

THE VINELAND, NJ CAMPAIGN  
AFTER-ACTION REPORT



***STREETSMART***  
*BeStreetSmartNJ.org*

July, 2019

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Marketing Director  
CCCTMA



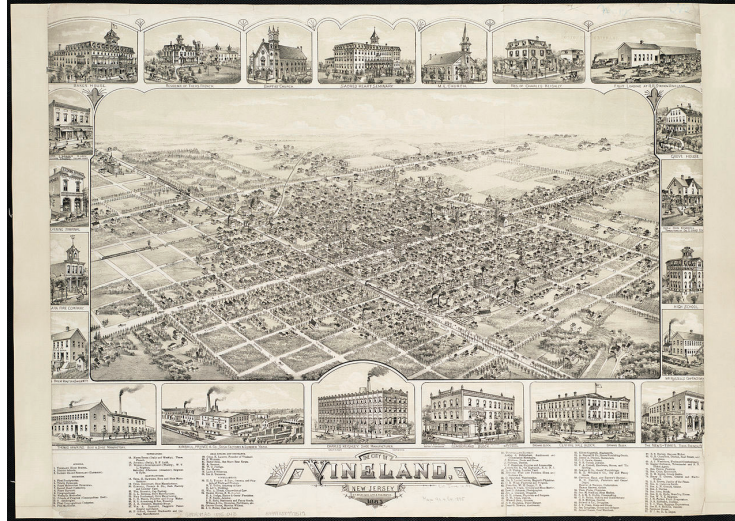
**CROSS  
COUNTY  
CONNECTION**

TRANSPORTATION MANAGEMENT ASSOCIATION

Improving the quality of life in  
southern New Jersey  
through transportation solutions

# THE VINELAND, NJ CAMPAIGN

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# THE VINELAND, NJ CAMPAIGN

# ACKNOWLEDGEMENTS

Cross County Connection TMA (CCCTMA) wishes to thank the following organizations who have provided invaluable assistance and support for this campaign:

- The City of Vineland Police Department
- North Jersey Transportation Planning Authority (NJTPA)
- The NJ Division of Highway Traffic Safety (NJHTS).



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*BeStreetSmartNJ.org*

# THE VINELAND, NJ CAMPAIGN

## EXECUTIVE SUMMARY

CCCTMA, in conjunction with the Vineland NJ Police Department executed a month-long public-outreach and awareness campaign, as prepared by NJTPA, along Landis Avenue, between 7th and 8th Streets, to raise awareness for pedestrian safety in the region, after a string of unfortunate, and fatal, accidents.

As of May 2010, the city had a total of 335.15 miles (539.37 km) of roadways, of which 234.73 miles (377.76 km) were maintained by the municipality, 80.54 miles (129.62 km) by Cumberland County and 19.88 miles (31.99 km) by the New Jersey Department of Transportation and 2.79 miles (4.49 km) by the New Jersey Turnpike Authority.

Route 47 (Delsea Drive) runs almost 9.5 miles (15.3 km) north-south in the eastern quarter of the city, connecting Millville in the south to Franklin Township in Gloucester County at the city's northern tip. Route 55 enters the city from Millville for 1.4 miles (2.3 km), heads back into Millville and re-enters Vineland, running along the western border for 8.8 miles (14.2 km) and heads north into Pittsgrove Township in Salem County. Route 56 (Landis Avenue) heads across the city from Pittsgrove Township to its eastern terminus at Route 47.

County Route 540 (Almond Road / Park Avenue / Landis Avenue) enters from the west in Pittsgrove Township and continues for 8 miles (13 km) to Buena Vista Township in Atlantic County, on the city's eastern border. County Route 552 (Sherman Avenue / Mays Landing Road) enters from Deerfield Township in the city's southwest corner and continues for 10.8 miles (17.4 km) into Maurice River Township. County Route 555 (South Main Road / North Main Road) enters from Millville extending for 8 miles (13 km) into Franklin Township.

### Public transportation

NJ TRANSIT provides bus transportation on the 313 route between Cape May and Philadelphia, on the 408 route between Millville and Philadelphia and on the 553 route between Upper Deerfield Township and Atlantic City.

Two general aviation airports are located nearby. Vineland-Downtown Airport is located 4 miles (6.4 km) northeast of the central business district and Kroelinger Airport, 3 miles (4.8 km) north.

