

NORTH PLAINFIELD & WEST END ELEMENTARY SCHOOL



STREET SMART NJ PEDESTRIAN SAFETY CAMPAIGN



2022

ACKNOWLEDGEMENTS

RideWise would like to thank the following partners for a successful Street Smart NJ pedestrian safety campaign in North Plainfield:

Sergeant Dennis Kardos, North Plainfield Police Department

Marilyn Quinones, Assistant Principal West End Elementary School

Chief Stuart Buckman, Safety and Security Specialist, North Plainfield BOE

West End Elementary School

North Plainfield Police Department

The people of North Plainfield for their participation in the program

The North Jersey Transportation Planning Authority (NJTPA)

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EXECUTIVE SUMMARY

In May 2022, RideWise Inc. partnered with West End Elementary School and the North Plainfield Police Department to conduct a Street Smart NJ pedestrian safety campaign, the third campaign to be conducted within North Plainfield. The education and enforcement elements of the campaign lasted from May 1 to May 31 with pre- and post-campaign activities occurring in April and June. There were two target locations for conducting observational analyses: Greenbrook Road and West End Avenue, and Greenbrook Road and Harrington Avenue. RideWise staff conducted observations at these locations before and after the campaign. Alongside observations, RideWise distributed an online and paper survey in English and Spanish before and after the campaign to gauge public awareness of the campaign and New Jersey's pedestrian safety laws.

The campaign results are as follows:

- The North Plainfield Police Department conducted 18 hours of community education related to the campaign.
- At target location 2 (Greenbrook Rd & Harrington Ave), driver behavior improved after the campaign, with the majority of drivers stopping for pedestrians in the crosswalk both before and while a crossing guard was present. This improved from pre-campaign, where the majority of drivers did not stop before a crossing guard was present.
- There were 84 English survey responses and 7 Spanish survey responses across both pre- and post-campaign surveys. The surveys revealed:
 - Observation of most unsafe driver and pedestrian behaviors decreased after the campaign.
 - One hundred percent of post-campaign respondents reported seeing some form of safety messaging after the campaign, versus 63 percent of English survey respondents reporting not seeing any messaging prior to the campaign.
 - Most survey respondents use a car as their main mode of transportation, followed by walking.
 - Respondents were split in their opinion on the severity of all of the following issues in North Plainfield: distracted driving, pedestrians disobeying traffic

rules, drivers not stopping for pedestrians at crosswalks, speeding, and bicyclists not following traffic laws.

Overall, some observed driver behavior improved after the campaign, but observed pedestrian behavior either did not change much or worsened. When pedestrian behavior did improve, it may have been due to the presence of crossing guards than a result of the campaign. The post-campaign surveys demonstrated that many North Plainfield residents were not aware of Street Smart NJ and pedestrian safety messaging and efforts, though this is likely due to the campaign focusing on the neighborhood around West End Elementary School and not the wider borough or the downtown. It is recommended that North Plainfield partner with RideWise on future pedestrian safety educational activities, especially related to mid-block crossings in front of West End Elementary and with an increased outreach effort to the Spanish-speaking community.



Pedestrian safety messages were displayed on West End Elementary's electronic school sign during the campaign.

STREET SMART NJ OVERVIEW

Street Smart NJ is a public awareness and behavioral change pedestrian safety campaign developed by the North Jersey Transportation Planning Authority (NJTPA) and funded through Federal Highway Administration (FHWA) resources, as well as through substantial local in-kind contributions. Street Smart NJ promotes safe travel behavior through education and enforcement of pedestrian laws. From 2016 through 2020, 866 pedestrians were killed on New Jersey's roadways, translating to one death every two days.¹ The goals of the campaign are to educate drivers and pedestrians and to provide targeted enforcement to reduce pedestrian crashes. The campaign focuses on the following messages:

- Walk Smart
 - a. We look before crossing
 - b. We use crosswalks
 - c. We wait for the walk
- Drive Smart
 - a. Heads up, phones down
 - b. We stop for people
 - c. We slow down for safety

Street Smart NJ was piloted by the 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 has since expanded to more than 235 communities across the state.



¹ New Jersey State Police Crash Statistics 2020.

RIDEWISE & STREET SMART NJ

After the success of the first five pilot Street Smart NJ campaigns, the NJTPA's goal was to continue to bring attention to the issue of pedestrian safety statewide. The NJTPA invited RideWise and the other Transportation Management Associations (TMAs) across the state to conduct Street Smart NJ campaigns within their designated service areas to expand the program's reach throughout the state. Since 2016, RideWise has conducted a total of 10 Street Smart NJ campaigns in North Plainfield, Somerville, Manville, Raritan, Bernardsville, Peapack-Gladstone and Franklin Township. Each campaign has achieved reductions in unsafe behaviors among drivers and pedestrians.

This is the third Street Smart campaign conducted in North Plainfield, with prior campaigns conducted in 2016 and 2021. Both of these previous campaigns focused on North Plainfield's downtown, 1.3 miles from the location of this campaign. After the 2021 campaign, North Plainfield's Police Department and West End Elementary School's Assistant Principal Marilyn Quinones requested a campaign be held by West End Elementary. West End Elementary is within a walking district, with all students walking or being driven to and from school. During school drop-off and dismissal, many parents park along Greenbrook Road and walk to and from their cars to pick up their children. Students and parents often cross mid-block while there is heavy traffic from parents driving to pick their children up from school. These unsafe conditions for pedestrians prompted the request for a Street Smart campaign to reduce the number of parents and students crossing mid-block and to raise more awareness for pedestrian safety.



Pedestrian safety messages, prompting pedestrians to use the crosswalk with the crossing guard, were displayed on mobile electronic signs by West End Elementary during the campaign.

NORTH PLAINFIELD AND GREENBROOK ROAD

The estimated population of North Plainfield as of 2020 is 22,497 with a total land area of 2.81 square miles and a density of 8,125 people per square mile, making it one of Somerset County's densest municipalities. North Plainfield's population is 49.1 percent White, 48.5 percent Hispanic or Latino, 22.3 percent Black or African-American, 4.4 percent Asian, and 6.5 percent two or more races.² The census tracts where the campaign was conducted have 48.3 percent minority populations, according to the 2020 Somerset County Road Safety Audit report,³ classifying this study area as an Overburdened Community according to New Jersey state law.⁴

Table 2 – Greenbrook Road RSA Study Area Demographics Based on Average of Census Tracts 517, 518, and 519.

Characteristic		Census Tract Average	County Average
Below Poverty Level⁴		11.1%	5.1%
Race/ Ethnicity⁵	White	51.7%	66.3%
	Asian American	3.6%	17.7%
	Black or African American	20.3%	9.7%
	American Indian/Alaskan	0.0%	0.3%
	Other	24.4%	6.0%
	Hispanic/Latino (Ethnicity)	48.5%	14.7%
Limited English Proficiency (LEP)⁶		8.9%	4.4%
Use Public Transportation⁷		7.2%	5.3%
Zero Vehicle Households⁷		6.9%	2.1%

Table from Somerset County Road Safety Audits report, 2020.

North Plainfield lies in between U.S. Rt. 22 and NJ Rt. 28, with a busy downtown area along Somerset Street. See the 2021 North Plainfield Street Smart report for more details on North Plainfield's geography and demographics. This Street Smart NJ campaign focused on the Greenbrook Road corridor by West End Elementary School, between West End Avenue and Harrington Avenue. During the Somerset County Road Safety Audits in 2020, Greenbrook Road was marked as a location of note for pedestrian and cyclist collisions, having the highest frequency of all considered locations when looking at three-year crash history and with five schools all within a quarter-mile of the corridor. Along this corridor, right angle and rear-end collisions were clustered at the more urban eastern end at the intersection with Somerset Street and at West End Avenue, close to West End Elementary School.⁵ In 2017, the area southeast of this corridor was designated by Somerset County as a Priority Growth

² US Census Bureau QuickFacts: North Plainfield, New Jersey.

