

# BOROUGH OF PEAPACK-GLADSTONE



## STREET SMART PEDESTRIAN SAFETY CAMPAIGN



2020

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## ACKNOWLEDGEMENTS

RideWise would like to thank the following partners for a successful Street Smart NJ pedestrian safety campaign in Peapack-Gladstone:

The Borough of Peapack-Gladstone  
Peapack-Gladstone Police Department  
Mayor Gregory Skinner, Peapack-Gladstone  
Councilwoman Amy Dietrich, Peapack-Gladstone  
Councilman John Sweeney, Peapack-Gladstone  
Officer Paul Morris, Peapack-Gladstone Police Department

And the businesses and people of Peapack-Gladstone for their participation in the program

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## EXECUTIVE SUMMARY

In May through June 2020, RideWise Inc. partnered with the Borough of Peapack-Gladstone and the Peapack-Gladstone Police Department to conduct a Street Smart NJ pedestrian safety campaign. Due to the COVID-19 pandemic, the Street Smart Peapack-Gladstone campaign was modified to adhere to Governor Phil Murphy's stay-at-home mandate. There were no pre- or post-campaign observations, and gathering the public's opinion and knowledge on pedestrian safety through the use of a single campaign survey became a key campaign goal. Street Smart signage was displayed in town and in the windows of some businesses, though most businesses remained closed during the campaign. The education and enforcement elements of the campaign lasted from May 18 to June 12; the campaign survey was also open during this time. There were three target intersections for this campaign: Main Street and Willow Avenue; Main Street and Pottersville Road; and Main Street (County Road 512) and Dewey Avenue.

The campaign resulted in:

- Two summonses issued
- The opportunity for residents of Peapack-Gladstone to state the following concerns:
  - Speeding in the borough
  - A need for pedestrian infrastructure improvements, such as improved sidewalks
  - Conflict between cyclists and drivers

The survey demonstrated that many respondents thought that pedestrian infrastructure in Peapack-Gladstone could be improved. Concerns about sidewalks and safe crossings were frequently mentioned. The survey also reflected conflicts between cyclists and drivers in the borough; many respondents reported witnessing drivers passing too close to cyclists while others reported witnessing cyclists making it difficult for drivers to pass. For continued improvement in pedestrian and driver behavior, it is recommended that Peapack-Gladstone continue pedestrian, cyclist and driver education and enforcement and hold a second campaign when the pandemic has subsided.

## STREET SMART NJ OVERVIEW

Street Smart NJ is a public awareness and behavioral change pedestrian safety campaign developed by the North Jersey Transportation Planning Authority (NJTPA) and funded through Federal Highway Administration (FHWA) resources, as well as through substantial local in-kind contributions. Street Smart NJ promotes safe travel behavior through education, enforcement and outreach of pedestrian laws. The campaign responds to New Jersey’s designation as a “focus” state by the Federal Highway Administration because of its relatively high rate of pedestrian-vehicle crashes resulting in injuries and fatalities compared to other areas of the country. In 2019, there were 560 fatalities caused by crashes, including 179 pedestrians. From 2015 through 2019, 876 pedestrians were killed on the state’s roads. That translates into one death every 2.4 days.<sup>1</sup> The goals of the campaign are to educate drivers and pedestrians and to provide targeted enforcement to reduce pedestrian crashes. The campaign focuses on the following messages:

- Walk Smart
  - a. We look before crossing
  - b. We use crosswalks
  - c. We wait for the walk
- Drive Smart
  - a. Heads up, phones down
  - b. We stop for people
  - c. We slow down for safety

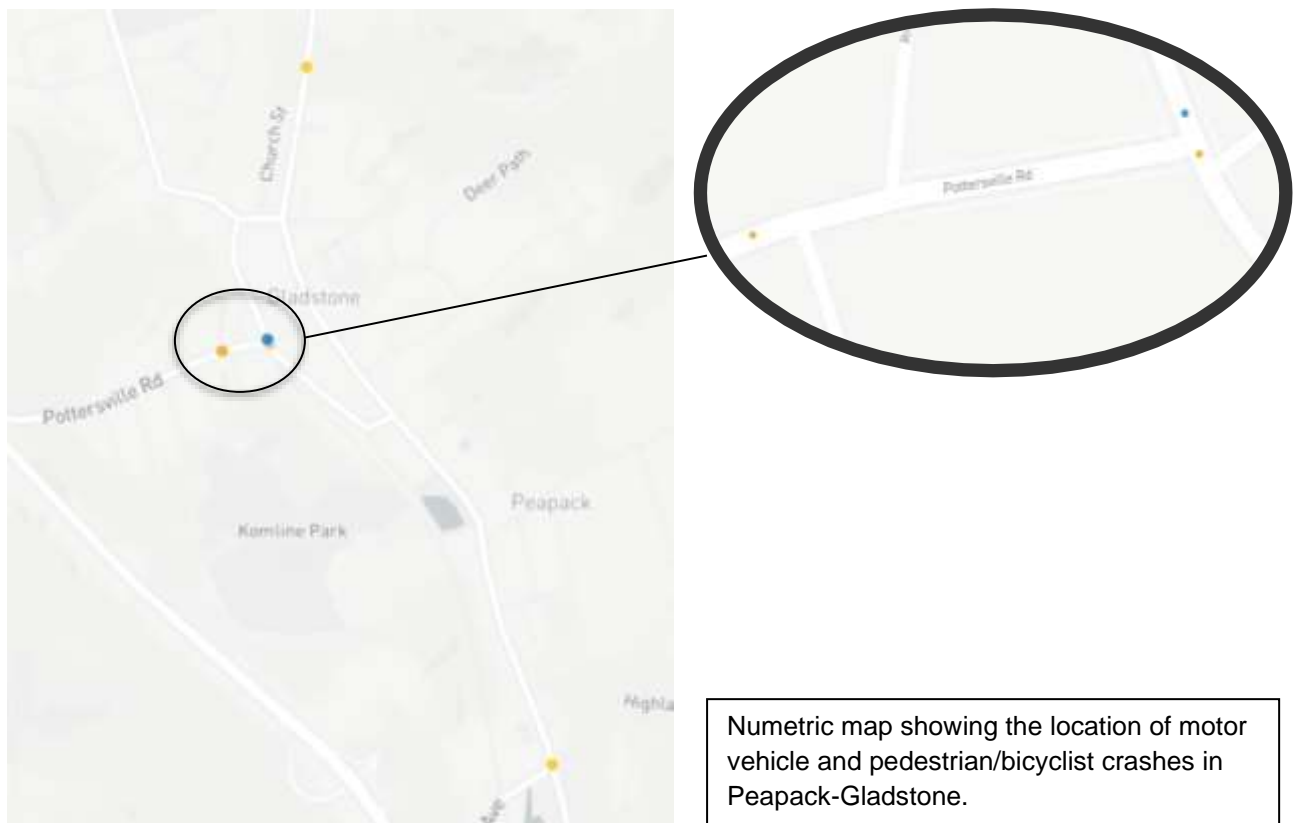
Street Smart was piloted by NJTPA in November 2013 across four northern and central New Jersey communities – Newark, Jersey City, Hackettstown and Woodbridge – and on Long Beach Island in July 2014. The campaign has since expanded to more than 165 communities across the state.



<sup>1</sup> NJ State Police Fatal Accident Investigation Unit Records

## RIDEWISE & STREET SMART NJ

After the success of the first five pilot Street Smart NJ campaigns, the NJTPA's goal was to continue to bring attention to the issue of pedestrian safety statewide. The NJTPA invited RideWise and the other Transportation Management Associations (TMAs) to conduct Street Smart NJ campaigns within their designated service areas to expand the program's reach throughout the state. Since 2016, RideWise has conducted a total of eight Street Smart NJ campaigns covering North Plainfield, Somerville, Manville, Raritan, Bernardsville and most recently, Peapack-Gladstone. Each campaign has achieved reductions in unsafe behaviors among drivers and pedestrians.



According to data from Numetric – the crash analysis tool from the NJ Division of Highway Traffic Safety – seven crashes involving pedestrians/cyclists and vehicles have occurred in Peapack-Gladstone between January 1, 2006 and September 13, 2019. Most crashes occurred at or near the intersection of Pottersville Road and Main Street. On January 29, 2020, RideWise staff met with members of the Peapack-Gladstone Borough Council and the Peapack-Gladstone Police to plan a spring campaign. Due to the COVID-19 pandemic, this

campaign did not follow the stages of a typical Street Smart NJ campaign (see “Street Smart Peapack-Gladstone”).

