

Evaluation of the High Bridge Street Smart Campaign



October 2017



Prepared by:



Acknowledgements

Special thanks to the following for their assistance:

High Bridge Police Department

High Bridge Borough Council

High Bridge School District

High Bridge Business Association/Business community

Residents of High Bridge

Hunterdon County Department Public Works

New Jersey Department of Transportation

New Jersey Division of Highway Traffic Safety

North Jersey Transportation Planning Authority (NJTPA)

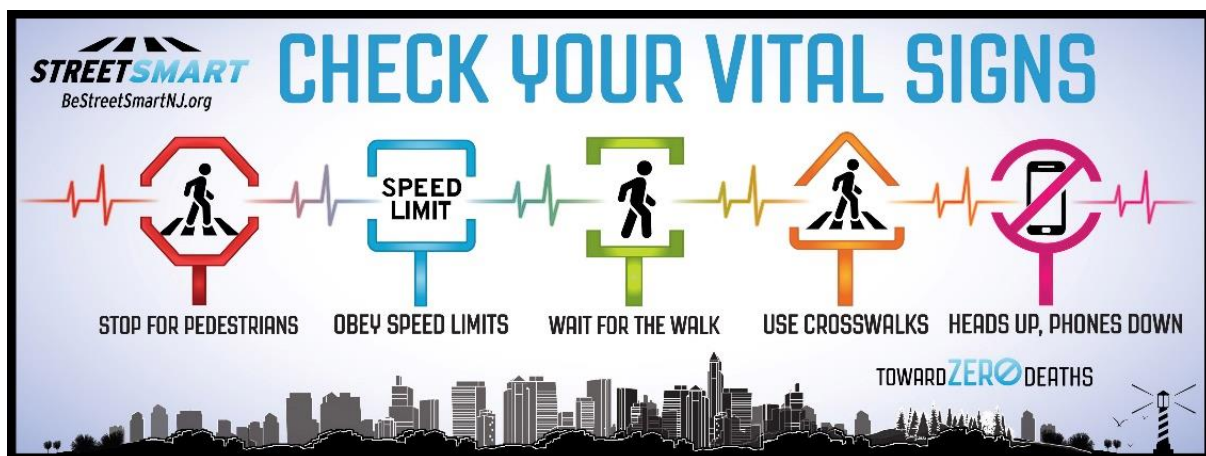


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EXECUTIVE SUMMARY

A Street Smart NJ pedestrian safety campaign was conducted in the Borough of High Bridge in fall 2017. The campaign was a collaborative effort among HART TMA, the High Bridge Police Department, the Borough of High Bridge, and local businesses and organizations. As an education and enforcement effort, the High Bridge Street Smart campaign included pedestrian safety law enforcement by the High Bridge Police Department as well as several educational outreach events coordinated by HART.

The program was evaluated through pre- and post- campaign surveys as well as pre- and post-campaign intersection observations. The evaluations showed that the Street Smart campaign in High Bridge resulted in an increased awareness in the public's understanding of New Jersey's pedestrian safety laws as well as an increased awareness of the campaign's presence in the community. Street Smart successfully improved pedestrian behavior in using crosswalks, motorists stopping for pedestrians in crosswalks, and motorists and pedestrians avoiding hand held cell phone use while driving or crossing.

STREET SMART NJ OVERVIEW



Street Smart NJ is a public education, awareness and behavioral change campaign developed and funded by the North Jersey Transportation Planning Authority (NJTPA).

Street Smart NJ is a collaborative effort between public, private and non-profit organizations. The NJTPA, along with the Federal Highway Administration (FHWA), the New Jersey Department of Transportation (NJDOT), NJ TRANSIT, New Jersey Department of Highway Traffic Safety, and the Transportation Management Associations (TMAs) worked with numerous community partners to develop Street Smart NJ.

Street Smart NJ was developed in response to New Jersey's designation by FHWA as a pedestrian "focus" state, due to a high incidence of pedestrian injuries and fatalities. New Jersey's pedestrian fatality rate (30.2 percent in 2015) is double the national average.

The campaign has three main goals:

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

This report is an evaluation of the 2017 Street Smart NJ campaign conducted in High Bridge Borough, Hunterdon County, New Jersey.

HIGH BRIDGE STREET SMART CAMPAIGN

The Borough of High Bridge and HART, the local non-profit transportation management association (TMA) serving Hunterdon County, NJ, partnered to conduct a Street Smart NJ campaign in Fall 2017.

Crash Data

Crash data from the Rutgers University Center for Advanced Infrastructure and Transportation (CAIT) Numetric database identified two pedestrian incidents in High Bridge from January 2014- December 2016. The incidents occurred at the following locations:

1. Bridge Street and Central Avenue
2. Dewey Avenue (incident was not geo-coded in Numetric, so does not appear on map).



Pedestrian Pre-Crash Action

Crossing at unmarked crosswalk	1
(No specific pre-crash action noted)	1
Total	2



PROJECT AREA

Borough of High Bridge

High Bridge is located in northern Hunterdon County, NJ. It borders the Hunterdon municipalities of Clinton Township and Lebanon Township. The Borough of High Bridge is 2.4 square miles and has a population 3,649 (2010 census).

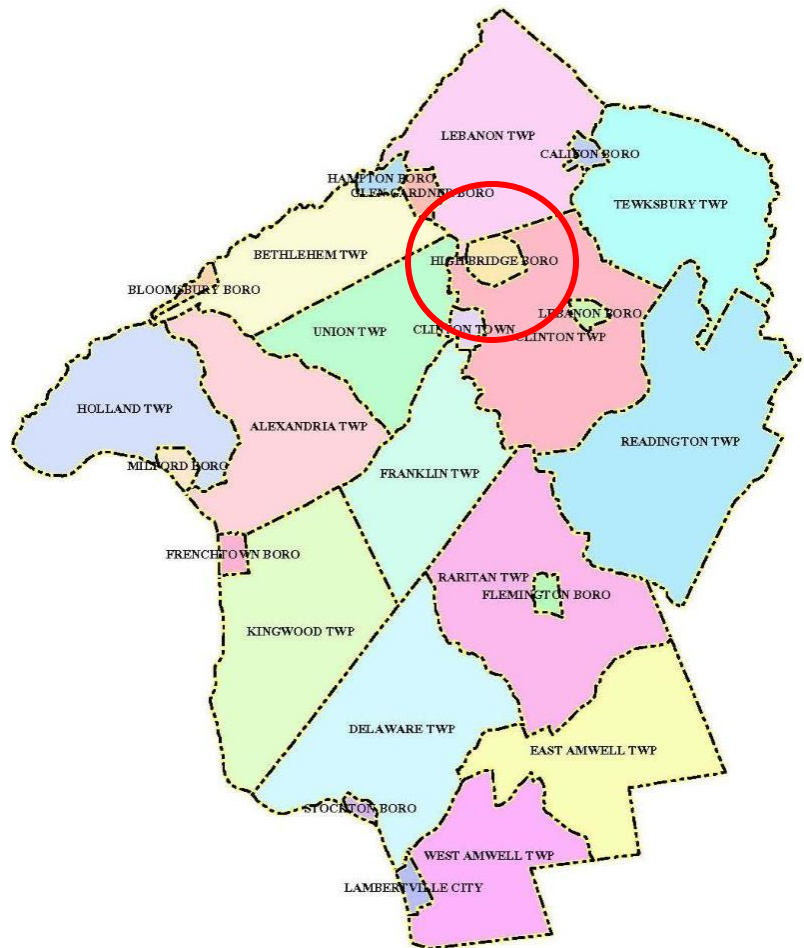
County Route 513 is the main roadway that passes through the borough, connecting the borough with Route 31. Within High Bridge, County Route 513 is known as Main Street and serves as the downtown business district.

The downtown business district is a mix of retail shops, services, restaurants, a church, and the local library. The downtown district is adjacent to residential homes, a local park, ballfields, the elementary school and middle school.

High Bridge is served by the NJ TRANSIT Raritan Valley Rail Line. The train station is located within the downtown district. Parking for the train station is located one block outside of the downtown area. Commuters must walk from the parking lot to the train station.

Students living in High Bridge walk to both High Bridge Elementary and High Bridge Middle School. No busing is provided.

The Columbia Trail, a converted rail bed, which is part of the Hunterdon County Parks System, also generates both pedestrian and bicycle activity within the borough.



CAMPAIGN STRUCTURE & SCHEDULE

The High Bridge Street Smart Campaign was conducted over an eight week period from September 18 –November 10, 2017. It was based on NJTPA's *"How to Implement the Street Smart NJ Pedestrian Safety Campaign in your Community"* guidebook.

The schedule included a two week "pre-campaign" data collection period, a four week public education, awareness and enforcement effort, and a two week "post campaign" data collection effort.



Pre-Campaign Data Collection, Surveying	September 18 -29, 2017
Awareness	October 2-13, 2017
Soft Enforcement- Warnings	October 16-27, 2017
Post-Campaign Data Collection, Surveying	October 30- November 10, 2017

CAMPAIGN EVALUATION METHODS

The High Bridge Street Smart Campaign was conducted following NJTPA's guidance to use two primary methods to evaluate the impact of the campaign:

1. Intersection Observation
2. Community Awareness/Impact Surveys

Observation Location:

Based on input from the High Bridge Police Department and data from the Rutgers Center for Advanced Infrastructure and Transportation (CAIT) database, the following intersection was selected for evaluation:

Main Street at Bridge Street

This intersection serves as a gateway into the downtown district, connecting the NJ TRANSIT Train Station to the downtown. It is a "T" intersection with Bridge Street terminating at Main Street. During morning and afternoon hours, the intersection is heavily traveled by motorists leaving the borough to access Route 31.

A laundromat, coffee shop and bar, all of which attract pedestrian traffic, sit in close proximity to the crosswalk. High Bridge Elementary School and Middle School both are half a mile from this intersection. Many students who walk to and from school utilize this crosswalk.



Crosswalk Condition

An inspection by HART prior to observations revealed that the markings of the Main Street crosswalk were almost completely worn away.

HART requested that Hunterdon County Department of Public Works restripe all of the crosswalks along Main Street, including the observation site, before the campaign kick-off.

It should be noted that a comprehensive Streetscape Project is scheduled to be conducted along Bridge Street in 2019. A continental design crosswalk is anticipated to be installed. In the interest of time and cost, the double rail was repainted for the campaign.



Before: Main Street Crosswalk



After: Main Street crosswalk

Observation Proxy Behaviors

As developed by NJTPA, the following proxy behaviors were observed and recorded at each of the selected intersections. The proxy behavior for “Wait for the Walk” was not recorded as there are no pedestrian signal heads at the observation location or at any crosswalk within the borough. Pedestrian proxies were observed over a two hour period.

Pedestrian Proxies

The observation exposure included any pedestrian crossing the street within half a block of the crosswalk. Both compliant and noncompliant pedestrians were counted.

Proxy 1: Pedestrian Use of Crosswalks

Compliant: Pedestrian utilized the crosswalk for more than $\frac{3}{4}$ of the distance it takes to cross the intersection.



Compliant

Noncompliant: (Jaywalking): Pedestrian leaves crosswalk more than $\frac{1}{4}$ of the distance it takes to cross the street. For example, a pedestrian who walks diagonally out of the crosswalk in the direction of his or her point of interest. A pedestrian who walks behind a car that is blocking the crosswalk was also recorded as noncompliant.



Noncompliant

Proxy 2: Pedestrian Distraction - Cell Phone Use

Compliant: Pedestrian is not talking or texting on a cell phone while crossing the street.

Noncompliant: Pedestrian is talking or texting on cell phone while crossing the street. The pedestrian has a cell phone in hand and it is positioned toward the face.



Noncompliant

Motorist Proxies

Following NJTPA guidance, instances of motorist behaviors for two proxies were observed and recorded over a two hour period.

Proxy 1: Stop for Pedestrians in Marked Crosswalk

Compliant: Motorist sees pedestrian in the crosswalk with intent to cross, and stops until pedestrian has reached across the opposite side of the street.



Compliant

Noncompliant: Motorist does not stop for the pedestrian in the crosswalk. Motorist does not give the pedestrian adequate time to cross the street before proceeding.



Noncompliant

Proxy 2: Motorist Distraction – Handheld Cell Phone Use

Noncompliant: Motorist is observed talking or texting on cell phone while driving. The motorist has a cell phone in hand and it is positioned toward the face.



Noncompliant

Proxy #3: Vehicular Speed Speed Study

HART utilized its Speed Sentry unit to collect data of motorist speeds during the pre and post campaign evaluation period. This data is used to determine motorist compliance with the "Obey Speed" limit proxy behavior.

The posted speed limit on Main Street is 25 mph. HART's Speed Sentry sign was installed on Main Street from September 28- November 10, 2017 to capture motorist speed, pre and post campaign, to evaluate motorist behavior.

The sign was positioned to capture northbound traffic heading past the High Bridge observation location. During the pre-campaign data collection period, the sign was set in "stealth" mode with no display.

During the campaign, the sign was set to display motorist speed.



