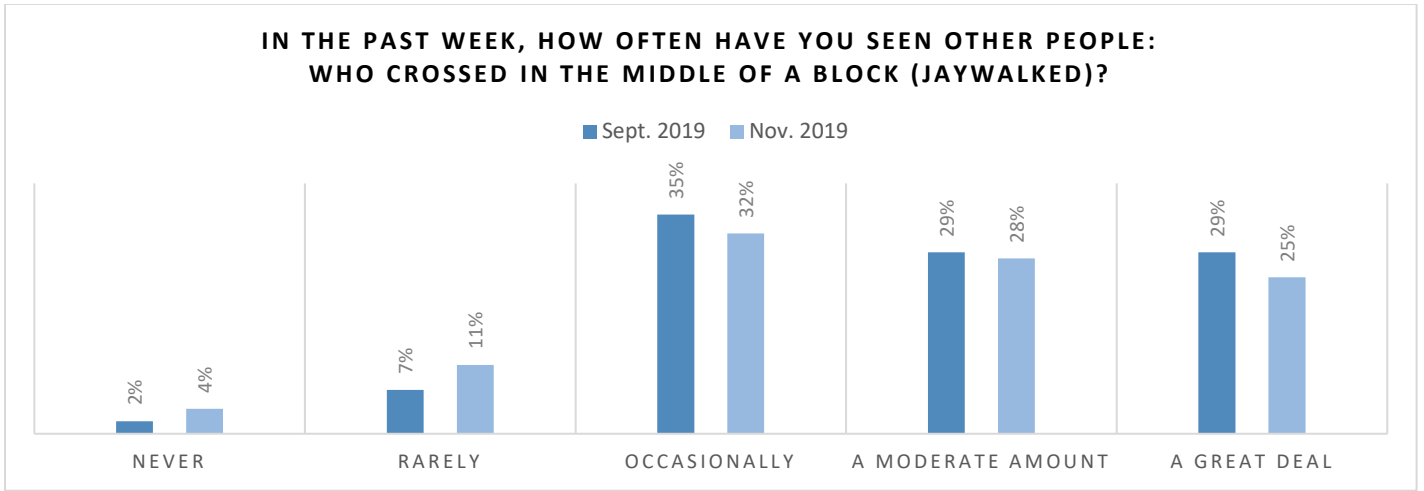
The survey questions below asked participants to respond regarding their perceptions of the walking and driving behaviors of other people they see in Pompton Lakes.



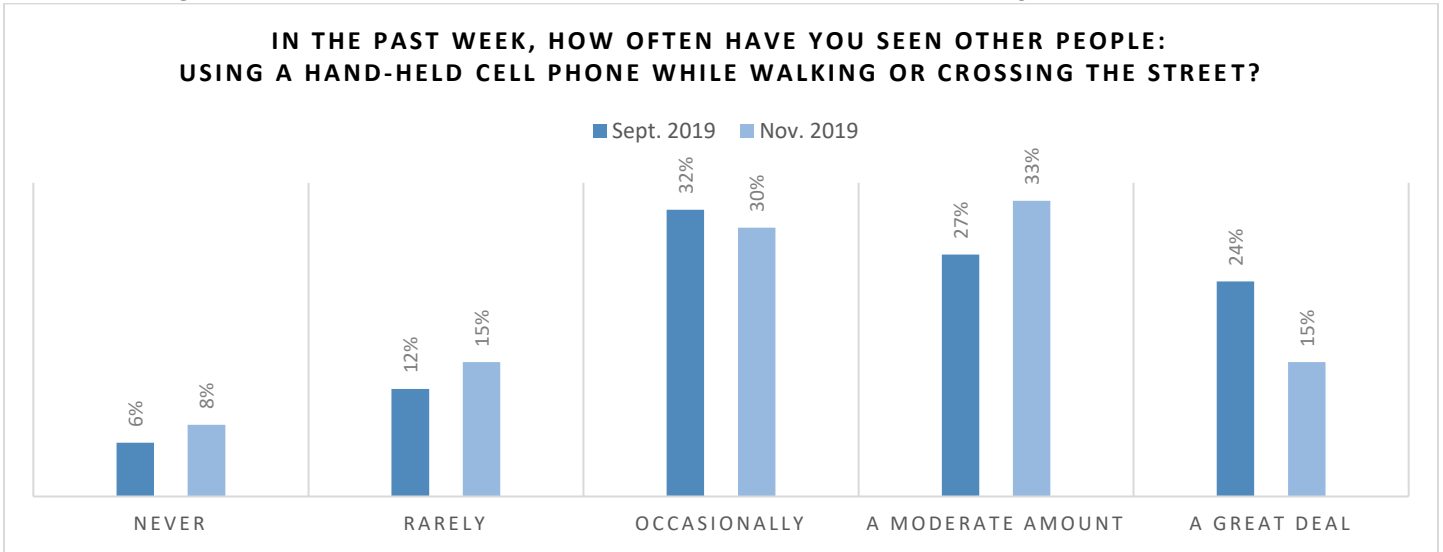
Survey Post on Facebook



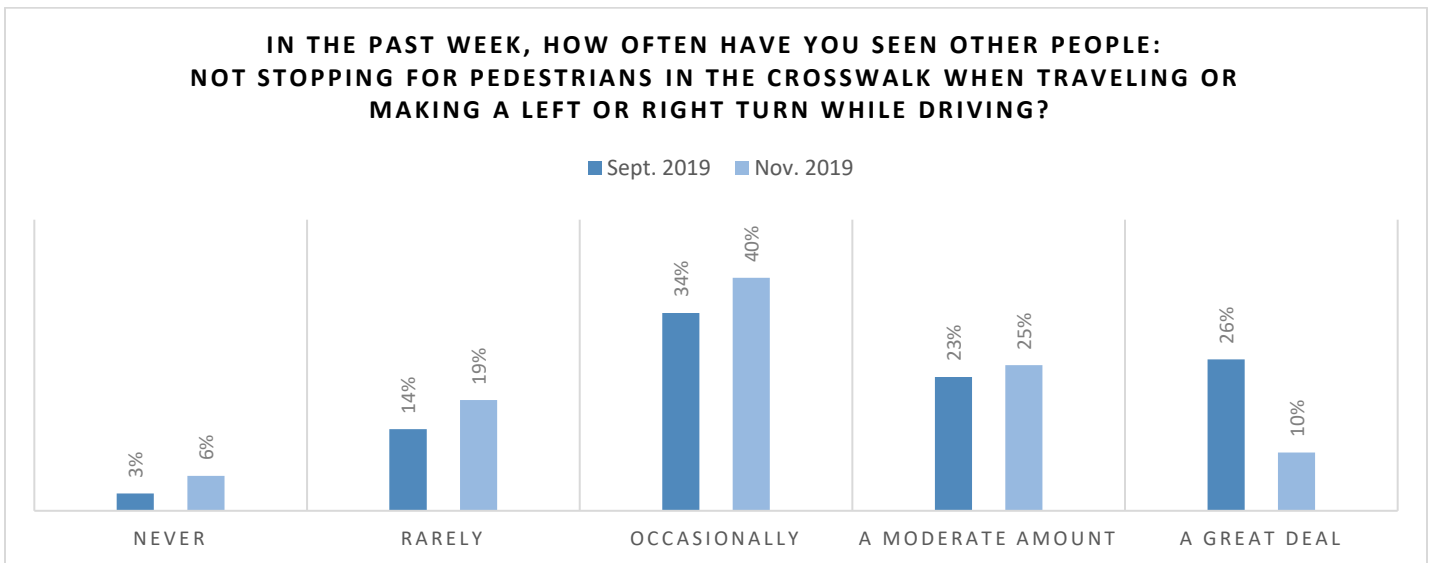
Result - Seeing other people cross the street against the "walk" signal: 3 percent increase in "never"; 3 percent decrease in "a great deal".



Result – Seeing other people who crossed midblock: 4 percent decrease in “a great deal”.

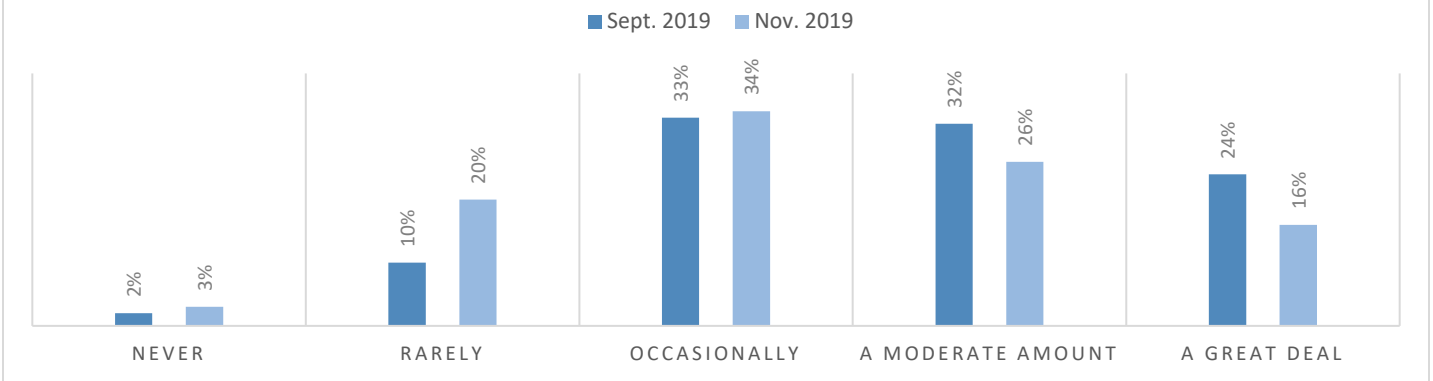


Result – Seeing other people use a hand-held cell phone while crossing the street: 6 percent increase in “a moderate amount”; 9 percent decrease in “a great deal”.



