

RARITAN BOROUGH  
STREET SMART  
PEDESTRIAN SAFETY CAMPAIGN

**March 2019**

## **ACKNOWLEDGEMENTS**

RideWise would like to thank the following partners for a successful Street Smart pedestrian safety campaign in Raritan Borough:

Mayor Charles McMullen

Daniel Jaxel, Administrator

Raymond Nolte, Chief of Police

Detective Christopher Wren

Raritan Borough Police Department

The Regional Center Partnership

The Raritan Borough business community

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## EXECUTIVE SUMMARY

RideWise Inc. partnered with the Raritan Borough Police Department and the Borough of Raritan to conduct a Street Smart New Jersey pedestrian safety campaign in July 2018. The campaign was conducted with the support and assistance of local businesses. Raritan Borough Police provided ongoing community policing and pedestrian and driver enforcement. The campaign included 119 hours of pedestrian safety law enforcement by the Raritan Police, who issued 193 warnings and 50 summonses during the campaign.

The campaign lasted eight weeks with education and enforcement activities occurring through the month of July. Before and after the campaign, RideWise staff conducted observations at two intersections along Somerset Street.



Prior to the start of the education and enforcement phase of the campaign, on July 7, there was a fatal crash in Raritan when an intoxicated driver hit a mother and two children walking on the sidewalk, resulting in the death of a 1-year old boy. The incident received press coverage from websites such as *ABC 7*, *My Central Jersey* and *TAP Into*, with *TAP Into* mentioning the incident while reporting on the Raritan Street Smart campaign. It is possible that the crash raised awareness of pedestrian safety messages among Raritan residents. Due to the tragic crash, the start of the campaign was postponed to a later date.

The intersection observations showed that most pedestrians used crosswalks. However, there were issues with pedestrians crossing mid-block or deviating/drifted from the crosswalks. This behavior generated the most warnings from police during the campaign enforcement. Staff observed an increase in distracted drivers (those texting or on the phone) between the pre- and post-campaign observations – though it should be noted that this is difficult to capture with complete accuracy. Distracted driving was the third highest violation cited among drivers during the campaign enforcement, which points to the need for more education and enforcement on the dangers of distracted driving.

In addition to the intersection observations, surveys were used to gather information from people who lived or worked in Raritan. Unsafe walking and driving behaviors observed in others were reported by almost all respondents in the pre- and post-campaign surveys. Respondents were less likely to report unsafe behaviors among themselves. Most pre- and post-campaign survey respondents reported that they never engage in any unsafe walking or driving behaviors. However, this is not consistent with the data collected through the intersection observations.

The post-campaign survey showed an increase in the number of respondents who believe Raritan police strictly enforce pedestrian safety laws. However, the majority of pre- and post-campaign survey respondents said safety laws are “not very strictly” enforced. Distracted driving, pedestrians not following safety laws and speeding were all considered serious problems in Raritan, according to survey participants.

The evaluations showed that the Street Smart campaign in Raritan resulted in an increase in awareness of the Street Smart messages, enforcement efforts, and an emphasis on pedestrian safety throughout the community. The intersection observations showed a reduction in the prevalence of some non-compliant behavior by drivers and pedestrians. It is recommended that ongoing pedestrian, driver and cyclist education and enforcement be regularly conducted along Somerset Street, in the community and in the schools to address pedestrian safety concerns in Raritan Borough.



## STREET SMART OVERVIEW

Street Smart New Jersey is a public education, awareness and behavioral change campaign developed by the North Jersey Transportation Planning Authority (NJTPA) and funded through the Federal Highway Administration. Street Smart promotes safe travel behavior through education and enforcement 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 fatal pedestrian crashes compared to other areas of the country. New Jersey has the second highest proportion of pedestrian fatalities in the United States. 825 pedestrians were killed and more than 22,000 injured on New Jersey's roadways from 2013 to 2017.<sup>1</sup> This translates to one death every 2.2 days and 12 injuries daily. The goals of the campaign are to educate drivers and pedestrians, and to provide targeted enforcement. The campaign focuses on the following five messages:

- Obey Speed Limits
- Stop for Pedestrians
- Wait for the Walk
- Use Crosswalks
- Heads Up, Phones Down

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 program has since expanded to more than 80 communities across the state.

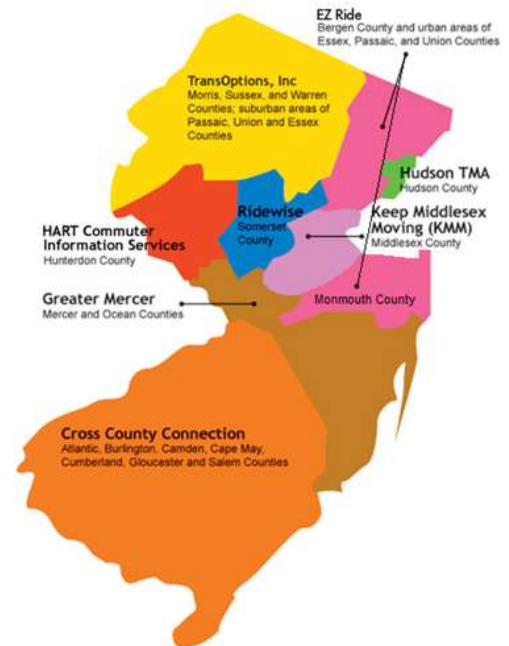


<sup>1</sup> New Jersey State Police Accident Statistics 2017.