³ Somerset County Roadway Safety Study, Subregional Project, EXISTING CONDITIONS REPORT, GREENBROOK ROAD IN NORTH PLAINFIELD BOROUGH, December 2020.

⁴ NJDEP | Environmental Justice | What are Overburdened Communities (OBC)

⁵ Somerset County Road Safety Audits, Public Meeting #1, November 12, 2020.

Investment Area, with the *Supporting Priority Investment in Somerset County, Phase III* study proposing redevelopment and revitalization of the nearby Old Mill site and the Green Brook, and streetscaping of Watchung Avenue and nearby roads. Greenbrook Road specifically has been designated a Safe Routes to School Corridor and a Bicycle Compatible Roadway by the borough's master plan, and in 2011, RideWise produced a Safe Routes Travel Plan for West End Elementary School, which led to new signing and striping at the Harrington Avenue intersection.⁶

During the public comment portion of the Road Safety Audits, the following comments were recorded:

- The Grove Street intersection was noted as a particular area of concern for pedestrian crossings.
- In general, there are very few striped pedestrian crossings on this corridor. Participants asked if there is a particular rule for how often a crosswalk can be provided.
- Breakout room participants showed consensus that aggressive driving and speeding behaviors are present along Greenbrook Road. Suggestions for safety improvements included signing for pedestrian crossing locations, awareness of children presence, and roadway sharing signing for cyclists. Participants also requested that the roadway posted speed should be 25 mph.
- Speed feedback signs are being installed by residents. These signs have been observed to slow down traffic, however, vehicles accelerate after passing the sign.
- Cut-through traffic is also a concern on this corridor. This can be exacerbated by congestion on Route 22 in the vicinity of Costco.
- Participants requested that improvements proposed for the study corridor also be applied to the entire length of Greenbrook Road west to Rock Avenue.
- A caller had mentioned that two of his children were struck by vehicles on Greenbrook Road in two separate pedestrian collision incidents.
- Participants living on the corridor expressed difficulty backing out of their driveways.⁷

Greenbrook Road is in a residential neighborhood with single-family homes. North Plainfield is a walking school district, and students from both West End Elementary and North Plainfield High School walk along Greenbrook Road. There is one crossing guard at the intersection of Greenbrook Road and Harrington Avenue and another at the intersection of Greenbrook Road and West End Avenue during school drop-off (7:20am – 8:30am) and

⁶ Somerset County Roadway Safety Study, Subregional Project, EXISTING CONDITIONS REPORT, GREENBROOK ROAD IN NORTH PLAINFIELD BOROUGH, December 2020.

⁷ Ibid.

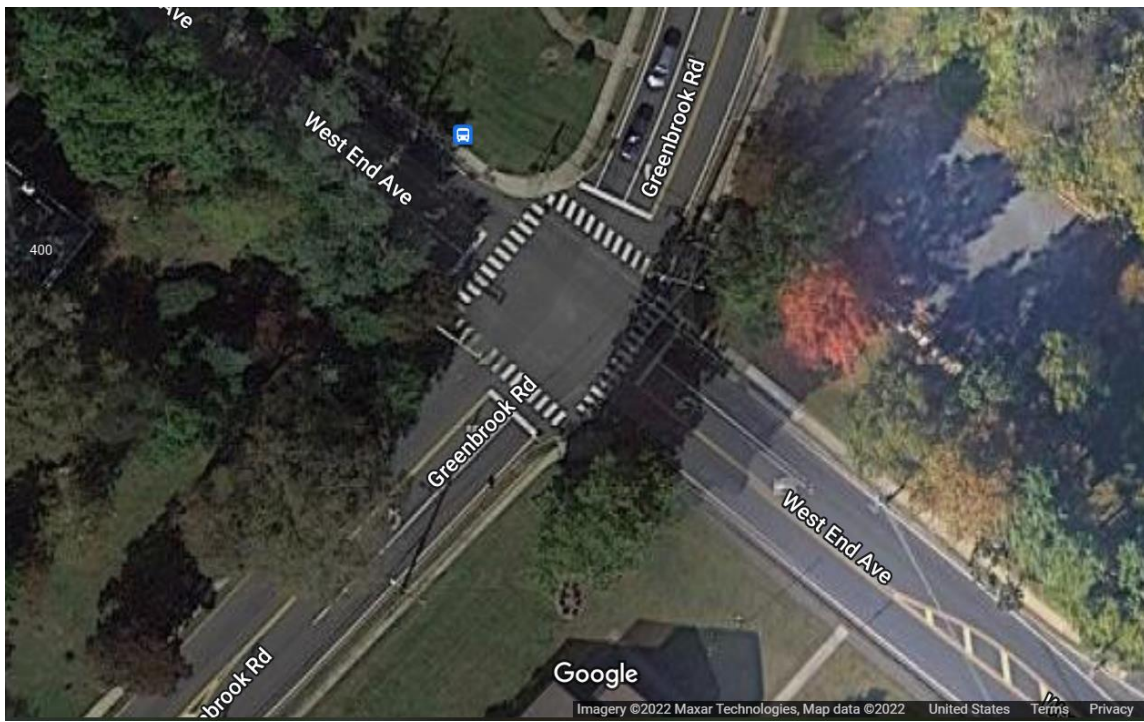
dismissal (2:20pm – 3:15pm). During these windows, Harrington Avenue is closed to incoming traffic, though drivers are still able to exit Harrington Avenue onto Greenbrook Road. The Sundance School and Agape House of North Jersey are also within this corridor, both at the intersection of Greenbrook Road and West End Avenue. The Somerset County CAT-2R bus and NJ TRANSIT 822 bus travel through this corridor along West End Avenue, with a transit stop at the corner of target location 1, Greenbrook Road and West End Avenue. Several restaurants and shopping centers are within walking distance to Greenbrook Road, with NJ Route 22 0.3 miles from Greenbrook Road up West End Avenue, and NJ Route 28 0.7 miles from Greenbrook Road down West End Avenue. Greenbrook Road is a two-lane road with a speed limit of 35 mph, 25 mph in the school zone during dismissal. There is a mix of signalized and unsignalized intersections, and there is on-street parking.

STREET SMART NORTH PLAINFIELD CAMPAIGN

The Street Smart NJ North Plainfield campaign was a collaborative effort between RideWise, West End Elementary School and the North Plainfield Police Department. Two target locations were chosen as focus areas for the campaign: Greenbrook Road and West End Avenue, and Greenbrook Road and Harrington Avenue (see pages 10-11).

The campaign included education and enforcement activities from May 1 to May 31. To evaluate the effectiveness of the campaign, RideWise staff conducted pre- and post-campaign intersection observations and distributed an online survey before and after the campaign through social media and its website. A paper survey in Spanish was also distributed, but did not receive any responses. While not statistically significant, these quantitative measures provide an indication of the short-term impact of the Street Smart NJ campaign. To educate the community on the Street Smart message, Street Smart NJ flyers and tip cards were provided to West End Elementary to distribute to parents and students. Street Smart NJ signs in English and Spanish were also placed throughout West End Elementary's campus, indoors and outdoors.

