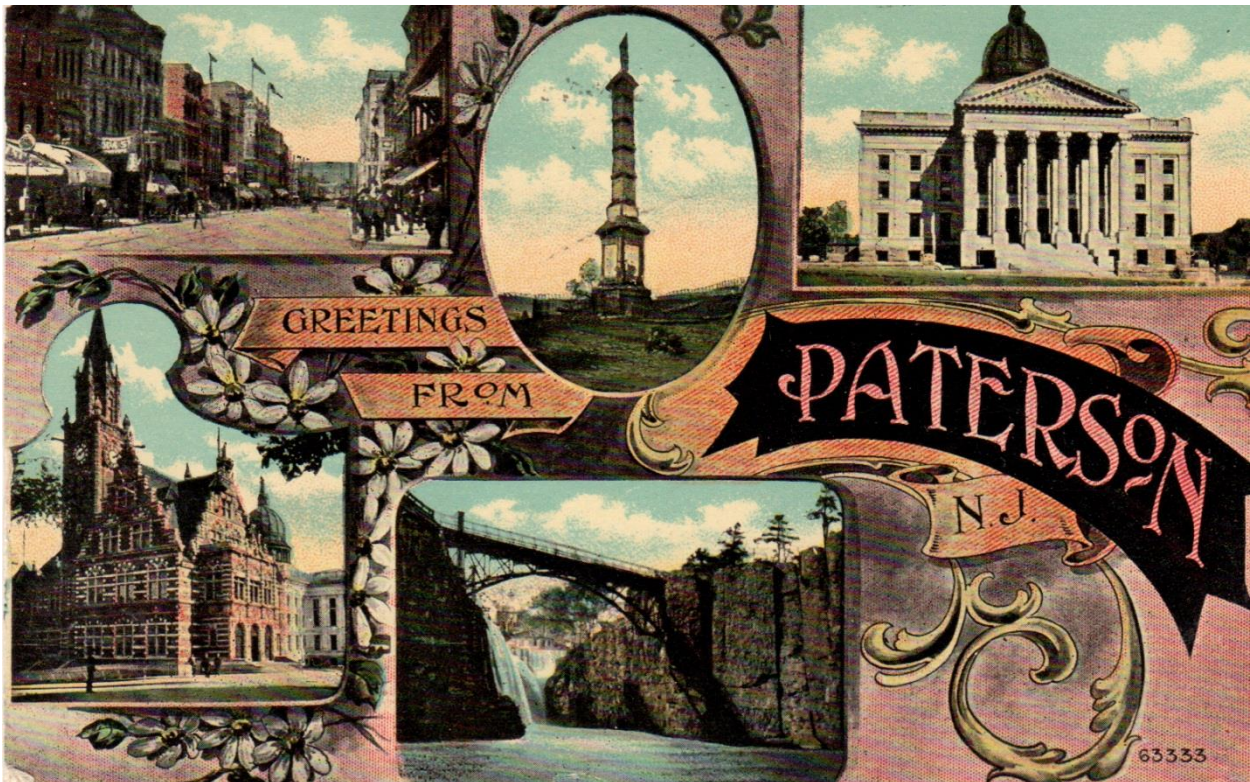


# **STREETSMART**

## Paterson, NJ



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June 30, 2018



## Table of Contents

Executive Summary.....	3
1. Street Smart Overview.....	4
1.1 EZ Ride’s Street Smart Program.....	5
1.2 Paterson, Passaic County, New Jersey.....	5
1.3 Paterson Crash Data.....	5
1.4 Campaign Selected Intersection.....	11
1.5 Pre-Campaign Intersection Observation .....	12
1.6 Education & Enforcement Campaign.....	14
1.7 Post Campaign Intersection Observation.....	16
2. Evaluation.....	17
2.1 Pre-Campaign vs. Post Campaign.....	17
2.2 Pre-Campaign and Post Campaign Survey Results.....	18
3. Campaign Overview.....	31
3.1 Campaign Kickoff.....	31
3.2 Campaign Education.....	31
3.3 Campaign Enforcement.....	32
4. Summary & Highlights of Campaign.....	33
4.1 Observed Non Complaint Behavior.....	34
4.2 Recommendations.....	35
5. Appendix.....	36
5.1 Street Smart Materials .....	36
5.2 Media Coverage .....	37
5.3 Community Outreach.....	40

### **Executive Summary**

Street Smart NJ is a public education, awareness and behavioral change campaign developed by the North Jersey Transportation Planning Authority (NJTPA) and funded with U.S. Department of Transportation and Highway Traffic Safety (HTS) resources, as well as with substantial local in-kind contributions. New Jersey has been designated a “Pedestrian and Bicycle Focus State” by the federal government due to its high rate of pedestrian injuries and fatalities. The Street Smart NJ campaign aims to raise public awareness, educate drivers and pedestrians about safe travel, and change unsafe behavior through collaboration between public, private, and non-profit organizations.

EZ Ride worked with NJTPA, the City of Paterson Police Department, the Passaic County Department of Planning & Economic Development, the Passaic County Sheriff’s Office and the Department of Public Works to conduct a Street Smart NJ campaign in fall 2017. Because of a shared interest to improve traffic and pedestrian safety, the group developed a positive and collaborative relationship.

Street Smart activities began with pre-campaign intersection observations by EZ Ride at two intersections, Hamilton Street at Ward Street and Hamilton Street at Grand Street on October 3, 2017. These intersections were selected because of crash history and their proximity to the Passaic County Courthouse, Passaic County Administration Building, the Center City Mall and parking garage, and the County employee parking garage.

In addition to the intersection observations, EZ Ride developed a survey that was emailed to all County employees before the campaign began and after it was concluded to measure the campaign’s impact on pedestrian and driver behavior. The survey included questions about driving and walking conditions in Paterson, driving and pedestrian behavior, and knowledge of traffic laws. An invitation to fill out an online survey about street and safety conditions was emailed to County employees and a link was posted on the County website. All respondents were entered into a raffle to win a \$100 gift card.

The Street Smart campaign kicked off with an October 18, 2017 press conference outside the Passaic County Courthouse. As part of the education and public outreach component of the campaign, the Passaic County DPW, Paterson PD, and the County Sheriff’s Office hung posters and street signs throughout the area and distributed safety tip cards, coffee cup sleeves, coasters, and table tents to local businesses between October 18, 2017 and November 1, 2017.

Both the Passaic County Sheriff’s Office and Paterson Police Department increased enforcement efforts from November 1 through 30 as part of the campaign. During that time, the Passaic County Sheriff’s Office issued a total of 879 summons and warnings to pedestrians

and drivers. Following the educational and enforcement activities, EZ Ride returned to the two selected intersections to complete post-campaign observations on November 30, 2017.

The program was evaluated through pre- and post-campaign intersection observations and surveys by EZ Ride. While not statistically significant, these quantitative measures provide an indication of the short term impact of the campaign. Analysis revealed:

- The campaign helped raise public awareness of the law and unsafe behavior
- There was an increase in the number of pedestrians who used the crosswalk at the intersection of Hamilton Street and Ward Street
- Survey respondents saw less unsafe pedestrian and driver behavior post-campaign
- Key issues are that cars are not stopping for pedestrians who use the crosswalk at Hamilton Street & Ward Street and many pedestrians are not using the crosswalk to cross Grand Street to get to the daycare center.
- Many drivers and pedestrians continued to exhibit unsafe behavior after the campaign.

The increase in unsafe behavior — including vehicles failing to stop for pedestrians in the crosswalk—suggests greater education and enforcement is needed. One possible explanation for the increase in unsafe behavior might be that both intersections draw a great deal of drivers and pedestrians from Passaic County for jury duty or court. This may explain the challenge the City faces to impact unsafe behavior among a population who is unfamiliar with these intersections and may be rushing to park in the Center City parking garage and cross the intersections to get to court on time.

### **1. Street Smart Overview**

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. New Jersey was ranked 17<sup>th</sup> in the nation in pedestrian fatalities in 2016, according to the National Highway Traffic Safety Administration. From 2013-2017, 828 pedestrians were killed and more than 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 four goals:

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

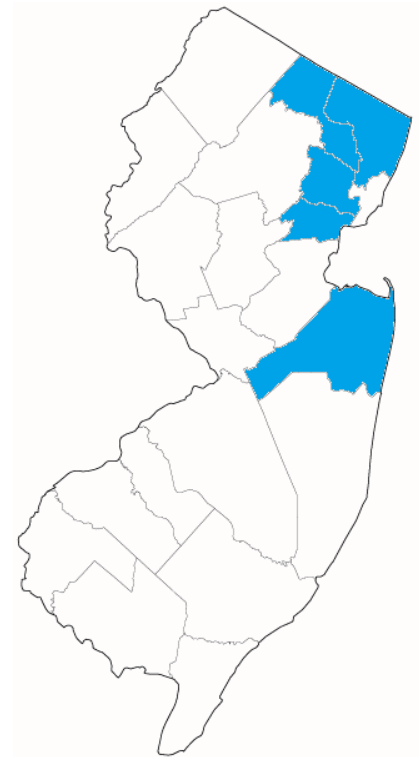
- Develop and evaluate a program that can be implemented statewide

The Street Smart NJ program was piloted in five communities — Newark, Jersey City, Woodbridge, Hackettstown and Long Beach Island — in 2013 and 2014. These communities were selected to incorporate the state’s diverse landscape of urban, suburban, rural, and shore regions. The program has since expanded to more than 60 communities throughout the state, including Paterson in 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.

As shown in the blue areas of the map of New Jersey, EZ Ride delivers transportation solution services to Passaic, Essex, Union, Monmouth, and Bergen counties. Besides Paterson, EZ Ride has initiated Street Smart NJ campaigns in Asbury Park, Bloomfield, Cranford, Highlands and Hackensack, and supported city outreach efforts in Elizabeth, Long Branch, Teaneck and Westwood.



### 1.2 Paterson, Passaic County, New Jersey

Paterson, once called the “Silk City” is the largest city in Passaic County and is the County seat. It was established in 1791 as the first planned industrial city by the Society for the Establishment of Useful Manufactures (SUM), a group championed by Alexander Hamilton. SUM wanted to achieve economic independence from the British by using energy generated by the Great Falls. The industrial district supported many water powered mills and manufacturers of textiles, firearms, and railroad locomotives. According to the 2010 US Census, the 8.7-square-mile city has a population of 146,199, making it the ninth most densely populated city in NJ. It has the second highest density of US cities with over 100,000 people, only behind New York City.

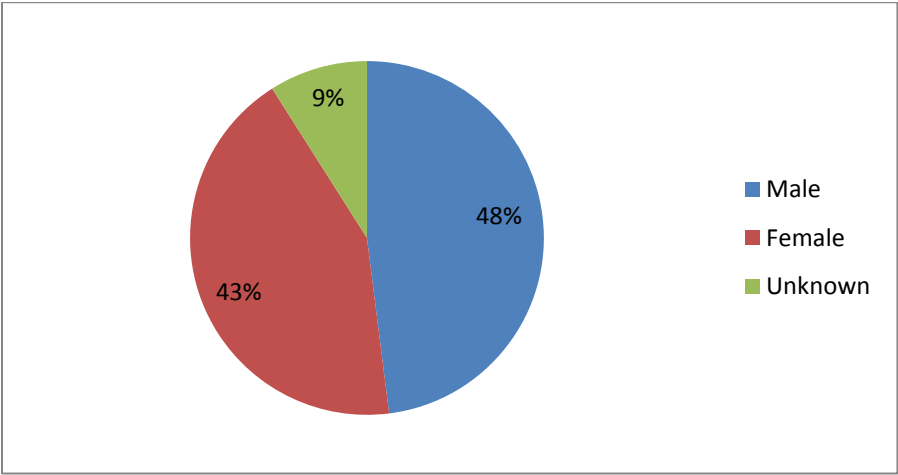
### 1.3 Paterson Crash Analysis

EZ Ride uses Numetric, a DHTS Crash Analysis Tool hosted by Rutgers University’s Center for Advanced Infrastructure and Transportation (CAIT), and Safety Voyager, NJ Department of

Transportation’s crash analysis program, to examine crash data. Numetric uses police reports to compile NJ crash data so data is dependent on the number of crashes reported and the completeness of reporting. According to Numetric, during 2011 to 2016, there were 1,369 pedestrian-related crashes, 798 pedestrian injuries, and 10 pedestrian fatalities in Paterson.