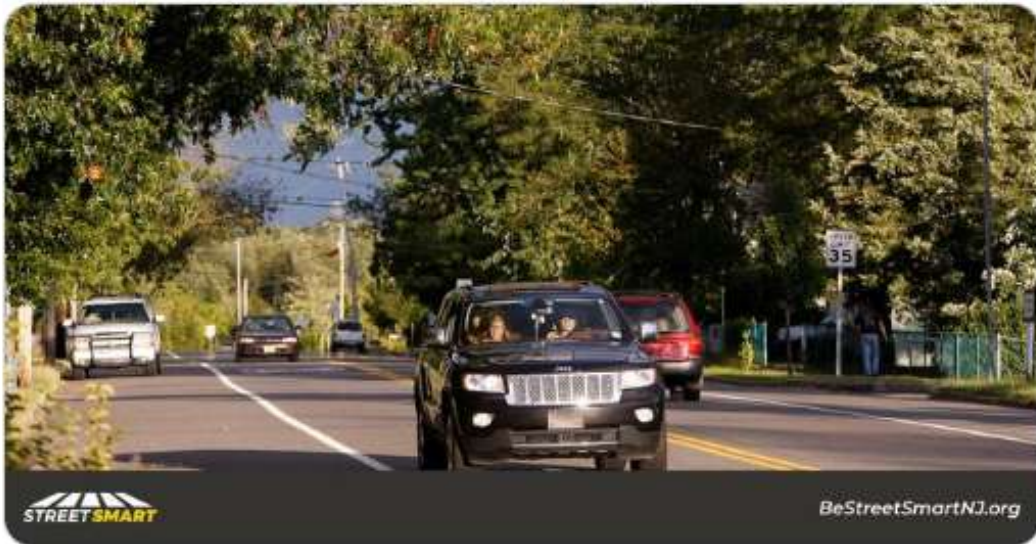


**RideWise Inc.** @RideWise · May 27



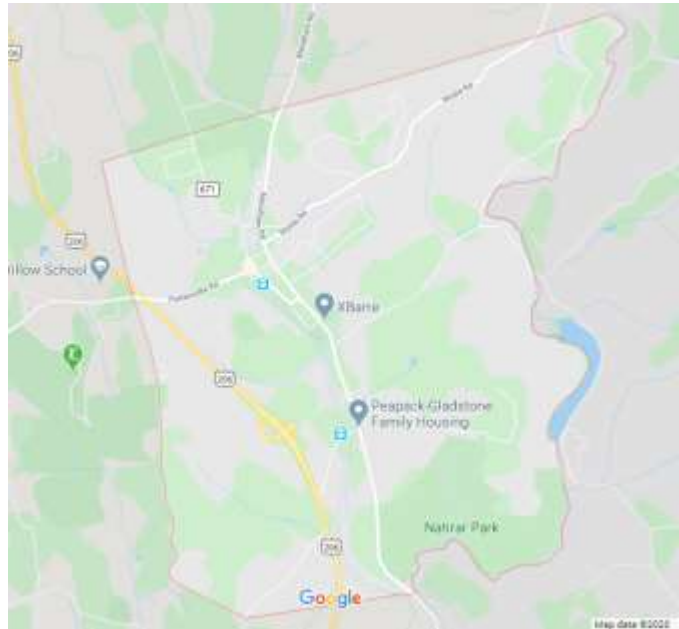
More than half of pedestrian fatalities occur on local and county roads. Slow down for safety.

[#BeStreetSmartNJ](#) [#PeapackGladstoneStreetSmart](#)



## PEAPACK-GLADSTONE BOROUGH

The estimated population of Peapack-Gladstone Borough is 2,566 with a total land area of 5.7 square miles and a density of 448.5 people per square mile.<sup>2</sup> Peapack-Gladstone has two NJ TRANSIT train stations along the Morris & Essex Line, Gladstone Branch: Peapack Train Station and Gladstone Train Station. Peapack-Gladstone has a Main Street with restaurants, small businesses and boutiques, hair salons, churches, car



Peapack-Gladstone Borough, © Google Maps 2020

dealers, a barre gym, and two post offices. Liberty Park is also located on Main Street. Within walking distance of Main Street is the Peapack-Gladstone branch of the Somerset County Library, the police station and the municipal complex. Single-family residents are also near Main Street, as well as an affordable housing complex at the intersection of Main Street and Holland Avenue.

US Route 206 is approximately 0.6 miles west of the intersection of Main Street and Pottersville Road, and residents of Peapack-Gladstone often state that the town sees frequent traffic and speeding due to drivers cutting through the Borough to avoid Route 206. Main Street has a speed limit of 35 mph before entering the downtown, after which it decreases to 25 mph. There are no signalized intersections along Main Street.

Peapack-Gladstone has two private schools: The Cottage School (pre-school through eighth grade) and Gill Saint Bernard's (pre-school through twelfth grade). The Willow School, also a private school, is located just outside Peapack-Gladstone. Children in Peapack-Gladstone who attend public school are part of the Somerset Hills School District, which participates in RideWise's Safe Routes to School program, an educational program that teaches children pedestrian and bicycle safety.

<sup>2</sup> CensusReporter: Peapack-Gladstone Borough, New Jersey.



## STREET SMART PEAPACK-GLADSTONE CAMPAIGN



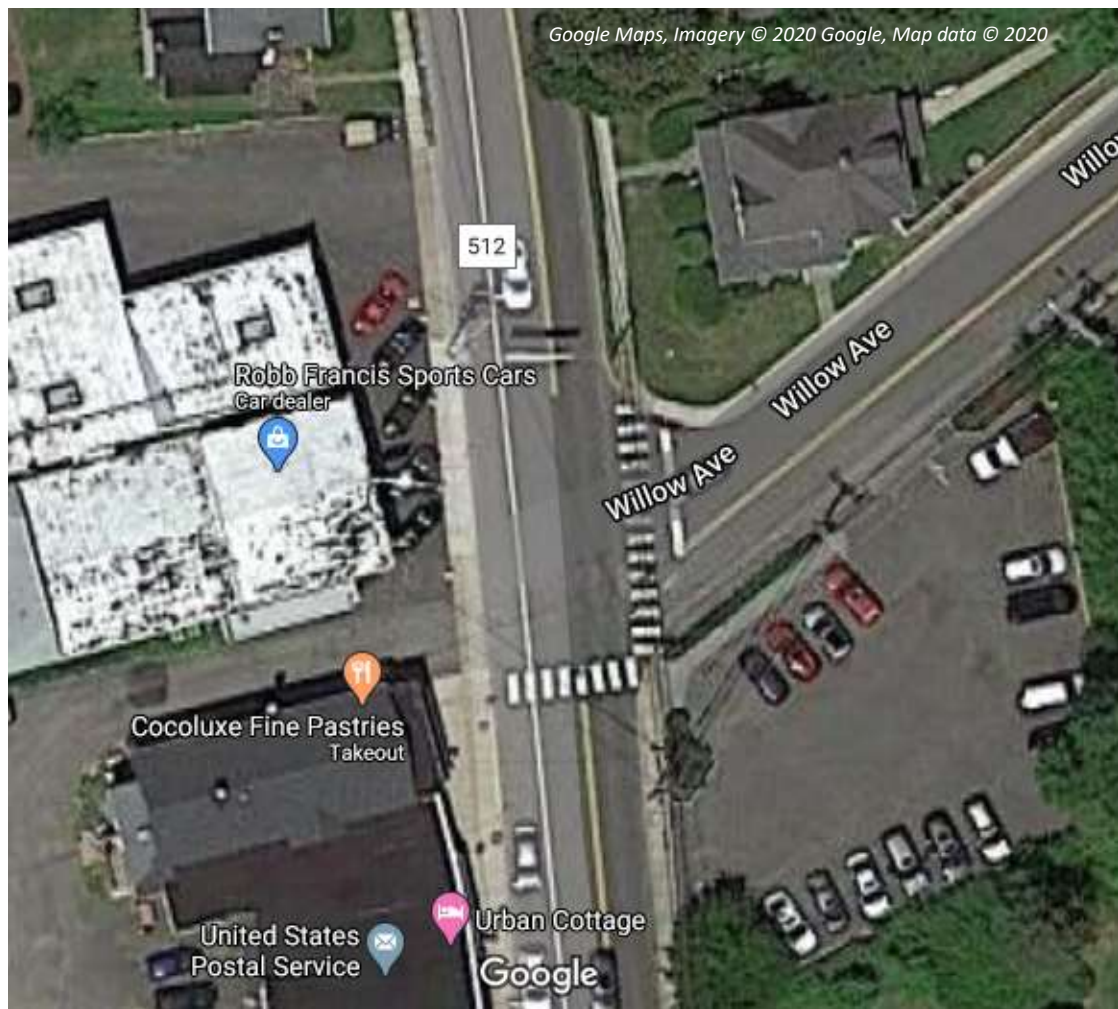
The Street Smart Peapack-Gladstone campaign was a collaborative effort between RideWise, the Peapack-Gladstone Borough Police Department, Peapack-Gladstone Borough officials and the local business community. On January 29, 2020, RideWise staff met with members of the Peapack-Gladstone Borough Council and the Peapack-Gladstone Police to plan a spring campaign. At this meeting, it was determined that a campaign would take place in May 2020 and focus on the following target intersections: Main Street and Willow Avenue; Main Street and Pottersville Road; and Main Street and Dewey Avenue (see pages 10-12). A speed study using RideWise’s speed sentry would also be conducted, focusing on Holland Avenue by the Peapack Train Station and on Willow Avenue.

On March 21, 2020, New Jersey Governor Phil Murphy declared a stay-at-home mandate for the state of New Jersey due to the COVID-19 pandemic. Due to this mandate, the Peapack-Gladstone campaign did not follow the stages of a typical Street Smart NJ campaign, transitioning to focus more on surveying the community while conducting enforcement. There were no pre- and post-campaign observations and there was one campaign survey open for the full duration of the four-week campaign. The speed study was postponed for a future date. Enforcement ran alongside the survey from May 18 to June 12. To educate the community on the Street Smart message, Peapack-Gladstone’s business community posted Street Smart NJ flyers in their places of business. Street Smart signs were also posted along Peapack-Gladstone’s Main Street.

The survey consisted of the standard Street Smart NJ questions on pedestrian safety laws while also including questions specific to Peapack-Gladstone’s pedestrian and bicycle infrastructure, divided between two sections: “Pedestrian Safety in Peapack-Gladstone” and “Cycling and Train Safety in Peapack-Gladstone.” The goals of the survey were to raise awareness of pedestrian safety laws among respondents, gauge respondents’ knowledge of pedestrian safety laws, and gather respondents’ opinions and feedback regarding pedestrian and cyclist safety within Peapack-Gladstone.