TARGET LOCATION #1:
Greenbrook Rd & West End Ave

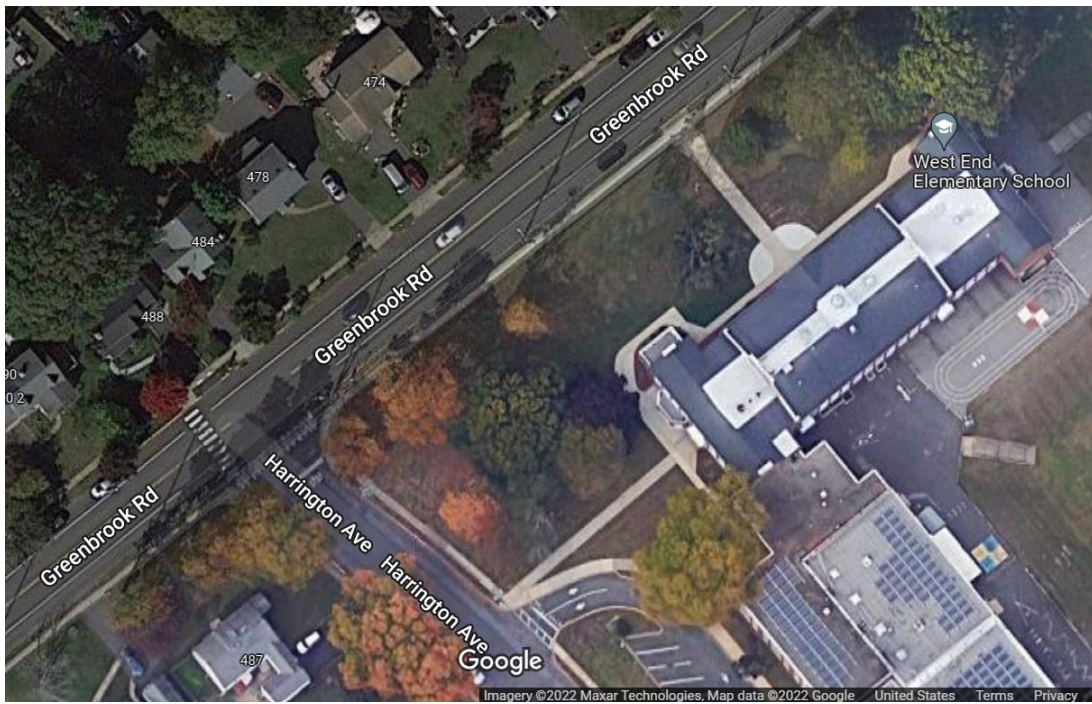


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Target Location #1:

- Signalized intersection, left-turn lanes, four marked crosswalks
- Adjacent to Sundance School, Agape House of North Jersey, and Social Justice and Equity Center
- NJ TRANSIT and Somerset County Bus Stop
- One block from West End Elementary School, walking route for elementary and high school students
- Crossing guard present between 7:20am-8:30am and 2:20pm-3:15pm
- Many pedestrians cross mid-block by nearby Judges Lane

TARGET LOCATION #2:
Greenbrook Rd & Harrington Ave



Google Maps, Imagery © 2022 Google, Map data © 2022

Target Location #2:

- Adjacent to West End Elementary School
- Residential neighborhood
- Walking route for elementary and high school students
- Many pedestrians cross mid-block directly in front of West End Elementary School
- Crossing guard present between 7:20am-8:30am and 2:20pm-3:15pm
- Parents park along Greenbrook Rd during drop-off and dismissal

ENFORCEMENT

The North Plainfield Police Department supported the campaign through ongoing community policing and education efforts. Traditionally, Street Smart NJ campaigns consist of two weeks of “soft” enforcement (police issuing warnings) to those not following pedestrian safety laws, followed by two weeks of “hard” enforcement (police issuing summonses). However, the North Plainfield Police focused more on education than enforcement during this campaign. Police conducted 18 hours of community education at West End Elementary throughout the campaign, discouraging pedestrians from crossing midblock and instructing them to cross at the crosswalk with the crossing guard. Police issued these warnings on foot and in patrol cars. Police also placed an electronic sign with pedestrian safety messages on Greenbrook Road in front of West End Elementary.

EDUCATION & OUTREACH

The NJTPA provided RideWise with Street Smart NJ materials to educate the community and spread the campaign’s safety messages. These materials included safety tip cards, flyers and signs, which were provided to West End Elementary and the North Plainfield Police. Street Smart NJ lawn signs were also displayed outside West End Elementary School. Materials were in both English and Spanish. West End Elementary distributed flyers, tip cards, and paper surveys to parents and students through PTO (Parent-Teacher Organization) meetings and at their end-of-year West End School Fair. RideWise also created flyers specific to the pre-campaign survey that West End Elementary handed out at PTO meetings and at the school fair.

To continue to spread the pedestrian safety message, RideWise conducted Safe Routes to



Flyers promoting the Street Smart NJ survey

School programming in West End Elementary during the campaign. Safety Town presentations were given to individual classes of 25-30 students each, presented to a total of 150 students. A poster contest was held after the presentations, where students drew posters on pedestrian safety to demonstrate what they had learned. RideWise also posted Street Smart NJ messages, in English and Spanish, on its Facebook and Twitter pages to raise awareness of the campaign using the hashtags #StreetSmartNorthPlainfield and #BeStreetSmartNJ.



Social media posts in both English and Spanish were posted on RideWise social media throughout the campaign.

INTERSECTION OBSERVATIONS

To measure changes in pedestrian and driver behavior, RideWise conducted observations at two locations in North Plainfield before and after the campaign. Prior to the observations, RideWise reviewed data from the Numetric crash analysis tool. Between January 13, 2010 and September 10, 2021, there were 226 crashes involving pedestrians/cyclists and drivers in North Plainfield, with 163 of these crashes involving pedestrians and drivers. Of the 226 crashes, 8 were fatal, 11 resulted in suspected serious injuries, 65 resulted in suspected minor injuries, and 121 resulted in possible injuries.

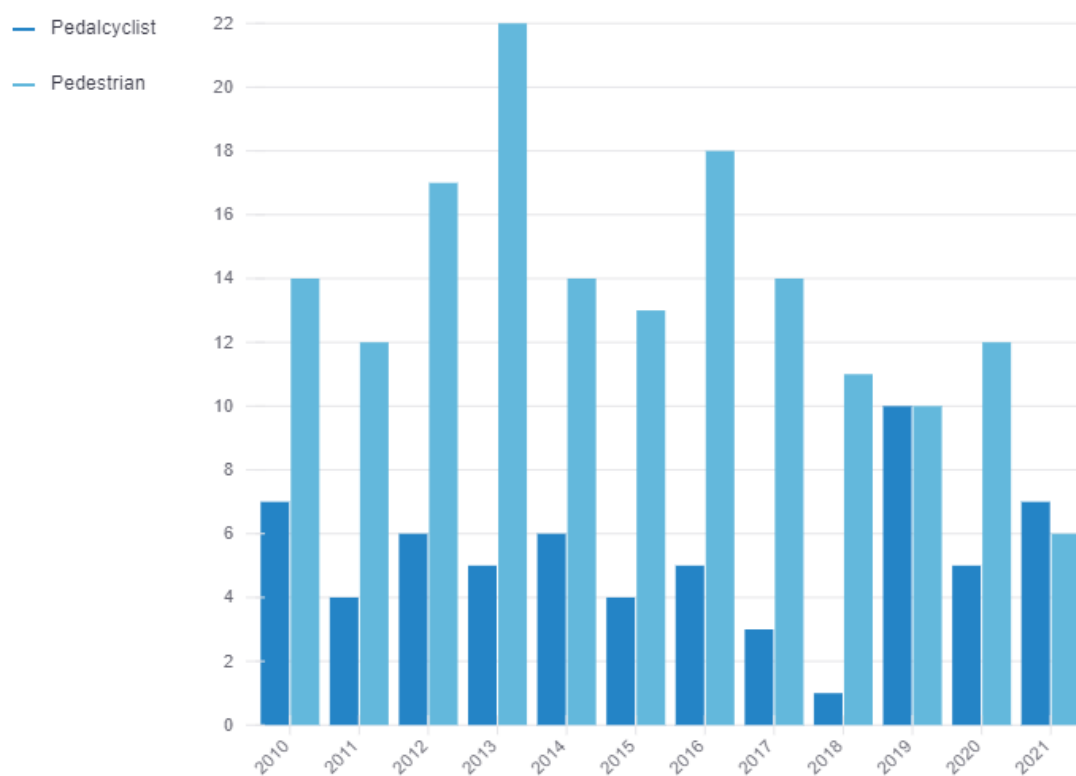


Chart of pedestrian/bicycle and vehicle crashes in North Plainfield from Numetric.

