

Evaluation of the Flemington Street Smart Campaign



June 2016



Acknowledgements

Special thanks to the following for their assistance:

**Chief George Becker
Lt. Jerry Rotella
Flemington Police Department**

**Brooke Leibowitz
Flemington Borough Council**

**Wanda Quinones
Reading-Fleming Intermediate School**

Herman E. Kapp Senior Residence

Flemington Business Community

**North Jersey Transportation Planning Authority (NJTPA)
Street Smart NJ**





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STREET SMART NJ OVERVIEW

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

The campaign is funded through the Highway Safety Improvement Program (HSIP) and State Pedestrian Safety Education and Enforcement Fund administered by the New Jersey Division of Highway Traffic Safety (NJDHTS).



Street Smart NJ is a collaborative effort between public, private and non-profit organizations. The NJTPA, along with the Federal Highway Administration (FHWA), the New Jersey Department of Transportation (NJDOT), NJ TRANSIT, NJDHTS, and the Transportation Management Associations (TMAs) worked with numerous community partners to develop and pilot the Street Smart NJ campaign in 2013-2014.

Street Smart NJ was developed in response to New Jersey's designation by FHWA as a pedestrian "focus" state and Newark as a "focus" city due to a high incidence of pedestrian injuries and fatalities. New Jersey's pedestrian fatality rate (24.3% in 2013) is nearly double the national average (14%). From 2009- 2013, 697 pedestrians were killed and more than 22,000 injured on the state's roadways. On an annual basis, nearly 6,000 pedestrians are injured and 139 killed in motor vehicle crashes statewide.

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.



Following initial pilot projects conducted in 2013-2014, NJTPA invited and encouraged the Transportation Management Associations (TMAs), including HART Commuter Information Services, the TMA serving Hunterdon County, New Jersey, to conduct campaigns in partnership with local municipalities within the NJTPA region.

This report is an evaluation of the 2016 Street Smart campaign conducted in the Borough of Flemington, Hunterdon County, New Jersey.

FLEMINGTON STREET SMART CAMPAIGN

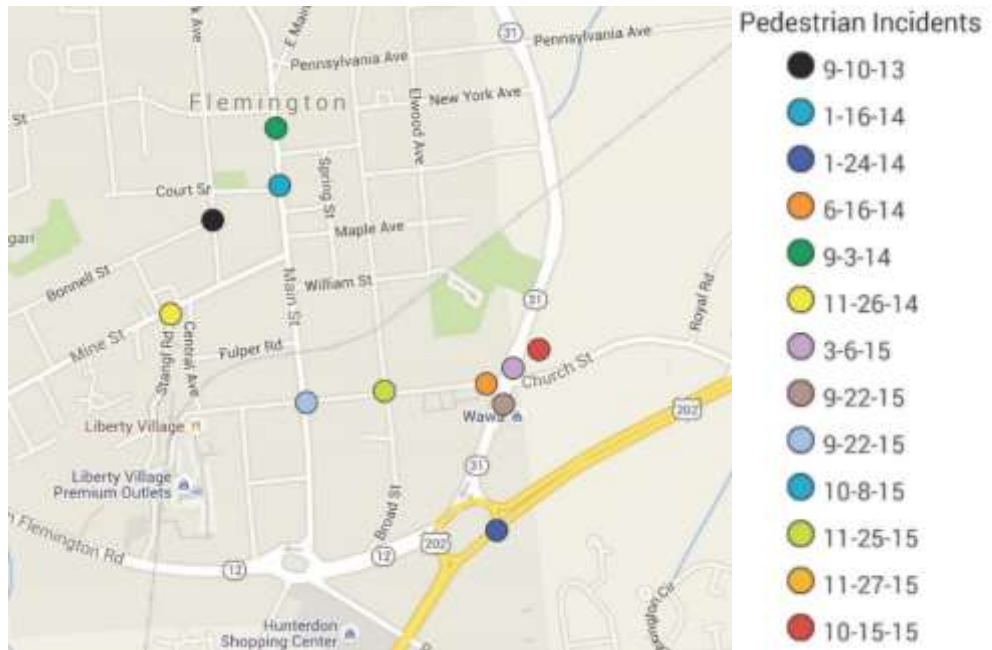
Flemington Borough and HART Commuter Information Services, the local non-profit transportation management association (TMA) serving Hunterdon County, NJ, partnered to conduct a “Street Smart” campaign in spring 2016. The campaign was a direct response to an increase in pedestrian crashes from 2013-2016.

Crash Data

Crash data from the Center for Advanced Infrastructure (CAIT) Plan 4 Safety database identified thirteen (13) pedestrian incidents in Flemington from September 2013- November 2015.

The available CAIT data does not include (8) other pedestrian incidents that occurred between March 2015 and December 2015.

Among the 2015 pedestrian incidents was a fatality.



Pedestrian Pre-Crash Action

| | |
|--------------------------------|----|
| From behind parked vehicle | 2 |
| Crossing/Jaywalking | 2 |
| Crossing in Marked Crosswalk | 5 |
| Crossing in Unmarked Crosswalk | 1 |
| Standing/Lying/Kneeling | 1 |
| Walking to/from school | 2 |
| Walking Against Traffic | 1 |
| Walking with Traffic | 1 |
| Other Pedestrian Action | 1 |
| Null (no action noted) | 5 |
| Total | 21 |

PROJECT AREA

Borough of Flemington

The Borough of Flemington is located southeast of the geographic center of Hunterdon County. The Borough is 1.3 miles square. It is bordered on all sides by Raritan Township, a larger, more sprawling community of nearly 38 square miles.

The population of Flemington is 4,540. (2013 US Census data)

Flemington serves as the County Seat and is home to the Hunterdon County Administration Building and Hunterdon County Courthouse.

The compact community includes a downtown business district adjacent to residential homes and apartments. Sidewalks and crosswalks are present on most streets. A “walkable” community, students living in Flemington Borough walk to Reading Fleming Intermediate School and Hunterdon Central Regional High School.

Many borough residents, particularly those living in the apartment complexes, rely on bicycling and walking as their primary mode of transportation. Many other residents choose to walk for recreation or exercise. Sidewalks, crosswalks and pedestrian signal heads are available throughout most of the town. A town wide 25 mph speed limit is posted.



Three (3) state roadways border the borough: NJ State Route 31, NJ Route 202 and NJ Route 12. The posted speed limits on these roadways in the Flemington area range from 25 mph to 40 mph. The roadways create challenges to pedestrians who wish to travel between the Borough and the retail stores and services that are located in adjacent Raritan Township. A majority of the reported pedestrian crashes took place at locations where the pedestrian was traveling between Flemington Borough and Raritan Township.



CAMPAIGN STRUCTURE & SCHEDULE

In accordance with NJTPA's *"How to Implement the Street Smart NJ Pedestrian Safety Campaign in your Community"* guidebook, the Flemington Street Smart Campaign was conducted over an eight week period from March 14 – May 6, 2016.

The schedule included a two (2) week "pre-campaign" data collection period, a four (4) week public education, awareness and enforcement effort, and a two (2) week "post campaign" data collection effort.

| | |
|---|---------------------------|
| Pre-Campaign Data Collection, Surveying | March 14-25, 2016 |
| Awareness and Enforcement | March 28 – April 22, 2016 |
| Post-Campaign Data Collection, Surveying | April 25-May 6, 2016 |

CAMPAIGN EVALUATION METHODS

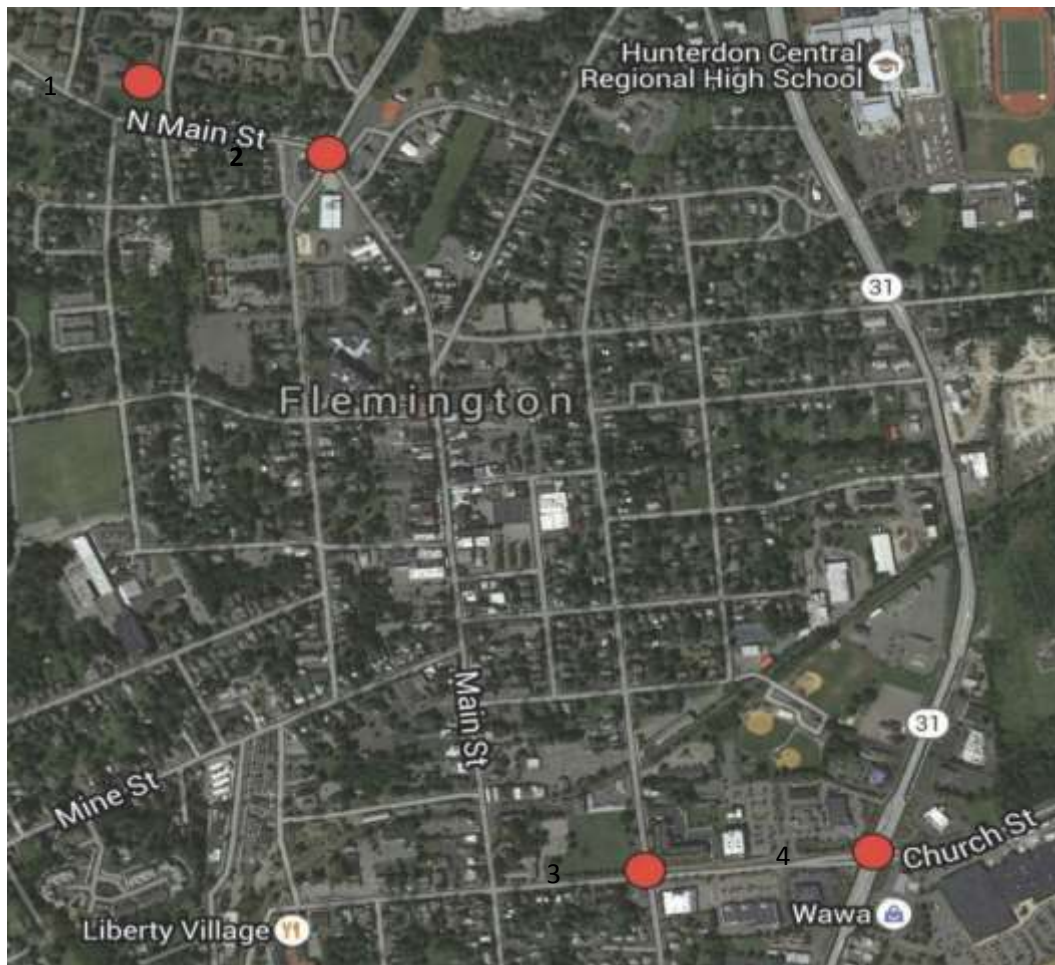
The Flemington Street Smart Campaign was conducted following NJTPA's guidance to use two primary methods to evaluate the impact of the campaign:

1. Intersection Observation
2. Community Awareness/Impact Surveys.

Observation Locations

Based on input from the Flemington Police Department and data from the Rutgers Center for Advanced Infrastructure and Transportation (CAIT) database, four intersections were selected for evaluation:

1. North Main Street and Garden Lane
2. North Main Street and Walter Foran Boulevard
3. Church Street and Broad Street
4. Church Street and Route 31



Observation Site 1:

North Main Street and Garden Lane

The intersection of North Main St. and Garden Lane is located at the northwestern gateway to Flemington via Thatcher's Hill Road. Thatcher's Hill Rd. has a posted speed limit of 25 mph within the Borough of Flemington. During commute hours, Thatcher's Hill Rd. experiences high traffic volumes of motorists coming in to Flemington from western parts of the county.



Garden Lane is the entry point to the Hunterdon Mews and Hunterdon Hills apartment complex for both vehicles and pedestrians. Many residents of the apartments rely on bicycling and walking to access employment and shopping opportunities in downtown Flemington. There is a high number of school aged children who live in the apartments. There are sidewalks along the apartment Hunterdon Mews apartment complex. There is a marked crosswalk on Garden Lane, but there is no crosswalk across North Main St. Pedestrians can regularly be observed crossing here and midblock towards the Allen St. and Park Ave. intersections.



Observation Site 2:

Walter E. Foran Boulevard and North Main Street

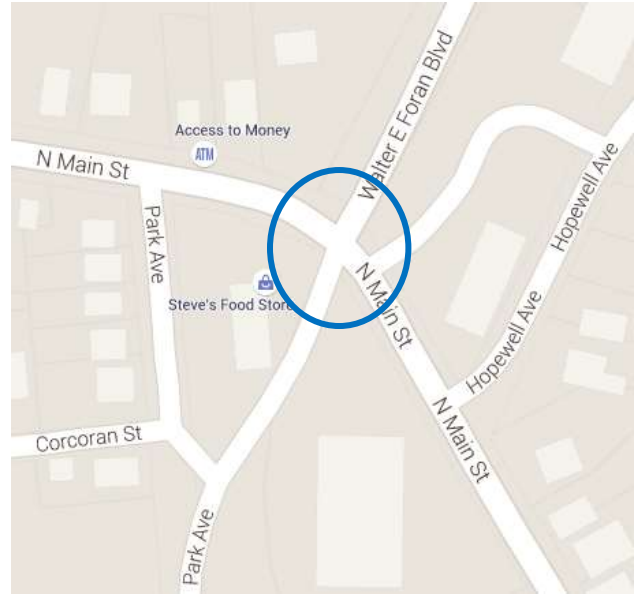
The intersection of Walter E. Foran Blvd. and North Main St. is located just southeast of Garden Lane.

The intersection is a gateway to Route 31 and the downtown business district.

Sidewalks and crosswalks are present. A traffic-signal, with pedestrian signal heads controls the flow of both vehicular and pedestrian traffic at the intersection.

A convenience store lies on the southwestern corner of the intersection making it a destination for both pedestrians and motorists.

