

STREET SMART PHILLIPSBURG



Final Report

STREETSMART

Presented by:

TransOptions

Acknowledgments

TransOptions would like to thank the following for a successful Street Smart pedestrian safety campaign in Phillipsburg:

Phillipsburg Police Department

Town of Phillipsburg

NORWESCAP

Phillipsburg Free Public Library

Phillipsburg Elementary School

St Luke's Warren Hospital

North Jersey Transportation Planning Authority

New Jersey Division of Highway Traffic Safety

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Street Smart Phillipsburg

Executive Summary

The Street Smart pedestrian safety campaign was a focused effort in Phillipsburg, New Jersey in October 2016. The campaign was a collaborative effort among TransOptions, the Phillipsburg Police Department, the Town of Phillipsburg, the Northwest New Jersey Community Action Partnership (NORWESCAP), and local businesses and organizations. As an education and enforcement campaign, Street Smart Phillipsburg included 146 hours of pedestrian safety law enforcement by the Phillipsburg Police Department as well as multiple educational outreach events coordinated by TransOptions. The program was evaluated through pre- and post- campaign surveys, pre- and post- campaign intersection observations and the placement of a speed sentry sign. The evaluations showed that the Street Smart campaign in Phillipsburg resulted in an increased awareness of pedestrian safety messages associated with the campaign and some improvements in reported behaviors from survey participants.

Street Smart Overview

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

The campaign is a collaborative effort among 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.

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. According to 2014 data from the National Highway Traffic Safety Administration, the State of New Jersey ranked 6th in the nation in pedestrian fatalities. From 2010 - 2014, 750 pedestrians were killed and 17,000 were injured on the state's roadways equaling one pedestrian death every 2.5 days and 11 pedestrian injuries every day.

The campaign has three main goals:

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

The *Street Smart NJ* program was piloted in five communities in New Jersey in 2013 and 2014. The pilot programs were conducted in Newark, Jersey City, Woodbridge, Hackettstown, and Long Beach Island. These five communities were selected in order to incorporate the state's diverse landscape of urban, suburban, rural, and shore regions. The program was later expanded to additional municipalities in 2015 and 2016 including, Newton, Washington (Warren County), Morristown, Summit, Phillipsburg, Asbury Park, Bay Head, Bergenfield, Bloomfield, Bradley Beach, Clinton, Elizabeth, Flemington, Franklin (Sussex

County), Frenchtown, Hackettstown, Hillsborough, Lakewood, Long Branch, Maplewood, Manasquan, North Plainfield, Nutley, Passaic, Point Pleasant Beach, Princeton, Red Bank, South Orange Village and Toms River.

TransOptions' Street Smart Program

After the conclusion of the first five pilot programs, the NJTPA's goal was to continue bringing attention to the issue of pedestrian safety statewide through the Street Smart initiative. With the success of the pilot programs, the NJTPA invited the regional Transportation Management Associations (TMAs) to conduct the *Street Smart NJ* campaign within their designated service areas to expand the program's reach throughout the state.

As the TMA for northwestern New Jersey, TransOptions delivers pedestrian safety programs along with other transportation resources to the counties of Morris, Sussex, Warren as well suburban areas of Union, Essex, and Passaic. TransOptions selected Phillipsburg as one of four municipalities to conduct the Street Smart pedestrian safety program in fiscal year beginning July 1, 2016.



TRANSOPTIONS' SERVICE AREA

Phillipsburg, Warren County, New Jersey

Phillipsburg is located in Warren County, covering approximately 3.311 square miles with a population of 14,950, according to the 2010 U.S. Census. Phillipsburg has a quaint downtown located on the Delaware River. Shops, restaurants, businesses, county services, and direct access to Easton, Pennsylvania attract pedestrians and drivers to the area. Phillipsburg is home to St. Luke's Warren Hospital and NORWESCAP's headquarters.

TransOptions used the Plan4Safety crash analysis tool from Rutgers University's Center for Advanced Infrastructure and Transportation to examine pedestrian crash data in Phillipsburg. The Plan4Safety tool uses police reports to compile crash data from all over the state of New Jersey. From January 2010 to December 2015, there were 32 crashes involving 39 pedestrians in Phillipsburg. Of these crashes, 13% of the 39 pedestrians involved were crossing at marked crosswalks and 8% of pedestrians were jaywalking.



The Phillipsburg Street Smart campaign was a collaborative effort among TransOptions, the Phillipsburg Police Department, NORWESCAP, the Town of Phillipsburg, and local community organizations.

Phillipsburg Street Smart Campaign Structure

The Street Smart campaign in Phillipsburg was modeled closely after the pilot programs implemented by the NJTPA in Newark, Jersey City, Woodbridge, Hackettstown, and Long Beach Island and the previous campaigns coordinated by TransOptions in Newton, Washington (Warren County), and Morristown. TransOptions coordinated an initial meeting to introduce the Street Smart program and discuss the grant application. A second planning meeting was scheduled in September before the launch of Phillipsburg's campaign and was attended by representatives from TransOptions, the police

department and NORWESCAP to go over the planning of the program, target areas for education and enforcement, and funding for overtime enforcement.

FUNDING

TransOptions worked with the Phillipsburg Police Department to secure funding for overtime enforcement through the Pedestrian Safety Education and Enforcement fund from the New Jersey Division of Highway Traffic Safety (NJDHHS). Phillipsburg was awarded the funding for the 2017 fiscal year starting on July 1, 2016. From there, TransOptions provided a suggested timeline for police education and enforcement activities and the Phillipsburg Police Department developed a schedule for their officers. The NJDHHS funding allowed the police department to cover the cost of overtime hours for officers participating in the Street Smart enforcement initiatives as well as the purchase of campaign materials.

CAMPAIGN SCHEDULE

Phillipsburg's Street Smart campaign lasted approximately eight weeks with education and enforcement activities concentrated in October 2016. TransOptions' Speed Sentry Loan Program was also implemented during the month of October to collect speed data from drivers in an area of concern in the community. The campaign consisted of pre- and post- campaign components such as intercept surveys, and intersection observations. These activities were done both before and after the campaign to gauge the impact the Street Smart program made on the community.

Street Smart Phillipsburg Campaign Timetable	
Pre-Campaign: (Surveys and Observations)	September 19 th –30 th , 2016
Education & Enforcement:	October 2016
Speed Sentry Loan:	October 6 th , 2016 to November 5 th , 2016
Post-Campaign: (Surveys and Observations)	October 31 st – November 21 st , 2016

Campaign Evaluation

SPEED SENTRY LOAN PROGRAM

TransOptions utilized the existing Speed Sentry Loan Program to reduce the speed of drivers traveling in a residential area near Phillipsburg's Middle School. With this program, TransOptions loans the speed sentry device to municipalities within their service area. The radar sign digitally displays the speed of oncoming vehicles as they approach the sign. Data is collected on a web-based cloud server developed by All Traffic Solutions which is monitored and accessed at the office of TransOptions.



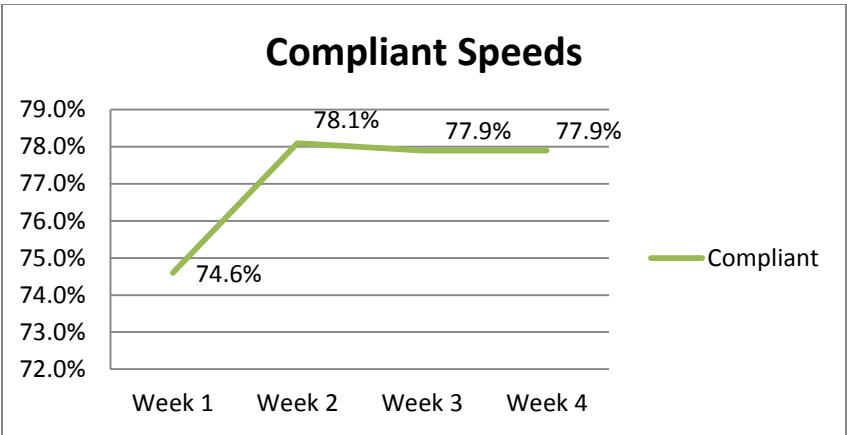
The speed sentry device was displayed in Phillipsburg in October during the campaign's education and enforcement period. The placement location of the speed sentry device was recommended by Phillipsburg Police Department due to their familiarity with problem areas in town. The speed sentry device was mounted on a 35 MPH speed limit sign on Lincoln Avenue at the intersection of Hillcrest Road, approximately 850 feet from US-22. This intersection was identified as a problem area due to drivers' speed as they exit US-22, a 40 MPH highway, on to Lincoln Avenue, a 35MPH residential street. The immediate area surrounding the sign contains houses, a church, and Phillipsburg Middle School.