A "before" and "after" campaign analysis was conducted by CCCTMA, and a successful, positive impact was achieved.

A technical analysis, with notes and calculations, is attached to this report.





# THE VINELAND, NJ CAMPAIGN

## PROGRAM OVERVIEW

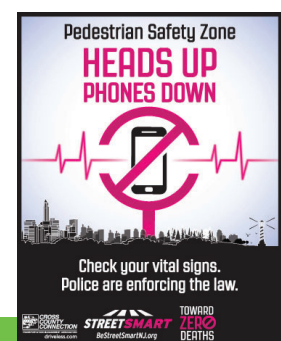
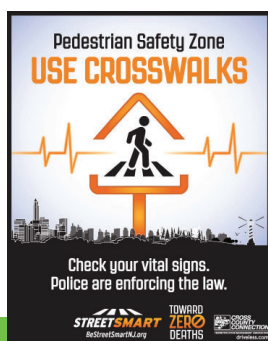
Street Smart NJ emphasizes educating drivers, pedestrians and bicyclists through mass media, as well as targeted enforcement. It complements, but doesn't replace, other state and local efforts to build safer streets and sidewalks, enforce laws and train better roadway users. The campaign's slogan is "Check your vital signs" and visually couples street signs with a heart rate monitor to remind motorists and pedestrians that lives are on the line.

The overall, State-wide campaign is coordinated by the North Jersey Transportation Planning Authority (NJTPA) and is supported by Federal and State funds, with additional funding/in-kind contributions from local partners. Cross County Connection, a nonprofit organization, partners with NJTPA, the New Jersey Department of Transportation (NJDOT), NJ TRANSIT, the Delaware Valley Regional Planning Commission (DVRPC), the South Jersey Transportation Planning Organization (SJTPO), member organizations, and the U.S. Federal Highway Administration, to provide solutions to complex transportation problems for counties, municipalities, employers and in the southern New Jersey region encompassing Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, and Salem counties.

Police agencies serving the participating communities are employing best practices in pedestrian enforcement with traffic safety officers. Engaging and educating, rather than simply issuing citations, is their focus. All officers have been trained to deploy the pedestrian decoy or "Cops in the Crosswalk Program," which has been used in New Jersey since 2009.

Officers monitor driver, pedestrian and bicyclist behavior at selected crossings for periods of several days over an extended period of time. Observing officers note violations and call ahead to waiting officers, who stop and warn or ticket all offenders regardless of mode. Officers use the stops to educate drivers, pedestrians and bicyclists about their duties and responsibilities under the law.

Street Smart NJ public awareness efforts are conducted in conjunction with this increased enforcement. This multi-pronged strategy has been shown to enhance public safety campaign results and positively impact behavior.



# THE VINELAND, NJ CAMPAIGN

## PROGRAM OVERVIEW

### In New Jersey

- New Jersey has been identified as a “focus” state and Newark a “focus” city by the Federal Highway Administration due to a high incidence of pedestrian injuries and fatalities.

Pedestrian safety is an ongoing challenge in New Jersey. According to the latest data, in 2014, 170 pedestrians died as a result of pedestrian-vehicle crashes, according to the most recent data available from the New Jersey State Police. From 2010 through 2014, 749 pedestrians were killed on New Jersey’s roads and more than 17,000 were injured, according to the New Jersey State Police. That translates into one death every 2.4 days and 11 injuries daily.

In 2016, 603 individuals lost their lives in motor vehicle related crashes on New Jersey roadways. Of particular concern were the 166 pedestrian fatalities, which represents over 27% of all motor vehicle fatalities. When compared to the national average of 15%, New Jersey is clearly overrepresented and must continue to take action. Source: <https://www.nj.gov/oag/hts/put-brakes-fatality-day.html>

### A National Problem

In 2017, 5,977 pedestrians were killed in traffic crashes in the United States. This averages to one crash-related pedestrian death every 1.5 hours.

Additionally, almost 129,000 pedestrians were treated in emergency departments for non-fatal crash-related injuries in 2015. Pedestrians are 1.5 times more likely than passenger vehicle occupants to be killed in a car crash on each trip.

Older adults: Pedestrians ages 65 and older accounted for 19% of all pedestrian deaths and an estimated 13% of all pedestrians injured in 2015.

Children: In 2015, one in every five children under the age of 15 who were killed in traffic crashes were pedestrians.