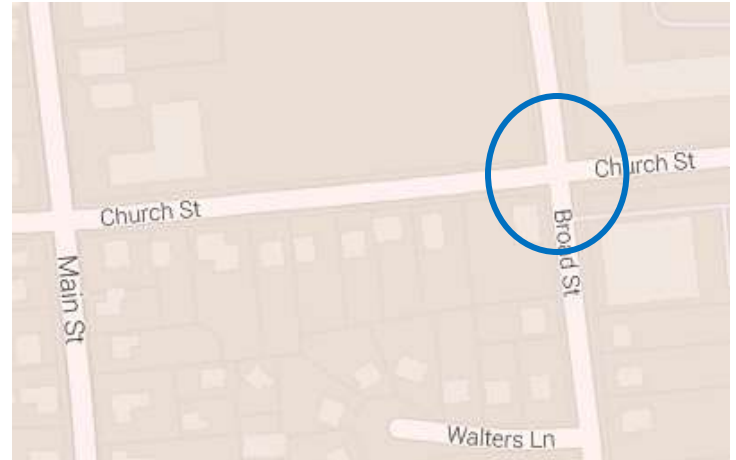
The intersection was recently updated with new crosswalks, ADA compliant curbing and pedestrian signal heads.



Observation Site 3:

Church Street and Broad Street

The intersection of Church Street and Broad Street is located one block from Main Street. Church St. connects downtown Flemington to Route 31. Sidewalks, crosswalks and pedestrian signal heads are present at the intersection. The posted speed limit is 25 mph.



A traffic signal controls the traffic volume which is highest during commuting hours as Church St connect downtown Flemington and Route 31.



The Herman E. Kapp Senior Residence, a bank and a shopping plaza are sources of pedestrian traffic in the area.

Pedestrians use Church St. to access numerous stores and businesses located on Route 31.

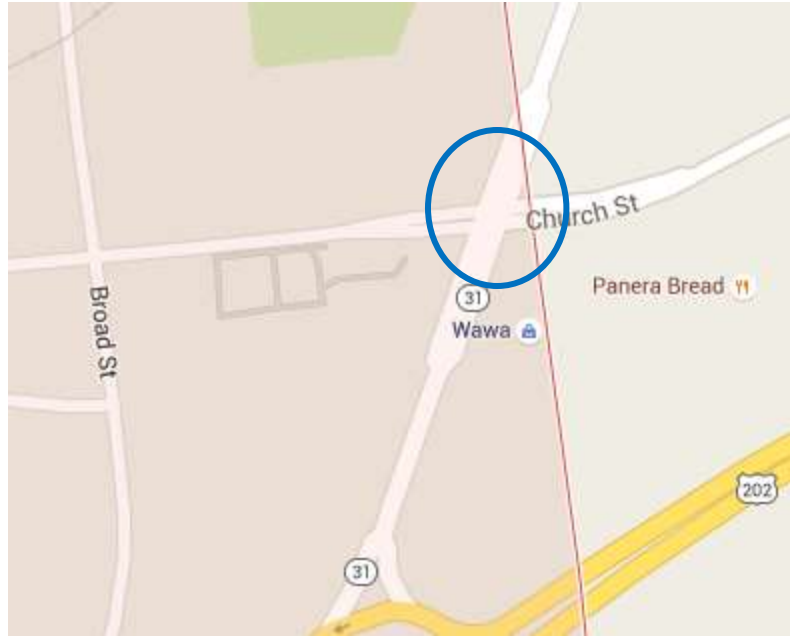


Observation Site 4:

Route 31 and Church Street

Route 31 is a four lane state highway. The intersection of Route 31 and Church St. has been the site of several vehicular and pedestrian accidents. The intersection sees it's highest traffic volumes during commuting hours.

The speed limit on Church St is 25 mph. The posted speed limit on Route 31 through this intersection is 40 mph.



The intersection acts as both a gateway to the Borough of Flemington and access to two major state highways, Route 31 and Route 202. The Flemington Circle is located approximately $\frac{1}{4}$ mile from the intersection, providing access to State Route 12 and State Route 202. The Flemington Circle reconfiguration project is currently underway creating additional traffic volume in the area, including the intersection of Route 31 and Church Street.

Hunterdon Central Regional High School is located to the north of the intersection and adds to both vehicular and pedestrian traffic at the beginning and end of the



school day. A sidewalk was installed in recent years along Route 31 to Church Street to allow safer access for high school students wishing to walk from the high school to the businesses located at the intersection (Wawa, Flemington Mall).

Observation Proxy Behaviors

As developed by NJTPA, the following proxy behaviors were observed and recorded at each of the Observation intersections:

Pedestrian Proxys

The observation exposure included any pedestrian crossing the street within half a block of the crosswalk. Both compliant and noncompliant pedestrians were counted.

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.

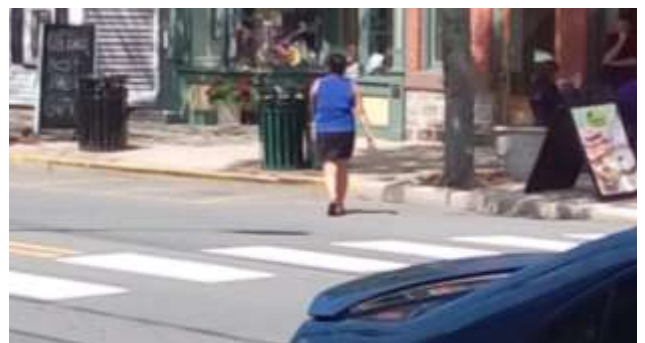


Compliant

Proxy #2: Pedestrian Completes Crosswalk

Compliant: Pedestrian completes the crosswalk, crossing from one side of the street to the other within the crosswalks boundaries.

Noncompliant: Pedestrian uses the crosswalk, completing $\frac{3}{4}$ of the distance across but exits before completing the entire crosswalk.



Noncompliant

Proxy # 3: 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.”



Compliant

Proxy # 4: Pedestrian Distraction - Talking on a cell phone

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 Proxys

Instances of motorist distractions such as talking or texting on a handheld mobile device were recorded. The number of cars that traversed the intersection in a 20 minute time frame were counted. This was used to estimate the number of cars per hour. From this, information on the approximate number of distracted drivers could be extrapolated in the terms of distracted drivers per hour.

Proxy # 5: Motorist - Stop for Pedestrians in Marked Crosswalk

Compliant: Motorist sees pedestrian in the crosswalk with intent to cross, and stops until pedestrian has reached across the opposite side of the street.

Noncompliant: Motorist does not stop the pedestrian in the crosswalk. Motorist does not give the pedestrian adequate time to cross the street before proceeding.



Noncompliant

Proxy # 6: 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

NOTE: Due to the varied observation locations, as well as a Borough wide 25 mph speed limit, speed was not measured as part of the data collection for this effort.

The pre-campaign observations were recorded by HART staff at each of the intersections during weekdays in March 2016. The post-campaign observations were recorded in April and early May 2016, immediately following the awareness campaign, using the same method, at the same time of day, and same day of the week as the pre-campaign observations.

To ensure quality data collection, non-campaign factors that could affect the behavior of drivers and pedestrians were kept constant. Data was collected pre campaign and post campaign during the same hour and same day of the week at each observation site.

Observation was confined to weekdays to observe “regulars”, motorists and pedestrians that frequent or commute through downtown Flemington and not intermittent visitors and tourists. Likewise, observations did not take place immediately preceding or following a holiday or holiday weekend. The goal was to collect data under similar circumstances to make an unbiased comparison of behaviors pre- and post-campaign.

Observation Schedule

| Observation Site | Pre Observation | Post Observation |
|---|--|--|
| N Main St. & Garden Lane | 7:00 a.m. – 9:00 a.m. 4:30 p.m. – 6:30 p.m. Thursday - March | 7:00 a.m. – 9:00 a.m. 4:30 p.m. – 6:30 p.m. Thursday - April |
| Walter E. Foran Blvd and North Main St. | 8:00 a.m. – 10:00 a.m. Friday - March 4:30 p.m. – 6:30 p.m. Wednesday - March | 8:00 a.m. – 10:00 a.m. Friday - April 4:30 p.m. – 6:30 p.m. Wednesday - April |
| Church St. and Broad St. | 8:00 a.m. – 10:00 a.m. Thursday - March 4:30 p.m. – 6:30 p.m. Wednesday - March | 8:00 a.m. – 10:00 a.m. Thursday - April 4:30 p.m. – 6:30 p.m. Wednesday - March |
| Rte. 31 and Church St. | 8:00 a.m. – 10:00 a.m. Tuesday - March 2:30 p.m. – 4:30 p.m. Wednesday - March | 8:00 a.m. – 10:00 a.m. Tuesday - April 2:30 p.m. – 4:30 p.m. Wednesday - March |

For each behavior, two types of data was 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 is 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 campaign in Flemington, 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 messaging.

The survey was made available through an online link posted to the Borough and HART websites.

The survey was promoted via palm cards, social media posts, posted on the Flemington Borough and Flemington Police Department websites, through local news coverage, and word of mouth.

As an added incentive to take the survey, respondents could use their completed survey as an entry into a drawing for a \$100 VISA gift card, sponsored by HART.



AWARENESS EFFORT

Printed Materials

Mini-Posters

HART created “mini-posters” that displayed all 5 messages of the campaign and utilized those in many locations. The smaller size of the poster worked very well on business doors and increased the visibility of the messaging.



Single Message Posters

Single message posters were utilized for placement in storefront windows and community bulletin boards.



Pedestrian Signal Head Posters

The single message posters were also displayed on pedestrian signal head poles throughout the Borough.



Table Tents

Table tents were displayed at many local restaurants and shops frequented by both “locals” and visitors.

The table tents were placed on counters near cash registers, on tables and countertops, as well as information tables.



Digital Message Boards

The Flemington Police Department deployed their large LED traffic sign along Main Street to promote the campaign.



Local Websites

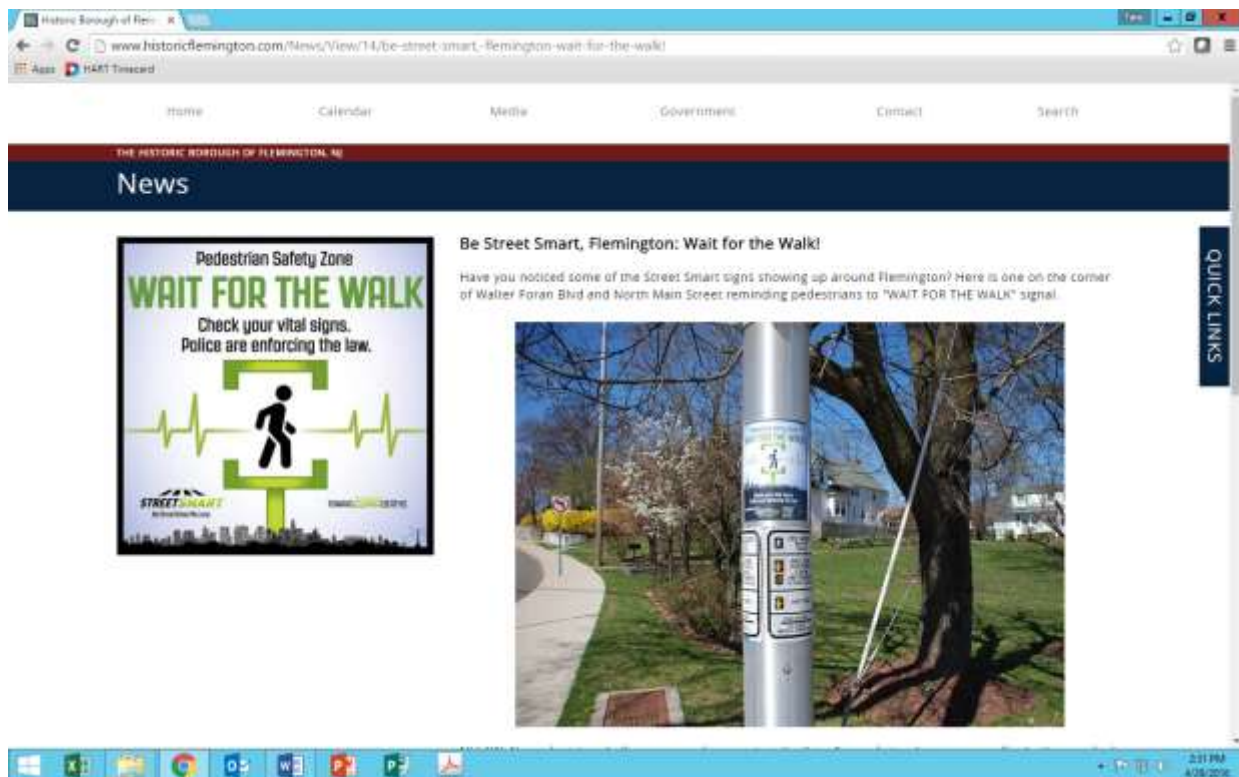
Social media and local websites played an important role in promoting the campaign in Flemington.

www.historicflemington.com

The Borough posted messaging on the official Borough website, www.historicflemington.com, to keep residents and the business community updated on the campaign.

www.flemingtonpolice.org

The Flemington Police Department used its webpage to communicate with the community.





Facebook

Two community based Facebook Groups, "Flemington Forward" and "Flemington United" provided an outlet to reach more than 1,800 group members.



Regular posts were made to these Facebook pages offering safety tips, photos and graphics that reinforced the Street Smart messaging. Twenty-three (23) posts were made during the awareness phase of the campaign with an average "reach" of 445 per post.

https://www.facebook.com/Historic-Flemington-224695004211424/

Historic Flemington

HEADS UP PHONES DOWN

CHECK YOUR VITAL SIGN

REVIEWS

3.9 of 5 stars
17 reviews

Jiff Day
14 Any one what the garbage pickup situation is these days? Has our collection day been changed or bus malfunction again??? Just looking for some commiseration. Thank you
March 17, 2016

Regina Pellegrino
14 The stars to whenever looking the pulled plants this year. They are beautiful. Made Flemington can get them to do something with the crane that was destroyed and now just looks like weeds.
September 20, 2015

Historic Flemington added 2 new photos
April 15 at 4:05pm

It's a beautiful Friday! Let's also make it a safe day. Flemington! Obey Speed Limits. Wait for the Walk. Use Crosswalks. Stop for Pedestrians. Heads Up, Phones Down. #beststreetsmartnj #beststreetsmartflemington




Historic Flemington

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1,489 people like this
Jiff Mack and Mike Palumbo


1,180 people have been here
Alison Haeberlein

Open 8:00AM - 5:00PM
Get additional info

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3.9 of 5 stars - 17 reviews
View Reviews

ABOUT



38 Park Ave
Flemington, NJ

(908) 782-8840



Open Today 8:00AM - 5:00PM

http://historicflemington.com/

PHOTOS

Historic Flemington added 3 new photos
6 hrs

It's going to be another beautiful day, Flemington! Remember to "Be Street Smart" when you are out and about today. Pedestrians-USE CROSSWALKS. Motorists- STOP and STAY STOPPED FOR PEDESTRIANS. Working together, everyone is safer!
#beststreetsmartnj #beststreetsmartflemington



Local News Media

Press releases were sent to local media outlets. Articles were published in the Hunterdon County Democrat printed newspaper and the related nj.com website online, as well as TAP into Flemington-Raritan, an online newspaper.