By the target locations near West End Elementary School, there have been a total of 6 crashes involving pedestrians/cyclists and drivers. Of these crashes, 2 resulted in suspected minor injury and 3 resulted in possible injury. Four of the crashes involved pedestrians and two involved cyclists.



To control variables, pre- and post-campaign intersection observations are performed on the same days of the week, at the same time of day and for the same duration of time. RideWise conducted pre-campaign observations on May 2 and May 3, 2022 and post-campaign observations on June 13 and June 14, 2022. Observations occurred between 1:00 pm and 3:00 pm at both locations to coincide with school dismissal. Both elementary school and high school students were seen walking in the area during observations. The following behaviors were tracked – for pedestrians:

- Crossing mid-block outside of a crosswalk
- Crossing while texting or on the phone
- Deviating from the crosswalk (pedestrian starts in the crosswalk but fails to follow it for the entire crossing)
- Crossing against the signal

For drivers:

- Stopping for pedestrian in crosswalk while turning
- Stopping and staying stopped for pedestrian in crosswalk
- Distracted driving

Overall, driver and pedestrian behavior either improved after the campaign or remained the same. Driver and pedestrian behavior improved when there was a crossing guard present both before and after the campaign. RideWise staff also noted cyclist behavior while conducting observations, though this is not part of the official Street Smart NJ campaign. The only cyclists observed were at target location 1 during the post-campaign observations – there were three cyclists riding correctly (riding with traffic on the road), though none were wearing helmets.

**Percentages may not total 100 due to rounding.*

Target Location # 1 – Pedestrian Activity at Greenbrook Road & West End Avenue

	Pre-Campaign				Post-Campaign			
	Before crossing guard (30 pedestrians)		After crossing guard (27 pedestrians)		Before crossing guard (10 pedestrians)		After crossing guard (40 pedestrians)	
Behavior:	#	%	#	%	#	%	#	%
Pedestrians used crosswalk and crossed with the traffic signal	5	17%	18	67%	1	10%	40	100%
Pedestrians were texting or on phone	2	7%	0	0%	0	0%	0	0%
Pedestrians deviated from crosswalk	0	0%	0	0%	0	0%	0	0%
Pedestrians were crossing mid-block	5	17%	0	0%	1	10%	0	0%
Pedestrians crossed against the traffic signal	20	67%	9	33%	8	80%	0	0%

At around 2:20 pm, a crossing guard began directing traffic and pedestrians. In both the pre- and post-campaign observations, pedestrian behavior improved when a crossing guard was present, with the majority of pedestrians crossing against the traffic signal when there was no crossing guard, and the majority crossing with the traffic signal when there was a crossing guard. In this way, pedestrian behavior did not appear to improve as a result of the campaign. However, post-campaign, 100 percent of pedestrians crossed with the signal when there was a crossing guard, versus only 67 percent pre-campaign.

Target Location # 2 – Pedestrian Activity at Greenbrook Road & Harrington Avenue

	Pre-Campaign (214 pedestrians)		Post-Campaign (250 pedestrians)	
	#	%	#	%
Behavior:				
Pedestrians used crosswalk	160	75%	184	74%
Pedestrians were texting or on phone	1	0.5%	0	0%
Pedestrians deviated from crosswalk	4	2%	12	5%
Pedestrians were crossing mid-block	50	23%	54	22%

At around 2:20 pm, a crossing guard began directing traffic and pedestrians. Most of the pedestrians were present during the crossing guard window. Pedestrian behavior did not change much post-campaign, with the majority of pedestrians using the crosswalk both before and after the campaign. There was a slight increase in the number of pedestrians deviating from the crosswalk post-campaign, from 2 percent to 5 percent.

Target Location # 1 – Driver Activity at Greenbrook Road & West End Avenue

	Pre-Campaign (2,371 drivers)		Post-Campaign (2,698 drivers)	
	#	%	#	%
Behavior:				
Driver was texting or on phone	29	1%	41	2%

There was a slight increase in the number of distracted drivers post-campaign.

	Pre-Campaign				Post-Campaign			
	Before crossing guard (4 drivers)		After crossing guard (11 drivers)		Before crossing guard (0 drivers)		After crossing guard (3 drivers)	
	#	%	#	%	#	%	#	%
Behavior:								
Driver stopped and stayed stopped for pedestrian in crosswalk	3	75%	7	64%	0	-	1	33%
Driver did not stop and stay stopped	1	25%	4	36%	0	-	2	67%

	Before crossing guard (0 drivers)		After crossing guard (0 drivers)		Before crossing guard (0 drivers)		After crossing guard (14 drivers)	
	#	%	#	%	#	%	#	%
Behavior:								
Driver stopped and stayed stopped for pedestrian in crosswalk when turning	0	0%	0	0%	0	-	11	79%
Driver did not stop and stay stopped when turning	0	0%	0	0%	0	-	3	21%

At around 2:20 pm, a crossing guard began directing traffic and pedestrians. Pre-campaign, the majority of pedestrians stopped and stayed stopped for pedestrians in the crosswalk, both before there was a crossing guard and when the crossing guard was present. While there were not many drivers who encountered pedestrians in the crosswalk post-campaign (likely due to this intersection being signalized and having a crossing guard present), the majority of post-campaign drivers did not stop for pedestrians in the crosswalk. However, the number of drivers encountering pedestrians crossing post-campaign is too small to determine if there was a change as a result of the campaign.

A change in driver behavior when turning could not be determined due to the small number of turning drivers that encountered pedestrians crossing, but post-campaign, the majority of turning drivers did stop for pedestrians crossing.

Target Location # 2 – Driver Activity at Greenbrook Road & Harrington Avenue

	Pre-Campaign (1,172 drivers)		Post-Campaign (1,216 drivers)	
	#	%	#	%
Behavior:				
Driver was texting or on phone	11	1%	18	1%

Very few drivers drove distracted through this location. This may possibly be because it's a school zone. There was not much change in the percentage of distracted drivers after the campaign.

	Pre-Campaign				Post-Campaign			
	Before crossing guard (8 drivers)		After crossing guard (27 drivers)		Before crossing guard (2 drivers)		After crossing guard (32 drivers)	
Behavior:	#	%	#	%	#	%	#	%
Driver stopped and stayed stopped for pedestrian in crosswalk	2	25%	22	81%	2	100%	30	94%
Driver did not stop and stay stopped	6	75%	5	19%	0	0%	2	6%

	Before crossing guard (1 driver)		After crossing guard (10 drivers)		Before crossing guard (1 driver)		After crossing guard (17 drivers)	
	#	%	#	%	#	%	#	%
Driver stopped and stayed stopped for pedestrian in crosswalk when turning	1	100%	10	100%	1	100%	15	88%
Driver did not stop and stay stopped when turning	0	0%	0	0%	0	0%	2	12%

At around 2:20 pm, a crossing guard began directing traffic and pedestrians, and closed Harrington Avenue to incoming traffic. Drivers were still able to exit Harrington Avenue onto Greenbrook Road. Pre-campaign, the majority of drivers did not stop for pedestrians in the crosswalk before the crossing guard was present – once the crossing guard was present, the majority of drivers did stop for pedestrians. This behavior improved in the post-campaign observations, with the majority of drivers stopping for pedestrians both before and while the crossing guard was present. The number of drivers who stopped for pedestrians while there was a crossing guard also increased by 16 percent post-campaign.