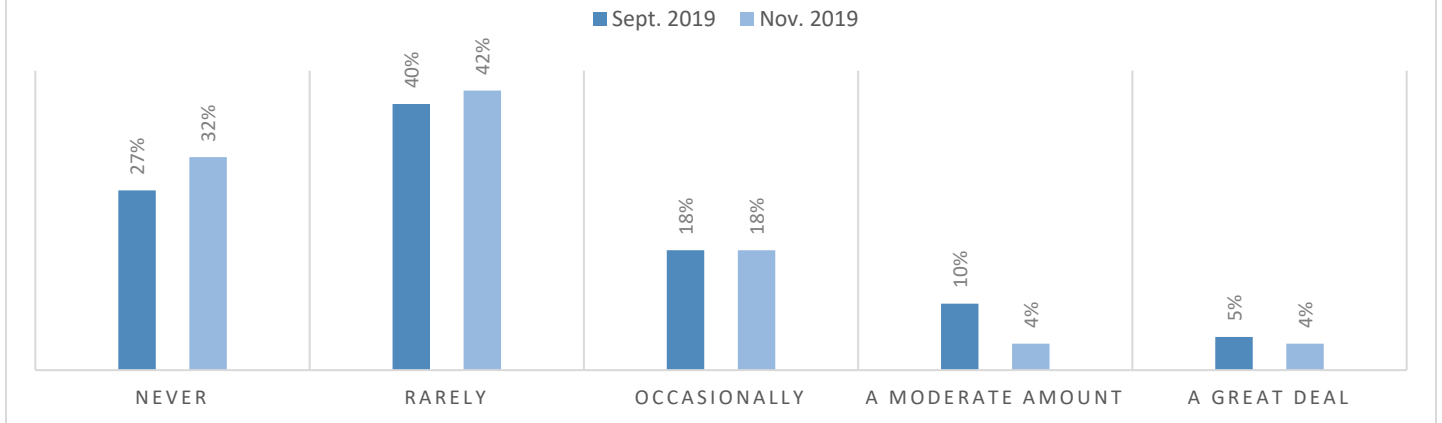
Result – Seeing other people driving not stop for pedestrians in the crosswalk: 16 percent decrease in “a great deal”.

**IN THE PAST WEEK, HOW OFTEN HAVE YOU SEEN OTHER PEOPLE:
SPEEDING IN AREAS WITH A LOT OF PEOPLE WALKING?**



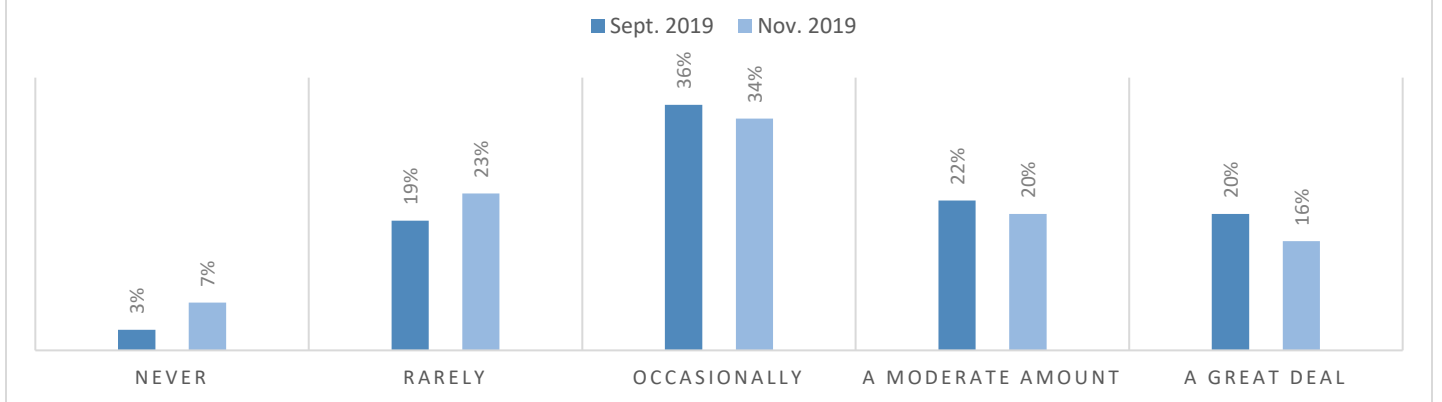
Result – Seeing other people speeding while driving in areas with a lot of people walking: 8 percent decrease in “a great deal”.

**IN THE PAST WEEK, HOW OFTEN HAVE YOU SEEN OTHER PEOPLE:
RUNNING RED LIGHTS OR STOP SIGNS WHILE DRIVING?**



Result – Seeing other people run red lights or stop signs while driving: 5 percent increase in “never”.

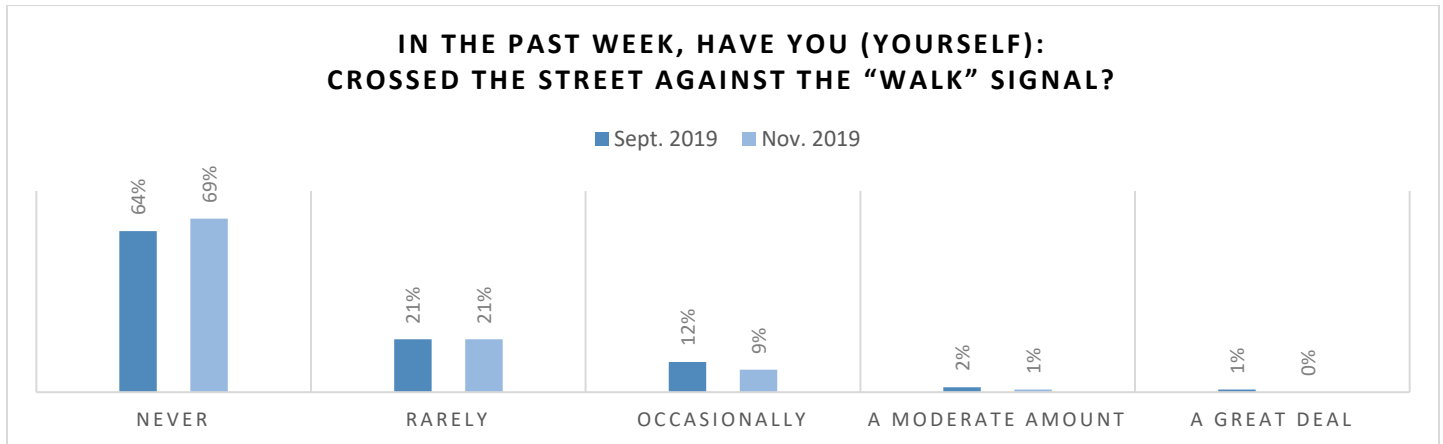
**IN THE PAST WEEK, HOW OFTEN HAVE YOU SEEN OTHER PEOPLE:
USING A HAND-HELD CELL PHONE WHILE DRIVING?**



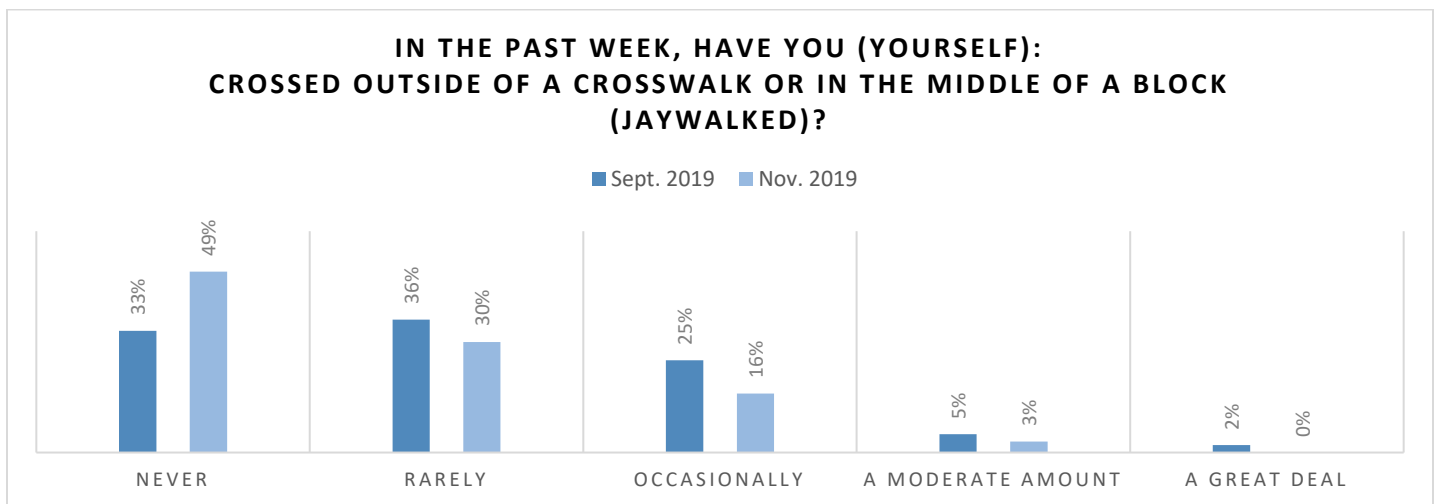
Result – Seeing other people use a hand-held cell phone while driving: 4 percent increase in “never”; 4 percent decrease in “a great deal”.

