

STREETSMART

BLOOMFIELD, NJ



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Executive Summary

New Jersey has been designated a Pedestrian and Bicycle Safety Focus State by the federal government due to its large number of pedestrian fatalities. The Street Smart NJ Campaign raises public awareness and educates drivers and pedestrians on safe travel through a collaborative effort of public, private, and non-profit organizations. Street Smart was a pilot program implemented in five municipalities in 2013 - 2014 and has expanded to more than 50 New Jersey municipalities, including Bloomfield in 2017.

EZ Ride partnered with the City of Bloomfield after Health Department officials reached out seeking assistance to improve walkability and safety around the schools and in the city. EZ Ride developed a good relationship with the Bloomfield Public Schools through our work with the Health Department to promote Walk to School days and walking safety to improve student health. During the planning and implementation of the Street Smart campaign, EZ Ride and the North Jersey Transportation Planning Authority (NJTPA) also developed a positive and collaborative relationship with the Bloomfield Police Department. The Street Smart NJ campaign began with a selected intersection observation at Bloomfield Avenue and Grove Street on May 4, 2017. This intersection was selected because of its location near a shopping center, train station, school and due to crash and driver behavior analysis. Bloomfield volunteered to hold a Media Kickoff in spring 2017 for the Bloomfield Corridor Street Smart campaign among several participating cities in Essex County on May 9, 2017. The educational campaign consisted of posters and signs on display and approximately 200 Street Smart tip card materials were distributed by Bloomfield Police Department between May 11 and May 25. Officers gave warnings and distributed materials during the stops for would-be offenses. The enforcement campaign was held May 26 through June 9, during which the Bloomfield Police Department issued eight tickets for violations. A final post-campaign observation selected at the intersection was held on July 6, 2017 to assess any changes in pedestrian or driver behavior.

The evaluation revealed a decrease in some unsafe driver or pedestrian behaviors and showed an increase in other unsafe driver or pedestrian behavior. When comparing the observations, we found there were fewer instances of cars failing to stop for pedestrians in the crosswalk, distracted driving, and distracted walking. Jaywalking increased while riding on the sidewalk or crossing against the signal experienced no change. These results suggest that the people of Bloomfield became more aware of their responsibilities as pedestrians and/or drivers as a result of the campaign. The Street Smart campaign seemed to contribute to raising awareness about driver and pedestrian responsibilities and encouraging safer driver and pedestrian behavior.

1. Street Smart Overview

Street Smart NJ is a public education, awareness and behavioral change campaign developed and funded by the North Jersey Transportation Planning Authority (NJTPA) and with supplemental funding from the State Pedestrian Safety Education and Enforcement Fund administered by the New Jersey Division of Highway Traffic Safety (NJDHHS).

The campaign is a collaborative effort among public, private and non-profit organizations. The NJTPA, along with the Federal Highway Administration (FHWA), the New Jersey Department of Transportation (NJDOT), NJ Transit, NJDHHS, and the Transportation Management Associations (TMAs) work with numerous community partners to develop and implement the Street Smart NJ campaign.

Street Smart NJ was developed in response to New Jersey's designation by FHWA as a pedestrian focus state due to the high incidence of pedestrian injuries and fatalities. According to 2014 data from the National Highway Traffic Safety Administration, the State of New Jersey ranked 6th in the nation in pedestrian fatalities. From 2010 - 2014, 750 pedestrians were killed and 17,000 were injured on the state's roadways equaling one pedestrian death every 2.5 days and 11 pedestrian injuries every day.