Before the crossing guard was present, there was only one driver turning while encountering a pedestrian both pre- and post-campaign. Therefore, change can only be determined from the number of cars turning while there was a crossing guard present. The majority of turning drivers stopped for pedestrians when turning both pre- and post-campaign. However, post-campaign, this number decreased from 100 percent to 88 percent.

CAMPAIGN SURVEY RESULTS

RideWise circulated an online survey on its Facebook and Twitter pages during the two week pre- and post-campaign phases, and West End Elementary shared the survey with parents of students through email. The survey used the same questions from NJTPA's past Street Smart NJ campaigns and asked respondents to report their walking and driving behaviors and what they observed on the road. The survey was created using Google Forms in both English and Spanish. A paper copy of the Spanish survey was also provided to members of West End Elementary's PTA and attendees of the West End School Fair. The survey included questions on the respondents' knowledge of New Jersey's pedestrian safety laws and awareness of the Street Smart NJ campaign in North Plainfield. RideWise only surveyed respondents who either lived and/or worked in North Plainfield. Respondents were asked to report if they were older than 18 years of age and whether they lived or worked in the township before they could complete the rest of the survey.

The English pre-campaign survey generated 81 responses from individuals over the age of 18 who either lived or worked in North Plainfield, while the Spanish survey generated six responses. The post-campaign survey had significantly fewer responses in both English and Spanish. This is likely due to the pre-campaign survey running longer than two weeks; to draw more responses and engagement, the pre-campaign survey ran for four weeks instead of the traditional two. When the post-campaign survey was released, it's likely that most pre-campaign respondents did not know it was a follow-up survey, and they chose not to take it again. The English post-campaign survey generated three responses while the Spanish post-campaign survey generated one response.

English:

- Pre-campaign: 65.4 percent only lived in North Plainfield, 30.9 percent lived and worked in North Plainfield, 3.7 percent only worked in North Plainfield.
- Post-campaign: 66.7 percent lived in North Plainfield, 33.3 percent lived and worked in North Plainfield.

Spanish:

- Pre-campaign: 66.7 percent only lived in North Plainfield and 33.3 percent lived and worked in North Plainfield.
- Post-campaign: 100 percent only lived in North Plainfield.

**Percentages may not total 100 due to rounding. Some questions had respondents answering “yes” to multiple categories. The survey allowed for additional comments, which have been included in the appendix.*

Though the following narrative includes survey analysis and observations, **there were not enough responses to the post-campaign surveys to determine the campaign’s rate of success.

IN THE LAST SIX MONTHS, WHICH OF THE FOLLOWING BEHAVIORS HAVE YOU SEEN OTHERS DO IN NORTH PLAINFIELD?

	ENGLISH				SPANISH			
	Pre-Campaign (81 responses)		Post-Campaign (3 responses)		Pre-Campaign (6 responses)		Post-Campaign (1 response)	
Behavior:	#	%	#	%	#	%	#	%
Drivers using a hand-held cell phone while driving	41	50.6%	2	66.7%	4	66.7%	1	100%
Drivers running red lights or stop signs	26	32.1%	0	0%	2	33.3%	1	100%
Drivers exceeding speed limit in areas of heavy pedestrian traffic	61	75.3%	1	33.3%	4	66.7%	1	100%
Drivers not giving pedestrians the right of way when making a left or right turn	39	48.1%	2	66.7%	3	50%	1	100%
Drivers not stopping for pedestrians in the crosswalk	60	74.1%	2	66.7%	3	50%	1	100%
People using a hand-held cell phone while walking or crossing the street	61	75.3%	2	66.7%	3	50%	1	100%
People crossing in the middle of the block (jaywalking)	65	80.2%	2	66.7%	4	66.7%	1	100%
People cross the street against the walk signal	45	55.6%	1	33.3%	2	33.3%	1	100%
None of the above	3	3.7%	0	0%	0	0%	0	0%

In the English survey, there was an increase in sightings of drivers using hand-held cell phones while driving and drivers not giving pedestrians the right of way when making a right turn after the campaign. However, there was a decrease in sightings for all the other listed behaviors. The top behaviors observed were people crossing in the middle of the block (jaywalking), people using a hand-held cell phone while walking or crossing the street, drivers

exceeding speed limit in areas of heavy pedestrian traffic, and drivers not stopping for pedestrians in the crosswalk.

Respondents were also given the option to report behavior they had seen that was not listed. In the pre-campaign, the following comments were left:

- English:
 - Lots of commercial vehicles driving fast around schools. Garbage company blocking traffic around school in morning
 - Making illegal U-turns in front of West End School on Greenbrook Road, and constantly blocking driveways
 - Drivers going around stopped cars instead of waiting.
 - Crossing in the middle of the block by West End School
 - Parking within 25 feet of crosswalk. Street parking in residential areas and not utilizing their driveways (Meadowbrook Section)
 - Speeding on residential streets
- Spanish:
 - Los conductors no paran cuando uno van con un niño cuándo quieren cruzar la calle [*Google Translate translation: Drivers do not stop when you are driving with a child when they want to cross the street*].

TO THE BEST OF YOUR KNOWLEDGE, CAN YOU RECEIVE A TICKET IN NEW JERSEY FOR ANY OF THE FOLLOWING?

	ENGLISH				SPANISH			
	Pre-Campaign (81 responses)		Post-Campaign (3 responses)		Pre-Campaign (6 responses)		Post-Campaign (1 response)	
	#	%	#	%	#	%	#	%
Crossing the street against the walk signal or when “Don’t Walk” is displayed	33	40.7%	1	33.3%	4	66.7%	0	0%
Crossing the street in an unsafe manner outside of a crosswalk	51	63%	2	66.7%	3	50%	0	0%
Using a hand-held cell phone while crossing the street	13	16%	1	33.3%	3	50%	0	0%
Not stopping for pedestrians in a crosswalk	64	79%	2	66.7%	6	100%	0	0%
Using a hand-held mobile device while driving	70	86.4%	2	66.7%	6	100%	1	100%
Failing to stop for a person crossing when turning	54	66.7%	3	100%	5	83.3%	0	0%

None of the above	5	6.2%	0	0%	0	0%	0	0%
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Only in the post-campaign survey did zero percent of respondents answer “none of the above.” Only 100 percent of English post-campaign respondents knew that you could receive a ticket for failure to stop for a person crossing when turning. The majority of pre- and post-campaign survey respondents knew that you could receive a ticket for crossing the street in an unsafe manner outside of a crosswalk, not stopping for pedestrians in a crosswalk, and using a hand-held mobile device while driving.