## RIDEWISE & STREET SMART

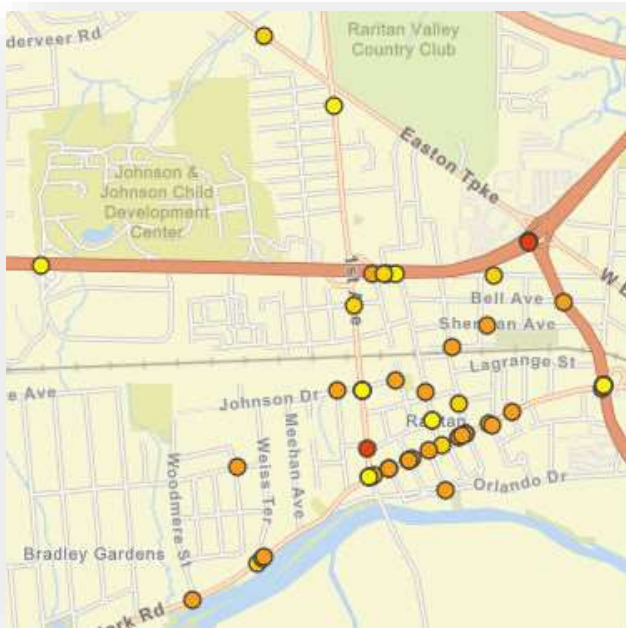
After the success of the first pilot Street Smart campaigns, the NJTPA’s goal was to continue to bring attention to the issue of pedestrian safety statewide. The NJTPA invited the regional Transportation Management Associations (TMAs) to conduct Street Smart NJ campaigns within their designated service areas to expand the program’s reach throughout the state.

RideWise is one of eight TMAs in New Jersey and the agency is the designated TMA for Somerset County. The agency’s mission is to connect people and businesses to safe and sustainable travel options. To date, the agency has conducted Street Smart campaigns for North Plainfield, Somerville Borough, Manville Borough and Raritan Borough. Each campaign achieved reductions in unsafe behaviors among motorists, drivers and



pedestrians.

Raritan was selected for a Street Smart campaign due to a high rate of pedestrian-vehicle accidents. Data from Numetric, the crash analysis tool from Rutgers University’s Center for Advanced Infrastructure and Transportation (CAIT), showed 74 incidents involving vehicles and pedestrians/cyclists from 2006 to 2016. Of these incidents, four resulted in incapacitating injuries. The majority of these incidents – 25 – occurred along Somerset Street. In response to these findings, RideWise began discussions with Raritan Borough officials in November 2017 to plan a spring campaign.



*Numetric map showing the location of motor vehicle and pedestrian/bicyclist crashes in Raritan.*

## RARITAN BOROUGH

The estimated population of Raritan Borough is 7,539 with a total land area of 2 square miles. The municipality is the sixth most densely populous in the county with a density of 3,784.2 people per square mile.<sup>2</sup> Somerset Street (split as East Somerset Street and West Somerset Street) is a heavily traveled roadway, being part of County Route 626, used for accessing the adjacent businesses, and serving as an alternative east-west route to Route 202.



There are numerous small businesses along the road, the Raritan Public Library, a gas station, banks, places of worship, and residences, which generate traffic. The roadway is two lanes; the speed limit is 25 mph with parking in many locations and sidewalks throughout. Only the intersections at East Somerset Street and Route 206, East Somerset Street and Thompson Street, and West Somerset Street and 1<sup>st</sup> Avenue/Lyman Street are signalized. There are 10 intersections without signals.

Raritan Borough is served by NJ

TRANSIT rail via the Raritan Valley Line and by Somerset County's CAT2R and CAT3R buses. CAT2R makes stops at the Somerville Circle and at Route 28 and First Avenue. CAT3R makes stops at Somerset Street and First Avenue, Route 28 and First Avenue, and at Somerset Street and Route 206. Raritan Borough is committed to pedestrian safety. Raritan formally adopted a Complete Streets policy in 2013.

<sup>2</sup> "Raritan Borough, Somerset County, NJ," Census Reporter.



Several Raritan schools also participate in RideWise’s Safe Routes to School programming with students from John F. Kennedy School and St. Ann School regularly taking part in a bike train to and from school.



The bike train arrives at JFK School for National Bike to School Day in May 2018.



## RARITAN STREET SMART CAMPAIGN

The campaign in Raritan was modeled closely after the pilot programs implemented by the NJTPA and the previous campaigns coordinated by RideWise in North Plainfield, Somerville and Manville. RideWise began discussions with borough representatives in November 2017. After the council approved the coordination of the campaign, two target intersections were identified by the police as priorities for pedestrian safety: Somerset Street and Loomis Street, and Somerset Street and Anderson Street.