SELF-REPORTED BEHAVIORS

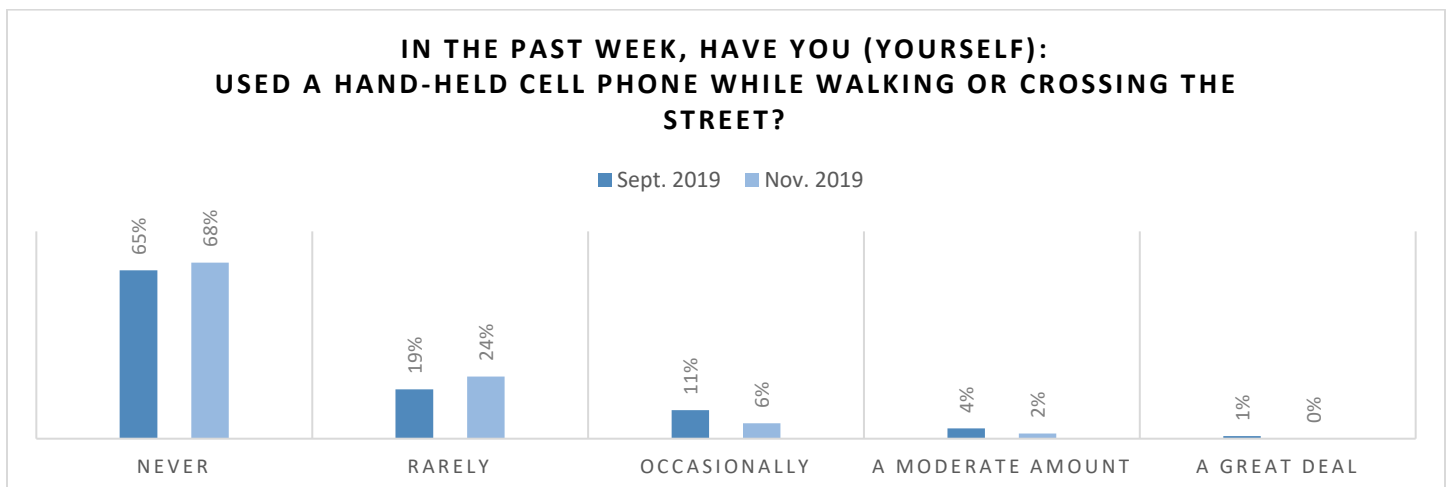
The survey questions below asked participants to respond regarding their own behaviors when walking and driving in Pompton Lakes.



Result – Self-reported crossing against the “walk signal”: 5 percent increase in “never”



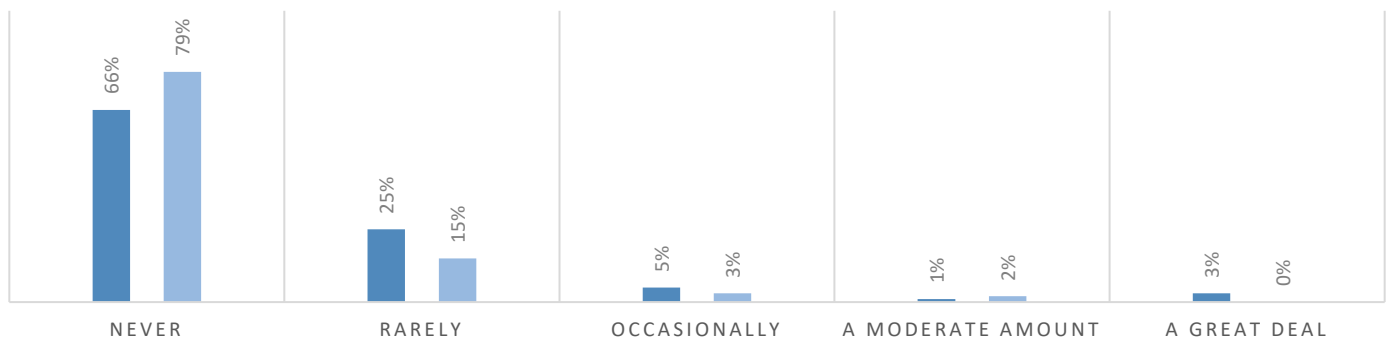
Result – Self-reported crossing midblock: 16 percent increase in “never”.



Result – Self-reported using a hand-held cell phone while walking or crossing the street: 5 percent decrease in “occasionally”.

**IN THE PAST WEEK, HAVE YOU (YOURSELF):
NOT STOPPED FOR PEDESTRIANS IN CROSSWALKS WHEN TRAVELING OR
MAKING A LEFT OR RIGHT TURN?**

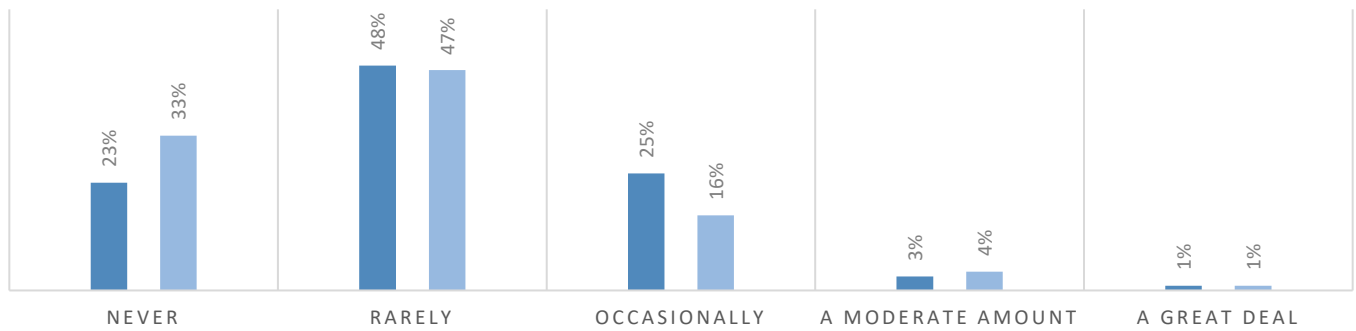
■ Sept. 2019 ■ Nov. 2019



Result – Self-reported not stopping for a pedestrian in a crosswalk: 13 percent increase in “never”; 10 percent decrease in “rarely”.

**IN THE PAST WEEK, HAVE YOU (YOURSELF):
DRIVEN OVER THE SPEED LIMIT ON A LOCAL STREET?**

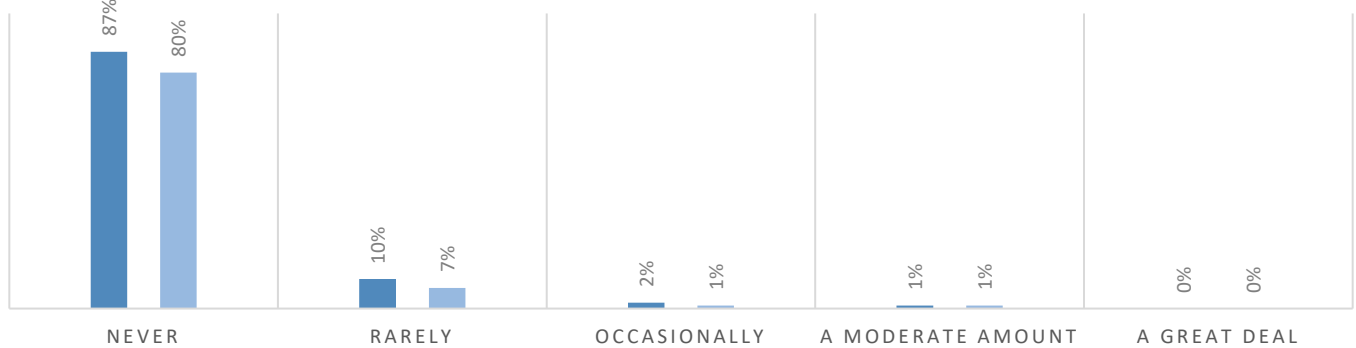
■ Sept. 2019 ■ Nov. 2019



Result – Self-reported driving over the speed limit: 10 percent increase in “never”; 9 percent decrease in “occasionally”.

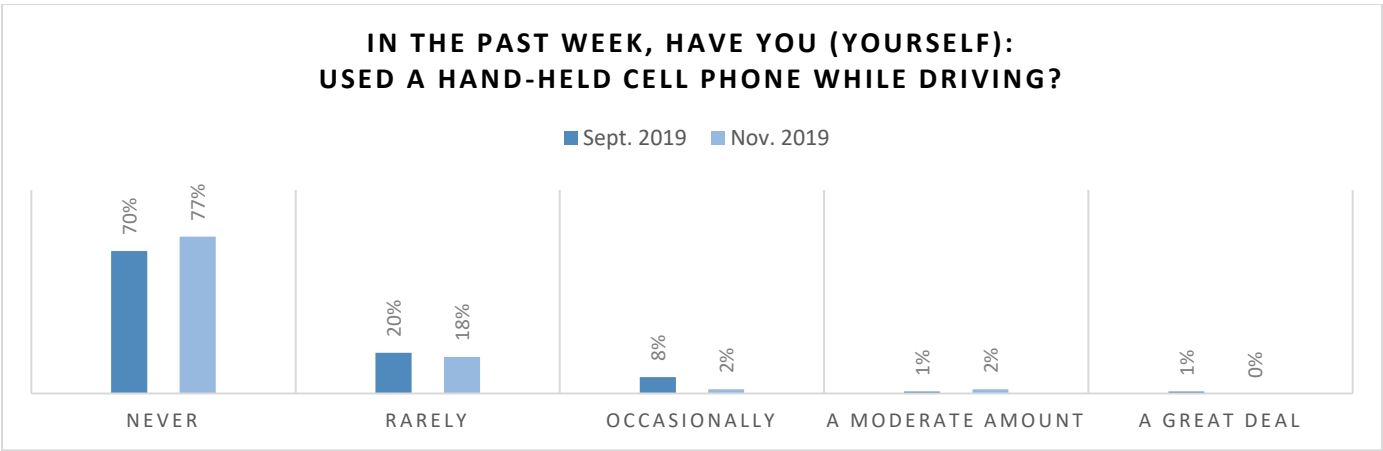
**IN THE PAST WEEK, HAVE YOU (YOURSELF):
RUN A RED LIGHT OR STOP SIGN?**

■ Sept. 2019 ■ Nov. 2019



Result – Self-reported running a red light or stop sign: 7 percent decrease in “never”

