

Evaluation of the Lambertville Street Smart Campaign



August 2019



Acknowledgements

Special thanks to the following for their assistance:

Lambertville Police Department

Lambertville City Council

Delaware River Towns Community Chamber of Commerce

New Jersey Department of Transportation

North Jersey Transportation Planning Authority (NJTPA)



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EXECUTIVE SUMMARY

A Street Smart NJ pedestrian safety campaign conducted in the City of Lambertville in summer 2019. The campaign was a collaborative effort of goHunterdon, the Lambertville Police Department, the City of Lambertville, and local businesses and organizations. As an education and enforcement campaign, the Lambertville Street Smart NJ campaign included pedestrian safety law enforcement by the Lambertville Police Department.

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

STREET SMART NJ OVERVIEW



Street Smart NJ is a public education, awareness and behavioral change campaign developed by the North Jersey Transportation Planning Authority (NJTPA) and funded through Federal Highway Administration (FHWA) resources, as well as through substantial local in-kind contributions.

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

Street Smart NJ was developed in response to New Jersey's designation by FHWA as a pedestrian "focus" state, due to a high incidence of pedestrian injuries and fatalities. New Jersey's pedestrian fatality rate was 27 percent in 2016, far above the national pedestrian fatality rate of 16 percent.

The campaign has three main goals:

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

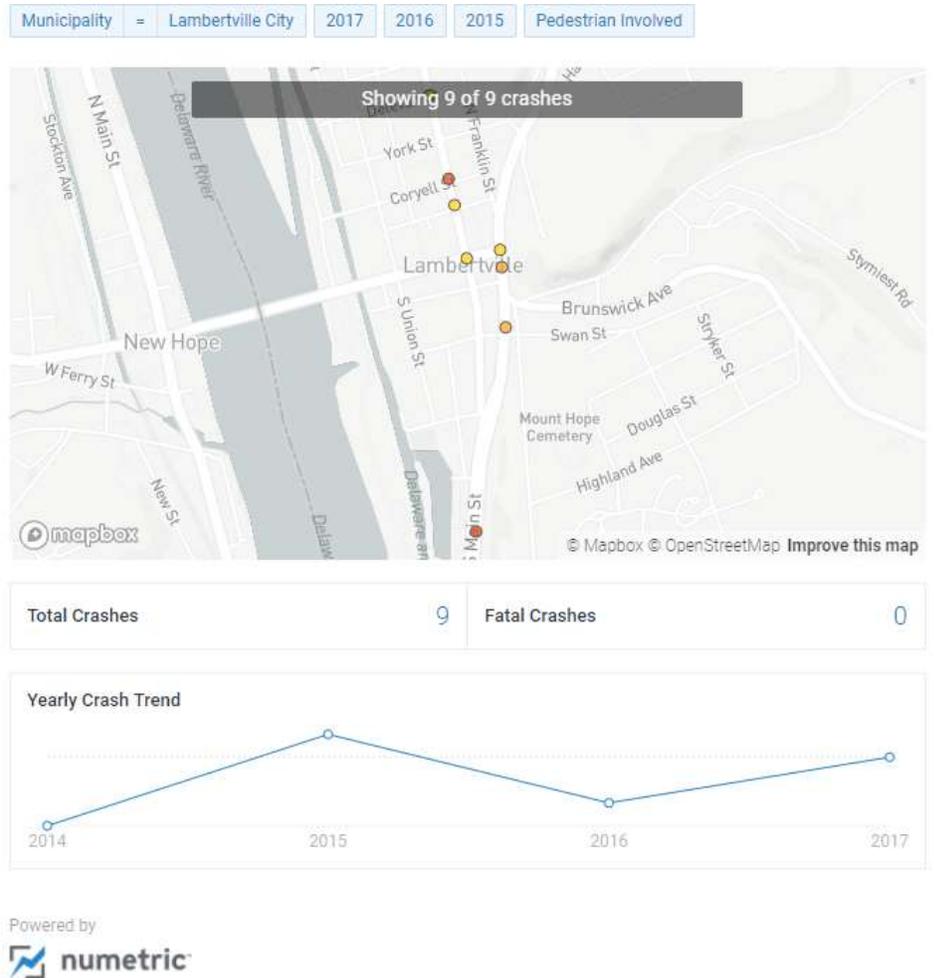
This report is an evaluation of the 2019 Street Smart NJ campaign conducted in the City of Lambertville, Hunterdon County, New Jersey.

LAMBERTVILLE STREET SMART NJ CAMPAIGN

The City of Lambertville and goHunterdon, the local non-profit transportation management association (TMA) serving Hunterdon County, NJ, partnered to conduct a Street Smart NJ campaign in summer 2019.

Crash Data

Crash data from the Rutgers University Center for Advanced Infrastructure (CAIT) Numetric database identified nine (9) pedestrian incidents in Lambertville from January 2015- December 2019.



Pedestrian Pre-Crash Action

Crossing at unmarked crosswalk	4
Crossing at marked crosswalk	2
(No specific pre-crash action noted)	3
Total	9

PROJECT AREA

City of Lambertville

Lambertville is located on the Delaware River in the southwestern portion of Hunterdon County. The city borders Delaware Township and West Amwell Township in Hunterdon County; and both New Hope and Solebury Township in Bucks County, Pennsylvania. The City of Lambertville is 1.3 square miles and the city's population is 3,906 (2010 census).

Lambertville is a walkable community drawing many visitors; primarily on the weekend. The small city includes a downtown business district adjacent to residential homes. Sidewalks and crosswalks are present on most streets.

Residents regularly walk or bicycle within the city. Students walk to Lambertville Public School, as no busing is provided.

Route 29, a state road, runs through Lambertville, connecting the city with Stockton and Frenchtown to the north and Trenton to the south. Within city limits, Route 29 is also known as Main Street.

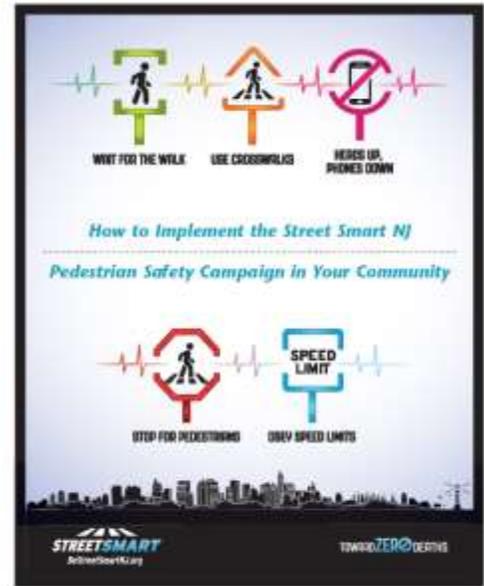
Route 179, also a state road, runs through Lambertville. Within the City limits, Route 179 is also known as Bridge Street.



CAMPAIGN STRUCTURE & SCHEDULE

The Lambertville Street Smart NJ Campaign was conducted over an eight week period from June 24 –August 18, 2019. It was based on NJTPA's "How to Implement the Street Smart NJ Pedestrian Safety Campaign in your Community" guidebook.

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



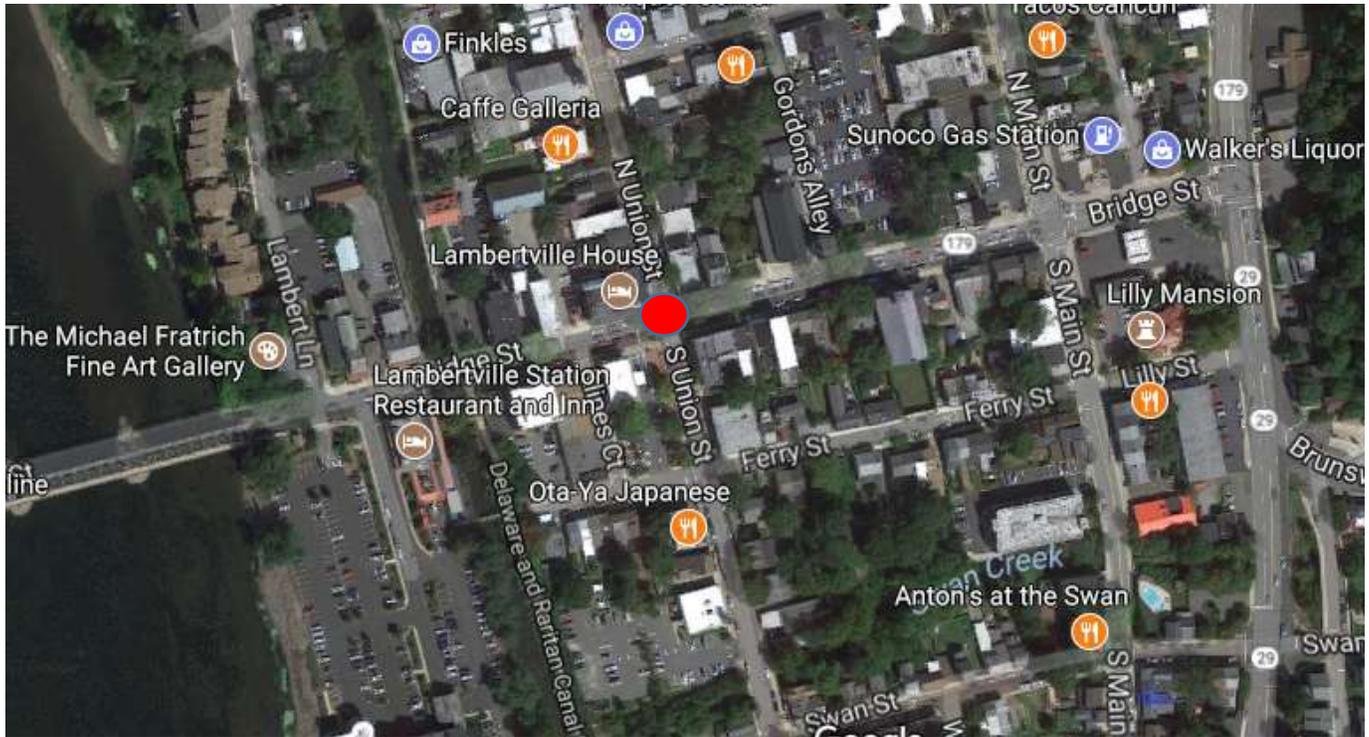
Pre-Campaign Data Collection, Surveying	June 24- July 1, 2019
Awareness	July 1- 28, 2019
Soft Enforcement- Warnings	July 15- 21, 2019
Hard Enforcement- Summonses Issued	July 22- 28, 2019
Post-Campaign Data Collection, Surveying	July 29- August 11, 2019