*National Highway Traffic Safety Administration. Traffic Safety Facts 2015 Data – Pedestrians. Washington, DC: US Department of Transportation, National Highway Traffic Safety Administration; 2017. Publication no. DOT-HS-812-375. Available at <https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/812375>. Accessed May 19, 2017.*

*Centers for Disease Control and Prevention. WISQARS (Web-based Injury Statistics Query and Reporting System). Atlanta, GA: US Department of Health and Human Services, CDC; 2015. Available at <http://www.cdc.gov/injury/wisqars>. Accessed May 19, 2017.*

# THE VINELAND, NJ CAMPAIGN

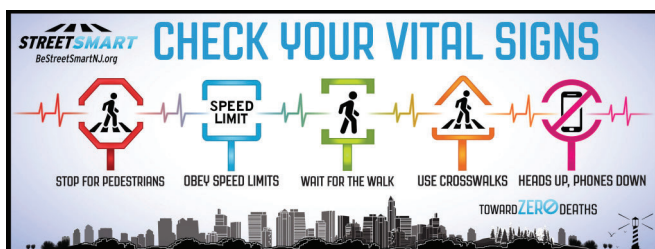
## SITUATIONAL BACKGROUND

The primary goal of our local campaign is to improve pedestrian safety within the downtown Vineland area by increasing awareness of pedestrian safety and improving behavior. To achieve these goals the Vineland Police performed the following:

- Conducted numerous pedestrian safety enforcement operation details at problem crosswalk and intersection areas.
- Partnered with CCCTMA to implement StreetSmart NJ protocols with education, outreach and campaign materials.
- Continuing to work with the NJ Department of Transportation to improve safety along our local highways and make them more pedestrian accessible.

Additionally, the City of Vineland Board of Education scheduled educational pedestrian safety assemblies to take place, during the campaign, at three Vineland elementary schools: Mennies Elementary School, D'Ippolito Elementary School, and Petway Elementary School, reaching approx. 1,000 students.

The various public engagement details were conducted on Landis Avenue, between Seventh and Eighth Streets, during the month of June, 2019.



*A recent tragedy:*

[https://www.pressofatlanticcity.com/news/crime/pedestrian-dies-after-being-hit-by-car-in-vineland/article\\_33e851d3-4ea8-5592-b96b-a7bfd8c14bb.html](https://www.pressofatlanticcity.com/news/crime/pedestrian-dies-after-being-hit-by-car-in-vineland/article_33e851d3-4ea8-5592-b96b-a7bfd8c14bb.html)