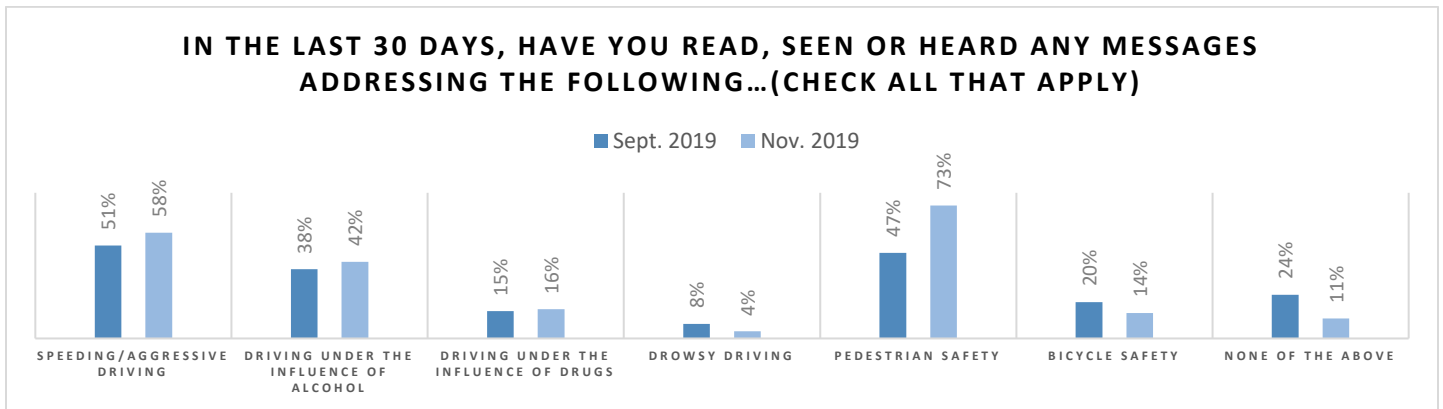
**IN THE PAST WEEK, HAVE YOU (YOURSELF):
USED A HAND-HELD CELL PHONE WHILE DRIVING?**



Result – Self-reported using a hand-held cell phone while driving: 7 percent increase in “never”

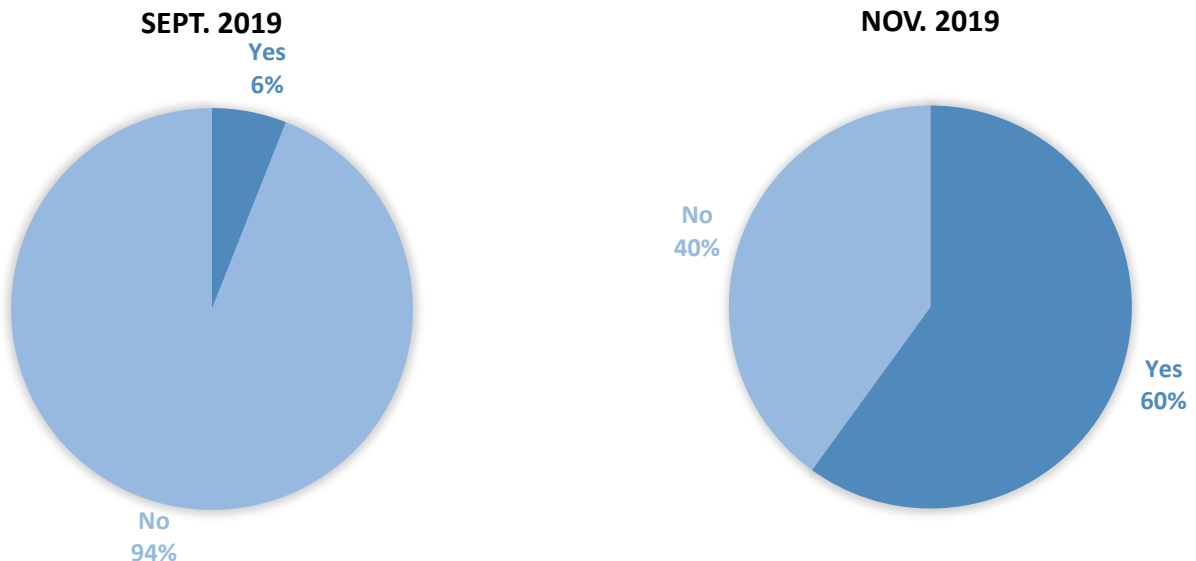
CAMPAIGN AWARENESS AND RECOGNITION

**IN THE LAST 30 DAYS, HAVE YOU READ, SEEN OR HEARD ANY MESSAGES
ADDRESSING THE FOLLOWING...(CHECK ALL THAT APPLY)**



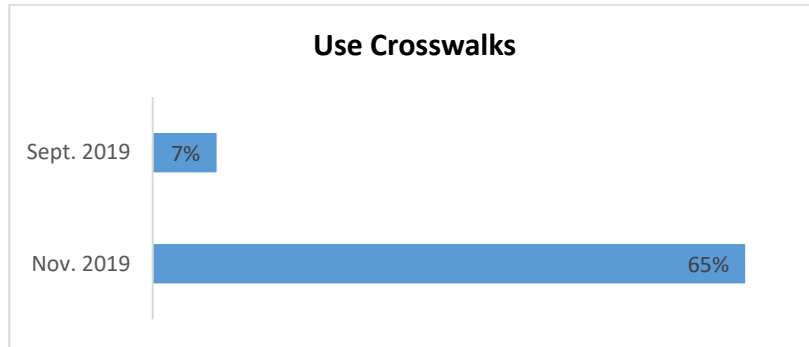
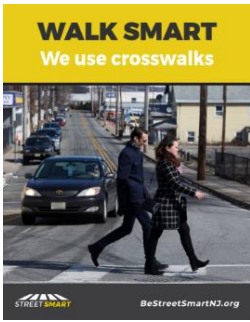
Result: Increased awareness in safety messages associated with the campaign (7 percent increase in speeding/aggressive driving messages; 26 percent increase in pedestrian safety messages)

Have you read, seen or heard any message or signage that mentions “Street Smart”?

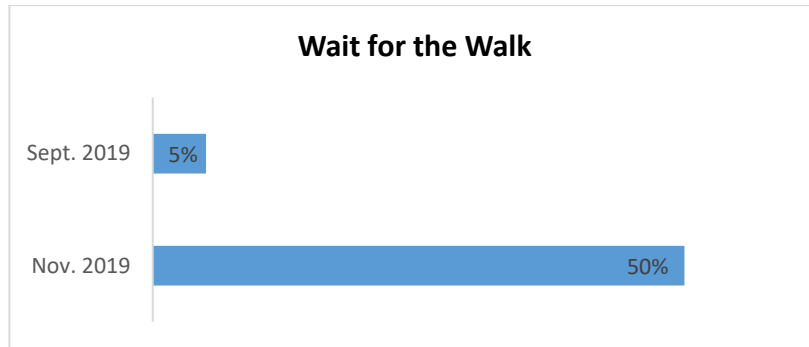
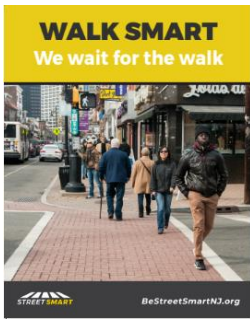


Result: 54 percent increase in people recognizing or recalling being exposed to Street Smart messaging

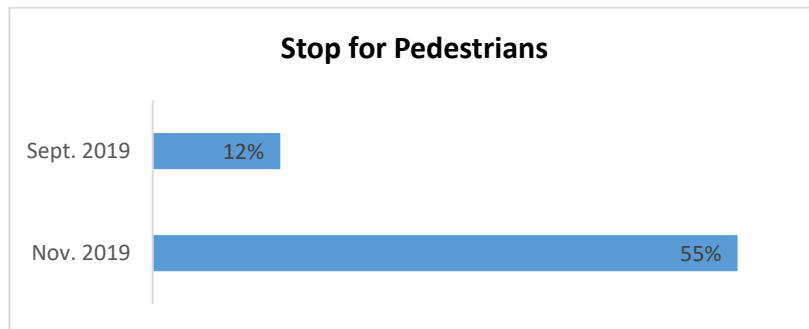
In the last 30 days, have you read, seen or heard any messages similar to the following...