Compliance

The speed sentry categorized each vehicle that passed the sign as "Compliant", "Low Risk", "Medium Risk", and "High Risk":

- Violators that exceeded the speed limit by less than 5 MPH are considered Low Risk
- Violators exceeding speed limits by more than 5 MPH but under 10 MPH are Medium Risk
- Violators exceeding speed limits by more than 10 MPH are High Risk



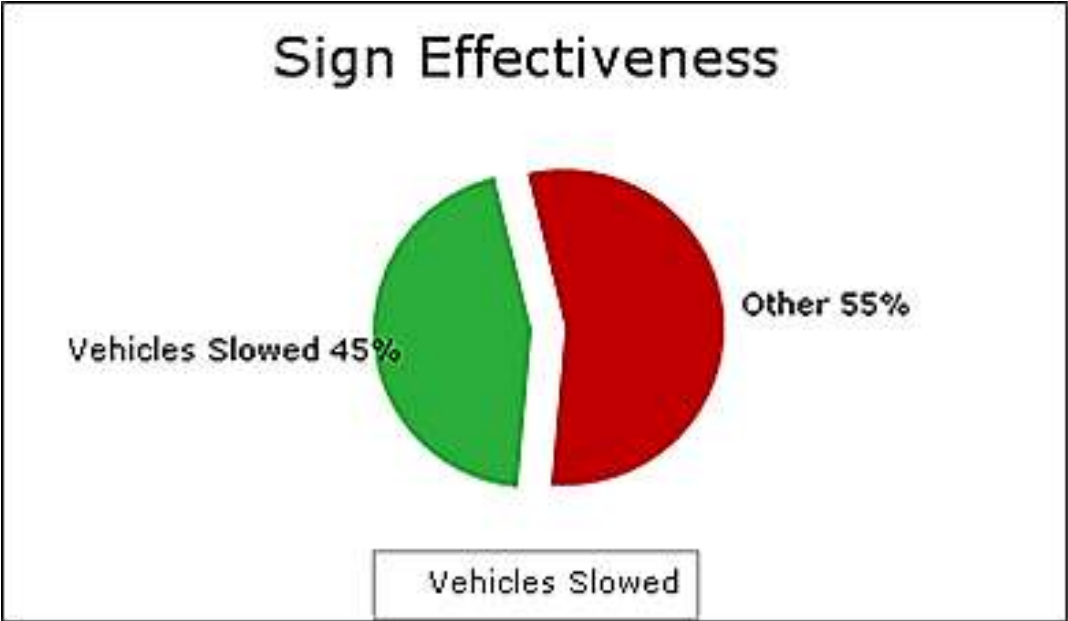
During the evaluation, the speed of 86,044 vehicles was detected by the speed sentry sign.

While the Street Smart campaign was active in Phillipsburg, the speed sentry sign helped increase compliant speed from 74.6% to a high of 78.1% and then leveled off at 77.9%. This accounts for a 3.3% to a 3.5% increase in vehicles traveling at compliant speeds accounting for approximately 2,840 – 3,012 vehicles that passed the sign on Lincoln Avenue. This increase in compliance is related to the campaign's "Obey Speed Limits" vital sign message.

Sign Effectiveness

Sign effectiveness data averages speed by hour of the day for the 30 day period.

According to the report, the speed sentry slowed 45% of drivers passing the sign while the Street Smart campaign was active in Phillipsburg.



PRE & POST INTERCEPT SURVEYS

Both before and after the Street Smart campaign in Phillipsburg, people from the community were asked to complete an intercept survey to measure the effectiveness of the campaign. The survey was available in both English and Spanish and used the same questions from NJTPA's Street Smart campaigns.

NORWESCAP and the Phillipsburg Police Department assisted in distributing the survey online via Facebook, websites and email. TransOptions also created a targeted Facebook advertisement that prompted Facebook users in Phillipsburg to complete the survey.

Upon completing the questionnaire, the respondents could enter into a raffle to win a \$100 Visa Gift Card. A winner was selected from both the pre- and post- survey groups.



The survey was created using SurveyMonkey and consisted of 27 questions that asked respondents to report their walking and driving behaviors and what they observed others doing on the road. The survey included questions on the respondents' knowledge of New Jersey's pedestrian safety laws and awareness of the Street Smart campaign in Phillipsburg. Demographic information was also captured in the survey. The pre-and post- campaign responses were then compared to determine the effectiveness of the Street Smart program in Phillipsburg.

Behaviors

The data displayed in this section shows the percentage of respondents that answered 'Yes' to the questions regarding their own behaviors or behaviors they observe others doing when walking and driving in Phillipsburg. The data below compares the pre-campaign survey to the post-survey.

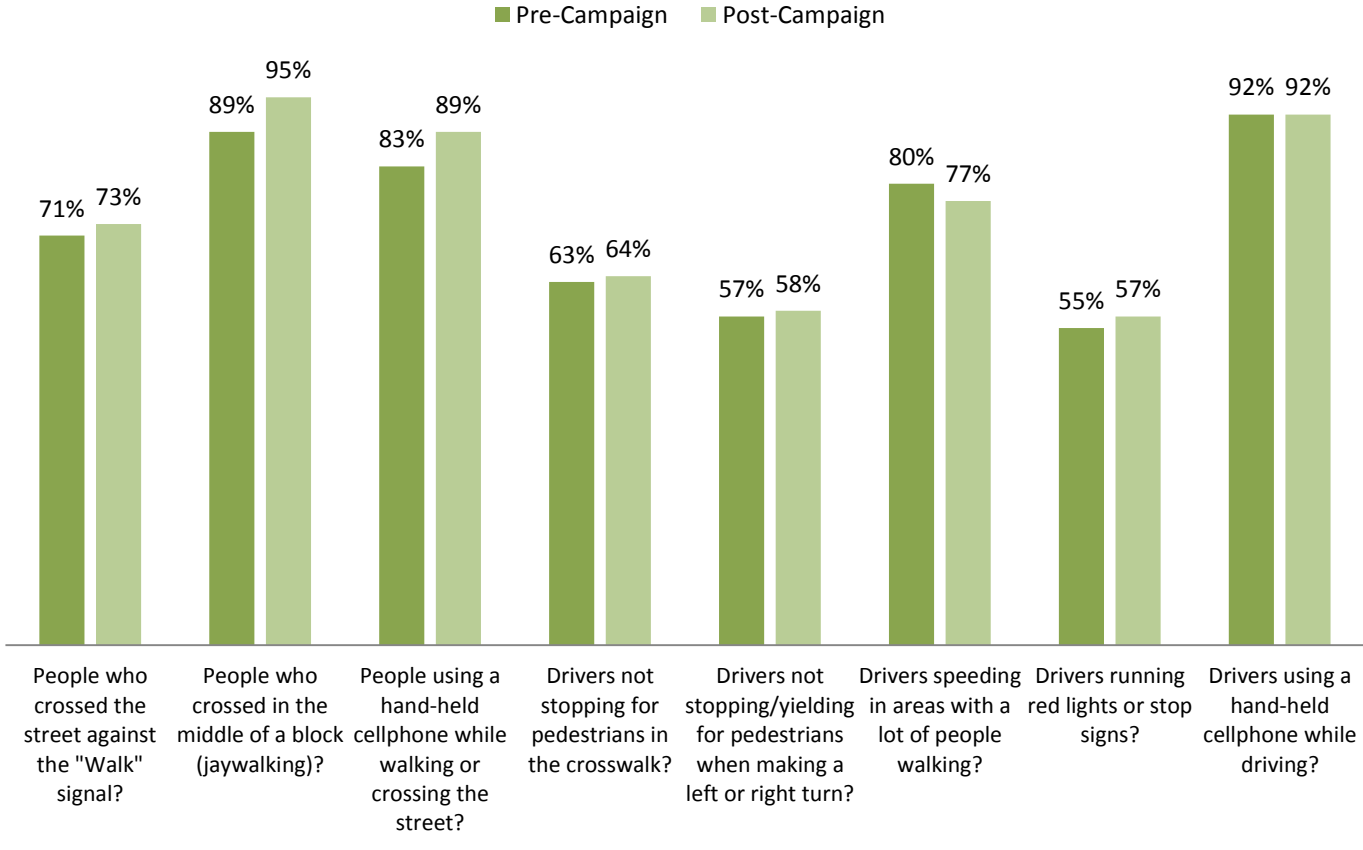
150 respondents participated in the pre-campaign survey and 74 respondents participated in the post-campaign survey. The reduction in post-campaign participants may have impacted the results of the survey data.