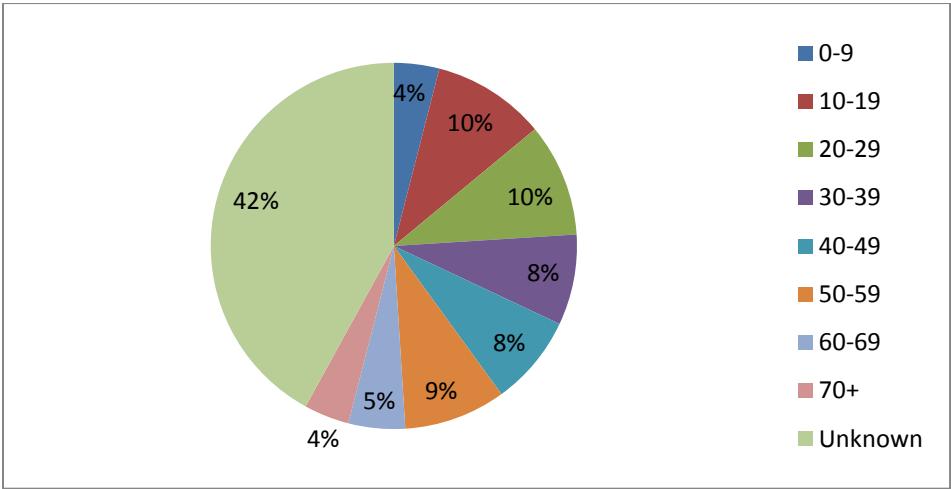
According to Safety Voyager, there were 36,263 motor vehicle crashes in Paterson between 2011 and 2017, and 1,201 involved pedestrians. Five of the pedestrian-vehicle crashes occurred at our focus intersections: three at Hamilton St. & Ward St. and two at Hamilton St. & Grand St.

**Chart 1: Gender of Pedestrians in Crashes, 2011-2017**



According to Safety Voyager’s Paterson Report, 48% of pedestrian crashes between the years of 2011-2017 involved male pedestrians, 43% involved female pedestrians, and in 9% of cases, gender was unreported. This information may be useful for outreach/campaign purposes.

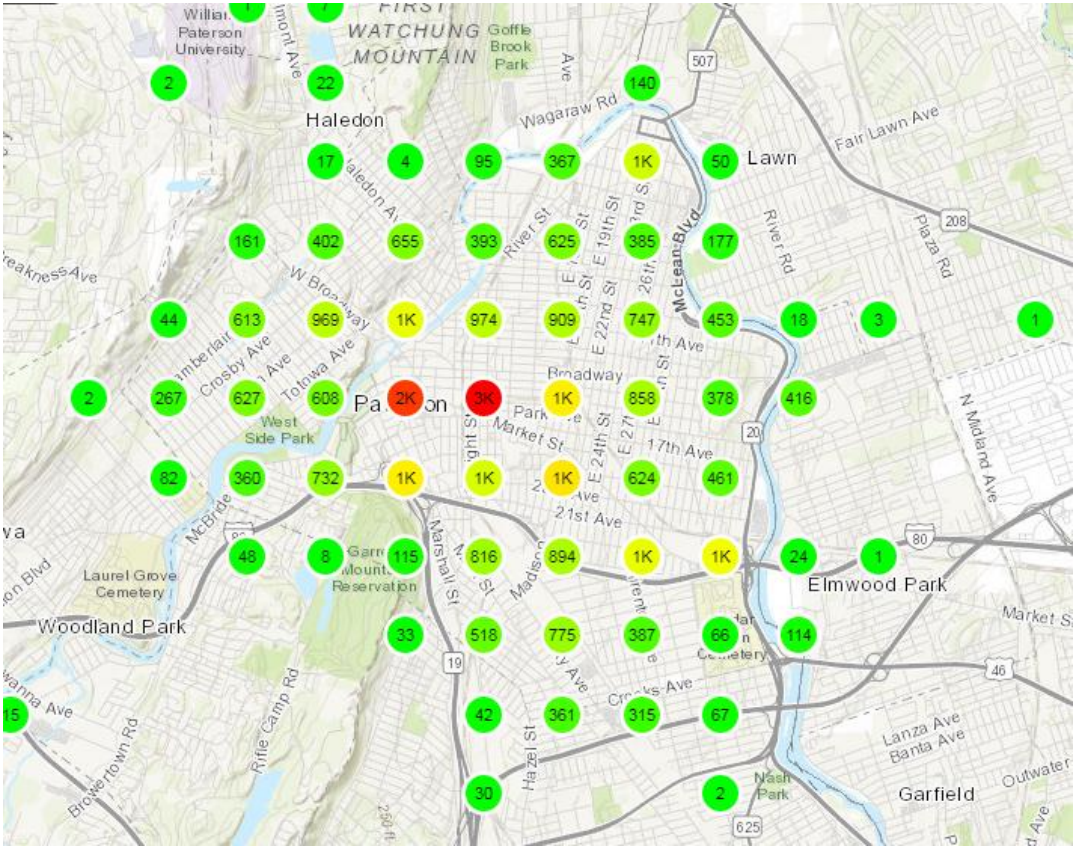
**Chart 2: Age of Pedestrians in Crashes, 2011-2017**



While 42% of cases did not report age of victims, Chart 2 shows the most reported pedestrian crash cases involved pedestrians who were 10-19, 20-29, or 50-59 years old.

Maps 1, 2, and 3 were generated with the NJ DOT Safety Voyager Crash analysis tool. Safety Voyager uses a color coded system to display “hot spot” areas where multiple crashes occur. The actual number of crashes at each location is labeled on each colored circle. Fewer crashes are indicated by a green dot; higher numbers of crashes are indicated by a yellow, orange, or red dot. As shown in Map 1, the number of crashes involving cars ranges from 1-3,000 depending on the area and intersections.