**TARGET LOCATION #1:**

**Intersection of Main Street and Willow Avenue**



**Target Location #1:**



- Unsignalized T-intersection
- Two marked crosswalks
- Nearby destinations: Post office, bakery, clothing boutique, liquor store, hair studio, car dealers and municipal parking lot
- Liberty Park approximately 500 feet NW down Main Street
- Library and municipal complex 0.2 miles up Willow Avenue

**TARGET LOCATION #2:**  
**Intersection of Main Street and Pottersville Road**



**Target Location #2:**

- Three crosswalks, unsignalized intersection
- Nearby destinations: Deli, restaurants, post office, and other businesses
- US Rt. 206 approximately 0.6 miles W down Pottersville Road; frequent cut-through traffic in this intersection
- Gladstone Train Station approximately 300 feet SE down Main Street

**TARGET LOCATION #3:**

**Intersection of Main Street and Dewey Avenue**



**Target Location 3:**

- Two crosswalks, unsignalized T-intersection
- Nearby third crosswalk crossing Riverview Avenue
- Nearby destinations: Deli, restaurants, post office, and other businesses
- US Rt. 206 approximately 0.7 miles W down Pottersville Road
- Gladstone Train Station approximately 600 feet

## ENFORCEMENT

The Peapack-Gladstone Police Department supported the campaign's education and enforcement activities through ongoing community policing efforts. From May 18 to June 12, police issued warnings and summonses to those who did not comply with pedestrian safety laws. Most summonses issued during the campaign were for speeding.

Due to COVID-19, the Peapack-Gladstone police conducted a reduced level of traffic enforcement. Police provided RideWise with data on the number of summonses issued during the same time frame in 2020 and 2019 to demonstrate how COVID-19 drastically impacted enforcement and what the typical levels of summonses issued during this time of year are. The following chart includes warnings and summonses issued throughout Peapack-Gladstone during the 2020 campaign and during the same period in 2019.

**Number of Warnings and Summonses Issued During Campaign**

Street Smart Message	Category	May 18-June 12 2020		May 18-June 12 2019	
		Warnings	Summonses	Warnings	Summonses
Obey Speed Limits	Speeding/Careless Driving	0	2	0	21
Heads Up Phones Down	Distracted driving	0	0	0	6
Stop for Pedestrians in Crosswalks	Stop for pedestrian in marked crosswalk	0	0	0	0
Use Crosswalks	Failure to use crosswalk/jaywalk	0	0	0	0
Wait for the Walk	Crossing against the signal	0	0	0	0
	<b>Totals</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>27</b>

## EDUCATION & OUTREACH

During the planning stage of the campaign, several community events were identified as places to conduct public education and outreach, the First Aid garage sale in April, Community Day in June, and during the June Summer Recreation program. However, due to the COVID-19 pandemic, these events were canceled. In place of the events, Street Smart messages and signage were displayed along Main Street and shared on Peapack-

Gladstone Borough's social media and the Peapack-Gladstone Nextdoor website, a social networking service for neighborhoods. RideWise also posted Street Smart NJ messages on its Facebook and Twitter pages to raise awareness of the campaign using the hashtags #StreetSmartPeapackGladstone and #BeStreetSmartNJ.

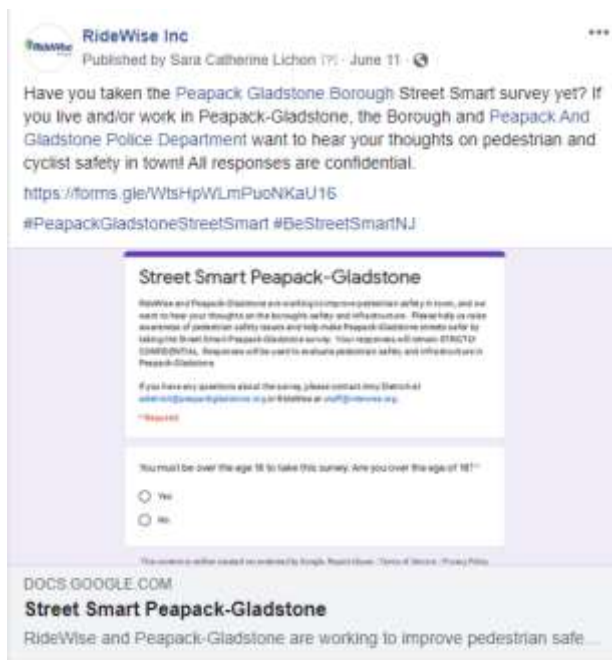
The NJTPA provided RideWise with Street Smart NJ materials to educate the community and spread the campaign's safety messages. These materials included street signs, posters and flyers which were distributed to Peapack-Gladstone businesses near the target locations. Materials were displayed by the following businesses/locations:

- Cocoluxe
- Peapack Liquors
- Peapack Post Office
- Gladstone Post Office
- Gladstone Market
- Peapack-Gladstone Police Dept. and Municipal Building
- Liberty Park



## CAMPAIGN SURVEY RESULTS

Due to the COVID-19 pandemic and New Jersey's stay-at-home mandate, intersection observations were not conducted during the Street Smart Peapack-Gladstone campaign. The campaign instead had a strong focus on the survey component. From May 18 to June 12, RideWise circulated an online survey through its website and Facebook and Twitter pages, while the Borough circulated the survey to the public through their social media, website and the town's Nextdoor page, a social networking service for neighborhoods.



The survey, created through Google Forms, used questions from NJTPA's past Street Smart campaigns while also including questions on Peapack-Gladstone's walking and cycling infrastructure. The survey asked respondents to report their walking and driving behaviors and what they observed on the road, as well as how safe they feel walking and cycling in the borough. The survey also included questions on the respondents' knowledge of New Jersey's pedestrian safety laws and awareness of the Street Smart NJ campaign in Peapack-Gladstone. These questions were divided between two sections: "Pedestrian Safety in Peapack-Gladstone" and "Cycling and Train Safety in Peapack-Gladstone." RideWise only surveyed respondents who either lived and/or worked in Peapack-Gladstone. Respondents were asked to report if they were older than 18 years of age and whether they lived or worked in the Borough before they could complete the rest of the survey.

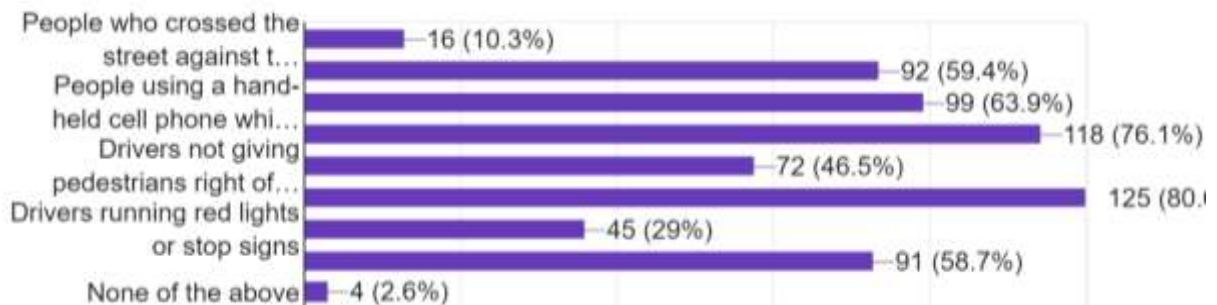
The survey generated 155 responses from individuals over the age of 18 who either lived or worked in Peapack-Gladstone. Most respondents, 65 percent, said they only lived in Peapack-Gladstone, while 31.9 percent lived and worked in the Borough.

*\*Percentages may not total 100 due to rounding. Some questions had respondents answering "yes" to multiple categories.*

## PEDESTRIAN SAFETY IN PEAPACK-GLADSTONE

IN THE LAST SIX MONTHS BEFORE NEW JERSEY'S STAY-AT-HOME MANDATE, WHICH OF THE FOLLOWING BEHAVIORS HAVE YOU SEEN IN PEAPACK-GLADSTONE?

Behavior:	155 responses	
	#	%
Drivers using a hand-held cell phone while driving	91	58.7%
Drivers running red lights or stop signs	45	29%
Drivers exceeding speed limit in areas of heavy pedestrian traffic	125	80.6%
Drivers not giving pedestrians the right of way when making a left or right turn	72	46.5%
Drivers not stopping for pedestrians in the crosswalk	118	76.1%
People using a hand-held cell phone while walking or crossing the street	99	63.9%
People crossing in the middle of the block (jaywalking)	92	59.4%
People cross the street against the walk signal	16	10.3%
None of the above	4	2.6%



Survey respondents noted witnessing most of the listed behavior in Peapack-Gladstone. The top three behaviors seen were: “Drivers exceeding speed limit in areas of high pedestrian traffic” (80.6 percent); “Drivers not stopping for pedestrians in the crosswalk” (76.1 percent); and “People using a handheld cellphone while walking or crossing the street” (63.9 percent).