AT INTERSECTIONS WITH A TRAFFIC LIGHT AND PEDESTRIAN SIGNAL, YOU SHOULD BEGIN WALKING WHEN THE PEDESTRIAN SIGNAL SHOWS (SELECT ALL THAT APPLY):

	ENGLISH				SPANISH			
	Pre-Campaign (81 responses)		Post-Campaign (3 responses)		Pre-Campaign (6 responses)		Post-Campaign (1 response)	
	#	%	#	%	#	%	#	%
A WALK sign or person walking	79	97.5%	3	100%	4	66.7%	0	0%
A flashing hand or flashing DON'T WALK sign	3	3.7%	0	0%	2	33.3%	0	0%
A countdown signal	10	12.3%	0	0%	2	33.3%	0	0%
A fixed hand or fixed DON'T WALK sign	3	3.7%	0	0%	2	33.3%	1	100%

The majority of pre- and 100 percent of post-campaign English survey respondents knew you should begin crossing the street when the pedestrian signal shows a Walk sign. The majority of pre-campaign Spanish survey respondents knew this, but the post-campaign Spanish survey respondent did not. It is possible this respondent misunderstood the question.

IN THE PAST 30 DAYS, HAVE YOU READ, SEEN OR HEARD ANY MESSAGES IN NORTH PLAINFIELD ADDRESSING THE FOLLOWING?

	ENGLISH				SPANISH			
	Pre-Campaign (81 responses)		Post-Campaign (3 responses)		Pre-Campaign (6 responses)		Post-Campaign (1 response)	
Messages	#	%	#	%	#	%	#	%
None of the above	51	63%	0	0%	2	33%	1	100%
Bicycle safety	6	7.4%	0	0%	0	0%	0	0%
Pedestrian safety	14	17.3%	1	33.3%	1	16.7%	0	0%
Distracted driving	10	12.3%	1	33.3%	3	50%	0	0%
Seat belt use	6	7.4%	0	0%	3	50%	0	0%
Driving under the influence of drugs	2	2.5%	0	0%	1	16.7%	0	0%
Driving under the influence of alcohol	5	6.2%	0	0%	2	33.3%	0	0%
Speeding/aggressive driving	23	28.4%	2	66.7%	2	33.3%	0	0%

The majority of pre-campaign English survey respondents had not seen any of the following messaging, but in the post-campaign, all respondents had seen some form of safety messaging. The majority of post-campaign English survey respondents had seen messaging on speeding/aggressive driving. In the Spanish survey, 50 percent of pre-campaign respondents had seen messaging related to distracted driving and seat belt use. However, the post-campaign respondent had not seen any safety messaging in North Plainfield.

HAVE YOU RECENTLY READ, SEEN OR HEARD ANY MESSAGE OR SIGNAGE THAT MENTIONS “STREET SMART”?

	ENGLISH				SPANISH			
	Pre-Campaign (81 responses)		Post-Campaign (3 responses)		Pre-Campaign (6 responses)		Post-Campaign (1 response)	
	#	%	#	%	#	%	#	%
Yes	3	3.7%	1	33.3%	0	0%	0	0%
No	78	96.3%	2	66.7%	6	100%	1	100%

The majority of pre- and post-campaign English respondents had not seen any messaging related to Street Smart NJ. None of the Spanish respondents had seen Street Smart NJ messaging. This may be due to messaging being concentrated around West End Elementary

School; respondents who live in North Plainfield but not near the school would not have seen any Street Smart NJ signs.

HAVE YOU READ OR HEARD ANY OF THE FOLLOWING MESSAGES?

	ENGLISH				SPANISH			
	Pre-Campaign (81 responses)		Post-Campaign (3 response)		Pre-Campaign (6 responses)		Post-Campaign (1 response)	
	#	%	#	%	#	%	#	%
Signs								
None of the above	67	82.7%	2	66.7%	2	33.3%	0	0%
Heads Up, Phones Down	12	14.8%	1	33.3%	3	50%	1	100%
We slow down for safety	4	4.9%	0	0%	4	66.7%	1	100%
We stop for people	5	6.2%	0	0%	4	66.7%	0	0%
We cross at corners	2	2.5%	0	0%	3	50%	0	0%
We use crosswalks	3	3.7%	1	33.3%	4	66.7%	0	0%
We look before crossing	2	2.5%	0	0%	3	50%	0	0%
We wait for the walk	1	1.2%	0	0%	3	50%	0	0%

The majority of pre-and post-campaign English survey respondents had not seen any of the listed messages, although this number did decrease by 19 percent after the campaign. The messages that were seen the most post-campaign were “Heads Up, Phones Down” and “We look before crossing.” For the Spanish survey, the majority of respondents had seen the messages, “Heads Up, Phones Down,” and “We slow down for safety.”

WHERE HAVE YOU SEEN OR HEARD THESE MESSAGES?

	ENGLISH				SPANISH			
	Pre-Campaign (81 responses)		Post-Campaign (3 responses)		Pre-Campaign (6 responses)		Post-Campaign (1 response)	
	#	%	#	%	#	%	#	%
On table tent cards	0	0%	0	0%	0	0%	0	0%
Social media sites (Facebook, Twitter, Instagram)	2	2.5%	0	0%	1	16.7%	0	0%
On posters or signs you have seen while driving or walking	14	17.3%	1	33.3%	1	16.7%	1	100%
Local newspapers or websites	1	1.2%	0	0%	2	33.3%	0	0%

Safety tip cards or fact sheets distributed by law enforcement officers, your place of employment or school, family, friends, community organizations, volunteers on the street or businesses.	0	0%	0	0%	2	33.3%	0	0%
None of the above	64	79%	2	66.7%	4	66.7%	0	0%

The majority of pre- and post-campaign English survey respondents and pre-campaign Spanish respondents had not seen these messages. In the English survey, this number decreased by 16 percent post-campaign. Of the messages seen for both the English and Spanish surveys, most were seen on posters and signs seen while driving and/or walking. Many signs were placed around West End Elementary School, explaining why this was how most messages were delivered.

For this question, survey respondents also had the option to select “Other” and write in their own answer. Two English pre-campaign respondents chose this option and wrote in the following comments:

- Automated radar
- On back of inspection sticker inside a car

HAVE YOU RECENTLY READ, SEEN OR HEARD ABOUT THE FOLLOWING POLICE EFFORTS TO ENFORCE PEDESTRIAN SAFETY LAWS? (CHECK ALL THAT APPLY)

	ENGLISH				SPANISH			
	Pre-Campaign (81 responses)		Post-Campaign (3 responses)		Pre-Campaign (6 responses)		Post-Campaign (1 response)	
	#	%	#	%	#	%	#	%
Police issuing tickets or warnings for people who crossed the street in an unsafe manner	3	3.7%	0	0%	2	33.3%	0	0%
Police issuing tickets or warnings to drivers for not stopping for pedestrians in crosswalks.	11	13.6%	0	0%	4	66.7%	0	0%
Never heard about the above police efforts	70	86.4%	3	100%	2	33.3%	1	100%

The majority of pre- and post-campaign respondents for both the English and Spanish surveys were unaware of police efforts to enforce pedestrian safety laws. This is likely due to the North Plainfield Police not issuing tickets or summons during this campaign and may also be due to police education being concentrated around West End Elementary School; respondents who live in North Plainfield but not near the school would not have seen the education efforts. The North Plainfield Police Department may need to evaluate their enforcement and public outreach methods during this campaign for future ones.

WHAT MODE(S) OF TRANSPORTATION DO YOU USE ON A WEEKLY BASIS? (CHECK ALL THAT APPLY)

	ENGLISH				SPANISH			
	Pre-Campaign (81 responses)		Post-Campaign (3 responses)		Pre-Campaign (6 responses)		Post-Campaign (1 response)	
	#	%	#	%	#	%	#	%
Bicycle	4	4.9%	0	0%	0	0%	0	0%
Bus	2	2.5%	0	0%	2	33.3%	0	0%
Car	78	96.3%	2	66.7%	5	83.3%	1	100%
Train	2	2.5%	0	0%	0	0%	0	0%
Walk	37	45.7%	3	100%	4	66.7%	0	0%

The majority of respondents use a car as their mode of transportation, followed by walking. One pre-campaign English survey respondent reported using Uber.