STEALTH MODE



DISPLAY MODE

Observation Schedule

For each behavior, two types of data were collected:

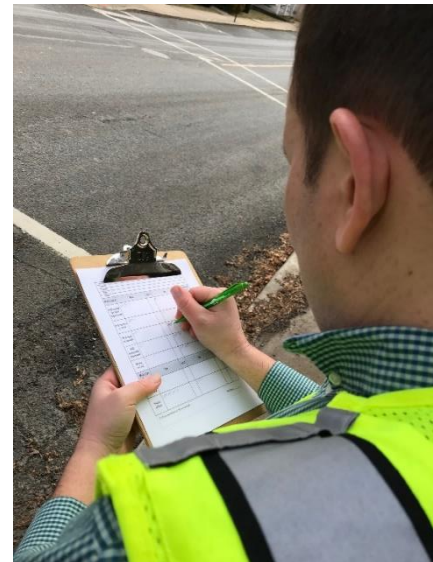
- 1) The occurrences of non-compliant behavior
- 2) The number of opportunities that pedestrians or drivers had to choose to comply with or to violate the regulation.



Location	Tuesday 9/26/17 AM Observation	Thursday 9/28/17 PM Observation
Main Street	7:30 – 9:30 AM	2:30-4:30PM

A total of 27 pedestrians were observed in the pre-campaign observations and 26 pedestrians were observed in the post-campaign observations. Approximately 2,500 vehicles were counted/observed within the pre-campaign observation period and 2,400 vehicles were counted/observed in the post-campaign observation period.

From these two types of data, a rate of non-compliance could be calculated at the study site. This was used to compare the pre- and post-campaign datasets to determine if the campaign had significant impact on pedestrian and driver behavior.



Community Impact Surveys

Both before and after the Street Smart campaign in High Bridge, the public was invited to complete a community awareness survey to measure the impact of the campaign. The survey queried respondents on their observations of pedestrian and motorists behaviors, their own behaviors, basic knowledge of pedestrian safety laws, and awareness of the Street Smart NJ messaging.

The survey was promoted via palm cards distributed throughout the Borough, e-blasts, social media posts, HART's website, through local news coverage, and by word of mouth.

TELL US ABOUT PEDESTRIAN SAFETY IN HIGH BRIDGE

The Borough of High Bridge Police Department and HART TMA, a local non-profit dedicated to promoting sustainable transportation, have partnered to increase pedestrian safety awareness in the High Bridge. We're looking for community feedback on what your experience is walking and driving in town.

Please take a few minutes to complete a short online survey and be entered into a drawing for a \$100 VISA gift card.

For questions or more information, contact Tara Shepherd, HART TMA, 908-788-5553.

TAKE THE SURVEY: www.harttma.com/survey



As an incentive to take the survey, respondents had the option to use their completed survey as an entry into a drawing for a \$100 VISA gift card, sponsored by HART.



Tara Braddish Shepherd shared HART- Promoting Sustainable Transportation's post.
September 18 at 7:38pm

Provide your input on pedestrian safety in High Bridge. Take this brief survey and be entered to win a \$100 VISA gift card! www.harttma.com/survey



HART- Promoting Sustainable Transportation

Published by Tara Braddish Shepherd [?] · September 18 at 7:28pm

HART and the High Bridge Police Department have partnered to increase pedestrian safety awareness in the Borough of High Bridge. We're looking for community fe...
[See More](#)

CAMPAIGN KICK-OFF

The High Bridge Street Smart Campaign kicked off with an official announcement at the September 28, 2017 High Bridge Borough Council Meeting, a press release and an article in the fall 2017 issue of "The Bridge", the municipal newsletter.



NEWS RELEASE

Date: September 28, 2017

Contacts: Tara Shepherd, Executive Director, HART TMA
908-930-9053/908-788-5553

Chief Brett Bartman, High Bridge Police Department
(908) 638-6500

FOR RELEASE: Date: September 28, 2017

HIGH BRIDGE BOROUGH KICKS OFF STREET SMART PEDESTRIAN SAFETY CAMPAIGN

HIGH BRIDGE- Mayor Mark Desire announced today that the High Bridge Police Department will be conducting a "Street Smart NJ" pedestrian safety education campaign aimed at reducing pedestrian-motor vehicle crashes in the Borough of High Bridge. Street Smart NJ is a collaborative effort between public, private and non-profit organizations, funded and managed by the North Jersey Transportation Planning Authority (NJTPA).

High Bridge will kick-off its Street Smart NJ campaign on Monday, October 2, 2017. The Police Department will work in collaboration with HART TMA, the local nonprofit transportation management association, as well as the High Bridge business, residential, and school communities to encourage four key behaviors to improve safety:

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

The Street Smart campaign was prominently in "The Bridge", the municipal newsletter sent to all residents.

HIGH BRIDGE BOROUGH

Hunterdon County, New Jersey

HIGH BRIDGE BOROUGH KICKS OFF STREET SMART PEDESTRIAN SAFETY CAMPAIGN



Main Street, High Bridge

Mayor Mark Desire announced that the High Bridge Police Department will be conducting a "Street Smart NJ" pedestrian safety education campaign aimed at reducing pedestrian-motor vehicle crashes in the Borough of High Bridge.

Smart Pedestrian Safety booth at the Foundry Festival Street Fair on Saturday, October 14, 2017 from 10 a.m. - 5 p.m.

"Keeping residents and visitors safe while on foot is important to High Bridge," said Mayor Desire. "High Bridge is a walking town. Our children walk to school, to our park and ball fields. Residents and commuters walk to local destinations, including the NJ TRANSIT train station," said Mayor Desire. "Visitors come to High Bridge to enjoy our many community assets, including historic landmarks and downtown businesses, restaurants, and the Columbia Trail," he adds.

"Police Officers will be enforcing town speed limits and interacting with motorists to make sure they know and obey the law and stop for pedestrians in the crosswalk", said Police Chief Brett Bartman. "We'll be reminding pedestrians to use crosswalks, cross at intersections, and not jaywalk."

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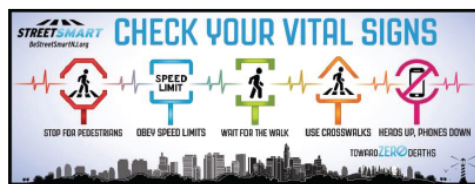
Borough Council Meeting, 9/28/17

The campaign comes at a significant time. New Jersey is ranked 6th in the nation in pedestrian fatalities, according to 2014 data from the National Highway Traffic Safety Administration. The

federal government has designated New Jersey a "focus" state - placing an extra emphasis on aiding the state in combating its higher-than-average pedestrian fatality rate and providing funding for this campaign.

"Street Smart NJ is an important initiative that is making New Jersey streets safer for motorists, pedestrians and cyclists," said Hunterdon County Freeholder Matt Holt, who serves as Second Vice Chairman of the North Jersey Transportation Planning Authority Board of Trustees. "Street Smart not only saves lives, it's good for the local economy in towns like High Bridge. When people feel safe, they are more likely to walk our downtowns and use public transit. This is a great program and I encourage all of our towns to participate."

Businesses, organizations and individuals interested in helping to promote the Street Smart NJ message in High Bridge may contact Tara Shepherd, executive director, HART TMA, 908-788-5553 or tara@harttma.com. To learn more about the statewide campaign, visit www.beststreetsmartnj.org.



From October 2-October 29, signs, posters, banners, tip cards and other safety messaging materials will be distributed throughout the community to reinforce these messages. E-blasts, social media, and community presentations will be used to raise additional awareness about pedestrian safety. There will be a Street

Local Press Coverage

The press release was published by the local online newspaper, Hunterdon Review. Posts were also made to the High Bridge Community News, Events, Alerts and Social Information Facebook page.

The screenshot shows the Hunterdon Review website. At the top, there is a navigation bar with links for Home, News, Sports, Obituaries, Opinion, Advertise, Classifieds, Entertainment, Buy Photos, Subscribe, Submit News, Video, and e-Edition. The main headline is "High Bridge kicks off Street Smart pedestrian safety campaign" dated Oct 2, 2017. The article text includes: "HIGH BRIDGE - The High Bridge Police Department is conducting a 'Street Smart NJ' pedestrian safety education campaign aimed at reducing pedestrian-motor vehicle crashes in the borough through Sunday, Oct. 29, according to Mayor Mark Desire." It also mentions that police officers will be enforcing town speed limits and interacting with motorists. To the right of the article, there are featured business ads for MD Auto Repair Center and Terzako Furs. A search bar is visible at the top right of the page.

The screenshot shows a Facebook post from Tara Braddish Shepherd. The post is titled "HART - Promoting Sustainable Transportation" and is part of a group called "High Bridge Community News, Events, Alerts, and Social Information". The post includes a graphic with the text "CHECK YOUR VITAL SIGNS" and icons for "STOP FOR PEDESTRIANS", "OBEY SPEED LIMITS", "WAIT FOR THE WALK", "USE CROSSWALKS", and "HEADS UP, PHONES DOWN". The post text says: "Good morning, High Bridge! HART is happy to be partnering with the High Bridge Police Department on a Street Smart pedestrian safety campaign starting next week. You may start to see a few signs popping up around town reminding you to #obeylimits #stopforpedestrians #usecrosswalks #headsdown. Look for more pedestrian safety messages and safety improvements in town over the course of the next few weeks! #bestreetsmarthighbridge #bestreetsmartnj For more information: http://conta.cc/2xDI0ua". The post has several likes and shares, including one from Nicole Poko, April L Parichuk Howarth and 3 others.

EDUCATION & AWARENESS EFFORT

Local Outreach Partners

The business community, particularly downtown shops and restaurants, represented by the High Bridge Business Association, played an important role in sharing the Street Smart messaging. The following is a partial list of businesses who displayed Street Smart NJ messaging:

- Carini's Pizza & Pasta
- Casa Maya Mexican Restaurant
- Cherished Friends Too
- Circa Restaurant
- Gronsky's Milk House
- Hilltop Deli & Caterers
- Inside/Out
- Lucky You Consignment
- Mrs. Riley's Public House & Trattoria
- Peking Wok
- RCT Barbecue and Catering Co
- Riverside Wine & Liquors
- Scout's Coffee Bar + Mercantile
- The Laundromat



Community Outreach

Coffee Sleeves

Local restaurants and coffee shops distributed Street Smart NJ coffee sleeves.



Table Tents & Small Posters

Table tents and small posters were displayed at many local restaurants and shops.

The table tents were placed on counters near cash registers, on tables and countertops.







Coasters

“Street Smart NJ” drink coasters were distributed by the two establishments with bars during the campaign to promote pedestrian safety.



Banners

Banners were placed at high visibility locations throughout the borough.

High Bridge Library, Main Street

The High Bridge Public Library is centrally located on Main Street.

The banner location provided high visibility of the Street Smart messaging for both motorists and pedestrians traveling along Main Street.



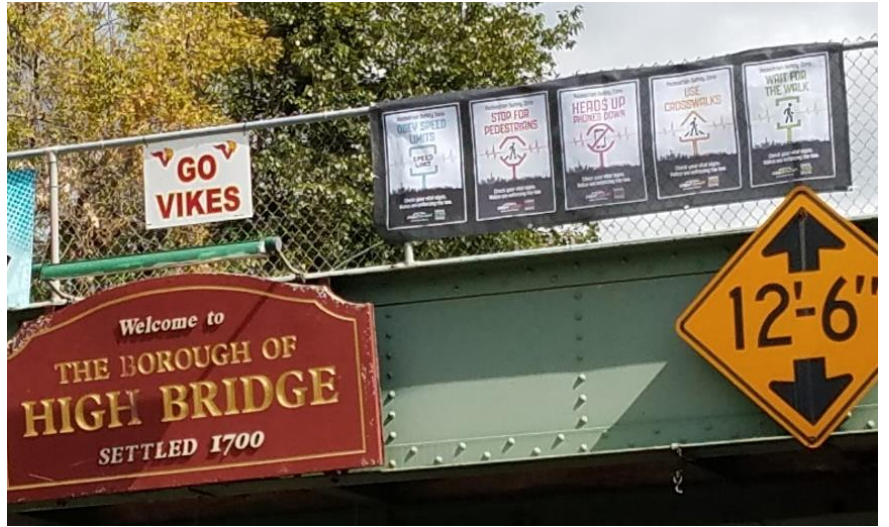
Hunterdon Huskies Field, Washington Avenue

Hunterdon Huskies Field sits adjacent to Union Forge Park. It features baseball and football fields. It is an activity center for many organized sports and community events in the borough. The fence line is highly visible to both motorists traveling along Washington Avenue and pedestrians arriving on foot to the park.



NJ TRANSIT Rail Overpass, Bridge Street

NJ TRANSIT'S Raritan Valley Rail Line and High Bridge Station overpass serve as a gateway to residents and visitors entering High Bridge Borough. The fence along the tracks is highly visible for motorists and pedestrians alike.



Banners and community signs are regularly hung at this location to promote local events.

NJ TRANSIT Rail Station Parking Lot, West Main Street

Parking for the High Bridge Train Station is located approximately one block from the station itself. The lot is located at the corner of County Route 513 and Bridge Street. Like the rail overpass, it serves as a gateway to the downtown area.



Street Signs

Signs were installed on poles along Main Street in both directions.





A-Frame/ Sandwich Board Signs

Large A-Frame “sandwich board” style signs were placed strategically throughout the borough.