CAMPAIGN EVALUATION METHODS

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

1. Intersection Observation
2. Community Awareness/Impact Surveys

Observation Location



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

Bridge Street and Union Street

The intersection of Bridge Street and Union Street is centrally located within the downtown business district. Bridge Street has a posted speed limit of 25 mph, and serves as the main shopping district in Lambertville, with many shops and restaurants.

The intersection of Bridge Street and Union Street serves as a primary pedestrian crossing for the downtown business district. There are marked crosswalks and pedestrian signal heads.



Observation Proxy Behaviors

As developed by NJTPA, the following proxy behaviors were observed and recorded at each of selected intersections. Pedestrian proxies were observed over a two hour period.

Pedestrian Proxies

The observation exposure included any pedestrian crossing the street within half a block of the crosswalk. Both compliant and noncompliant pedestrians were counted. Pedestrian proxies were observed over a two hour period.



Compliant

Proxy 1: Pedestrian Use of Crosswalks

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

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



Noncompliant

Proxy 2: Pedestrian Waited for Signal

Compliant: At an intersection, with signal heads, the pedestrian waited for the “walk” signal to begin crossing or arrived at the intersection and crossed while the signal indicated “walk.”

Noncompliant: Pedestrian began crossing the intersection while the “Do Not Walk” indicator was lighted or blinking indicating a change to “Do Not Walk.”



Proxy # 3: Pedestrian Distraction – Cell Phone Use

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

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



Noncompliant

Motorist Proxies

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

Proxy #4: Turning Vehicle Yields for Pedestrian

Compliant: Motorist yields to pedestrian in the crosswalk staying stopped until pedestrian has reached across the opposite side of the street.

Noncompliant: Motorist fails to yield to pedestrian in the crosswalk



Proxy 5: Motorist Distraction – Handheld Cell Phone Use

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



Noncompliant

Proxy #6: Vehicular Speed

A Speed Sentry unit was installed to collect data of motorist speeds during the pre and post campaign evaluation period. This data is used to determine if the motorists were complying with the speed limit.

The posted speed limit on Main Street is 25 mph. The Speed Sentry sign was placed on Main Street to evaluate motorist behavior pre and post campaign.



The sign was positioned to capture southbound traffic heading into the downtown district. During the pre-campaign data collection period, the sign was set in "stealth" mode with no display. During the campaign, the sign was set to display motorist speed.

Observation Schedule

Location	Pre	Post
	Monday 6/26/19 AM Observation	Monday 8/5/19 AM Observation
Bridge Street and Union Street	11:00 AM – 1:00 PM	11:00 AM – 1:00 PM

For each behavior, two types of data were collected:

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

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

Community Awareness/Impact Surveys

Both before and after the Street Smart NJ campaign in Lambertville, the public was invited to complete a community awareness survey to measure the impact of the campaign.

The survey queried respondents on their observations of various pedestrian and motorists behaviors, their own behaviors, basic knowledge of pedestrian safety laws, and awareness of the Street Smart NJ

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

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



goHunterdon
Sponsored · 🌐

TELL US YOUR THOUGHTS ABOUT PEDESTRIAN SAFETY IN LAMBERTVILLE

goHunterdon is partnering with the [City of Lambertville](#) to increase pedestrian safety awareness within Lambertville. We're looking for community feedback on what your experiences have been walking and driving in town.

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

[See More](#)



CAMPAIGN KICK-OFF

The Lambertville Street Smart Campaign kicked off with a press release and announcement at a City Council meeting.

City of Lambertville Announces Street Smart NJ Pedestrian Safety Campaign

Last Updated: 27 June 2019

The City of Lambertville has partnered with goHunterdon to conduct a "Street Smart NJ" campaign, a pedestrian safety education program aimed at reducing pedestrian-motor vehicles crashes. The campaign will take place throughout the month of July, featuring awareness, education and enforcement of proper safety skills.

Street Smart NJ is a collaborative effort between public, private and non-profit organizations. The City of Lambertville has partnered with goHunterdon, a local non-profit organization dedicated to promoting safe and sustainable transportation, to encourage five key behaviors to improve safety:

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

From July 1-26, 2019, signs, posters, banners, tip cards, and other safety messaging materials will be posted and distributed throughout the community to reinforce these key messages. E-blasts and will also be used to raise additional awareness about pedestrian safety.

From 2015-2017, there were a total of nine (9) pedestrian crashes recorded in the City of Lambertville. A similar campaign was conducted in the city in 2017.

Pedestrian fatalities are on the rise across the country. On average, one pedestrian is killed every two days in New Jersey and 12 are injured daily. Street Smart NJ is one of many initiatives in New Jersey working to help the state reach its goal of zero pedestrian fatalities. The campaign reminds people that everyone has a role to play in making our streets safer. Drivers need to obey speed limits and stop for people crossing; people walking need to use crosswalks (marked and unmarked) and cross with the signals; and everyone needs to avoid distractions.

 **City of Lambertville**
3 hrs · 🌐

This July, we hope you will take the opportunity to become more educated about how to make our streets safer for pedestrians as we launch "Street Smart NJ," a pedestrian safety education program in partnership with goHunterdon. The campaign will take place throughout the month of July, featuring awareness, education, and enforcement of important pedestrian safety laws and best practices, such as "Wait for the Walk," and "Heads up, Phones Down."



STREETSMART
BeStreetSmartNJ.org

CHECK YOUR VITAL SIGNS

STOP FOR PEDESTRIANS OBEY SPEED LIMITS WAIT FOR THE WALK USE CROSSWALKS HEADS UP, PHONES DOWN

TOWARD **ZERO** DEATHS

EDUCATION & AWARENESS EFFORT

Local Outreach Partners

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

- Aztlan Mexican Grill
- Bell's Tavern
- Caffe Galleria
- Catanzareti
- City Market
- DeAnnas
- El Tule Mexican Restaurant
- Fine Food and Flowers
- Giuseppes
- Homestead Farmers Market
- Inn of the Hawk
- Jess's Juice Bar
- Lambertville Academy
- Lambertville Animal Hospital
- Lambertville House
- Lambertville Station
- Lambertville Trading Company
- Marhaba
- Mitchell's Cafe
- Niece Lumber
- Owowcow
- Phillips Barber
- Pure Energy
- Rago Auctions
- Riverflow Yoga
- Rojo's
- Sneddons
- Tacos Cancun
- Thai Tida
- The Laundry Room
- The Swan Bar



Community Outreach

Coffee Sleeves

Local restaurants and coffee shops provided customers with Street Smart NJ messaging coffee sleeves.



Table Tents

Table tents were displayed at many local restaurants and shops. The table tents were placed on counters near cash registers, on tables and countertops, as well as information tables.



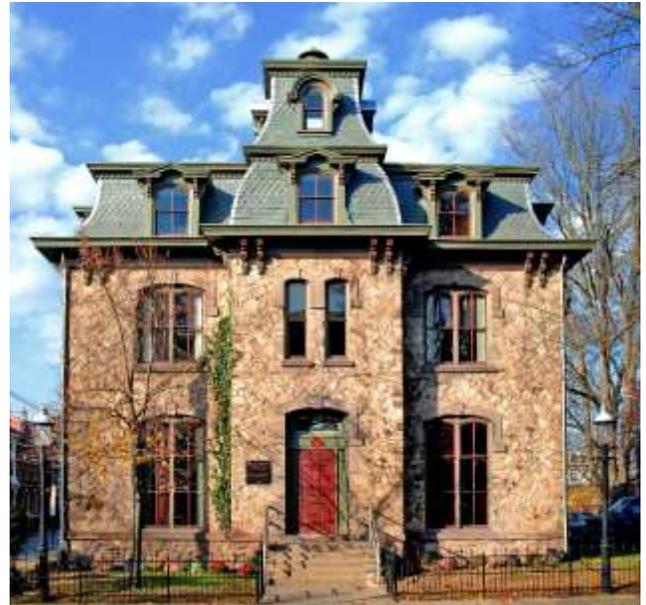
Banners

Banners were placed at high visibility locations throughout the city.

City Hall, York Street

Lambertville City Hall is centrally located. It sits at the corner of York Street and North Union Avenue, a well-traveled street for both motorists and pedestrians.