The campaign has three main goals:

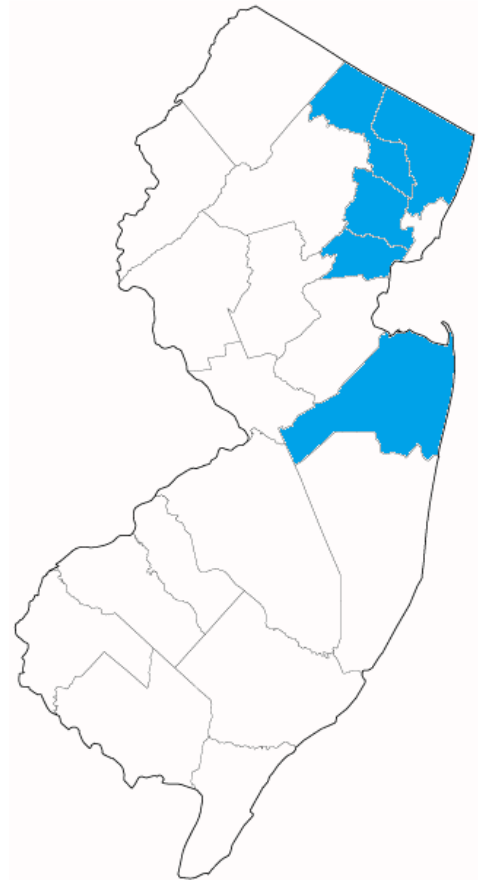
- Change pedestrian and motorist behaviors to reduce the incidence of pedestrian injuries and fatalities in New Jersey.
- Educate motorists and pedestrians both about their roles and responsibilities for safely sharing the road.
- Increase enforcement of pedestrian safety laws and roadway users' awareness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

The Street Smart NJ program was piloted in five communities in New Jersey in 2013 and 2014. The pilot programs were conducted in Newark, Jersey City, Woodbridge, Hackettstown, and Long Beach Island. These five communities were selected in order to incorporate the state's diverse landscape of urban, suburban, rural, and shore regions. The program was later expanded to additional municipalities in 2015 and 2016. EZ Ride has initiated Street Smart NJ campaigns in Asbury Park, Bloomfield, Cranford, and Highlands. Campaigns will be carried out in Hackensack, Teaneck and Paterson in fall 2017.

1.1 EZ Ride’s Street Smart Program

The NJTPA has partnered with the eight Transportation Management Associations (TMAs) to expand the number of Street Smart NJ campaigns across the state. A TMA is an organization that provides transportation solutions to reduce traffic congestion and air pollution. Each TMA was invited to assist with the program implementation by providing information, conducting intersection observations, and building relationships with municipalities to further partnerships and generate local support.

EZ Ride delivers transportation solution services to Essex, Union, Monmouth, Bergen, and Passaic counties. The City of Bloomfield was approached to conduct a spring Street Smart pedestrian safety awareness campaign in March 2017. Officials and community stakeholders decided to officially kickoff the full campaign on May 9, 2017.



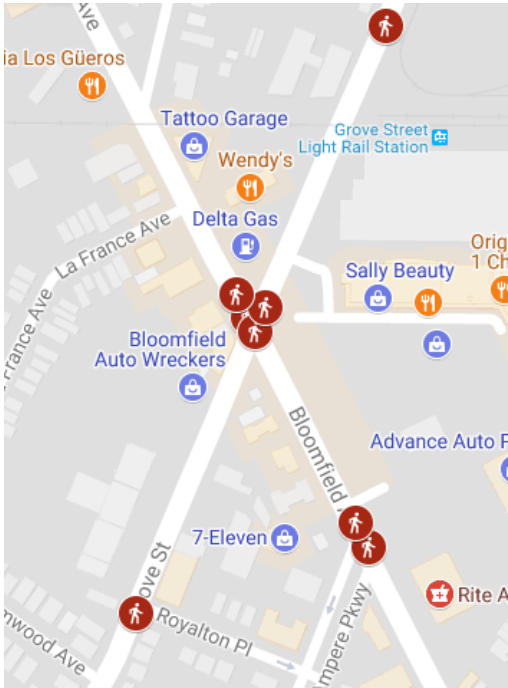
1.2 Bloomfield, Essex County, New Jersey

The City of Bloomfield is located in Essex County. As of the 2010 United States Census, Bloomfield’s population was 47,315. The city covers approximately 5.3 square miles of land. Bloomfield Avenue, which is the focus of a multi-jurisdictional corridor campaign, is a county road that goes through several municipalities in Essex County.