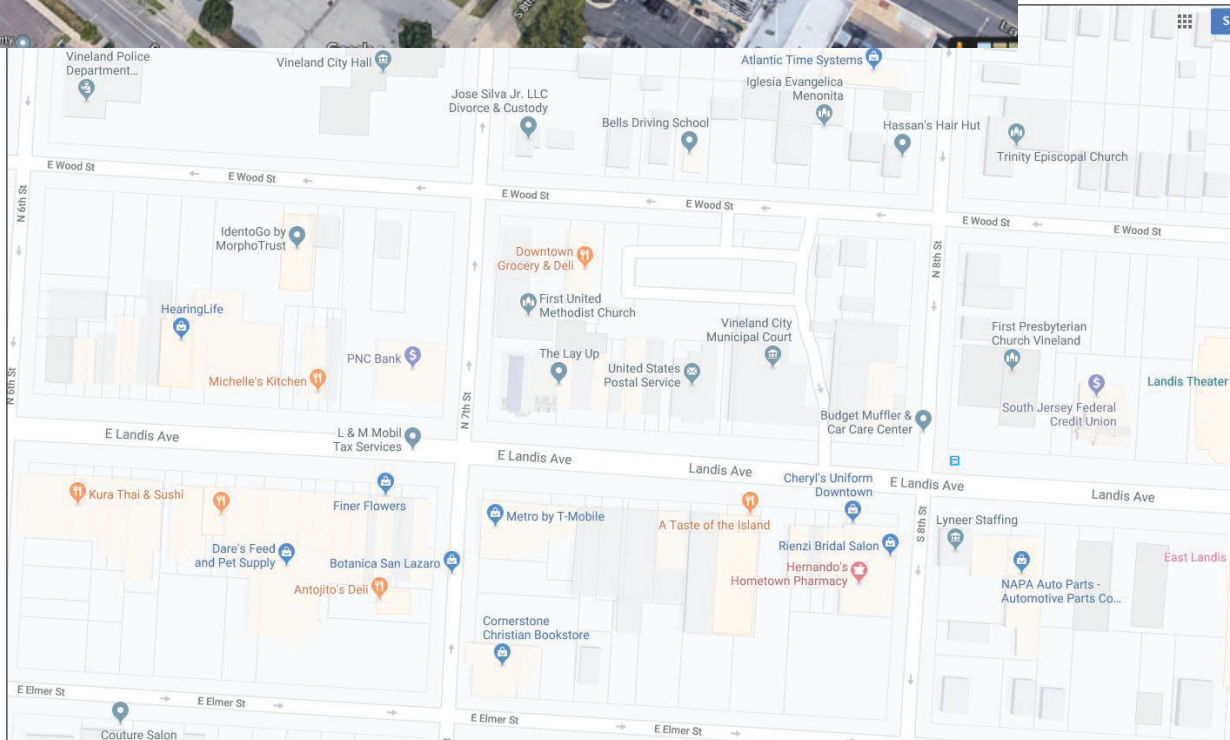


# THE VINELAND, NJ CAMPAIGN

## SITUATIONAL BACKGROUND



The Landis Avenue Area of Concentration





# THE VINELAND, NJ CAMPAIGN

## SITUATIONAL BACKGROUND

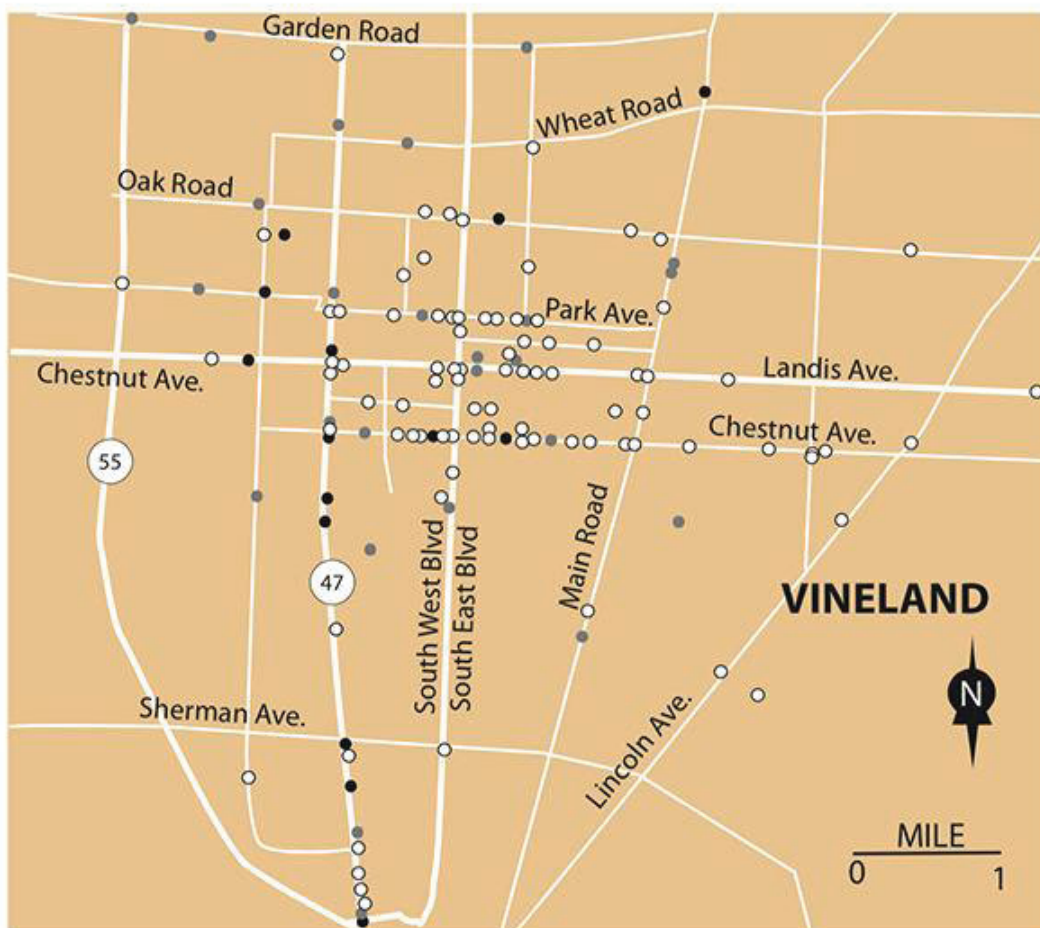
The City of Vineland saw three pedestrian accidents within nine days in January, 2019; two of them fatal, and police are dilligently working to increasingly educate the public and to further enforce traf- fic safety laws.