The historic building is surrounded by a wrought iron fence where community banners and signs are regularly displayed.



Street Signs

Forty-five (30) corrugated plastic signs were placed within the downtown business district and in close proximity to Bridge Street and Union Street (Observation Location).

Signs were strategically placed so that they would be highly visible to pedestrians and motorists alike.



Outreach Material Distribution

OUTREACH MATERIAL	DESCRIPTION	QUANTITY
	Street Sign	30
	Banner	1
	Coffee Sleeves	400
	Coaster	350
	Table Tent	125
	Tip Card	400
	Warning Card	500

Social Media/Local Websites

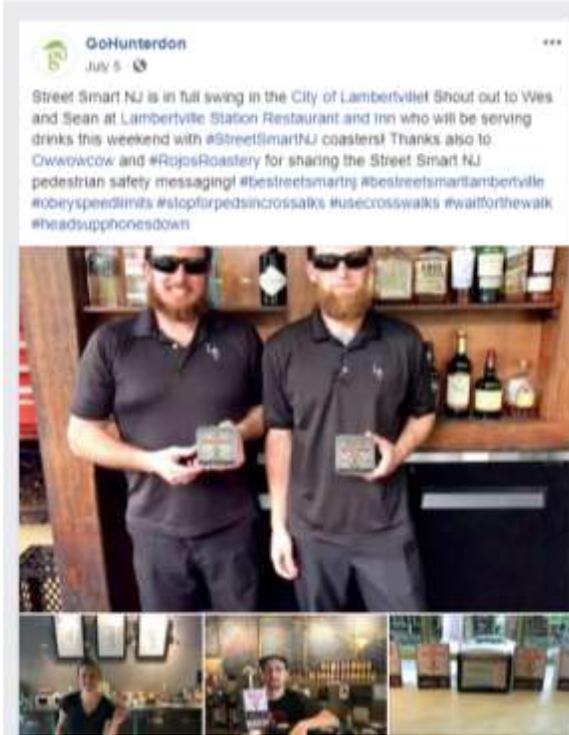
Social media and local websites played an important role in promoting the campaign in Lambertville.



Facebook

Posts were regularly published to the Lambertville, NJ Facebook group, which has 8,712 members. From July 1-28, 2019, Facebook posts offering safety tips, photos and graphics that reinforced the Street Smart messaging were issued regularly.







ENFORCEMENT

The Lambertville Police Department engaged in two enforcement periods.

During the initial enforcement period, the police department focused on pedestrian education and positive reinforcement. Officers issued 110 warnings to motorists and/or pedestrians to educate about pedestrian safety behaviors.

In the second enforcement period, police issued 120 summonses, including fifteen (15) for speeding and eleven (11) for "obstructing traffic" violations. "Obstructing or delaying traffic" included motorists who blocked crosswalks/sidewalks. Failure to stop, careless driving and driving under the influence violations were also recorded.

Warnings	July 22-28, 2019	110
Summonses issued	July 29- August 4, 2019	120



EVALUATION RESULTS

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

FINDINGS- Observation

Pedestrian Proxies

The post campaign observations indicated slight improvement in pedestrian behaviors following the awareness and enforcement phases of the campaign. The midblock Bridge Street crosswalk saw the greatest change in compliance, with a 26 percent improvement.

	Pre-Campaign		Post-Campaign		Change in Compliance
	Compliant	Non-Compliant	Compliant	Non-Compliant	
Bridge Street and Union					
Pedestrian Used Crosswalk	84%	16%	90%	10%	6%
Ped Completed Crosswalk	94%	6%	95%	5%	1%
Ped distracted by Cell	94%	6%	96%	4%	2%

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

FINDINGS- Observation

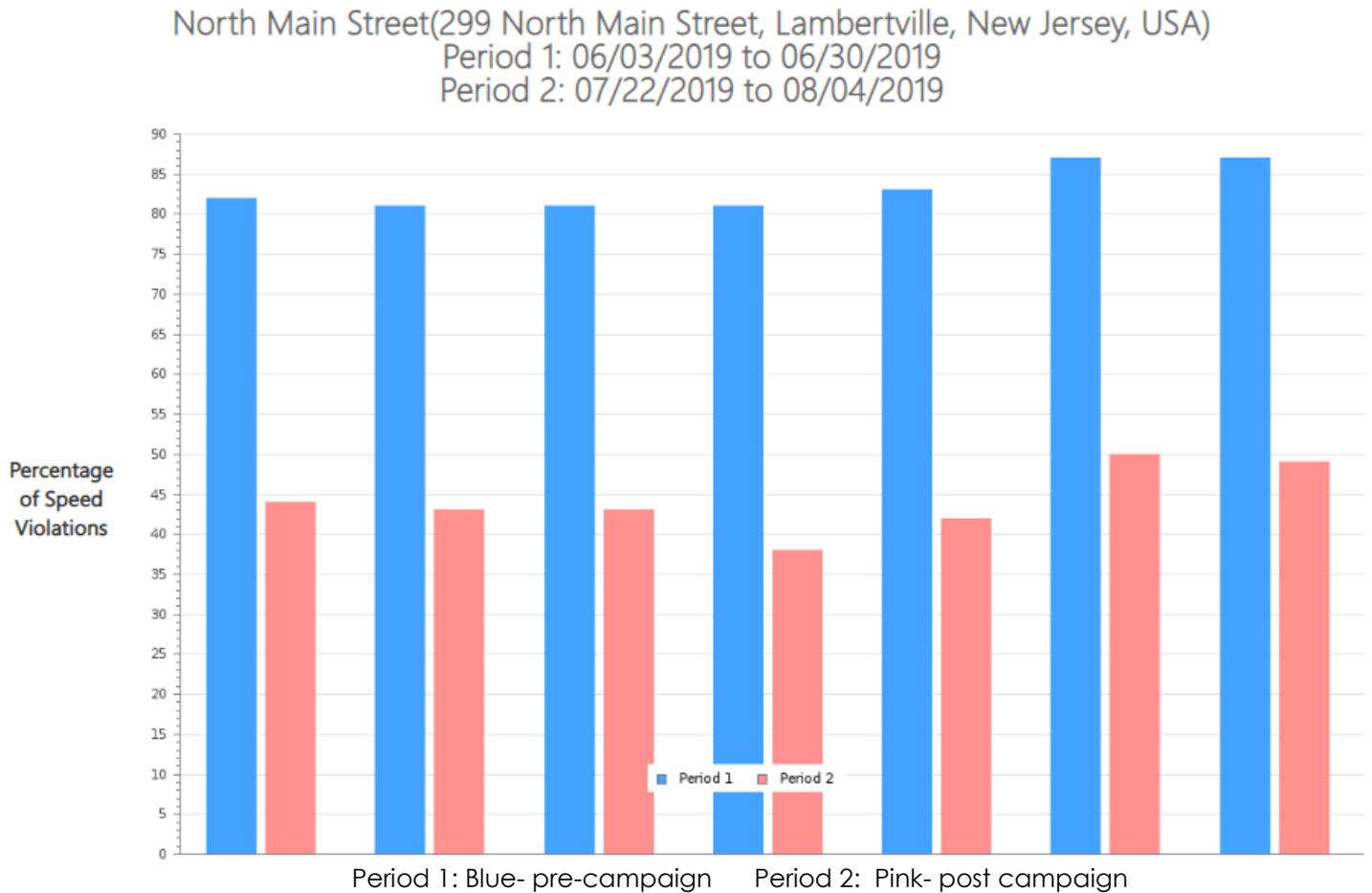
Motorist Proxies

Post campaign observations of motorist behaviors revealed increased compliance of the Stop for Pedestrians in Crosswalks at all locations. Overall, a reduction in the number of motorists using cell phones was also observed.

	Pre-Campaign	Post-Campaign
Bridge Street and Union Street		
Car Did Not Stop for Pedestrian	36	29
Motorist Handheld Cell Phone Use	40	28

Vehicular Speed

A Speed Sentry unit was used to collect data on traffic volumes as well as motorist speed on North Main Street north of the observation intersection. The unit was employed throughout the campaign.



There was a reduction in speed violations during the post campaign period compared with the pre-campaign period.

FINDINGS- Community Survey Results

Respondent Profile-

68% of respondents lived in Lambertville.

