

STREET SMART SOMERVILLE



Acknowledgements

RideWise would like to thank the following partners for their help in conducting a successful Street Smart pedestrian safety campaign in Somerville Borough:

Somerville Police Department

Somerville Borough

Downtown Somerville Alliance

Somerville Senior Housing

North Jersey Transportation Planning Authority (NJTPA)

Table of Contents

Executive Summary.....	4
Street Smart Overview	5
RideWise's Street Smart Program	6
Somerville, Somerset County, New Jersey	7
Somerville Street Smart Campaign Structure	8
Intersection Evaluation	8
Campaign Schedule	10
Intersection Observations.....	10
Table 1: Pre-Campaign Observation	11
Table 2: Post Campaign Observation.....	11
Pre-Campaign Survey.....	12
Campaign Kickoff	21
Education and Enforcement.....	21
Outreach	22
Materials	22
Media Coverage and Community Promotion.....	23
Results.....	25
Conclusion.....	25

Street Smart Somerville

Executive Summary

The Street Smart pedestrian safety campaign in Somerville, New Jersey was a collaborative effort between RideWise, the Somerville Police Department, Somerville Borough, the North Jersey Transportation Planning Authority, and local businesses and organizations. The Somerville Police Department provided education and enforcement of traffic laws while RideWise supported multiple educational outreach events. The program was assessed through pre- and post-campaign observations of a crash-prone intersection in Somerville. Results demonstrated a 23 percent increase in the rate of drivers stopping for pedestrians in crosswalks, a 10 percent increase in the rate of cyclists obeying traffic laws and a four percent increase in the rate of pedestrians using the crosswalks.

RideWise partnered with 12 businesses along a half-mile stretch of West Main Street and Division Street to display and distribute Street Smart materials. RideWise also partnered with the YMCA to distribute an additional 250 tip cards and post cards. It is recommended that the Somerville Police Department continue to collaborate with the community and RideWise to improve pedestrian safety and enforce laws for both drivers and pedestrians in the area, and to also place more emphasis on changing the behavior of cyclists.



Street Smart Overview

Street Smart NJ is a statewide public education, awareness, and behavioral change campaign developed by the North Jersey Transportation Planning Authority (NJTPA), the metropolitan planning organization for northern and central New Jersey. Street Smart promotes safe travel behavior through education and enforcement of pedestrian laws. The campaign responds to New Jersey's designation as a "focus" state by the National Highway Traffic Safety Administration because of its relatively high rate of fatal pedestrian crashes compared to other areas of the country. In 2015, there were 170 pedestrian fatalities in New Jersey – 30.2 percent of all traffic fatalities in the state. Of total traffic fatalities, New Jersey has the second highest proportion of pedestrian fatalities in the US.¹

The goals of the campaign are to educate drivers and pedestrians, and to provide targeted enforcement. The campaign focuses on the following five messages:

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

The campaign encourages pedestrians and motorists to "Check Your Vital Signs" to improve safety on the road. Motorists are urged to obey the speed limit and stop for pedestrians in crosswalks. Pedestrians are advised to use crosswalks and wait for the walk signal where applicable. A "Heads Up, Phone Down" message was added in 2016 to combat distracted driving and walking.

Street Smart was piloted by NJTPA in November 2013 across four northern and central New Jersey communities – Newark, Jersey City, Hackettstown and Woodbridge – and on Long Beach Island in July 2014. The campaign expanded to communities across the state, including Newton, Washington (Warren County), Morristown, Summit, Phillipsburg, Asbury Park, Bay Head, Bergenfield, Bloomfield, Bradley Beach, Clinton, Elizabeth, Flemington, Franklin (Sussex County), Frenchtown, Hackettstown, Hillsborough, Lakewood, Long Branch, Maplewood, Manasquan, Nutley,

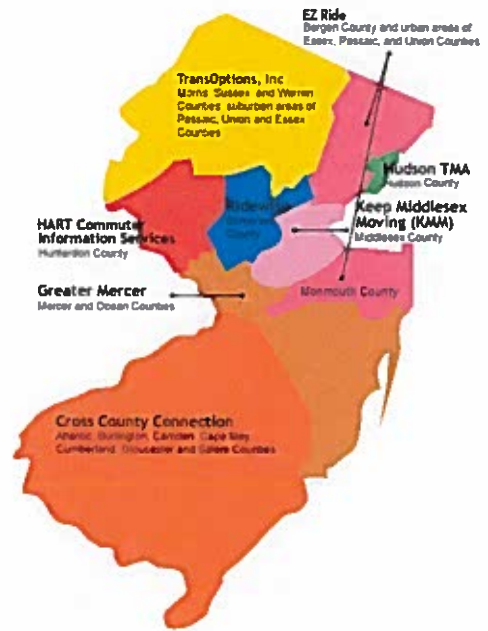


¹ U.S. Department of Transportation, National Highway Traffic Safety Administration, Traffic Safety Facts 2015.

Passaic, Point Pleasant Beach, Princeton, Red Bank, South Orange Village, and Toms River. Street Smart utilizes paid advertising along with grassroots public awareness efforts and targeted law enforcement.

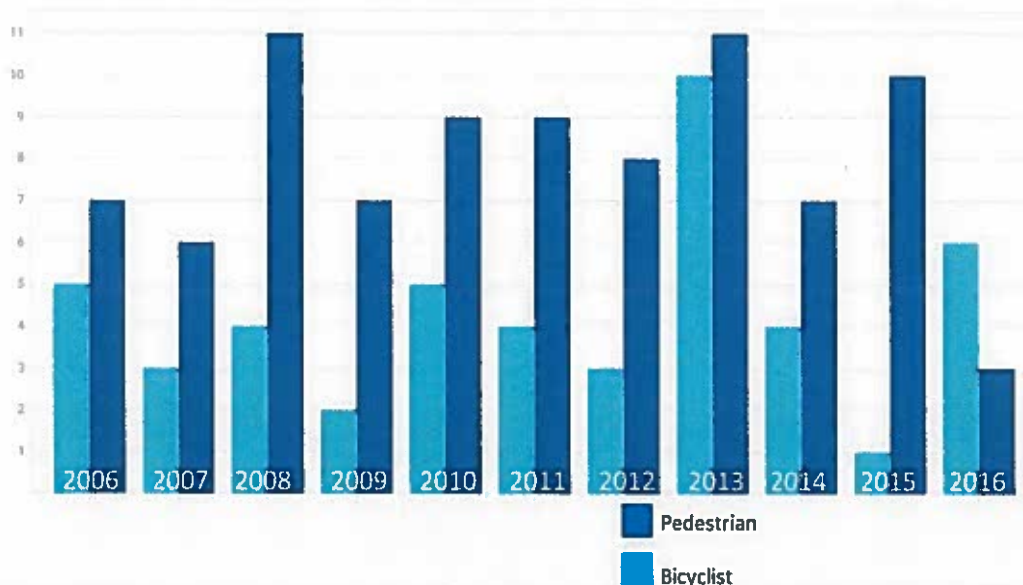
RideWise's Street Smart Program

After the success of the first five pilot Street Smart campaigns, the NJTPA's goal was to continue to bring attention to the issue of pedestrian safety statewide. The NJTPA invited the regional Transportation Management Associations (TMAs) to conduct *Street Smart NJ* campaigns within their designated service areas to expand the program's reach throughout the state. RideWise is the designated TMA for Somerset County. The agency's mission is to advocate for, and provide, safe and sustainable travel choices which improve mobility.