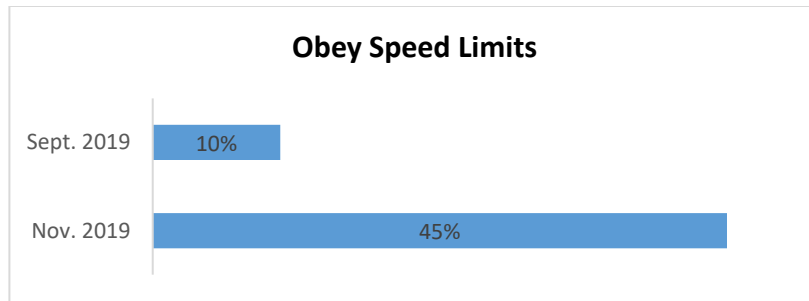
Result:
58 percent increase



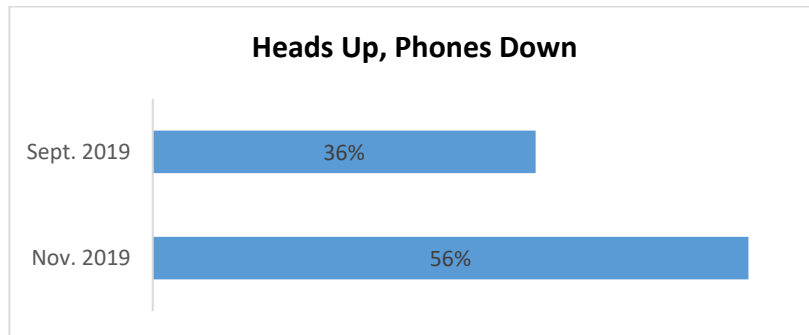
Result:
45 percent increase



Result:
43 percent increase

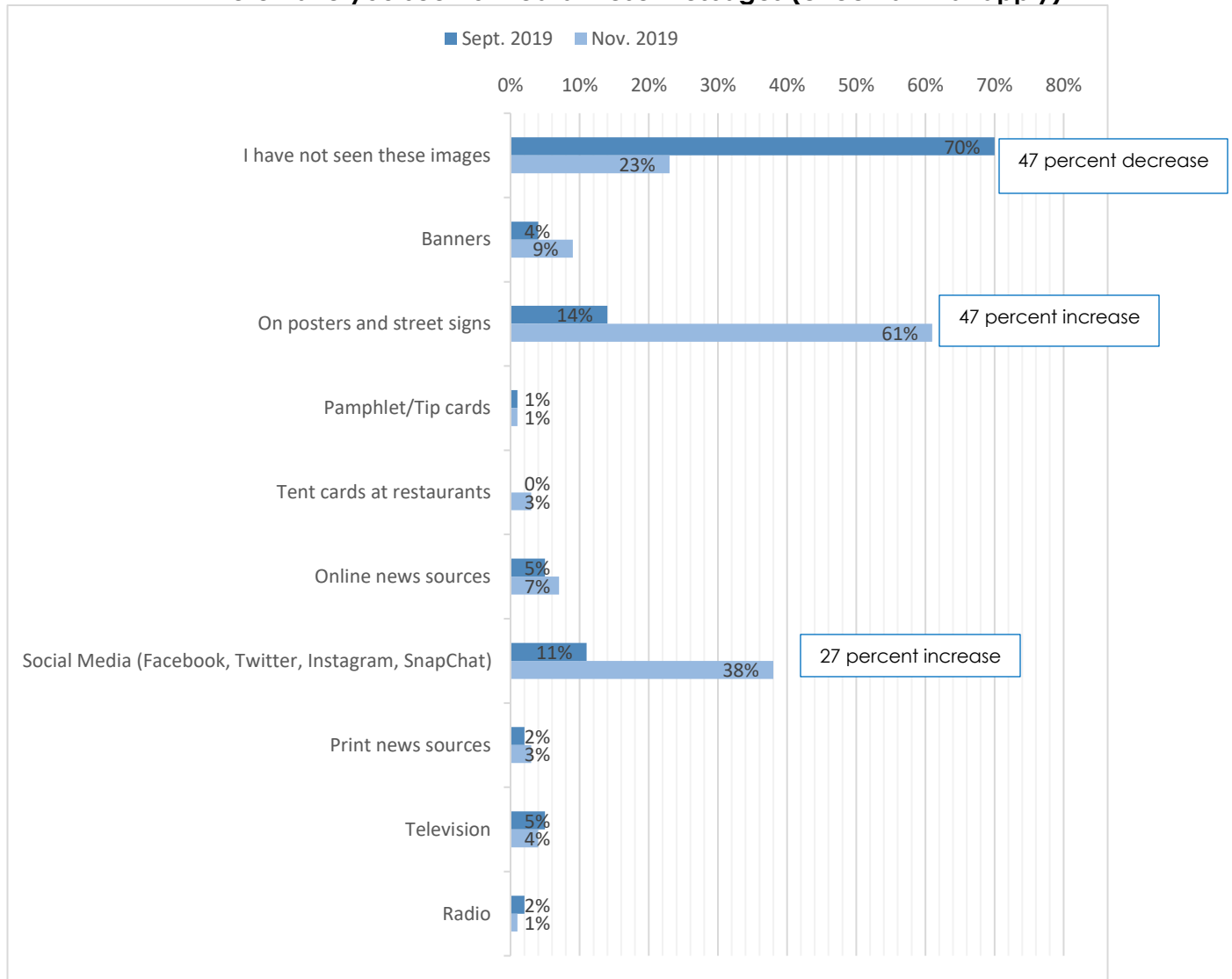


Result:
35 percent increase



Result:
20 percent increase

Where have you seen or heard these messages (check all that apply)

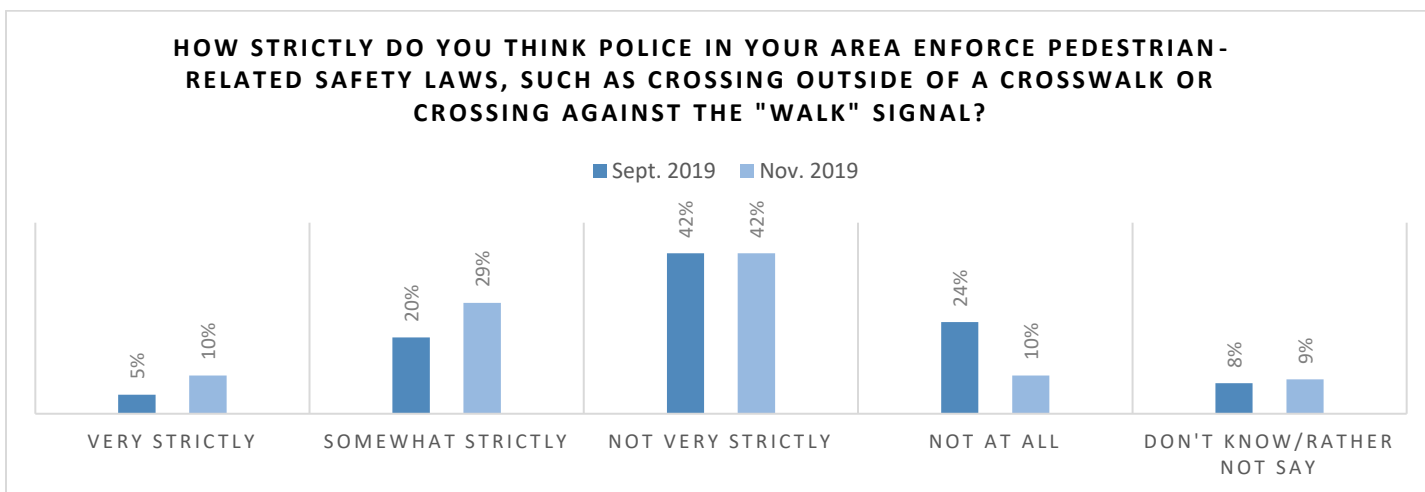


Result:

- 47 percent decrease in participants reporting that they had not seen or heard Street Smart-related messages
- 47 percent increase in participants reporting seeing or hearing Street Smart-related messages on posters and street signs
- 27 percent increase in participants seeing Street Smart-related messaging on social media

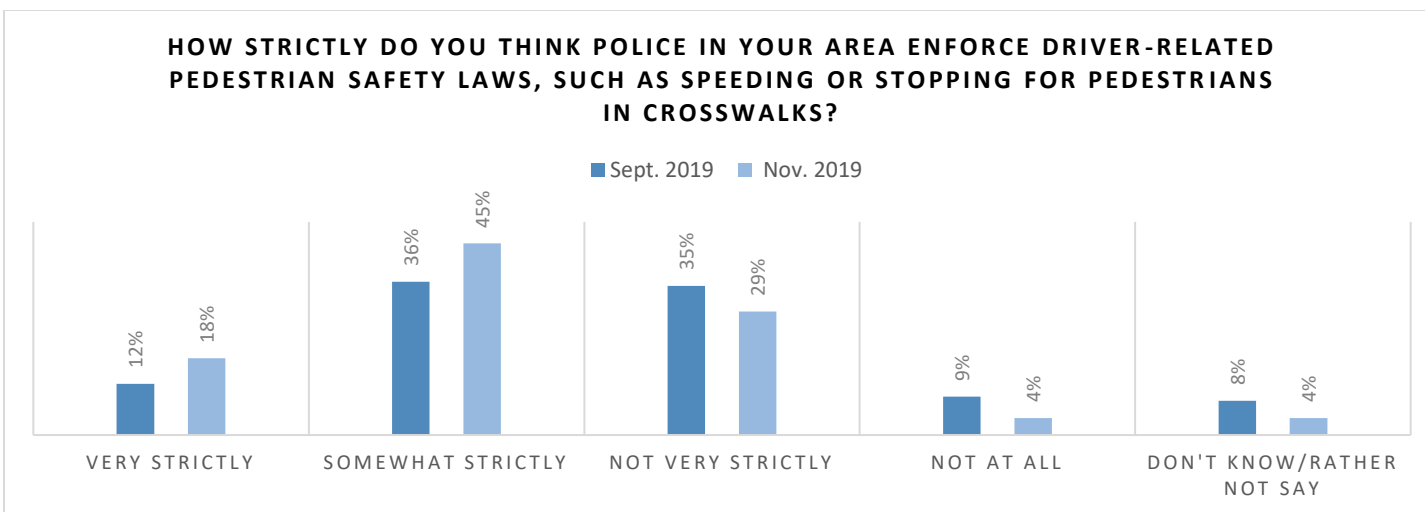


Result – Awareness of Increased Enforcement by the Pompton Lakes Police: 32 percent increase in participants' awareness of pedestrian safety efforts from law enforcement by local police.



Result – Survey participant perception of enforcement strictness of walking-related pedestrian safety laws:

- 5 percent increase in “very strictly”;
- 9 percent increase in “somewhat strictly”
- 14 percent decrease in “not at all [strict]”