### TARGET INTERSECTION #1

Somerset Street & Loomis Street

- 3-way intersection
- No traffic control devices
- No pedestrian head signals
- Two crosswalks, one on Loomis St. and one across Somerset St.
- 2 lanes



### TARGET INTERSECTION #2

Somerset Street & Anderson Street

- 3-way intersection
- No traffic control devices
- 2 lanes
- No pedestrian head signals
- Driveways leading out into intersection

The campaign consisted of four weeks of education and enforcement activities, concentrated during the month of July, and four weeks of pre- and post-campaign components, including an online survey and intersection observations. While not statistically significant, these quantitative measures

provide an indication of the short-term impact of the Street Smart campaign. Forty-one local businesses played an integral part in the campaign by distributing Street Smart safety tip cards and brochures to residents and visitors and displaying signage in store fronts (see Education and Outreach, page 12).

The Raritan Borough Police department received funding for enforcement and outreach through a grant from the Somerset County Regional Center Partnership. The Regional Center granted a total of \$10,750 to fund patrol hours, the creation of promotional materials such as pamphlets and signs, and to buy gift cards that were provided to pedestrians who followed pedestrian safety laws (see pages 11 and 13).



## ENFORCEMENT

Raritan Borough Police supported the campaign by increasing their enforcement throughout July. A total of 119 man hours were dedicated to the enforcement element of the campaign. The enforcement effort was done along Somerset Street with a focus on the Loomis Street and Anderson Street intersections. A variety of enforcement methods were utilized, including walking, stationary, and roving patrols. Alongside enforcement of pedestrian and driver safety laws, Raritan police handed out incentive gift cards provided by local merchants to those who followed the laws. Raritan Police issued the most warnings and summons to pedestrians who failed to use crosswalks with 107 warnings and eight summonses. Drivers who failed to stop for pedestrians in crosswalks was the second highest violation with 55 warnings and 22 summonses issued. Distracted driving was the third highest violation with 18 warnings and 11 summonses issued.

Street Smart Message	Category	July 10 to July 24		July 25 to August 7	
		Warnings	Summons	Warning	Summons
Obey Speed Limit	Speeding	4	1	4	4
Heads Up Phones Down	Distracted Driving	16	0	2	11
Stop for Pedestrians in Crosswalks	Stop for Ped in Marked Crosswalk	38	0	17	22
Use Crosswalks	Failure to use Crosswalk/Jaywalk	93	4	14	8
Wait for the Walk	Crossing against the signal	4	0	1	0

## EDUCATION & OUTREACH

Throughout the campaign, RideWise and Raritan Borough utilized a number of activities to spread the Street Smart messages. Signs were displayed at all Somerset Street intersections to reinforce the public safety message. News releases were placed in local print and online media sources. The business community was very receptive to the Street Smart campaign, offering to hang posters in their

windows, hand out coffee sleeves and coasters to their customers, and display tent cards on counters and tables. Safety tip cards, posters, coffee sleeves, and coasters were displayed/distributed at the following businesses:

Gaetano's Beauty Salon	J & J Haircutting
Uncle Vinnie's Clam Bar	Four Sisters Gourmet Pizza
Uncle Vinnie's Market	Island Beauty Salon
E&M Deli and Grocery	Scott's Florist
Bagelicious	Raritan's Own Laundry
Bibingkafé	Lou's Firearms
Raritan Music Center	Raritan Dental Care, Inc.
Yess Nails	Mabuhay Kamil Salon
La Tienda Latina	Raritan Bakery
Raritan Apothecary	Nik's Raritan Pub
Phil-Am Raritan	Raritan Music Store
Arcaro Award Gallery	Mangia Buono
Patio Barbershop	"As You Like It" Ice Cream Shop
O'Donnell Insurance Agency	Nail Art
Safe Haven Computers	Highpoint Chimney Services
Trinity Church Goods, LLC	Italian Bakery & Espresso
Accounting Alternatives	Isabel Beauty Salon
Vosi Salon	D & B Pools
Core Juice Bar and Eatery	Quick Chek
Francesco's	Liquor Saver
Palace Shoe Repair	

In addition to spreading Street Smart messaging, several businesses partnered with the Raritan Police on the gift card incentive. About 55 gift cards were handed out by police officers to pedestrians who utilized crosswalks, encouraging behavior that was compliant with pedestrian safety laws. The

following businesses provided gift cards:

E&M Deli, Scott's Florist, Raritan Music Store, Core Juice Bar, Italian Bakery, James Sorace Haircuts and Francesco's. RideWise and Raritan Borough also posted photos, graphics, and blurbs on its website, Facebook page, and Twitter feed to raise awareness of the campaign.



**RideWise TMA**  
July 9 · 🌐

**RARITAN BOROUGH JOINS STATE SAFETY CAMPAIGN TO REDUCE PEDESTRIAN-MOTOR VEHICLE CRASHES**

Raritan Borough, NJ – Mayor Charles McMullin announced today that Raritan Borough will kick off a Street Smart NJ pedestrian safety education campaign aimed at reducing pedestrian-motor vehicle crashes along Somerset Street during the month of July.