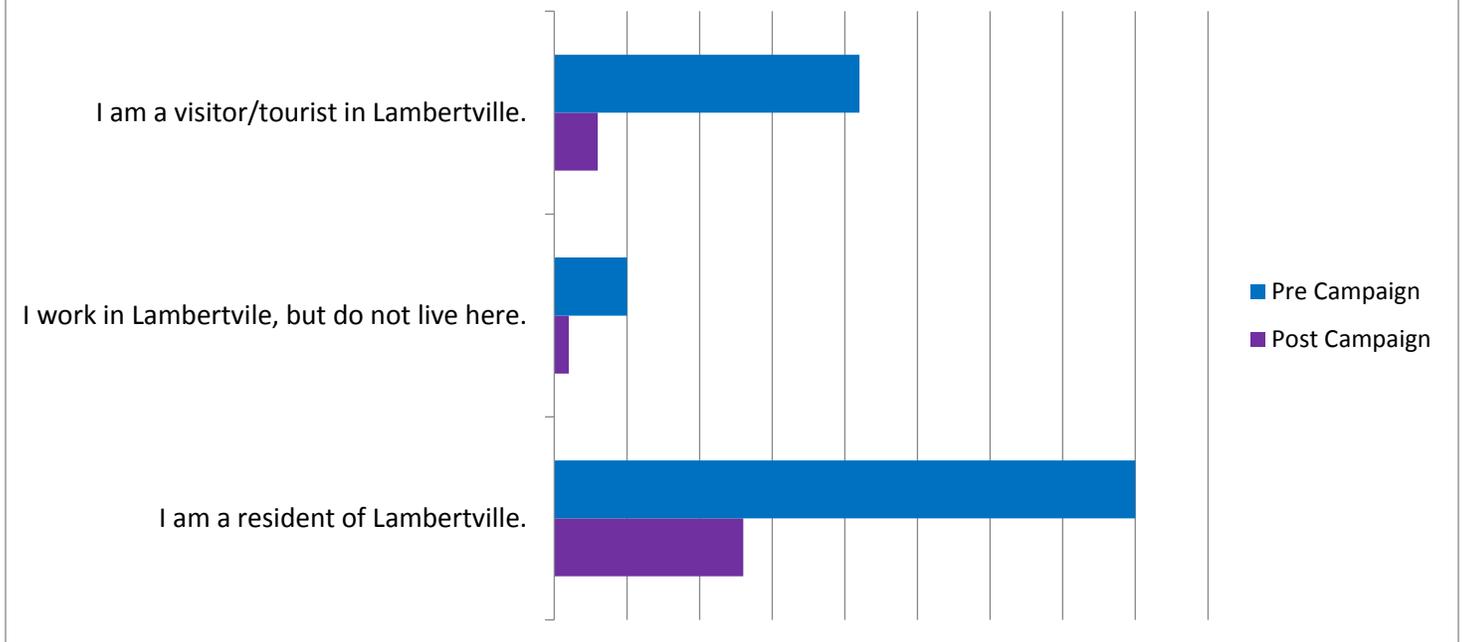
75% of respondents were female.

85% of respondents were 35-65 and older.

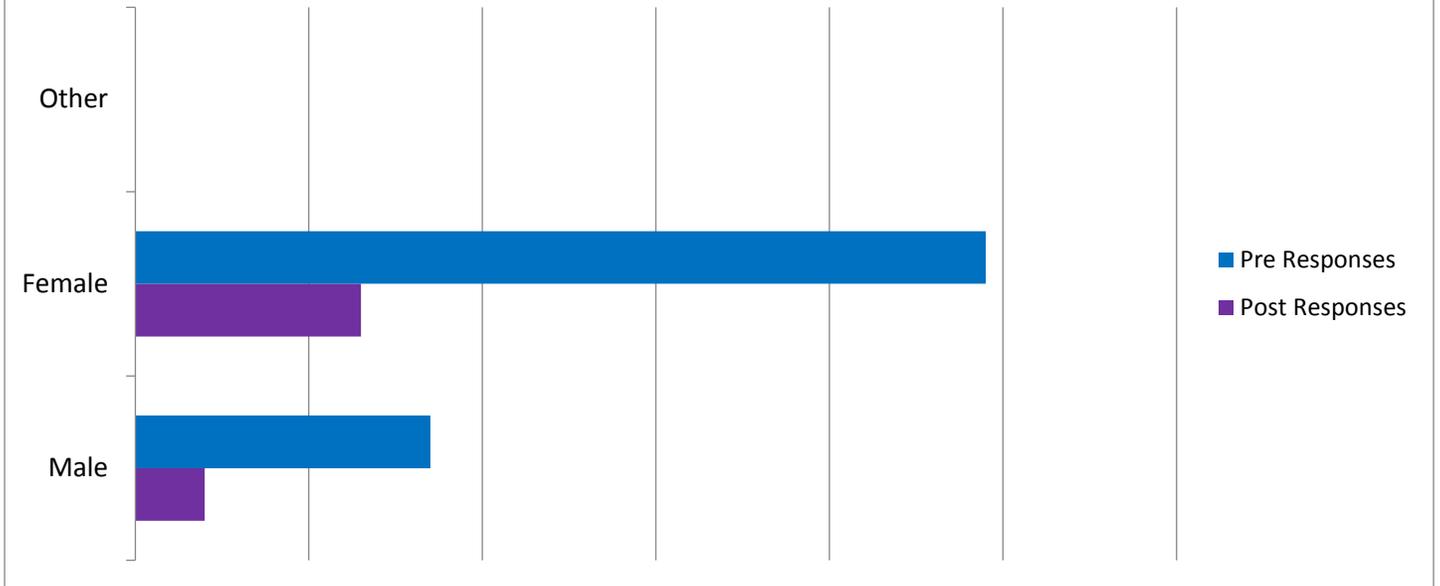
97% of respondents identified themselves as white

The majority of respondents indicated an increased awareness of pedestrian laws, changes in their own behaviors, and the observed behaviors of others.

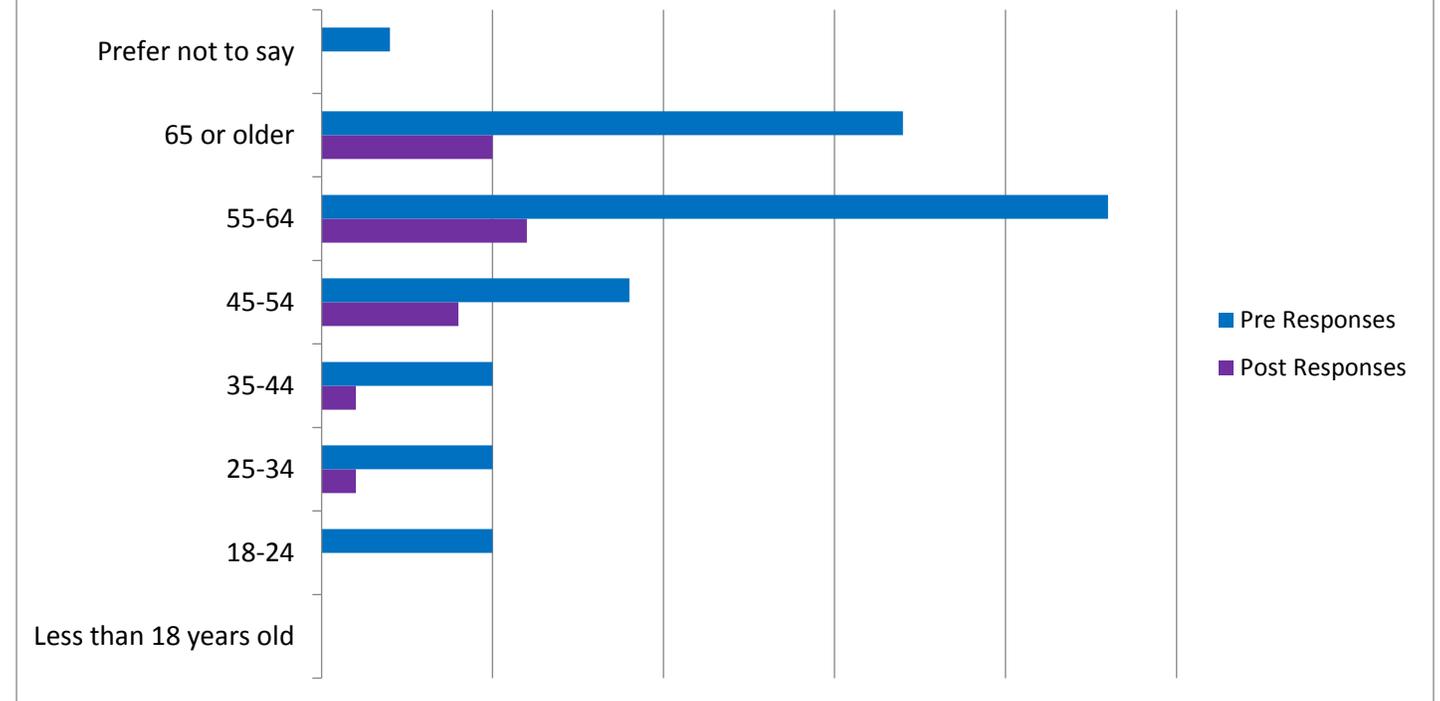
Which of the following represents you best:



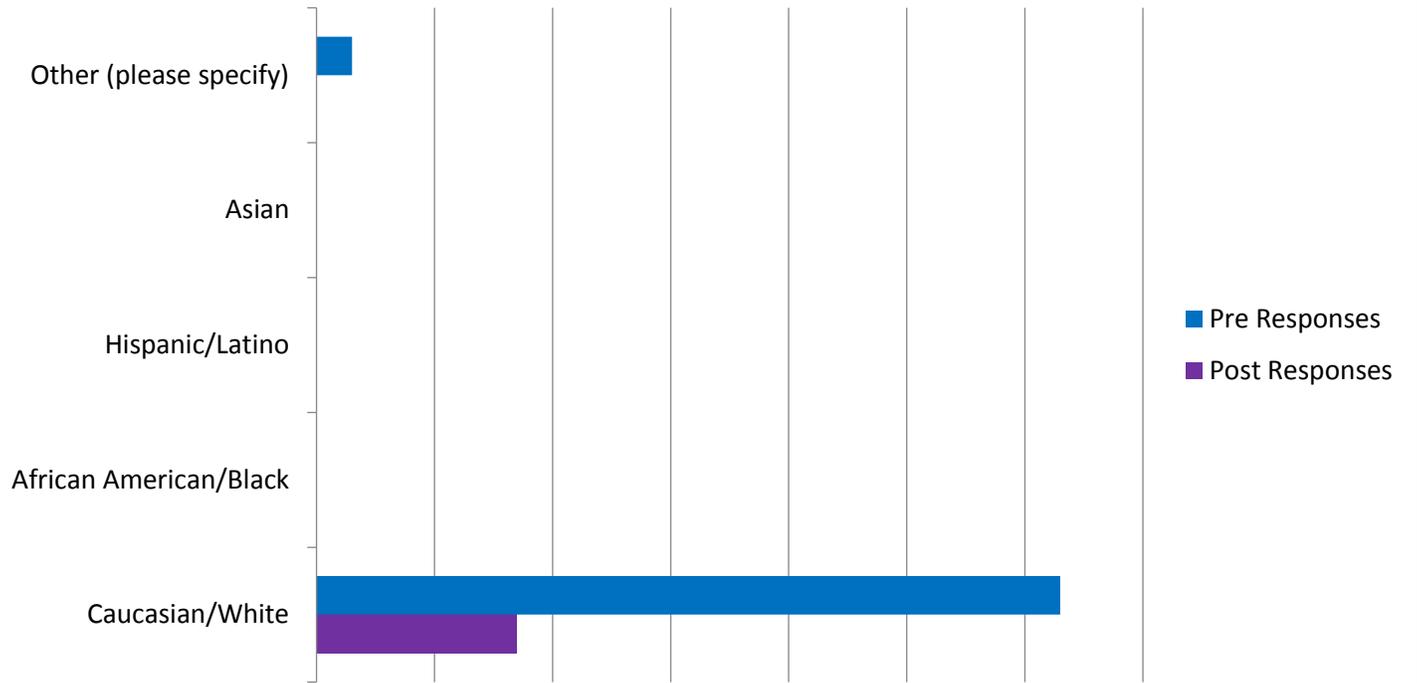
What is your gender?



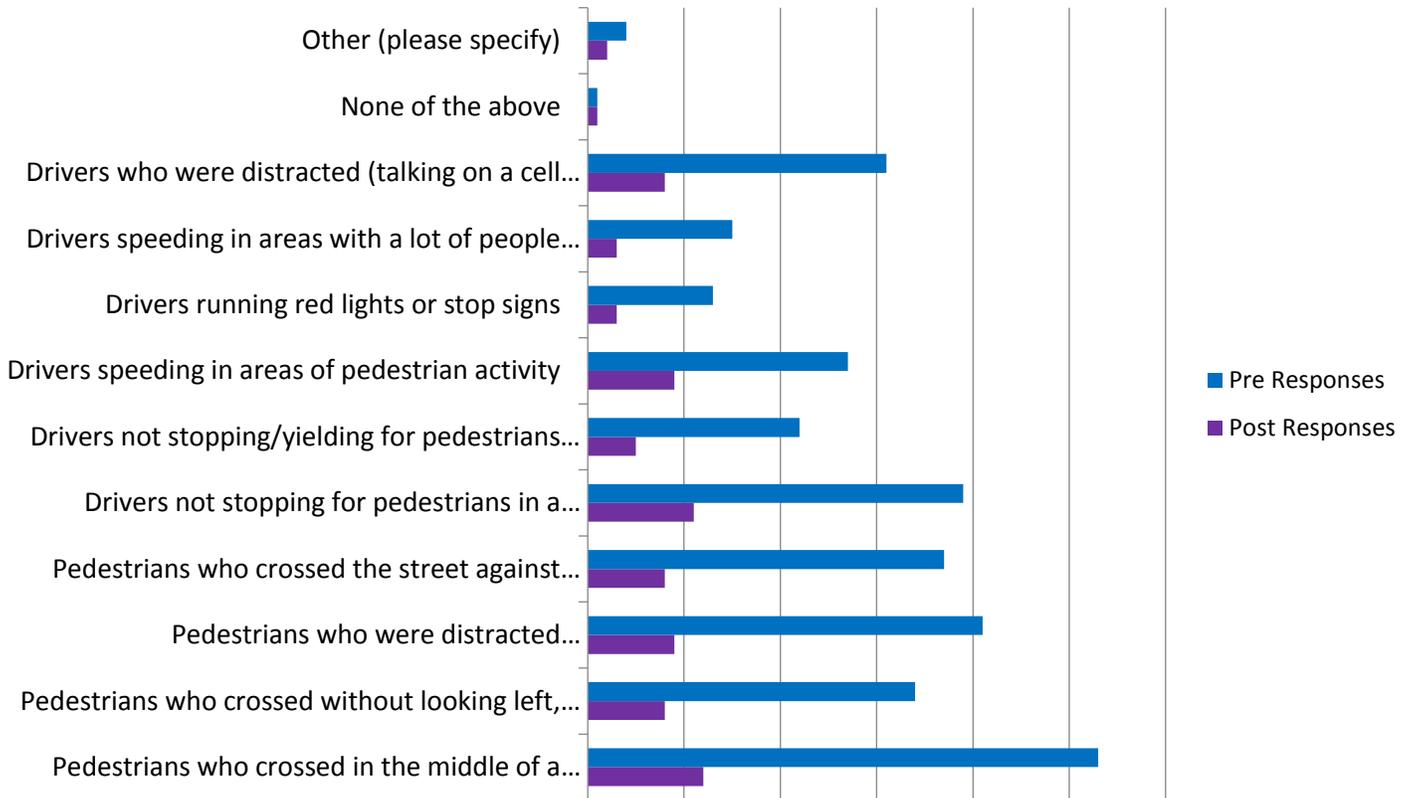
Please indicate your age group:



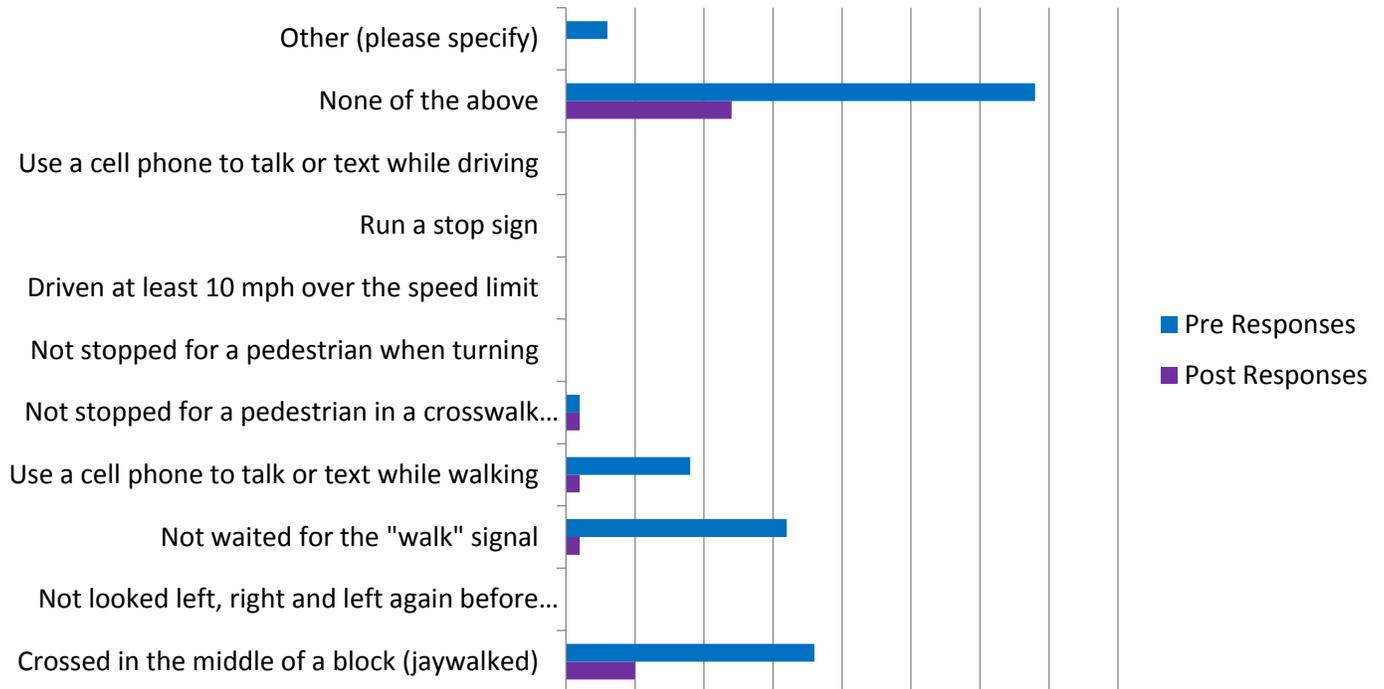
Do you identify as:



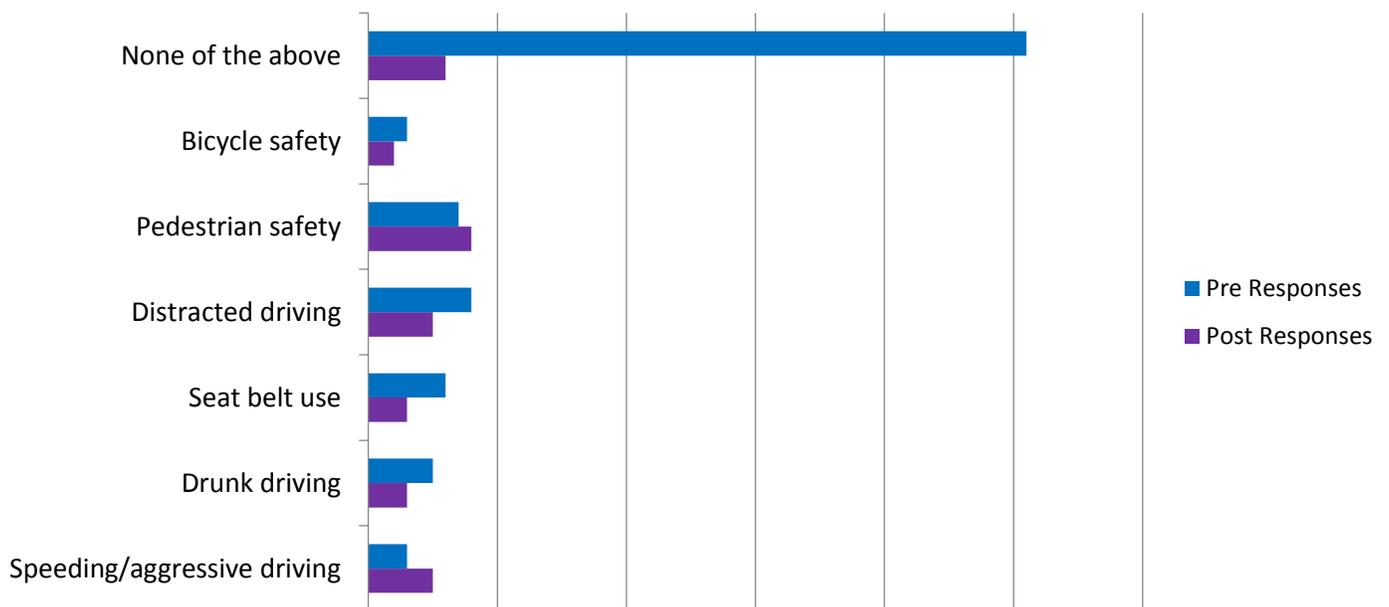
In the past week in Lambertville, have you seen (check all that apply):



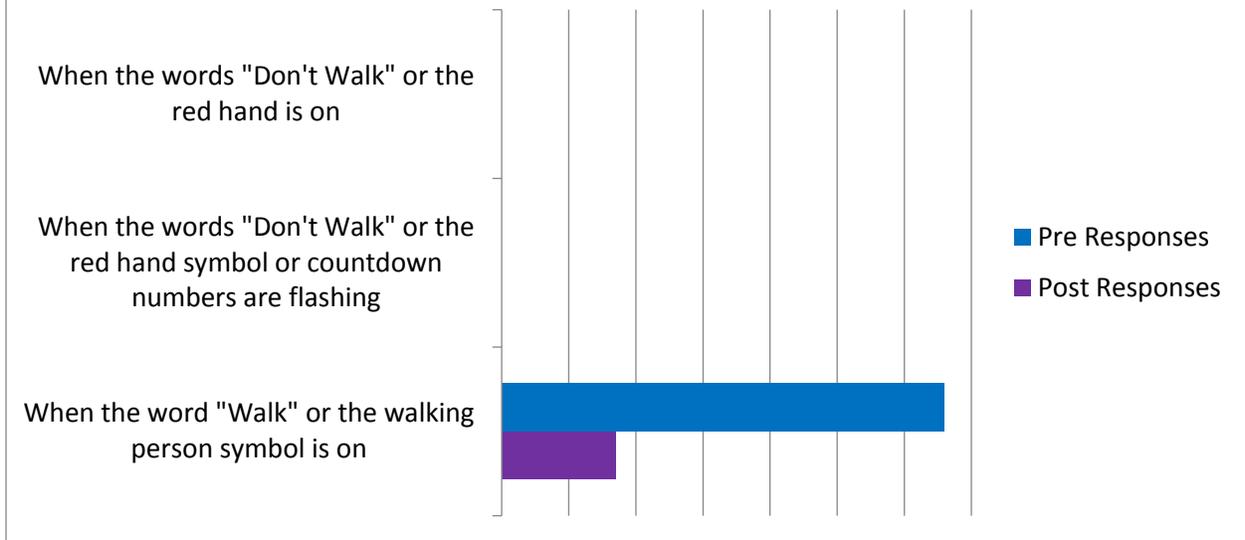
In the past week, in Lambertville, have you, YOURSELF:



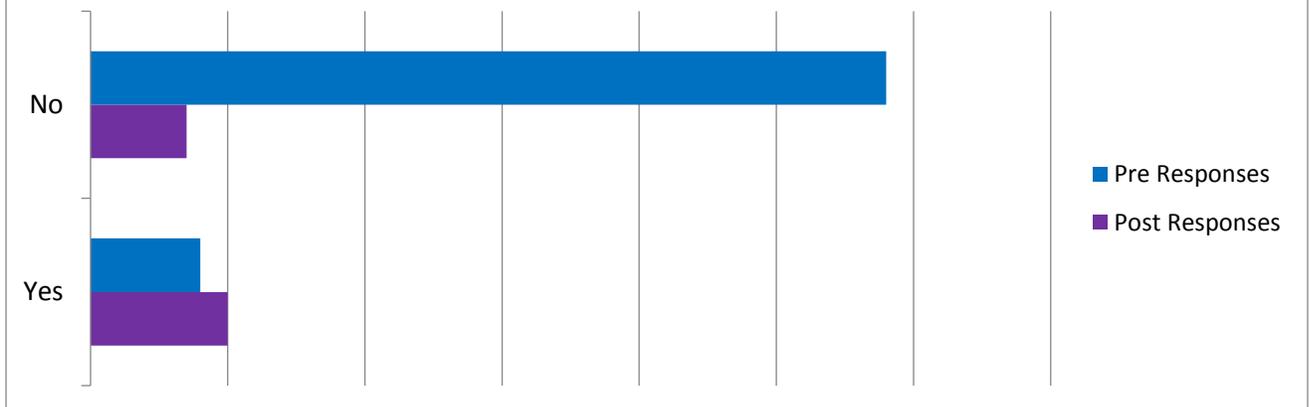
In the past 30 days, in Lambertville, have you read, seen or heard any advertising messages addressing the following?



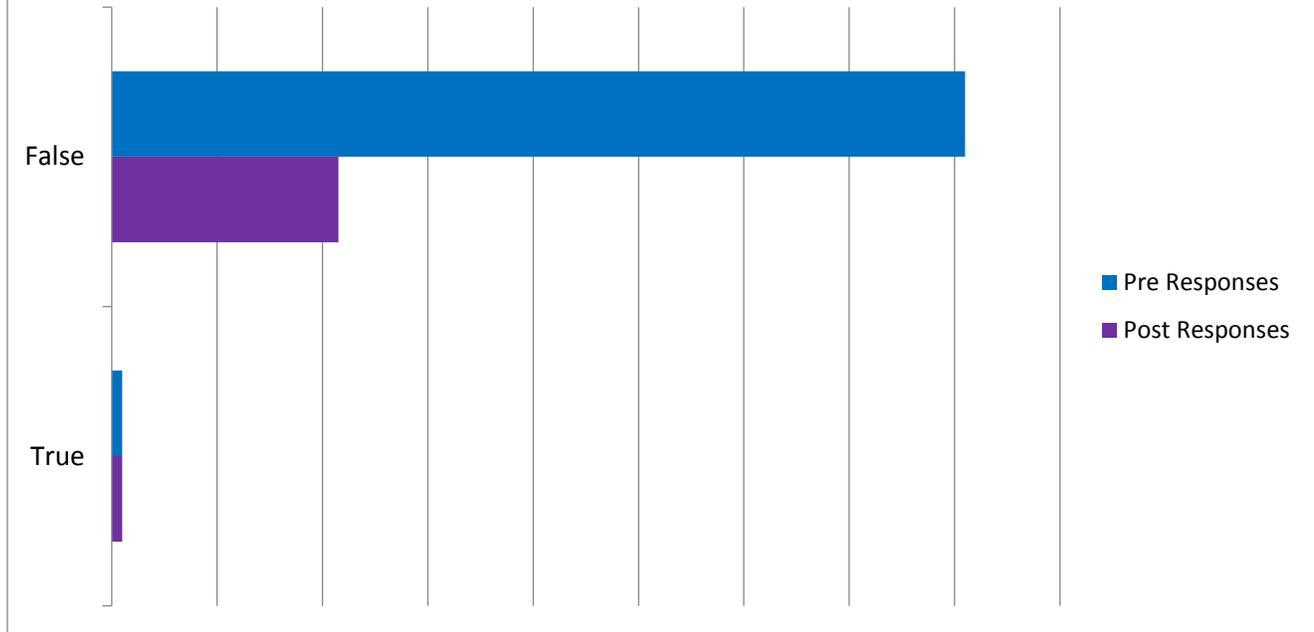
At signalized intersections, when SHOULD a pedestrian begin to cross the street?