Survey respondents were then asked to rate how serious of a problem the following issues are in North Plainfield:

DISTRACTED DRIVING IS A PROBLEM IN NORTH PLAINFIELD:

	ENGLISH				SPANISH			
	Pre-Campaign (81 responses)		Post-Campaign (3 responses)		Pre-Campaign (6 responses)		Post-Campaign (1 response)	
	#	%	#	%	#	%	#	%

Extremely serious	17	21%	0	0%	1	16.7%	1	100%
Somewhat serious	14	17.3%	2	66.7%	1	16.7%	0	0%
Neutral	19	23.5%	0	0%	2	33.3%	0	0%
Somewhat not serious	15	18.5%	0	0%	0	0%	0	0%
Not at all serious	16	19.8%	1	33.3%	2	33.3%	0	0%

In the pre-campaign English survey, the majority of respondents felt neutral about distracted driving. In the post-survey, the majority of respondents felt distracted driving was somewhat serious. In the Spanish survey, the majority of pre-campaign respondents either felt distracted driving was not at all serious or neutral. In the post-campaign, the respondent felt distracted driving was an extremely serious issue in North Plainfield.

PEDESTRIANS DISOBEYING TRAFFIC RULES IS A PROBLEM:

	ENGLISH				SPANISH			
	Pre-Campaign (81 responses)		Post-Campaign (3 responses)		Pre-Campaign (6 responses)		Post-Campaign (1 response)	
	#	%	#	%	#	%	#	%
Extremely serious	22	27.2%	0	0%	1	16.7%	1	100%
Somewhat serious	14	17.3%	0	0%	2	33.3%	0	0%
Neutral	12	14.8%	1	33.3%	2	33.3%	0	0%
Somewhat not serious	15	18.5%	2	66.7%	0	0%	0	0%
Not at all serious	18	22.2%	0	0%	1	16.7%	0	0%

The majority of pre-campaign English survey respondents felt pedestrians disobeying traffic rules was an extremely serious issue in North Plainfield. The majority of post-campaign respondents felt this issue was somewhat not serious. In the Spanish survey, the majority of pre-campaign respondents either felt this issue was somewhat serious or neutral. In the post-campaign, the respondent felt this was an extremely serious issue.

DRIVERS NOT STOPPING FOR PEDESTRIANS AT CROSSWALKS IS A PROBLEM IN NORTH PLAINFIELD:

	ENGLISH				SPANISH			
	Pre-Campaign (81 responses)		Post-Campaign (3 responses)		Pre-Campaign (6 responses)		Post-Campaign (1 response)	
	#	%	#	%	#	%	#	%
Extremely serious	20	24.7%	0	0%	0	0%	1	100%
Somewhat serious	10	12.3%	0	0%	0	0%	0	0%
Neutral	16	19.8%	1	33.3%	1	16.7%	0	0%
Somewhat not serious	19	23.5%	2	66.7%	1	16.7%	0	0%
Not at all serious	16	19.8%	0	0%	4	66.7%	0	0%

The majority of pre- and post-campaign English survey respondents felt drivers not stopping for pedestrians in North Plainfield was somewhat not serious. The majority of pre-campaign Spanish survey respondents felt this issue was not at all serious in North Plainfield. In the post-campaign, the respondent felt this was an extremely serious issue.

SPEEDING IS A PROBLEM IN NORTH PLAINFIELD:

	ENGLISH				SPANISH			
	Pre-Campaign (81 responses)		Post-Campaign (3 responses)		Pre-Campaign (6 responses)		Post-Campaign (1 response)	
	#	%	#	%	#	%	#	%
Extremely serious	27	33.3%	1	33.3%	0	0%	1	100%
Somewhat serious	11	13.6%	0	0%	0	0%	0	0%
Neutral	8	9.9%	0	0%	3	50%	0	0%
Somewhat not serious	9	11.1%	1	33.3%	1	16.7%	0	0%
Not at all serious	26	32.1%	1	33.3%	2	33.3%	0	0%

Pre- and post-campaign English survey respondents were split on the issue of speeding. In the Spanish survey, the majority of pre-campaign respondents felt neutral, and the post-campaign respondent felt this was an extremely serious issue.

BICYCLISTS NOT FOLLOWING TRAFFIC LAWS IS A PROBLEM IN NORTH PLAINFIELD:

	ENGLISH				SPANISH			
	Pre-Campaign (81 responses)		Post-Campaign (3 responses)		Pre-Campaign (6 responses)		Post-Campaign (1 response)	
	#	%	#	%	#	%	#	%
Extremely serious	21	25.9%	1	33.3%	1	16.7%	1	100%
Somewhat serious	13	16%	0	0%	1	16.7%	0	0%
Neutral	21	25.9%	1	3.33%	1	16.7%	0	0%
Somewhat not serious	13	16%	1	3.33%	1	16.7%	0	0%
Not at all serious	13	16%	0	0%	2	33.3%	0	0%

Pre- and post-campaign English survey respondents and pre-campaign Spanish survey respondents were split on the issue of bicyclists not following traffic laws in North Plainfield. In the Spanish post-campaign survey, the respondent felt this was an extremely serious issue.

Respondents were given an opportunity to add additional comments at the end of the survey. Comments were left in both the Spanish and English pre-campaign surveys, but no comments were left in either post-campaign survey. These comments can be found in the Appendix.



Several Street Smart NJ signs were placed around West End Elementary’s campus during the campaign.

COMPARING THE 2016, 2021 and 2022 CAMPAIGNS

While the 2016 and 2021 Street Smart North Plainfield campaigns focused on North Plainfield's downtown core, the 2022 campaign focused on a more residential side of town with students and an elementary school. The target audience and public outreach efforts were different in 2022, focusing heavily on in-school education, education of parents through students, and walking-to-school safety, versus in the previous campaigns when the pedestrian safety messaging was delivered to the general public. The results of the 2022 campaign were the inverse of the 2016 and 2021 campaigns; in both 2016 and 2021, driver behavior worsened while pedestrian behavior improved. However, in 2022, driver behavior improved after the campaign while pedestrian behavior remained about the same.



There are several signs by West End Elementary directing pedestrians to cross only at crosswalks, reflecting the largest pedestrian safety issue at the school: mid-block crossings.

In 2016, the Street Smart North Plainfield campaign consisted of a formal kickoff event and press conference, and NJ Division of Highway Traffic Safety grant funding for police overtime, while the 2021 and 2022 campaigns did not include either of these. However, the 2021 and 2022 campaigns included pre- and post-campaign surveys, while the 2016 campaign did not, providing more insight into how the public viewed pedestrian safety issues in North Plainfield.

In 2021, the pre- and post-campaign survey periods were more defined, with the surveys closing at the very beginning of the campaign and re-opening after the campaign had concluded. In 2022, however, to gain more Spanish responses, the pre-campaign survey was left open and promoted through the first two weeks of the campaign. While this did help in earning more responses, this led to a significant decrease in responses to the post-campaign survey, most likely because respondents were unaware that they needed to take the survey a second time. This made it more difficult to evaluate a change in pedestrian safety knowledge in 2022 than in 2021.

After both these campaigns, sightings of most unsafe behaviors decreased. However, while there was an increase in awareness of the Street Smart message after the campaign in 2021, the majority of pre- and post-campaign survey respondents had not heard of Street Smart in 2022. This may be due to the more focused message targeting in 2022, where the campaign focused only on the area surrounding West End Elementary School and not the downtown. Both the 2021 and 2022 campaigns experienced difficulties with receiving Spanish survey responses, despite paper Spanish surveys being handed out in 2022 in addition to online surveys. More outreach to the Spanish-speaking community and finding a Street Smart advocate/champion within the Spanish-speaking community should be a focus for future campaigns.