Respondents were asked to answer 'Yes' or 'No' to the following questions:

*Percentages may not total 100% due to rounding

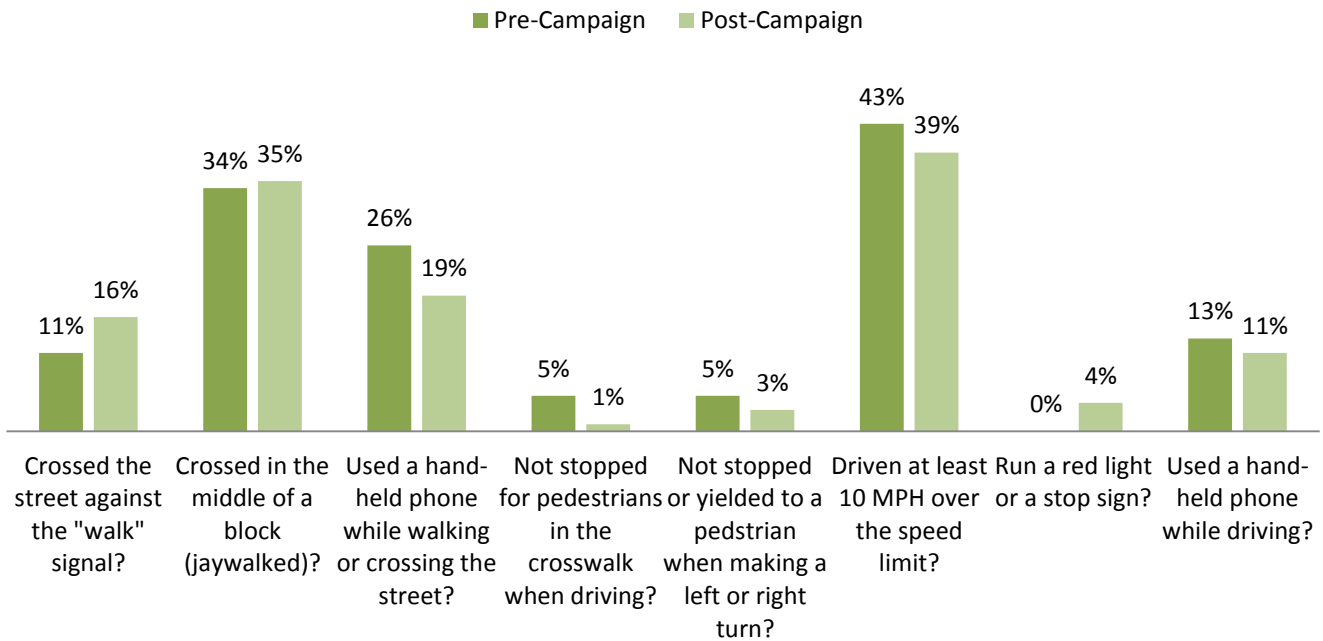
*Some questions had respondents answering "yes" or "no" to multiple categories.

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



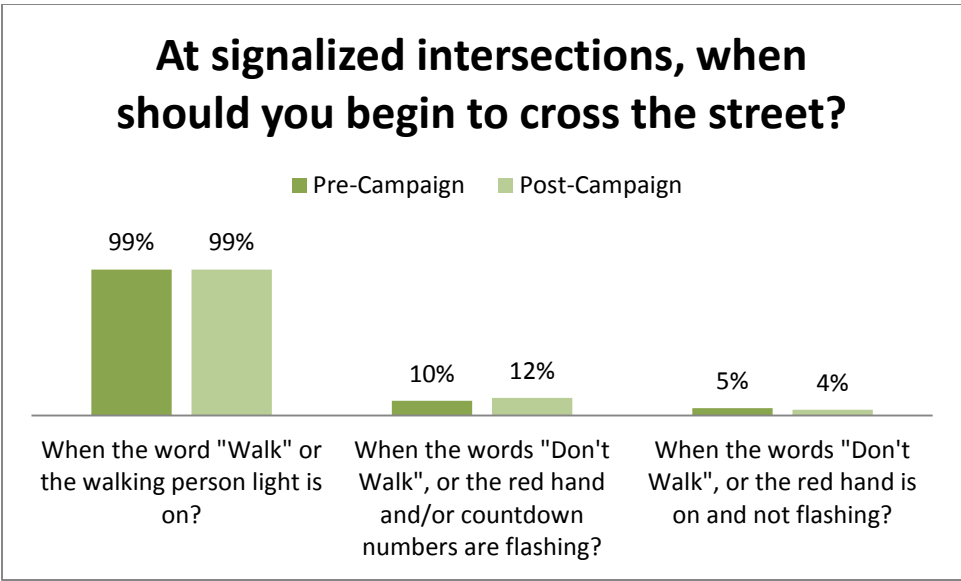
Respondents overall reported observing an increase in unsafe walking and driving behaviors in Phillipsburg after the campaign. This could be because the campaign made respondents more aware of unsafe behaviors and increased their ability to identify others' actions. There was a 3% decrease in respondents reporting that they observed other 'drivers speeding in areas with a lot of people walking'.