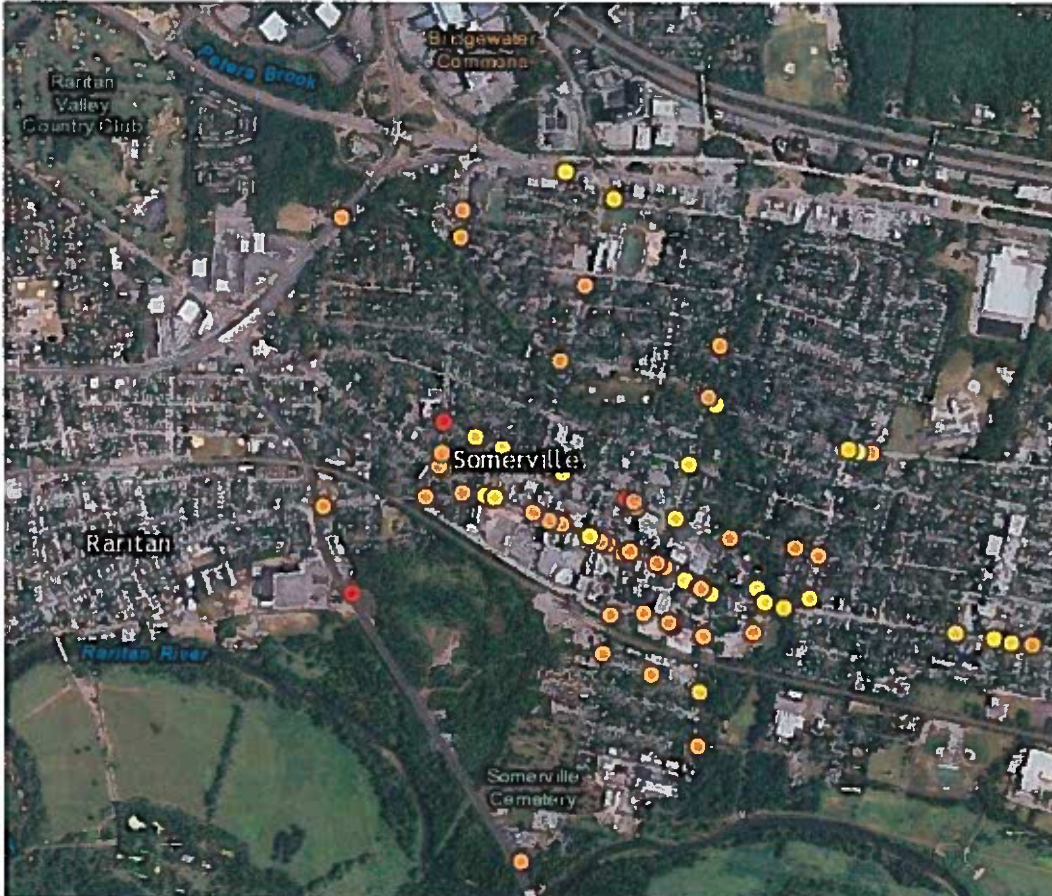


RideWise examined data from Numetric, the crash analysis tool from Rutgers University's Center for Advanced Infrastructure and Transportation (CAIT), from 2009 to 2016. The crash data revealed that Somerville experienced more pedestrian crashes than other areas of the county.

Pedestrian and bicyclist crashes – Somerville, NJ. 2006-2016



Between 2009 and 2016, Somerville experienced 135 incidents involving vehicles, bicyclists and pedestrians. 47 of these incidents involved bicyclists and 88 involved pedestrians. More than half of the incidents occurred on Main Street in downtown Somerville. In response to these findings, RideWise met with Somerville Borough officials in late 2016 to propose a Street Smart program.



Numeric map showing the location of motor vehicle and pedestrian/bicyclist crashes in Somerville.

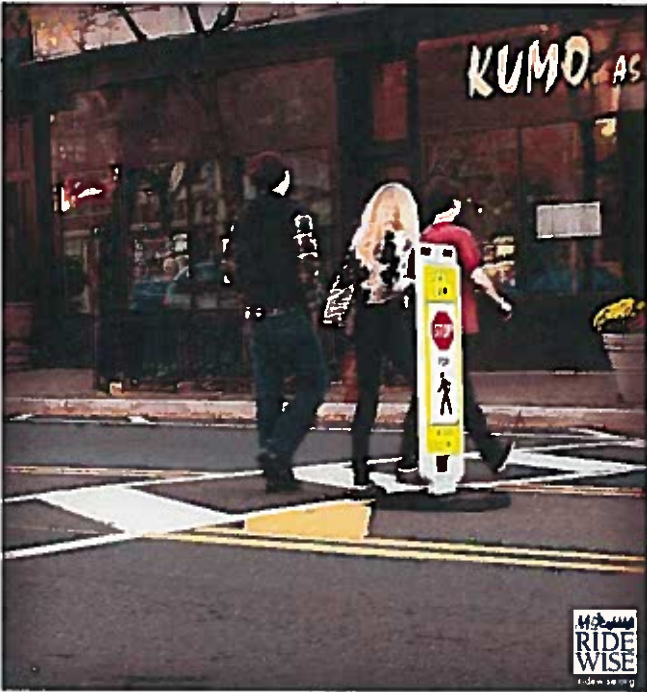
Somerville, New Jersey

Somerville is a borough in Somerset County, New Jersey, and serves as the county seat. According to the 2011-2015 American Community Survey, the Borough's estimated population is 12,212. With a total area of 2.362 square miles, Somerville has a population density of 5,189.5 people per square mile, which makes it the fourth most densely populated municipality in Somerset County. Somerville is home to a busy downtown with many stores and restaurants. Somerville is considered a walking community where people can easily access transit options. The Somerville Train Station serves as the

connecting point for NJ TRANSIT's Raritan Valley Line providing access to New York City. The train station is also the connecting point for Somerset County's SCOOT and CAT shuttles.

Somerville Street Smart Campaign Structure

The Street Smart campaign in Somerville was modeled after the pilot programs conducted by NJTPA in Newark, Jersey City, Woodbridge, Hackettstown, and Long Beach Island and the previous campaign coordinated by RideWise in North Plainfield. The campaign was a collaborative effort between RideWise, the Somerville Police, the local businesses community and municipal officials. RideWise began reaching out to Somerville officials to propose a campaign in 2016 after analyzing pedestrian safety incidents in the area and concluding that the Borough experiences disproportionate levels of such incidents. The presentation included an overview of the campaign's structure, which includes pre- and post-campaign observations of target locations; a formal kickoff event; four to six weeks of on-the-ground education and enforcement; and distribution of campaign information. During the meeting, the stakeholders decided that the downtown district would be the best area of focus for the campaign.



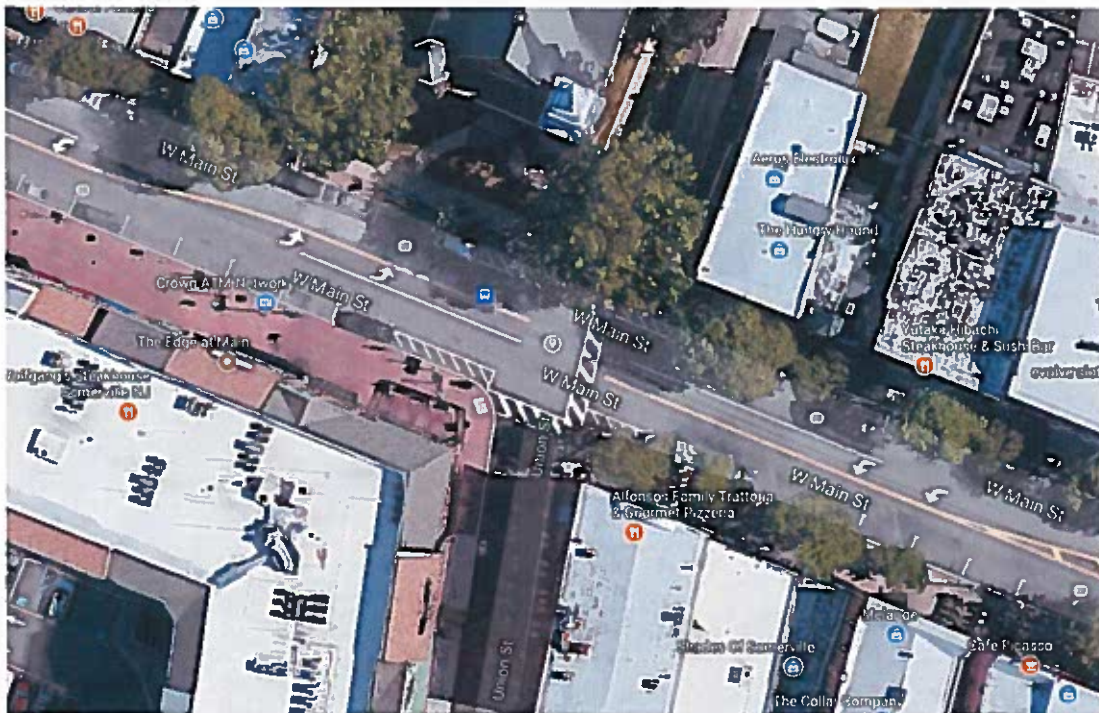
Intersection Evaluation

According to NJTPA's 2009-2013 network screenings of pedestrian corridors, five of the top 34 crash prone corridors in Somerset County are located in Somerville. All five of these corridors are located within a half mile of the downtown business district indicating the area is a priority for pedestrian safety. This measure is calculated by weighing the total amount and severity of pedestrian crashes in these corridors from

2009-2013, including the total number of pedestrian crashes, degree of injury of pedestrians, degree of injury of drivers, degree of damage to property, and total number of pedestrians or drivers killed.

According to the Safety Voyager database, there are several crash-prone intersections in Somerville's downtown business district including the intersections of West Main Street and North Bridge Street, West Main Street and Union Street, and Davenport Street and West High Street. West Main Street was identified by the police department as a priority area for pedestrian safety. While the intersection of West Main Street and North Bridge Street is indeed dangerous, there are traffic control devices in place there, including a traffic signal, pedestrian countdowns, and four crosswalks.

At the intersection of West Main Street and Union Street, however, there is no signal, and there is also an entrance to a public parking lot cars and pedestrians frequently use. The intersection is also in close proximity to popular restaurants which generates significant foot traffic in the area. West Main Street is also Route 28, a state highway. As a result, there is significant vehicular traffic along the route. For these reasons, the police department decided that the intersection of West Main Street and Union Street would have the most impact in terms of pedestrian safety education and enforcement efforts.



Aerial view of the target intersection: Union Street and West Main Street in Somerville.