Map 1: Paterson Vehicular Crashes, 2010-2016



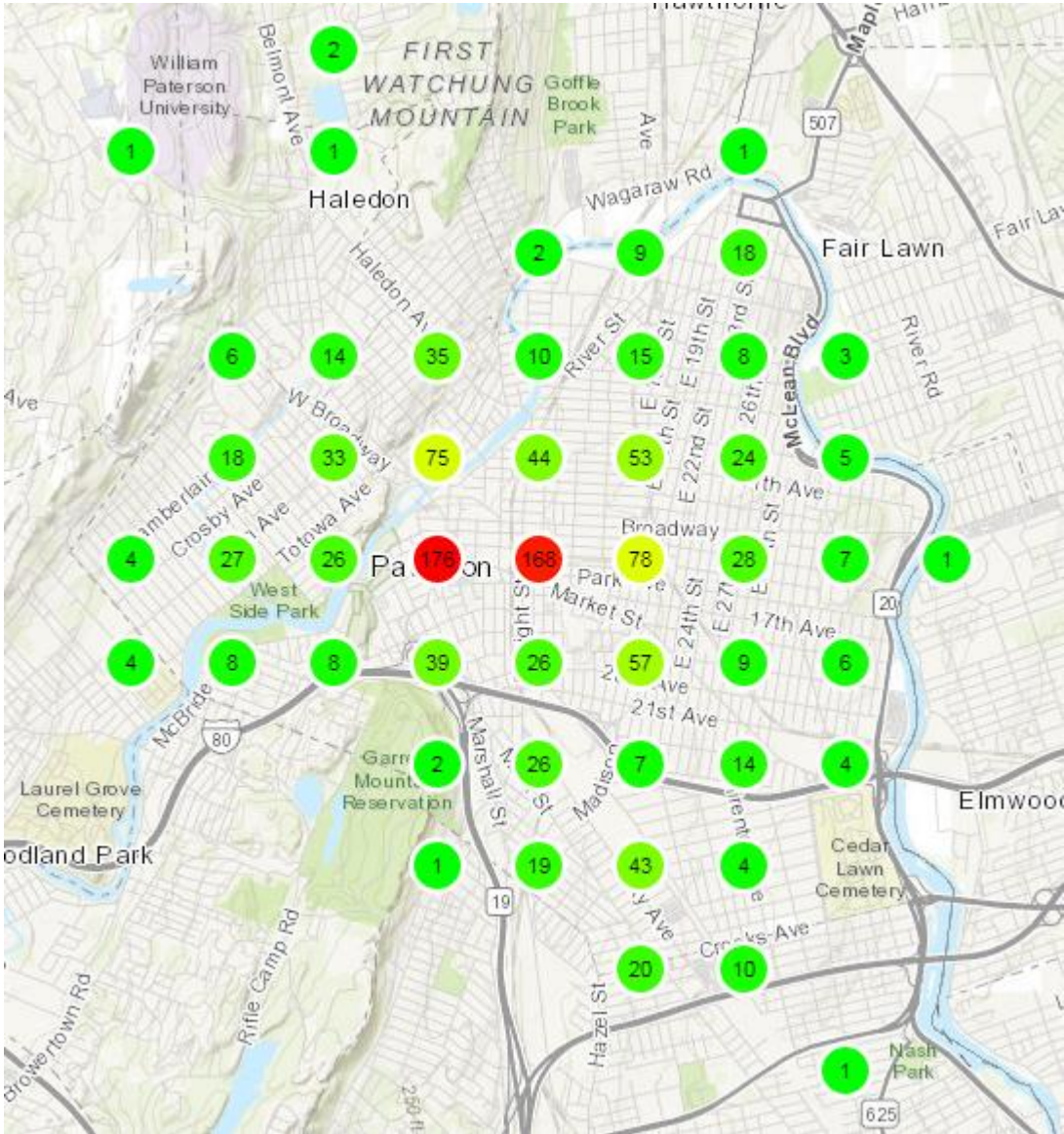
Source: NJ Safety Voyager, 2010-2016

Number of Pedestrian Crashes

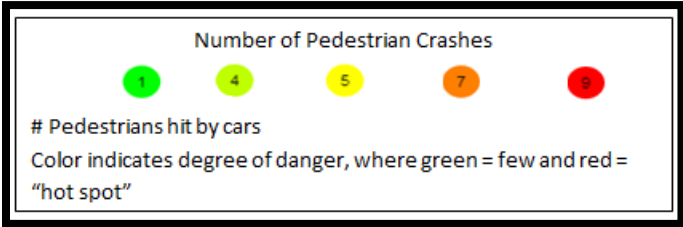
1 4 5 7 8

# Pedestrians hit by cars  
Color indicates degree of danger, where green = few and red = "hot spot"

Map 2: Paterson Pedestrian Crashes, 2011-2017

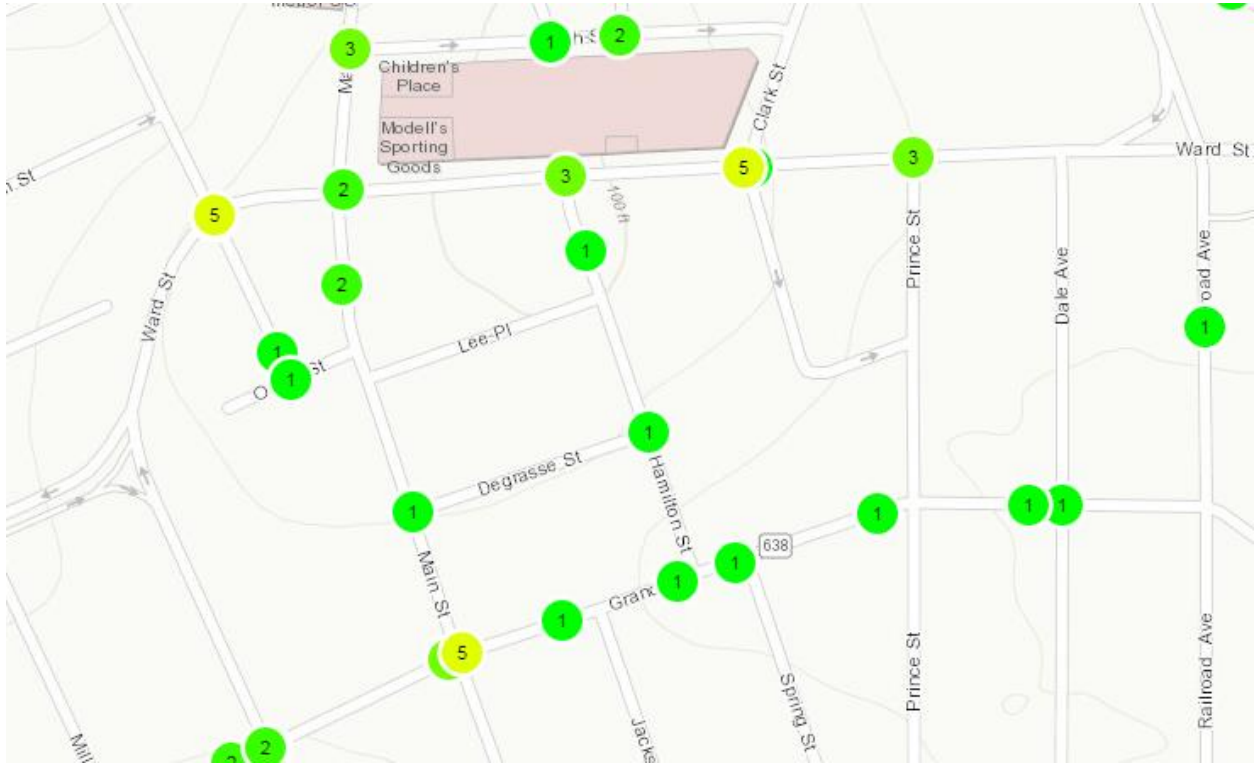


Source: NJ Safety Voyager, 2011 – 2017

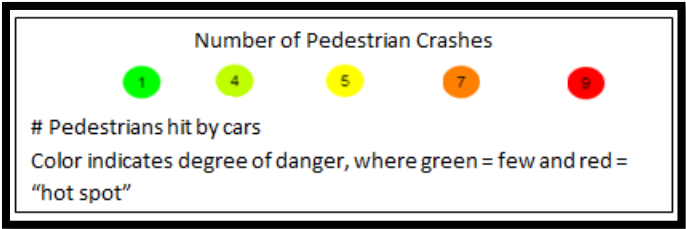




Map 3: Pedestrian Involved Crashes at Selected Intersection, 2011-2017

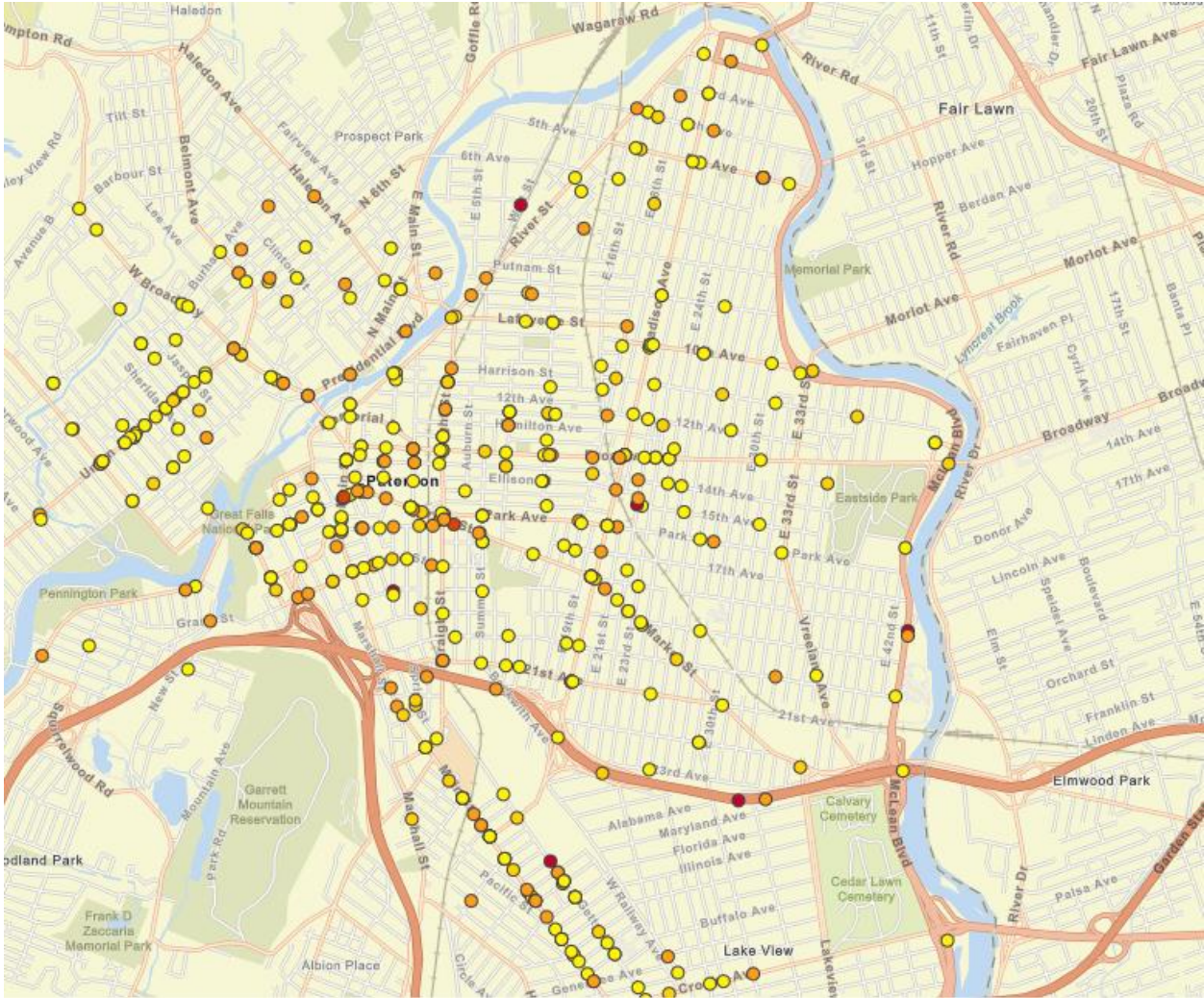


Source: NJ Safety Voyager, 2011 – 2017



Map 4 displays pedestrian crashes in all of Paterson from 2011 to 2016. Map 4 was generated with Numetric. Numetric only shows 496 of 1,369 crashes. Numetric uses a color coded system to display “hot spot” areas showing injuries ranging from pain to an incapacitating injury as well as pedestrian fatalities and property damage.

Map 4: Paterson Pedestrian Crashes, 2011-2016



Source: Numetric Roads, 2011 – 2016

	<b>Fatality/Incapacitating Injury</b>
	<b>Injury/Pain</b>
	<b>Property/ Vehicle Damage</b>

Planning Meeting	September 11, 2017
Pre-Campaign Observations	October 3, 2017
Campaign Kick-Off	October 18 2017
Education Period	October 18 <sup>th</sup> to November 1 <sup>st</sup> , 2017
Enforcement Period	November 1 <sup>st</sup> to November 30 <sup>th</sup> , 2017
Post Campaign Observations	November 30, 2017
Report Development	December 2017 to February 2018
Report Submission	March 2018
NJTPA Review	March to June 13, 2018
Final Report Submission	June 30 <sup>th</sup> , 2018

**1.4 Campaign Selected Intersections**

The County Sheriff and Paterson Police Department identified two intersections on Hamilton Street — Hamilton and Ward streets and Hamilton and Grand streets — to be the campaign focus due to the high volume of pedestrian traffic and the history of pedestrian-vehicle crashes. Pre- and post-campaign observations were conducted at these intersections, along with public education and police enforcement.

**Ward Street and Hamilton Street**

Ward Street is a busy, four-lane, county road adjacent to the Mall near the Passaic County Courthouse. Many employees, commuters, jurors and residents cross the intersection at Ward Street and Hamilton Street to get to the mall’s parking garage, County Courthouse, and County Administration Building. Traffic on Ward Street is heavy at times as it leads from Interstate 80. The crossing has a high visibility “ladder” crosswalk with one “Stop for Pedestrians in Crosswalk” sign; however, there is no signal to help pedestrians cross safely. Hamilton Street was previously a through street, but it was closed to vehicular traffic in 2015 to create the William J. Bate Memorial Court House Plaza.

**Figure 1: Intersection of Ward Street & Hamilton Street by Center City Mall**



### **Hamilton Street and Grand Street**

This intersection is in front of the parking garage for county employees and is one block from the County Administration Building and County Courthouse. Hamilton Street ends at Ward Street where it is replaced by a promenade in front of the courthouse and then becomes a road again at De Grasse Street, travelling one block to Grand Street, where it terminates. This intersection is not signalized; however a push button-activated rapid flashing beacon was recently installed to alert drivers to stop for pedestrians and to assist pedestrians to cross safely.

**Figure 2: County Officers Crossing at Hamilton Street and Grand Street**



### **1.5 Pre-Campaign Intersection Observation**

The pre-campaign intersection observations were conducted on Tuesday October 3, 2017 from 7:30 to 8:30 a.m. at Ward Street and Hamilton Street and from 8:30 to 9:30 a.m. at Hamilton Street and Grand Street. Team members from EZ Ride observed pedestrian, driver, and cyclist behavior at both intersections, and counted the number of cars not stopping for pedestrians in the crosswalk, number of distracted drivers and pedestrians, and the number of pedestrians who crossed midblock and did not use the crosswalks.

**Figure 3a: Pedestrian Not Using Crosswalk - Pre-Campaign Observation of Ward & Hamilton**



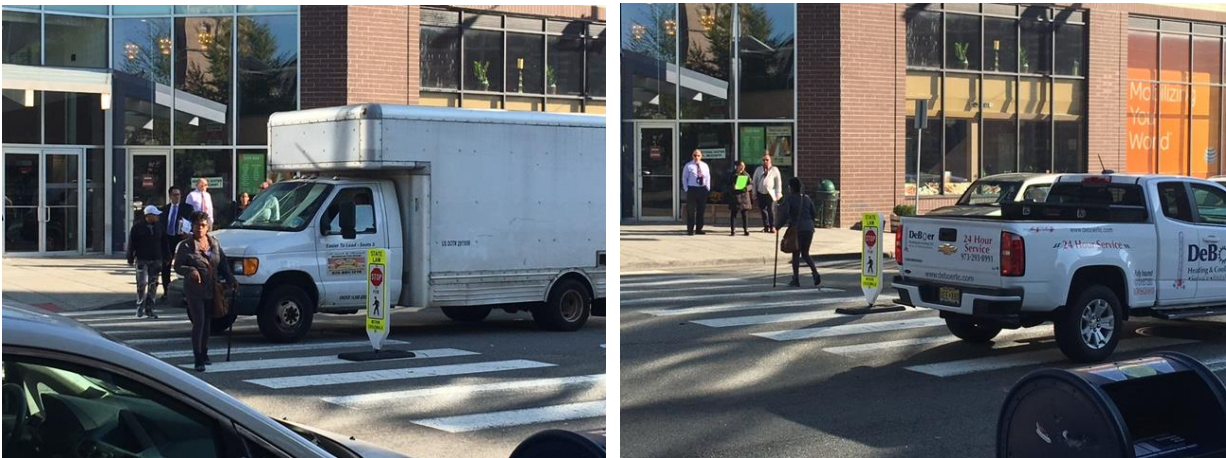
**Figure 3b: Pedestrians Crossing Using Phones and Outside of Grand St. Crosswalk**



**Figure 3c: Mother/kids crossing mid-block, not using crosswalk, to daycare center**



**Figures 3d, 3e: Drivers Not Stopping for Pedestrians at Ward St. Crosswalk by Center City Mall**



**Figure 3f, 3g: Pedestrians Not Using Ward St. Crosswalk by Center City Mall**



**1.6 Education & Enforcement Campaign**

The education portion of the campaign ran from October 18 to November 1, 2017. Passaic County Sheriff’s officers distributed posters, safety tip cards, coffee cup sleeves, table tent cards and coasters as part of the department’s public outreach and education efforts. In addition, the Passaic County Planning Office & Department of Public Works hung Street Smart NJ signs along Grand Street, Hamilton Street, and Ward Street. Approximately 2,500 tip cards, 75 coffee cup sleeves, more than 300 coasters, 40 table tents, and 80 posters were distributed and displayed. EZ Ride team members also visited the selected intersections to distribute “Heads Up, Phones Down” cards on November 1. Approximately 175 cards were distributed to pedestrians walking to and from the Center City Mall in the County Administration Building area. The Center City Mall displayed tip cards and a digital ad showing the 5 core messages, referred to as “vital signs” inside the mall. Several people thanked EZ Ride, commenting that cars do not stop for pedestrians, and people were pleased to see that something was being done. At times, EZ Ride team members inquired and noted that most pedestrians were jurors or employees working at the Courthouse or County Administration Building.

**Figure 4: Police Enforcing Traffic Laws by Center City Mall**



**Figure 5a: Street Smart Sign in front of Center City Mall**



**Figure 5b: Street Smart Signs in Front of Passaic County Courthouse**



The Passaic County Sherriff's Office conducted the enforcement campaign from November 1st-30<sup>th</sup> in 2017 with funds they received from a Pedestrian Safety Education and Enforcement Fund grant from the New Jersey Division of Highway Traffic Safety (NJDHHS).

Officers stationed near Hamilton Street and Ward Street pulled over drivers that did not stop for pedestrians in the crosswalk and spoke to drivers who were using cell phones or other handheld devices while driving.

**Figure 6: Street Smart signs posted on Grand St. by the County Administrative Building**



**1.7 Post Campaign Intersection Observation**

After the education and enforcement portions of the campaign were concluded, EZ Ride team members returned to the selected intersections on Thursday, November 30, 2017 to observe pedestrian and driver behavior. EZ Ride staff once again monitored pedestrians and motorists noting whether vehicles stopped for pedestrians in the crosswalk, whether pedestrians used the crosswalk, and whether drivers or pedestrians were distracted.