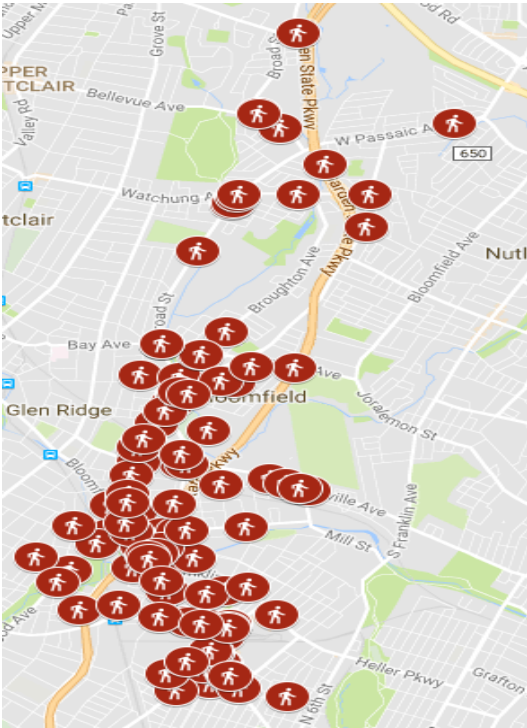
Using the crash analysis program Plan4Safety, EZ Ride analyzed several crash types in Bloomfield between 2010 and 2015. During this time frame, Bloomfield had 10,703 crashes. Of those crashes, 240 were pedestrian crashes where a pedestrian was struck by a motorist.

Map 1 and Map 2 on the following page display the pedestrian crashes that have occurred at the selected intersection of Bloomfield Avenue and Grove Street as well as in Bloomfield during the period of 2010 - 2015.

Map 1. Bloomfield Plan Pedestrian Crashes: Bloomfield Avenue and Grover Street 2010 – 2015, Plan4Safety Crash Analysis Program



Map 2. Bloomfield Pedestrian Crashes, 2010 – 2015, Plan4Safety Crash Analysis Program



1.3 Campaign Selected Intersection

The intersection selected by the City and the Police Department is Bloomfield Avenue and Grove Street. The intersection is located near the Grove Street train station, the urban economic development zone, Watsessing Elementary School, and a part of county road that runs through several cities in Essex County. These factors create a lot of vehicular and pedestrian traffic as people use the nearby trains to commute to and from school or work, visit the stores or restaurants during errands, and travel to and from their children's schools.

1.4 Pre-Campaign Intersection Observations

The pre-campaign intersection observations were conducted on Thursday, May 4, 2017 from 2:00 p.m. to 4:00 p.m. Team members from EZ Ride observed pedestrian, driver, and cyclist behavior at Bloomfield Avenue and Grove Street in Bloomfield. EZ Ride staff tracked cars not stopping for pedestrians in the crosswalk, distracted drivers, pedestrians crossing midblock or jaywalking, distracted pedestrians, and cyclists riding on the sidewalk and riding against traffic.



1.5 Education and Enforcement Campaigns

The education portion of the campaign ran from May 11th to May 25th, during which City staff and the Bloomfield Police Department distributed or displayed Street Smart materials. Police officers handed out Street Smart safety tip cards during stops as a way to inform and educate violators who would have been issued citations otherwise. Signs, banners, and posters were installed in several locations including the focus intersection, Bloomfield Avenue and Grove Street. EZ Ride also participated in a Walk to School day event and conducted Walking Safety

presentations for all 360 students at Brookdale Elementary School on May 26, 2017. Street Smart tip cards were given to every student to bring home and share with their families.

The Bloomfield Police Department conducted the enforcement campaign from May 26th to June 9th. Each participating town's enforcement campaign is approached differently as some prefer to issue warnings, citations, or reward positive/safe pedestrian and driver behaviors. The Bloomfield Police Department issued eight citations during their enforcement campaign for disregarding traffic signals, failure to stop for pedestrians, and speeding.