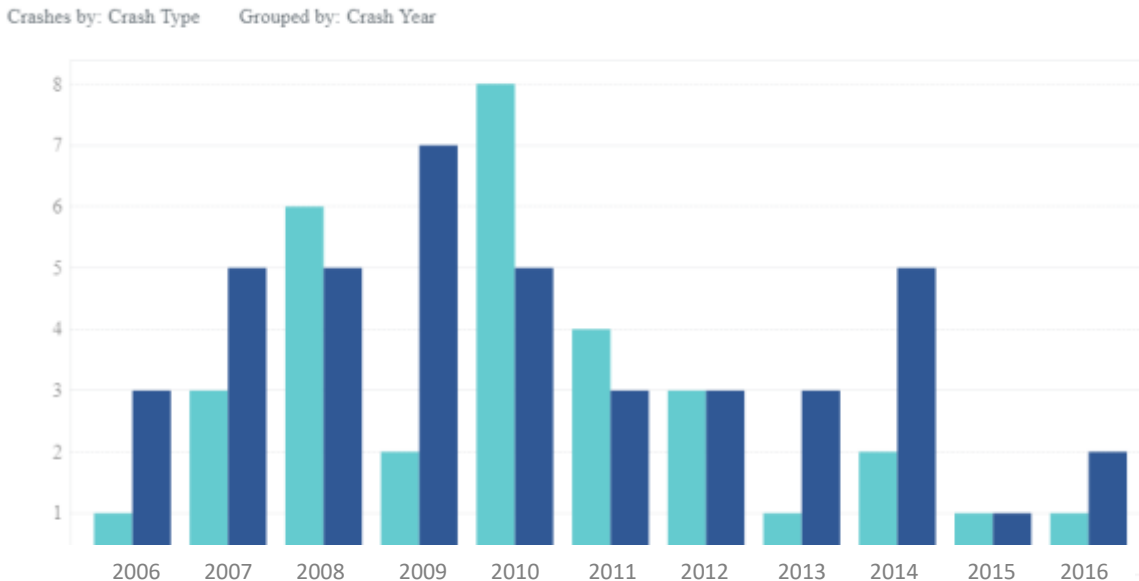
The Street Smart NJ campaign is a collaborative effort between public, private and non-profit organizations. Local police will be enforcing...  
[Continue Reading](#)



## INTERSECTION OBSERVATIONS

Prior to the intersection observations, RideWise reviewed data obtained from the Numetric crash analysis tool from Rutgers University’s Center for Advanced Infrastructure and Transportation (CAIT). Between 2006 and 2016, there were 42 incidents involving vehicles and pedestrians and 32 incidents involving vehicles and cyclists. Four of these incidents resulted in incapacitating injuries while 64 resulted in moderate injuries. Twelve incidents were attributed to distracted driving. The majority of the crashes occurred during the months of July and October along Somerset Street.

**Pedestrian**  
**Cyclist**



The intersection observations were performed before and after the Street Smart campaign to determine if the campaign had any impact on walking and driving behavior. The pre-campaign observations took place on May 2 and May 3 between 11 a.m. and 2 p.m., and the post-campaign observations occurred on August 15 and August 22 between 11 a.m. and 2 p.m. Video cameras were set up to capture the observation period in case of a need for review. In total, 143 pedestrians, 42 drivers, and 16 cyclists were observed during the pre-campaign. During the post-campaign, 267 pedestrians, 160 drivers, and 47 cyclists were observed. The weather during the post-campaign observations was

significantly warmer, leading to a larger sample size of pedestrians observed. The following charts show the behaviors of pedestrians, drivers, and cyclists at the two intersections.

Prior to the start of the education and enforcement element of the campaign, there was a fatal crash involving the death of a 1-year old boy when an intoxicated driver hit three pedestrians on the sidewalk (see page 3). The crash was covered by numerous media outlets, which may have raised awareness of pedestrian safety messages among Raritan residents, leading to improved behavior in the post-campaign observations.

### Intersection # 1 – Pedestrian Activity on Somerset Street & Loomis Street\*

Behavior:	Pre-Campaign (84 pedestrians)		Post-Campaign (107 pedestrians)	
	#	%	#	%
Pedestrians used crosswalk	41	49%	57	53%
Pedestrians were texting or on phone	0	0%	2	2%
Pedestrians deviated from crosswalk	7	8%	8	7%
Pedestrians were crossing mid-block	36	43%	40	37%

During the pre-campaign, 84 pedestrians were observed at the intersection of Somerset Street and Loomis Street. There were 107 pedestrians during the post-campaign. Pre and post campaign data shows most pedestrians used crosswalks. However, a large number of pedestrians crossed mid-block, and some deviated from the crosswalk. The number of pedestrians who crossed mid-block decreased from 43 percent to 37 percent between the two observations.

### Intersection #2 – Pedestrian Activity on Somerset Street & Anderson Street\*

Behavior:	Pre-Campaign (69 pedestrians)		Post-Campaign (160 pedestrians)	
	#	%	#	%
Pedestrians used crosswalk	28	40%	83	51%
Pedestrians were texting or on phone	0	0%	3	2%
Pedestrians deviated from crosswalk	4	6%	17	10%
Pedestrians were crossing mid-block	27	39%	57	36%

Pre-campaign data shows that the number of pedestrians using the crosswalk almost equaled the number of pedestrians crossing mid-block. During the post-campaign, the majority of pedestrians used



the crosswalk, increasing from 40 percent to 51 percent. The percentage of mid-block crossings saw a slight decrease from 39 percent to 36 percent. However, the percentage of pedestrians deviating from the crosswalk increased from 6 percent to 10 percent between the pre and post observations. More education and enforcement may be needed on the dangers of jaywalking/crossing mid-block since this behavior generated the most warnings from police during the campaign enforcement.