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There was an “Other” option where survey participants could write in additional behavior they had seen. Twenty-five survey participants chose this option and wrote additional comments:

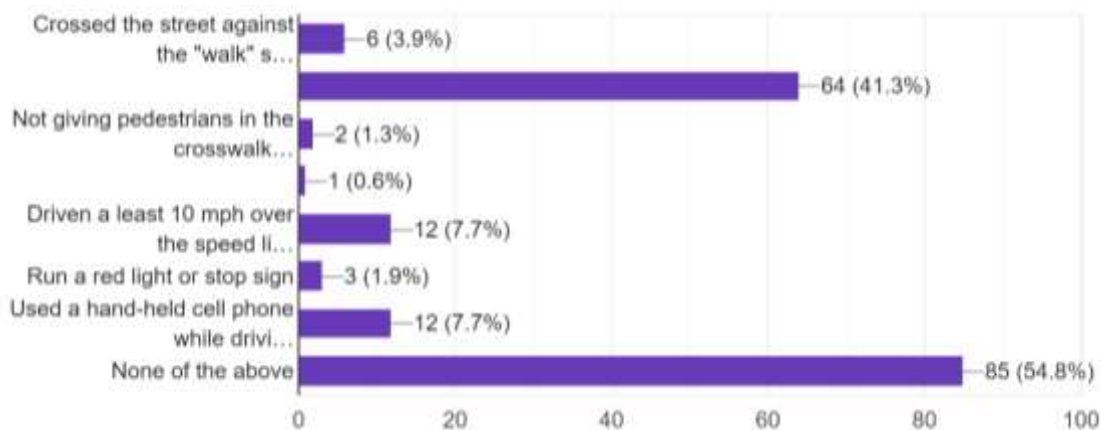
- Tailgating is a constant issue, esp. on Main Street (25 mph) & Roxiticus
- Drivers passing other cars on the left on double yellow lined streets
- Speeding down Main Street
- Speeding on Mosle and Lackawana, not coming to full stops on Old Chester and Jackson
- Car passing a stopped school bus with red lights flashing while dropping off children on Holland Ave
- We saw a car pass another on a double yellow line. We also have seen bike riders hogging the road.
- People walking directly into the street without even picking their heads up to look and see if it's safe
- Note that we have no lights and few crosswalks.
- Drivers being rude to cyclists by pushing them onto the shoulder
- Pedestrians being forced to "jaywalk". We don't have walk signals and are woefully short on pedestrian infrastructure.
- No shoulder for walkers / bike riders and cars not moving over to make room
- Cyclists riding alongside each other in batches without respect to drivers
- Commercial traffic driving way above speed limit in town and especially on Willow Ave
- Drivers driving in the literal middle of the road
- Using heavy equipment and cell phones
- Cyclists riding two across on the road.
- Going too fast on Church St
- Drivers who have driven far too close to bicyclists
- Bicyclists riding in the middle of the lane, not yielding to car traffic.
- Bicycles blocking flow of traffic.

Many of these additional comments related to conflict between cyclists and drivers, with opinions evenly split; many respondents felt cyclists do not allow room for cars to pass while

many other respondents felt drivers drive too close to cyclists. NOTE: By New Jersey law, bicyclists must ride as near to the right roadside as practicable, however may occupy any available lane when traveling at the same speed as traffic.

**IN THE LAST SIX MONTHS BEFORE NEW JERSEY'S STAY-AT-HOME MANDATE, HAVE YOU DONE ANY OF THE FOLLOWING IN PEAPACK-GLADSTONE?**

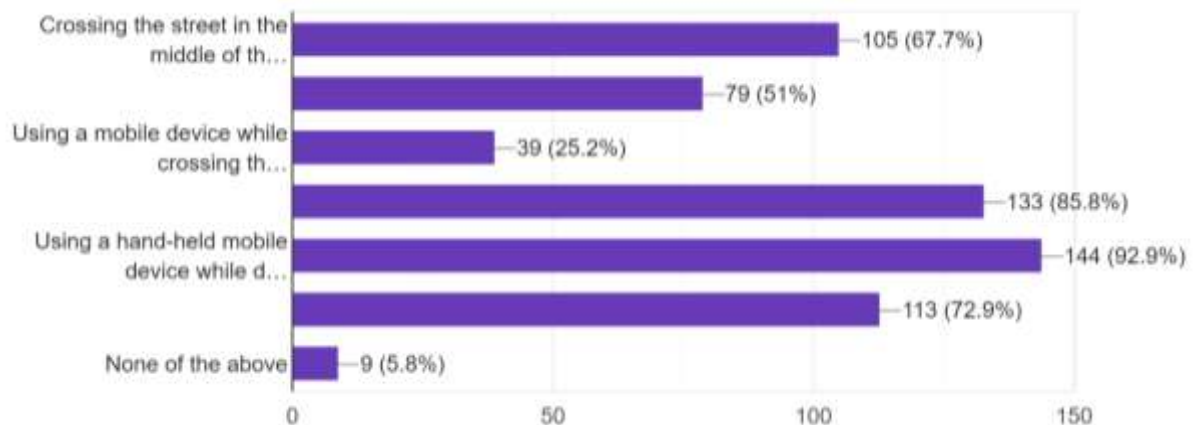
	155 responses	
Behavior:	#	%
Crossed the street against the "walk" signal	6	3.9%
Crossed in the middle of the block (jaywalking)	64	41.3%
Not given pedestrians in the crosswalk the right of way when driving	2	1.3%
Not given right of way to pedestrians when making a left or right turn	1	0.6%
Driven at least 10 mph over the speed limit on a local street	12	7.7%
Run a red light or stop sign	3	1.9%
Used a hand-held cell phone while driving	12	7.7%
None of the above	85	54.8%



While the majority of respondents stated not having done any of the listed behavior, 41.3 percent did state having crossed the street mid-block.

**TO THE BEST OF YOUR KNOWLEDGE, CAN YOU RECEIVE A TICKET IN NEW JERSEY FOR ANY OF THE FOLLOWING?**

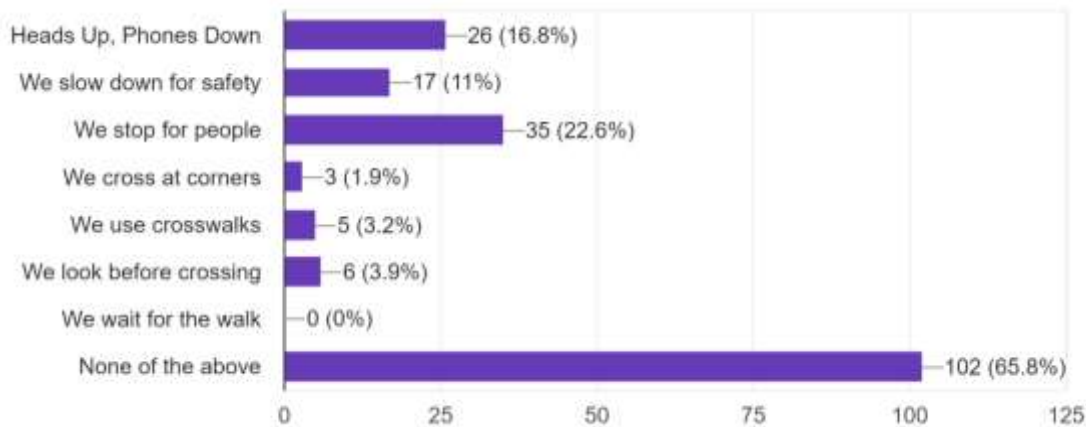
	Pre-Campaign (155 responses)	
	#	%
Crossing the street in the middle of the block	105	67.7%
Crossing the street against the pedestrian signal	79	51%
Using a mobile device while crossing the street	39	25.2%
Not stopping for pedestrians in a crosswalk	133	85.8%
Using a hand-held mobile device while driving	144	92.9%
Not yielding to pedestrians when turning	113	72.9%
None	9	5.8%



Except for using a mobile device when crossing the street, each of these actions can result in a ticket in New Jersey. Many survey respondents were aware of what activities can result in a ticket, but only 51 percent knew that you can receive a ticket for crossing the street against the pedestrian signal. Further education on pedestrian safety when crossing the street is recommended.

**HAVE YOU READ, SEEN OR HEARD ANY MESSAGES IN PEAPACK-GLADSTONE ADDRESSING THE FOLLOWING?**

Messages	155 responses	
	#	%
Heads Up, Phones Down	26	16.8%
We slow down for safety	17	11%
We stop for people	35	22.6%
We cross at corners	3	1.9%
We use crosswalks	5	3.2%
We look before crossing	6	3.9%
We wait for the walk	0	0%
None of the above	43	27.7%



The majority of respondents (65.8 percent) did not report seeing any of the Street Smart signage in Peapack-Gladstone. Of the signage that was seen, the top three messages seen were “We stop for people” (22.6 percent); “Heads Up, Phones Down” (16.8 percent); and “We slow down for safety” (11 percent). Peapack-Gladstone did not use any “We wait for the walk” signage as there are no signalized crosswalks in the borough. The high percentage of respondents who reported not seeing Street Smart signage could be due to the state’s stay-at-home mandate; though there was signage displayed in local businesses, these businesses were not open to the public during the period the campaign was running.

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

	155 responses	
	#	%
On tent cards	1	0.6%
Local newspapers or websites	9	5.8%
Social media sites (Facebook, Twitter, Instagram)	20	12.9%
On posters or signs you have seen while driving or walking	47	30.3%
None of the above	88	56.8%



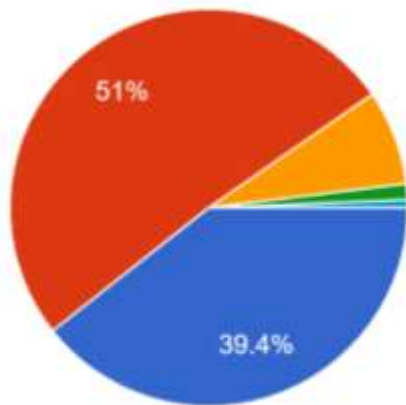
Eight survey respondents chose “Other” and wrote the following responses:

- Council meetings
- Nextdoor app/Nextdoor police notification
- Bernardsville
- Don’t recall
- Cones in Peapack crosswalks
- In Coco Luxe

While most respondents did not report seeing the Street Smart messages, of those who did, the majority reported seeing them on posters/signs while walking/driving, followed by on social media.