6

"Pedestrian safety is a priority for the Flemington Police Department," Chief George Becker said in the release. "The borough is one square mile. Residents of all ages walk for recreation, and often, as a primary means of transportation."

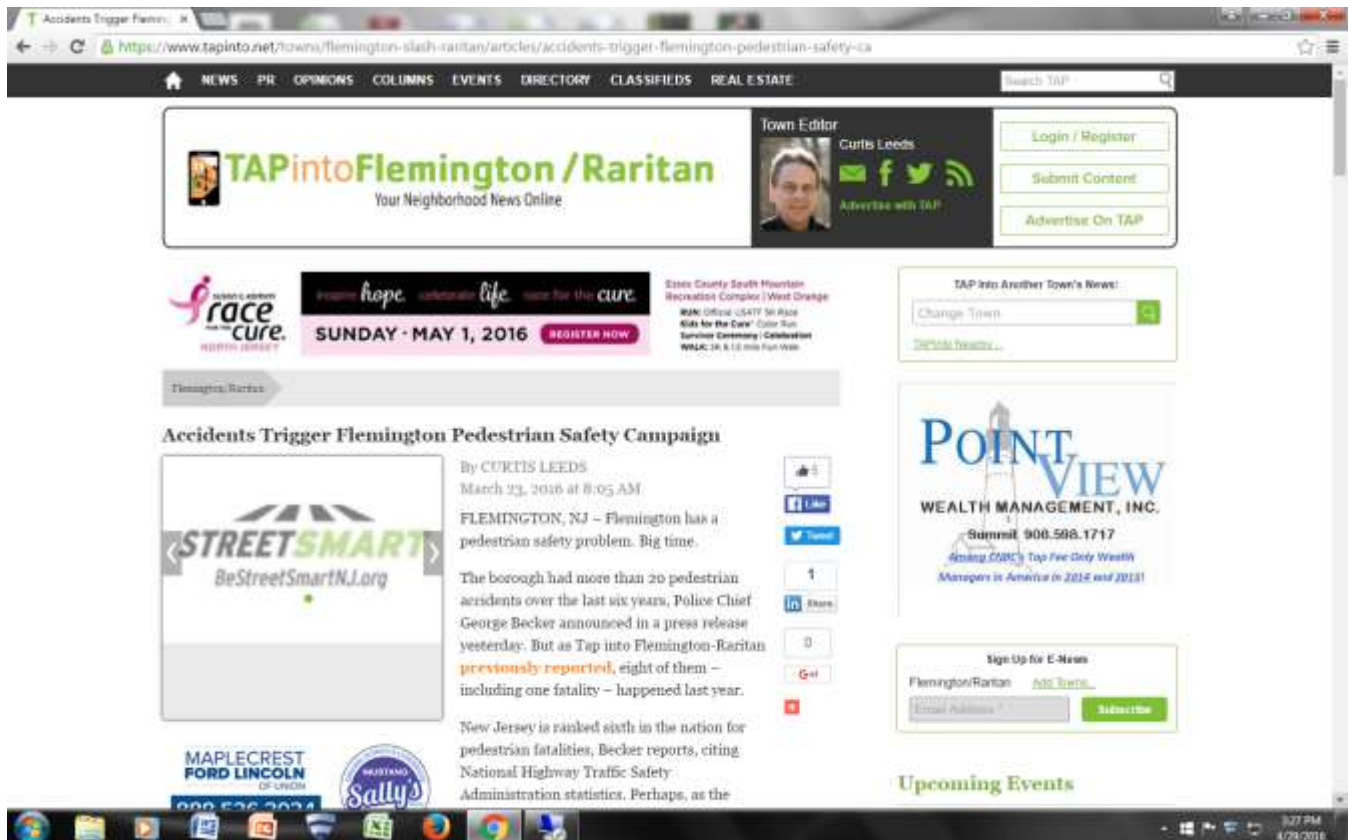
Police have not yet said if they will be issuing tickets or warnings, but provided the following Street Smart guidelines.



1 share

- Heads up; phones down
- Use crosswalks
- Wait for the walk
- Obey speed limits
- Stop for pedestrians

From March 28 through April 22, signs, posters, tip cards and other safety messaging materials will be distributed throughout the community. E-blasts, social media, and community presentations will be used to raise additional awareness about pedestrian safety, according to the release.





Flemington Sees Spike in Pedestrian Accidents; HART to Assist

NEWS PR OPINIONS COLUMNS EVENTS DIRECTORY CLASSIFIEDS REAL ESTATE

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Change Town
TAP into nearby...

Throughout

Flemington Sees Spike in Pedestrian Accidents; HART to Assist

By CURTIS LEEDS
January 25, 2016 at 2:03 PM

FLEMINGTON POLICE DEPARTMENT

FLEMINGTON – Last year was a banner year for Flemington in one respect, and Police Chief George Becker isn't happy about it.

He told Borough Council that there was a spike in pedestrian/motor vehicle accidents in 2015, and that "usually we don't have any" such accidents in the borough.

Becker said he's working with HART, formerly known as Hunterdon Area Rural Transit – and that HART will undertake an "eight-week process" in the spring to address his safety concerns.

11
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Upcoming Events

3:29 PM 4/20/2016

Public Service Announcements (PSAs)

PSAs were submitted to the local FM radio station, WDVR FM, as well as the Hunterdon County Chamber Radio, an online radio station. The stations were requested to announce through the month of April 2016.



Public Service Announcement: Be Street Smart!

The Flemington Police Department reminds motorists and pedestrians to be Street Smart during the month of April 2016.

Motorists: "Obey Speed Limits" and "Stop for Pedestrians in Crosswalks".

Pedestrians: "Use Crosswalks" and "Wait for the Walk" signal before crossing.

And, everyone should have their "Heads Up" and "Phones Down".

Safety is a shared responsibility.

Be Street Smart, Flemington!

For more information, visit www.bestreetsmartnj.org

Community Outreach & Presentations

Reading-Fleming Intermediate School

HART staff presented a Street Smart safety education program to 386 fifth grade students at Reading- Fleming Intermediate School, located in downtown Flemington.

Students were introduced to the Street Smart campaign, with a focus on the three pedestrian specific behaviors of the Street Smart program: "Wait for the Walk", "Use Crosswalks", and "Heads Up, Phones Down". The presentation included age appropriate messaging and local photos.



Senior Presentation- Herman E. Kapp Senior Residences

The Herman E. Kapp Senior Residences is an "over 62 years old" senior apartment complex located one block from Downtown Flemington.

HART staff presented the Street Smart Campaign messaging to residents in the form of a "Jeopardy" style game.

Residents learn the five (5) key behaviors of the Street Smart Campaign through this interactive presentation.



Several attendees who indicated that they walk regularly in Flemington stayed after the presentation to receive reflective vests and wristbands.



Barkley's "Wednesday Night Dog Walking Club"

HART staff joined in a weekly "dog walk" sponsored by a local pet supply business on Main Street. During the 2 mile walk through the Borough, information and reinforcement of the five Street Smart messages were shared. Reflective vests and wristbands were also distributed.



ENFORCEMENT

During the enforcement phase, April 11- 24, 2016, Flemington Police issued twenty nine (29) summonses to drivers for speeding and seven (7) summonses to pedestrians for failure to use a crosswalk.



EVALUATION RESULTS

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

FINDINGS- Observation

Pedestrian Proxys

The post campaign observations indicated significant improvement in pedestrian behaviors following the awareness and enforcement phases of the campaign. A majority of the proxies indicated double digit improvement in compliance post campaign. The only exception to this was use of cell phones observed at N. Main Street and Walter E. Foran Blvd.

| | Pre-Campaign | | Post-Campaign | | % Change in Compliance |
|--|--------------|-----------------|---------------|-----------------|------------------------|
| | % Compliant | % Non-Compliant | % Compliant | % Non-Compliant | |
| N. Main St. and Garden Lane | | | | | |
| Pedestrian Used Crosswalk | 38% | 62% | 50% | 50% | 12% |
| Ped Completed Crosswalk | 34% | 66% | 50% | 50% | 16% |
| Pedestrian waited for signal | NA | NA | NA | NA | NA |
| Ped distracted by Cell Phones | 96% | 4% | 85% | 15% | 11% |
| N. Main St. and Walter E. Foran Blvd. | | | | | |
| Pedestrian Used Crosswalk | 61% | 39% | 92% | 8% | 31% |
| Ped Completed Crosswalk | 46% | 54% | 86% | 14% | 40% |
| Pedestrian waited for signal | 41% | 59% | 57% | 43% | 16% |
| Ped distracted by Cell Phones | 90% | 10% | 89% | 11% | -1% |
| Church St. and Broad St. | | | | | |
| Pedestrian Used Crosswalk | 63% | 37% | 88% | 12% | 25% |
| Ped Completed Crosswalk | 53% | 47% | 83% | 17% | 30% |
| Pedestrian waited for signal | 80% | 20 | 88% | 12% | 8% |
| Ped distracted by Cell Phones | 83% | 17% | 98% | 2% | 15% |
| Church St. and Route 31 | | | | | |
| Pedestrian Used Crosswalk | 63% | 37% | 94% | 6% | 31% |
| Ped Completed Crosswalk | 32% | 68% | 94% | 6% | 62% |
| Pedestrian waited for signal | 80% | 20% | 83% | 17% | 3% |
| Ped distracted by Cell Phones | 88% | 12% | 100% | 0% | 12% |

FINDINGS- Observation

Motorist Proxy

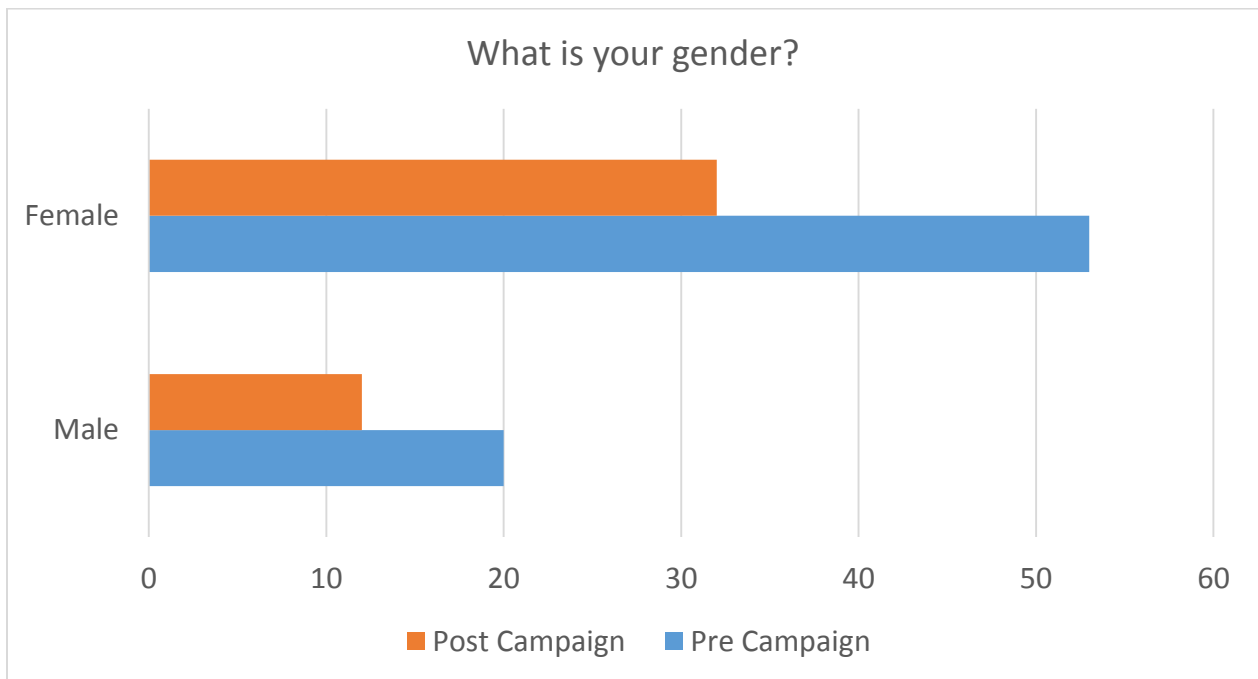
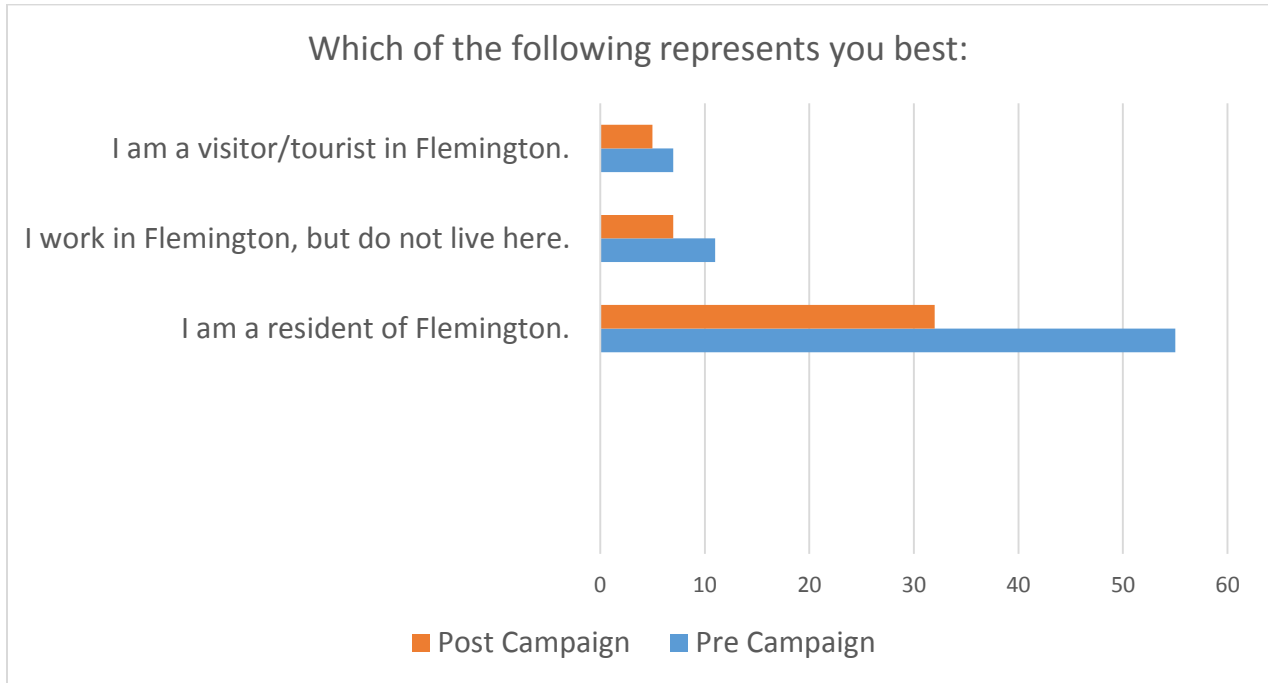
Post campaign observations of motorist behaviors revealed increased compliance of the stop for pedestrians in crosswalks law at all locations. Cell phone use increased slightly at one location, but overall, a reduction in the number of motorists using cell phones was observed.