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



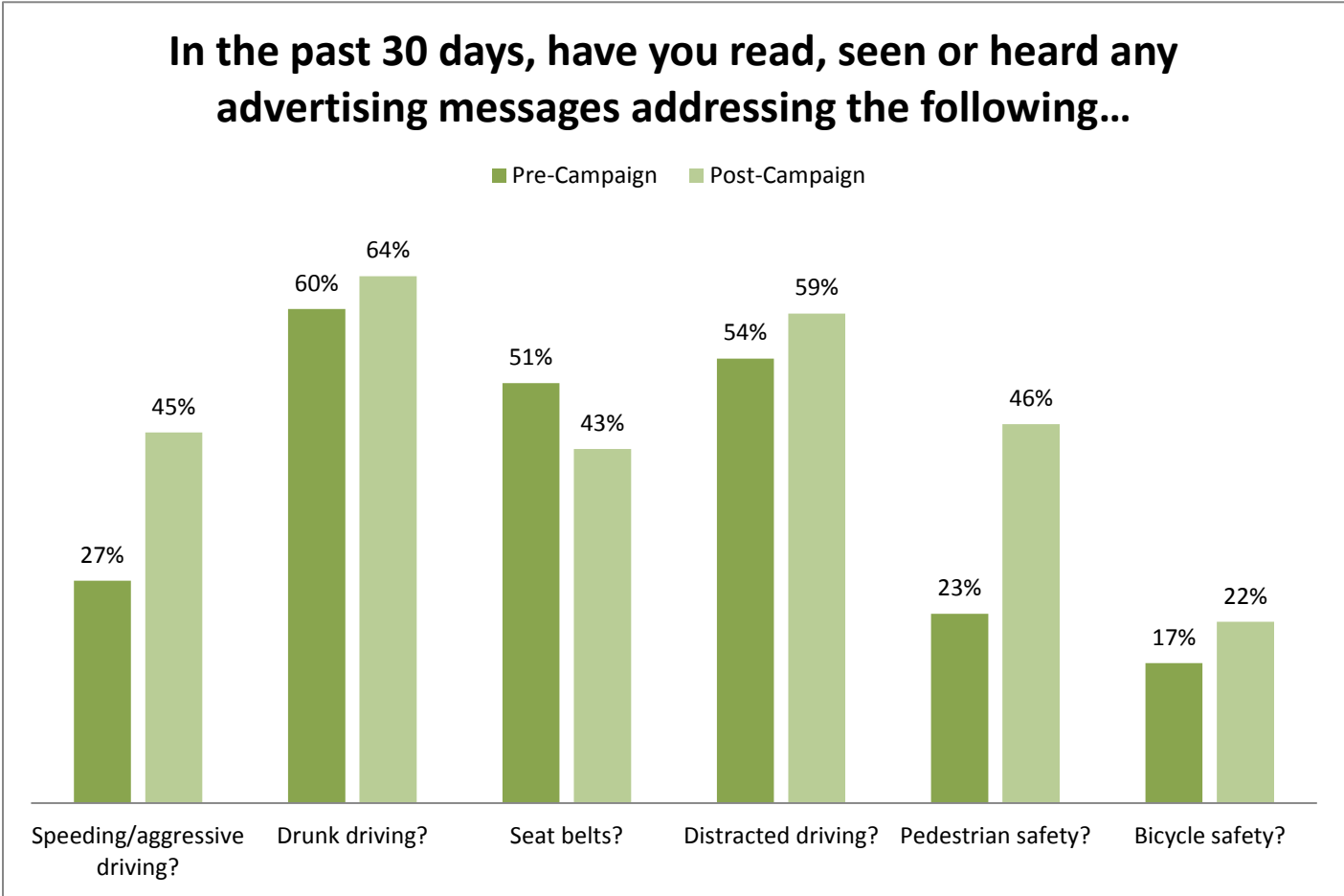
Responses show a decrease in five out of the eight categories where participants were asked to report on their own walking and driving behavior. There was a 7% reduction in respondents indicating that they crossed the street while using a cellphone, a 4% reduction in respondents not stopping for pedestrians and a 4% decrease in respondents who drove over the 10MPH speed limit.

Survey participants had a high awareness of others engaging in unsafe walking and driving behaviors but were less likely to report doing the behaviors themselves. For example, 92% of respondents reported seeing a driver using a handheld cellphone in the post-campaign survey while only 11% admitted to this violation themselves. This result was consistent with the Street Smart pilot programs and other Street Smart campaigns conducted by TransOptions. Most often, the individual believes others are engaging in dangerous behavior when walking and driving and are not likely to report their own negative actions.



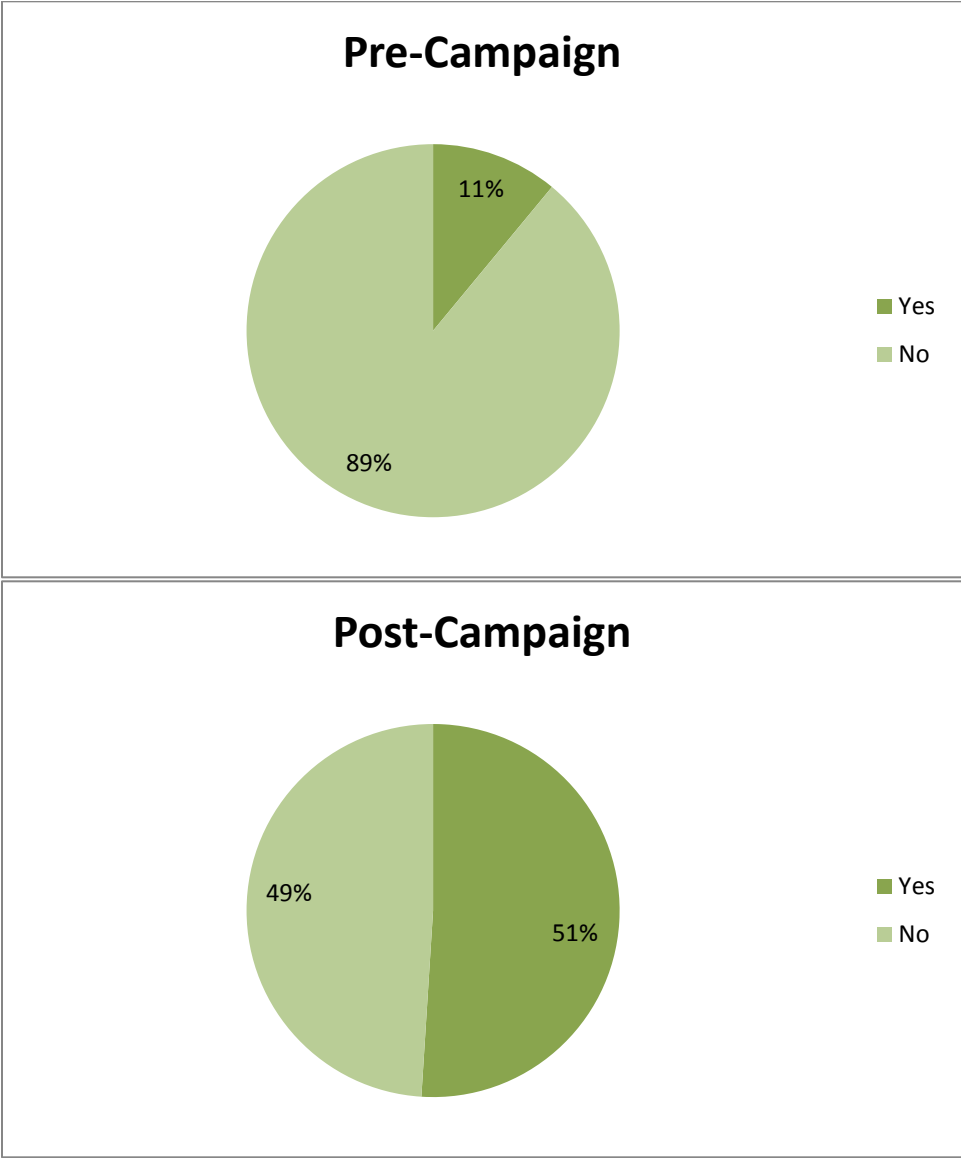
Respondents who completed the survey for Phillipsburg already had a high understanding of correct crossing behaviors. However, there was a slight 2% increase in respondents believing they should cross the street when the “Don’t Walk” signal is flashing or counting down.