Last year, the entire County only saw two total pedestrian accidents.

Since March 1, the department has issued approximately 60 fines to pedestrians who illegally crossed streets in the city, including high-volume roads like Delsea Drive and Landis Avenue.

### PEDESTRIAN CRASHES IN VINELAND 2016-18

● Fatal crash    ● Moderate injuries    ○ Minor injuries



Source: Vineland Police Department

# THE VINELAND, NJ CAMPAIGN

## THE CCCTMA CAMPAIGN

### The City of Vineland Street Smart Safety Campaign

Working closely with the City of Vineland Police Department, under the enthusiastic leadership of Sergeant Nick Dounoulis, Vineland PD Traffic Safety Unit Supervisor, the campaign kicked off June, 2019 with a very aggressive plan of action.

“New Jersey continues to rank too high in annual pedestrian fatalities, according to data from the National Highway Traffic Safety Administration,” noted Ronda Urkowitz, executive director of CCCTMA, “We have to help do something about that, and so we’re proud to put our regional transportation expertise fully behind the Street Smart NJ pedestrian safety awareness campaign.”

Street Smart NJ is a public education, awareness and behavioral change campaign developed by the North Jersey Transportation Planning Authority (NJTPA) and funded through U.S. Department of Transportation and the NJ Division of Highway Traffic Safety (NJHTS) resources, as well as through substantial local in-kind contributions. Since its inception, more than forty communities have participated in Street Smart NJ in some way. The campaign uses outdoor, transit and online advertising, along with grassroots public awareness efforts and law enforcement to address pedestrian safety.

Street Smart NJ emphasizes educating drivers, pedestrians and bicyclists through mass media, as well as targeted enforcement. It complements, but doesn’t replace, other state and local efforts to build safer streets and sidewalks, enforce laws and train better roadway users. The campaign’s slogan is “Check your vital signs” and visually couples street signs with a heart rate monitor to remind motorists and pedestrians that lives are on the line.



Sgt. Dounoulis, at the Traffic Safety Command Center, left; and, above, performing Street Smart outreach detail in the field.



# THE VINELAND, NJ CAMPAIGN

## THE CCCTMA CAMPAIGN



Outreach and engagement by CCCTMA and Vineland Police, at various points along Landis Avenue. June 2019.



# THE VINELAND, NJ CAMPAIGN

## THE CCCTMA CAMPAIGN

### Preliminary Assessment

An initial outreach introduction was conducted, assessing engaging the retail and business community to serve as advocates for the StreetSmart Campaign by displaying Street Smart promotional signs, and displaying collateral materials. Additionally, a visual familiarization assessment of the region was undertaken by CCCTMA, in preparation of the campaign

A total compilation of StreetSmart promotional materials included:

- 5,000 Palm Cards
- 5,000 Tip cards
- 1,000 Posters
- Several large, vinyl display banners

Materials were shared with the Vineland PD.



# THE VINELAND, NJ CAMPAIGN

## THE CCCTMA CAMPAIGN

### Material Distribution and Public Outreach

Was successful with 20 Vineland merchants agreeing to display Street Smart posters and palm/post cards.

Merchants are as follows:

- G7th Street Barber – 2 posters/25 palm cards/25 postcards
- Metro PCS – 25 palm cards/25 postcards
- Farmers Insurance – 4 posters/25 palm cards/25 postcards
- Hong Kong Gourmet – 1 poster/25 palm cards/25 postcards
- Cricket - 2 posters/25 palm cards/25 postcards
- Renew me Beauty Salon - 2 posters/25 palm cards/25 postcards
- Vineland Dental - 2 posters/25 palm cards/25 postcards
- Alicia Tax Professionals - 2 posters/25 palm cards/25 postcards
- Best Tattoo LLC - 2 posters/25 palm cards/25 postcards
- LaHair - 2 posters/25 palm cards/25 postcards
- Taste of the Island - 1 posters/25 palm cards/25 postcards
- Tuxedo Rental - 2 posters/25 palm cards/25 postcards
- The Hand Foundation - 2 posters/25 palm cards/25 postcards
- Hernando's Pharmacy - 2 posters/25 palm cards/25 postcards
- Cherry's Uniform Downtown - 2 posters/25 palm cards/25 postcards
- Rienzi Bridal Salon - 2 posters/25 palm cards/25 postcards
- Areley's Beauty Salon - 2 posters/25 palm cards/25 postcards
- Best Food in Town Chinese Restaurant - 2 posters/25 palm cards/25 postcards
- Gene's - 2 posters/25 palm cards/25 postcards
- Law Office - 2 posters/25 palm cards/25 postcards



# THE VINELAND, NJ CAMPAIGN

## THE CCCTMA CAMPAIGN

### Methods, Materials, Outreach

Supporting the print literature distribution efforts, for maximization of marketing potential, were the social media postings of campaign updates with photos and Street Smart graphics, as well as the use of hashtags and shared content as created by other outlets in support of the campaign, as well as the invaluable promotional backing received from NJTPA's BeStreetSmartNJ website.

A strong, local news focus had laid a strong sense of public awareness to the topic of pedestrian safety:

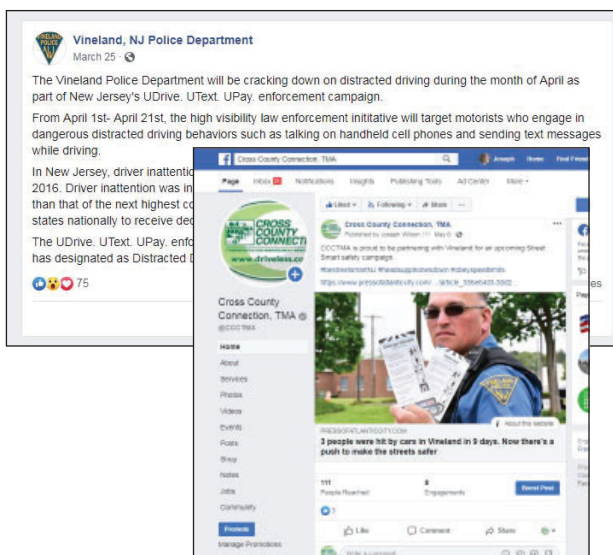
[https://www.pressofatlanticcity.com/news/crime/pedestrian-dies-after-being-hit-by-car-in-vineland/article\\_33e851d3-4ea8-5592-b96b-a7bfd8c14bb.html](https://www.pressofatlanticcity.com/news/crime/pedestrian-dies-after-being-hit-by-car-in-vineland/article_33e851d3-4ea8-5592-b96b-a7bfd8c14bb.html)

<https://www.thedailyjournal.com/story/news/2019/01/31/vineland-pd-turn-education-enforcement-keep-pedestrian-safe/2734700002/>

[https://www.pressofatlanticcity.com/news/crime/people-were-hit-by-cars-in-vineland-in-days-now/article\\_356e6403-38d2-541f-9bca-8d0d283be37c.html](https://www.pressofatlanticcity.com/news/crime/people-were-hit-by-cars-in-vineland-in-days-now/article_356e6403-38d2-541f-9bca-8d0d283be37c.html)

<https://www.yahoo.com/news/few-leads-man-killed-vineland-161201642.html>

[https://www.pressofatlanticcity.com/news/police-identify-man-struck-killed-by-truck-in-vineland/article\\_b23d56c9-3d8e-56ca-b7c9-5e62355ca804.html](https://www.pressofatlanticcity.com/news/police-identify-man-struck-killed-by-truck-in-vineland/article_b23d56c9-3d8e-56ca-b7c9-5e62355ca804.html)





# THE VINELAND, NJ CAMPAIGN

## THE CCCTMA CAMPAIGN



# THE VINELAND, NJ CAMPAIGN

# CONCLUSION

## **Technical Attachments:**

Observation Calculations/Notes/CCCTMA Crash Report/Map





For more information about Street Smart NJ, please visit <http://bestreetsmartnj.org/>

For more information about CCCTMA, please visit [www.driveless.com](http://www.driveless.com)



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