**Figure 7: Pedestrians Crossing Grand Street at Crosswalk**





**2. Evaluation**

**2.1 Pre-Campaign and Post-Campaign Intersection Observations and Resident Input**

The EZ Ride team conducted pre-campaign observations at Hamilton Street & Grand Street from 7:30 to 8:30 a.m. and Hamilton Street & Ward Street from 8:30 to 9:30 a.m. The team returned on November 30, 2017 for post-campaign observations at the same time period. The team observed both driver and pedestrian behavior and tallied how often each occurred.

During the pre-observation periods, the rapid flash beacon located on Grand Street & Hamilton Street was working. However, it was not working during the post observation periods.

Tables 2 and Table 3 below have a list and count of the pedestrian and driver behavior for the pre-and post-campaign intersection observations at Hamilton Street and Grand Street. Tables 4 and 5 are a list and count of the pedestrian and driver behavior for the pre- and post-campaign intersection observations for Hamilton Street and Ward Street.

**Table 2: Hamilton Street and Grand Street Pre-Campaign Results**

Hamilton & Grand	Yes	No	Total	Yes %
Peds used crosswalk	310	55	365	85%
Peds completed crosswalk	310	0	310	100%
Peds distracted	24	341	365	7%
Drivers distracted	24	868	892	3%
Cars stopped for peds in crosswalk	66	13	79	84%

**Table 3: Hamilton Street and Grand Street Post-Campaign Results**

Hamilton & Grand	Yes	No	Total	Yes %
Peds used crosswalk	273	73	346	79%
Peds completed Crosswalk	231	22	273	85%
Peds distracted	24	322	346	7%
Drivers distracted	25	904	929	3%
Cars stopped for peds in crosswalk	120	56	176	68%

**Table 4: Hamilton Street and Ward Street Pre-Campaign Results**

Hamilton & Ward	Yes	No	Total	Yes %
Peds used crosswalk	364	51	415	88%
Peds completed crosswalk	364	0	364	100%
Peds distracted	43	372	415	10%
Drivers distracted	30	1730	1760	2%
Cars stopped for peds in crosswalk	100	40	140	71%

**Table 5: Hamilton Street and Ward Street Post-Campaign Results**

Hamilton & Ward	Yes	No	Total	Yes %
Peds used crosswalk	328	20	348	94%
Peds completed Crosswalk	304	24	328	93%
Peds distracted	36	312	348	10%
Drivers distracted	27	799	826	3%
Cars stopped for peds in crosswalk	124	82	206	60%

The driver and pedestrian behavior results were mixed based on our short window of pre- and post-campaign observations. Some behavior decreased, while other behavior increased. The campaign was successful in raising awareness and should be implemented annually in order to see more consistent improvement. However, more signage and education regarding the dangers of distracted walking and the law to stop for pedestrians in crosswalks needs to be emphasized.

**2.2 Pre-Campaign and Post-Campaign Survey Results**

EZ Ride created and distributed a Street Smart survey to residents and commuters in Paterson to measure pedestrian and driver attitudes and awareness prior to and after the campaign. The survey was distributed to residents and County employees by email using Survey Monkey. Data was collected and analyzed from 110 qualifying respondents during the pre- and post-campaign periods. Twenty-eight percent of respondents reported that they live in Paterson while the remaining 72 percent reported that they work, attend school, or frequently visit Paterson. Survey respondents were asked about their personal experience walking or driving in Paterson, what they have seen regarding pedestrian and driver behavior, and their personal knowledge of pedestrian and driver law. The survey measured their awareness of the Street Smart NJ campaign’s pedestrian and driver safety messages.

**Chart 3: In the Past Week, Have You Seen...?**

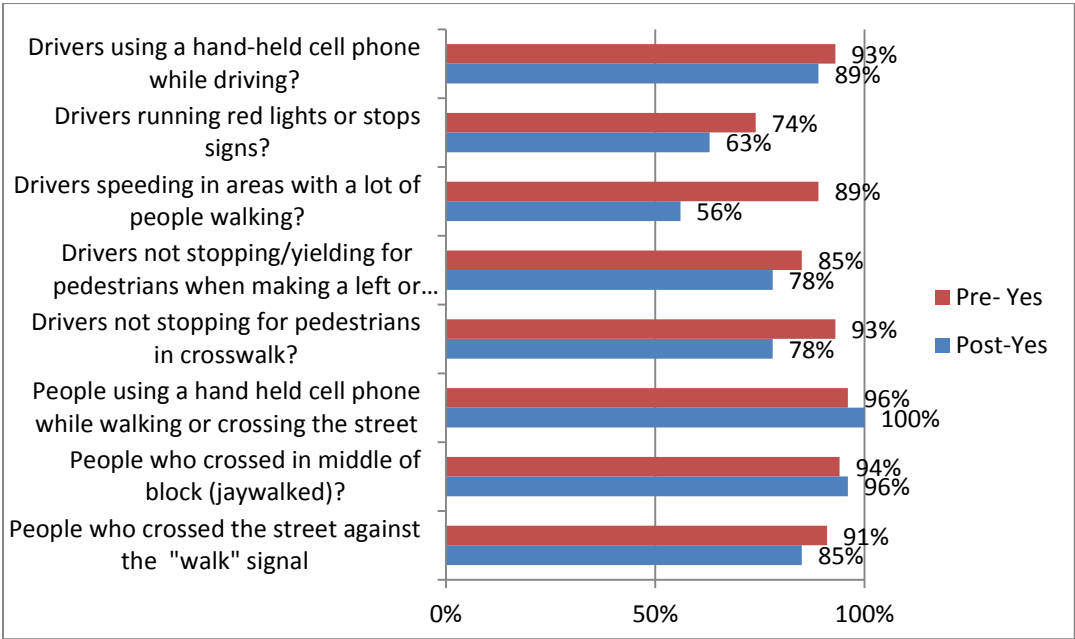
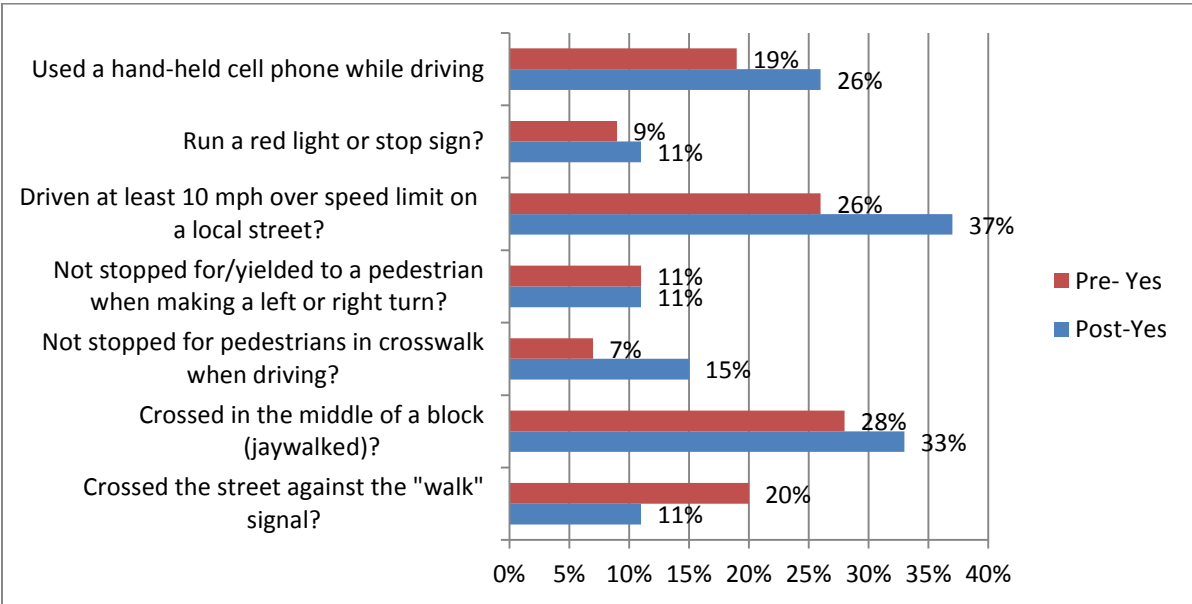


Chart 3 above shows the respondents generally witnessed less poor pedestrian and driving behavior Post-Campaign when compared with Pre-Campaign responses. However, Chart 4 below shows a general increase in the unsafe behavior by the actual respondents. Crossing against the walk signal is the only behavior that decreased.

**Chart 4: In the Past Week, Have You...?**



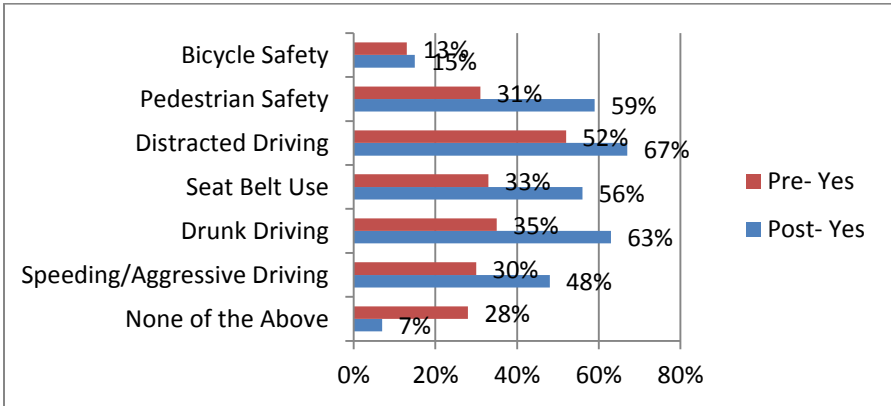
**Table 6: At Signalized Intersections, When Should You Begin to Cross the Street?**

At signalized intersections, when should you begin to cross the street?	Pre	Post	Change
When the word "Walk" or the walking person light is shown	98%	100%	2%
When the words "Don't Walk," or the red hand is flashing	7%	4%	-3%
When the words "Don't Walk" or the red hand is shown and not flashing	4%	4%	0%

\*Change is the difference between Pre and Post. Green is an increase. Red is a decrease.

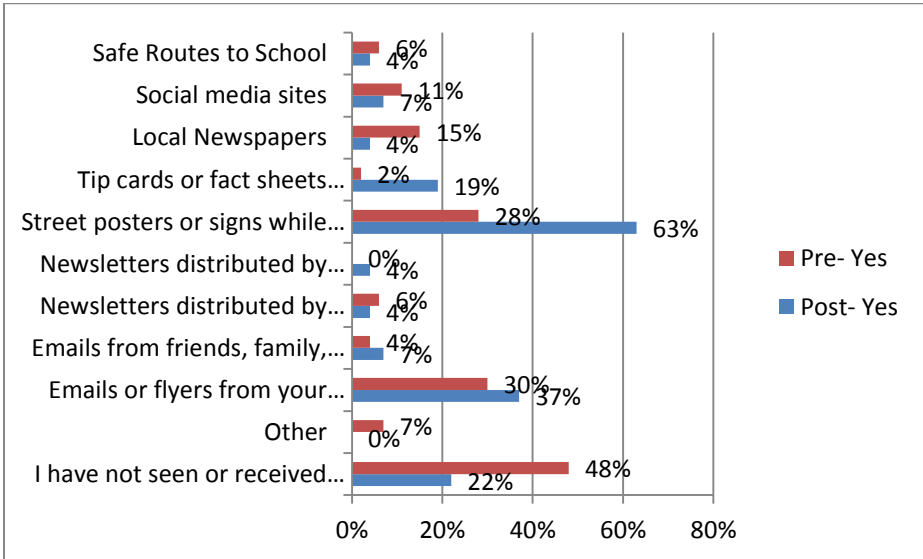
Table 6 shows positive results when respondents were asked when it was appropriate to cross a street. The data shows a two percent increase of respondents saying when the "Walk" signal is present and a three percent decrease of responses when the "Don't Walk" signal or hand is flashing.

**Chart 5: In the Past 30 days, Have you Read, Seen, or Heard Any Messages Addressing...?**



An increase in awareness of every message type occurred post-campaign.

**Chart 6: In the Past 30 days, Have You Seen or Received Info About Pedestrian Safety From...?**



Street signs, posters, emails, tip cards and news articles were seen most often post campaign.

Chart 7: In the Past 30 Days, Have You Seen, Read, or Heard Any of These Messages?