1.6 Post Campaign Intersection Observation

After the education and enforcement portions of the campaign were concluded, the team from EZ Ride returned to Bloomfield Avenue and Grove Street on July 6, 2017 to observe the effect the campaign had on pedestrian and driver behavior. Once again we observed drivers, pedestrian, and cyclist behaviors. We counted the numbers of cars who did not stop for pedestrians, number who jaywalked/crossed mid-block, number of distracted drivers and pedestrians, number of cyclists riding against traffic, and number of cyclists that rode on the sidewalk. During this observation, a car crash occurred northwest of EZ Ride team members on Bloomfield Avenue.



2. Evaluation

2.1 Pre-Campaign and Post-Campaign Intersection Observations

The EZ Ride team conducted the pre-campaign observations at Bloomfield Avenue and Grove Street in Bloomfield on Thursday, May 4, 2017 from 2:00 p.m. to 4:00 p.m. and post-campaign observations on July 6, 2017 between 2:00 pm to 4:00 pm. Bloomfield Avenue is a busy multi-lane county road that runs across several Essex County municipalities. Grove Street is a residential street that intersects with Bloomfield Avenue. The intersection has signals with pedestrian signal heads and it's located close to the train station and several stores and restaurants.



The team observed both driver and pedestrian behaviors and tallied how often each occurred. Table 1 displays the total numbers of behaviors observed during the pre-campaign and post-campaign intersection observations. The incidence of cars not stopping for pedestrians, distracted driving, and distracted walking decreased dramatically. However, jaywalking increased and riding on the sidewalk or crossing against the light showed no change in behavior. The campaign was successful in raising awareness and could be implemented annually to promote improved behavior.

Table 1. Pre-Campaign and Post-Campaign Results

Pre-Campaign		Post-Campaign	
Cars Not Stopping	93	Cars Not Stopping	58
Distracted Drivers	167	Distracted Drivers	101
Jaywalking	35	Jaywalking	62
Distracted Walkers	44	Distracted Walkers	14
Crossing Against Traffic Light	7	Crossing Against Traffic Light	7
Cyclists on Sidewalk	8	Cyclists on Sidewalk	8

3. Campaign Overview

3.1 Campaign Kick Off

The Bloomfield Avenue Corridor Street Smart campaign kicked off on May 9, 2017 with a press event. Bloomfield officials who participated in the kickoff included the Mayor and Police Chief, Essex County Executive Joseph DiVincenzo, Bloomfield Health Department, EZ Ride, NJTPA, a local physician/City Council woman and several other municipal partners from Glen Ridge, Cedar Grove and others located along the Bloomfield Avenue Corridor. Speakers discussed the importance of driver and pedestrian safety as well as the Street Smart Campaign being one of several efforts aimed at working toward zero traffic fatalities.



3.2 Education Campaign

For the educational component of the campaign, EZ Ride staff, police officers and volunteers distributed safety tip cards to pedestrians, motorists and cyclists. Local businesses displayed signs and street signs with the various safety messages were placed along the corridor. The goal of the education campaign was to raise awareness of safe driver and pedestrian behaviors and reduce the prevalence of unsafe or illegal behaviors. Street Smart materials encourage drivers to obey the speed limit, stop for pedestrians in crosswalks, avoid distractions by keeping their heads up and phones down, and to obey traffic signals. Street Smart tip cards and posters encourage pedestrians to use crosswalks, obey traffic lights/pedestrian signals, and avoid distractions while walking. During the campaign 200 Street Smart Tip Cards were handed out to drivers and pedestrians. Officers from the Bloomfield Police Department used tip cards during traffic stops to inform people of the violation they committed and to encourage them to practice safe behaviors whether walking or driving.

As Table 3 shows, approximately 200 people were given Street Smart educational materials that increased awareness of driver and pedestrian safe behavior. Many residents and commuters were also informed and educated through the five Street Smart street signs that were installed.