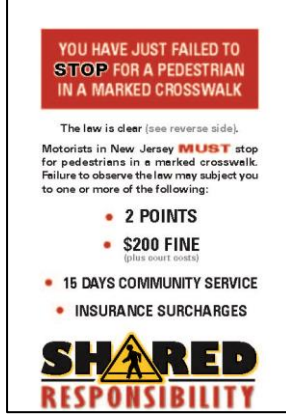
Outside Police Department (County Road 513)



Entrance to Borough Commons Park & Columbia Trail

OUTREACH MATERIAL	DESCRIPTION	QUANTITY
	<p>Street Sign</p>	<p>16</p>
	<p>Sandwich board sign</p>	<p>2</p>
	<p>Banner</p>	<p>2</p>

	<p>Banner</p>	<p>2</p>
	<p>Coffee Sleeve</p>	<p>500</p>
	<p>Coaster</p>	<p>600</p>

		<p>5 Message Mini Poster</p>	<p>20</p>
		<p>Table Tent</p>	<p>205</p>
		<p>Tip Card</p>	<p>400</p>
		<p>Warning Card</p>	<p>200</p>


Social Media/Local Websites



Social media and local websites played an important role in promoting the campaign. High Bridge has a very active community Facebook page with more than 1,840 members. Throughout the campaign, HART posted about pedestrian safety regularly on this Facebook page.

Tara Braddish Shepherd shared HART- Promoting Sustainable Transportation's post.
September 18 at 7:38pm

Provide your input on pedestrian safety in High Bridge. Take this brief survey and be entered to win a \$100 VISA gift card! www.hartma.com/survey



HART- Promoting Sustainable Transportation
Published by Tara Braddish Shepherd [?] · September 18 at 7:28pm

HART and the High Bridge Police Department have partnered to increase pedestrian safety awareness in the Borough of High Bridge. We're looking for community fe...
See More

Like Share

Kathy Trimmer Hoffman, Kristin Evans and 8 others

Tara Braddish Shepherd shared HART- Promoting Sustainable Transportation's post.
23 hrs

Thank you to the Hunterdon County Roads Department for restriping the crosswalks along Main Street as part of the Street Smart Pedestrian Safety Campaign! #beststreetsmarthighbridge #usecrosswalks #beststreetsmartnj




HART- Promoting Sustainable Transportation added 4 new photos.
Published by Tara Braddish Shepherd [?] · Yesterday at 8:26pm

High Bridge is Street Smart! Shout out to the Hunterdon County Roads Department for g Main Street as part of the Street Smart Ped...

Tara Braddish Shepherd shared HART- Promoting Sustainable Transportation's post.
September 30 at 8:55am

Good morning, High Bridge! HART is happy to be partnering with the High Bridge Police Department on a Street Smart pedestrian safety campaign...



HART- Promoting Sustainable Transportation
Published by Tara Braddish Shepherd [?] · September 30 at 8:30am

HART- Promoting Sustainable Transportation added 2 new photos.
Published by Tara Braddish Shepherd [?] · 25 mins ·

High Bridge is Street Smart! Thank you to Carlo Carini at Carini's Pizza and Christina Whited at CoCo:Chenille @Inside Out for sharing the Street Smart messaging!
#UseCrosswalks #StopforPedestrians #ObeySpeedLimits #HeadsUpPhonesDown




HART- Promoting Sustainable Transportation added 3 new photos.

Published by Tara Braddish Shepherd [?] · October 10 at 12:10pm · 🌐

It's a beautiful day in High Bridge! Why not think about heading out for a bite to eat today at Peking Wok, Circa, or Mrs. Riley's Public House? Thank you to these restaurants for sharing STREET SMART pedestrian safety messaging on coasters and table tents! #bestreetsmarthighbridge #bestreetsmartnj

HART- Promoting Sustainable Transportation added 2 new photos.

Published by Tara Braddish Shepherd [?] · October 11 at 7:04pm · 🌐

Thanks to bartenders Rudy at #Circa and Tiffany at #MrsRileysPubliHouse for serving up pedestrian safety messaging on Street Smart coasters! High Bridge is Street Smart! #bestreetsmarthighbridge #bestreetsmartnj

HART- Promoting Sustainable Transportation

Published by Tara Braddish Shepherd [?] · October 10 at 9:08pm · 🌐

Thank you to the hard working folks of the #HighBridgeBusinessAssociation who met tonight to finalize plans for the High Bridge Street Fair this Saturday, October 14, 2017. Thanks #HBBA for inviting HART to join in your meeting to share information about the STREET SMART pedestrian safety campaign underway in town. We're thrilled to participate in the Street Fair to share pedestrians safety messaging. #bestreetsmarthighbridge #bestreetsmartnj

923 people reached Boost Post

HART- Promoting Sustainable Transportation added 2 new photos.

Published by Tara Braddish Shepherd [?] · October 9 at 8:43am · 🌐

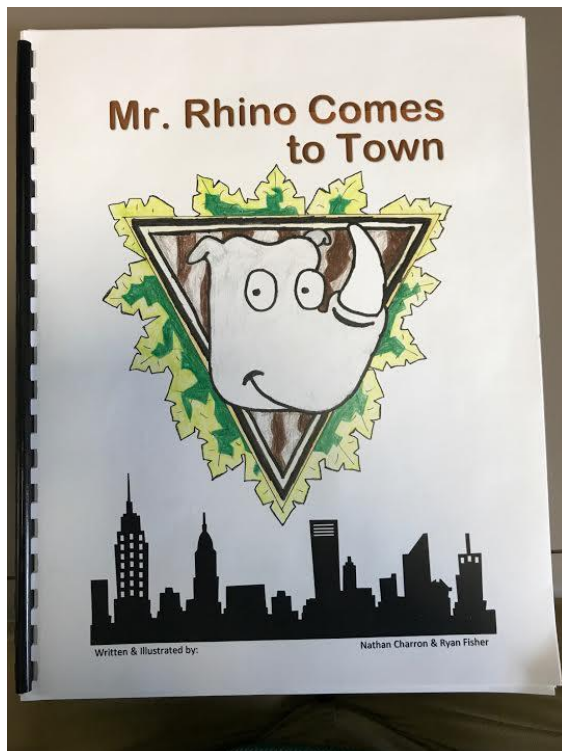
Good morning, High Bridge! On this rainy morning, why not stop in to Scout's Coffee Bar & Mercantile to get your day started. Thank you, #ScoutsCoffeeBar, for promoting the STREET SMART pedestrian safety campaign by using the Street Smart coffee sleeves. #highbridgestreetsmart #bestreetsmartnj #obeyspeedlimits #stopforpedestrians #usecrosswalks #headsupphonesdown

Community Presentations

High Bridge Elementary School

HART presented to more than 350 K- 4th grade students at High Bridge Elementary School. Students were read a children's book, "Mr. Rhino Comes to Town", created by HART, which incorporates the Street Smart messaging in a grade appropriate way.

Following the reading of the book, children take part in an interactive discussion on the safe behaviors that Street Smart NJ promotes.



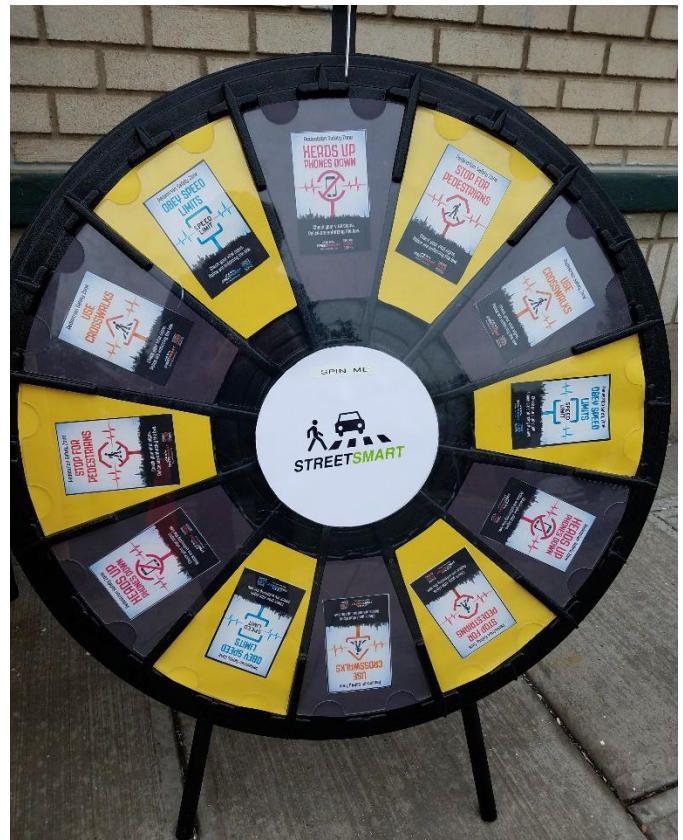


High Bridge Foundry Festival & Street Fair

October 14-15, 2017

The High Bridge Borough Foundry Festival and Street Fair took place during the awareness phase of the campaign. The event provided a unique opportunity to promote Street Smart messaging to both residents and visitors.

HART set up an interactive information table for the event. Visitors to the table had the opportunity to spin HART's "Street Smart" Wheel and test their knowledge.





ENFORCEMENT

The High Bridge Police Department opted to focus on education rather than traditional enforcement. Warning cards provided officers the opportunity to have meaningful interactions with both pedestrians and motorists.



Officers issued 200 warnings to motorists and/or pedestrians to educate about pedestrian safety behaviors.

Warning Tickets	October 16-27, 2017	200 warnings/interactions
-----------------	---------------------	---------------------------



YOU HAVE JUST FAILED TO **STOP** FOR A PEDESTRIAN IN A MARKED CROSSWALK

The law is clear (see reverse side).

Motorists in New Jersey **MUST** stop for pedestrians in a marked crosswalk. Failure to observe the law may subject you to one or more of the following:

- 2 POINTS
- \$200 FINE (plus court costs)
- 15 DAYS COMMUNITY SERVICE
- INSURANCE SURCHARGES

▲ **SHARED RESPONSIBILITY**

YOU HAVE JUST FAILED TO USE DUE CARE AS A PEDESTRIAN

The law is clear, pedestrians must obey pedestrian signals and use crosswalks at signalized intersections. Both carry a \$54.00 fine for failure to observe the law. (C.39:4-32 and 33)

This initiative is provided as an educational tool to foster public awareness about pedestrian safety and ultimately reduce injuries and deaths.

SAFE PASSAGE
moving toward zero fatalities
www.njsafepassage.com

EVALUATION RESULTS ¹

As noted previously, two methods were utilized to determine the effectiveness of the campaign: Observation and Community Surveys.

FINDINGS- Observation

Pedestrian Proxies

The post campaign observations indicated slight improvement in pedestrian behaviors following the awareness and enforcement phases of the campaign. Crosswalk use saw the greatest increase in compliance with an 18 percent improvement in using crosswalk and 11 percent increase in completing crossing within the crosswalk. There was also a small increase in the number of pedestrians who were not distracted by cell phones.

Time	Location	Total Peds	Ped Used X-walk		Ped Completed x - walk		PED - Phone/text other
			Yes	No	Yes	No	
Pre							
7:30am - 9:30 am	Main and Bridge St.	16	6	10	5	1	1
2:30 pm - 4:30 pm	Main and Bridge St.	11	6	5	5	1	1
Post							
7:30am - 9:30 am	Main and Bridge St.	14	9	5	8	1	0
2:30 pm - 4:30 pm	Main and Bridge St.	12	7	4	7	0	1

	Pre-Campaign		Post-Campaign		% Change in Compliance
	% Compliant	% Non-Compliant	% Compliant	% Non-Compliant	
Main Street					
Pedestrian Used Crosswalk	44%	56%	62%	38%	18%
Ped Completed Crosswalk	83%	17%	94%	6%	11%
Pedestrian waited for signal	NA	NA	NA	NA	NA
Ped distracted by Cell Phones*	93%	7%	96%	4%	3%

¹Results from the observations and awareness survey are qualitative in nature and have not been analyzed for their statistical significance.

FINDINGS- Observation

Motorist Proxies

Post campaign observations of motorist behaviors revealed a 38 percent increase in compliance of the "Stop for Pedestrians in Crosswalk" proxy. A reduction in the number of motorists using cell phones was also observed.

	Pre-Campaign	Post-Campaign
Main Street- total vehicles	2,589	2,412
Car Did Not Stop for Pedestrian	8	5
Motorist Handheld Cell Phone Use	9	7



FINDINGS- Vehicular Speed

A total of 177,155 motorists were recorded driving past the Speed Sentry sign over the course of the entire campaign. Traffic volume averaged approximately 35,000 vehicles per week.