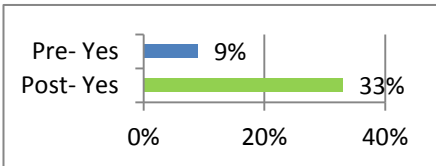
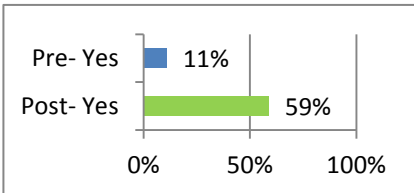
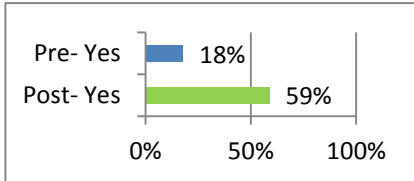
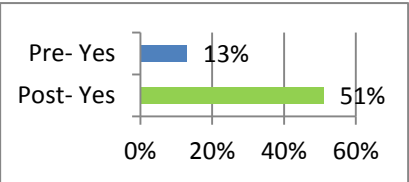
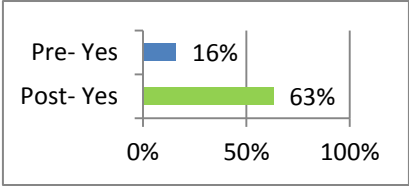


Chart 7 lists the posters that were put on display along the roads near the target intersections. The data shows a large increase in awareness of the Street Smart campaign messages after the campaign.

**Chart 8: Where have you seen these messages?**

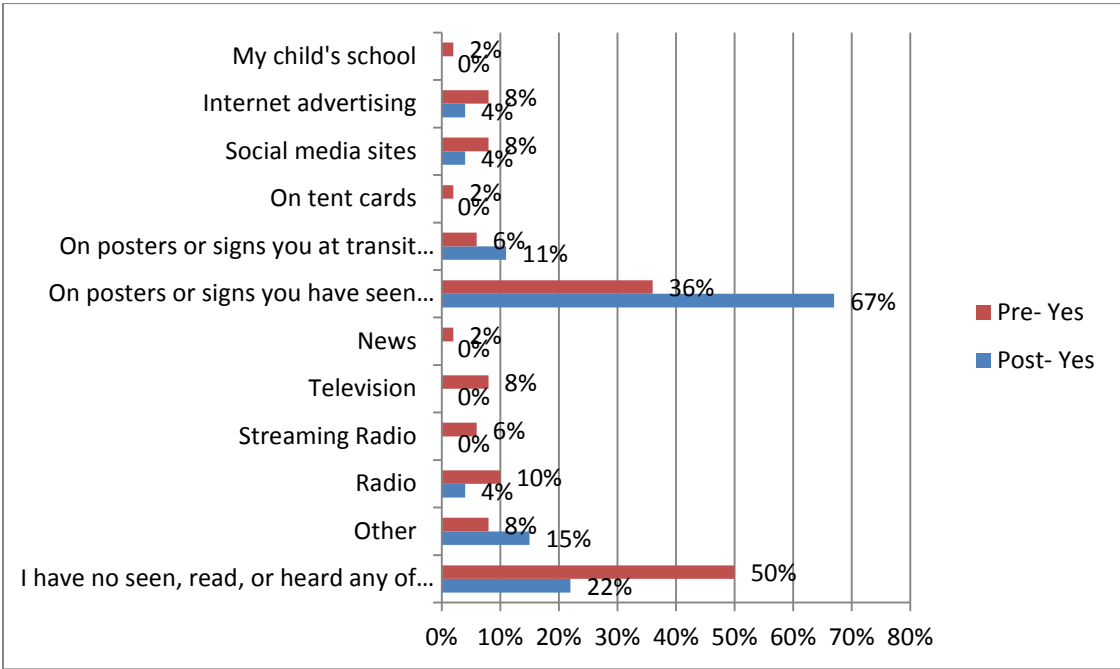


Chart 8 shows the most people saw Street Smart messages on posters or signs.

**Table 7: To the Best of Your Knowledge, Can You Receive a Ticket in NJ For...?**

To the best of your knowledge, can you receive a ticket in NJ for...	Pre- Yes	Post- Yes	%Change*
Crossing in the street in the middle of the block (jaywalking)?	85%	85%	0
Crossing the street against a pedestrian signal?	61%	78%	17
Using a mobile device while crossing the street?	33%	37%	4
Not stopping for pedestrians in a crosswalk?	94%	93%	-1
Using a handheld mobile device while driving?	96%	96%	0
Not yielding to pedestrians while turning?	85%	96%	11

\*% change is the difference in knowledge. Green is an increase, red is a decrease.

Chart 8 demonstrates the campaign resulted in an increase in both pedestrian and driver knowledge/awareness of the law.

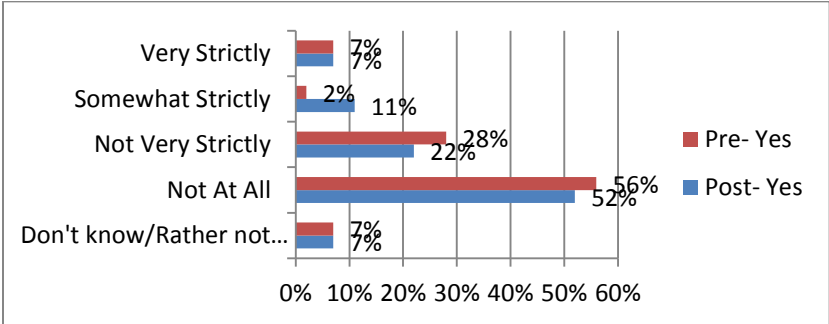
**Table 8: Have You Recently Read, Seen, or Heard about Police Efforts to Enforce Pedestrian Safety Laws?**

	Pre	Post	%Change
Yes	28	70	42%
No	72	30	-42%

\*% change is the difference between Pre and Post. Green is an increase. Red is a decrease.

Table 8 demonstrates that the campaign had a positive impact on awareness of police enforcement and pedestrian safety laws. After the campaign, 42 percent of respondents were more aware that local law enforcement is focused on efforts to enforce pedestrian safety laws, and to hold pedestrians and drivers accountable for unsafe and unlawful behavior.

**Chart 9: How Strictly Do Police in Your Area Enforce Pedestrian Safety Laws, Such as Jaywalking or Crossing Against the Signal?**



As Chart 9 shows, the campaign was also effective in changing awareness of how police enforce pedestrian laws. There were decreases in the “Not At All” and “Not Very Strictly” responses and an increase in “Somewhat Strictly” responses indicating an increased awareness that police will be enforcing the laws.

**Chart 10: How Strictly Do Police Enforce Driver-Related Pedestrian Safety Laws, Such as Speeding or Stopping for Pedestrians in Crosswalks?**

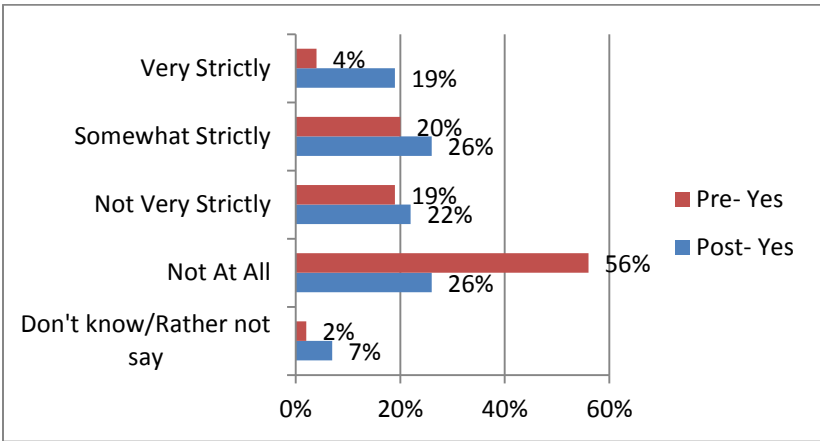


Chart 10 shows the campaign definitely increased awareness of how strictly the police enforce driver-related pedestrian safety laws. There was a large decrease in the “Not At All” responses and increases in all other answers, with a 15 percent increase in the “Very Strictly” responses being the most significant.

**Chart 11: How Would You Rate the Following in Terms of How Serious a Problem It Is In Your Community? Pre-Campaign Respondents**

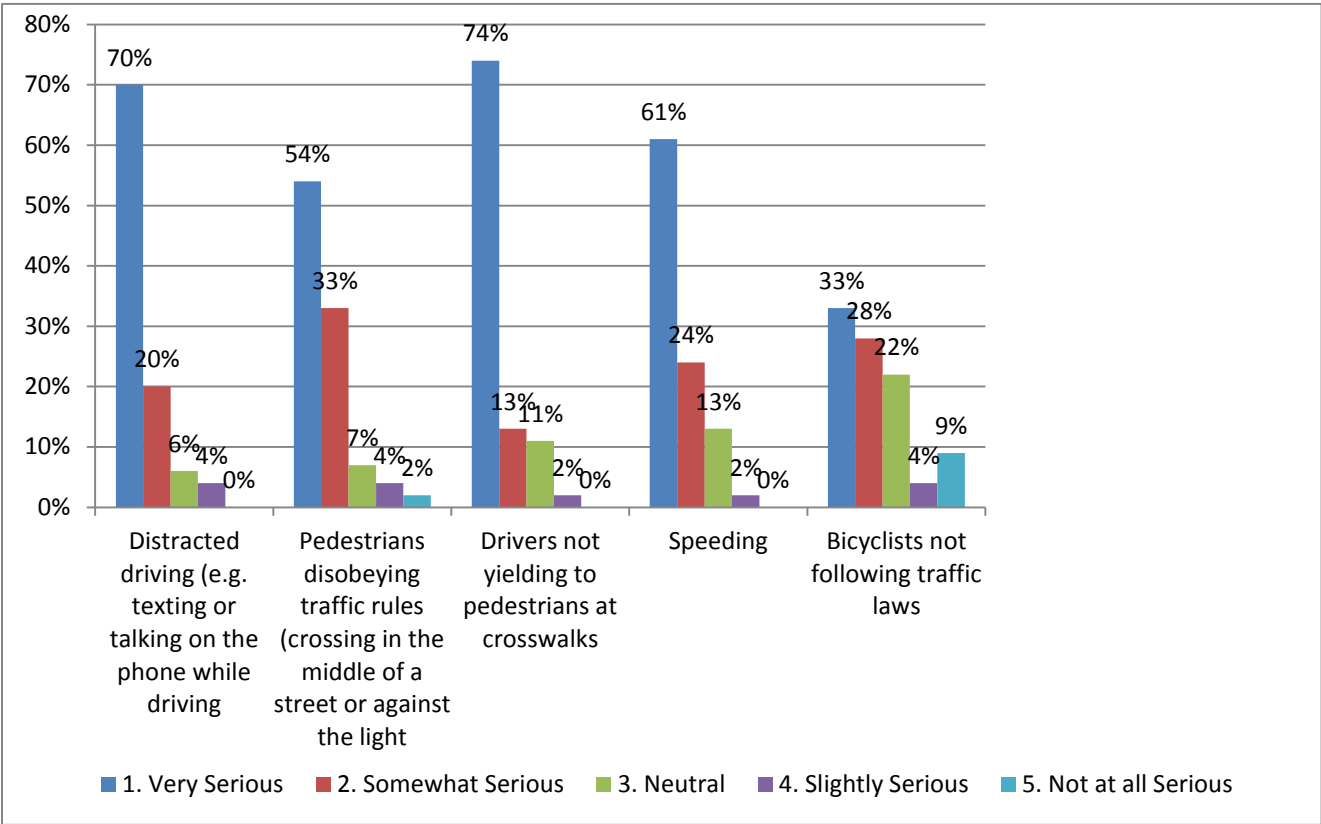


Chart 11 shows what respondents’ attitudes were toward various pedestrian or driver behavior in their community before the launch of the campaign. The data reveals at least 33 percent, and as high as 74 percent, of respondents believe each behavior is a very serious problem.