Campaign Schedule

Somerville's Street Smart campaign lasted approximately six weeks, with education and enforcement activities occurring during the months of June and July 2017. Pre-campaign observations were conducted on May 8, 2017. Education and enforcement occurred from June 1 to July 30, 2017. Post-campaign observations were done on July 31. Somerville Borough police and RideWise staff engaged in education and outreach during the first two weeks of the campaign. RideWise distributed warning cards to pedestrians and motorists who failed to comply with pedestrian safety laws, promoted the campaign message among business owners and managers in the target area, and hung signage in store fronts and street signs. During the third week of the campaign, the Somerville police organized a detail to enforce pedestrian laws among motorists. This involved monitoring behavior at the intersections of Main Street and Grove Street, Main Street and Division Street, and Main Street and Union Street. The monitoring period did not result in any tickets being incurred by motorists. The fourth and fifth weeks of the campaign were dedicated to additional education of pedestrians and cyclists.

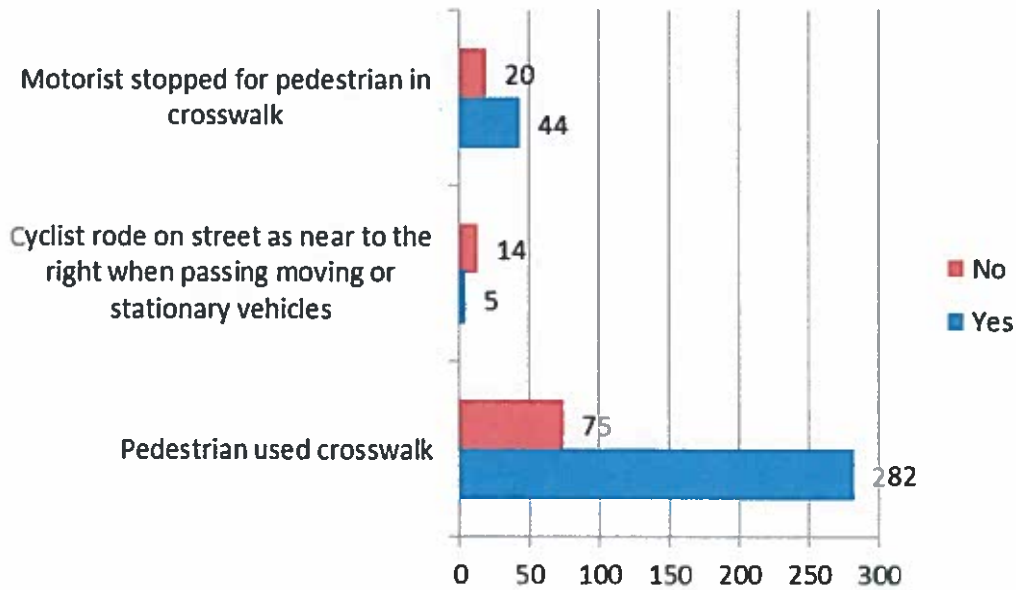
Intersection Observations

RideWise conducted before and after observations at the intersection of Union Street and West Main Street to track pedestrian and motorist behavior. A video camera was set up to capture the observation period in case of a need for review. To control variables, intersection observations were performed on the same day of the week, at the same time of day, and for the same duration of time: Mondays from 2:00- 5:00 PM.



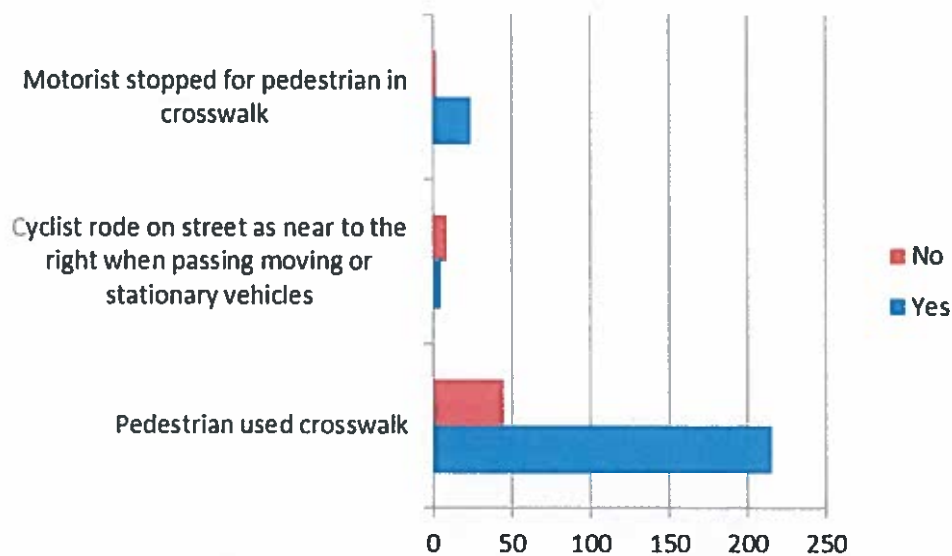
Street view of target intersection: Union Street and West Main Street in Somerville.

***Pre-campaign observation - Monday, May 8, 2017 2:00 p.m. to 5:00 p.m.**



During the pre-campaign observation on May 8, 2017 a total of 357 pedestrians passed through the intersection. About 20 motorists passed through the intersection per minute (or about 2400 in total). In total, 79 percent of pedestrians used crosswalks; 26 percent of cyclists rode on the street as close to the right as possible when passing a moving or stationary vehicle; and 69 percent of motorists stopped for pedestrians in crosswalks.

***Post-campaign observation - Monday, July 31, 2017 2:00 p.m. to 5:00 p.m.**



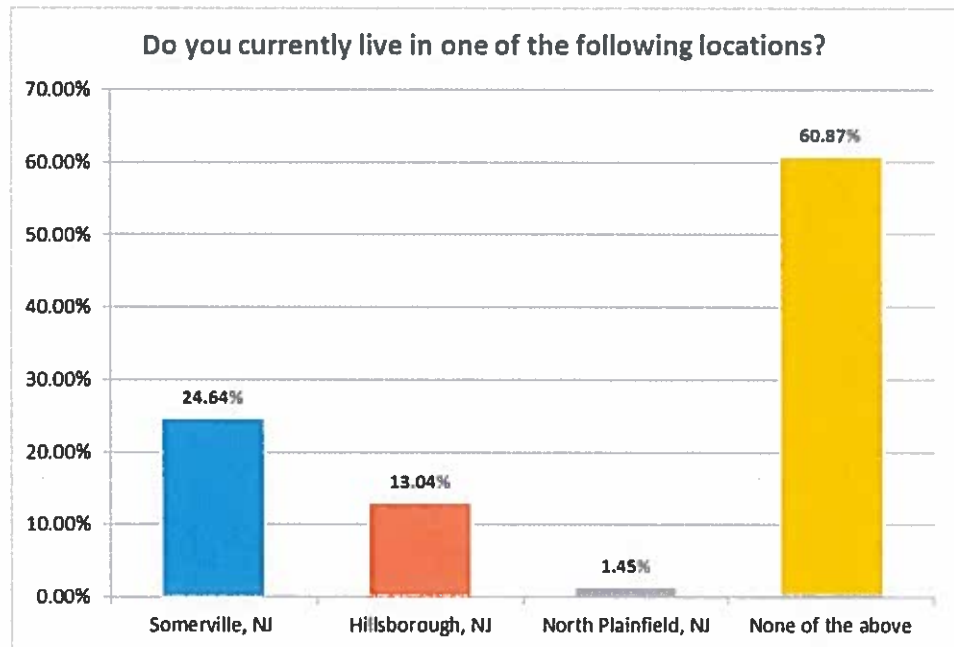
During the post-campaign observation on July 31, 2017, a total of 260 pedestrians used the intersection. About 20 motorists passed through the intersection per minute (or about 2400 in total). In total, 83 percent of pedestrians used crosswalks; 36 percent of

cyclists rode on the street as close to the right as possible when passing a moving or stationary vehicle; and 92 percent of motorists stopped for pedestrians in crosswalks.