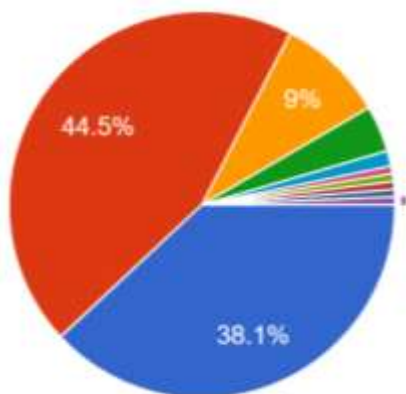
**HOW VISIBLE DO YOU FEEL SPEED LIMIT SIGNS ARE IN PEAPACK-GLADSTONE?**



155 responses		
	#	%
● Extremely visible	61	39.4%
● Somewhat visible	79	51%
● Not very visible	12	7.7%
● Not visible at all	2	1.3%
● Don't know / Rather not say	0	0%

Most survey respondents felt speed limit signs were somewhat visible in Peapack-Gladstone, followed by extremely visible. One respondent left a comment: “There is no respect for the compact size of the village as drivers race through. People come in from other towns to the park and cut around and to 206. I wonder what the rate of ticketing is now as opposed to years ago, perhaps police presence may detour speeders.”

**HOW VISIBLE DO YOU FEEL CROSSWALKS ARE IN PEAPACK-GLADSTONE?**



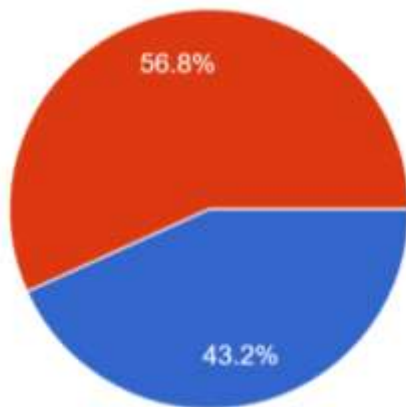
	#	%
● Extremely visible	59	38.1%
● Somewhat visible	69	44.5%
● Not very visible	14	9%
● Not visible at all	6	3.9%
● Don't know / Rather not say	0	0%

Most survey respondents felt crosswalks were somewhat visible in Peapack-Gladstone, followed by extremely visible. However, some comments suggested that there are improvements that could be made regarding crosswalks in the borough. Six respondents left comments:

- [There are] many corners and intersections where there are none
- Some are visible, many are not

- There is no crosswalk on the road by the Peapack train station. There was before the road was repaved.
- Crosswalk markings and signage is not consistent
- Main and Pottersville is poorly marked
- Need more added

**HAVE YOU RECENTLY READ, SEEN OR HEARD ABOUT POLICE EFFORTS TO ENFORCE PEDESTRIAN SAFETY LAWS IN PEAPACK-GLADSTONE?**

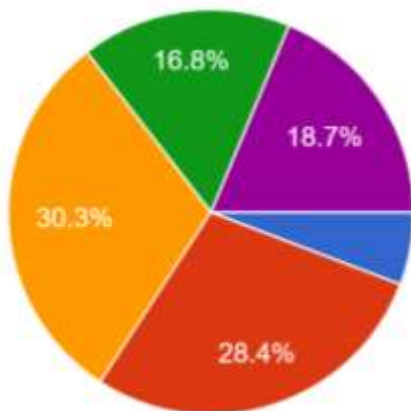


155 responses		
	#	%
• Yes	67	43.2%
• No	88	56.8%

Most survey respondents were unaware of police efforts to enforce pedestrian safety laws in Peapack-Gladstone. Just under half of respondents (43.2 percent) were aware of police efforts. This may be due to the COVID-19 pandemic and the state’s stay-at-home mandate; as the campaign took place while many people were staying home, residents of Peapack-Gladstone may not have been aware of the Street Smart campaign. In addition, as previously noted, police were unable to increase enforcement during the campaign and conducted less enforcement than usual overall due to the pandemic.



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



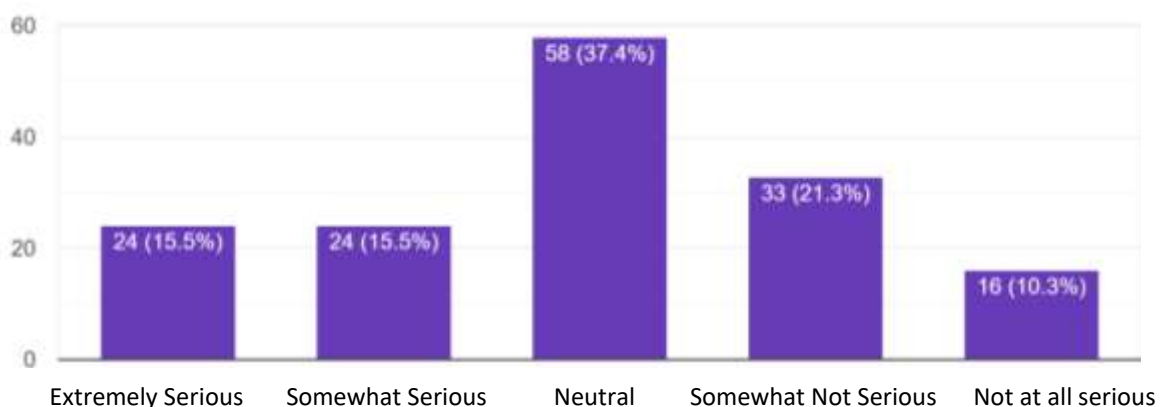
155 responses		
	#	%
● Very strictly	9	5.8%
● Somewhat strictly	44	28.4%
● Not very strictly	47	30.3%
● Not at all	26	16.8%
● Don't know/Rather not say	29	18.7%

Most respondents (30.3 percent) said that police in Peapack-Gladstone enforce pedestrian safety laws not very strictly, closely followed by somewhat strictly (28.4 percent).

Survey respondents were then asked to rate how serious of a problem the following issues are in Peapack-Gladstone:

**DISTRACTED DRIVING IS A PROBLEM IN PEAPACK-GLADSTONE:**

155 responses		
	#	%
Extremely serious	24	15.5%
Somewhat serious	24	15.5%
Neutral	58	37.4%
Somewhat not serious	33	21.3%
Not at all serious	16	10.3%

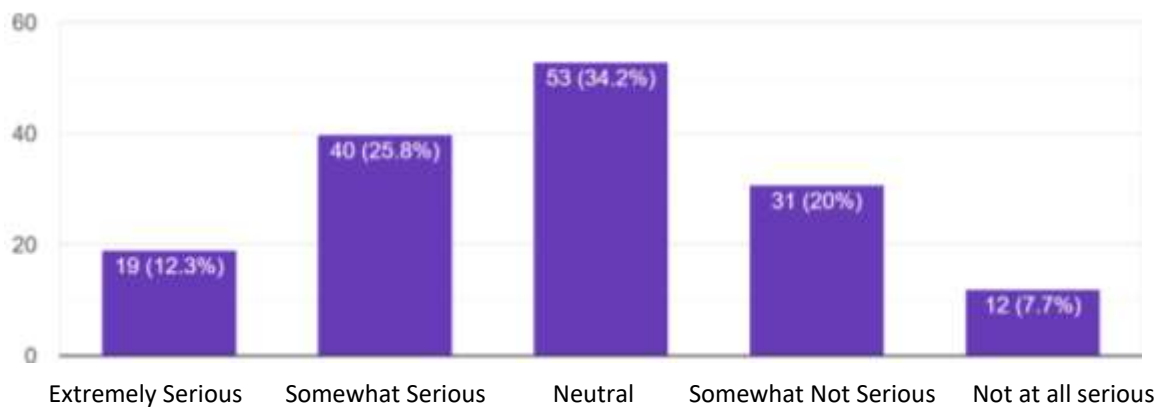




Most respondents said they were neutral about distracted driving in Peapack-Gladstone.

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

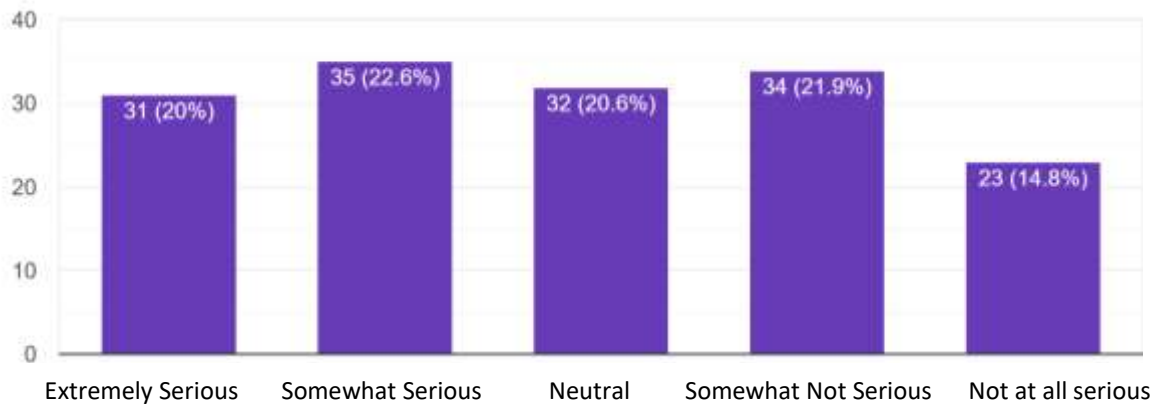
	155 responses	
	#	%
Extremely serious	19	12.3%
Somewhat serious	40	25.8%
Neutral	53	34.2%
Somewhat not serious	31	20%
Not at all serious	12	7.7%



Most respondents said they were neutral about pedestrians disobeying traffic rules.