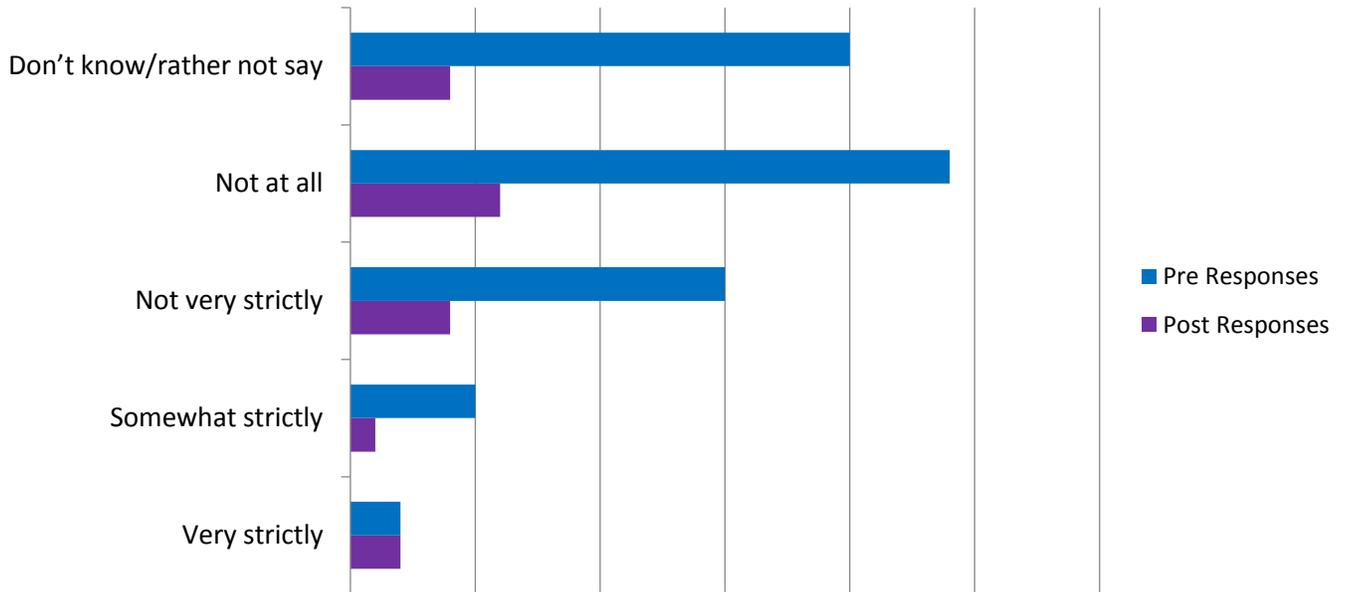
In the past 30 days, in Lambertville, have you seen or heard any advertising message or signage that mentions "Street Smart" and addresses pedestrian safety?



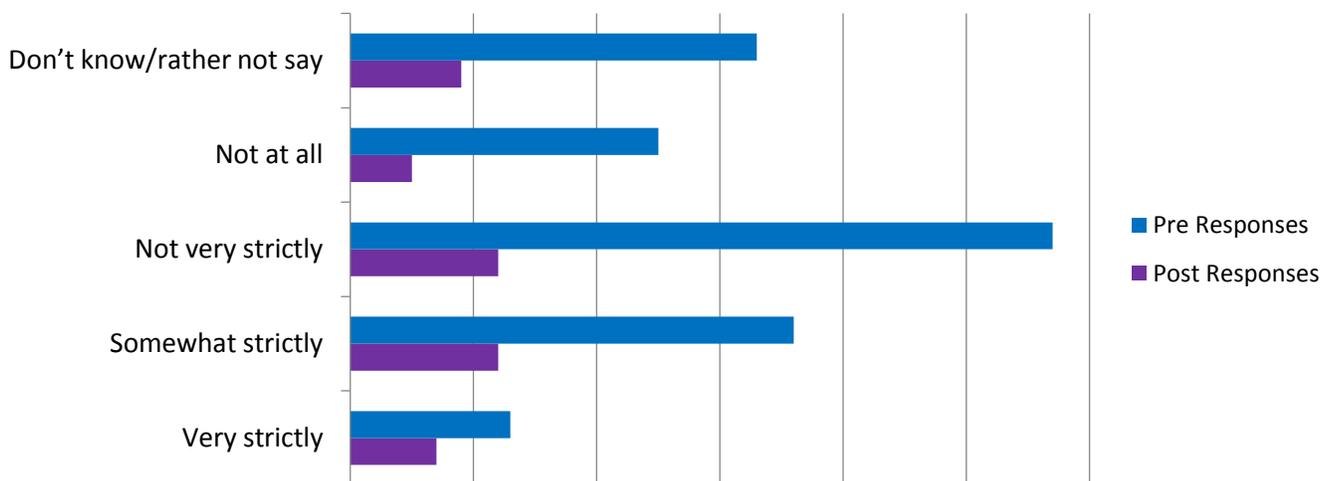
Drivers always have the right of way.



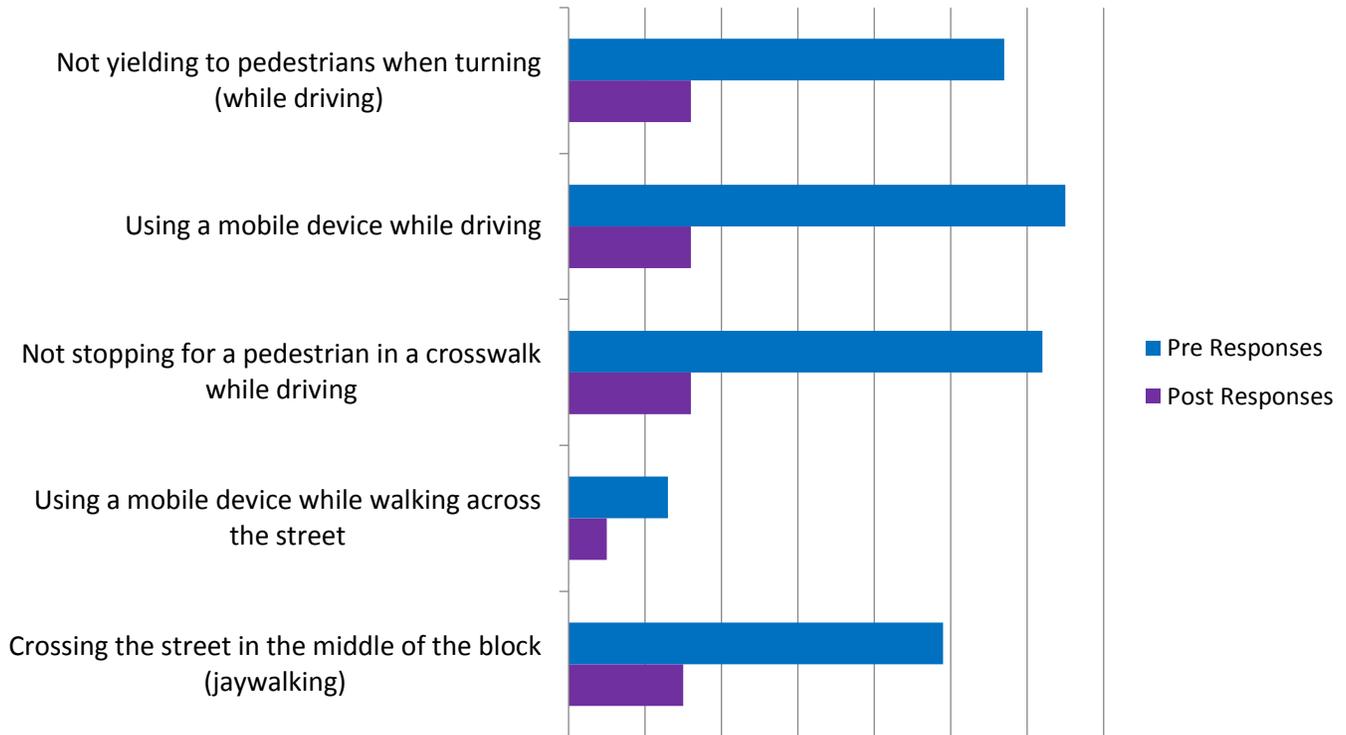
How strictly do you think that police in Lambertville enforce PEDESTRIAN safety laws, such as jaywalking?



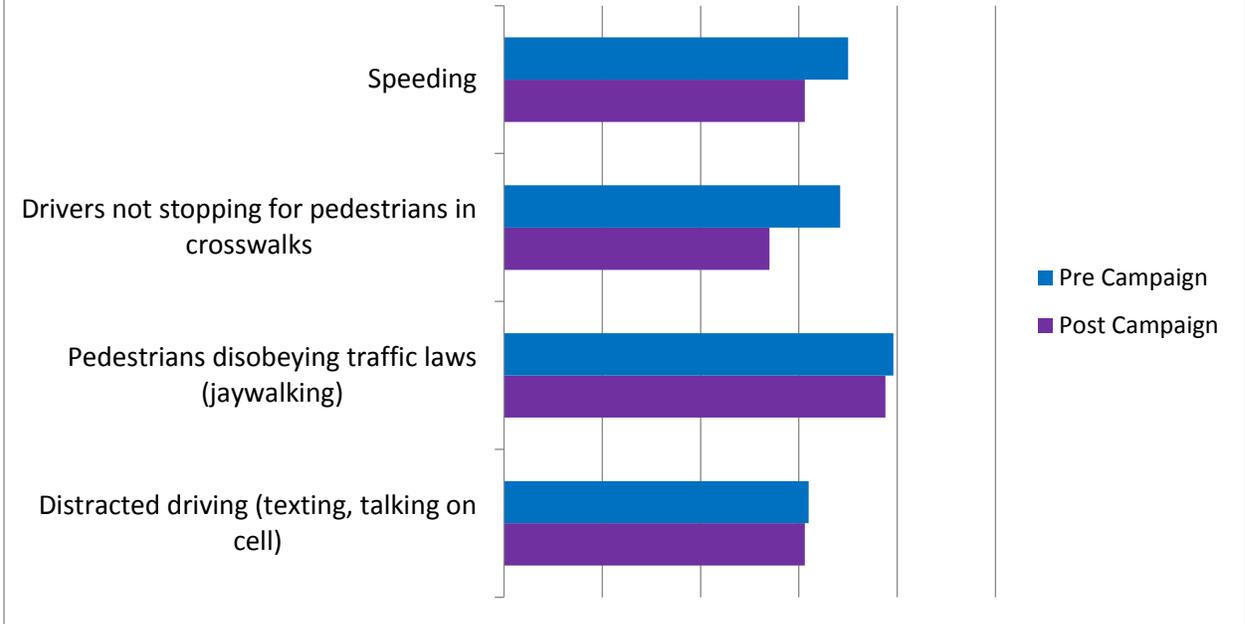
How strictly do you think that police in Lambertville enforce DRIVER related pedestrian safety laws, such as speeding or stopping for pedestrians in crosswalks?