Safety and Campaign Awareness



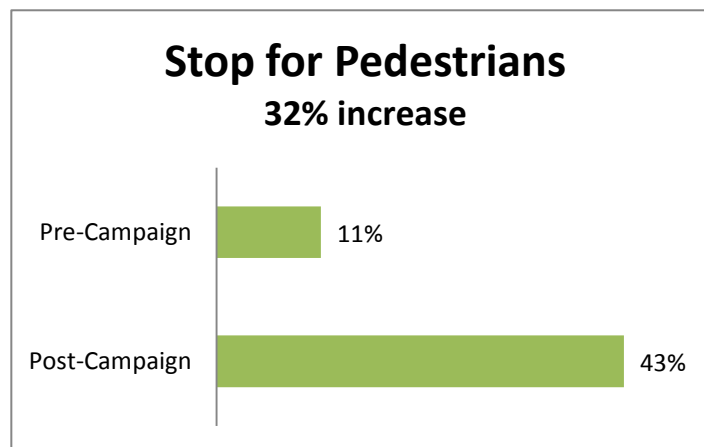
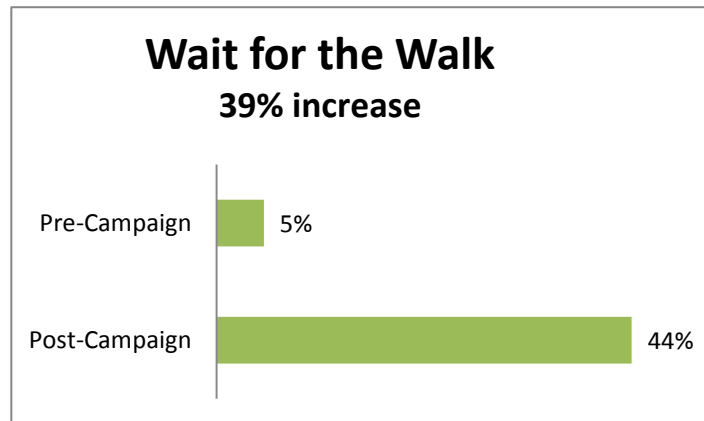
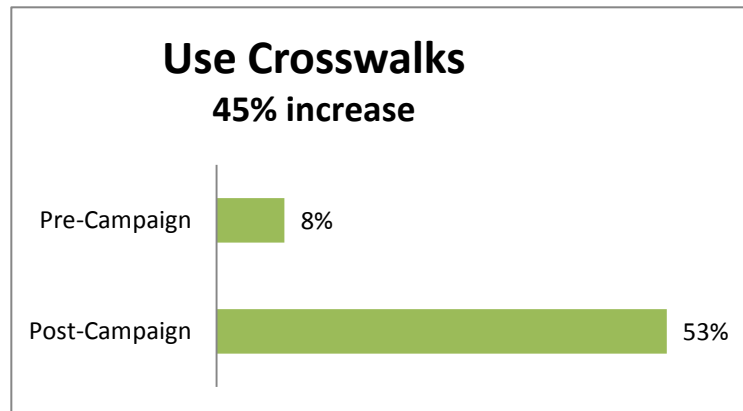
Respondents were more aware of driving safety messages associated with the campaign such as speeding/aggressive driving and distracted driving. An 18% increase was seen in the reported exposure to messages regarding speeding/aggressive driving and a 5% increase in exposure to distracted driving messages. There was also a significant 23% increase in awareness of pedestrian safety advertising messages.

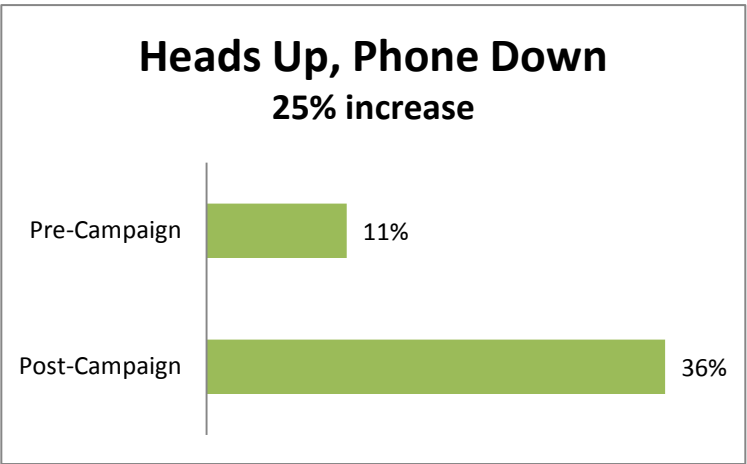
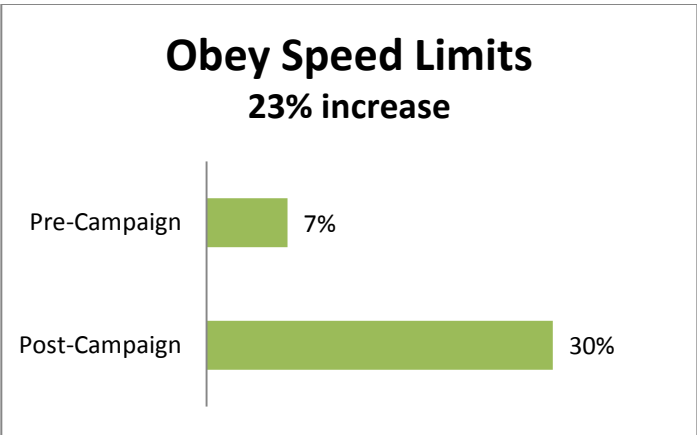
In the past 30 days, have you read, seen or heard any advertising message or signage that mentions “Street Smart” and/or talks about pedestrian safety?



Results show a 40% increase in the respondents' exposure to pedestrian safety messages and the Street Smart name.

In the past 30 days, have you read or heard any messages similar to the following..