**Chart 12: How Would You Rate the Following in Terms of How Serious a Problem It Is in Your Community? Post-Campaign Respondents**

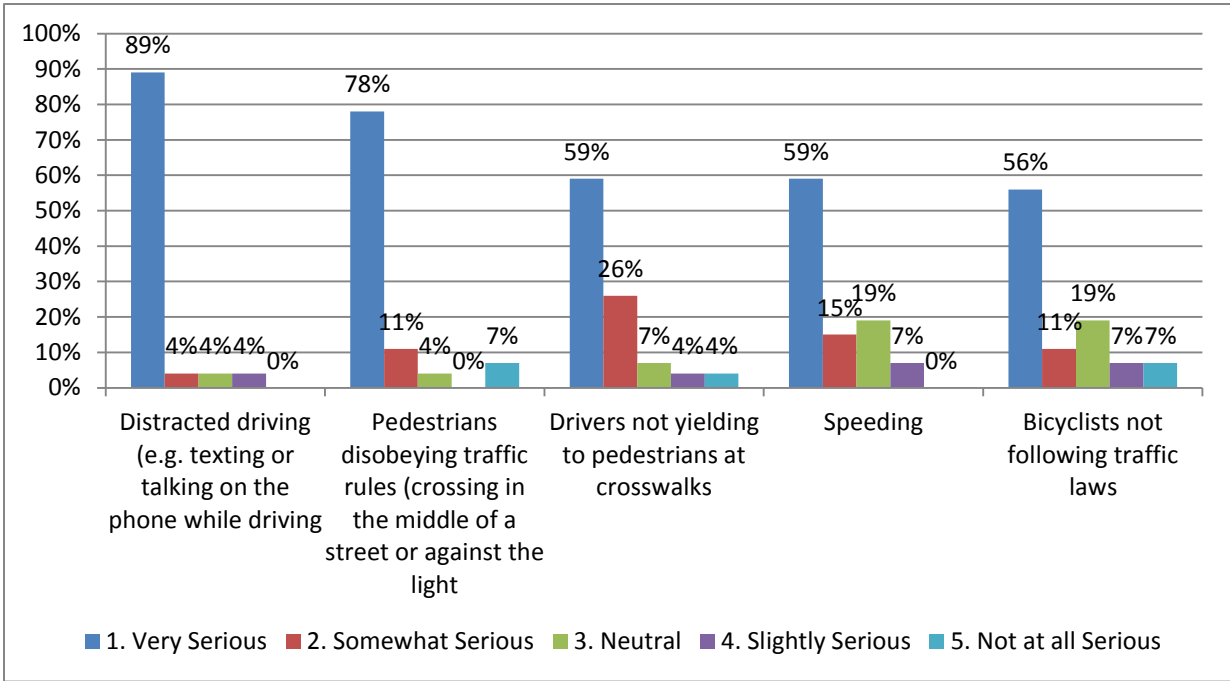


Chart 12 reveals a sizable increase in respondents’ perception and awareness of safety issues. At least 56 percent and as high as 89 percent of respondents believe each behavior is a serious problem. Distracted driving, speeding, pedestrians disobeying traffic rules, and drivers not yielding were deemed the most serious.

While the post campaign respondents didn’t rate “Drivers not yielding to pedestrians in crosswalks” and “Speeding” as highly as the pre-campaign respondents, they were still deemed as very serious safety issues. It is difficult to surmise if these responses reflect a difference in respondents’ perception of what is worse, if there was confusion regarding the survey question, if the post campaign group of respondents perceived the issues differently, or if the campaign raised respondents’ awareness of what is most serious.

Finally, respondents were asked how they felt about pedestrian and driver behavior of people they know. They were asked if most people they know obey pedestrian or driver safety laws on a scale of 1 – 5, where 1 means they strongly agree and 5 means they strongly disagree.

**Table 9: Most People I Know...**

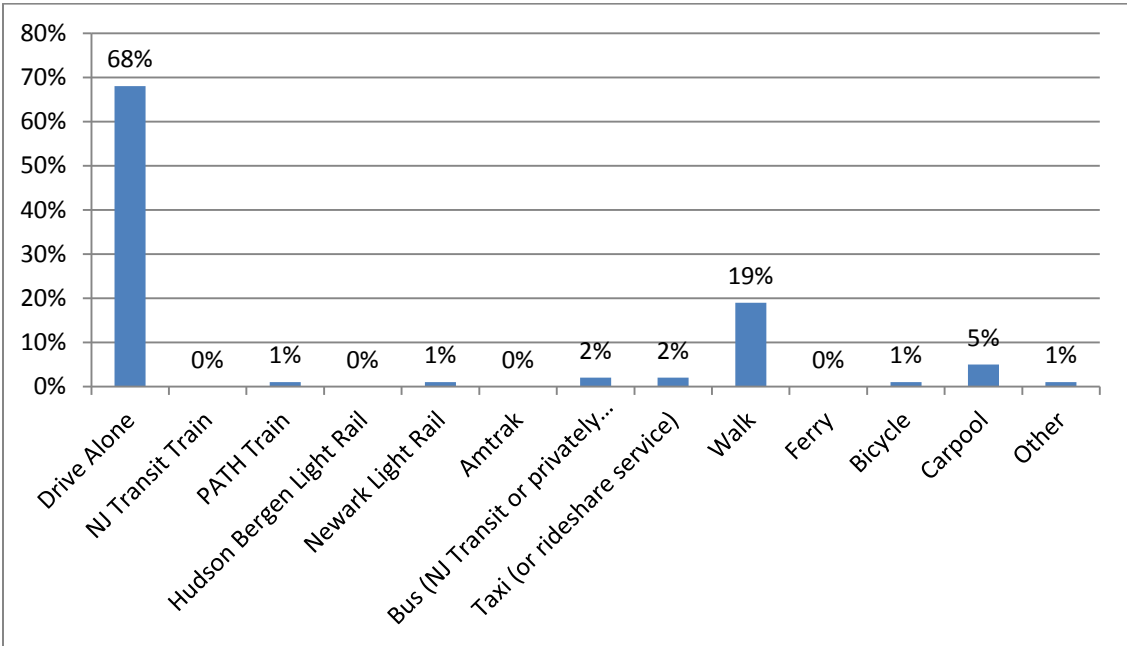
Using a scale where 1 means strongly agree And 5 means strongly disagree...	Pre	Post	Change
Most people I know obey pedestrian safety laws such as crossing the street in the crosswalk	2.42	2.75	-.33
Most people I know obey driving safety laws such as stopping for pedestrians & obeying speed limits	2.5	2.42	.08

\*Change is the difference between Pre and Post.

Results do not reflect a huge difference after the campaign. However, they suggest respondents think other people are less compliant in pedestrian behavior and more compliant in driver behavior. The weighted averages in Table 9 show that more respondents think that others obey driver laws as seen by the increase when comparing the pre-campaign results with the post-campaign results. In contrast, the post-campaign comparison shows that respondents believe most people do not obey pedestrian safety laws. This may reflect a greater awareness of the laws post- campaign.

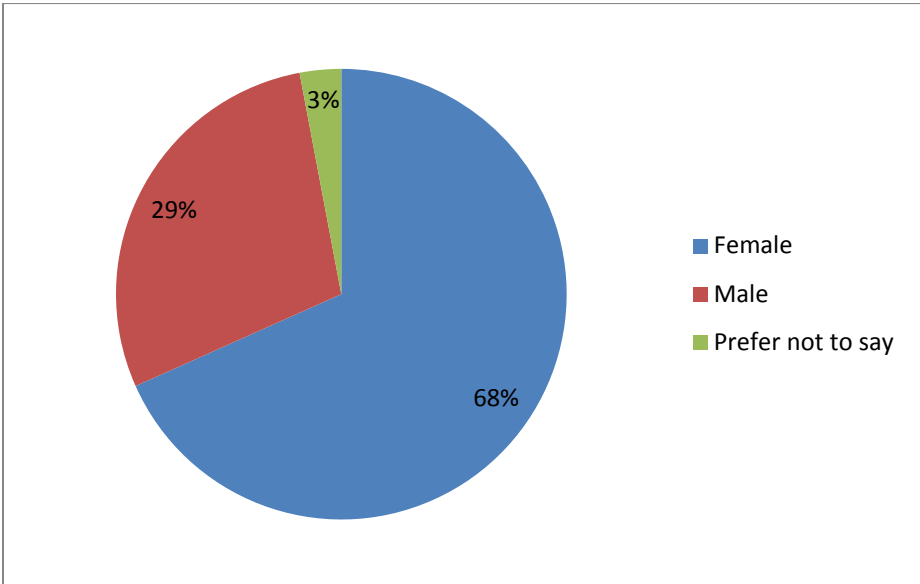
**Respondent Demographic Data**

**Chart 13: Mode of Weekly Transportation**



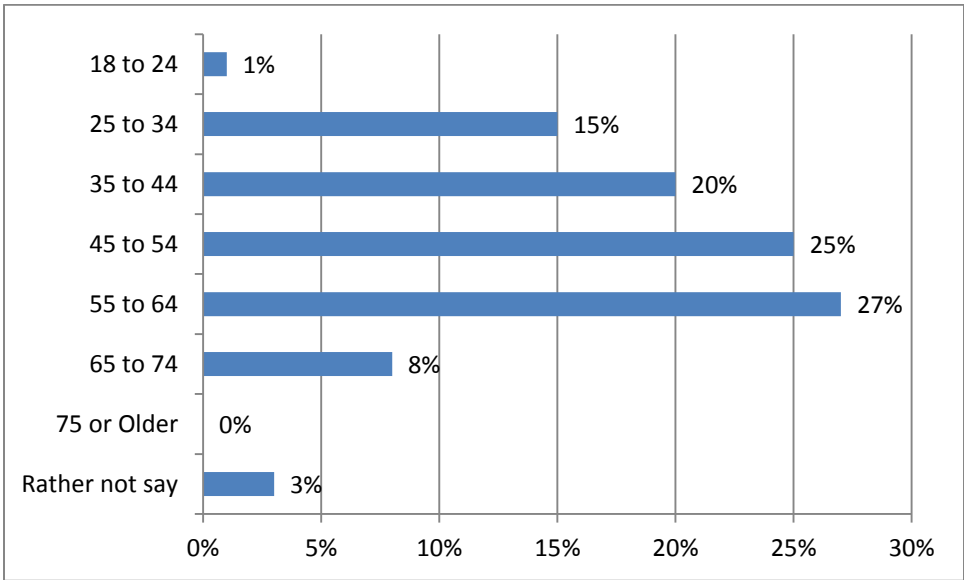
Sixty-eight percent of respondents drive alone, 19 percent walk and a smaller percentage carpool, bus, bicycle, or use taxis or trains. It is encouraging to see that 5 percent carpool.

**Chart 14: Respondents' Gender**



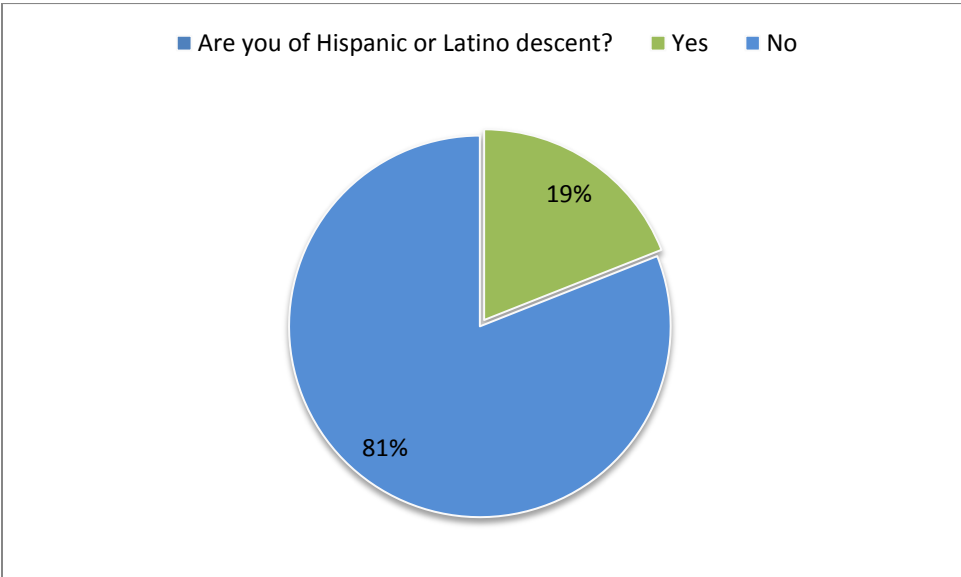
A large majority (68 percent) of survey respondents were female.

**Chart 15: Respondents' Age Group**



The largest age groups represented are 55 to 64, 45 to 54, and 35 to 44 years old.

**Chart 16: Hispanic or Latino Origin or Descent**



Nineteen percent of respondents are of Hispanic or Latino descent.