Behavior Survey

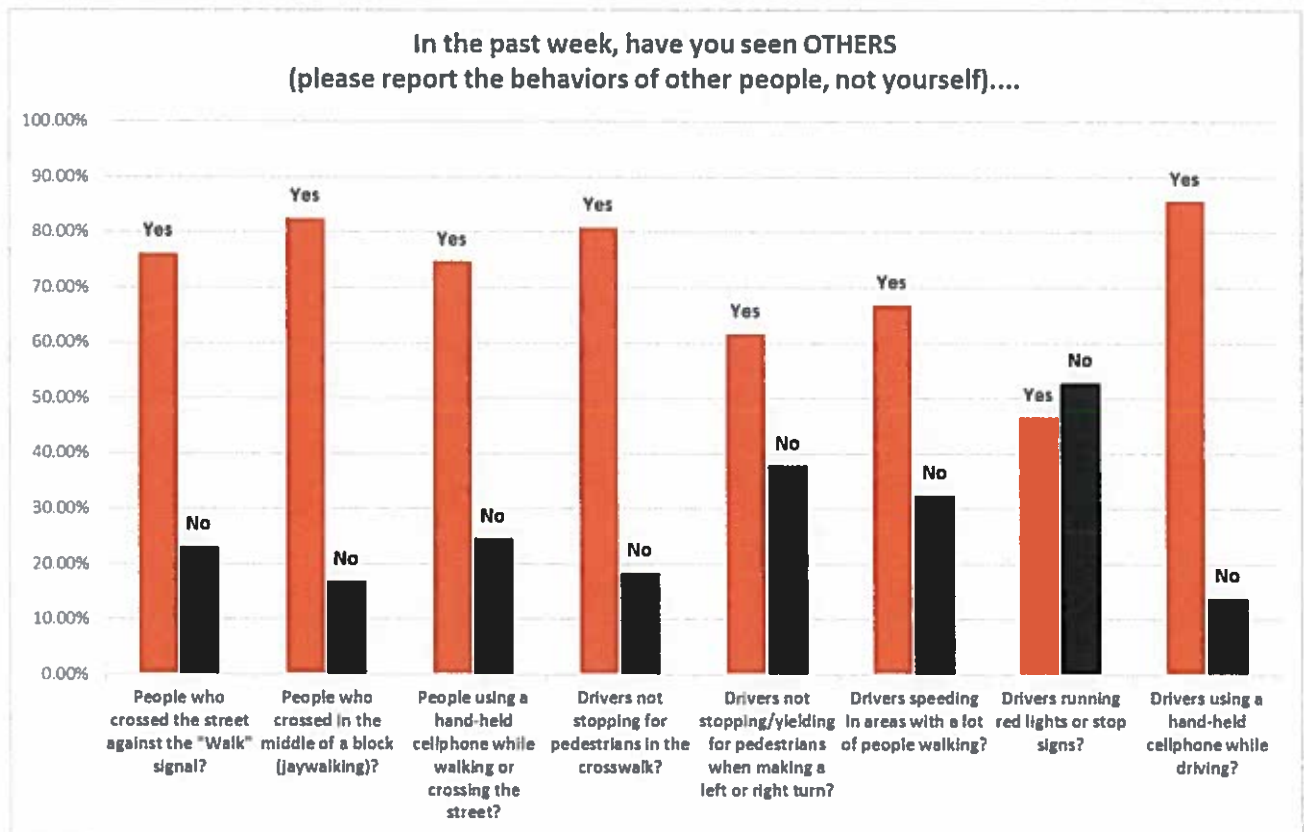
RideWise requested support from Rutgers University's Ambassadors in Motion program to distribute behavior surveys to pedestrians in Somerville. The survey included questions about knowledge of pedestrian laws and perceptions of behavior in relation to these laws such as the degree to which respondents witnessed these laws being violated or enforced. The surveys were distributed to and completed by 69 visitors, age 18 or older, to the Somerville Farmers Market on Wednesday, June 14, 2017 at the corner of East Main Street and Grove Street. The survey asked a series of questions regarding respondents' perceptions of pedestrian safety in Somerville as well as reflections on their own behavior. Once the surveys were collected, the campaign in Somerville officially started and was conducted over the next five weeks. The data displayed in this section shows the percentage of respondents that answered 'Yes' to the questions regarding their own behaviors or behaviors they observe others doing when walking and driving in Somerville.

Most respondents (60.87%) lived in municipalities other than Somerville; just under a quarter of respondents lived in Somerville, 13.04% lived in Hillsborough, and 1.45% lived in

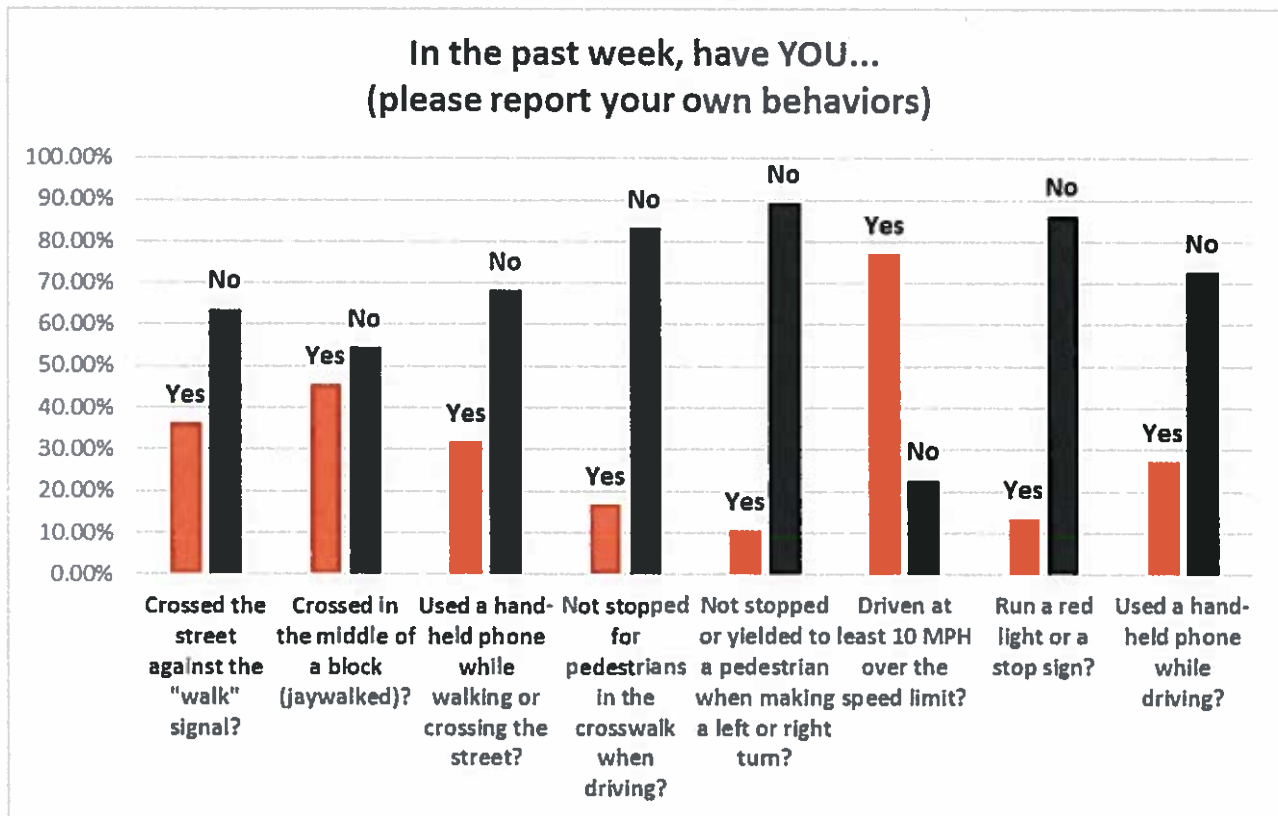


North Plainfield. Hillsborough and North Plainfield are the other two municipalities in Somerset County that have conducted Street Smart campaigns.

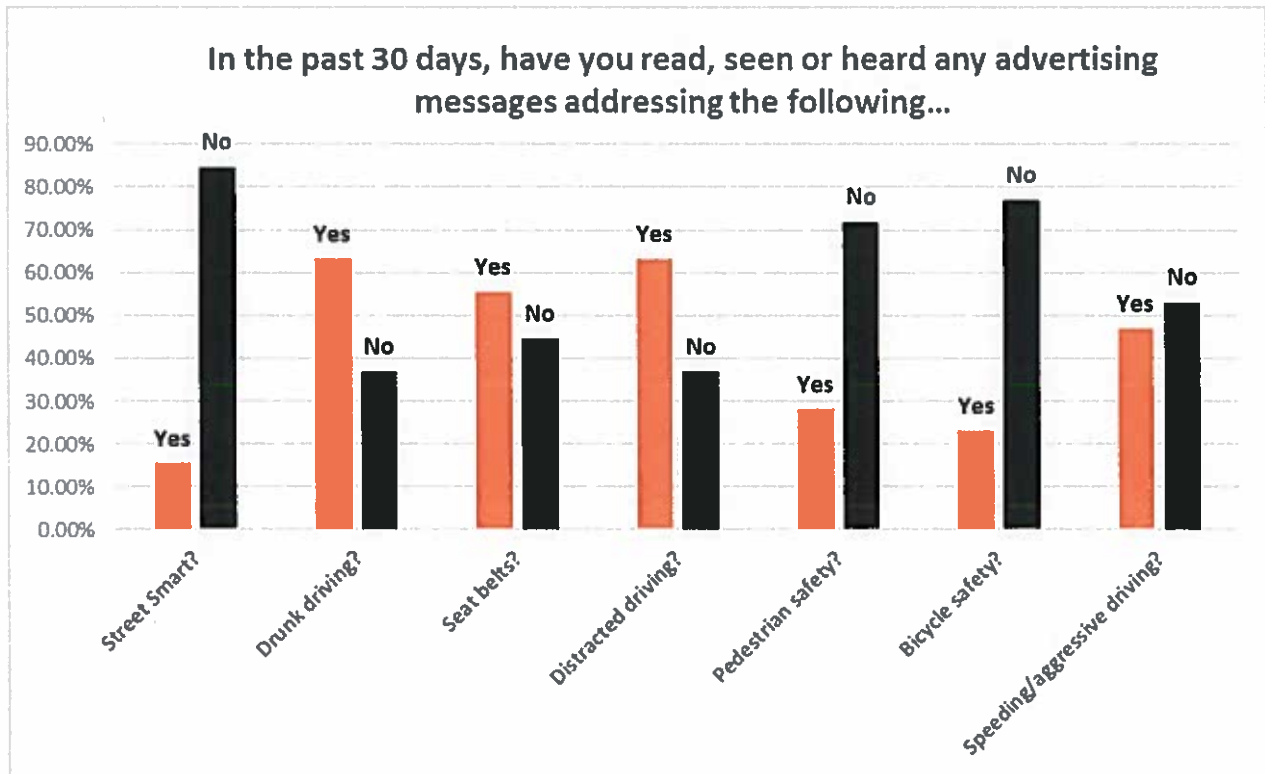
When reporting other people's behaviors, respondents reported they have witnessed others violate pedestrian laws more often than not in seven of the eight categories identified. The only violation which the majority of responses indicated travelers complied with laws more often than not was in the context of running red lights or stop signs: 53.13% of respondents claimed not to have witnessed others commit this violation in the past week.