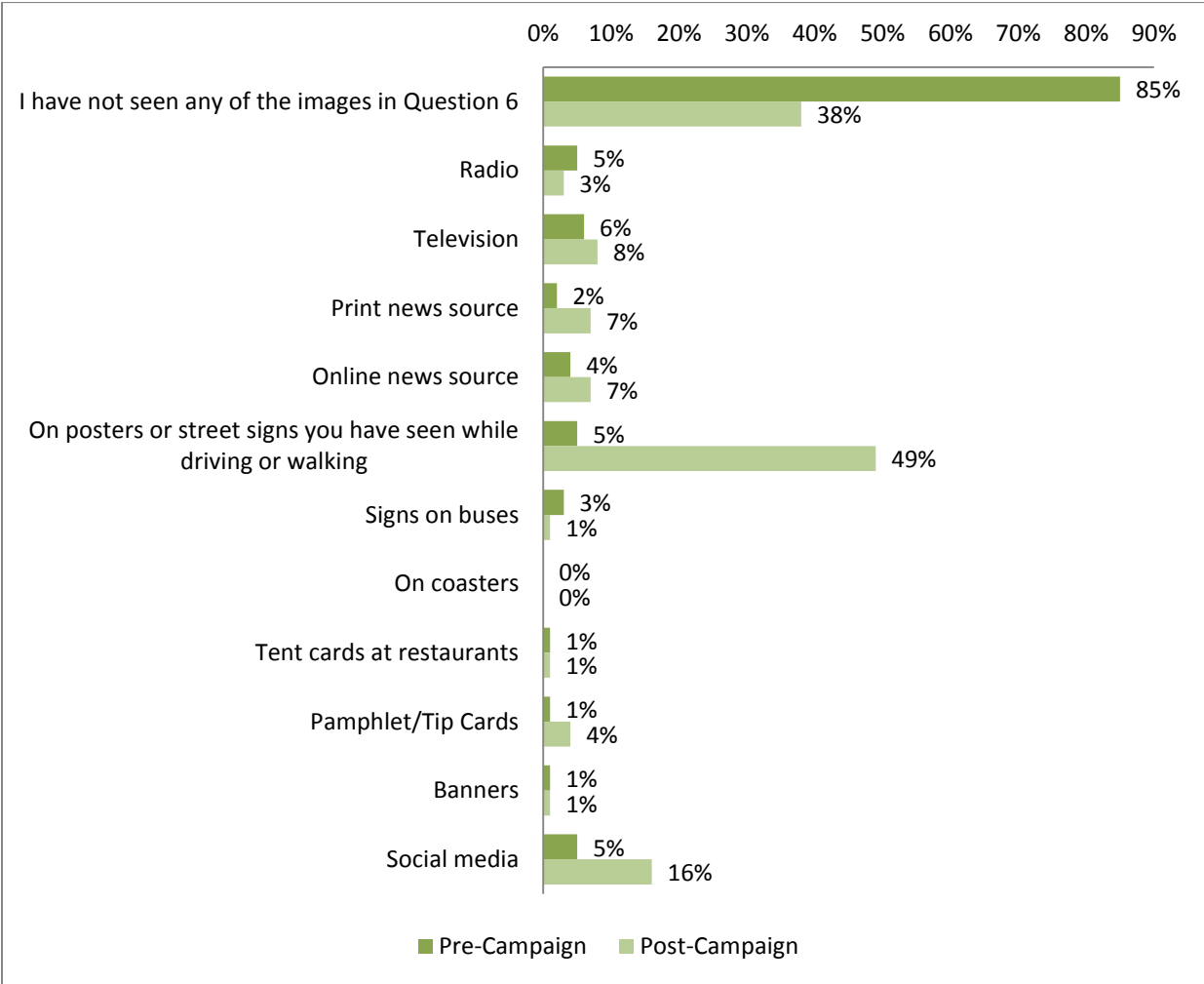




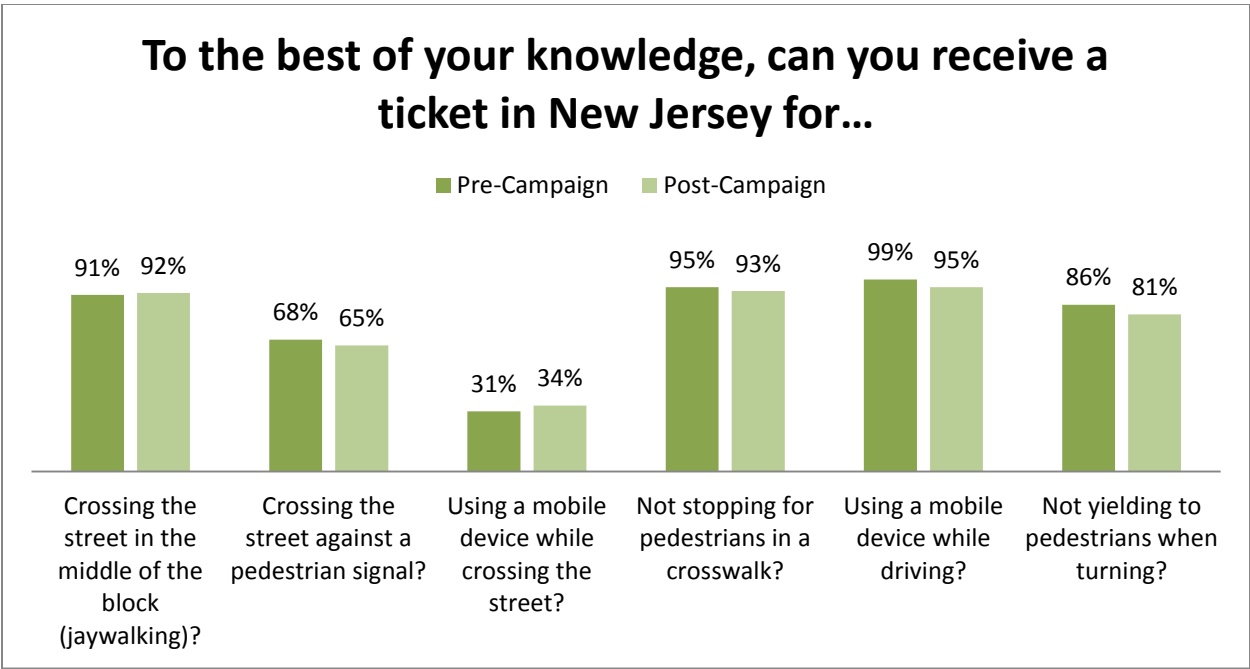
Results showed an increase in recognition of all five vital sign messages with "Use Crosswalks" being the most recognized message. Each individual vital sign message was displayed on street signs throughout Phillipsburg for the duration of the campaign.

Where have you seen or heard these messages (check all that apply)

Respondents were asked to report where they had seen the images from the previous question.



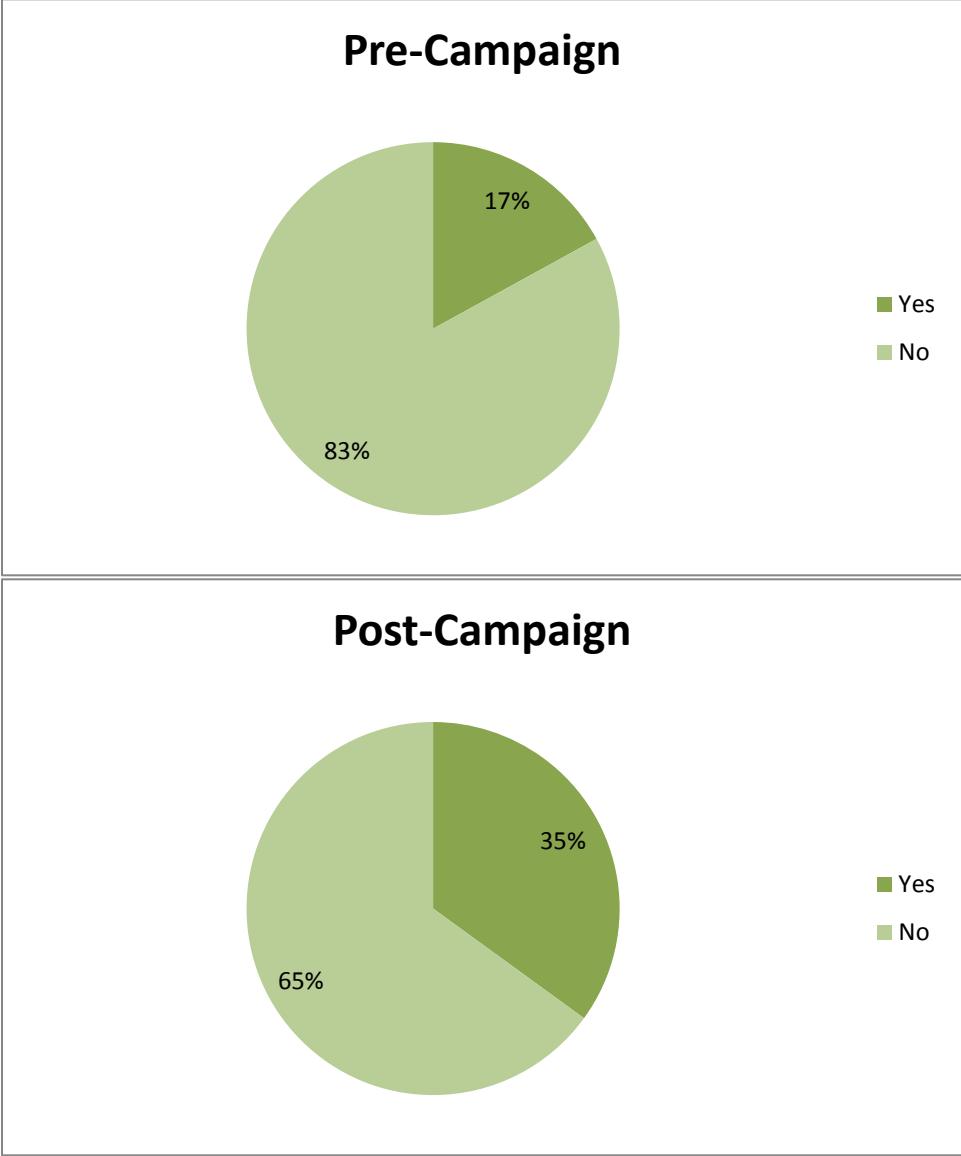
The results from the post-campaign survey showed that there was a 47% decrease in respondents reporting that they had not been exposed to the Street Smart messages in the pre-campaign survey. There was also a 44% increase in respondents who saw the Street Smart messages on street signs and posters displayed throughout the community. Social media played an important role in raising awareness with an increase of 11% from messages being viewed by participants.