**Chart 17: Race Demographics**

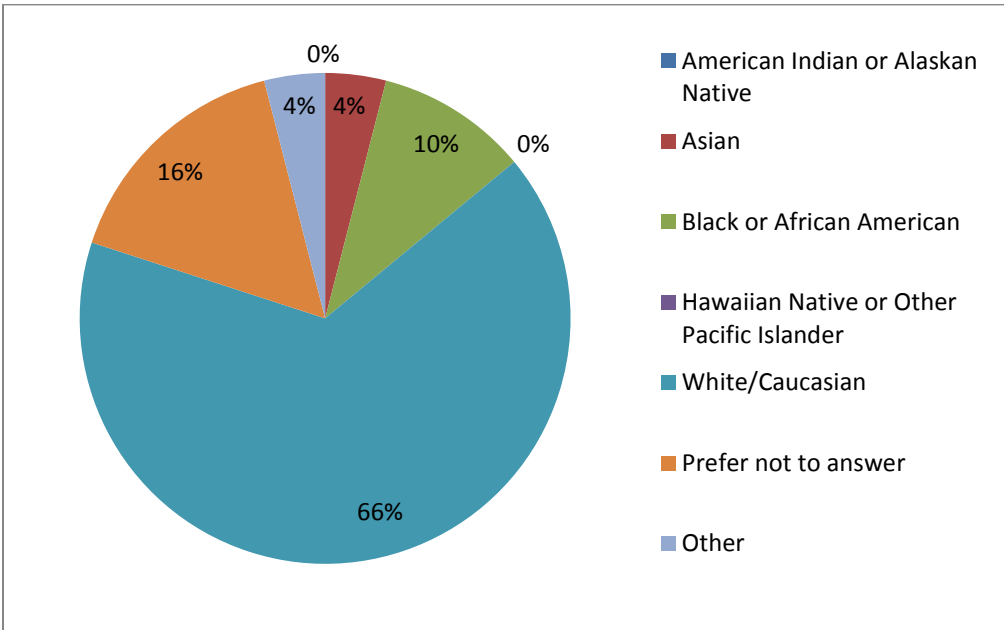
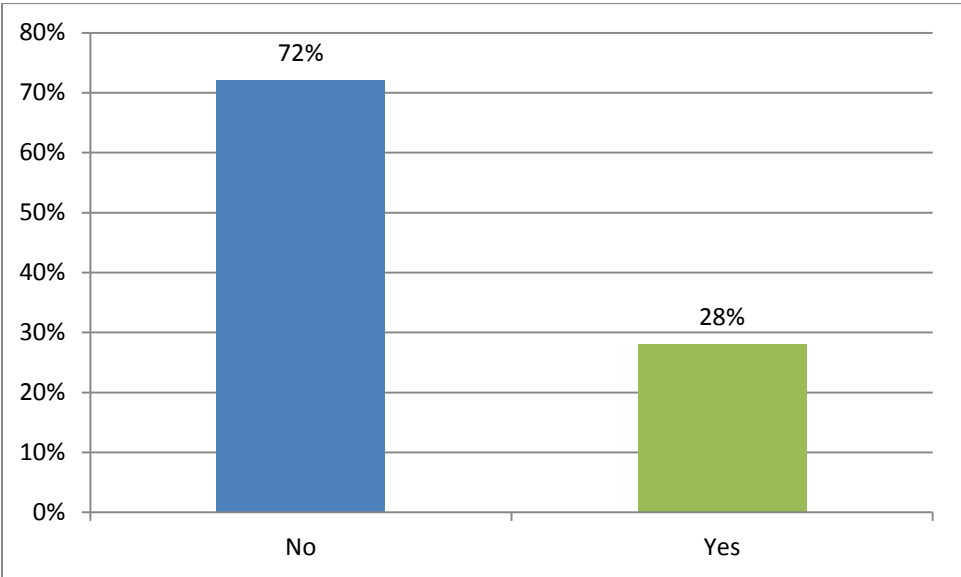


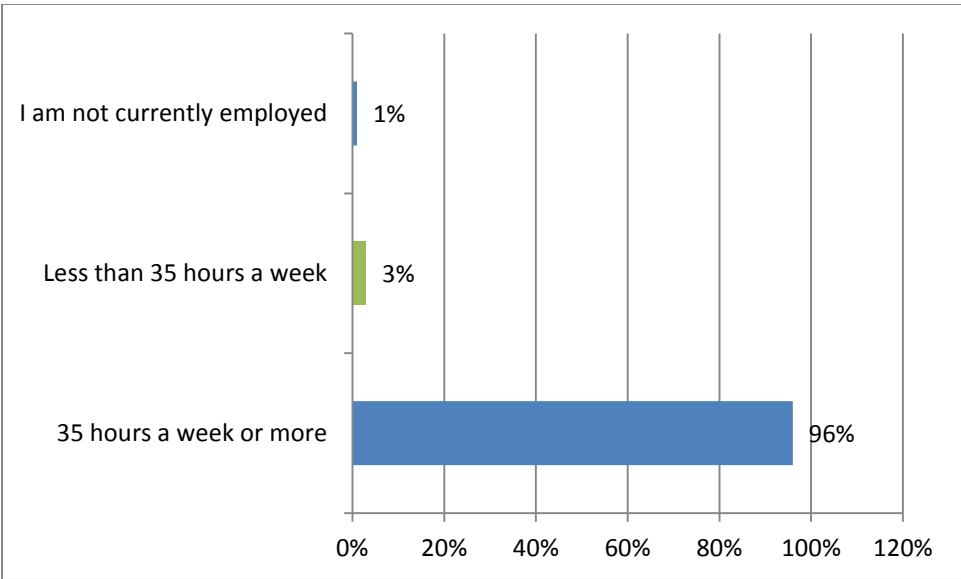
Chart 17 shows the demographic makeup of the survey respondents.

**Chart 18: Do Respondents Speak A Language Besides English at Home?**



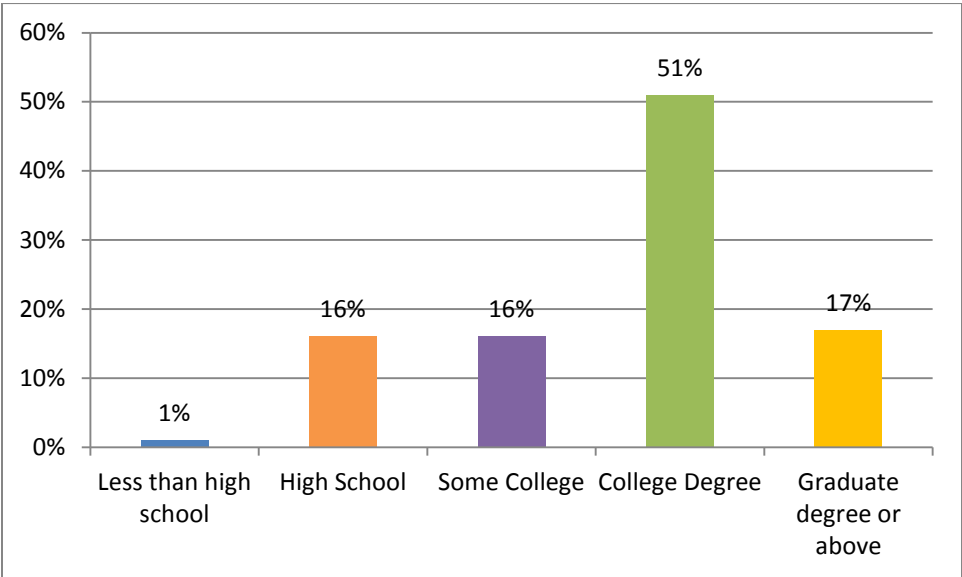
Twenty-eight percent of respondents speak a language besides English at home.

**Chart 19: Respondents' Reported Work Week**



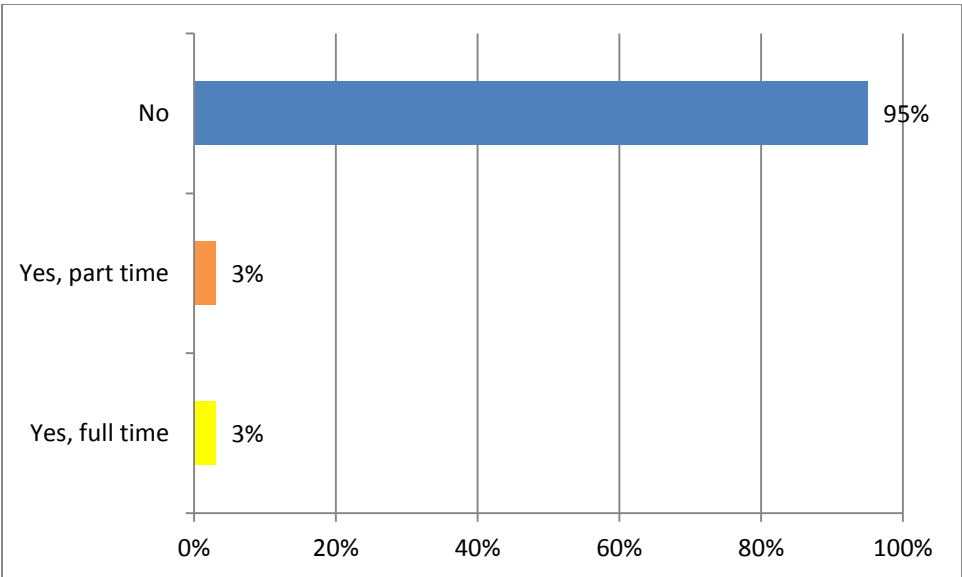
Ninety-six percent of respondents reported working full time at 35 hours per week or more. Approximately 99 percent reported being employed.

**Chart 20: Highest Education Level**



A majority of respondents — 68 percent — reported completing college or above.

**Chart 21: Respondents Currently Attending an Educational Institution**



The majority of respondents reported they are not currently studying at an educational institution.

## 3. Campaign Overview

### 3.1 Campaign Kick Off

The City of Paterson held a press meeting to officially kickoff the campaign on October 18, 2017. Various media outlets wrote articles about the Street Smart campaign, which are included in the Appendix.

**Figure 8: Street Smart Paterson Kickoff**



### 3.2 Campaign Education

The education and public outreach campaign began on October 18, 2017. EZ Ride staff and Passaic County officers distributed safety tip cards and “Hheads up, Phones down” postcards to pedestrians, cyclists, and drivers. Local businesses also displayed posters and table tent cards. The goal was to raise awareness of five key safe driver and pedestrian behaviors:

Drivers:

- obey the speed limit
- stop for pedestrians in crosswalks
- do not be distracted by phones or other devices

Pedestrians:

- use crosswalks
- wait for the walk signal
- do not be distracted by phones or other devices

Street signs and posters were displayed around the selected intersection and at the library, post office, public schools, and municipal offices. The EZ Ride Bike and Pedestrian team distributed approximately 175 “Hheads Up, Phones Down” postcards to residents, commuters, and jurors near the Center City Mall. The Passaic County Department of Planning & Economic Development and the Passaic County Sheriff’s Office worked together to distribute

approximately 3,000 educational materials, including posters, street signs, tent cards, coasters, and cup sleeves to local residents and various local businesses. Table 10 documents the quantities of materials distributed.

**Table 10: Street Smart Education Materials Distributed**

Street Smart Small Posters	80
Street Smart Cup Sleeves	75
Street Smart Coasters	300
Street Smart Tent Cards	40
Street Smart Tip Cards	2,500
Heads Up, Phones Down Post Cards	175

The street signs display the five core campaign messages mentioned earlier: Stop for Pedestrians, Obey Speed Limits, Use Crosswalks, Wait for the Walk, and Heads Up, Phones Down.

**Figure 9: Heads Up, Phones Down Street Smart Poster  
Passaic County Administrative Building**



**3.3 Campaign Enforcement**

The Passaic County Sheriff’s Office increased its enforcement efforts from November 1 to November 30, 2017. Officers issued 879 violations and warnings. Table 11 contains a breakdown of the violations and warnings issued.



**Table 11: Street Smart Enforcement Campaign- Violations**

<b>VIOLATIONS</b>	<b>No.</b>		
<b>Failure to Stop Pedestrians</b>	163	<b>Pedestrian Contacts</b>	138
<b>Careless Driving/Driver Inattention</b>	3	<b>Motor Vehicle Contacts</b>	212
<b>Seat Belt</b>	28	<b>Summons (including peds)</b>	385
<b>Cell Phone</b>	9	<b>Warnings (peds &amp; motorists)</b>	350
<b>Other Violations</b>	159	<b>Other Activity (arrests, tows, etc.)</b>	14
<b>Pedestrian Crossing Violations</b>	23	<b>Total Summons &amp; Warnings</b>	<b>879</b>

Source: Passaic County Sheriff’s Office Street Smart Report

**4. Summary and Highlights of Campaign**

The goal of Street Smart NJ is to reduce avoidable traffic injuries and fatalities to zero using a public awareness campaign that aims to improve driver and pedestrian behavior. The campaign focuses on educating the public on the laws and their responsibilities, raising awareness of each mode of transportation, and increasing enforcement to deter unsafe behaviors often associated with traffic crashes.

- The data from pre- and post-campaign observations shows that respondents feel the most serious problems are distracted driving and pedestrians disobeying traffic rules.
- The Street Smart Paterson campaign heightened people’s awareness that both drivers and pedestrians share a responsibility to obey traffic laws.
- The campaign had an impact on those who filled out surveys by increasing awareness of the law and unsafe pedestrian and driver practices
- Results showed the majority of survey respondents had a good understanding of New Jersey driver and pedestrian safety laws.
- The post-campaign survey results showed that respondents became more aware that local police are focused on enforcing pedestrian safety laws and holding both pedestrians and drivers accountable for unsafe and unlawful behavior.
- The street signs and posters were the most recognized.
- The most recognized safety message was “Stop for Pedestrians in the Crosswalk”
- Based on intersection observations, more pedestrians used the crosswalk after the campaign.
- 2,841 Street Smart materials were distributed to residents and commuters during the education campaign. Table tent cards, posters, and street signs were viewed by many people, both walking and driving.