*\*Somerset Street and Loomis Street and Somerset Street and Anderson Street are unsignalized intersections, making the proxy “Crossing Against the Intersection” not applicable.*

**Intersection # 1 – Driver Activity on Somerset Street & Loomis Street**

Behavior:	Pre-Campaign (24 drivers)		Post-Campaign (88 drivers)	
	#	%	#	%
Turning driver stopped for pedestrian in crosswalk	0	0%	3	3%
Driver stopped and stayed stopped for pedestrian in crosswalk	13	54%	17	19%
Driver did not stop and stay stopped	0	0%	1	4%
Driver was texting or on phone	4	17%	59	67%
Turning driver did not stop for pedestrians in crosswalk	7	29%	8	9%

The majority of drivers — 54 percent — stopped and stayed stopped for pedestrians during the pre-campaign observation. However, this percentage declined to 19 percent in the post-campaign observation. The percentage of drivers observed texting/on the phone increased significantly from 17 percent in the pre-observation to 67 percent in the post observations – though as mentioned on page 3, it should be noted that this is difficult to capture with complete accuracy. The percentage of drivers that did not stop for pedestrians while turning dropped 20 percentage points to 9 percent.

### Intersection # 2 – Driver Activity on Somerset Street & Anderson Street

Behavior:	Pre-Campaign (21 drivers)		Post-Campaign (72 drivers)	
	#	%	#	%
Turning driver stopped for pedestrian in crosswalk	7	33%	11	15%
Driver stopped and stayed stopped for pedestrian in crosswalk	2	9%	12	16%
Driver did not stop and stay stopped	0	0%	2	3%
Driver was texting or on phone	2	9%	39	54%
Turning driver did not stop for pedestrians in crosswalk	7	33%	8	11%

The percentage of drivers stopping for pedestrians in the crosswalk improved from 9 percent in the pre-campaign observations to 16 percent in the post-campaign observations. However, the four other driver behaviors saw no improvement between the pre- and post-campaign observation. The percentage of drivers texting/on the phone saw the most substantial increase from 9 percent in the pre-campaign observation to 54 percent in the post-campaign observation. More education and enforcement on the dangers of distracted driving may be needed since this was the third highest violation among drivers during the campaign enforcement.

### Intersection #1 – Cyclist Activity on Somerset Street & Loomis Street

Behavior:	Pre-Campaign (6 cyclists)		Post-Campaign (26 cyclists)	
	#	%	#	%
Cyclist was riding correctly with traffic	5	83%	15	58%
Cyclist was texting or wearing ear buds	0	0%	0	0%
Cyclist was weaving in and out of traffic	0	0%	0	0%
Cyclist was not riding with traffic	1	17%	11	42%

At Somerset and Loomis Streets, there were six cyclists during the pre-campaign and 26 during the post-campaign. There were no cyclists observed texting, wearing ear buds, or weaving in and out of traffic in either observation. Cyclist activity at this location did not see any positive changes between the pre- and post-campaign observations. The percentage of cyclists riding correctly with traffic saw a decrease from 83 percent to 58 percent. The percentage of cyclists not riding with traffic increased from 17 percent to 42 percent when comparing the pre- and post-campaign observations.

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**Intersection # 2 – Cyclist Activity on Somerset Street & Anderson Street**

<b>Behavior:</b>	<b>Pre-Campaign (10 cyclists)</b>		<b>Post-Campaign (21 cyclists)</b>	
	<b>#</b>	<b>%</b>	<b>#</b>	<b>%</b>
Cyclist was riding correctly with traffic	4	40%	12	57%
Cyclist was texting or wearing ear buds	0	0%	1	5%
Cyclist was weaving in and out of traffic	0	0%	0	0%
Cyclist was not riding with traffic	6	60%	8	38%

Cyclist activity at Somerset Street and Anderson Street saw some improvement between the pre and post observations. There were no cyclists observed weaving in and out of traffic in either observation. The percentage of cyclists who were riding correctly with traffic increased from 40 percent to 57 percent, and the percentage of cyclists not riding with traffic decreased from 60 percent to 38 percent.

## CAMPAIGN SURVEY

An online survey was circulated during the two weeks prior to the campaign starting and again in the two weeks following the campaign. The survey used the same questions from NJTPA's pilot Street Smart campaigns. The survey was distributed through the Raritan Borough website, the police department website, and RideWise's Twitter and Facebook pages. Respondents were given the option of entering a raffle for a \$100 Amazon gift card. The survey asked respondents to report their walking and driving behaviors and what they observed from others on the road. The survey also included questions on the respondents' knowledge of New Jersey's pedestrian safety laws and awareness of the Street Smart campaign in Raritan. RideWise only surveyed respondents who either lived and/or worked in Raritan. The pre- and post-campaign surveys first asked respondents to report if they were older than 18 years of age and if they lived and/or worked in Raritan. If the respondent answered "No" for either question, they were unable to continue.