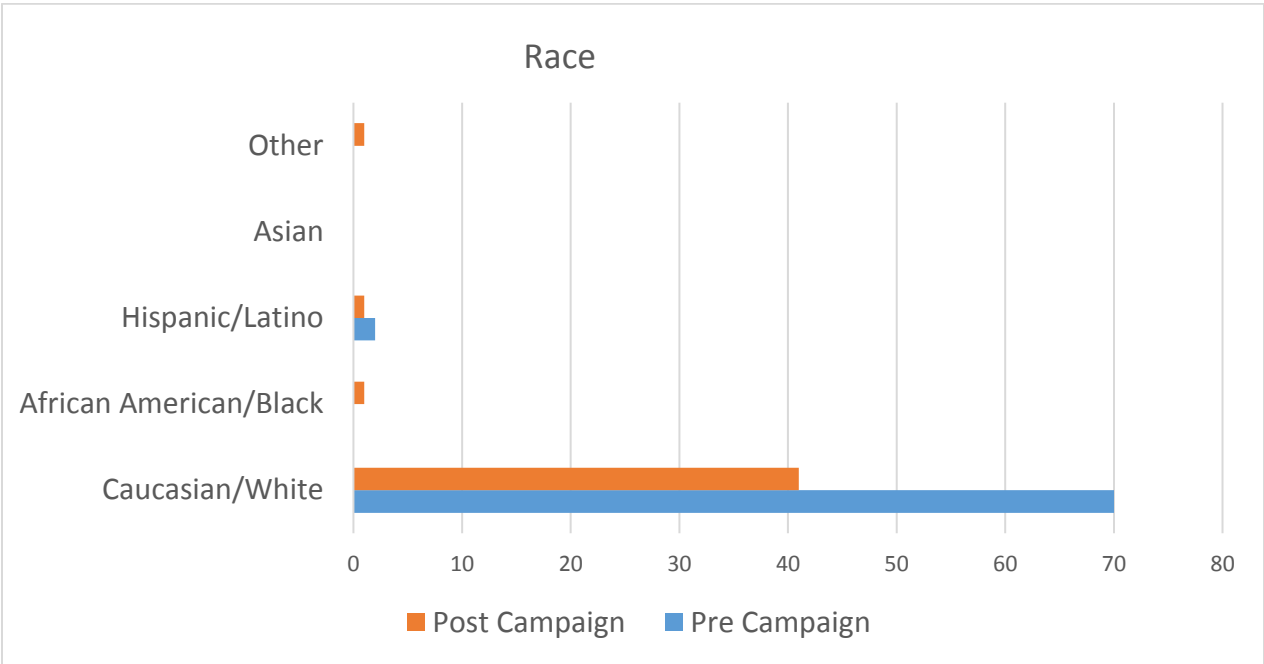
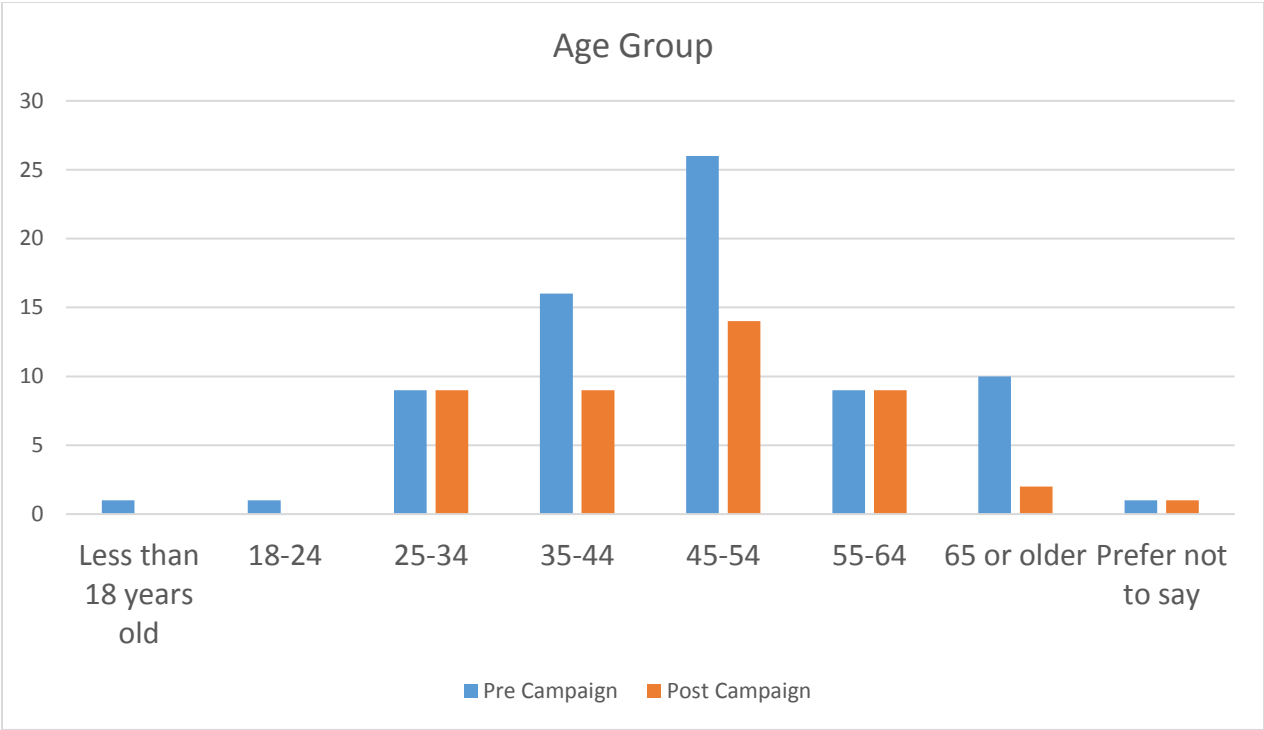


| | Pre-Campaign | Post-Campaign |
|---|--------------|---------------|
| N. Main St. and Garden Lane | | |
| Car Did Not Stop for Pedestrian | 4 | 1 |
| Motorist Handheld Cell Phone Use | 11 | 19 |
| N. Main St. and Walter Foran Blvd. | | |
| Car Did Not Stop for Pedestrian | 4 | 1 |
| Motorist Handheld Cell Phone Use | 159 | 73 |
| Church St. and Broad St. | | |
| Car Did Not Stop for Pedestrian | 0 | 1 |
| Motorist Handheld Cell Phone Use | 91 | 33 |
| Church St. and Route 31 | | |
| Car Did Not Stop for Pedestrian | 0 | 1 |
| Motorist Handheld Cell Phone Use | 246 | 62 |

FINDINGS- Community Survey Results

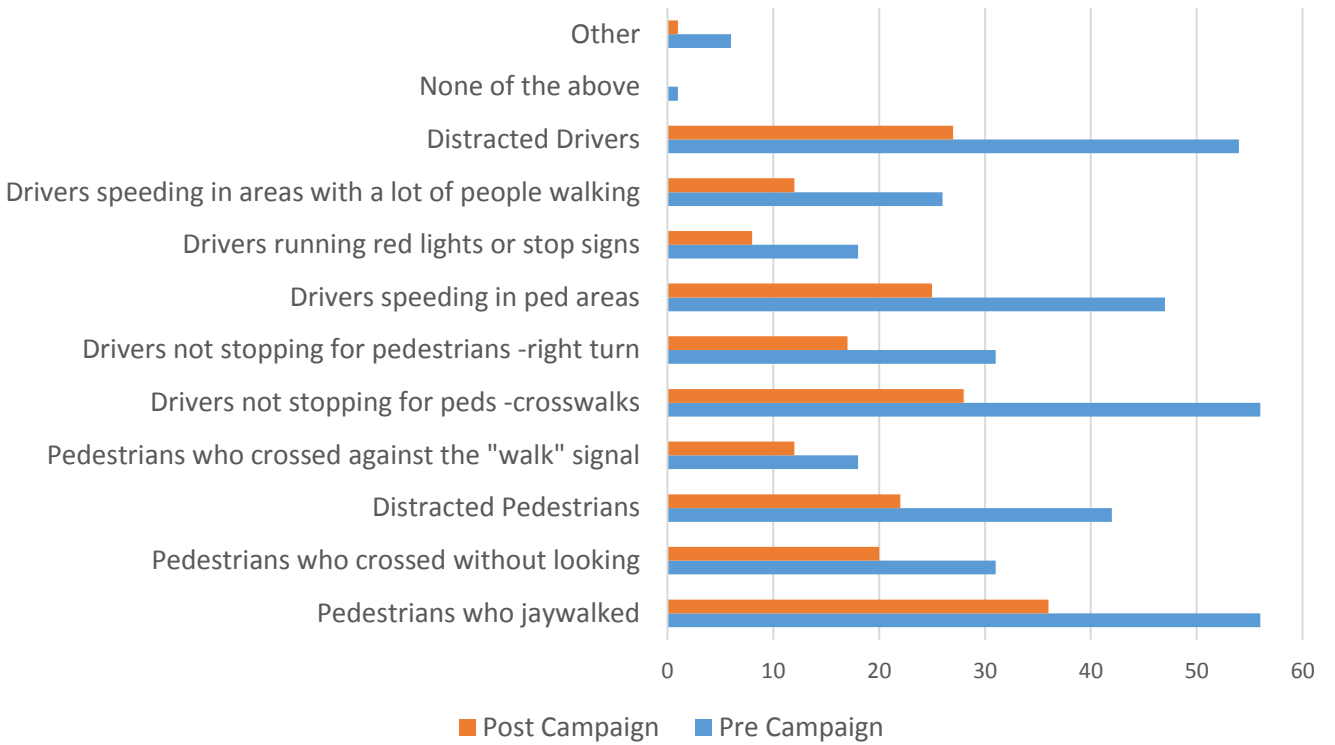
The Community Survey yielded positive results, with the majority of respondents indicating an increased awareness of pedestrian laws, changes in their own behaviors, and the observed behaviors of others.





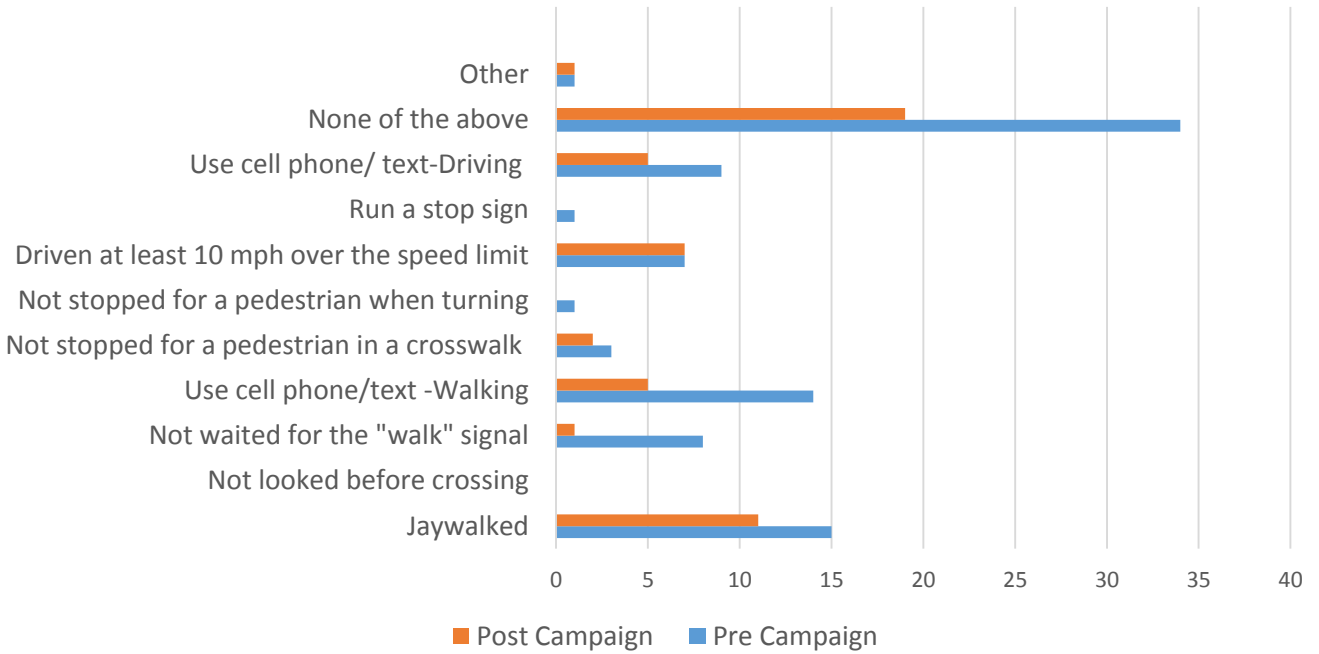


In the past week, in Flemington, have you seen:

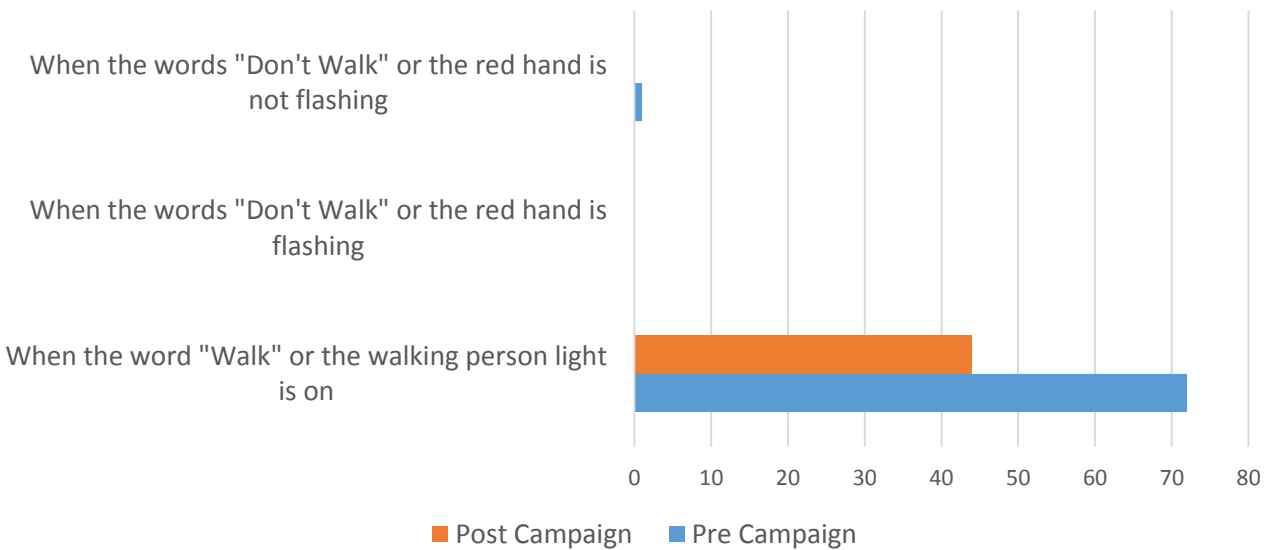


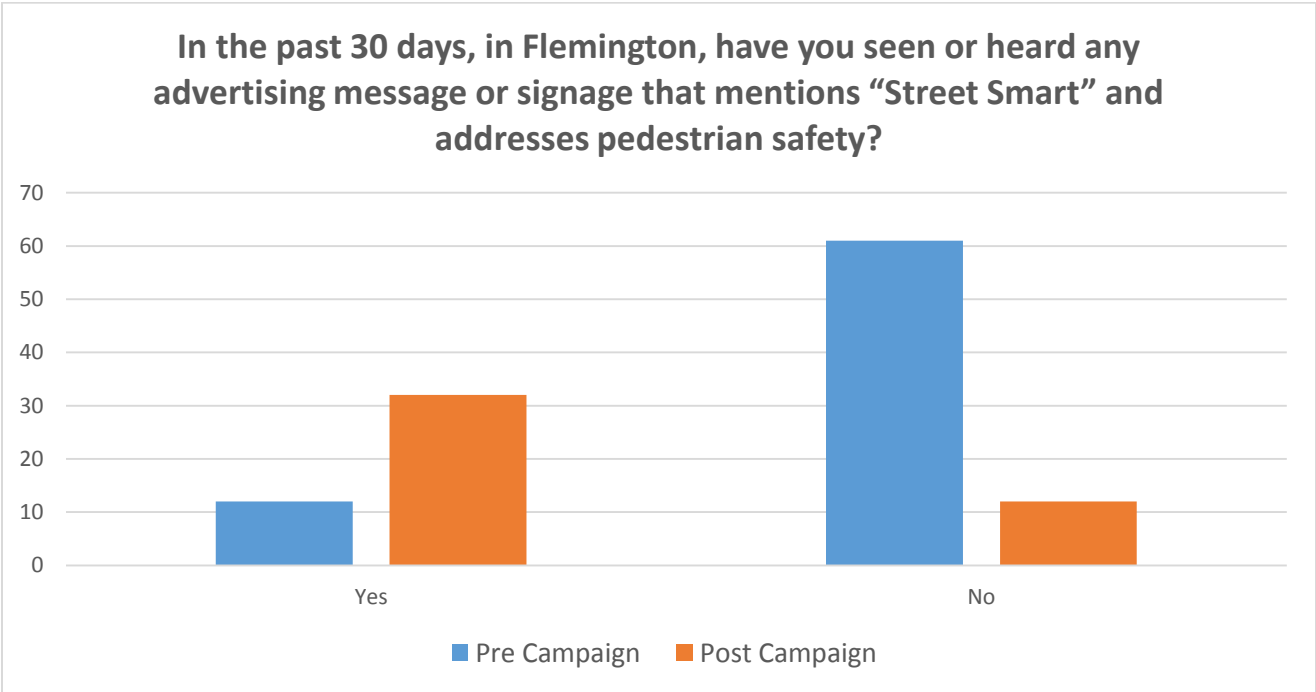
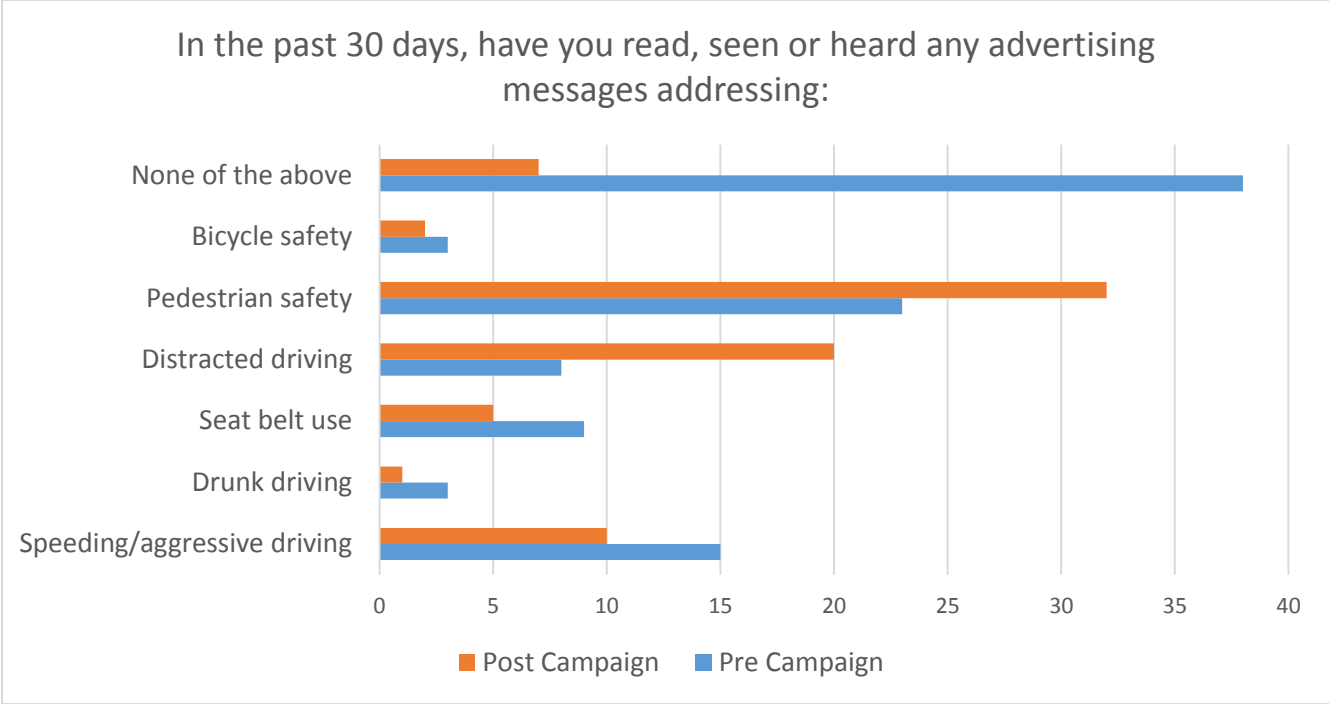


In the past week, in Flemington, have you yourself:



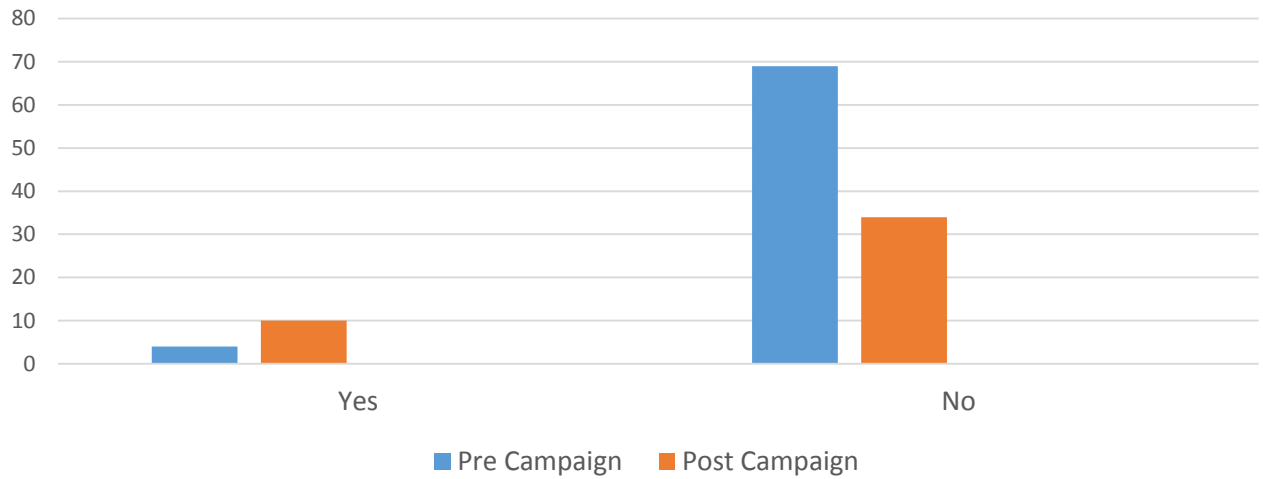
At signalized intersections, when SHOULD a pedestrian begin to cross the street?



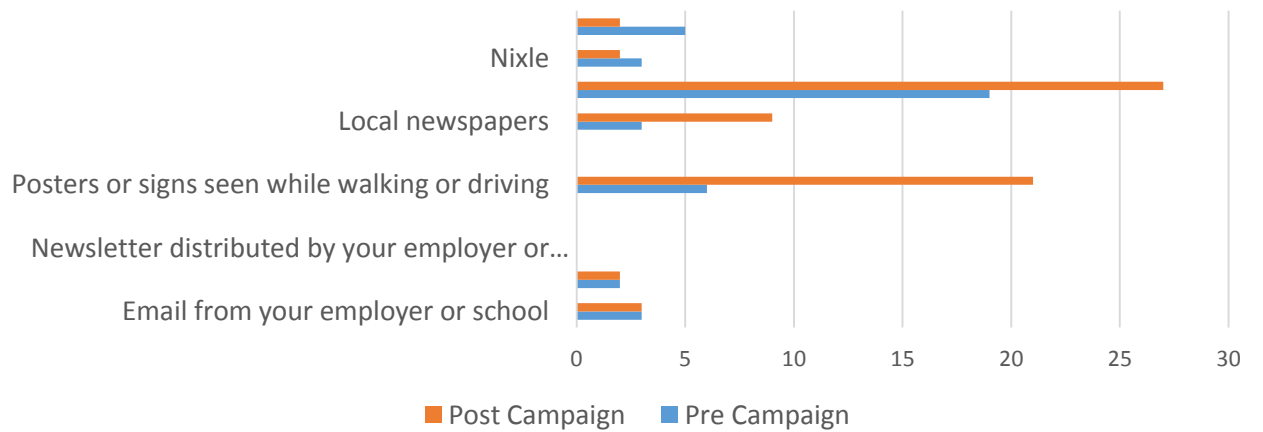




In the past 30 days, in Flemington, have you seen or interacted with anyone who told you about pedestrian safety or gave you information about New Jersey's pedestrian safety laws and/or safe walking tips?