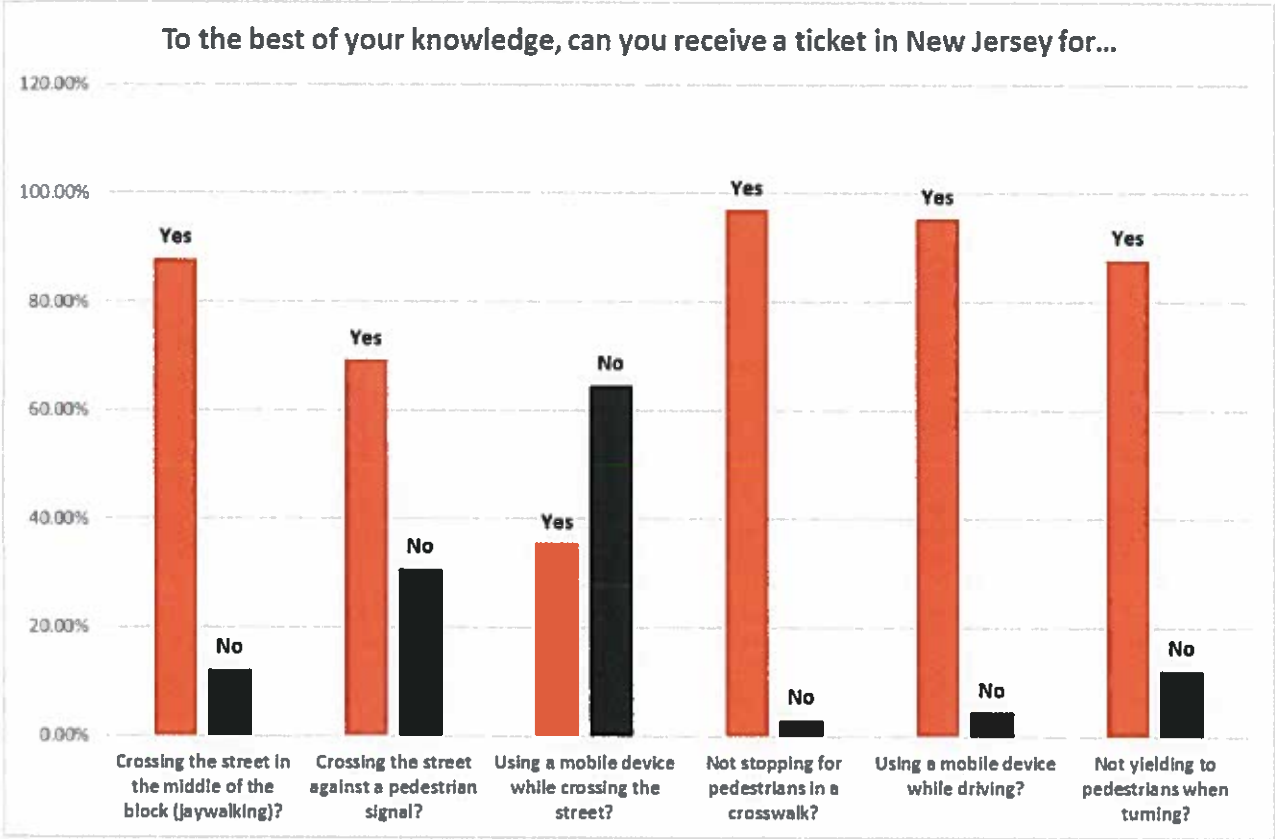
When reporting their own behavior, survey respondents indicated that more often than not, they complied with pedestrian laws in every category of violation except in the context of driving at least 10 miles per hour over the speed limit.



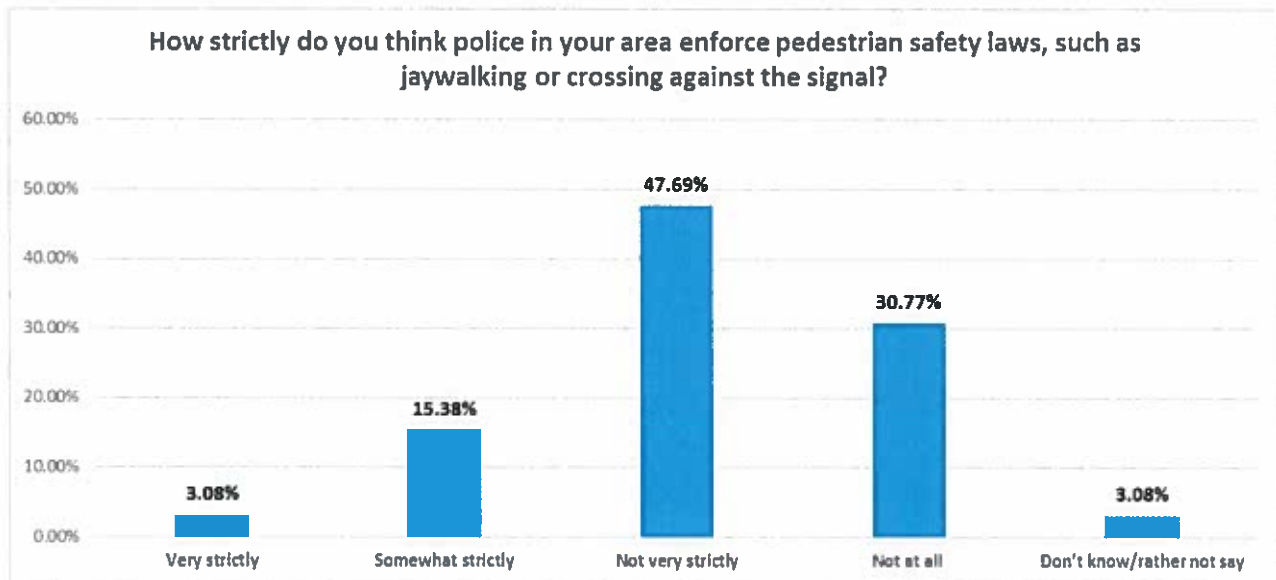
Survey respondents indicated that, among the types of signage listed, Street Smart advertising was the least commonly reported (15.38% had seen signs or heard messages about Street Smart). This is likely because the Street Smart campaign had recently kicked off in the Borough and only one wave of informational outreach had occurred since the kickoff. The most frequently reported advertising message was a tie between drunk driving and distracted driving.