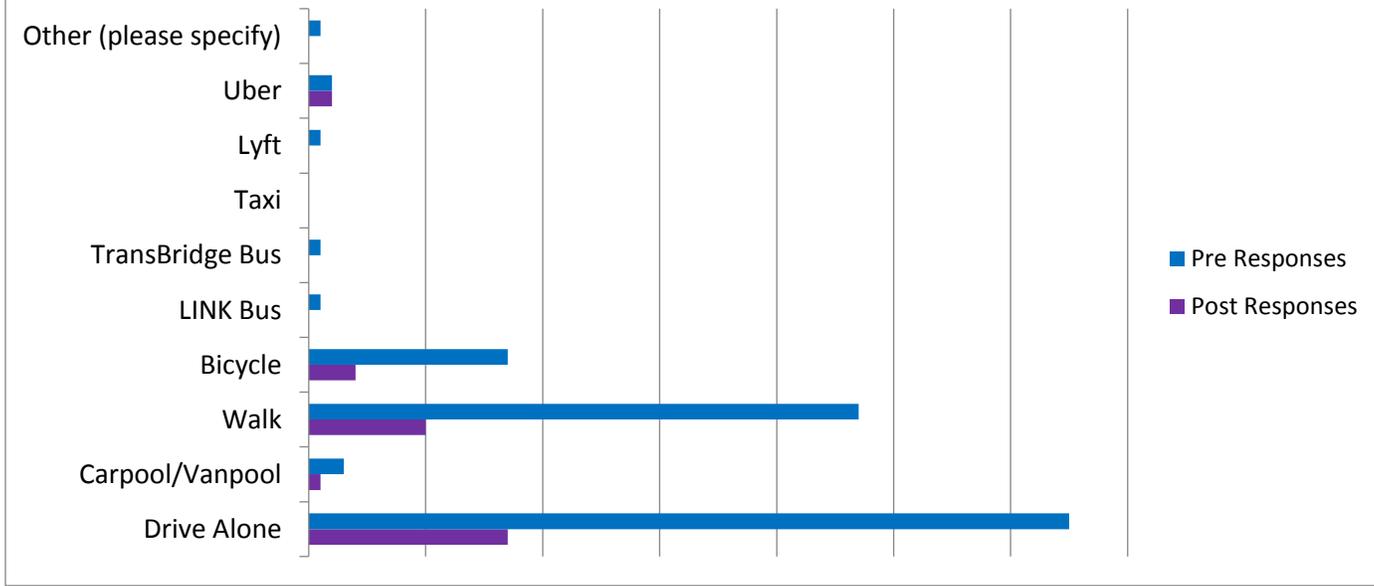
To the best of your knowledge, please indicate any/all actions below for which you can you receive a ticket in New Jersey:



How serious do you consider the following pedestrian safety issues in Lambertville



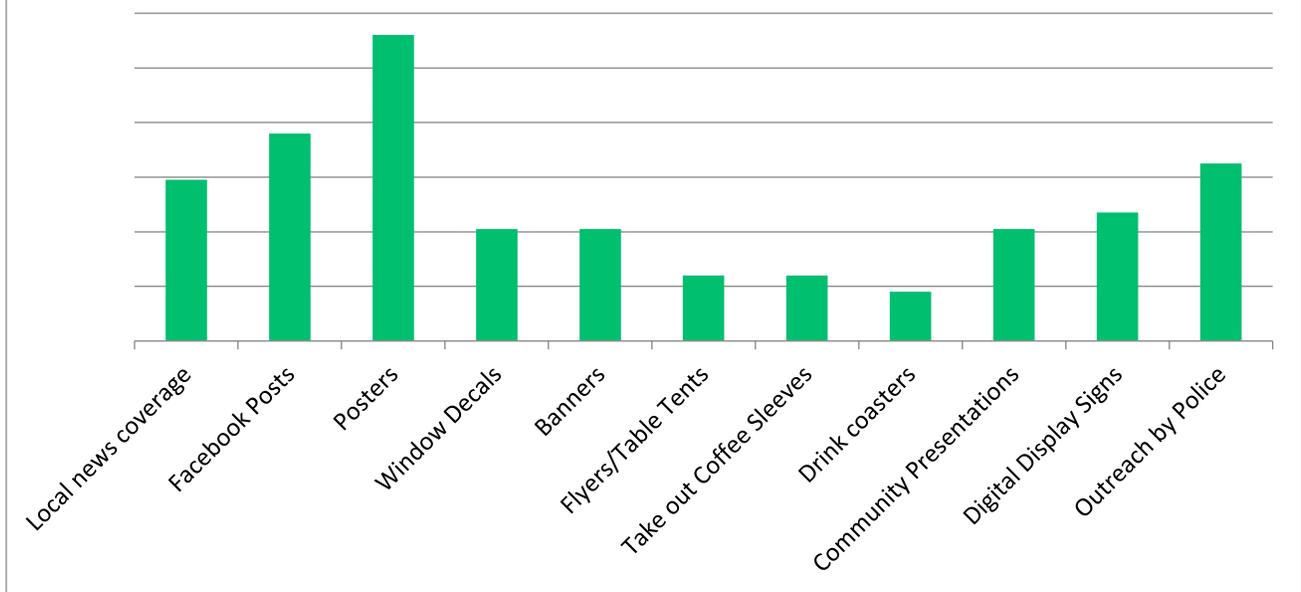
What mode of transportation do you use on a regular basis? (check all that apply)



Campaign Feedback on Awareness Efforts

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

Please provide your thoughts on the effectiveness of the outreach/awareness materials that were used in the Lambertville Street Smart campaign.



SUMMARY RESULTS

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

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

Intersection Observations revealed the following behavior change:

- 6 percent increase in the observed use of crosswalks
- 1 percent increase in the completion of crossing in crosswalks by pedestrians
- 57 percent decrease in the use of cell phones by motorists

Community Input Survey respondents reported observing decreases in all proxies:

- 10 percent decrease in observed jaywalking
- 4 percent decrease in observed pedestrians crossing without looking
- 10 percent decrease in the number of pedestrians who were distracted.
- 9 percent decrease in pedestrians who crossed the street against the "walk" signal.

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

- 59 percent of survey respondents indicated that they had heard about pedestrian safety messaging.
- 72 percent of survey respondents reported having seen Street Smart messaging in town

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

- 56 percent increase in the number of survey respondents that were aware of pedestrian safety enforcement efforts underway.
- 12 percent increase in the number of survey respondents who believe that the Lambertville Police Department "very strictly" or "somewhat strictly" enforce "pedestrian related" pedestrian safety laws.
- 6 percent increase in the number of survey respondents who believe that the Lambertville Police Department "Very Strictly" enforce "driver related" pedestrian safety laws.
- 4 percent decrease in the number of survey respondents who believe the statement that "Most pedestrians DO NOT obey pedestrian safety laws".
- 8 percent decrease in the number of survey respondents who believe the statement that "Most motorists DO NOT obey pedestrian safety laws".
- 50 percent of survey respondents rated the Street Smart posters as "very good" or "good"
- 44 percent of survey respondents rated the Facebook posts as "very good" or "good" and 43 percent rated the posters as "very good" or "good"

RECOMMENDATIONS

Pedestrian safety should continue to be a focus in the City of Lambertville. This is particularly important given the high number of residents and tourists that frequently walk in Lambertville.

Lambertville has been proactive in its efforts to address pedestrian safety. The City has made significant investments to reduce vehicular speed by installing speed humps in residential areas, ensuring that crosswalks are clearly marked, and pedestrian laws are enforced. In 2013, the City requested the NJDOT install a marked crosswalk on Bridge Street, a state road, to increase pedestrian safety. NJDOT regularly responds to requests to repaint the crosswalk as needed.

The City has demonstrated a commitment to pedestrian safety with increased enforcement and ongoing maintenance of pedestrian facilities. The City of Lambertville adopted a Complete Streets policy in 2012. The current administration has made pedestrian safety a high priority, recently working with the NJDOT to implement a road diet on Route 29. These efforts should be continued. Ongoing education and awareness will be important to ensure increased pedestrian safety and complement infrastructure investments.

CONCLUSION

The Lambertville Street Smart NJ campaign was a successful collaborative effort between goHunterdon, the Lambertville Police Department, and the City. A reduction in the prevalence of non-compliant behavior by both drivers and pedestrians, based on a comparison of pre and post campaign, was observed in the intersection observations.

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

goHunterdon TMA
146 Route 31 North
Flemington, NJ 08822
908-788-5553
www.gohunterdon.org