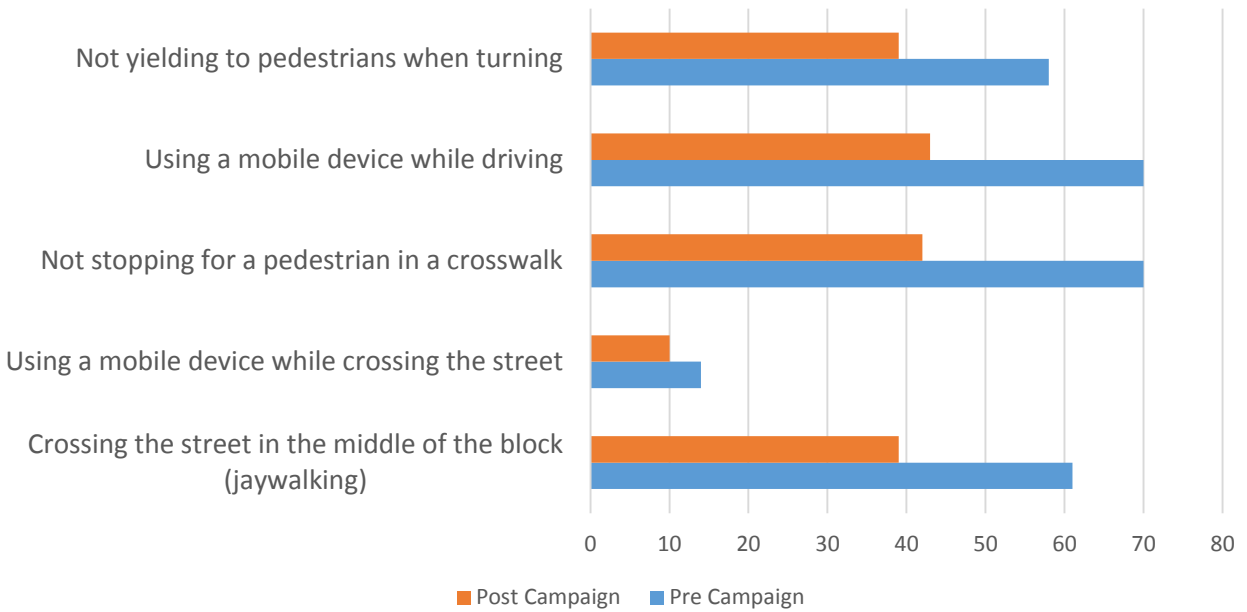


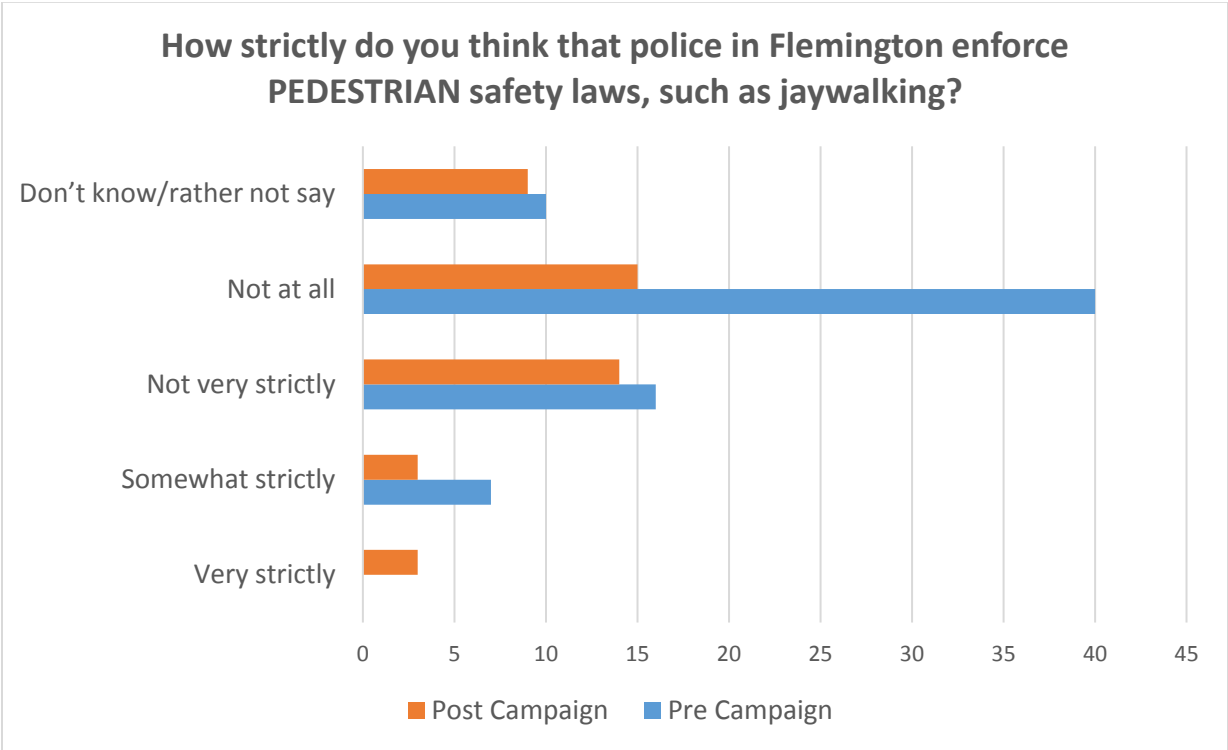
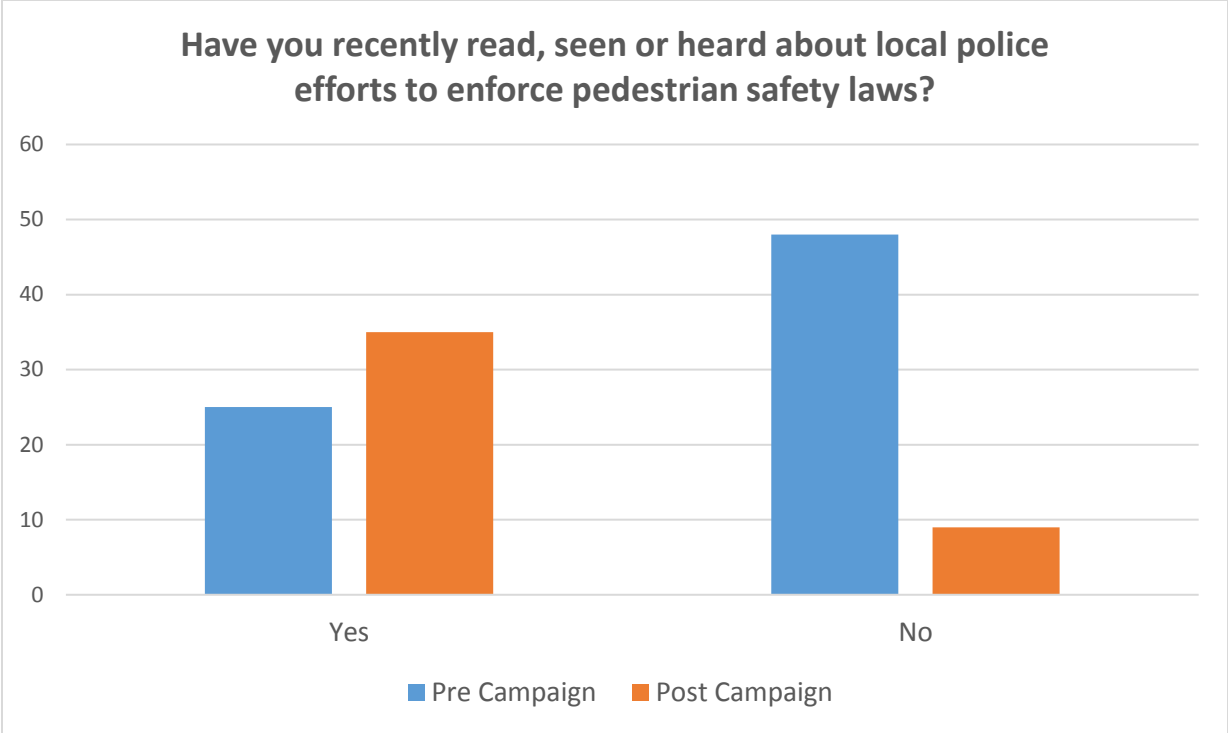
In the past 30 days, in Flemington, have you received any information about pedestrian safety information via any of the following sources?





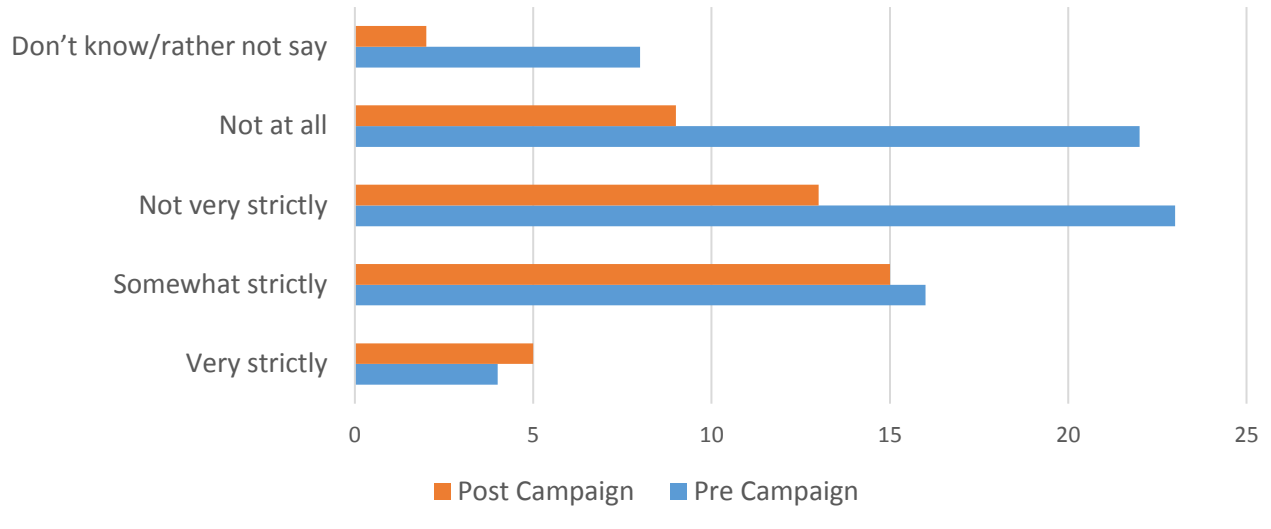
To the best of your knowledge, please indicate any/all actions below for which you can you receive a ticket in New Jersey:



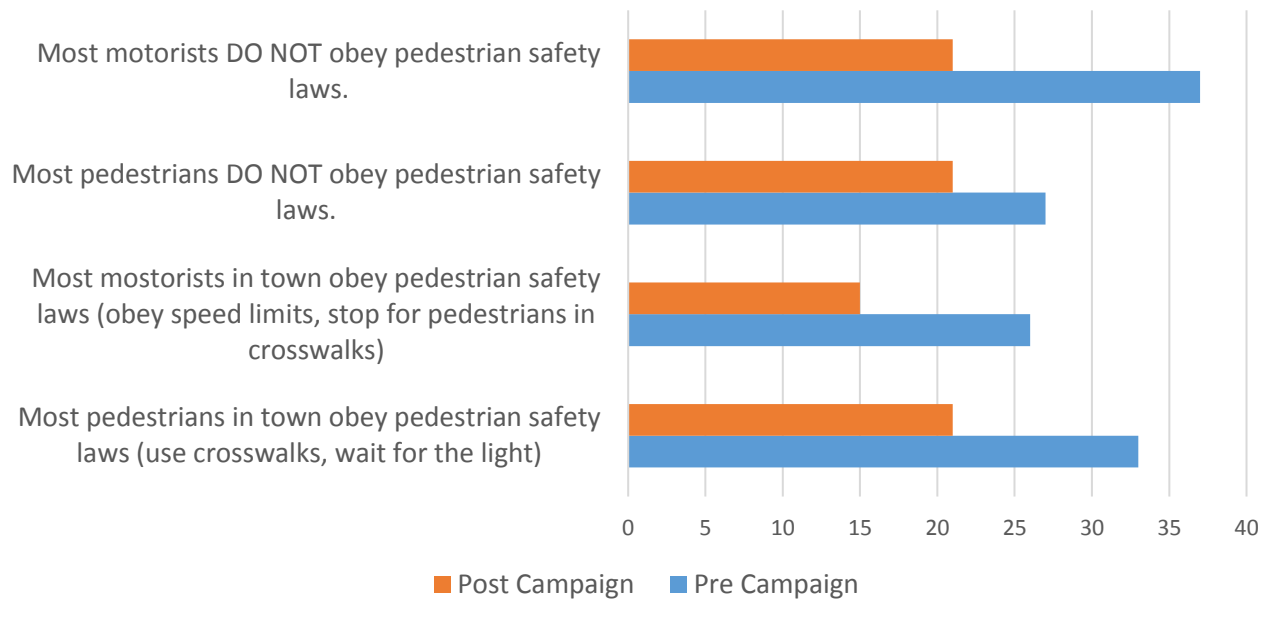


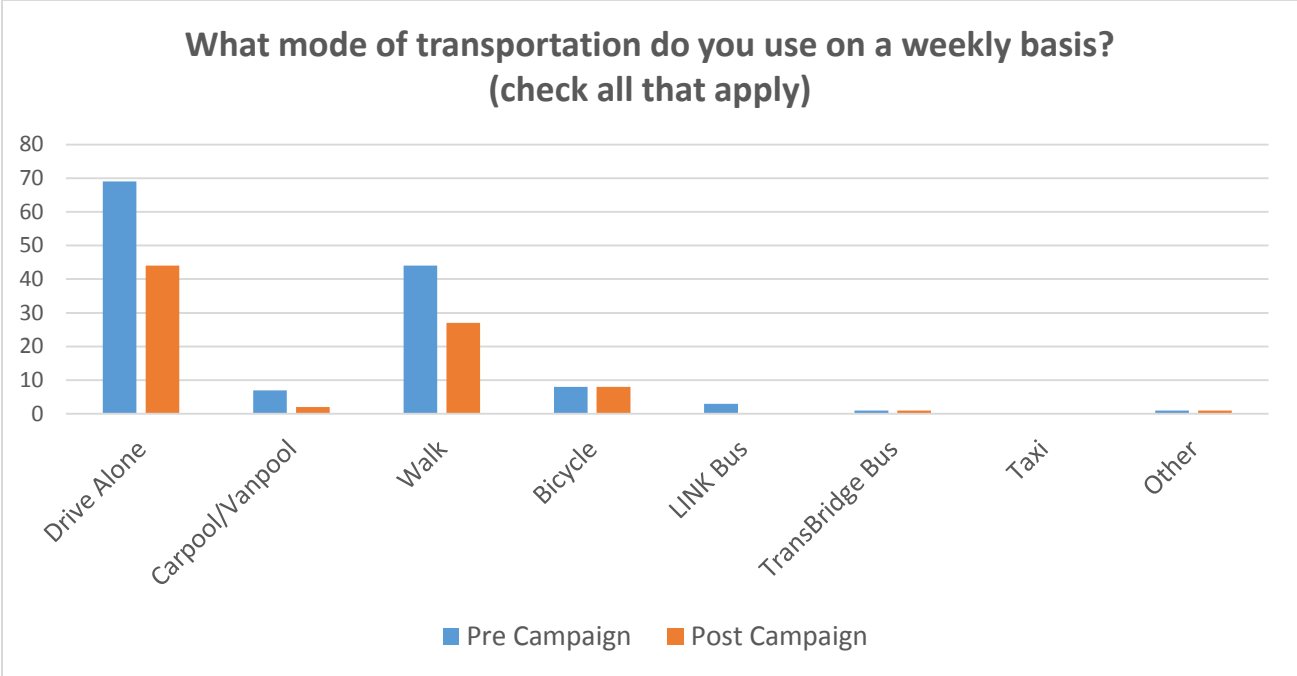


How strictly do you think that police in Flemington enforce DRIVER related pedestrian safety laws, such as speeding or stopping for pedestrians in crosswalks?