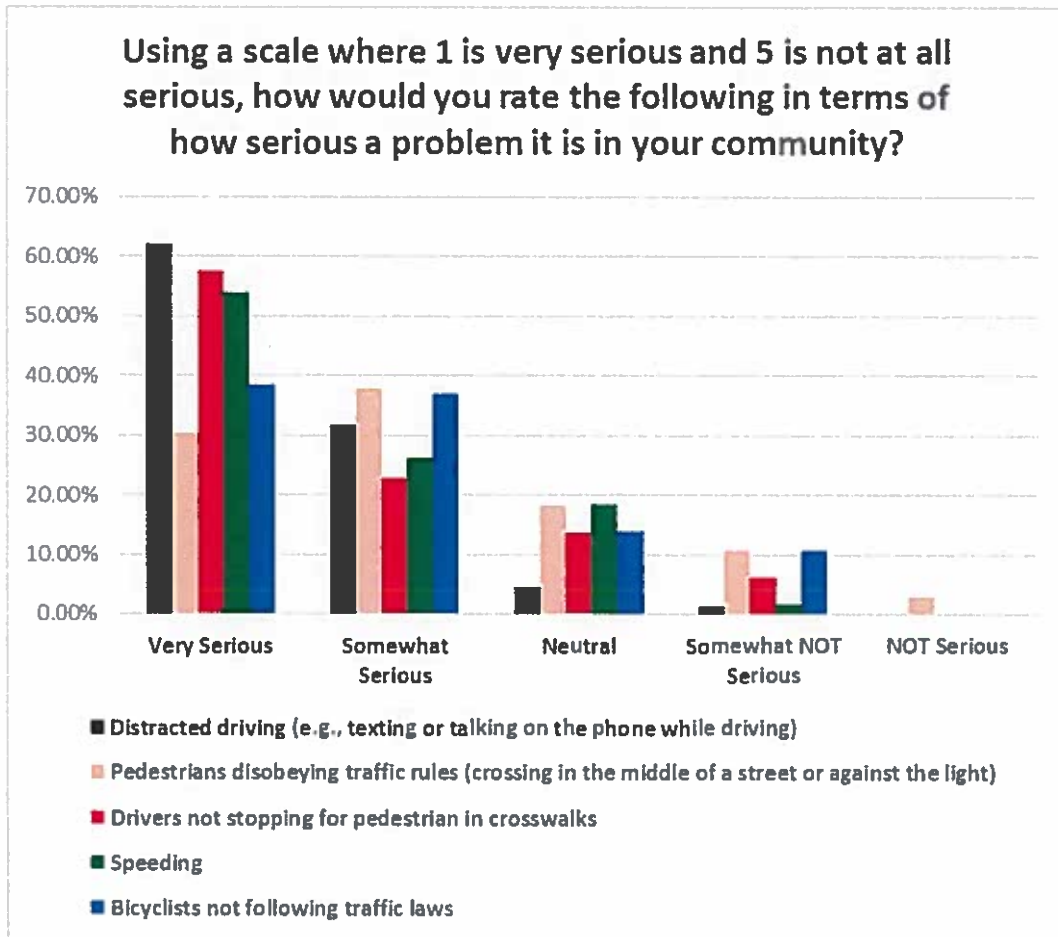
Respondents were the most confident in their response whether not stopping for pedestrians in a crosswalk is against the law. Overall, respondents were aware of pedestrian laws, indicating that awareness of the law is not an overwhelming factor in compliance.



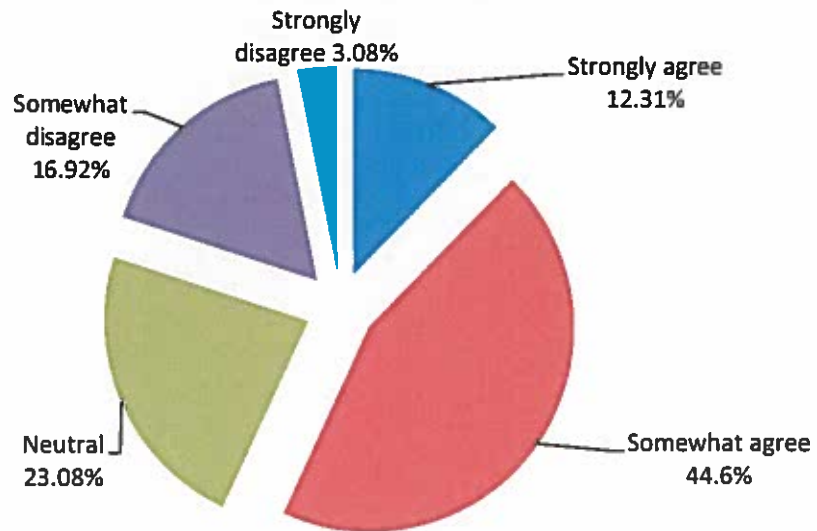
Nearly 48% of respondents claim police do not enforce pedestrian-related laws very strictly, followed by nearly 31% of respondents indicating police in their area don't enforce pedestrian laws at all. Nearly 38% of respondents claim that police enforce pedestrian-related laws somewhat strictly, followed by 30.3% of respondents indicating that police in their area don't enforce pedestrian laws very strictly.



Distracted driving was the most pressing concern for respondents in terms of traffic related issues in communities. The least pressing concerns were pedestrians obeying traffic laws and bicyclists not following traffic laws.

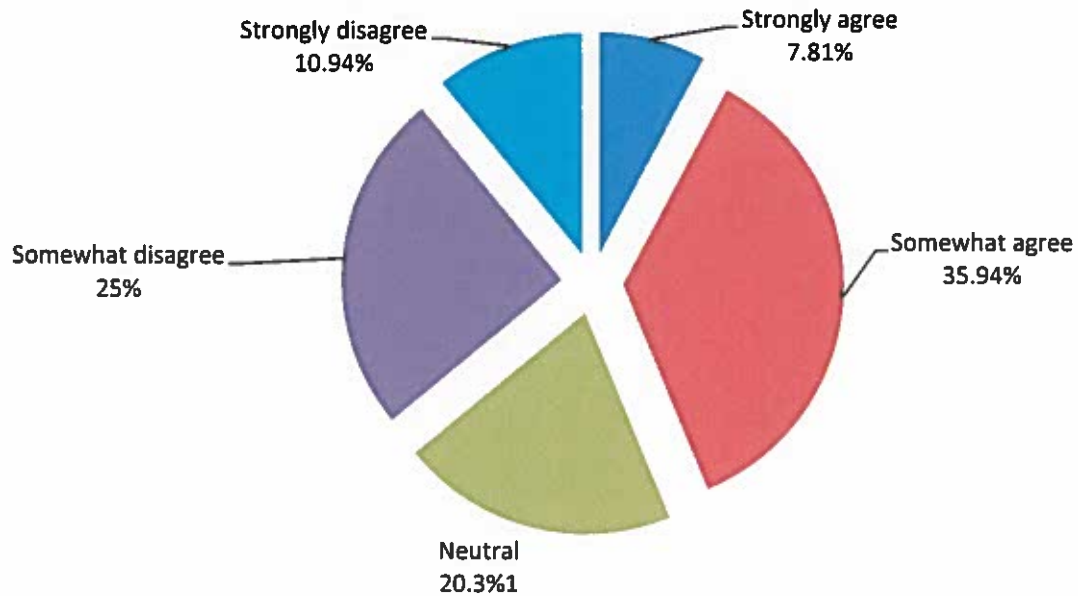


Most people obey pedestrian safety laws, such as crossing the street in the crosswalk.



Nearly 45% of respondents claimed that they somewhat agree with the assertion that most people obey pedestrian laws, such as using crosswalks, followed by a neutral response to the same assertion (23.08%).

Most people obey driving safety laws, such as stopping for pedestrians and obeying speed limits



Nearly 36% of respondents indicated that they somewhat agree with the assertion that most people obey driving safety laws, such as stopping for pedestrians and obeying speed limits, followed by 25% who somewhat disagreed with the same assertion.

Campaign Kickoff

The Street Smart Somerville kickoff event took place on June 1, 2017 outside of Borough Hall. Participants included Donna Allison, Executive Director of RideWise, Peter S. Palmer, Somerset County Freeholder and NJTPA Chairman; Mary K. Murphy, Executive Director of NJTPA; Steve Peter, President of the Somerville Borough Council, and John Covert, Somerville Police Officer.



Education & Enforcement

The Somerville Police Department supported the campaign's education and enforcement activities through its ongoing community policing efforts. Education of pedestrian safety laws was increased throughout the Borough during the campaign, with a focus on pedestrians and motorists as they were committing a violation or complying with the law. Officers conducted roving patrols, either on foot or in cars, on three different occasions during the campaign.

Outreach

A variety of methods were utilized to help spread the Street Smart message throughout the community. Campaign staff posted high-visibility signage along West Main Street to reinforce the public safety message. News releases announcing the start of the campaign were placed in local print and online media sources. Educational materials were distributed to the Somerville YMCA and presentations about the campaign were made at Immaculate Conception School, and to the Downtown Somerville Alliance.

Materials

Street Smart materials were obtained from NJTPA. They included tip cards, posters, tent cards, coffee sleeves, and coasters. Throughout the month, RideWise posted photos, graphics, and blurbs on its website, Facebook page, and Twitter feed to raise awareness of the campaign.

Local businesses were mostly receptive to the Street Smart campaign, offering to hang posters in their windows, hand out coffee sleeves and coasters to their customers, and display tent cards on counters and tables. Tip cards, posters, tent cards, coffee sleeves, and coasters were displayed at the following 12 businesses:

Pinot's Palette	Tommy's Gourmet Deli
Rita's	Hotel Somerset
Sport Clips	Sunrise Luncheonette
Boulevard Seafood	Somerville News and Tobacco
Conlin's Bakery	Saffire Salon
Path Liquors	Wald Drugs

Street Smart campaign posters were placed at four locations along the eastbound and westbound sides of West Main Street. Posters, coasters, and cup sleeves were also distributed to businesses in downtown Somerville. Ridewise staff talked to the owners and employees of these businesses about the campaign.

RideWise staff and members of the Police Department intercepted pedestrians and motorists along a half mile stretch of W. Main Street. The goals of the intercepts were to remind pedestrians to use crosswalks and remind motorists to yield to pedestrians in crosswalks. Tip cards were given to the pedestrians and motorists intercepted. Cup sleeves were distributed to area bakeries that served coffee.