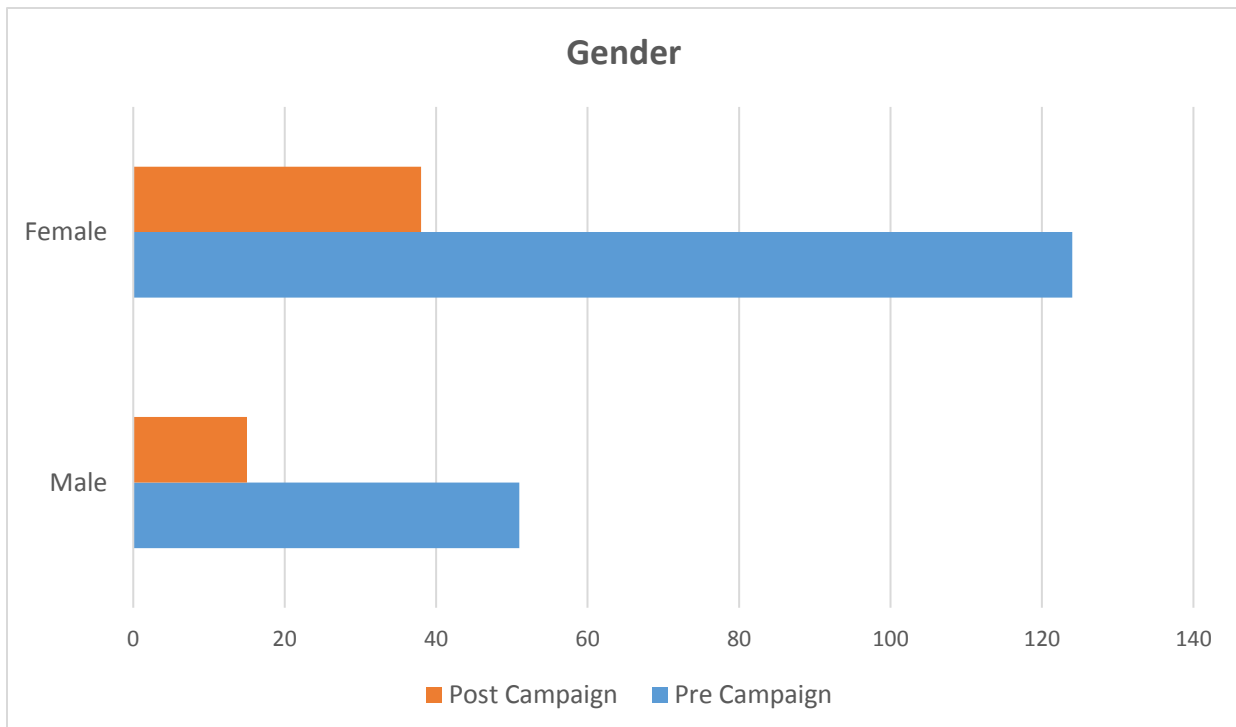
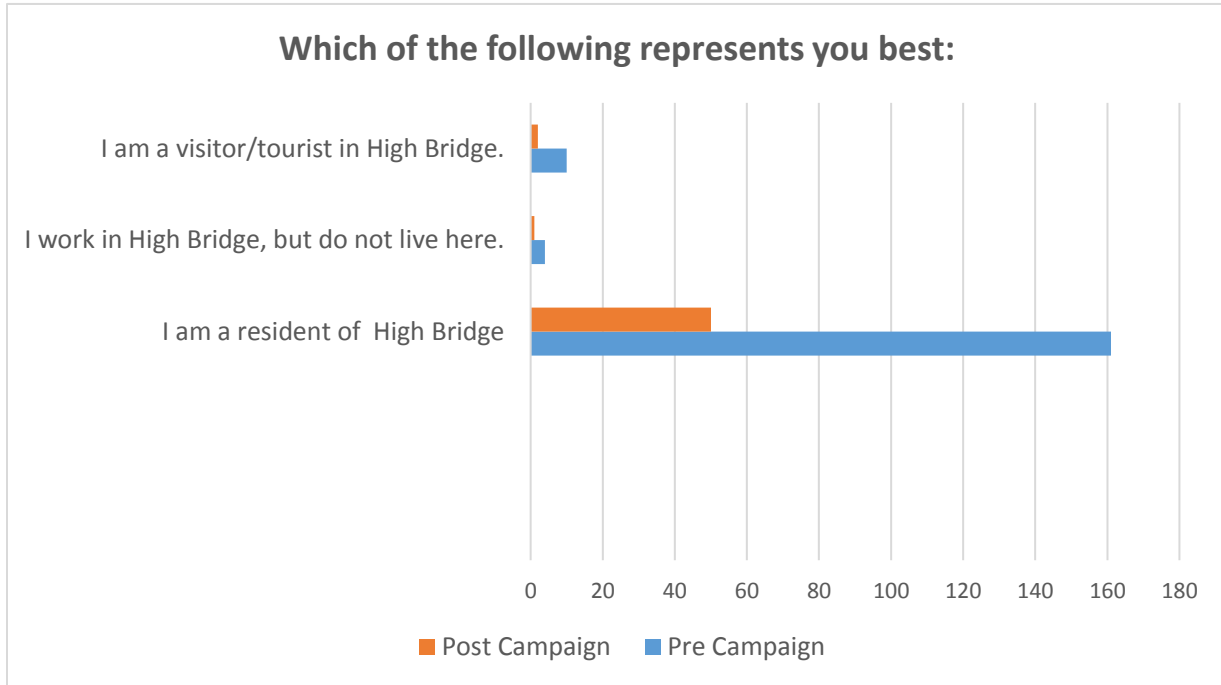
Vehicular speed did not appear to be a significant issue with regard to compliance. More than 90 percent of drivers in the pre and post campaign phases complied with the posted speed limit of 25 mph.

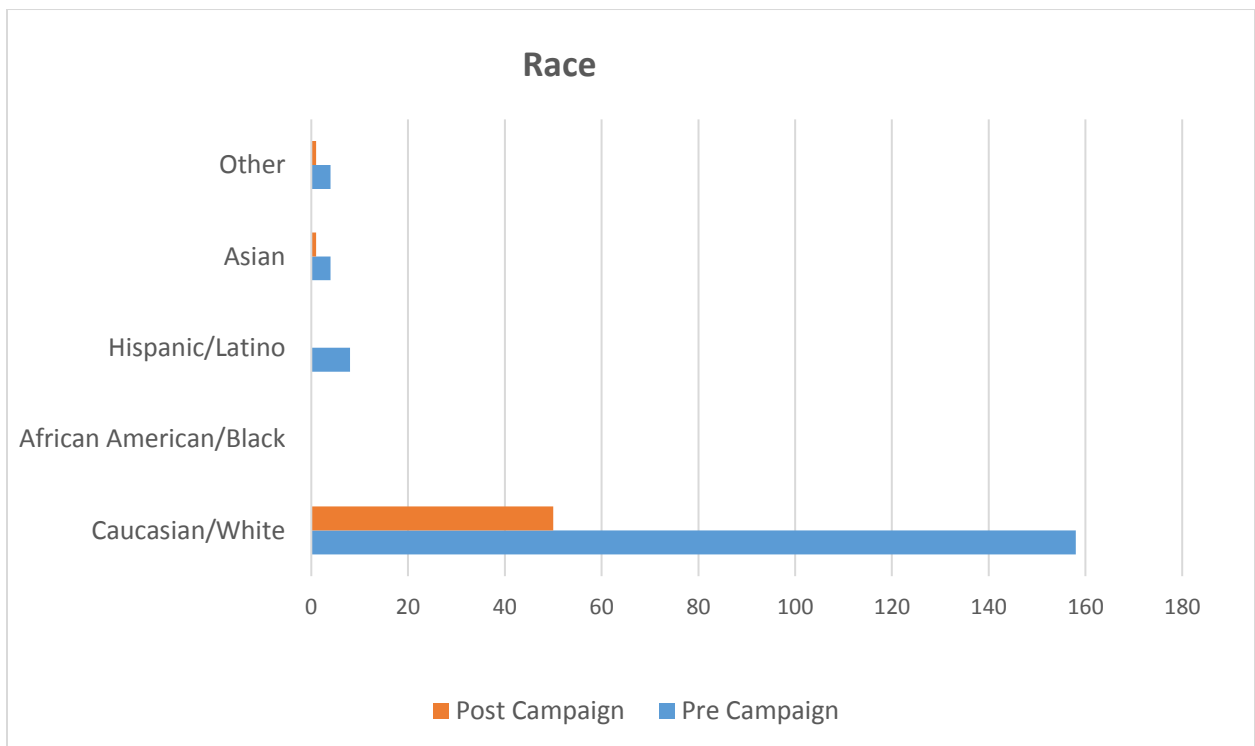
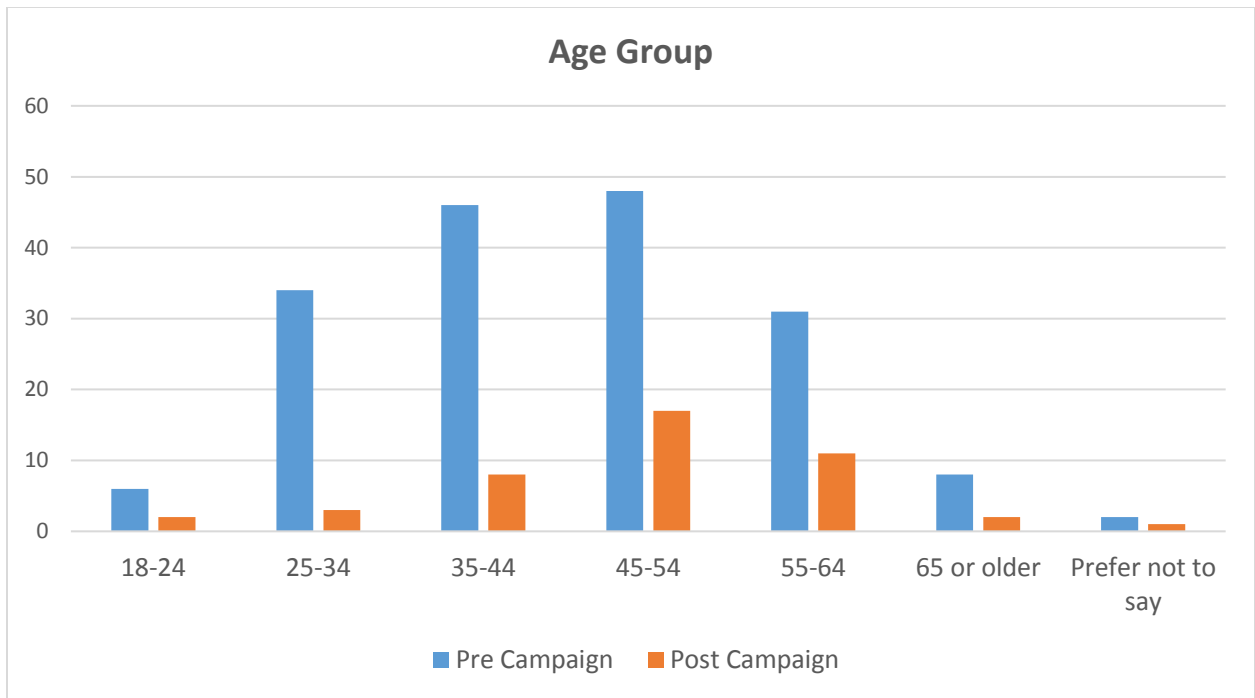


Date Range	Total Days in Range	Display Mode	Total # of Drivers	Compliant Driver Speed < 25 MPH	Low Risk Driver Speed > 25 MPH; Driver Speed < 30 MPH	Medium Risk Driver Speed > 30 MPH; Driver Speed < 35 MPH	High Risk Driver Speed > 35 MPH
Pre-Campaign							
10/1/17- 10/7/17	7	OFF	37,074	92%	8%	>1%	>1%
Awareness Phase							
10/15/17- 10/21/17	7	ON	33,431	96%	4%	>1%	>1%
10/22/17- 10/28/17	7	ON	36,252	94%	6%	>1%	>1%
Post-Campaign							
10/29/17 – 11/4/17	7	OFF	35,725	92%	8%	>1%	>1%
11/5/17- 11/11/17	7	OFF	34,662	94%	6%	>1%	>1%
Totals	35 Days	ON/OFF	177,155	93.6%	6.4%	>1%	>1%

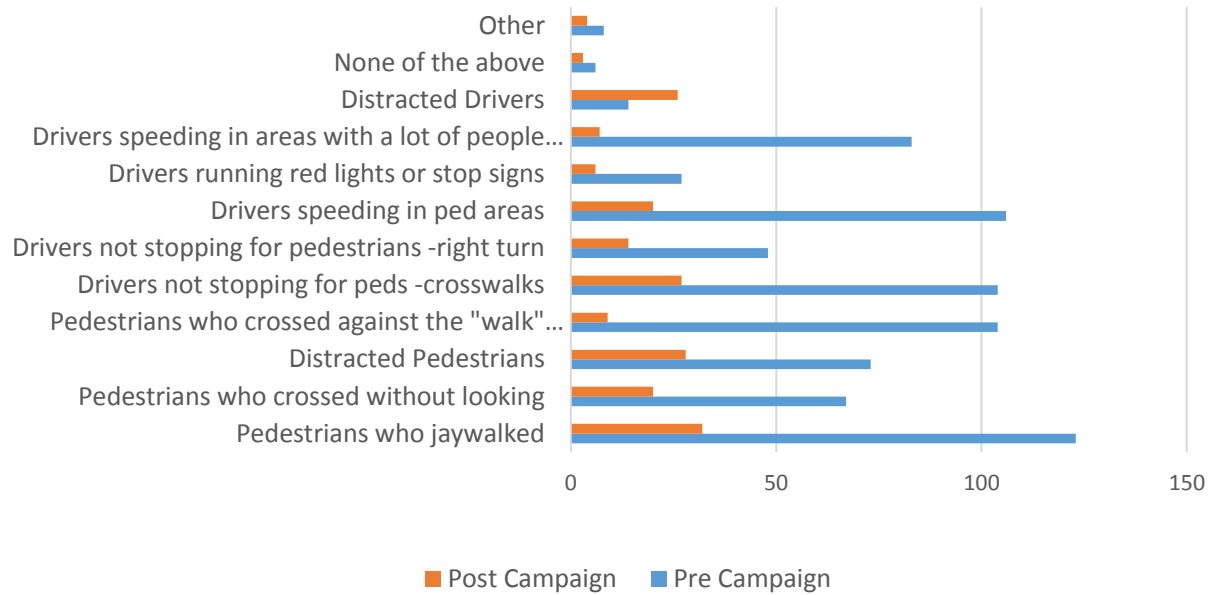
FINDINGS- Community Survey Results

One hundred seventy five (175) individuals responded to the pre-campaign survey. Fifty three (53) individuals responded to the post campaign survey. The Community Survey revealed an increased awareness of pedestrian laws, changes in self-reported behaviors, and the observed behaviors of others.