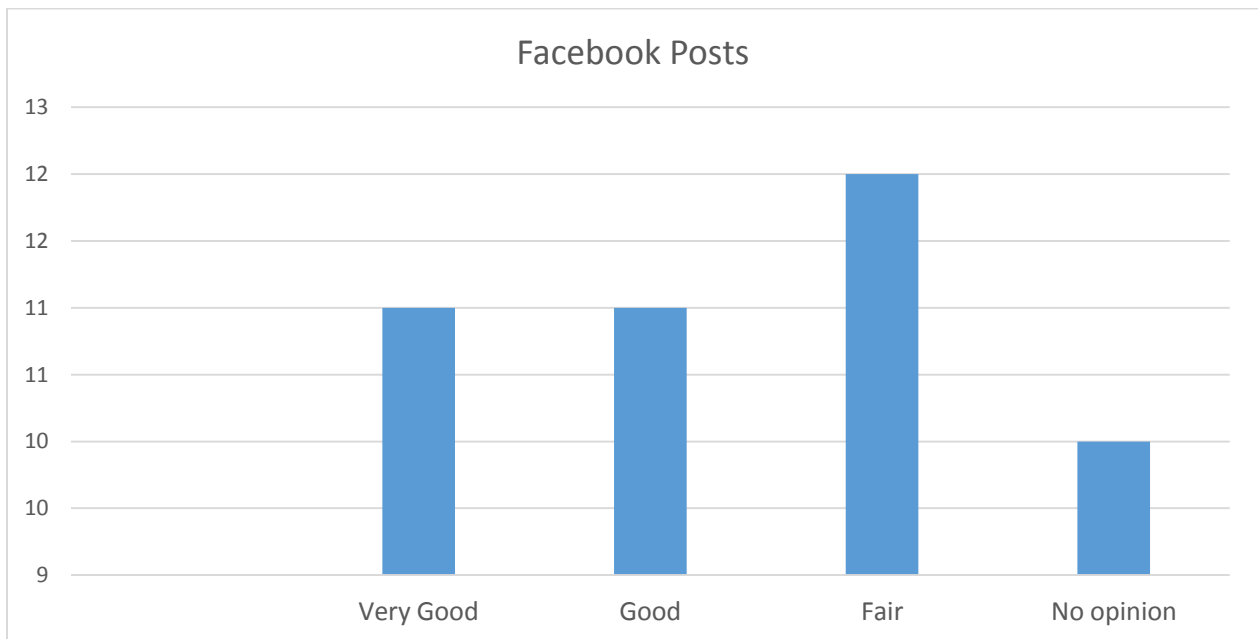
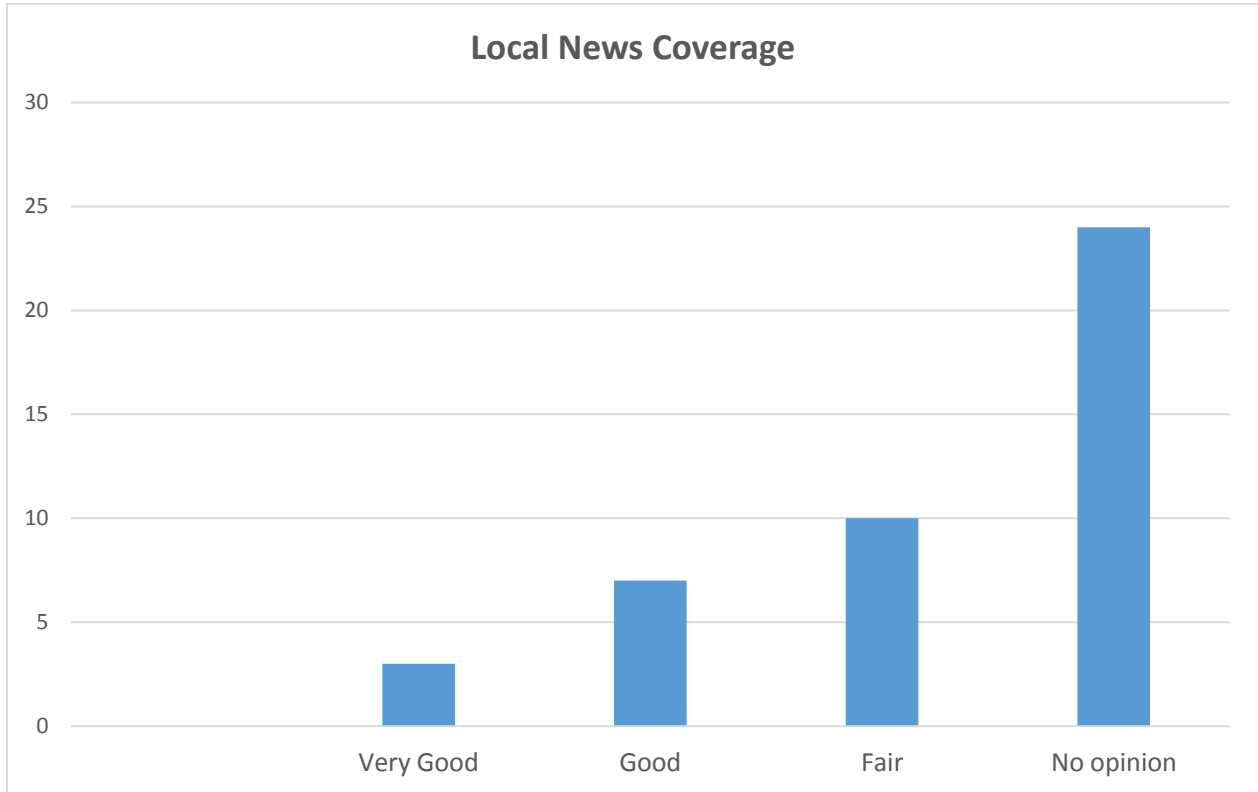
Please indicate each of the following statements that you AGREE with:

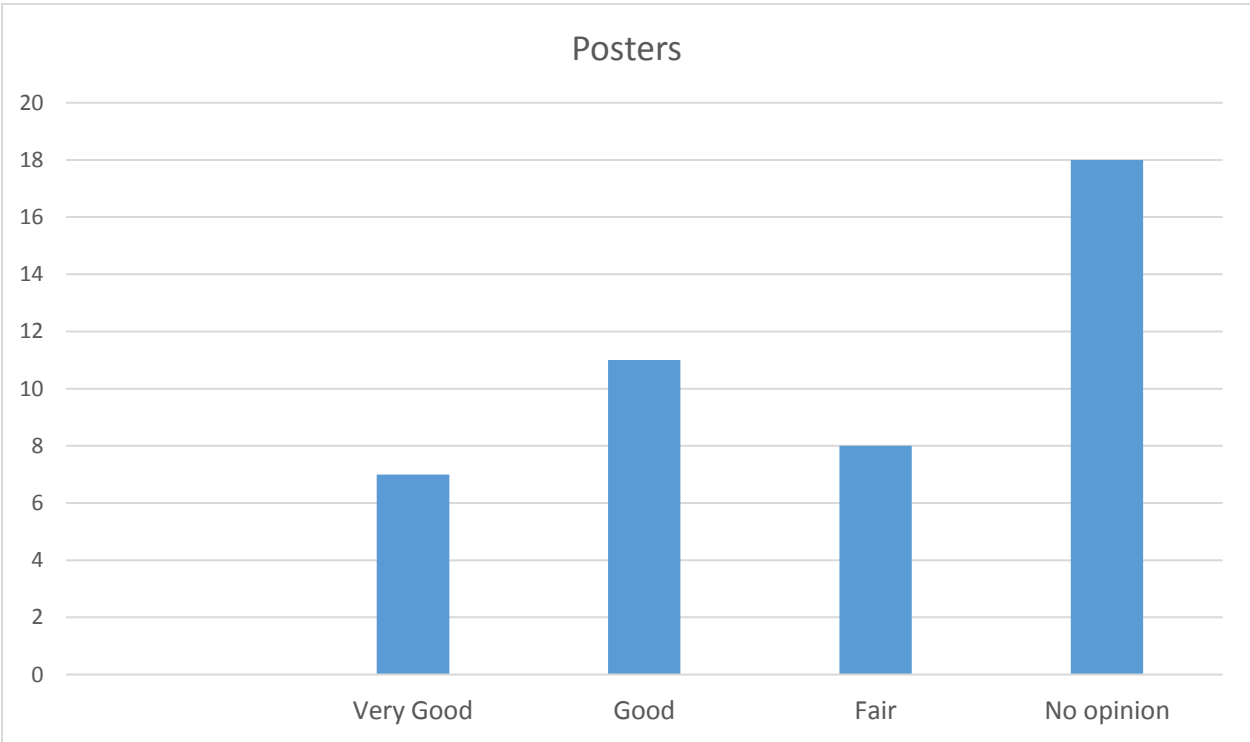
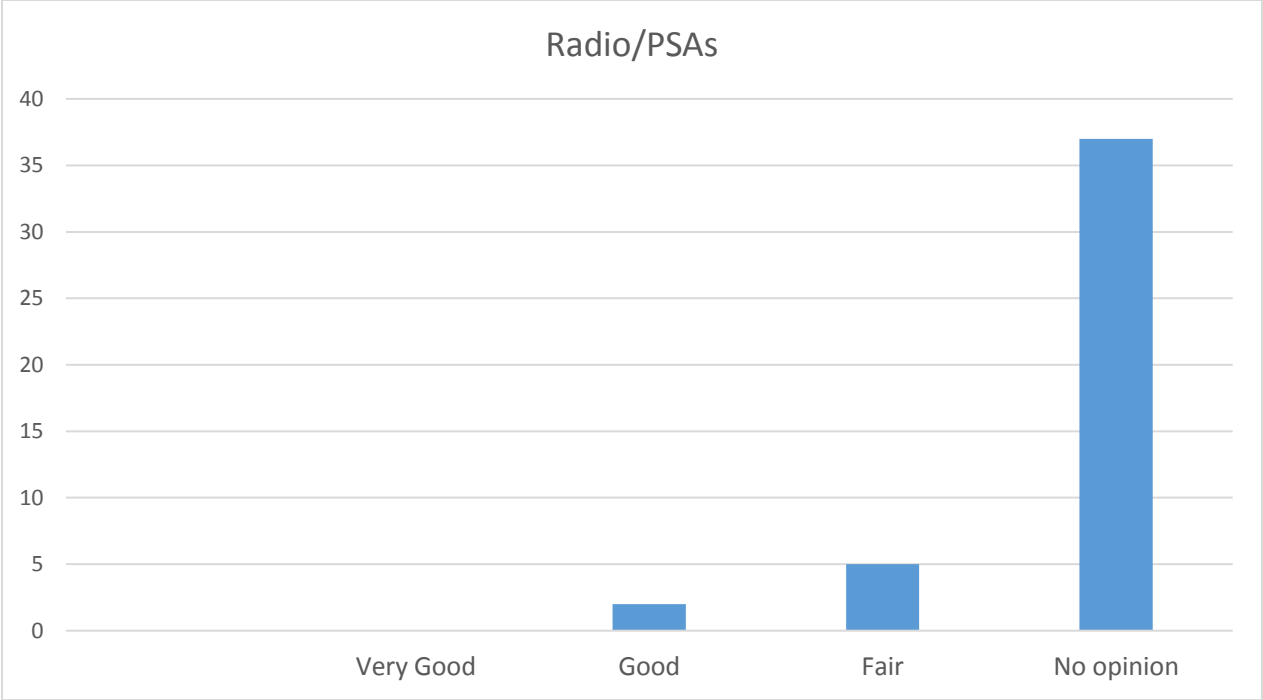