**DRIVERS NOT YIELDING TO PEDESTRIANS IN THE CROSSWALK IS A PROBLEM IN PEAPACK-GLADSTONE:**

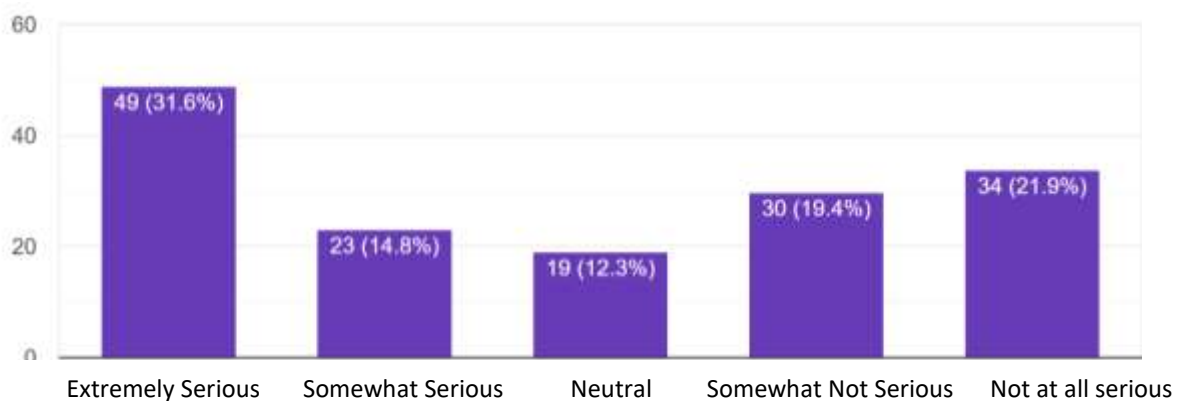
	155 responses	
	#	%
Extremely serious	31	20%
Somewhat serious	35	22.6%
Neutral	32	20.6%
Somewhat not serious	34	21.9%
Not at all serious	23	14.8%



Survey respondents were evenly split in their responses regarding the seriousness of drivers not yielding to pedestrians in the crosswalk.

**SPEEDING IS A PROBLEM IN PEAPACK-GLADSTONE:**

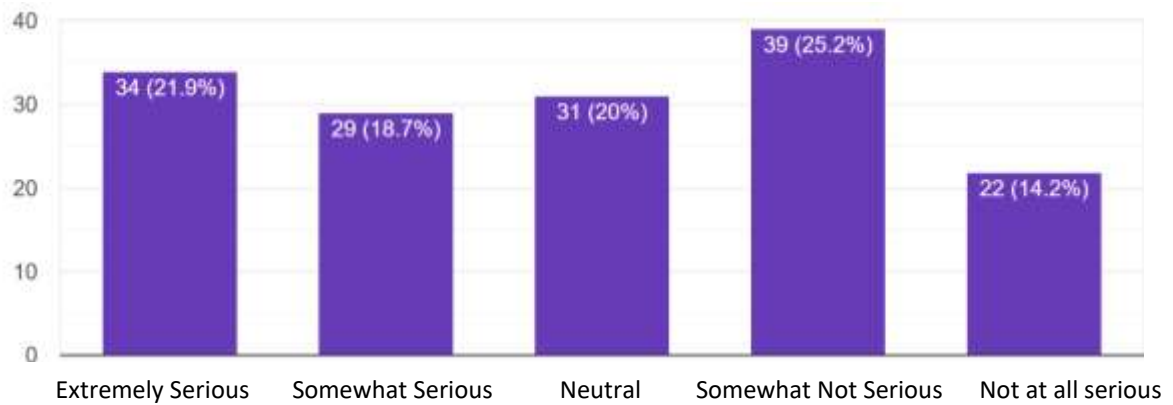
	155 responses	
	#	%
Extremely serious	49	31.6%
Somewhat serious	23	14.8%
Neutral	19	12.3%
Somewhat not serious	30	19.4%
Not at all serious	34	21.9%



The majority of survey respondents said speeding is an extremely serious problem in Peapack-Gladstone. This can also be seen in previous comments left by survey respondents and was also the number one most reported behavior in the first question of the survey.

**BICYCLISTS NOT FOLLOWING TRAFFIC LAWS IS A PROBLEM IN PEAPACK-GLADSTONE:**

	155 responses	
	#	%
Extremely serious	34	21.9%
Somewhat serious	29	18.7%
Neutral	31	20%
Somewhat not serious	39	25.2%
Not at all serious	22	14.2%



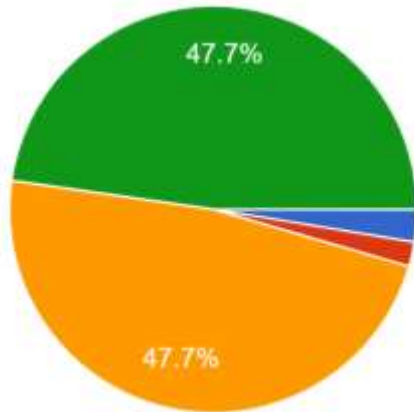
Survey respondents were evenly split in their views on how serious bicyclists not following traffic rules is in Peapack-Gladstone.

Survey respondents were then given the option to provide additional comments. These comments can be found in Appendix I. Most comments left by survey respondents were related to speeding in Peapack-Gladstone and cyclists not following traffic laws.



## CYCLING AND TRAIN SAFETY IN PEAPACK-GLADSTONE

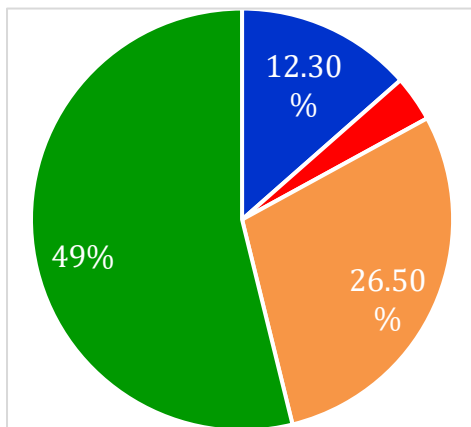
### HOW OFTEN DO YOU TAKE THE TRAIN IN PEAPACK-GLADSTONE?



155 responses		
	#	%
● Almost always	4	2.6%
● Often	3	1.9%
● Sometimes	74	47.7%
● Never	74	47.7%

Most respondents either take the train sometimes or never.

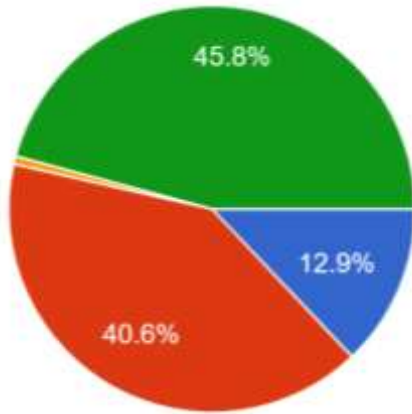
### WHERE DO YOU TRAVEL WHEN YOU TAKE THE TRAIN?



155 responses		
	#	%
● To / from work	19	12.3%
● To / from school	5	3.2%
● New York City	41	26.5%
● I don't take the train	76	49%

Most respondents who take the train in Peapack-Gladstone travel to New York City, though most respondents do not take the train at all. Other destinations reached by train included Hoboken, Summit, Bernardsville, Far Hills, and the airport.

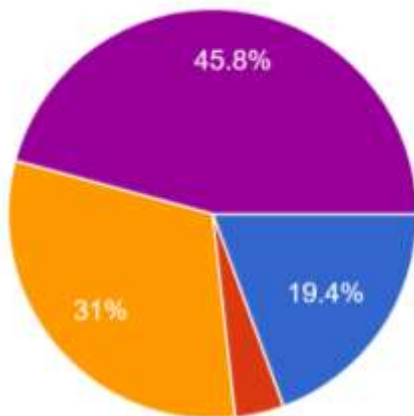
**WHICH TRAIN STATION DO YOU USE MOST?**



155 responses		
	#	%
● Peapack	20	12.9%
● Gladstone	63	40.6%
● Both	1	0.6%
● I don't take the train	71	45.8%

Of the survey respondents who use the train, the majority use the Gladstone station the most.

**HOW DO YOU TRAVEL TO THE TRAIN STATION?**

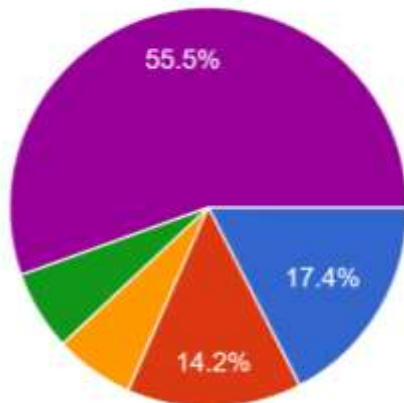


155 responses		
	#	%
● Drive myself	30	19.4%
● Someone drives me	6	3.9%
● Walk	48	31%
● Bike	0	0%
● I don't take the train	71	45.8%

Of the survey respondents who use the train, the majority reported they walk to the train station, followed by driving themselves.