The pre-campaign survey generated 19 responses from individuals over the age of 18. Nearly 74 percent lived in Raritan while 10.5 percent lived and worked in Raritan. Most of the respondents were between 35 and 54 years of age. The post-campaign generated 54 responses from individuals over the age of 18. The majority, 74 percent lived in Raritan, and were between 24 and 35 years of age. The pre- and post-campaign survey responses were compared to determine the impact of the Street Smart campaign on behavior and attitudes.

Prior to the start of the education and enforcement element of the campaign, there was a fatal



crash when an intoxicated driver hit three pedestrians on the sidewalk and killed a 1-year old boy (see page 3). A *TAP Into* news article covering the conclusion of the Raritan Street Smart campaign referenced the incident as well as the Street Smart post-campaign survey, which may have caused the increase in both the number of responses and the awareness of Street Smart messaging and behavior in the post-campaign survey.

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

**IN THE PAST WEEK, WHICH OF THE FOLLOWING BEHAVIORS HAVE YOU SEEN IN RARITAN?**

<b>Behavior:</b>	<b>Pre-Campaign (19 responses)</b>		<b>Post-Campaign (54 responses)</b>	
	<b>#</b>	<b>%</b>	<b>#</b>	<b>%</b>
Drivers using a hand-held cell phone while driving	10	58%	40	74%
Drivers running red lights or stop signs	4	21%	21	39%
Drivers exceeding speed limit in areas of heavy pedestrian traffic	13	68%	35	65%
Drivers not giving pedestrians the right of way when making a left or right turn	10	53%	19	35%
Drivers not stopping for pedestrians in the crosswalk	17	89%	40	74%
People using a hand-held cell phone while walking or crossing the street	11	58%	38	70%
People crossing mid- block (jaywalking)	13	68%	40	74%
People crossing the street against the walk signal	7	37%	33	61%
None of the above	0	0%	3	6%

Unsafe walking and driving behaviors observed in others were reported by almost all respondents in the pre- and post-campaign surveys. Drivers not stopping for pedestrians, drivers exceeding the speed limit, and pedestrians jaywalking were the top three violations observed by pre-campaign survey respondents. The top three violations observed by post-campaign survey respondents were: drivers using a hand held phone, drivers not stopping for pedestrians, and pedestrians jaywalking. Survey respondents reported that three of the five driver behaviors showed improvement following the campaign. The percentage of drivers exceeding the speed limit, not giving pedestrians the right of way, and not stopping for pedestrians in crosswalks all decreased, according to the survey responses. However, participants did not report any improvements in pedestrian behaviors or drivers using hand-held devices and running red lights or stop signs. The increase in these behaviors could either mean the non-compliant behavior increased or that issue awareness increased during the post-campaign. As will be seen on pages 22-24, awareness of the campaign messages increased among post-campaign survey respondents. As these respondents were more aware of the Street Smart messages, they may have been more aware of non-compliant behavior and more likely to report it.

**AT SIGNALIZED INTERSECTIONS, WHERE SHOULD YOU BEGIN TO CROSS THE STREET?**

	Pre-Campaign (19 responses)		Post-Campaign (54 responses)	
	#	%	#	%
When the word "Walk" or the walking person light is on	19	100%	53	98%
When the words "Don't Walk" or the red hand is flashing	0	0%	1	2%
When the words "Don't Walk" or the red hand light is on and not flashing	0	0%	0	0%

Almost all respondents understood when to cross the street at a signalized intersection. Awareness of the law is not an overwhelming factor in compliance.

**IN THE PAST WEEK, HAVE YOU DONE ANY OF THE FOLLOWING IN RARITAN?**

Behavior:	Pre-Campaign (19 responses)		Post-Campaign (54 responses)	
	#	%	#	%
Used a hand-held cell phone while driving	1	5%	3	6%
Run a red light or stop sign	0	0%	0	0%
Driven at least 10 mph over the speed limit on a local street	1	5%	3	6%
Not given right of way to pedestrians when making a left or right turn	1	5%	0	0%
Not giving pedestrians in the crosswalk the right of way when driving	1	5%	2	4%
Crossed in the middle of the block (jaywalked)	3	16%	7	13%
Crossed the street against the "walk" signal	2	10%	2	4%
None of the above	15	79%	43	80%

Respondents were less likely to report unsafe behaviors among themselves. Seventy-nine percent of pre-campaign respondents and 80 percent of post-campaign respondents, reported that they never engage in any unsafe walking or driving behaviors. However, this is not consistent with the data collected through the intersection observations or the police enforcement records.

## CAN YOU RECEIVE A TICKET FOR THE FOLLOWING?

	Pre-Campaign (19 responses)		Post-Campaign (54 responses)	
	#	%	#	%
Crossing the street in the middle of the block (jaywalking)	14	74%	51	94%
Crossing the street against the pedestrian signal	9	47%	30	56%
Using a mobile device while crossing the street	6	32%	17	31%
Not stopping for pedestrians in a crosswalk	17	89%	50	93%
Using a hand-held mobile device while driving	18	95%	52	96%
Not stopping to pedestrians when turning	13	68%	42	78%

Most respondents already had a high understanding of New Jersey's pedestrian safety laws in the pre-campaign survey. Knowledge of pedestrian safety laws among respondents showed an improvement in four out of five behaviors in the post survey. Crossing the street in the middle of the block showed the greatest improvement between the pre- and post-campaign surveys.