In the 2022 campaign, there were crossing guards present for part of the observations whereas there were no crossing guards in 2016 and 2021. The presence of crossing guards did influence pedestrian behavior; pedestrians were more likely to follow pedestrian safety laws with the crossing guard in both the 2022 pre- and post-campaigns. There was a clear improvement in pedestrian behavior in the 2016 and 2021 campaigns, but not much change in the 2022 campaign. Driver behavior, meanwhile, worsened in both 2016 and 2021, but in 2022 driver behavior improved.

Two recommendations were consistent in 2016 and 2021: incorporating pedestrian safety education and enforcement into the Police Department's activities throughout the year rather than being the focus of periodic efforts, and, placing more emphasis on changing the behavior of motorists. The first recommendation remains relevant to this campaign though more emphasis should now be placed on improving pedestrian behavior instead of driver behavior around West End Elementary. Additional recommendations can be viewed on the next page.

RECOMMENDATIONS

- There was not a large change in pedestrian behavior after the campaign. Further enforcement efforts focused on pedestrians is recommended. A specific issue noted during the campaign, which was also a concern prior to the campaign, was the number of pedestrians crossing mid-block and not using the crosswalk with a crossing guard during school drop-up/dismissal. Increased enforcement during drop-off/dismissal at North Plainfield's schools is a possible tactic.
- During observations, drivers appeared to be speeding when there were no pedestrians in the crosswalk. Increased enforcement focused on speeding can be conducted during drop-off/dismissal time. North Plainfield can also look into lowering the speed limit coming into the area of West End Elementary School, or creating a car line off the main road for drop-off/dismissal. To determine how fast drivers travel through the area, North Plainfield can partner with RideWise to conduct a speed study with RideWise's speed sentry.
- During this campaign, the North Plainfield Police focused on community education, issuing warnings and patrolling the area of West End Elementary School during pick-up and dismissal, rather than conducting the traditional two weeks of "soft" enforcement (warnings) and two weeks of "hard" enforcement (summonses). As a result, most pre- and post-campaign survey respondents did not hear about police efforts to enforce pedestrian safety laws in North Plainfield. Pedestrian safety education and enforcement should be incorporated into the Police Department's activities throughout the year, and police should increase their "hard" enforcement through issuing tickets and summonses. Additionally, the police department can consider sending community alerts for educational messaging, either through e-blasts or social media.
- Most survey respondents had not seen any Street Smart NJ or pedestrian safety messaging, even after the campaign. For future educational initiatives, outreach efforts should be re-evaluated. More direct outreach, such as holding safety classes and demonstrations, may be effective in spreading future information. In addition, most social media messages were shared on RideWise's accounts. For future campaigns and outreach, North Plainfield and the Franklin Police Department should share messages on their social media and email channels to reach a wider, local audience.

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- Receiving Spanish responses to the surveys was a challenge in both the 2021 and 2022 campaigns. In future campaigns and pedestrian safety efforts, new ways of conducting outreach should be considered. Finding an advocate/champion for pedestrian safety within the Spanish-speaking community, having RideWise or school staff teach classes/give presentations specifically in Spanish, and targeted Spanish social media posts that are boosted to Spanish-speaking populations are all future outreach methods that can be considered.
 - Of the five issues presented in the campaign surveys, the issue respondents felt most concerned about was pedestrians disobeying traffic rules. This reflects the most pertinent issue of this campaign; pedestrians crossing mid-block at dismissal time at target location 2. Future enforcement and educational activities should focus on pedestrian traffic rules and crossing mid-block specifically.
 - There were numerous survey comments about speeding, lack of sidewalks, and unsafe behavior around the schools at drop-off and dismissal times. More police enforcement may be necessary to address speeding and other behaviors around the schools in North Plainfield. To address the need for more sidewalks, RideWise can partner with North Plainfield and the Police Department on walkability/bikeability audits and plans, Complete Streets implementation, and more infrastructure projects.

CONCLUSION

The 2022 Street Smart North Plainfield campaign was a collaborative effort between RideWise, West End Elementary School and the North Plainfield Police Department. Driver behavior improved somewhat after the campaign, but pedestrian behavior only improved when crossing guards were present both before and after the campaign. Post-campaign surveys demonstrate a need for further community education to raise awareness of pedestrian safety issues in the township. It is recommended that community educational activities be continued throughout the year, with assistance from RideWise. Increased outreach to the Spanish-speaking community is also recommended to reach more members of the North Plainfield community.

APPENDIX: ADDITIONAL COMMENTS IN THE PRE- AND POST-CAMPAIGN SURVEYS**ADDITIONAL COMMENTS, PRE-CAMPAIGN SURVEY (English):**

We need a cross walk at Sweetbriar In to cross Greenbrook rd. Several of the side streets don't have a cross walk. there's only one by the park.

Yield sign on corner of Walnut and Jefferson should be replaced with a Stop sign. Also, barrier line and crosswalk lines needs repainted.

Speeding on Greenbrook Rd is a huge concern

Kids are endangered in morning walks to school on roads that do not have sidewalks

Corner by KFC, cars drive fast and don't stop for cross walk.

We need better sidewalks. There are so many stretches of road with no sidewalk or with sidewalks so damaged that you can't push a stroller over them.

The residents need to be protected more from unsafe drivers, especially those jogging or walking their dogs.

West End School location is especially dangerous during the morning drop off and afternoon pickup. Many people do not utilize crossing guards or crosswalks. Also many u-turns are being done as well as blocking of driveways. A Police presence is needed to issue warnings and tickets.

More patrolling around the HS/MS it's crazy in the morning.

STOP THE SPEEDING AND VERY LOUD MUFFLERS. ALSO, STOP THE LOUD MUSIC FROM CARS!

Some towns have orange flags on each end of a crosswalk. A pedestrian takes the bright orange flag and holds it up (waiving if needed) as they cross the road (at the appropriate time-- not just jumping into traffic)--- Once safely crossed they place the flag in its bin, for the next pedestrian to use. This allows potentially distracted drivers a better opportunity to see them. Could be a nice idea to have at major crosswalks in North Plainfield.

We really need a police car on Clinton Ave between 4 and 7 Pm for speeding

I find back streets are the worst for speeders. I find they use them as short cuts for the main streets and drive well above the speed limits when they think the street is clear. I don't let my kids bike on our own street because it's a backstreet off of West End Ave. Have to take them bike riding in other parts of town or other towns entirely.

There are cars that noisily speed down route 22 and along North Plainfield streets every night. This has been going on for years. There is also a general problem of cars exceeding the speed limit on certain streets like Brook Avenue. I don't understand why these dangerous behaviors are tolerated.

Please invest in a push button light at Greenbrook Rd near Green Acres park

Thank you for doing this! Please address street parking In Meadowbrook. It impacts visibility on the corner of Greenock Ave and Farragut Rd, Deforest Ave and Mali Dr. The roads are not wide enough for street parking in these areas.

We need more sidewalks on the west side of town

ADDITIONAL COMMENTS, PRE-CAMPAIGN SURVEY (Spanish):

No hay educación peatonal, los jóvenes de Highschool atraviesan por donde sea, con celular en mano, se pelean y juegan a mitad de las calles, cuando manejan los jóvenes, he visto q no respetan a los peatones, no avisan los giros, etc. [*Google Translate translation: There is no pedestrian education, High school youths cross anywhere, with cell phones in hand, they fight and play in the middle of the streets, when young people drive, I have seen that they do not respect pedestrians, they do not warn of turns, etc.*]