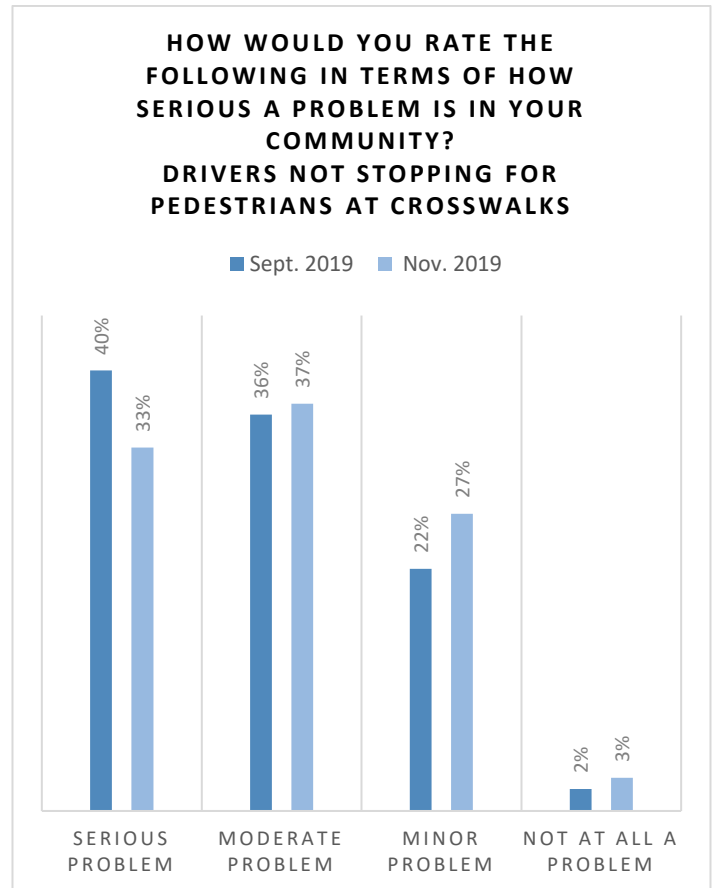
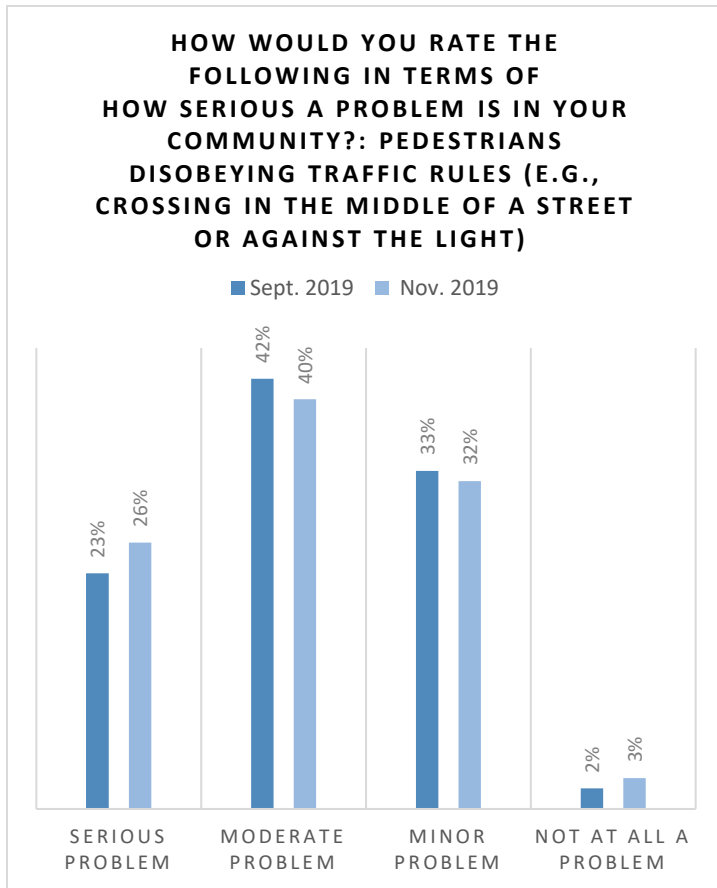


Result – Survey participant perception of enforcement strictness of driving-related pedestrian safety laws:

- 6 percent increase in “very strictly”
- 9 percent increase in “somewhat strictly”
- 6 percent decrease in “not very strictly”
- 5 percent decrease in “not at all [strict]”

SERIOUS PROBLEM

Participants were asked to rate driving and walking behaviors as a serious problem in their community.



Result:

- 3 percent increase in pedestrian violations considered a “serious problem”
- 7 percent decrease in driver violations considered a “serious problem”
- Survey participants viewed driver behaviors as a more serious problem compared to pedestrian behaviors

QUIZ STYLE QUESTIONS

Participants were asked to respond to the following questions and were then provided with the correct answer.

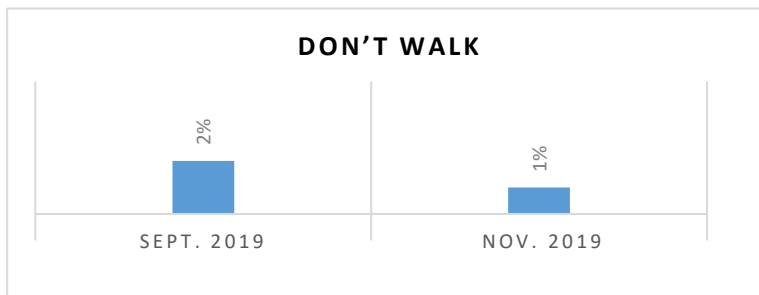
**At intersections with a traffic light and pedestrian signal, when should you begin to cross the street?
(check all that apply)**

Walk Signal:



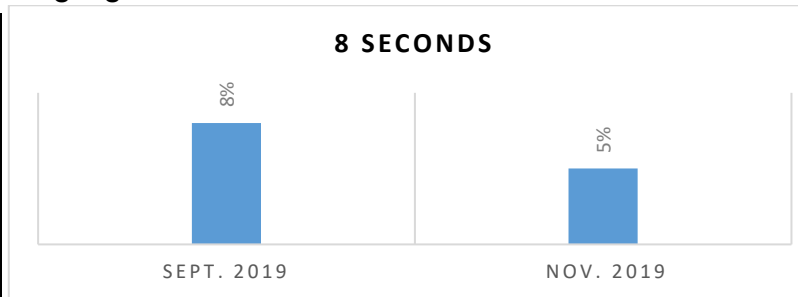
Correct Answer! – Start Crossing

Don't Walk Signal:

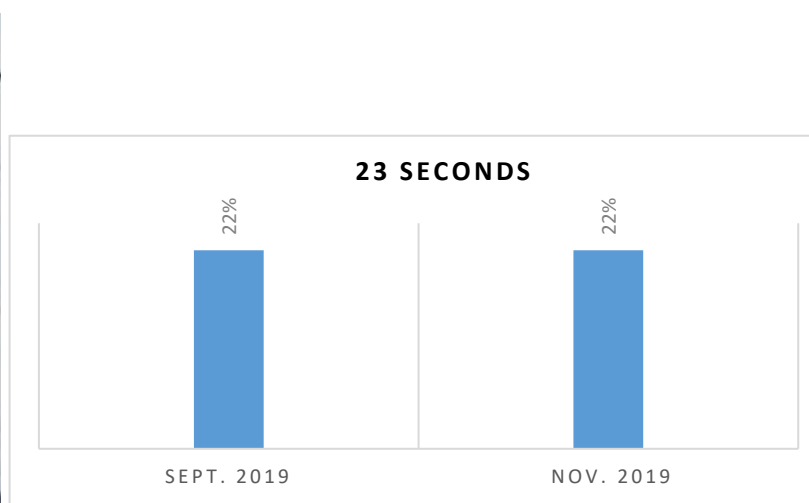


Answer: Don't Cross

Counting Down Or Flashing Signal:



Result: 3 percent decrease in participants believing they should start crossing the street when the pedestrian signal is counting down with 8 seconds remaining.



Result: No change in participants believing they should start crossing when the pedestrian signal is counting down with 23 seconds remaining.

Answer: Don't start crossing. Finish crossing if started

Question

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

Using a hand-held cell phone while crossing the street?

- Yes
- No

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

Using a hand-held mobile device while driving?

- Yes
- No

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

Not stopping for pedestrians in a crosswalk?

- Yes
- No

Answer

Answer:

NO: BUT STILL VERY DANGEROUS

Although you cannot receive a ticket in New Jersey at this time for using a hand-held phone while crossing the street, using a cellphone while walking is extremely dangerous, especially while crossing a roadway and should be avoided.

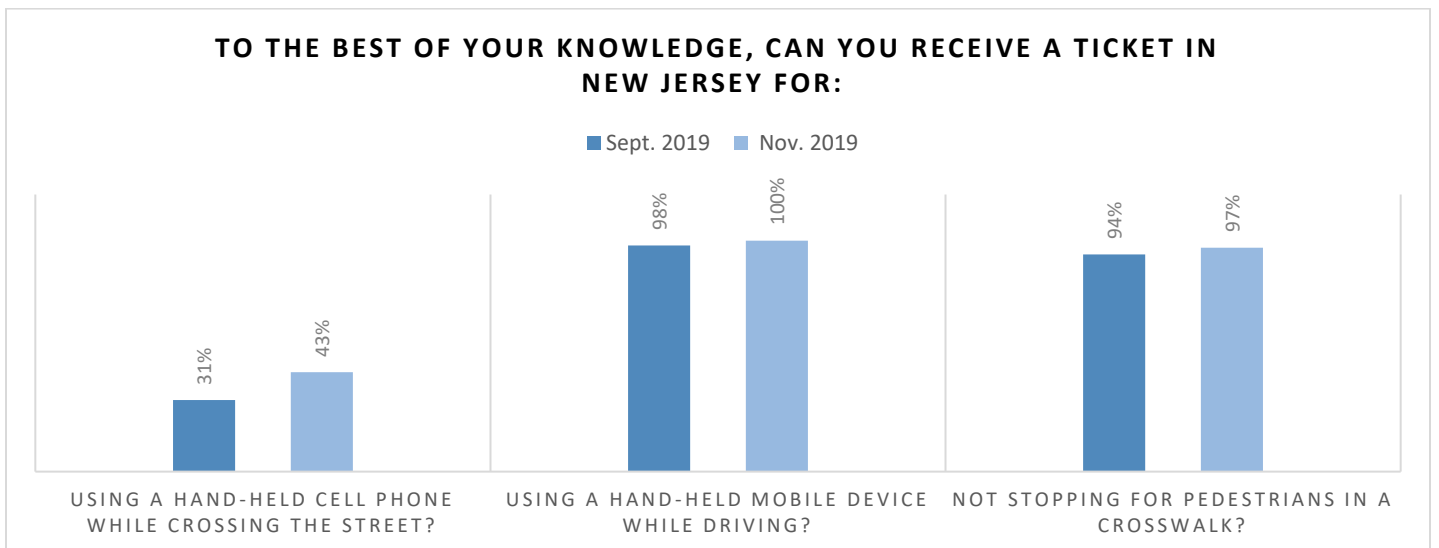
Answer:

YES: It is a primary offense in NJ for a motorist to talk or text message with a hand-held wireless telephone or electronic communication device while driving.

1st Offense = \$200 - \$400 fine
2nd Offense = \$400 - \$600 fine
3rd Offense = \$600 - \$800 fine, 3 points, possible 90 day license suspension.