## IN THE PAST 30 DAYS, HAVE YOU READ, SEEN OR HEARD ANY MESSAGES IN RARITAN ADDRESSING THE FOLLOWING?

Messages	Pre-Campaign (19 responses)		Post-Campaign (54 responses)	
	#	%	#	%
None of the above	12	63%	12	22%
Bicycle safety	1	5%	4	7%
Pedestrian safety	4	21%	32	59%
Distracted driving	0	0%	19	31%
Seat belt use	0	0%	4	7%
Drunk driving	1	5%	17	31%
Speeding/aggressive driving	2	11%	19	35%

The majority of pre-campaign respondents (63 percent) reported that they had not seen any messaging addressing safe driving, walking or cycling. This percentage dropped to 22 percent after the Street Smart campaign. Respondents were more aware of driving safety messages after the campaign, though it is unclear whether this is because of the campaign or the fatal crash that occurred in July (see page 3). The top two messages seen most frequently by post campaign respondents were pedestrian safety and speeding/aggressive driving.

**IN THE PAST 30 DAYS, HAVE YOU READ OR HEARD ANY OF THE FOLLOWING MESSAGES?**

	Pre-Campaign (19 responses)		Post-Campaign (54 responses)	
	#	%	#	%
<b>Signs</b>				
None of the above	13	68%	16	30%
Heads Up, Phones Down	1	5%	31	57%
Obey Speed Limits	0	0%	10	18%
Stop for Pedestrians	6	32%	21	39%
Wait for the Walk	0	0%	19	35%
Use Crosswalks	2	10%	21	39%

The majority of respondents (68 percent) had not seen or heard any of the Street Smart messages prior to the start of the campaign. After the campaign, this percentage decreased to 30 percent. The most popular message seen by post-campaign respondents was “Heads Up, Phones Down”. This was followed by “Stop for Pedestrians” and “Use Crosswalks”. Respondents’ awareness of all five messages increased between the pre- and post-campaign surveys.

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

	Pre-Campaign (19 responses)		Post-Campaign (54 responses)	
	#	%	#	%
On tent cards	0	0%	1	2%
News	0	0%	1	2%
Television	0	0%	0	0%
Streaming radio	0	0%	1	2%
Social media sites (Facebook, Twitter)	3	16%	12	22%
Radio	1	5%	2	4%
On posters/signs seen while driving/ walking	3	16%	38	70%
On posters/ signs at transit stations or on/in buses	1	5%	0	0%
Internet advertising	1	5%	0	0%
Don't remember	11	58%	13	24%

More than half of pre-campaign respondents (58 percent) could not recall where they had seen Street Smart messaging. Following the campaign, 70 percent of respondents said they saw messaging on signs/posters throughout Raritan. Social media also played an important role in raising awareness of pedestrian safety with 16 percent of respondents seeing messages on social media prior to the campaign and 22 percent reporting seeing messaging in the post-campaign survey.



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

	Pre-Campaign (19 responses)		Post-Campaign (54 responses)	
	#	%	#	%
No	8	42%	12	22%
Yes	11	58%	42	78%

The percentage of respondents aware of police enforcement increased from 58 percent in the pre-campaign to 78 percent in the post campaign.

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

	Pre-Campaign (19 responses)		Post-Campaign (54 responses)	
	#	%	#	%
Very strictly	0	0%	5	9%
Somewhat strictly	5	26%	13	24%
Not very strictly	7	37%	19	35%
Not at all	3	16%	4	7%
Don't know/Rather not say	4	21%	13	24%

Despite awareness of police enforcement, 37 percent of pre-campaign respondents and 35 percent of post-campaign respondents believe pedestrian safety laws are “not very strictly” enforced in Raritan. However, the post campaign survey showed that the percentage of respondents who believed the laws were “not at all enforced” dropped from 16 percent to 7 percent. The percentage of respondents who believed the laws were “very strictly” enforced increased from zero in the pre-campaign survey to 9 percent following the campaign.

The majority of pre- and post-campaign survey respondents strongly agreed that drivers, pedestrians and cyclists not obeying traffic laws was a serious problem in Raritan. However, a large number of respondents reported feeling neutral on these questions. This is in contrast to the answers given about unsafe driver and pedestrian observed behaviors on page 20.

**DISTRACTED DRIVING IS A PROBLEM IN RARITAN:**

	Pre-Campaign (19 responses)		Post-Campaign (54 responses)	
	#	%	#	%
Strongly agree	6	32%	20	37%
Agree	6	32%	9	17%
Neutral	5	26%	12	22%
Disagree	1	5%	5	9%
Strongly disagree	1	5%	8	15%

The surveys showed a very slight increase in the number of people who either strongly agreed or agreed that distracted driving was a problem in Raritan, from a combined 58 percent prior to the campaign, to 59 percent following the campaign.