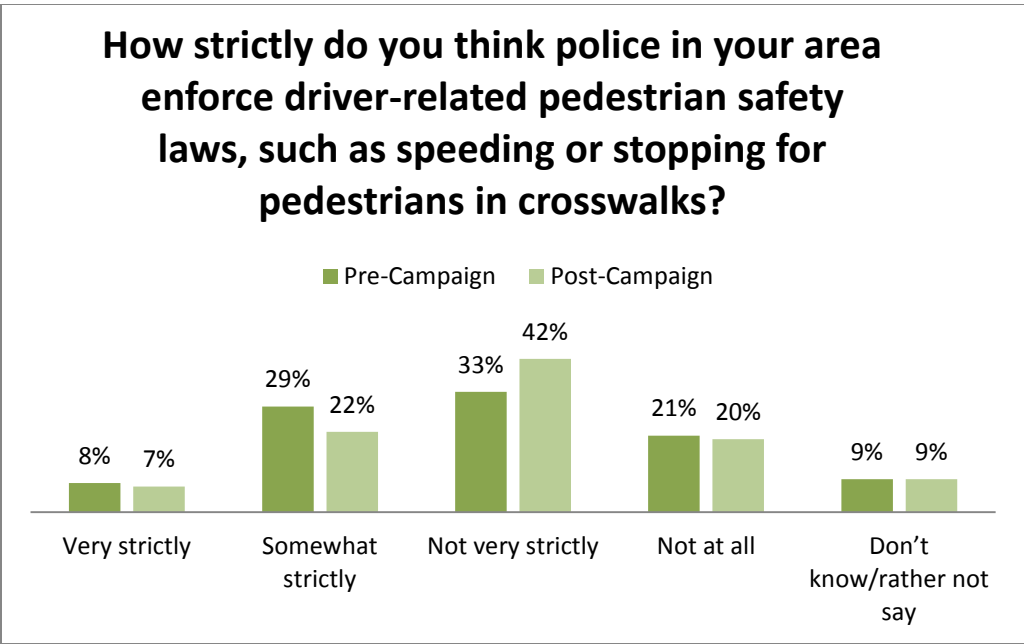
Results from the pre-survey showed that the respondents already had a high understanding for many of New Jersey’s pedestrian and driving safety laws. However, data from the post-survey showed reductions in correct knowledge. More education, enforcement, and signage is needed to increase understanding of these lifesaving laws such as crossing against the traffic signal, using cellphones while driving, and yielding to pedestrians when turning.

There was also a 4% increase in respondents believing that they could receive a ticket for using a mobile cellphone while crossing the street. This shows that respondents are aware of the dangers of being distracted by a cellphone while crossing and were responsive to the “heads up, phones down” vital sign message. However, crossing the street while using a cellphone is not yet considered a violation in New Jersey.

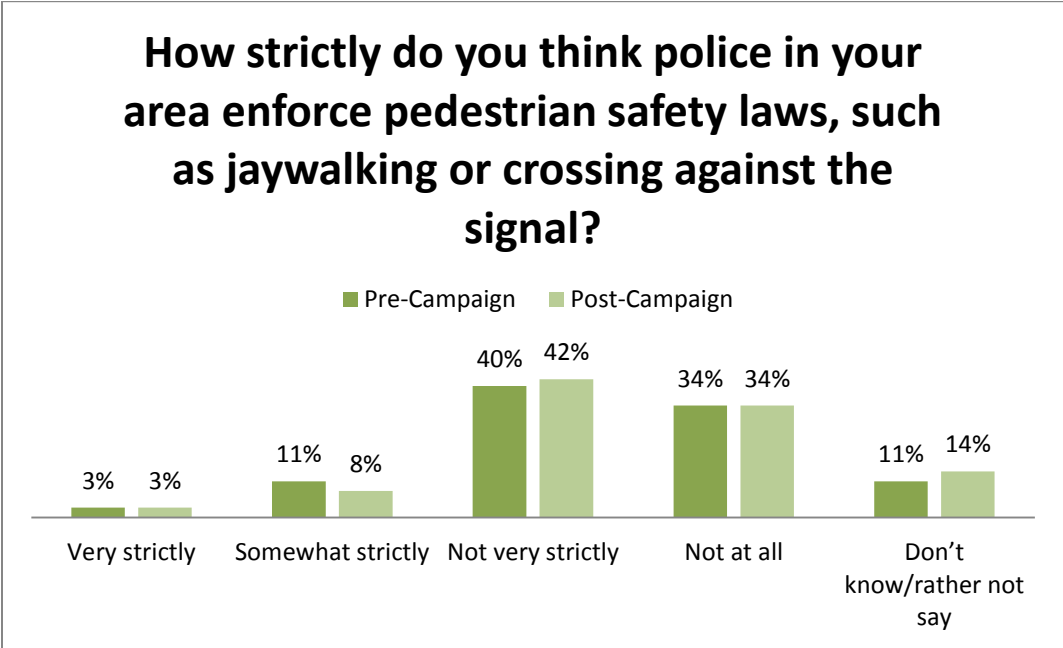
Have you recently read, seen or heard about police efforts to enforce pedestrian safety laws?



Results show an 18% increase in the respondents' awareness of the pedestrian safety enforcement efforts made by the Phillipsburg Police Department.

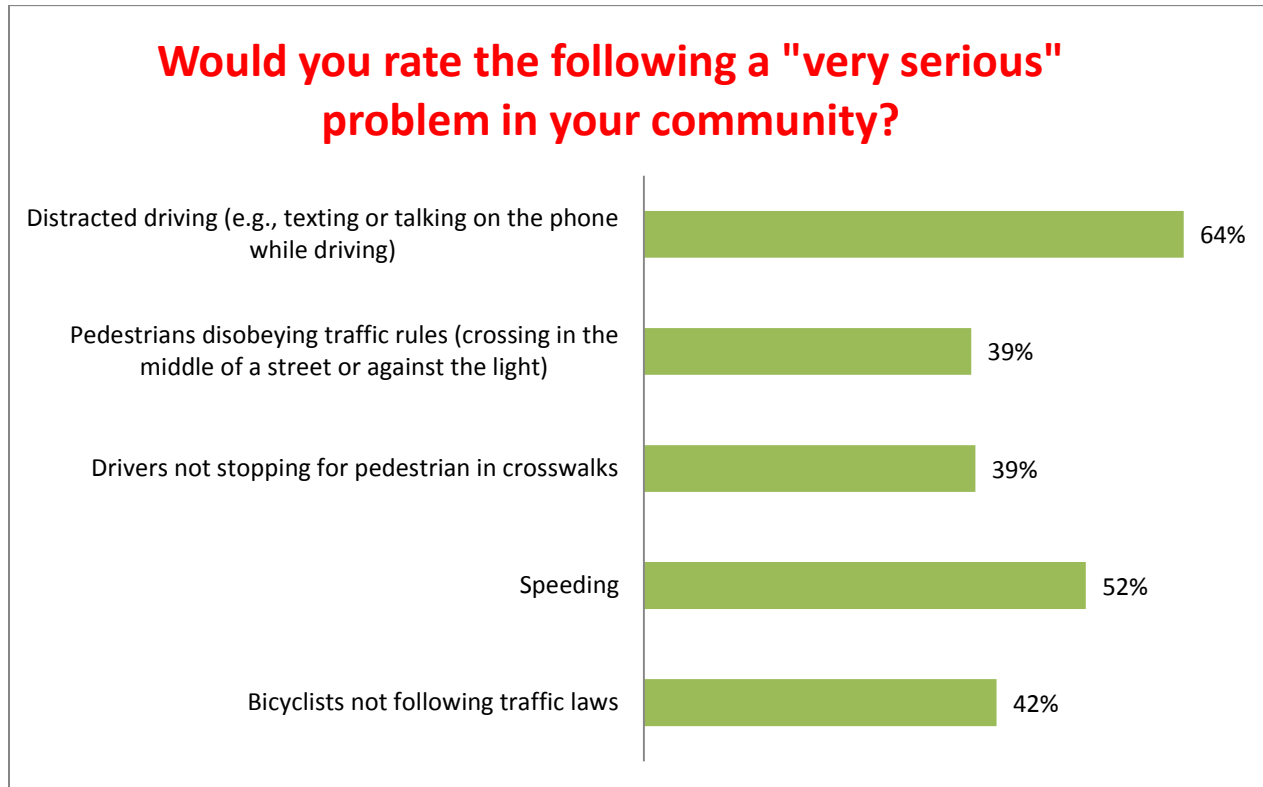


There was an increase in respondents who believe the police department is “not very strict” in their enforcement of driver-related pedestrian safety laws.