Answer:

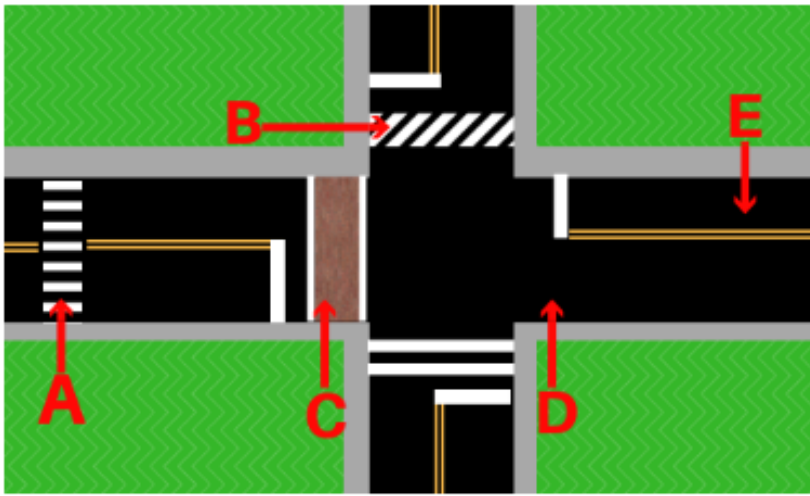
YES: Drivers in New Jersey MUST stop for pedestrians upon a crosswalk. Failure to observe the law may subject you to: 2 points, \$200 fine (plus court costs), 15 days community service, insurance surcharges



Result – Knowledge of Laws:

- 12 percent increase in participants believing they can receive a ticket for using a handheld cellphone while crossing the street
- 2 percent increase in participant knowledge that they can receive a ticket for using a handheld cellphone while driving, bringing knowledge up to 100 percent amongst survey participants
- 3 percent increase in participant knowledge that they can receive a ticket for not stopping for a pedestrian in a crosswalk.

Check off all of the crosswalks (check all that apply).



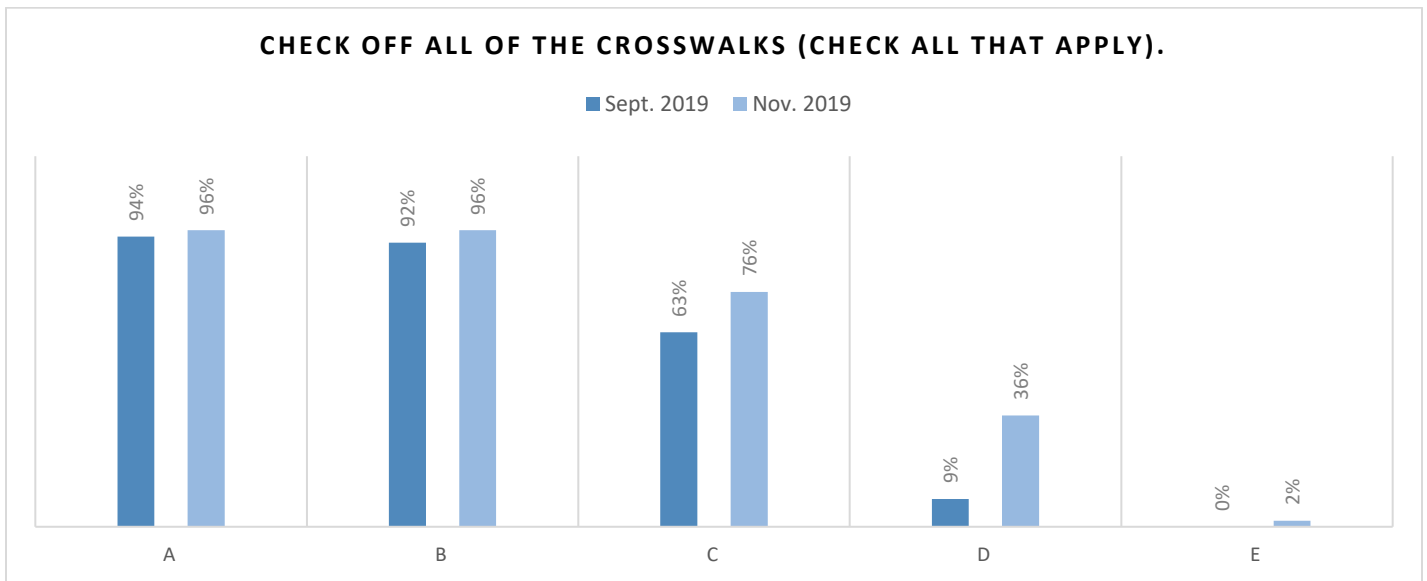
- A
- B
- C
- D
- E

Answer

Answers:
 A, B, C and D are all crosswalks

D is considered an unmarked crosswalk. Every corner is a crosswalk, painted lines do not have to be present.

Drivers must stop for pedestrians at all marked crosswalks and yield at unmarked crosswalks UNLESS at an intersection being directed by signals or a police officer

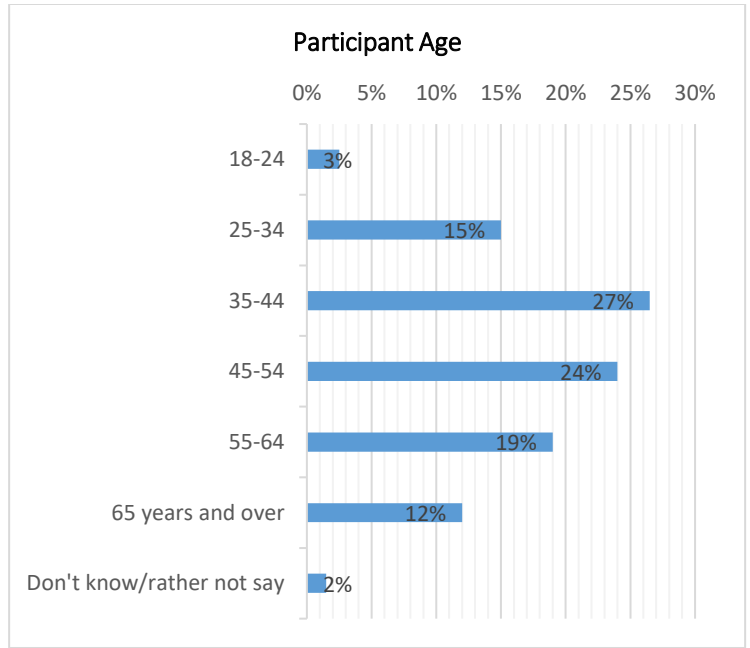
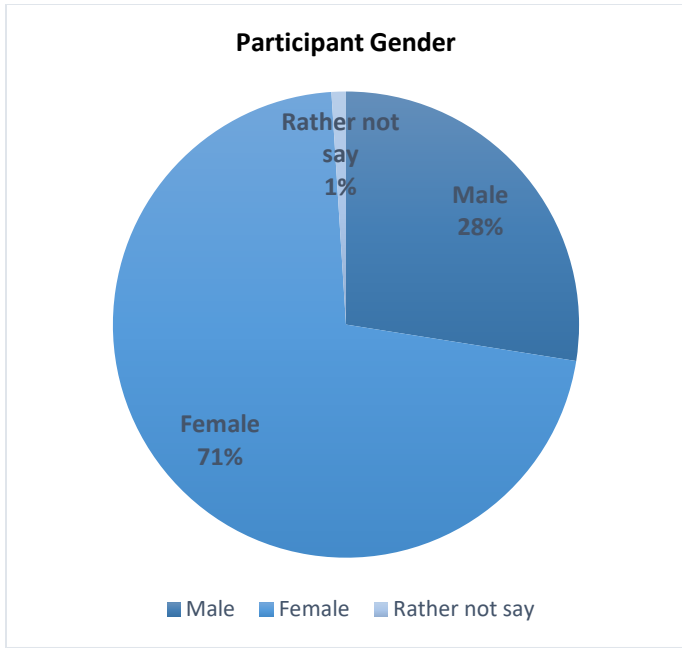


Result – Crosswalk Identification: 27 percent increase in participants identifying answer choice D as an unmarked crosswalk

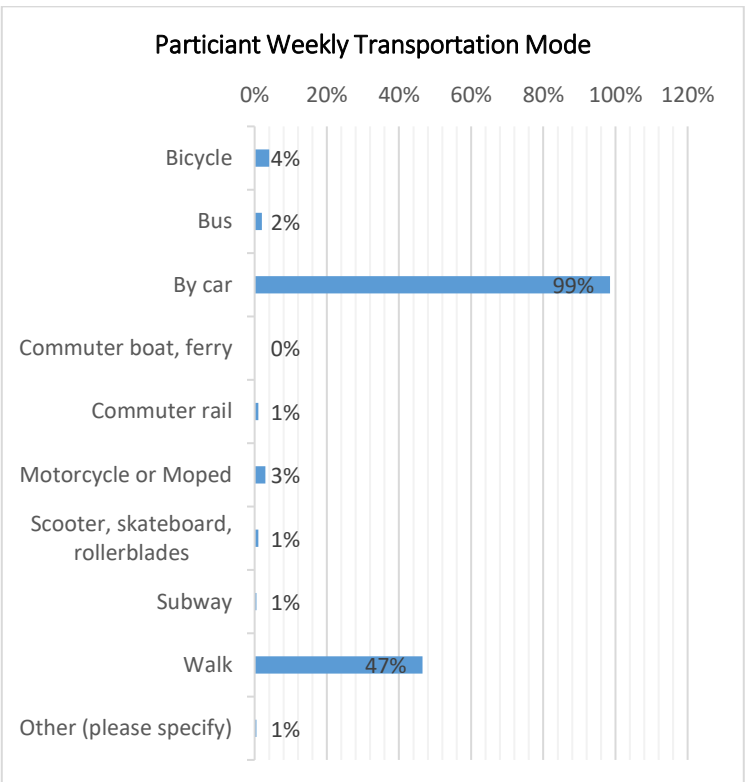
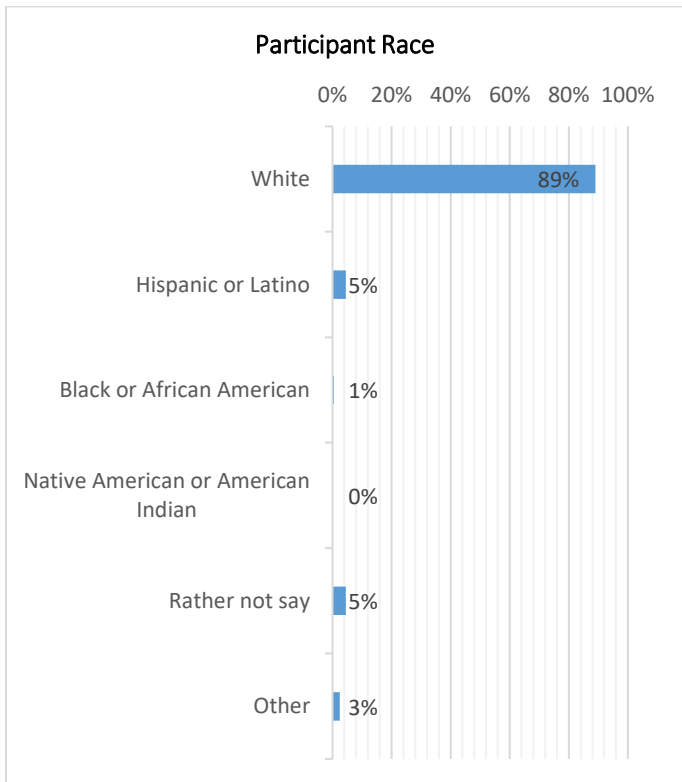
PARTICIPANT DEMOGRAPHICS

Demographic data presented is combined totals from the pre-campaign survey and the post-campaign survey.