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

	Pre-Campaign (19 responses)		Post-Campaign (54 responses)	
	#	%	#	%
Strongly agree	5	26%	20	37%
Agree	6	32%	12	22%
Neutral	5	26%	9	17%
Disagree	3	16%	8	15%
Strongly disagree	0	0%	5	9%

The number of people who “strongly agree” that pedestrians disobeying traffic rules is a serious problem in Raritan increased from 26 percent prior to the campaign to 37 percent following the campaign. However, the number of respondents who “agreed” dropped from 32 percent to 22 percent.

**DRIVERS NOT YIELDING TO PEDESTRIANS IN THE CROSSWALK IS A PROBLEM IN RARITAN:**

	Pre-Campaign (19 responses)		Post-Campaign (54 responses)	
	#	%	#	%
Strongly agree	4	21%	16	30%
Agree	5	26%	10	18%
Neutral	7	37%	13	24%
Disagree	2	10%	9	17%
Strongly disagree	1	5%	6	11%

The majority of pre-campaign respondents — 37 percent — were neutral when asked if drivers not stopping for pedestrians is a problem. This percentage dropped to 24 percent in the post-campaign survey. However, the number of respondents who “strongly agreed” it was a problem increased from 21 percent to 30 percent following the campaign. This suggests that drivers not stopping to pedestrians in the crosswalk became a more serious issue in the post-campaign, which reflects the observation data for Intersection # 1: Somerset Street and Loomis Street, where the number of drivers who stopped for pedestrians in the crosswalk decreased from 54 percent to 19 percent. The increase in respondents who “strongly agreed” could also mean that respondents were more aware of the issue due to increased issue awareness and enforcement during the course of the campaign. Raritan respondents could also have been more aware of pedestrian safety issues due to the fatal crash that occurred prior to the start of the campaign (see page 3).

**SPEEDING IS A PROBLEM IN RARITAN:**

	Pre-Campaign (19 responses)		Post-Campaign (54 responses)	
	#	%	#	%
Strongly agree	6	32%	18	33%
Agree	6	32%	11	20%
Neutral	5	26%	8	15%
Disagree	1	5%	10	18%
Strongly disagree	1	5%	7	13%

The number of people who either “strongly agree” or “agree” that speeding is a problem in Raritan decreased from a combined 64 percent prior to the campaign to 53 percent following the campaign. This opinion is not consistent with the smaller number of summonses (eight) and warnings (five) issued for speeding, when compared to the number issued for distracted driving and not stopping for pedestrians during the campaign enforcement.

**BICYCLISTS NOT FOLLOWING TRAFFIC LAWS IS A PROBLEM IN RARITAN:**

	Pre-Campaign (19 responses)		Post-Campaign (54 responses)	
	#	%	#	%
Strongly agree	3	16%	19	35%
Agree	5	26%	9	17%
Neutral	5	26%	11	20%
Disagree	4	21%	7	13%
Strongly disagree	2	10%	8	15%

The percentage of respondents who “strongly agreed” cyclists do not follow traffic laws increased from 16 percent to 35 percent between the pre- and post-campaign surveys, while the percentage of respondents who “agreed” decreased from 26 percent to 17 percent.

## RESULTS & RECOMMENDATIONS

- The intersection observations showed that most pedestrians at both intersections used crosswalks, but an almost equal number of pedestrians jaywalked. More education and enforcement may be needed on the dangers of jaywalking since this behavior generated the most warnings from police during the campaign enforcement.
- The percentage of distracted drivers (those texting or on the phone) increased significantly between the pre- and post-campaign observations. More education and enforcement on the dangers of distracted driving may be needed since this was the third highest violation among drivers during the campaign enforcement.
- Unsafe walking and driving behaviors observed in others were reported by almost all respondents in the pre- and post-campaign surveys. Respondents were less likely to report unsafe behaviors among themselves. Most pre-campaign and post-campaign respondents reported that they never engage in any unsafe walking or driving behaviors. However, this is not consistent with the data collected through the intersection observations. This presents opportunities for RideWise and Raritan Borough to partner on additional pedestrian safety education and enforcement activities in the community and in the schools, or on calming measures.
- The most popular Street Smart message seen by post-campaign respondents was “Heads Up, Phones Down.” This was followed by “Stop for Pedestrians” and “Use Crosswalks.” Respondents’ awareness of all five messages increased between the pre- and post-campaign surveys.
- The post-campaign survey showed an increase in the number of respondents who believe Raritan police strictly enforce pedestrian safety laws. However, the majority of pre- and post-campaign survey respondents also believe safety laws are “not very strictly” enforced. Conducting additional enforcement details, like those during the campaign, could help raise awareness of police enforcement activities and positively change the behaviors of people driving and walking.
- Distracted driving, pedestrians not following safety laws and speeding were all considered serious problems in Raritan according to survey participants. There may be a need for increased education and enforcement in these areas.

## **CONCLUSION**

Street Smart Raritan was a collaborative effort between RideWise, the Borough of Raritan, and the Raritan Police. The campaign resulted in a significant increase in awareness of the Street Smart messages, enforcement efforts, and an emphasis on pedestrian safety throughout the community. The intersection observations and surveys showed a reduction in the prevalence of some non-compliant behavior by drivers and pedestrians. It is recommended that Raritan conduct ongoing pedestrian, driver and cyclist education and enforcement along Somerset Street, in the community and in the schools to continue improving the behaviors of people driving and walking in the borough.