Street Smart Tip Cards	200
Heads Up, Phones Down postcards	200
Street Signs	5

3.3 Enforcement Campaign

The Bloomfield Police Department issued 53 tickets at the intersection of Bloomfield Avenue and Grove Street during the enforcement campaign. This total included violations such as not having proper license plates, failure to provide proper documentation, driving with a suspended license, speeding, not stopping for pedestrians in crosswalks, careless driving, etc. The officers observed the Bloomfield Avenue and Grove Street intersection for violations from May 26th to June 9th, issuing eight citations that were specific to the Street Smart Campaign. Of these eight citations, five were for disregarding the traffic control device, two were for failure to stop for pedestrians in the crosswalk, and one was for speeding.

4. Summary of Campaign Results

The goal of Street Smart NJ is to reduce avoidable traffic fatalities to zero through a public awareness campaign that aims to improve driver and pedestrian behavior. This is accomplished through educating the public on the law and their responsibilities, raising awareness of multiple modes of transportation, and increasing enforcement to deter unsafe behaviors often associated with traffic accidents.

As displayed in Table 1 above, an analysis of pre-campaign and post campaign observations found decreases in the number of cars not stopping for pedestrians in crosswalks, decreases in the number of distracted drivers, and decreases in the number of distracted walkers. While those changes were very positive, the post-campaign analysis also revealed a significant increase in jaywalking instances.

The campaign had a positive impact and was successful in raising awareness and encouraging safer travelling behavior. Additional campaigns or pedestrian safety programming may improve these behaviors further and are recommended.

4.1 Recommendations

- Conduct a specific campaign around the area and train station to discourage jaywalking
- Consider working with NJ Transit to make announcements about how to walk and drive safely and place Street Smart posters on the trains
- Place “Stop for Pedestrians in Crosswalk” signs along Bloomfield Avenue
- Distribute material informing cyclists to ride on street with traffic for their own safety
- Investigate feasibility of adding bike lanes/road diet along Bloomfield Avenue
- Increase police enforcement of pedestrian and cycling laws, with citations or warnings
- Conduct future Street Smart campaigns to encourage safer driving and walking behavior
- Increase Safe Routes to School programming at schools and specifically focus on jaywalking
- Share the Street Smart messages with NJ Transit bus drivers and review safe driving tips