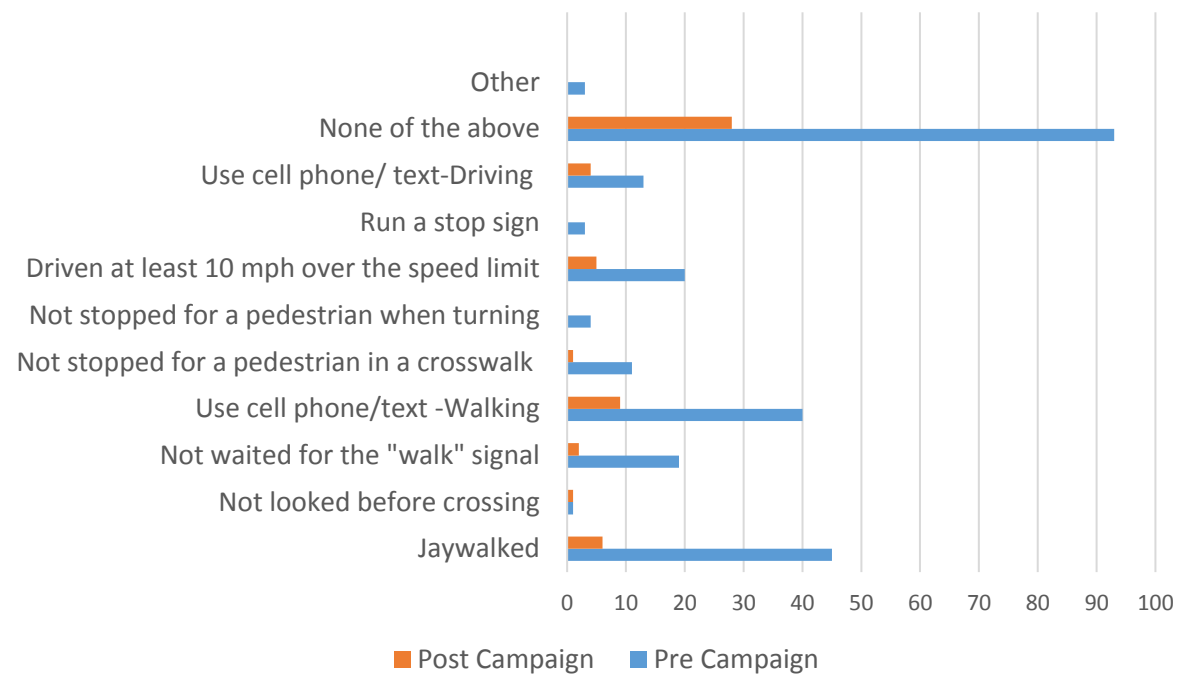




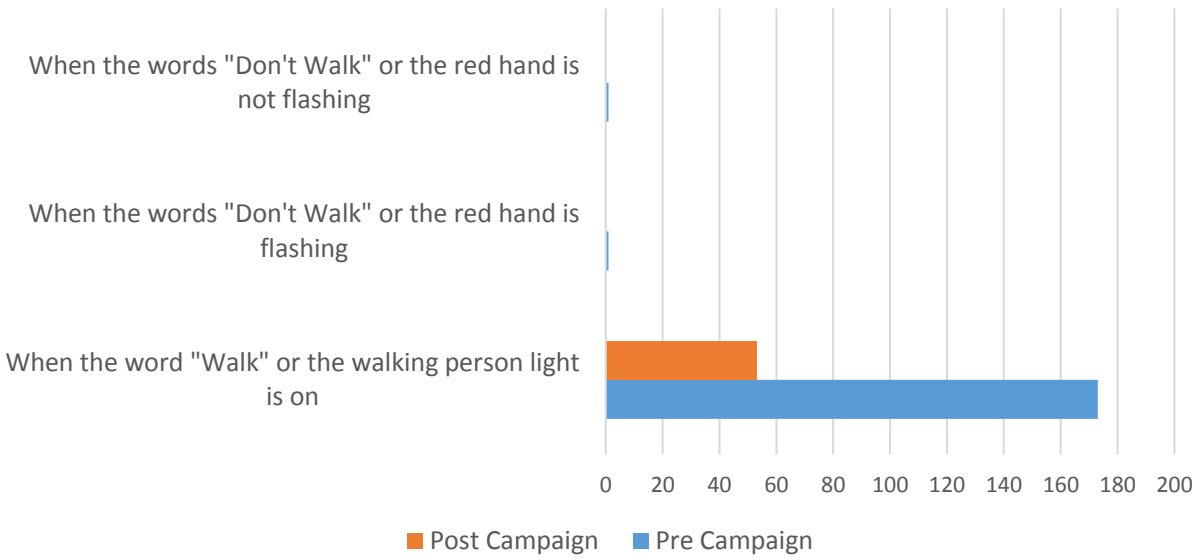
In the past week, in High Bridge, have you seen:



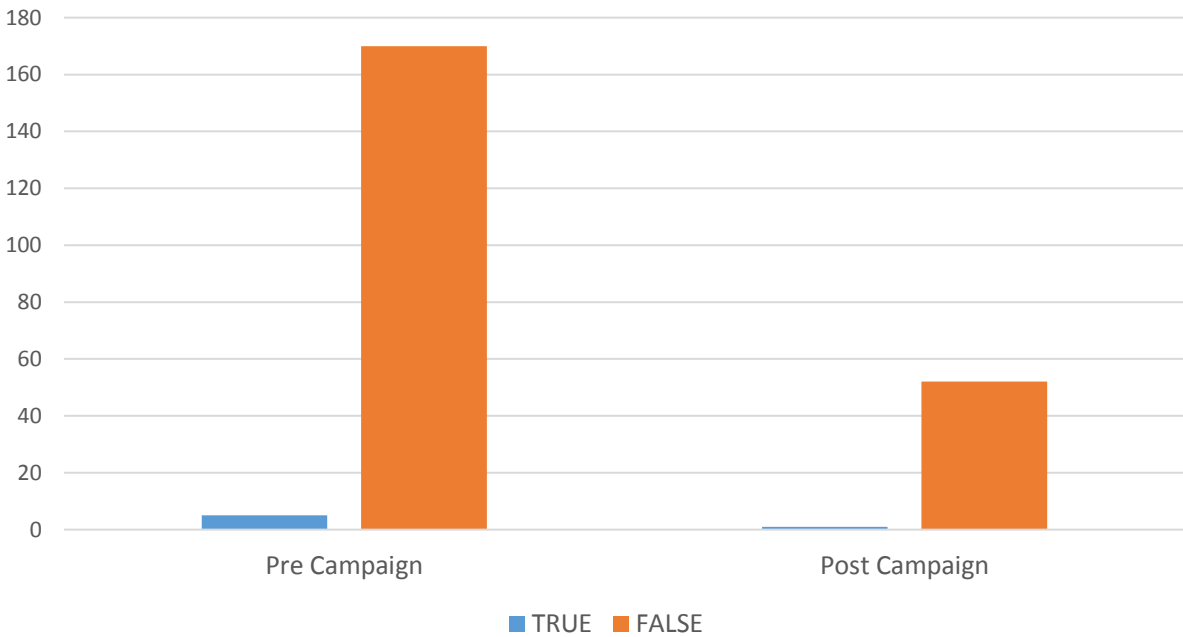
In the past week, in High Bridge, have you yourself:



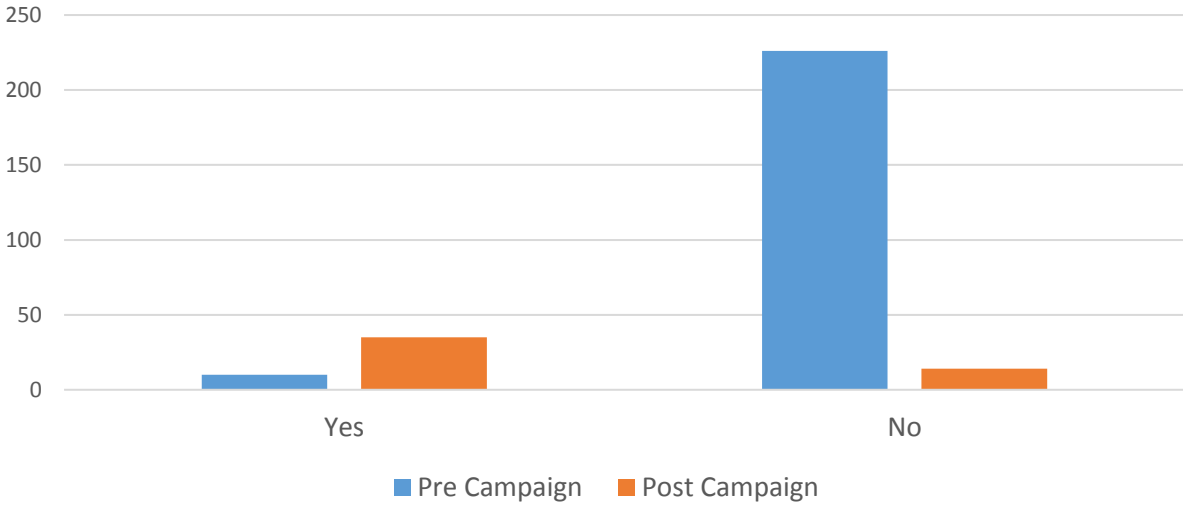
At signalized intersections, when SHOULD a pedestrian begin to cross the street?



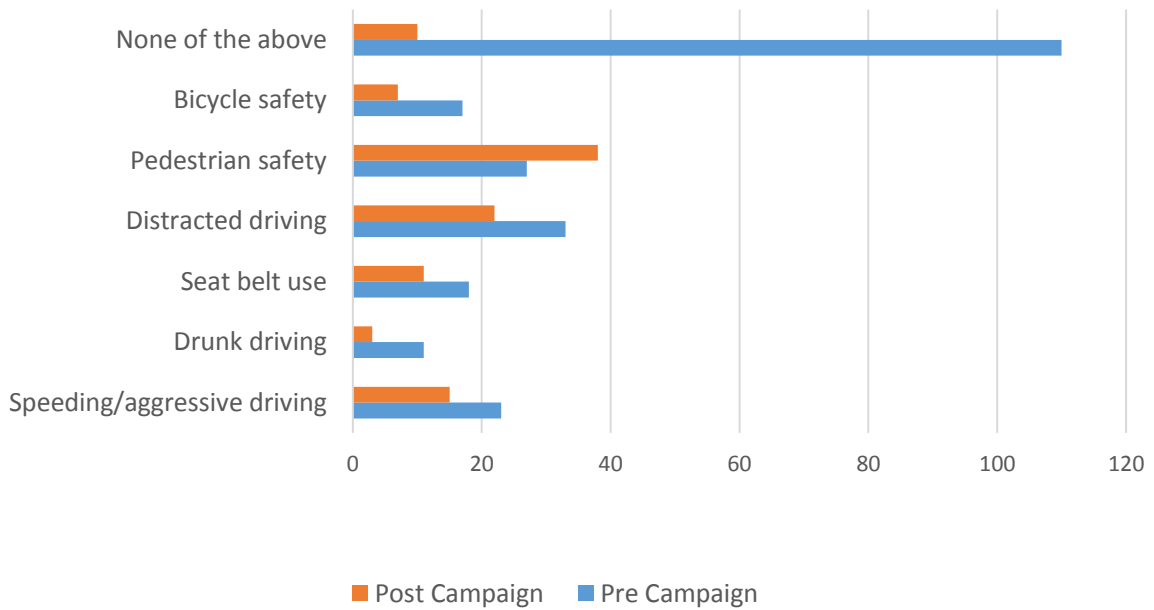
Drivers Always Have the Right of Way?