Approximately 95.5 percent of survey participants reported that they live in Pompton Lakes, NJ. Participants had to be either residents of Pompton Lakes or had to report that they work, go to school, or regularly frequent Pompton Lakes, NJ to participate in the survey.



Survey participants had to be ages 18 years and older



Intersection Observations

The pre-campaign intersection observation took place on Tuesday, September 17, 2019 and the post-campaign intersection observation took place on Thursday, November 21, 2019. Both observations were conducted from 11:00 AM to 1:00 PM at the intersection of Wanaque Avenue and Babcock Place.

The intersection is uncontrolled and Babcock Place leads to Pompton Lakes High School, approximately 600 feet away from the intersection through the Pondhole Parking Lot. This intersection was chosen because high school students are able to leave campus for lunch, many of which walk along Babcock Place to the restaurants on Wanaque Avenue. Many students cross Wanaque Avenue and can be observed crossing in groups. Wanaque Avenue curves slightly as it intersects with Babcock Place, possibly causing visibility issues for drivers approaching the crosswalk.



Observation intersection: Wanaque Ave at Babcock Place



Overview of observation intersection: Wanaque Avenue at Babcock Place

The following behaviors were observed during the pre- and post- campaign intersection observations and were marked as either compliant or not compliant:

- **Midblock crossing:** A pedestrian was marked as non-compliant if they crossed between stopped cars in non-moving traffic or if they caused an approaching vehicle to slow down or stop while they were crossing midblock
- **Failure to Stop for Pedestrian:** A driver was marked as non-compliant if they failed to stop for a pedestrian in the marked crosswalk when traveling straight on Wanaque Avenue



Directions of Drivers Failing to Stop or Yield for Pedestrians



Midblock Crossing Observation Areas

	Pre-Campaign August 2019			Post-Campaign October 2019			% Change
	Compliant	Not Compliant	% Non-Compliant	Compliant	Not Compliant	% Non-Compliant	
Pedestrians Crossing Mid-block	12	28	70%	16	27	63%	7% decrease in Non-Compliance
	40 Total Pedestrians Crossing Midblock			43 Total Pedestrians Crossing Midblock			

Not Statistically Significant Increase

- Results showed a not statistically significant 7 percent decrease in noncompliant midblock crossing

151 pedestrians used the crosswalk to cross Wanaque Avenue at the intersection with Babcock Place during the pre-campaign observation in September. 214 pedestrians used the crosswalk during the post-campaign observation in October.

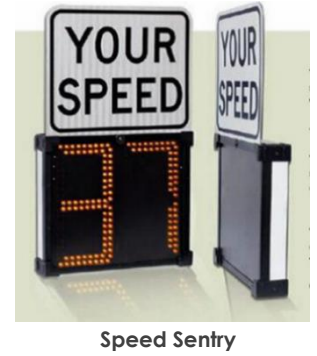
	Pre-Campaign August 2019			Post-Campaign October 2019			% Change
	Compliant	Not Compliant	% Non-Compliant	Compliant	Not Compliant	% Non-Compliant	
Drivers who failed to stop or yield to pedestrians when traveling straight	43	42	49%	65	51	44%	5% Decrease in Non-Compliance

Not Statistically Significant Decrease

- Results showed a not-statistically-significant 5 percent decrease in drivers who failed to stop or yield to pedestrians when traveling straight or turning

Speed Study

TransOptions used its Speed Sentry radar device in Pompton Lakes to encourage slower driving in an area with known pedestrian activity. The sign's digital speed display was turned off in the beginning of the study period to observe the typical speeding behaviors of drivers traveling on Lakeside Avenue near Mandeville Street. The Speed Sentry continued to collect data even though the digital screen was not displaying speeds of passing drivers. The digital speed display was later turned on in order to provide instant speed feedback to drivers in an attempt to slow their speed as they travel along Lakeside Avenue towards Lakeside Middle School and Lakeside Park. The area where the Speed Sentry was placed is a residential area.



SPEEDS ON LAKESIDE AVENUE (OCTOBER 8, 2019-OCTOBER 26, 2019):

Lakeside Avenue has a speed limit of 25 MPH with one travel lane in each direction. The Speed Sentry categorized the following speeds:

- **Compliant:** Drivers traveling the speed limit
- **Low Risk:** Drivers traveling less than 10 MPH over the speed limit
- **Medium Risk:** Drivers traveling 10 MPH or more over the speed limit
- **High Risk:** Drivers traveling 20 MPH or more over the speed limit



Speed Sentry Placement: Lakeside Avenue at Mandeville Street

Date	Speed Limit	Mode	Compliant (Speed Limit)	Low Risk > Speed Limit; < 10 MPH	Medium Risk ≥ 10 MPH; < 20 MPH	High Risk ≥ 20 MPH	Total Vehicles
10/8/2019 - 10/12/2019	25	Display Off	3,424 (53.9%)	2,794 (44.0%)	139 (2.2%)	0 (0.0%)	6,357
10/13/2019 - 10/19/2019	25	Speed Display	4,537 (51.7%)	4,078 (46.4%)	169 (1.9%)	0 (0.0%)	8,784
10/20/2019 - 10/26/2019	25	Speed Display	4,089 (50.1%)	3,927 (48.1%)	148 (1.8%)	1 (0.01%)	8,165
			12,050	10,799	456	1	23,306

Data from the Speed Sentry showed minimal changes in driver speed. In fact, there was an undesired result of an approximate 4 percent decrease in compliance while the Speed Sentry was in place. Although there was only 1 high risk driver reported in the data, 456 drivers were reported as medium risk traveling at speeds greater than 10 MPH over the 25 MPH posted speed limit (speeds between 35 MPH to 44 MPH). It is recommended that speed continues to be monitored, enforced, and calmed at this location due to pedestrian activity.

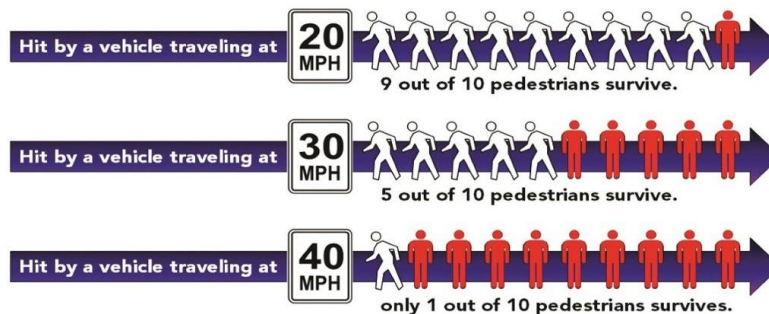


Photo Source: Vision Zero Network

Recommendations

TransOptions recommends the following to further address pedestrian safety in Pompton Lakes, NJ:

- Identify potential education and outreach opportunities in the community. TransOptions can continue to provide programs and outreach to groups and populations in Pompton Lakes.
- NHTSA recommends using a multidisciplinary approach to addressing pedestrian safety in communities using enforcement, education and engineering strategies. Pompton Lakes can consider exploring use of all three of these strategies in addressing pedestrian safety (NHTSA: Pedestrian Safety Enforcement Operations: A How-To Guide)
- Continue pedestrian safety-related enforcement efforts and attention from the Pompton Lakes Police Department to reduce pedestrian-involved crashes. It is recommended that enforcement efforts are communicated to the public and that efforts initially utilize warnings and shift later to summonses. Pompton Lakes Police Department can consider monitoring, enforcing, and educating the public about pedestrian-related violations including midblock crossings, crossing against the pedestrian signal, failure to stop/yield to a pedestrian, no turn on red, and school bus passing. Increased enforcement of speed and driver distraction could potentially reduce the seriousness and number of pedestrian-involved crashes.
- Continue focus on the business district during the high school's lunch hours to educate and enforce behaviors related to unsafe crossing and driving such as midblock crossing, speeding, and stopping for pedestrians
- Explore grant and funding opportunities for enforcement and infrastructure improvements.
- Consider adopting a proactive prevention-focused approach to traffic crashes by identifying areas of driver/pedestrian conflicts in the community and implement enforcement efforts and no or low-cost infrastructure improvements to the identified location to prevent crashes
- Continue maintenance of high-visibility crosswalks in the downtown business district area and consider installation of high-visibility crosswalks throughout the borough, where feasible.
(www.fhwa.dot.gov/publications/publicroads/12janfeb/03.cfm and americawalks.org/high-visibility-crosswalks/)
- Continue participation and progression of Complete Street activities. More information on NJ Department of Transportation's Complete Streets program can be found by visiting www.state.nj.us/transportation/eng/completestreets/pdf/CS_Model_Policy_2019.pdf
- Continue advancement of Pompton Lakes' participation in New Jersey's Safe Routes to School Recognition Program
- Regularly review, update, and/or install speed limit and pedestrian signage, as needed.
- Review current speed limits near new developments to determine if increased pedestrian safety needs warrant slower speeds.