5. Appendix

5.1 Charts and Tables

Chart 1. Pre-Campaign vs. Post-Campaign Observations

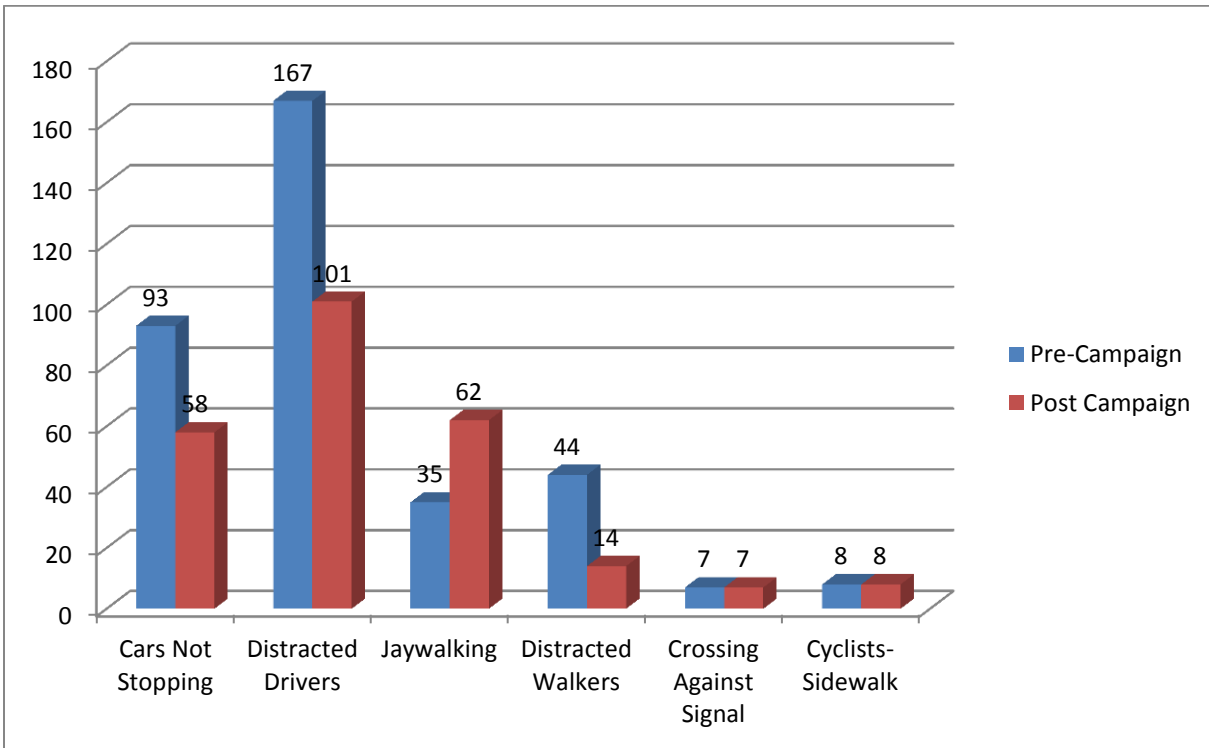


Table 2. Percentage Change in Observed Actions

	<u>Pre-Campaign</u>	<u>Post-Campaign</u>	<u>Change</u>
Cars Not Stopping	93	58	38% reduction
Distracted Drivers	167	101	40% reduction
Jaywalking	35	62	77% increase
Distracted Walkers	44	14	68% reduction
Crossing Against Signal	7	7	No change
Cyclists- Sidewalk	8	8	No change

5.2 EZ Ride Community Outreach

Safe Routes to School Program & Get Active NJ

EZ Ride has been active in Bloomfield to help raise awareness of pedestrian and driver safety by helping to plan a Walk to School Day and providing pedestrian safety presentations at Brookdale Elementary School on May 26, 2017 which coincided with the education campaign. The pedestrian safety presentation introduces the four safety rules to cross a street, “Stop, Look, Listen, and Think” and promotes safe walking and cycling to school. Students are reminded to dress to be seen, and to obey traffic laws, signs and signals. Each of the school’s 360 students received a Street Smart safety tip card to take home to share with their families.

EZ Ride’s goal in selecting Bloomfield to do the Street Smart NJ campaign was part of its strategy to understand local resident’s behavior and to improve transportation and increase community safety for residents through environmental and systems change.

EZ Ride also applied for and was awarded a Get Active NJ mini grant to promote walkability and physical activity in Bloomfield. We used grant funds to provide a Fit Bit for a student at the school whose parents completed a walkability survey to identify local walking barriers and concerns.




Brookdale Elementary Poster Contest Winners



May 26, 2017 Pedestrian Safety Talk & Demo


5.3 Street Smart Educational Materials

CHECK YOUR VITAL SIGNS
Local police are enforcing pedestrian laws



Stop for pedestrians Obey speed limits


Drivers:
Motorist in New Jersey **MUST** stop for pedestrians in a marked crosswalk. Failure to observe the law may subject you to: **2 points, \$800 fine (plus court costs), 15 days community service, insurance surcharge.**



Wait for the walk Use crosswalks

Pedestrians:
The law is clear, pedestrians must obey pedestrian signals and use crosswalks at signalized intersections. Both carry a \$54 fine for failure to observe the law.

Avoid distractions when driving or walking



Heads up, phones down

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TOWARD ZERO DEATHS

CHECK YOUR VITAL SIGNS
Pedestrian Safety Tips

- ▶ Cross at corners and intersections. Use marked crosswalks where available.
- ▶ Before crossing look left, right, then left again.
- ▶ Use pedestrian buttons and begin crossing the street on the "Walk" signal.
- ▶ Use sidewalks or walk facing traffic where there are no sidewalks.
- ▶ Watch out for vehicles turning right on red.
- ▶ Be visible at night and in inclement weather.
- ▶ Walk sober.
- ▶ Eliminate all distractions.