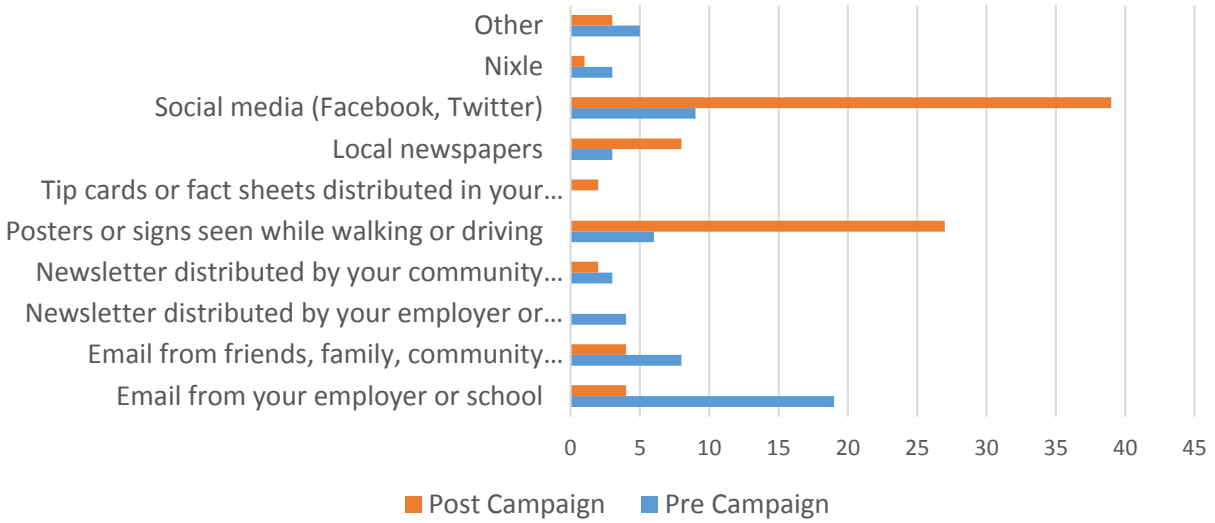
In the past 30 days, in High Bridge, have you seen or heard any advertising message or signage that mentions “Street Smart” and addresses pedestrian safety?



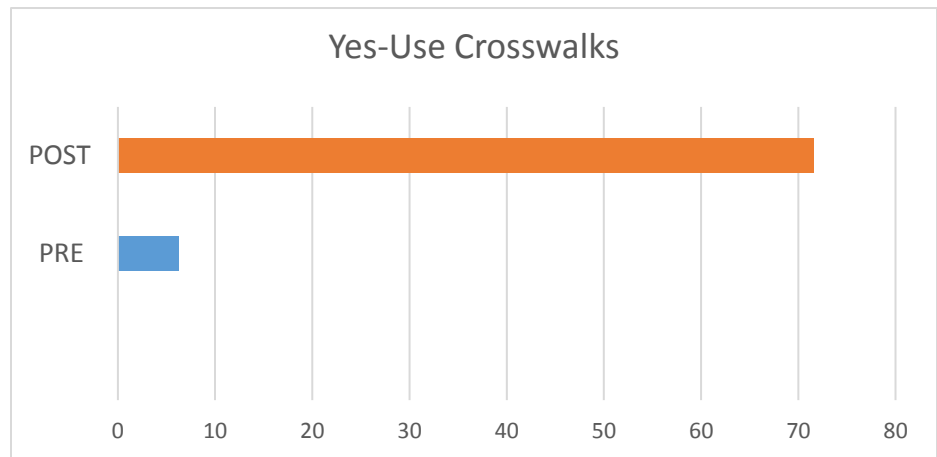
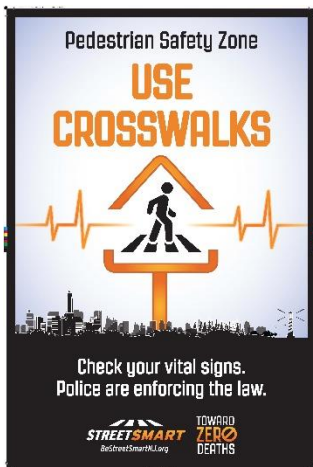
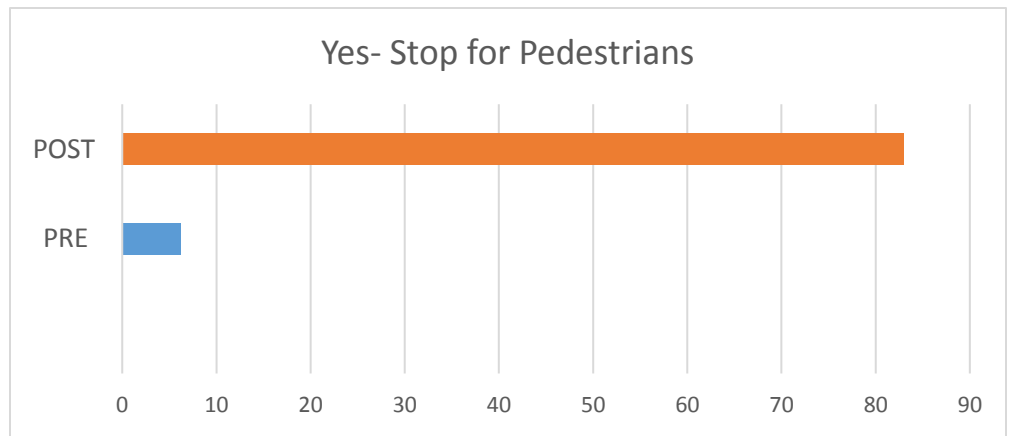
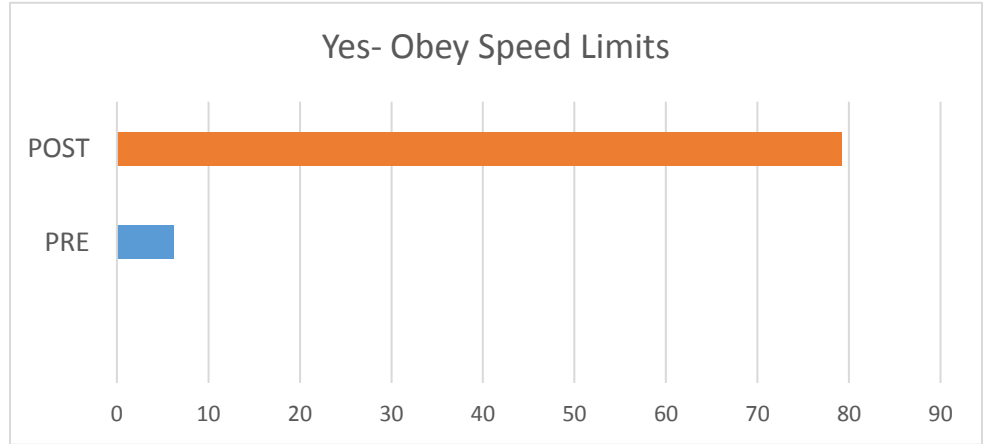
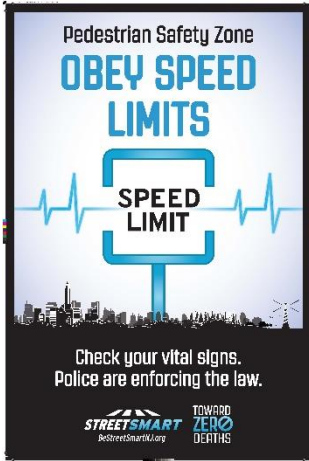
In the past 30 days, have you read, seen or heard any advertising messages addressing:

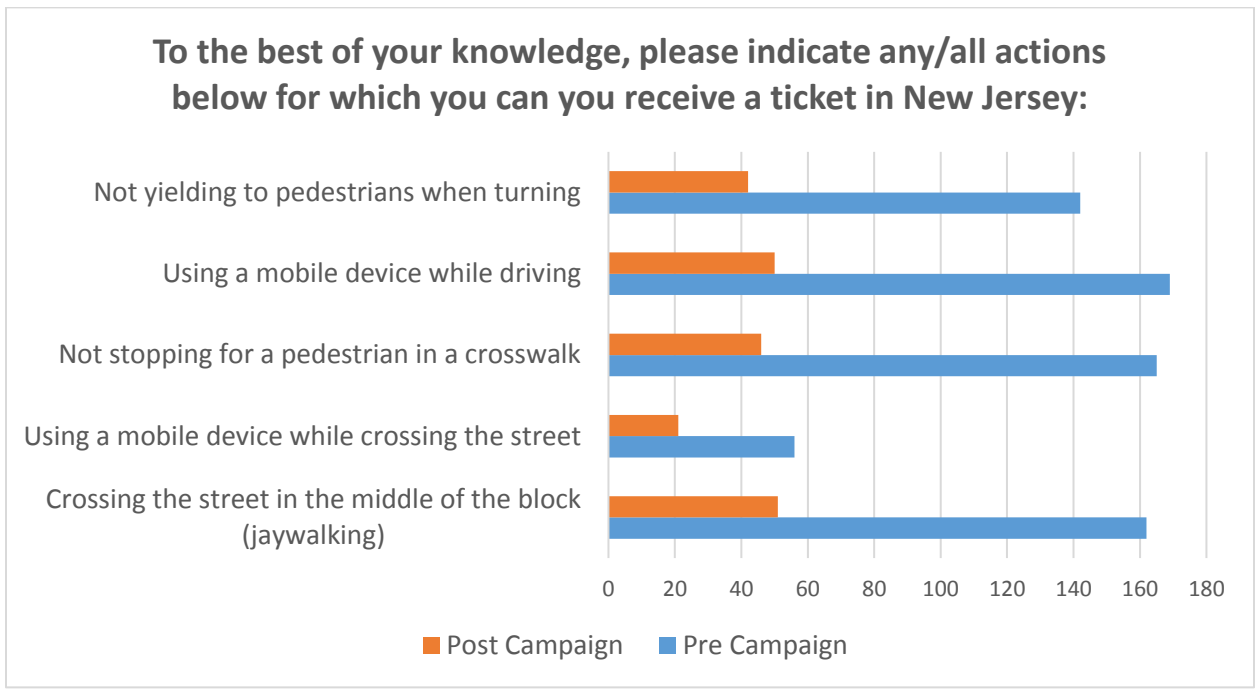
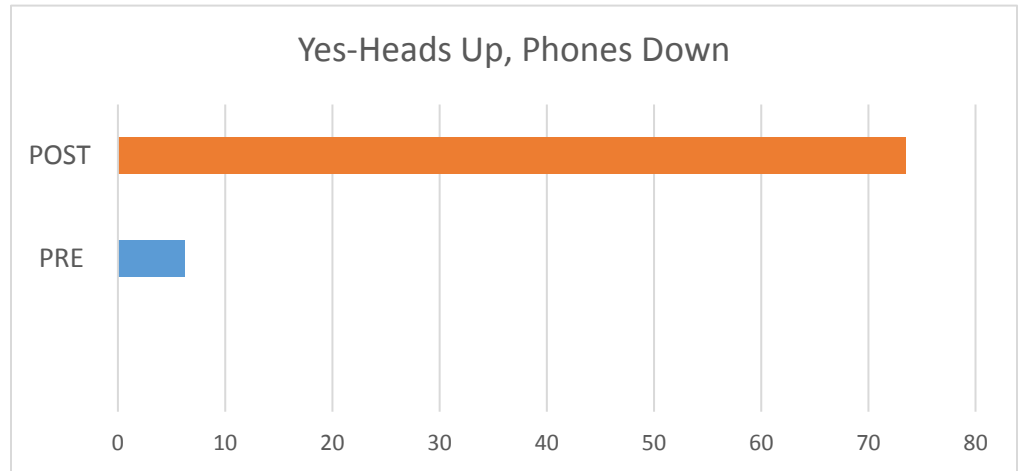


In the past 30 days, in High Bridge, have you received any information about pedestrian safety information via any of the following sources?

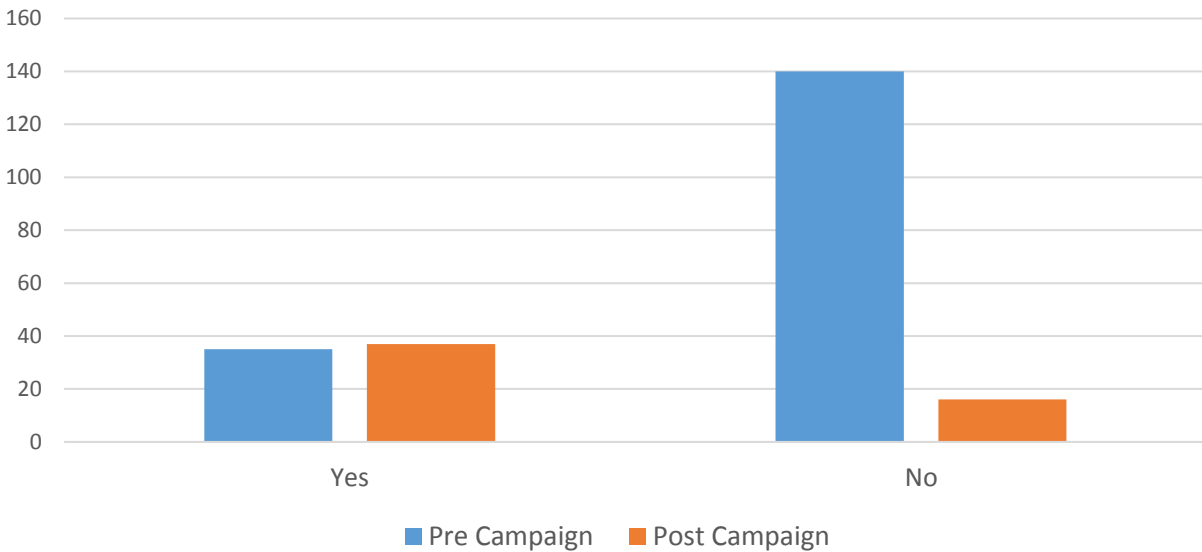


In the past 30 days, have you seen or heard any advertising messages like those below?