The campaign was successful in raising awareness through both the campaign messages as well as by using increased police enforcement and the surveys to inform people about traffic laws,

multiple modes of travel, and to reflect on their own and others' behavior. The results of this campaign suggest that increased awareness and enforcement help to encourage safer behavior. Additional pedestrian safety campaigns may improve behavior further.

More education and enforcement is needed to improve pedestrian and motorist behavior. However, the location draws a lot of new people every day due to infrequent trip purposes such as jury duty or attending court. That was a campaign's challenge in reducing unsafe behavior among a transient population. The messages fall on a largely different audience from pre- to post-campaign. The campaign had a positive impact and was somewhat successful in raising awareness and encouraging safer travel behavior. Additional campaigns and pedestrian safety programming will likely improve this behavior and are recommended. Some engineering changes would also be helpful to make the intersection safer and these are included in the following recommendation section.

### **4.1 Observed Non-Compliant Behavior**

**Figure 10. Pedestrians Crossing Mid-Block on Grand Street**



**Mid-block crossings were very common in front of the Administrative Building and the Daycare Center. A crosswalk may be appropriate at this corner to increase safety for pedestrians.**

**Figure 11. Drivers Not Yielding to Pedestrians in Crosswalk**



**Failure to stop for pedestrian in crosswalk at Ward St.**

### 4.2 Recommendations

- City/County setup “Stop for Pedestrians in Crosswalk” signs at other busy intersections to raise awareness or add pavement markings that say “STOP for Peds in crosswalk”
- City educate residents and motorists about stopping for pedestrians in crosswalks
- County work with the NJ Motor Vehicle Commission to teach new/renewing drivers and defensive driver course participants to stop for pedestrians in crosswalk
  - Consider a mail insert for motorists renewing licenses/registrations
- City/County staff to not use cell phones/headphones while walking/driving
- Promote crosswalk use at Administration Building and Daycare Center
- Place Street Smart posters/signs in Court Plaza, Center City parking garage, busses, trains, and transit station waiting areas to discourage distracted walking and driving
- Police can develop a plan to decrease speeding at Hamilton Street and Ward Street
- Increase police presence and enforcement of pedestrian, driver, and cycling laws at target intersections, with violations or warnings to deter unwanted behavior
- Police can distribute material and post signs advising cyclists to ride with traffic, on right side of street, and to encourage helmet use
- Conduct additional Street Smart campaigns to encourage safe driving and walking
- County should add a rapid flashing beacon signal at Ward Street and Hamilton Street
- Repair rapid flashing beacon at Hamilton Street and Grand Street
- County can send/email Street Smart tips and remind those with court summons/jury duty to use crosswalks and stop for pedestrians in crosswalks or risk fines

### 5. Appendix

## 5.1 Street Smart Educational Materials

### Pedestrian Safety Zone

## USE CROSSWALKS



Check your vital signs.  
Police are enforcing the law.

**STREETSMART** TOWARD **ZERO** DEATHS  
BeStreetSmartNJ.org

### Pedestrian Safety Zone

## HEADS UP PHONES DOWN




Check your vital signs.  
Police are enforcing the law.


**STREETSMART** TOWARD **ZERO** DEATHS  
BeStreetSmartNJ.org

### 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, \$200 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

**STREETSMART** TOWARD **ZERO** DEATHS  
BeStreetSmartNJ.org

### 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.



**STREETSMART** TOWARD **ZERO** DEATHS  
BeStreetSmartNJ.org



### 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.

Check your vital signs.  
Police are enforcing the law.

**STREETSMART** TOWARD **ZERO** DEATHS  
BeStreetSmartNJ.org

## HEADS UP, PHONES DOWN

Check your vital signs.  
Police are enforcing the law.

TOWARD **ZERO** DEATHS

**STREETSMART**  
BeStreetSmartNJ.org



### CHECK YOUR VITAL SIGNS

Your life is on the line

- Stop for pedestrians in marked crosswalks and yield the right of way at intersections.
- Be careful passing vehicles stopped or adjusting to crosswalks and intersections.
- Allow three feet when passing bicycles.
- Slow down and obey the posted speed limit.
- Stop and look for pedestrians and cyclists before turning right on red.
- Do not back or park in crosswalks.
- Eliminate all distractions.

**STREETSMART** TOWARD **ZERO** DEATHS  
BeStreetSmartNJ.org

### Pedestrian Safety Zone

## WAIT FOR THE WALK



Check your vital signs.  
Police are enforcing the law.

**STREETSMART** TOWARD **ZERO** DEATHS  
BeStreetSmartNJ.org

### Pedestrian Safety Zone

## OBEY SPEED LIMITS



Check your vital signs.  
Police are enforcing the law.

**STREETSMART** TOWARD **ZERO** DEATHS  
BeStreetSmartNJ.org

### Pedestrian Safety Zone

## STOP FOR PEDESTRIANS



Check your vital signs.  
Police are enforcing the law.

**STREETSMART** TOWARD **ZERO** DEATHS  
BeStreetSmartNJ.org

### 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.

**STREETSMART** TOWARD **ZERO** DEATHS  
BeStreetSmartNJ.org

5.2 Media Coverage



PASSAIC COUNTY NEWS

## Campaign Urges Paterson Drivers and Pedestrians to be 'Street Smart'

By STEVE LENGK

October 09, 2017 at 1:21 PM

**PATERSON, NJ** – Drivers and pedestrians travelling in the vicinity of the Passaic County Administrative Complex and Court House will notice an increase in law enforcement officers addressing speeding and distracted driving and walking in the coming month.

The Street Smart NJ Campaign kicked off on Wednesday with participating organizations, including the Passaic County Board of Chosen Freeholders and Passaic County Sheriff, Meadowlink/EZ Ride, North Jersey Transportation Planning Authority, and the Passaic County Vicinage, announcing increased efforts to educate motorists and pedestrians throughout October and November.

"We'll be interacting with motorists to make sure they know and obey the law and stop for pedestrians in the crosswalk," said Passaic County Sheriff Richard Berdnik. "We'll also be reminding pedestrians to use crosswalks and cross at intersections, and not jaywalk."

### Sign Up for E-News

According to information released as part of the campaign's launch there have been 536 pedestrian-involved crashes in Paterson between 2011 and 2015. Included in these incidents were eight fatalities.

New Jersey ranks 15<sup>th</sup> in the nation in the number of pedestrian fatalities during this same time period.

In addition to increasing the number of officers visible in the area, "street teams", made up of professionals and volunteers will be around the Court House and Administration Building distributing safety tips at busy intersections. The campaign will also send e-blasts in efforts to raise awareness about their pedestrian safety efforts.

The statewide Street Smart NJ campaign is managed by the North Jersey Transportation Planning Authority (NJTPA) and began in 2013.

Businesses, organizations and individuals interested in helping to promote the Street Smart NJ message in Paterson can email [Michael Lysicatos](mailto:Michael.Lysicatos).

# 'Street Smart': Paterson police to ticket drivers who fail to stop for pedestrians

536 people were hurt between 2011 to 2015, resulting in 8 deaths



PATERSON – Police in downtown are cracking down on drivers who don't follow the rules of the road in an effort to make the area safer for pedestrians.

There are signs at the intersection of Grand and Hamilton streets in downtown Paterson advising drivers to stop for pedestrians in the crosswalk. But the signs aren't enough, according to local police. To help make the streets safer, Paterson police officers will be ticketing drivers who fail to stop for walkers.

As part of a two-week campaign called "Street Smart," police officers in plain clothes will be crossing the street, and if a driver doesn't stop for the police officer, they will be issued a two-point ticket.

Paterson resident Chard King says he walks the streets here every day, and thinks they are pretty safe already. But officials disagree.

The Record reports that in Paterson, 536 pedestrians have been hit from 2011 to 2015, resulting in eight deaths. Yet, Paterson resident David Cruz says he thinks drivers in the area are careful of pedestrians, although they do not always stop completely.

"Most of the cars around here are always slowing down for the pedestrians to go. And some don't, like, stop completely, but they slow a lot just to make sure you can get across," Cruz says.

Paterson police say that drivers just slowing down won't be enough. Drivers need to stop completely when they see a pedestrian at a crosswalk or the driver will be ticketed.

**TAGS** New Jersey | News | Community | Paterson | Taylor Knight | Crosswalks | Passaic County | Pedestrians | Public Safety

### MORE FROM PATERSON

Local activist in Paterson sets eyes on school board seat



Teacher in Paterson raises \$4K, buys presents for charter school students



NJ Transit service restored on main line after train strikes person in Paterson



Paterson teacher caught on video using racial slur towards student



[More >](#)

### TOP NEWS



PD begin issuing fines to non-residents who cut...

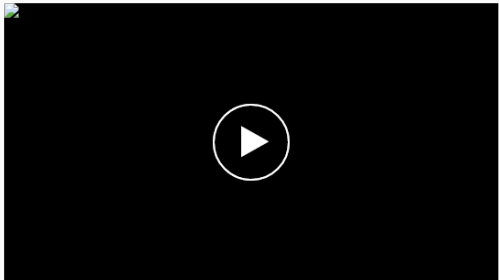


Police standoff in Jersey City comes to peaceful...



# Road Warrior: Paterson crashes spur crosswalk crackdown

John Cichowski, The Road Warrior, @njroadwarrior Published 6:00 a.m. ET Oct. 21, 2017 | Updated 6:53 p.m. ET Oct. 21, 2017



Plainclothes sheriff's officers to issue tickets to drivers who fail to stop for walkers in marked intersections John Cichowski/NorthJersey.com

## Silk City becomes 60th NJ town to adopt 'Street Smart' strategy for curbing rising road-crossing casualties



(Photo: John Cichowski/NorthJersey.com)

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It was probably inevitable.

As the slow revival of Paterson's commercial downtown inches forward, pedestrian crashes have become common enough to order the kind of tough crackdown that nearly 60 cities and suburban towns across the state have already set in motion.

### STORY HIGHLIGHTS

- Passaic County Sheriff's officers begin cracking down on drivers who fail to stop for pedestrians in marked crosswalks near the county courthouse complex in Paterson.
- This "Street Smart" initiative marks the 60th location organized by the North Jersey Transportation Planning Authority, which authorizes federal funding allocations for local transportation initiatives.
- The four-week campaign comes after two county employees were injured while crossing streets in blocks surrounding the courthouse.
- A total of 127 pedestrians were injured on public roads in New Jersey so far this year -- six more than this time last year.

Starting last week in the area of Grand and Hamilton streets, both local police and Passaic County Sheriff's officers were issuing pamphlets reminding motorists to comply with a seven-year-old law that requires them to stop — not simply yield — to walkers at marked intersections.

After two weeks of this "educational initiative," as police call it, two-point tickets will accompany the pamphlets as part of an additional two-week crackdown in which police will pull over motorists who fail to stop for officers who walk across streets in plainclothes.

There was a time when stings like these were considered unnecessary. But in the smartphone era, expecting compliance with signs apparently is asking too much.

"It's a sad commentary [but] drivers were driving over them... knocking them down," Superior Court Judge Ernest Caposela explained on Courthouse Plaza during last week's announcement of a "Street Start" initiative organized by the North Jersey Transportation Planning Authority.



Passaic County Assignment Judge Nicolas Caposela cites two County employees injured while crossing Paterson streets near the county courthouse area. (Photo: John Cichowski/NorthJersey.com)

When the chief judge of the Passaic County vicinage gets actively involved in a largely non-criminal issue such as local pedestrian safety, it's a sign that that the issue may be

### 5.3 EZ Ride Community Outreach

EZ Ride and the Safe Routes to School team have been working in Paterson for the past two years. EZ Ride has been invited to present in Paterson Public Schools No. 16, 28, and Dale Avenue. The SRTS team has also worked closely with Paterson Public Schools No. 15 and No. 28 to conduct walkability assessments that have resulted School Travel Plan reports with recommendations and an Action Plan to make the area around the schools safer.

On October 21, 2017 EZ Ride conducted a bike safety event at the Grace Chapel Baptist Church. The event include a bike safety presentation, which promoted safe walking and cycling to school and taught students and their parents how to conduct a bicycle safety “ABC quick check” and how to properly fit and wear a helmet. Students were also reminded to dress to be seen, and to obey traffic laws, signs and signals. After the presentation, a community ride and a bike skills rodeo were held where children put their biking skills and safety knowledge to the test. Additionally, 35 children received a helmet for their participation.

Pedestrian safety bookmarks, Street Smart NJ safety tip cards, biking bookmarks and helmet fitting / bike safety information sheets were provided to each student who attended.