Media Coverage & Community Promotion

 **RideWise TMA** shared Street Smart NJ's post
Published by Linda Rapadd (?) · June 1 · 🌐

Great things will be happening in Somerville, NJ this month!
#BeStreetSmartNJ

 **Street Smart NJ**
June 1 · 🌐 Like Page

Somerville and RideWise TMA kicked off their Street Smart NJ campaign this morning <http://bestreetsmartnj.org/>... /somerville-joins-state-safety... / #BeStreetSmartNJ



Somerville Joins State Safety Campaign to Reduce Pedestrian-Motor Vehicle Crashes | Be Street Smart
The Somerville Police Department is partnering with RideWise Transportation Management Association to conduct a Street Smart NJ campaign during...

BE STREETSMARTNJ.ORG

 **RideWise TMA**
Published by Linda Rapadd (?) · June 8 · 🌐

From June 1 to June 30, RideWise is conducting a Street Smart pedestrian safety and awareness campaign in the Borough of Somerville. Please take a moment to complete a brief online survey to help us gauge awareness of pedestrian safety in Somerville. The survey will help us determine the impact the campaign has on community awareness and behavior change.
<https://www.surveymonkey.com/r/5W76PLJ>





RideWise @RideWise · Jun 1

This is today!! Join us at 11 am at Somerville Borough Hall.
#BeStreetSmartNJ in #SomervilleNJ #Somersetcounty



Street Smart NJ @njstreetsmart

We're joining @RideWise at 11 am tomorrow for the Somerville campaign kickoff outside Borough Hall:
beststreetsmartnj.org/events/ #BeStreetSmartNJ



RideWise @RideWise · Jun 8

Complete the @RideWise #StreetSmart survey, help make @SomersetCntyNJ safer for everyone: surveymonkey.com/r/5W76PLJ



Results

Based on pre- and post-campaign observations, the Street Smart campaign in Somerville was most successful in improving the rate of compliance of drivers stopping for pedestrians in crosswalks, which increased by 23 percentage points from 69% to 92%. There was also a 10 percent improvement (from 26% to 36%) in compliance with traffic laws among cyclists. There was a minor improvement in the rate of pedestrians using the crosswalks from before the campaign compared to after the campaign. Before the campaign, 79% of pedestrians used crosswalks, and after the campaign, 83% used crosswalks – a 4% increase.

Conclusion

Street Smart Somerville was a collaborative effort between RideWise, the Somerville Police Department, NJTPA, and the Borough of Somerville. The campaign resulted in improvements in the rates of compliance in all three categories measured at the target intersection of Union Street and West Main Street. The share of drivers stopping for pedestrians in crosswalks increased by 23 percentage points from 69% to 92%; the rate of cyclists obeying traffic laws increased by 10 percent from 26% to 36%. The rate of pedestrians using the crosswalks increased by 4 percentage points from 79% to 83%. RideWise partnered with 12 businesses along a half-mile stretch of West Main Street and Division Street to display and distribute Street Smart materials. RideWise also partnered with the YMCA to distribute an additional 250 tip cards and post cards. It is recommended that the Somerville Police Department continue to collaborate with the community and RideWise to improve pedestrian safety and enforce laws for both drivers and pedestrians in the area.

RideWise TMA
360 Grove Street
Bridgewater, NJ 08807
P: 908-704-1011
www.ridewise.org

CHECK YOUR VITAL SIGNS

Police are enforcing the law

STOP FOR PEDESTRIANS

**HEADS UP
PHONES DOWN**

**SPEED
LIMIT**

OBEY SPEED LIMITS

WAIT FOR THE WALK

USE CROSSWALKS

STREETSMART
BeStreetSmartNJ.org

SOMERVILLE, NJ - Borough Police Officer John Covert said it "breaks his heart" whenever he responds to a call that involves a pedestrian hit by a car, all too common on Main Street and elsewhere, according to statistics compiled by NJ Division of Highway Traffic Safety data.

Somerville's thriving downtown area generates significant foot traffic - pedestrians, joggers, people walking dogs, people talking on phones, and cyclists, all of which increases the likelihood that

someone will be struck by a car or truck, according to Steve Peter, Borough Council president.

The resident population also swells weekdays with the arrival of more than 1,500 Somerset County employees who work at various county buildings, many of whom hit the streets during the lunch hour, further increasing the chances of a misstep.

[Sign Up for E-News](#)

From 2011 through 2015, there were 67 crashes involving pedestrians or cyclists in Somerville. Two pedestrians were killed, one was left incapacitated and another 38 were injured as a result of these crashes, according to the state agency. One-third of the pedestrian crashes occurred on Route 28 (Main Street), the heart of Somerville's downtown.

The Somerville Police Department is partnering with RideWise Transportation Management Association to conduct a Street Smart NJ campaign during June. The public education campaign was formally introduced yesterday outside Borough Hall; it seeks to reduce pedestrian-vehicle crashes in the borough.

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

"Street Smart NJ helps make our roads safer for everyone," said Somerset County Freeholder Director Peter Palmer, Chair of the NJTPA Board of Trustees and a member of the RideWise Board of Directors. "It's also good for the local economy in downtowns like Somerville's. When people feel safe they are more likely to walk or bike in our business districts, visiting our local shops and restaurants."

Street Smart NJ promotes safe travel behavior through education and law enforcement focused on pedestrian safety. Street Smart NJ responds to New Jersey's designation as a "focus" state by the National Highway Traffic Safety Administration because of its relatively high rate of fatal pedestrian crashes compared to other areas of the country. In 2015, there were 170 pedestrian fatalities in New Jersey – 30.2 percent of all traffic fatalities in the state.

Throughout the month of June, the Somerville Police Department will be doubling down on pedestrian safety by educating the public and enforcing the law.

"It is our goal at the Somerville Police Department to make the area as safe as possible, for both pedestrians and motor vehicles," Covert said.

The theme of the public education program is "Check Your Vital Signs:

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

Mary Murphy, executive director of the NJTPA said distracted driving caused by motorists' use of cell phones are a major factor in accidents, noting that pedestrians are also guilty of distracted walking, not paying attention when crossing the streets because they are texting, reading a text or engrossed in conversation.

The Street Smart NJ campaign has been proven effective. Evaluations of campaigns in 2016 found a 40 percent reduction in drivers failing to yield to crossing pedestrians or cyclists and a 28 percent reduction in pedestrians jaywalking or crossing against the signal.

In collaboration with community partners, such as RideWise TMA and the Downtown Somerville Alliance, police will be distributing educational materials at crash-prone intersections. In addition to these safety tip cards, there will be street signs, posters and other informational items on display in storefronts and around the borough, and messages will be shared online through e-blasts and social media.

More than 50 municipalities, universities and agencies have partnered with Street Smart NJ to improve pedestrian safety in New Jersey. Cross County Connections Transportation Management Association is conducting a campaign along the Route 130 corridor in Burlington City, Delran and Cinnaminson this month and HART TMA has an ongoing campaign in Lambertville. Other recent campaigns include the Bloomfield Avenue corridor in Essex County, the Borough of Highlands and Cranford Township, all coordinated with the help of EZ Ride TMA.

Businesses, organizations, and individuals interested in promoting the Street Smart NJ message in Somerville should contact Kristen Harding at 908-704-1011 or kristen@ridewise.org. To learn more about the campaign, visit beststreetsmartnj.org, Facebook (StreetSmartNJ), or Twitter (@njstreetsmart).

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Somerville launches Street Smart safety campaign

Mike Desk, @MikeDeskMyCJ Published 4:39 p.m. ET June 1, 2017



(Photo: -Courtesy of North Jersey Transportation Planning Authority.)

SOMERVILLE - Borough residents have always been known for their street smarts, but a campaign launched Thursday wants them to become even smarter.

The borough and its police department are partnering with the RideWise Transportation Management Association to conduct a Street Smart NJ campaign in June to increase pedestrian safety. Street Smart NJ is a statewide public education and awareness campaign developed by the North Jersey Transportation Planning Authority (NJTPA).

"Street Smart NJ helps make our roads safer for everyone," said Somerset County Freeholder Director Peter Palmer, chairman of the NJTPA and a member of the RideWise Board of Directors.

"It's also good for the local economy in downtowns like Somerville. When people feel safe, they are more likely to walk or bike in our business districts, visiting our local shops and restaurants."

[READ: Teen pedestrian struck and killed by state trooper's vehicle in Westfield \(/story/news/crime/2017/03/05/pedestrian-teenager-struck-and-killed-state-troopers-car-westfield/98775616/\)](#)

[READ: Man charged with death by auto, fleeing scene in fatal pedestrian strike \(/story/news/crime/ersey-mayhem/2017/05/13/man-charged-death-auto-fleeing-scene-fatal-pedestrian-strike/321324001/\)](#)

[READ: Perth Amboy man wanted for questioning in pedestrian hit-and-run \(/story/news/crime/ersey-mayhem/2016/12/21/perth-amboy-man-wanted-questioning-pedestrian-hit-and-run/95710892/\)](#)

From 2011 through 2015, there were 67 accidents in Somerville involving pedestrians or cyclists, Palmer said. Two pedestrians were killed, one was incapacitated and 38 suffered injuries.

One-third of those accidents, Palmer said, happened on Route 28, the borough's Main Street.

Throughout June, the Somerville Police Department will be doubling down on pedestrian safety by educating the public and enforcing the law.