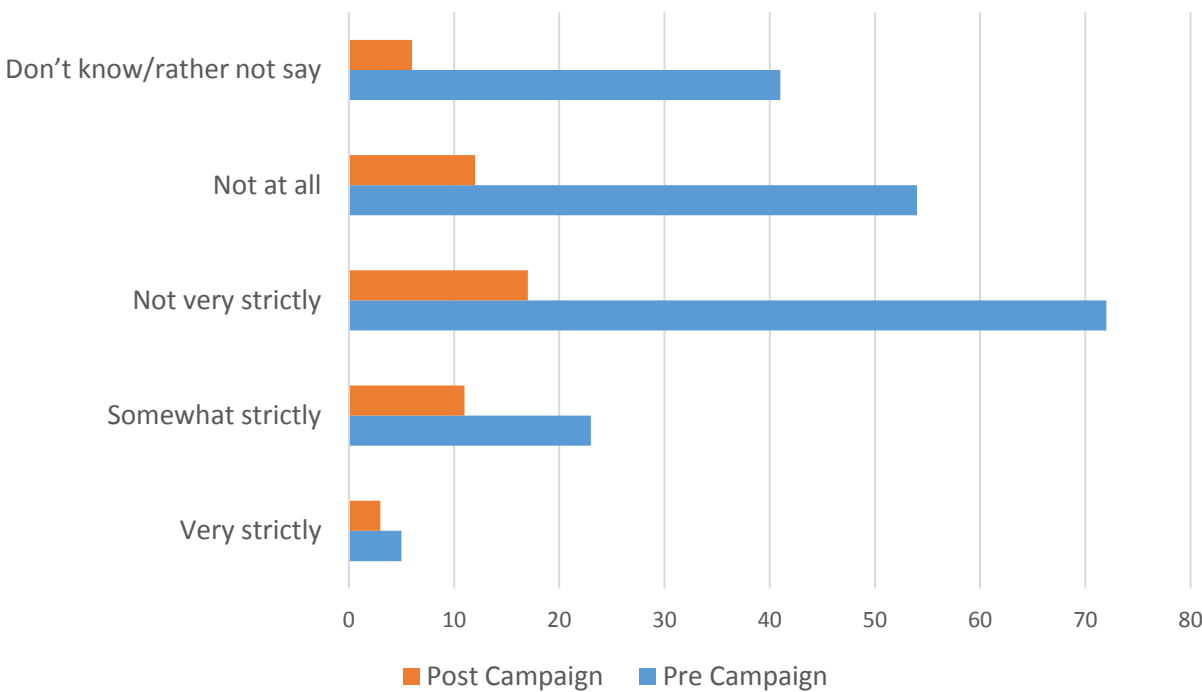




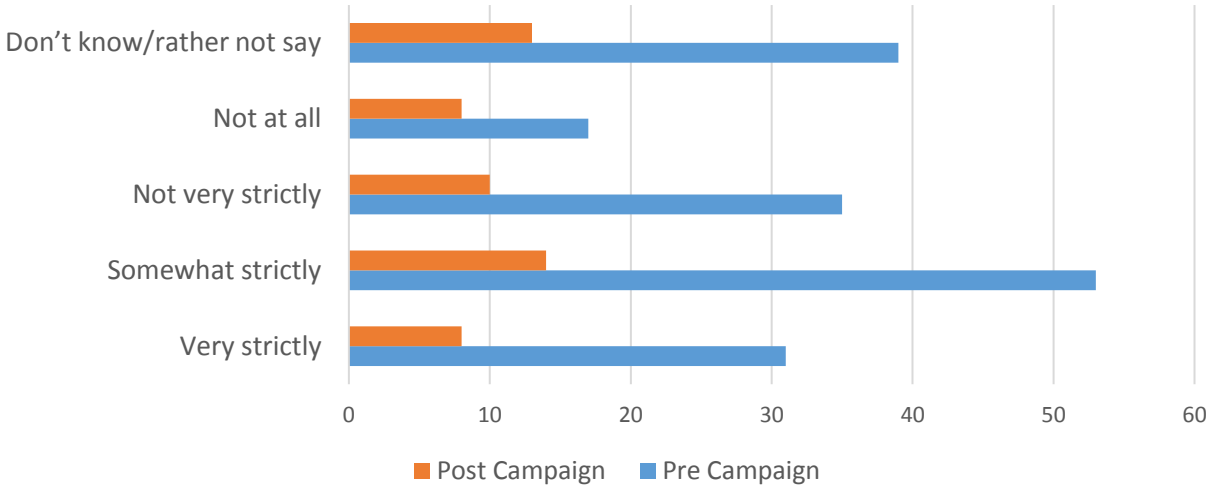
Have you recently read, seen or heard about local police efforts to enforce pedestrian safety laws?



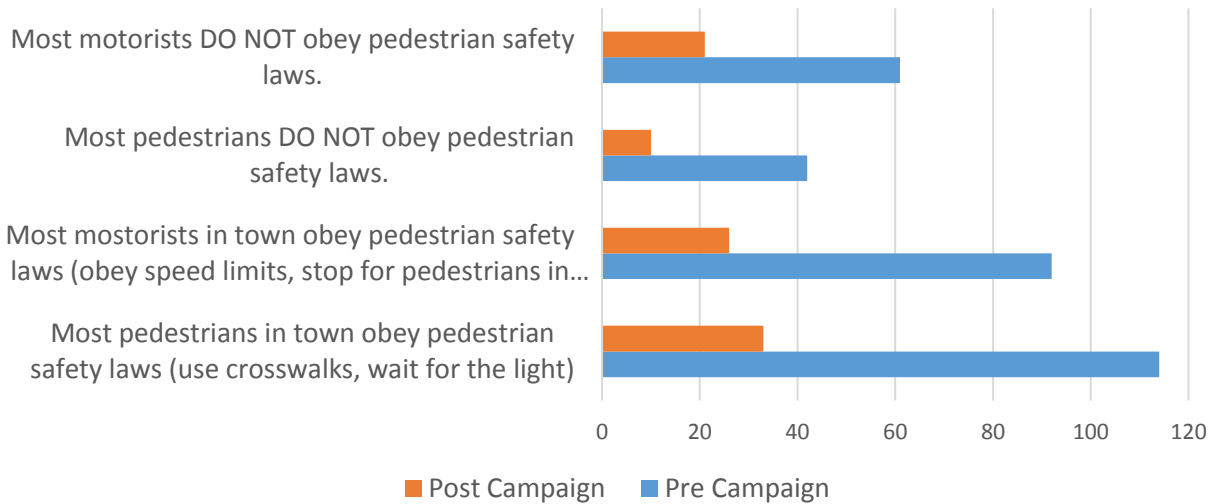
How strictly do you think that police in High Bridge enforce PEDESTRIAN safety laws, such as jaywalking?



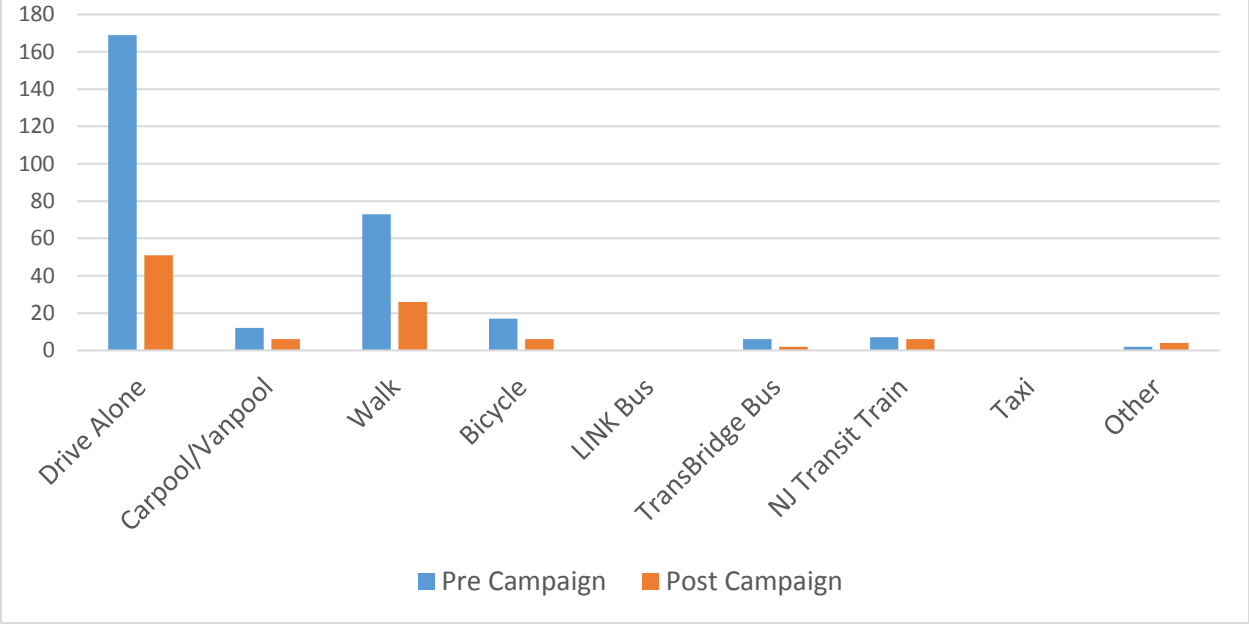
How strictly do you think that police in High Bridge enforce DRIVER related pedestrian safety laws, such as speeding or stopping for pedestrians in crosswalks?



Please indicate each of the following statements that you AGREE with:

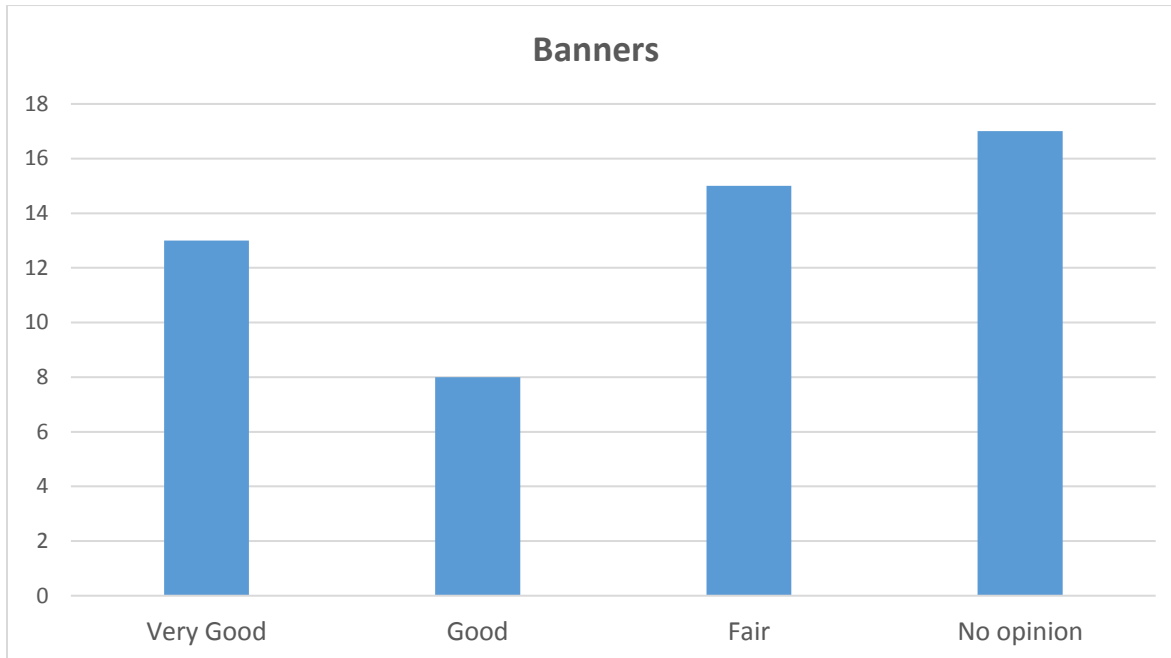
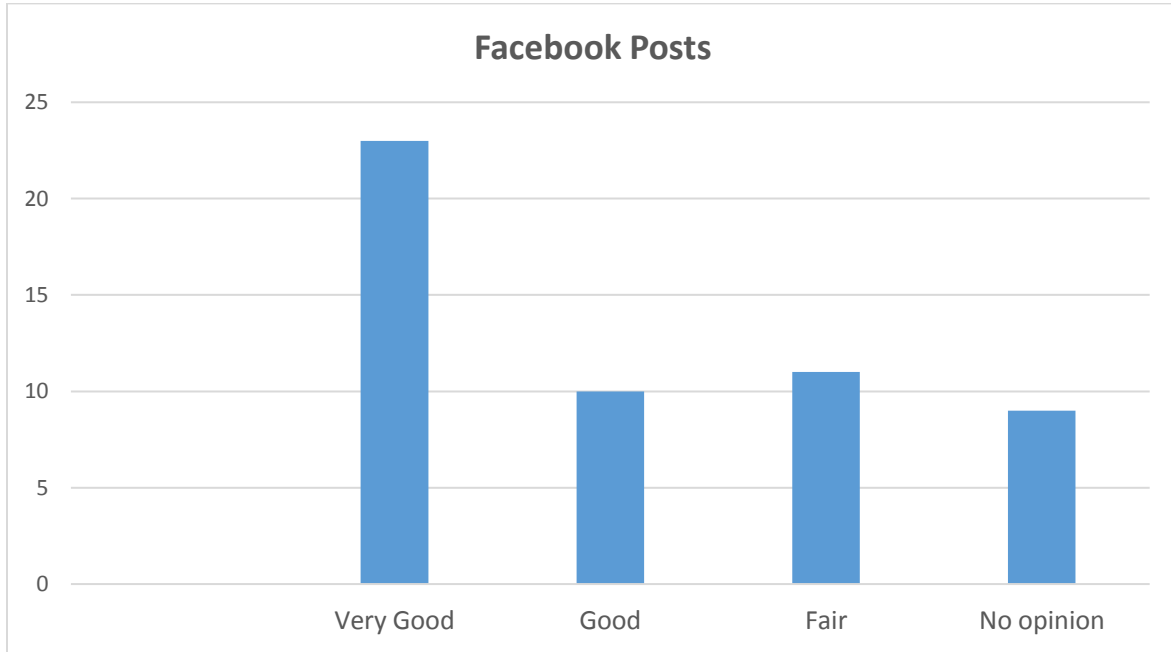