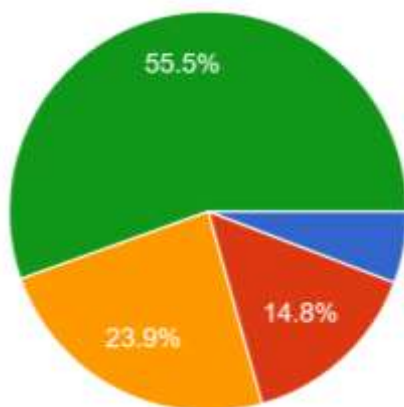
**IF YOU WALK OR BIKE TO THE TRAIN STATION, HOW SAFE DO YOU FEEL WALKING/BIKING THERE (IN TERMS OF TRAFFIC, SAFE SIDEWALKS/BIKING INFRASTRUCTURE, TRAIN CROSSINGS, ETC.)?**



155 responses		
	#	%
● Extremely safe	27	17.4%
● Somewhat safe	22	14.2%
● Somewhat unsafe	10	6.5%
● Not safe at all	10	6.5%
● I don't walk or bike to the train station, or I don't take the train	86	55.5%

Of those who walk or bike to the train station, the majority felt either extremely safe or somewhat safe walking/biking there. Twenty respondents felt somewhat unsafe or not safe at all.

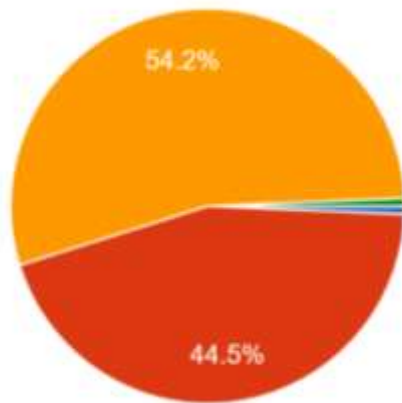
**HOW OFTEN DO YOU RIDE YOUR BIKE IN PEAPACK-GLADSTONE?**



155 responses		
	#	%
● Almost always	9	5.8%
● Often	23	14.8%
● Sometimes	37	23.9%
● Never	86	55.5%

Most respondents stated they do not ride their bikes in Peapack-Gladstone, followed by sometimes riding. A follow-up survey could ask respondents why they do not ride their bikes to determine if it is due to safety concerns, comfort levels, or personally not wanting to ride a bike.

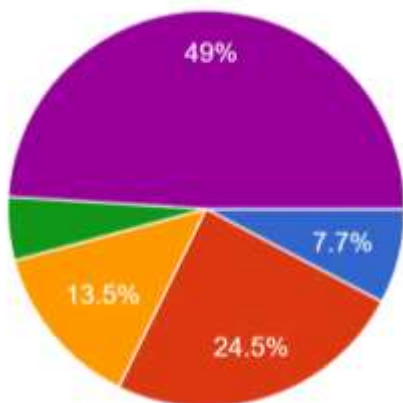
**WHAT KIND OF BIKE TRIPS DO YOU MAKE?**



155 responses		
	#	%
● For transportation to work/school	1	0.6%
● For fitness/fun	70	45.2%
● I don't ride my bike in Peapack-Gladstone	84	54.2%

Of those who ride their bikes in Peapack-Gladstone, the majority stated they do so for fitness/fun.

**HOW SAFE DO YOU FEEL RIDING YOUR BIKE IN PEAPACK-GLADSTONE (IN TERMS OF TRAFFIC, SAFE BIKING INFRASTRUCTURE, TRAIN CROSSINGS, ETC.)?**



155 responses		
	#	%
● Extremely safe	12	7.7%
● Somewhat safe	38	24.5%
● Somewhat unsafe	21	13.5%
● Not safe at all	8	5.2%
● I don't ride my bike in Peapack-Gladstone	76	49%

Of the respondents who do ride their bikes in Peapack-Gladstone, the majority felt somewhat safe doing so, followed by feeling somewhat unsafe. Eight respondents said they did not feel safe at all.

Survey respondents were then given the option to provide additional comments. These comments can be found in Appendix I. The majority of the comments related to poor sidewalk conditions, fear for the safety of young children on their bicycles, and unsafe traffic.

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## RECOMMENDATIONS

- The majority of survey respondents said speeding was a serious problem in Peapack-Gladstone. Speeding was also frequently mentioned in comments throughout the survey. It is recommended that future driver enforcement and education efforts target speeding. Plans for RideWise to conduct a speed study should also be discussed.
- Many survey respondents commented on conflict between cyclists and drivers. Future pedestrian safety education efforts should target cyclist safety for both cyclists and drivers. Peapack-Gladstone can partner with RideWise to conduct cyclist safety presentations and workshops to increase awareness of cyclist safety in the borough.
- Survey respondents also frequently mentioned the need for safe cyclist and pedestrian infrastructure, such as sidewalks and crosswalks. Some respondents stated there were unsafe, broken sidewalks in town (see appendix I), while others wanted more crosswalks. There were also comments regarding drivers coming close to cyclists while passing, and most survey respondents who bike only felt somewhat safe or somewhat unsafe doing so. RideWise can partner with Peapack-Gladstone on the following activities to improve pedestrian and cyclist infrastructure:
  - Conducting a walkability/bikeability audit
  - Implementing temporary tactical urbanism projects, such as parklets, temporary bike lanes or curb extensions
  - Adopting and implementing a Complete Streets policy
- According to the survey responses, the most used train station is the Gladstone station and most survey respondents walk to the train station. It is recommended that pedestrian infrastructure improvements focus on the area around the Gladstone train station.
- Some comments in the survey (seen in appendix I) addressed cyclist safety concerns for children. RideWise can partner with Peapack-Gladstone on bicycle safety workshops for children, such as bike rodeos and helmet fittings. RideWise can also work with private schools in Peapack-Gladstone on starting Safe Routes to School programs.
- The Nextdoor social media platform was mentioned by survey respondents as a source for Street Smart information. Because of the platform's popularity with survey respondents, it is recommended that Peapack-Gladstone Police and Borough Officials



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continue to use Nextdoor for future discussions and announcements regarding pedestrian safety.

- The survey results demonstrate that most respondents were unaware of police efforts to enforce pedestrian safety laws in the borough. Though this may be due to the COVID-19 pandemic, a re-evaluation of the location, time, and/or method of enforcement may increase exposure and awareness of the police effort among Peapack-Gladstone residents and visitors.
- It is recommended another Street Smart campaign be conducted in Peapack-Gladstone after the pandemic, when intersection observations and public outreach activities can resume.

## **CONCLUSION**

The 2020 Street Smart Peapack-Gladstone campaign was a collaborative effort between RideWise, the Borough of Peapack-Gladstone and the Peapack-Gladstone Police Department. Though the COVID-19 pandemic forced the campaign structure to be modified, the campaign was successful in evaluating areas where Peapack-Gladstone can improve pedestrian and cyclist safety while also raising awareness of the Street Smart NJ message. It is recommended that ongoing driver, pedestrian and cyclist education and enforcement activities continue in Peapack-Gladstone; a speed study be conducted; a partnership between RideWise and Peapack-Gladstone continue in order to improve pedestrian and cyclist infrastructure; and a second Street Smart campaign be conducted when feasible.

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## APPENDIX I

### **PEDESTRIAN SAFETY IN PEAPACK-GLADSTONE: ADDITIONAL SURVEY COMMENTS**

Most comments left by survey respondents were related to speeding in Peapack-Gladstone and cyclists not following traffic laws.

The speeding is absolutely out of hand

Since the stay at home mandate, the excess of cars speeding Through our town has been unmatched, and Not policed. Although not to do with this thread, there has also been an Excessive amount of dog excrement littering our parks and streets

We have to "jaywalk" because there is no sidewalk or crossing walk where we live in Mendham Road. Whether it is to get to the school bus or to ride our bikes or walk down the road. It's dangerous. We plan to move in the next few years to a road in town that is not as dangerous.

shouldn't bicyclists stop at stop signs?

Cops need to make more stops

The biggest offense is crossing w/out a crosswalk. They are needed at the bottom on Tiger Hill. But the campaign to use crosswalks MUST include be respectful to the driver and hustle across the street - no dilly dallying please!!

Bicyclists do not share the road well.

Mosle Rd has virtually NO shoulder and the cars go way faster than 25. This road needs to be safer for pedestrians and bicyclists, especially given the expectation for teens to walk to the train for transportation to the high school. If a driver is looking away or coming around a bend, there's a huge risk that someone will be hit. Second most dangerous place in town is the 3 way intersection between Jackson, Main and Old Chester. Cars coming from Old Chester do not have a stop sign, and they come FAST downhill into a double crosswalk and often can't / won't stop.

I would love to see a safety initiative for our town. Especially, for the children walking and on bicycles

We have plenty of police in our town who can set up speed traps in multiple problem areas but I do not see that happening. Once in a while I will see 1 police car at one area. This is ineffective. When I first moved here 16+ years ago, the police were VERY visible and enforcing and ticketing speeders through our town regularly to the point where everyone outside of town knew to slow down or avoid driving through our town. It's a joke now how fast cars are allowed to drive here!!!!

PGPD does a good job of trying to keep people safe while not being overbearing  
The intersection of Main St. and Willow (in front of Cocoluxe) has gotten better for pedestrians but is still worrisome (especially with non-local drivers who don't know to look twice for pedestrians crossing and perhaps don't know to stop for pedestrians in the crosswalk).  
Perhaps a light that only changes when a pedestrian hits the walk button?

Need sidewalks on Holland ave and parts of Main St. south of Holland Ave heading towards Far Hills

Pedestrians should not step off the curb until they are certain motorists see and acknowledge them.