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TOWARD ZERO DEATHS

Pedestrian Safety Zone
HEADS UP PHONES DOWN

Check your vital signs. Police are enforcing the law.

Avoid Distractions

- ▶ Distracted walking contributed to 4,200 pedestrian deaths and 70,000 injuries nationwide in 2010.
- ▶ 53 percent of adult cellphone owners have had a distracted walking encounter.
- ▶ In the time it takes to read a text message, your car can cover the length of a football field.
- ▶ Driver inattention caused nearly half of the 3 million crashes in NJ with 1,600 fatalities, 2004-2013.

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TOWARD ZERO DEATHS

HEADS UP, PHONES DOWN

Check your vital signs. Police are enforcing the law.

TOWARD ZERO DEATHS

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Pedestrian Safety Zone
USE CROSSWALKS



Check your vital signs. Police are enforcing the law.

STREETSMART
BeStreetSmartNJ.org

TOWARD ZERO DEATHS

Pedestrian Safety Zone
HEADS UP PHONES DOWN



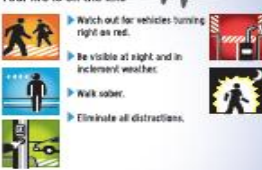
Check your vital signs. Police are enforcing the law.

STREETSMART
BeStreetSmartNJ.org

TOWARD ZERO DEATHS

CHECK YOUR VITAL SIGNS
Your life is on the line

- ▶ Cross at corners and intersections. Use marked crosswalks where available.
- ▶ Before crossing look left, right, then left again.
- ▶ Use pedestrian buttons and begin crossing the street on the "Walk" signal.
- ▶ Use sidewalks or walk facing traffic where there are no sidewalks.
- ▶ Watch out for vehicles turning right on red.
- ▶ Be visible at night and in inclement weather.
- ▶ Walk sober.
- ▶ Eliminate all distractions.



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TOWARD ZERO DEATHS

Pedestrian Safety Zone
WAIT FOR THE WALK



Check your vital signs. Police are enforcing the law.

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TOWARD ZERO DEATHS

Pedestrian Safety Zone
OBEY SPEED LIMITS



Check your vital signs. Police are enforcing the law.

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TOWARD ZERO DEATHS

Pedestrian Safety Zone
STOP FOR PEDESTRIANS



Check your vital signs. Police are enforcing the law.

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BeStreetSmartNJ.org

TOWARD ZERO DEATHS

5.4 Media Coverage

Bloomfield Street Smart Kickoff Press Conference



Essex County Street Smart NJ Kicks Off At Bloomfield Town Hall

By PENNY LANDREY
May 20, 2017 at 2:59 PM



BLOOMFIELD, NJ - Mayor Michael Venezia and County Executive Joseph DiVincenzo were among the numerous state and Essex County officials attending the Street Smart NJ kick off campaign earlier this month.

Executive Director Mary K. Murphy said North Jersey Transportation Planning Authority (NJTPA) is now more than half way to its goal of securing 100 campaign partners statewide. She said: "Any community can run a Street Smart campaign. We have everything you need on our website." www.beststreetsmartnj.org

<https://www.tapinto.net/towns/bloomfield/articles/essex-county-street-smart-nj-kicks-off-at-bloomfi>

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Campaign focuses on pedestrian safety along Bloomfield Avenue

Mollie Shauger, NorthJersey Published 6:53 p.m. ET May 10, 2017



Mary K. Murphy, NJTPA executive director

Officials announce the beginning of a coordinated effort to improve traffic safety along the Bloomfield Avenue corridor. Mollie Shauger/NorthJersey.com

5 Tips to Build a Successful Multi-Cloud Strategy.

[READ THE BRIEF](#)

VERITAS The truth in information.

<http://www.northjersey.com/story/news/2017/05/10/campaign-focuses-pedestrian-safety-along-bloomfield-avenue/313327001/>