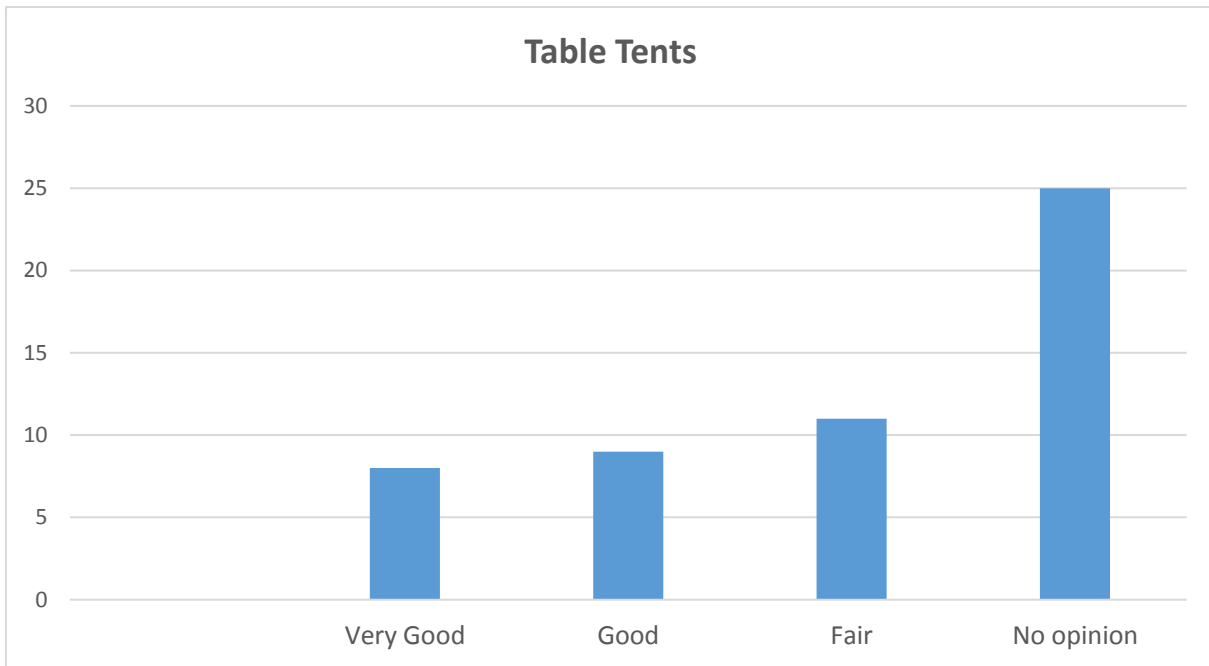
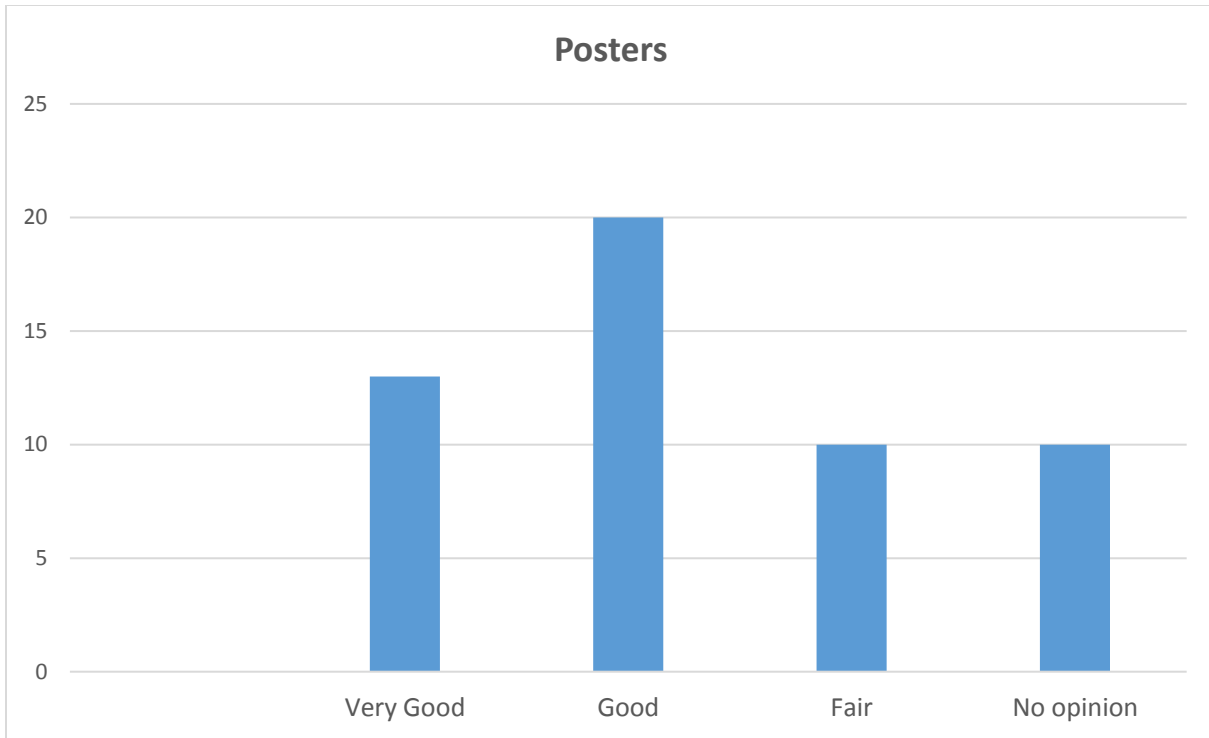
What mode of transportation do you use on a weekly basis? (check all that apply)

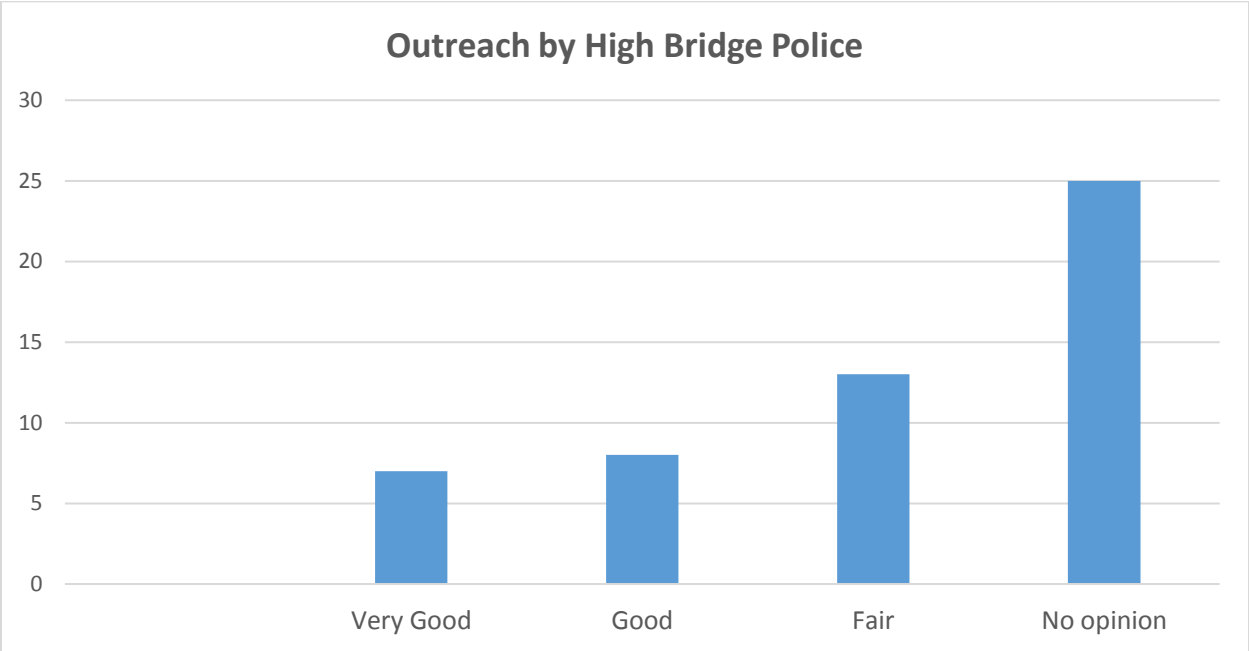


Post Campaign Feedback on Awareness Efforts

How would you rate the effectiveness of the following outreach methods?







SUMMARY RESULTS

The following provides a summary of the results of the campaign in relation to the stated goals of the effort:

GOAL: Change pedestrian and motorist behavior to reduce the incidence of pedestrian injuries and fatalities on New Jersey's roadways.

Intersection Observations revealed the following behavior change:

- 18 percent increase in the observed use of crosswalks
- 26 percent increase in the number of vehicles stopping for a pedestrian in a crosswalk

Community Impact Survey respondents reported observing decreases in all proxies:

- 4 percent decrease in observed jaywalking
- 5 percent decrease in observed pedestrians crossing without looking
- 3 percent decrease in the number of drivers who were distracted
- 3 percent decrease in the number of observed distracted pedestrians
- 3 percent decrease in self-reported jaywalking

GOAL: Educate motorists and pedestrians about their roles and responsibilities for safely sharing the road.

- 72 percent of post campaign survey respondents indicated that they had heard about pedestrian safety messaging.
- 83 percent of post campaign survey respondents reported having seen Street Smart messaging in town
- 40 percent of survey respondents rated Banner messaging as "very good" or "good"
- 62 percent of survey respondents rated Poster messaging as "very good" or "good"
- 62 percent of survey respondents rated the Facebook posts as "very good" or "good"

GOAL: Increase enforcement of pedestrian safety laws and roadway users' awareness of that effort.

- 30 percent increase in the number of survey respondents that were aware of pedestrian safety enforcement efforts underway.
- 10 percent increase in the number of survey respondents who believe that the High Bridge Police Department “very strictly” enforce “pedestrian related” pedestrian safety laws.
- 3 percent decrease in the number of survey respondents who believe the statement that “Most pedestrians DO NOT obey pedestrian safety laws”.
- 28 percent of survey respondents rated Outreach by Police as “very good” or “good”

RECOMMENDATIONS

Pedestrian safety should continue to be a focus in High Bridge. This is particularly important given the number of residents, including students, and tourists that frequently walk in High Bridge.

High Bridge has been proactive in its efforts to address pedestrian safety. As noted, a significant streetscape project is planned for Main Street. The project will include upgrading of all crosswalks to the “continental” design, improved signage, and ADA compliant pedestrian facilities. The Police Department enforces pedestrian laws and these efforts should be continued.

The High Bridge School District has been actively involved with the Hunterdon County Safe Routes to School Program, encouraging students to walk to school and educating students on safe walking behaviors.

Respondents in both the pre- and post- campaign surveys identified “distracted driving”/cell phone use as the most serious pedestrian safety issue in High Bridge. Ongoing education and awareness will be important to ensure increased pedestrian safety in the future.

CONCLUSIONS

The High Bridge Street Smart Campaign was a successful collaborative effort between HART TMA, the High Bridge Police Department, and the Borough of High Bridge. Analysis of the pre- and post- campaign intersection observations shows a reduction in the prevalence of non-compliant behavior by both drivers and pedestrians.

The campaign also resulted in an increased awareness of the Street Smart NJ message and emphasis on pedestrian safety throughout the community. HART's education and outreach programs will continue to be available to the Borough of High Bridge.



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