Tailgating is a significant problem, especially on Main Street where the speed limit changes from 35 to 25 (traveling on Peapack Rd. into town). Without fail, there is a car pushing very close behind trying to force our car to increase speed when the limit is 25. Tailgating is also common on Pottersville Road and Old Chester Road. It would be hard to recall the many times we've had to pull over on these roads to let tailgaters pass. It is also common that when we need to make a left or right turn off of Pottersville and onto a side street, cars that are speeding on Pottersville have to stop short behind us while we wait to turn because they were speeding. Lastly, in some areas, bicycle lanes are not wide enough so cars have to wait for oncoming traffic to pass before going around one or more bicyclists. This often causes a bit of a traffic jam.

I live on main street in peapack and the speeding and tailgating is horrible. I have trouble at times turning into my own drive even with signal on.

Drivers do not always stop for pedestrians crossing the street in the town center - I periodically see "stop for pedestrian - it's the LAW" at the crosswalks - why not just keep them there year round? I don't think people are aware it's a law to stop and allow pedestrians to cross the road when they are waiting or in the crosswalks.

Speeding on Pottersville Rd Near Bodine Ave is ongoing; never observed traffic enforcement by Police in this area. Resident for over 15 years.

I live on Main Street by Willow after. During the day I can hear from the back of my house, and see from my front porch commercial trucks doing way over 25 miles an hour when going down Main Street toward Willow Avenue. If someone was in the crosswalk the truck would have to slam on their brakes to avoid hitting someone. It is also hard for people crossing in the cross walk to be seen when the businesses are getting a delivery and there are trucks blocking the view of traffic. Especially now with more people walking on our streets. I sit on my porch every day and pray that when I see a truck flying down Main Street and you can see that they are doing over 25 that no one is crossing the street. I live at 150 Main Street. The police are more than welcome to sit in my driveway anytime or on my front porch. The car will not be seen because I live by the parking lot full of jeeps which will block the view.

The problem is worse during rush hour when people cut through Peapack-Gladstone to avoid Route 206. Making the pedestrian crossings more visible might help (even though there is already signage/etc).

While drivers should watch out for Bicyclists, I see on a daily basis children and adults, without helmets, not obeying traffic laws weaving in around the streets, it is only a matter of when they are seriously hurt and, the driver will be blamed.

this is a very safe town. Pedestrians and drivers alike are very respectful of traffic laws and of each others. I do not see any problems at all.

I've only lived here for 2 years and there's a handful of streets with bad drivers on them regularly

Speeding has been a issue on Pottersville rd/ river rd area in Gladstone, have complained in the past but have yet to see any police action with this problem

Motorcycles and cars speed up West Avenue, from 16 West Ave to Pottersville Road, dangerous to all, but especially small children living at 9 West Avenue.

Pedestrian crossings badly need repainting

Residents are too often not ticketed for speeding in Peapack- Gladstone. There is much too much speeding in this tiny town and it affects the safety of families residing here. Someone is going to get badly hurt.

There have been so many discussions on Nextdoor about this topic in the past. I have also made suggestions (unofficially) to council members about making a blinking pedestrian crosswalk sign at certain areas. There are easy fixes and this town has done NONE of it!  
speeding on Pottersville Road . . . constant problem. Need lights

Zoning enforcement officer routinely parking their official SVU in the handicap spot at the municipal headquarters and routine parking of church vehicles on the yellow curb in front of the Catholic Church on main st signals a cultural lax attitude of traffic safety rules in town.

Where drivers use PG as a cut through to avoid US206 seems to cause the speeding issue during rush hours..cyclists seem to be the issue during weekends. In all the police seem to be visible and in my opinion doing the best they can. I appreciate this effort in improving traffic conditions here in PG. Thank you

I do think we need traffic light with turn signal on Main and Willow

Bicyclist behavior has been dangerous on our local streets

Because we have so many picturesque streets and "farm roads" people tend to speed and ignore the fact that there are homes and pedestrians on the same roads. Also, bicyclists tend to follow

some road rules and not others. I was nearly hit when crossing a crosswalk and a cyclist didn't stop when he made a right turn.

As long as "jaywalkers" use caution and do not disturb the flow of traffic I don't see a problem.

Thanks for doing this!

I appreciate the extra efforts made at the Willow and Main intersection, but I'd like to see the same effort at other key intersections in town. The 25 mph zone is rarely adhered to by other drivers. Ongoing enforcement is the only way to get out the message.

Please consider putting speed bumps as a way to slow drivers down on cut-through streets. Speeding is a product of the day of the week....Sundays, Lakeland buses do 40 MPH on Main Street not yielding for pedestrians in front of St Brigid....Early morning Delivery trucks come flying down Highland Ave, it has gotten worse in last 8 weeks as Covid has created less traffic....someone walking up the street is going to get hurt.....very few people signal for a right-hand turn for Municipal lot in front of CoCoLuxe

Need more crosswalks added. My son walks to train for school from Jackson Ave and has no crosswalk available to him.

We live on Willow Ave and it's a speedway. With our kids and many from and outside the community it's has heavy pedestrian traffic and we need to figure out how to slow traffic down. By far speeding cars are the worst issue in PG. On Dewey Ave, we notice people slamming on the gas to race from one end of the street to the other, engine braking (very loud and annoying), and not coming to a stop at the corner of Mendham rd. Dump trucks, motorcycles, and sports cars are the worst offenders, especially early in the morning and late at night.

We have a parking spot in front of our home at 63 Main Street - you are welcome to park a patrol in that spot to catch / deter speeders. Thank you for all you do !

Survey is more suited to urban areas; P-G is more rural.

For the nine months that I have lived here I find that most people follow the rules and are very courteous. It's been a wonderful experience so far.

I see people passing through town, often looking down, I assume at their phone. On Pottersville Road people seem to speed often.

Would like a sidewalk along Mosle road from Patriot to facilitate walking, intersection of Mosle and Mendham is extremely dangerous.

Great town, great police, wish the local drivers had more respect for the speed limits.

I live on Mendham Road and feel there is a significant speeding issue

Reckless driving, speeding, aggressive driving, distracted driving, all of these occur on a daily basis in our town. I have been saying FOR YEARS that measures should be taken to deter non-locals from using our town as a cut-thru.

I think in general drivers are more respectful of yielding to pedestrians in crosswalks than in most places. I think people speed down Pottersville Rd and I have never seen so many people run red lights as they do at Pottersville and 206. It is unbelievable!

Cars ignore 25 mph on main and willow.

We live on Pottersville rd. I am afraid to get my mail, cars fly here. What's wrong with people?

Drivers use our town as through traffic to avoid 206. Also many trucks are speeding through town

Speeding on mosle and residential areas without crosswalks

Drivers speeding through town and not stopping at stop signs is a major problem.

### **CYCLING AND TRAIN SAFETY IN PEAPACK-GLADSTONE: ADDITIONAL SURVEY COMMENTS**

The majority of the comments related to poor sidewalk conditions, fear for the safety of young children on their bicycles, and unsafe traffic.

Love living here

Bike riders are third class citizens

There are no sidewalks on Holland Ave, making it dangerous to walk or ride to the trainor into town - esp for kids in the neighborhood

I worry about my KIDS riding their bikes - especially on Mosle Rd or streets where cars speed down unchecked

Several years ago my daughter hit a bump in the uneven sidewalk on Pfizer (down at end where it curves) and was thrown off her bike. I recently noticed that large bump between two sections of sidewalk is still there and is dangerous for young bikers (and pedestrians) who use the sidewalk

It has been MUCH safer during the COVID-19 stay-at-home time due to fewer vehicles being on the road. During normal times, there are areas where I'm forced onto the sidewalk (eg: Old Chester Road). There are also crowded sections such as the strip from the Gladstone Tavern to the Galdstone Market where vehicles park on both sides of the road making it nearly impossible to bike safely, especially when residents are running errands or eating at local establishments. Parking on one side only would be a welcome change. Another challenging area is Willow

Avenue/Main Street. Crosswalks, street parking, parking lot, cyclists and pedestrians make it an extremely busy space.

There should be more angled mirrors around turns on main roads so you can see cars and they can see you while biking.

There are not enough crosswalks in town! We need several more in key locations to make walking to the train safer.

If I were to ride a bike in town I would not feel safe riding on Main Street

The condition of the sidewalks is deteriorating

I have answered the bike questions for my kids (wish you would've stated that the question applies to any family members in the household for those unsure). Police should also stop kids and adults about bike helmets!

Trucks and cars do not adhere to the required distance away from bikes. Signs should be posted to explicitly remind drivers of trucks and cars exactly how far away they are required to be.

My kids used to ride to the rec camp, felt safe but I myself wouldn't feel that safe riding due to impatient drivers these days.

Tax payers paid for sidewalks on Pottersville Road for safety. The sidewalks are never shoveled during winter snow and pedestrians have to walk on the road in the most dangerous conditions.

Train service is a joke...a scandal, really. I'm retired and used to use the train on weekends for NYC visits but stopped once the bus replaced the train.

Please add a crosswalk and safety walk lanes to allow safe walking from Jackson Ave and into town/train, etc.

Even on roads like Mendham, Mosle, Branch traffic speeding and gets close to pedestrians

Speeding vehicles and drivers not giving cyclists enough room on the road makes me feel very unsafe on my bike.

I don't bike in town, but I do run. There are no sidewalks or shoulder in front of our house I only bike in P-G when there is little or no traffic. Roads are very narrow.

A bike path/lane would be wonderful

And the packs of bikers (also not local) who take over the streets every weekend, not biking single file, talking while biking so distracted, forcing cars to go around them...also a big problem.

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As a driver, the bicyclists can be a hazard- speeding down Pottersville Road, riding 2 people wide on the streets, etc

Please get the cars to drive slower on main and willow.