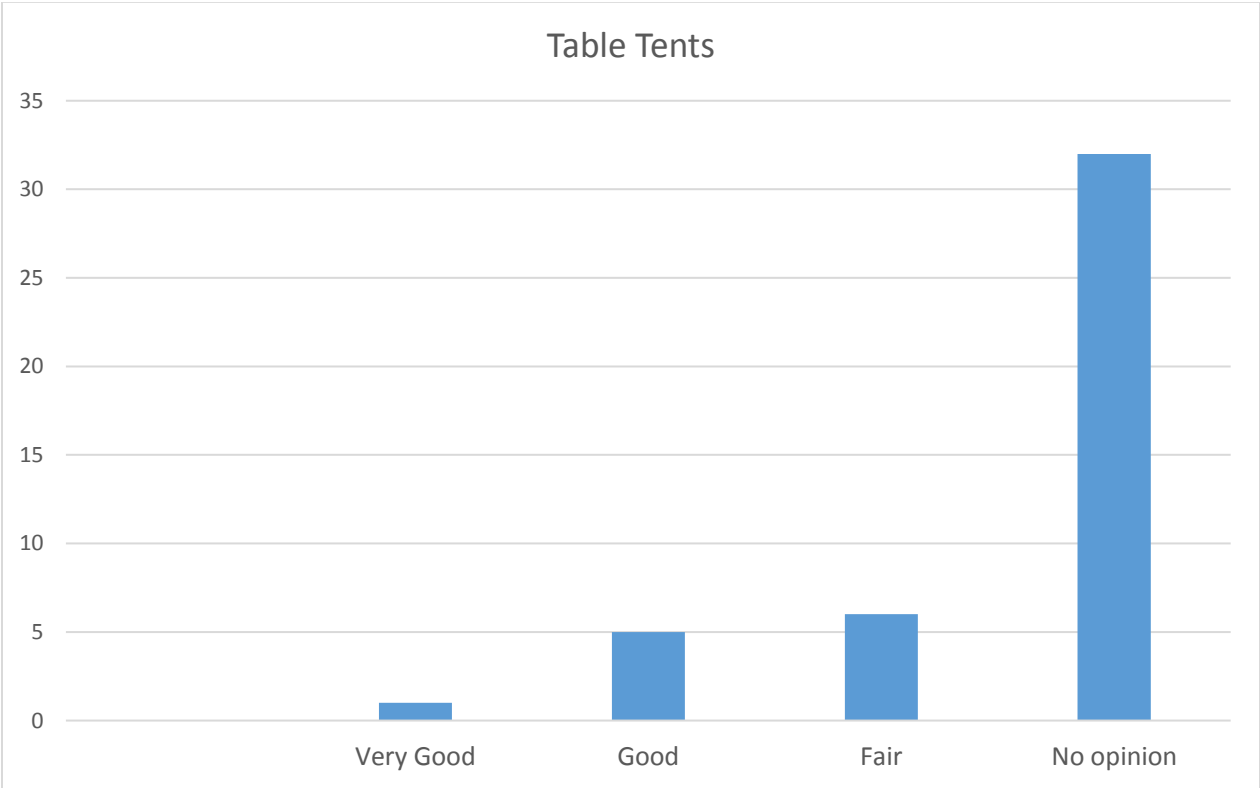


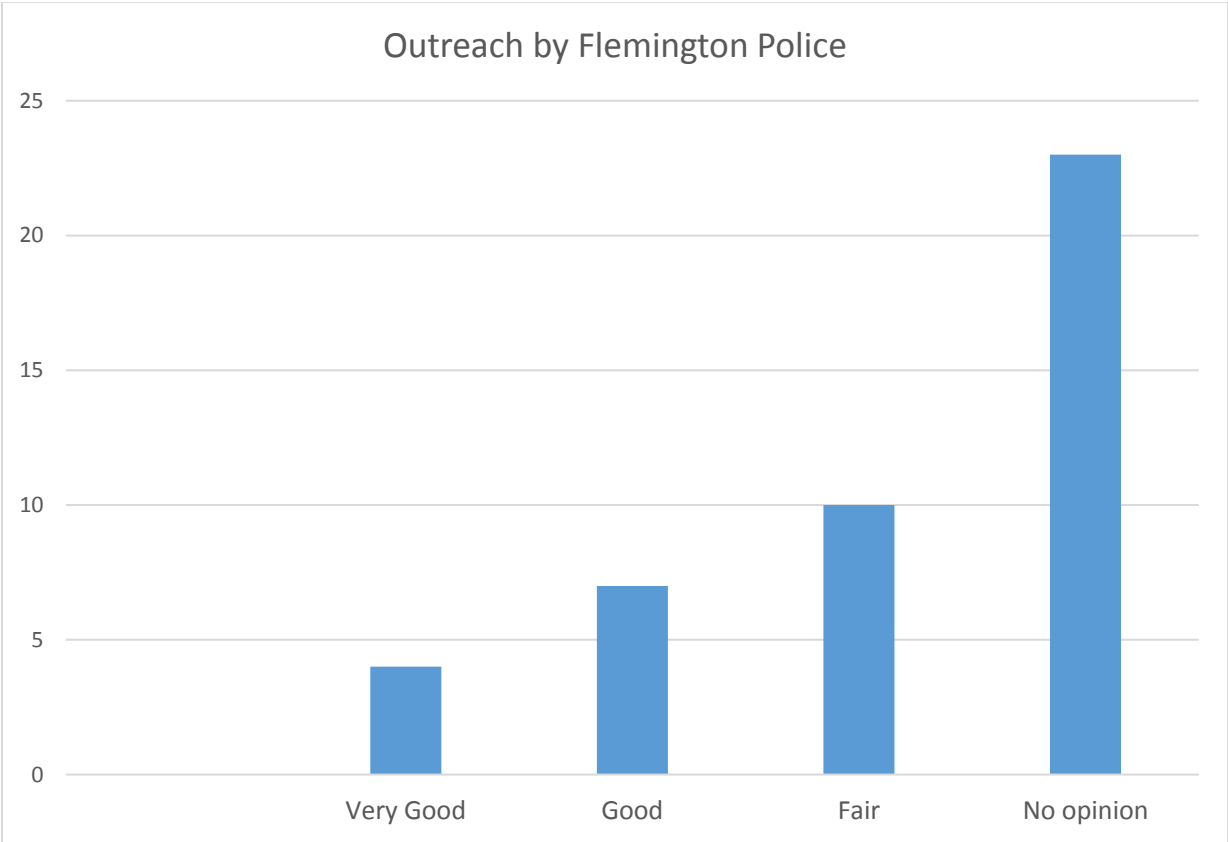
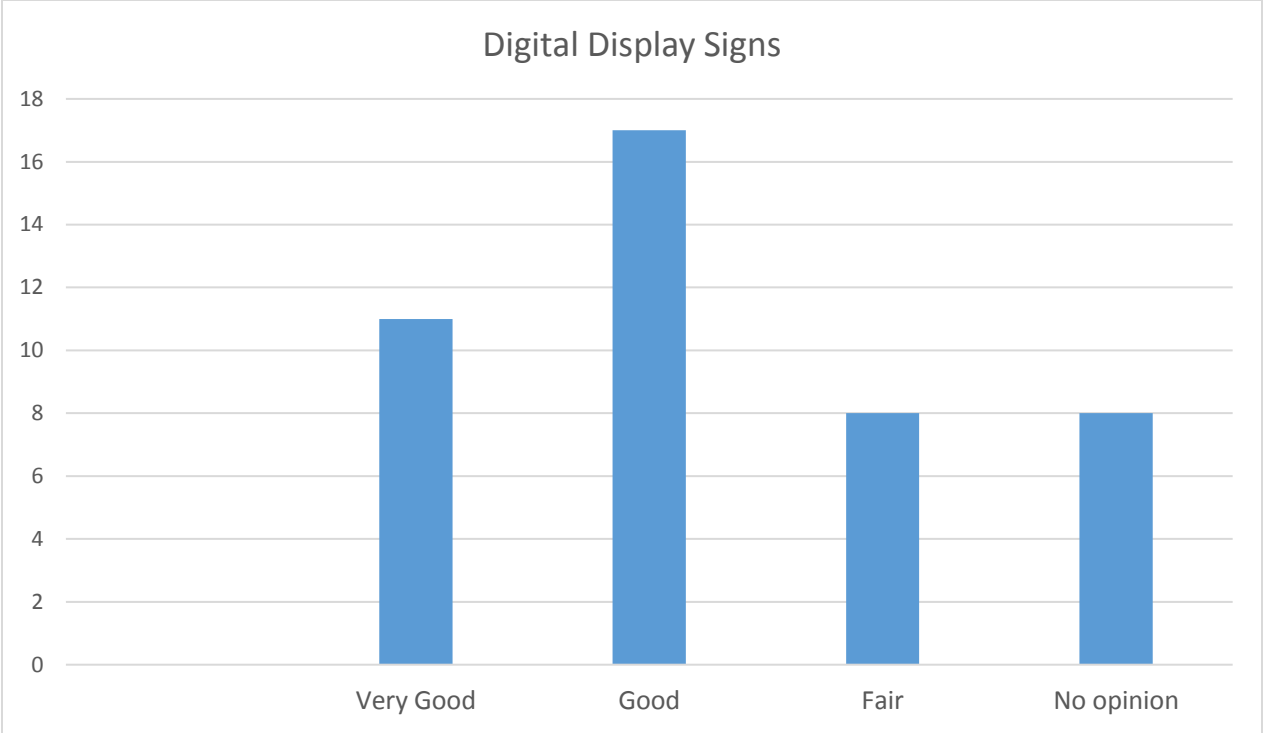
Post Campaign Feedback on Awareness Efforts

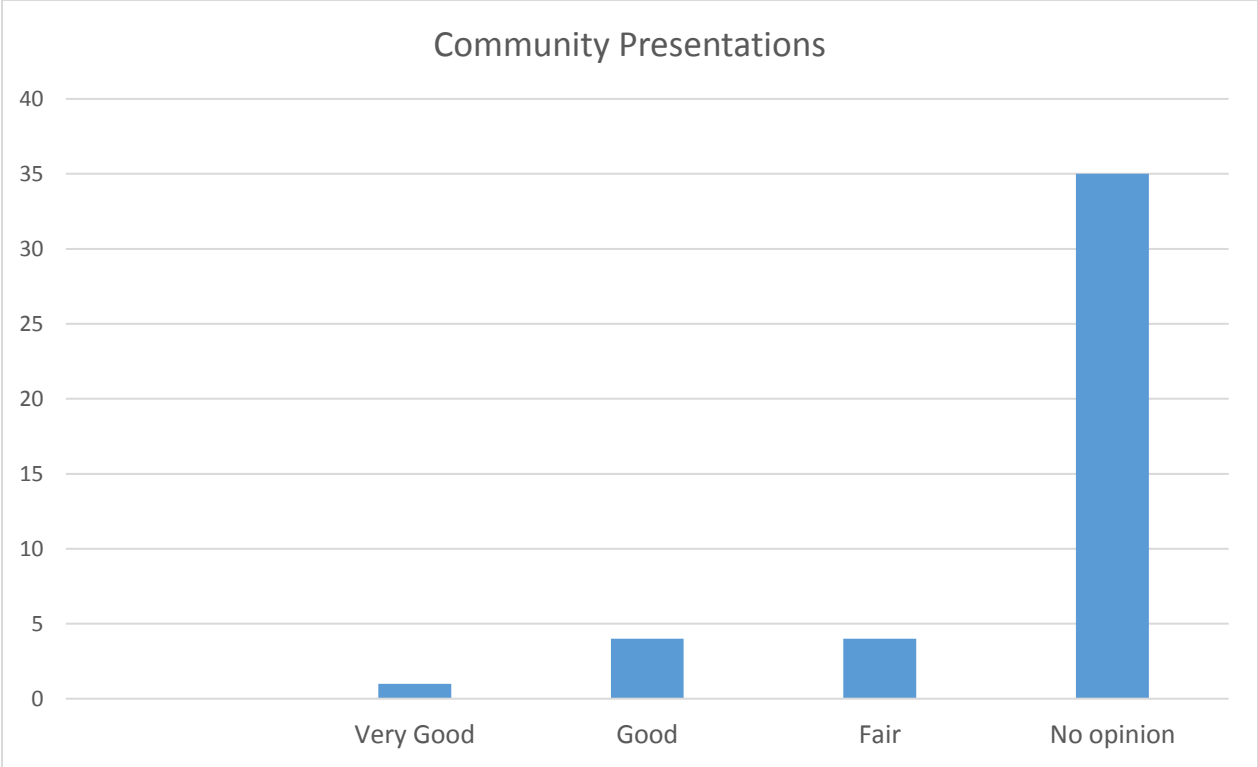
How would you rate the effectiveness of the following outreach methods:











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:

- 25% increase in the observed use of crosswalks
- 37% increase in the completion of crossing in crosswalks by pedestrians
- 12% decrease in the use of cell phones by pedestrians
- 63% decrease in the use of cell phones by motorists

Community Input Survey respondents reported observing decreases in all proxies:

- 36% decrease in observed jaywalking; 27% decrease in self-reported jaywalking
- 35% decrease in observed pedestrians crossing without looking
- 48% decrease in observed distracted pedestrians
- 50% decrease in the number of drivers not stopping for pedestrians in crosswalks; 33% decrease in self-reported behavior of not stopping pedestrian
- 50% decrease in the number of observed distracted drivers; 44 % decrease in self-reported cell phone use

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

- 39% of survey respondents indicated that they had heard about pedestrian safety messaging.
- 80% of survey respondents reported having seen Street Smart messaging in town

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

- 40% increase in the number of survey respondents that were aware of pedestrian safety enforcement efforts underway
- 14% increase in the number of survey respondents who believe that the Flemington Police Department "Very Strictly" or "Somewhat Strictly" enforce "pedestrian related" pedestrian safety laws.
- 25% increase in the number of survey respondents who believe that the Flemington Police Department "Very Strictly" enforce "driver related" pedestrian safety laws.
- 22% decrease in the number of survey respondents who believe that "Most pedestrians DO NOT obey pedestrian safety laws".
- 43% decrease in the number of survey respondents who believe "Most motorists DO NOT obey pedestrian safety laws".
- 22% of survey respondents rated the local news coverage as "Very Good" or "Good"
- 50% of survey respondents rated the Facebook posts as "Very Good" or "Good"

- 41 % of survey respondents rated the posters as “Very Good” or “Good”
- 45 % of survey respondents rated the intersection posters as “Very Good” or “Good”
- 14% of survey respondents rated the table tents as “Very Good” or “Good”
- 67 % of survey respondents rated the digital display sign “Very Good” or “Good”
- 25% of survey respondents rated the outreach by the Flemington Police Department as “Very Good” or “Good”. 52% had “No Opinion”

RECOMMENDATIONS

Pedestrian safety should continue to be a focus in Flemington. This is particularly important given the high number of residents who walk for recreation or out of necessity, the dynamic between the activity centers of the Borough and Raritan Township, and the bordering of the borough by Routes 12, 31, and 202.

Flemington has been proactive in its efforts to address pedestrian safety with the implementation of a borough-wide 25 mph speed limit, increased enforcement and ongoing maintenance of pedestrian facilities such as sidewalks and crosswalks. These efforts should be continued.

Ongoing education and awareness will be important to ensure increased pedestrian safety in the future.

CONCLUSION

The Flemington Street Smart Campaign was a successful collaborative effort between HART Commuter Information Services (HART TMA), the Flemington Police Department, and Flemington Borough. A reduction in the prevalence of non-compliant behavior by both drivers and pedestrians was observed in the intersection observations.

The campaign also resulted in an increased awareness of the Street Smart message and emphasis on pedestrian safety throughout the community. HART’s education and outreach programs will continue to be available to the Borough of Flemington as requested.



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