"It is our goal at the Somerville Police Department to make the area as safe as possible, for both pedestrians and motor vehicles," said Officer John Covert. "It breaks my heart when I have to respond to an accident and someone is hurt."

Mary K. Murphy, the NJTPA's executive director, said the Street Smart NJ campaign has been effective. Statistics show that the program has resulted in a 40 percent reduction in drivers failing to yield to crossing pedestrians or cyclists and a 28 percent reduction in pedestrians jaywalking or crossing against a traffic light..

"Working together, we can make a big difference in Somerville," Murphy said, adding that the program's overall goal is to make New Jersey "a pedestrian-friendly state."

During June, police will be distributing educational materials at crash-prone intersections. In addition, there will be street signs, posters and other informational items on display in storefronts and around the borough, and messages will be shared online through e-blasts and social media.

The campaign's primary strategic message is "Check Your Vital Signs." Motorists are urged to obey the speed limit and stop for pedestrians in crosswalks, while pedestrians are urged to use crosswalks and wait for the walk signal where applicable. And everyone is encouraged to avoid distractions — "Heads Up, Phone Down" — whether driving or walking.

More than 50 municipalities, including Hillsborough, North Plainfield, Lambertville and Cranford, universities and agencies have partnered with Street Smart NJ to improve pedestrian safety.

"I'm thrilled to have this program in Somerville," said Borough Councilman Steven Peter. "I've been in near misses in Somerville."

Businesses, organizations and individuals interested in promoting the Street Smart NJ message in Somerville should contact Kristen Harding at 908-704-1011 or kristen@ridewise.org. To learn more about the campaign, visit bestreetsmartnj.org, (<http://bestreetsmartnj.org>) find on Facebook

(StreetSmartNJ) or Twitter (@njstreetsmart).

Staff Writer Mike Deak: 908-243-6607; mdeak@mycentraljersey.com

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June 5, 2017

SOMERVILLE LAUNCHES CAMPAIGN TO INCREASE SAFETY FOR PEDESTRIANS

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On Thursday, June 1, the Borough of Somerville kicked off its Street Smart New Jersey pedestrian safety campaign with a press conference outside Borough Hall. Somerville Borough is the third municipality in Somerset County to organize an official Street Smart campaign, which aims to reduce pedestrian-vehicle crashes.

Street Smart is a statewide public awareness campaign that promotes safe travel behavior through education and enforcement of pedestrian and motor vehicle laws. The campaign was developed by the North Jersey Transportation Planning Authority (NJTPA), the metropolitan planning organization for northern and central New Jersey.

Police officers will work in collaboration with RideWise, the transportation management association for Somerset County, to encourage five key behaviors to improve and promote traffic and pedestrian safety in Somerville:

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

5. "Stop for Pedestrians"

Businesses, organizations and individuals interested in promoting the Street Smart NJ message in Somerville should contact Kristen Harding at 908-704-1011 or kristen@ridewise.org. To learn more about the campaign, visit beststreetsmartnj.org, find on Facebook (StreetSmartNJ) or Twitter (@njstreetsmart).

Article by Donna Allison / Top Stories

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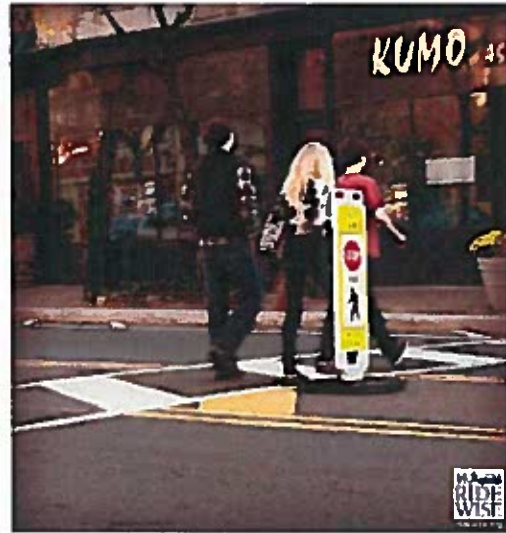
Riders of Somerset County's SCOOT, DASH and CAT buses can easily find out the time of the next bus with the RBus Somerset mobile application.



Somerville Borough launches campaign to increase safety for pedestrians and drivers

On Thursday, June 1, the Borough of Somerville will kick off its Street Smart New Jersey pedestrian safety campaign with an 11:00 a.m. press conference outside Borough Hall. Somerville Borough is the third municipality in Somerset County to organize an official Street Smart campaign, which aims to reduce pedestrian-vehicle crashes.

Street Smart is a statewide public awareness campaign that promotes safe travel behavior through education and enforcement of pedestrian and motor vehicle laws. The campaign was developed by the North Jersey Transportation Planning Authority (NJTPA), the metropolitan planning organization for northern and central New Jersey.



Police officers will work in collaboration with RideWise, the transportation management association for Somerset County, to encourage five key behaviors to improve and promote traffic and pedestrian safety in Somerville:

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

Peter Palmer, Somerset County Freeholder Director and NJTPA Chairman and Mary K. Murphy, NJTPA Executive Director will be joined by local officials and members of law enforcement to kick off the campaign. For additional information on Street Smart NJ visit beststreetsmartnj.org.



RideWise promotes efficient and sustainable travel options like public transit, ridesharing, biking and walking, and helps to educate the community on the availability and use of these options. The agency also partners with businesses, municipalities, schools and nonprofit agencies to address a variety of mobility issues.

Pedestrian Safety 2017

*** 1. Are you 18 years of age or older?**

- Yes
- No

*** 2. Do you currently live in one of the following locations?**

- Somerville, NJ
- Hillsborough, NJ
- North Plainfield, NJ
- None of the above

*** 3. In the past week, have you seen OTHERS (please report the behaviors of other people, not yourself)....**

Yes

No

**People who
crossed the street
against the
"Walk" signal?**

**People who
crossed in the
middle of a block
(jaywalking)?**

**People using a
hand-held
cellphone while
walking or
crossing the
street?**

**Drivers not
stopping for
pedestrians in the
crosswalk?**

**Drivers not
stopping/yielding
for pedestrians
when making a
left or right turn?**

**Drivers speeding
in areas with a lot
of people
walking?**

**Drivers running
red lights or stop
signs?**

**Drivers using a
hand-held
cellphone while
driving?**

*** 4. In the past week, have YOU (please report your own behaviors)**

	Yes	No
Crossed the street against the "walk" signal?		
Crossed in the middle of a block (jaywalked)?		
Used a hand-held phone while walking or crossing the street?		
Not stopped for pedestrians in the crosswalk when driving?		
Not stopped or yielded to a pedestrian when making a left or right turn?		
Driven at least 10 MPH over the speed limit?		
Run a red light or a stop sign?		
Used a hand-held phone while driving?		

*** 5. In the past 30 days, have you read, seen or heard any advertising messages addressing the following...**

	Yes	No
Street Smart?		
Drunk driving?		
Seat belts?		
Distracted driving?		
Pedestrian safety?		
Bicycle safety?		
Speeding/aggressive driving?		

*** 6. To the best of your knowledge, can you receive a ticket in New Jersey for...**

	Yes	No
Crossing the street in the middle of the block (jaywalking)?	<input type="radio"/>	<input type="radio"/>
Crossing the street against a pedestrian signal?	<input type="radio"/>	<input type="radio"/>
Using a mobile device while crossing the street?	<input type="radio"/>	<input type="radio"/>
Not stopping for pedestrians in a crosswalk?	<input type="radio"/>	<input type="radio"/>
Using a mobile device while driving?	<input type="radio"/>	<input type="radio"/>
Not yielding to pedestrians when turning?	<input type="radio"/>	<input type="radio"/>

7. How strictly do you think police in your area enforce pedestrian safety laws, such as jaywalking or crossing against the signal?

- Very strictly
- Somewhat strictly
- Not very strictly
- Not at all
- Don't know/rather not say

*** 8. How strictly do you think police in your area enforce driver-related pedestrian safety laws, such as speeding or stopping for pedestrians in crosswalks?**

- Very strictly
- Somewhat strictly
- Not very strictly
- Not at all
- Don't know/rather not say

*** 9. Using a scale where 1 is very serious and 5 is not at all serious, how would you rate the following in terms of how serious a problem it is in your community?**

	1 Very Serious	2 Somewhat Serious	3 Neutral	4 Somewhat NOT Serious	5 NOT Serious
Distracted driving (e.g., texting or talking on the phone while driving)					
Pedestrians disobeying traffic rules (crossing in the middle of a street or against the light)					
Drivers not stopping for pedestrian in crosswalks					
Speeding					
Bicyclists not following traffic laws					

*** 10. Using a scale where 1 means you strongly agree and 5 you strongly disagree, please evaluate the degree to which you agree or disagree with the following statement**

	1 Strongly Agree	2 Somewhat Agree	3 Neutral	4 Somewhat Disagree	5 Strongly Disagree
Most people obey pedestrian safety laws, such as crossing the street in the crosswalk					
Most people obey driving safety laws, such as stopping for pedestrians and obeying speed limits					