Overall, respondents reported that they felt enforcement of safety laws aimed at pedestrians, such as jaywalking or crossing against the traffic signal, were either “not very strict” or “not (strict) at all”.

Respondents rated the following as a “very serious” problem in the community

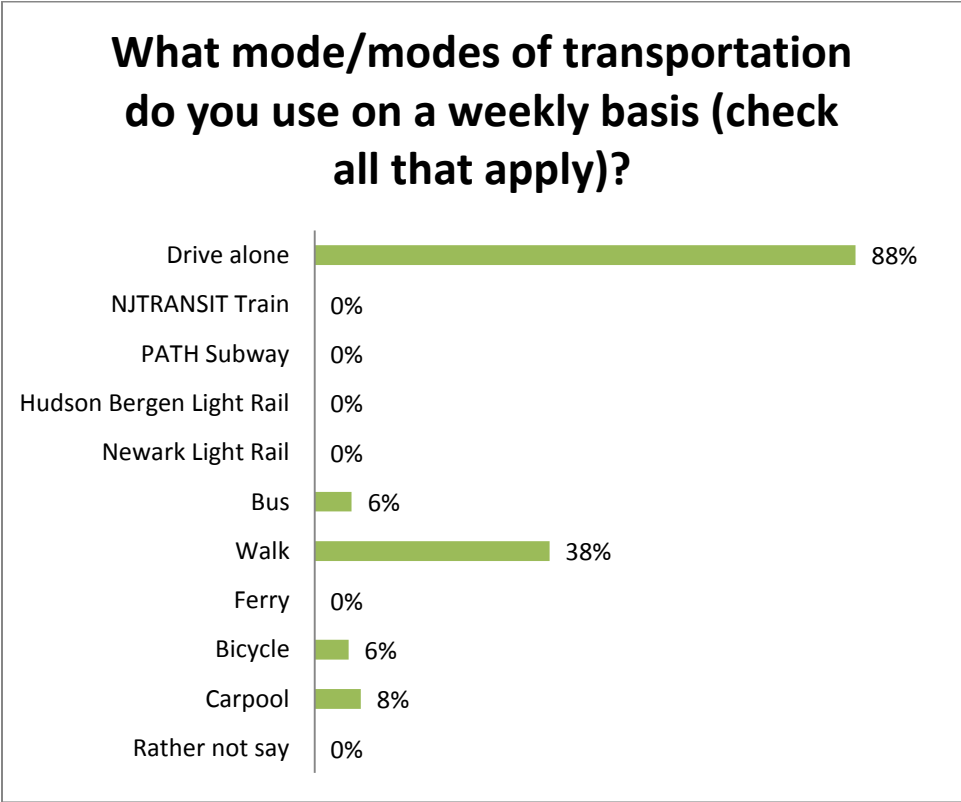


Respondents were asked if they considered each of the behaviors listed to be “very serious”, “somewhat serious”, “neutral”, “somewhat not serious”, or “not serious”. The data displayed in the table above shows which driving or walking behaviors that respondents considered to be “very serious” problems in their community.

- 64% of respondents ranked distracted driving in the community as a “very serious” problem.
- 39% of respondents ranked pedestrians disobeying traffic rules as a “very serious” problem.
- 39% of respondents ranked drivers not stopping for pedestrians in crosswalks as a “very serious” problem.
- 52% of respondents ranked speeding as a “very serious” problem.
- 42% of respondents ranked bicyclists not following traffic laws as a “very serious” problem.

Participant Profile

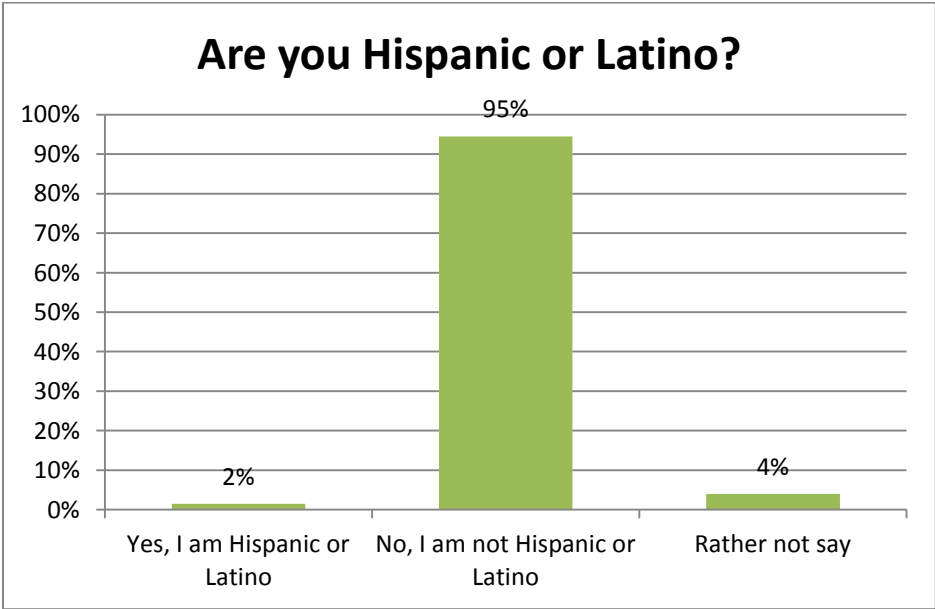
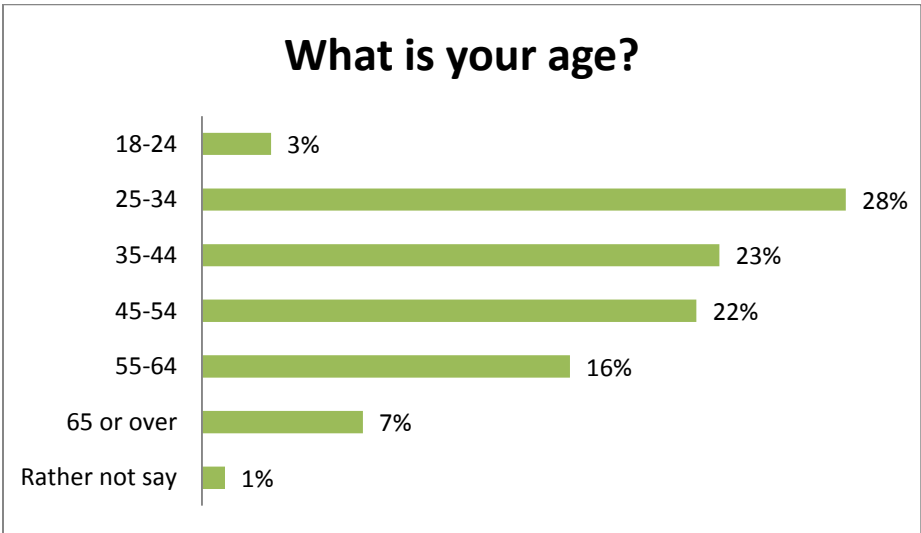
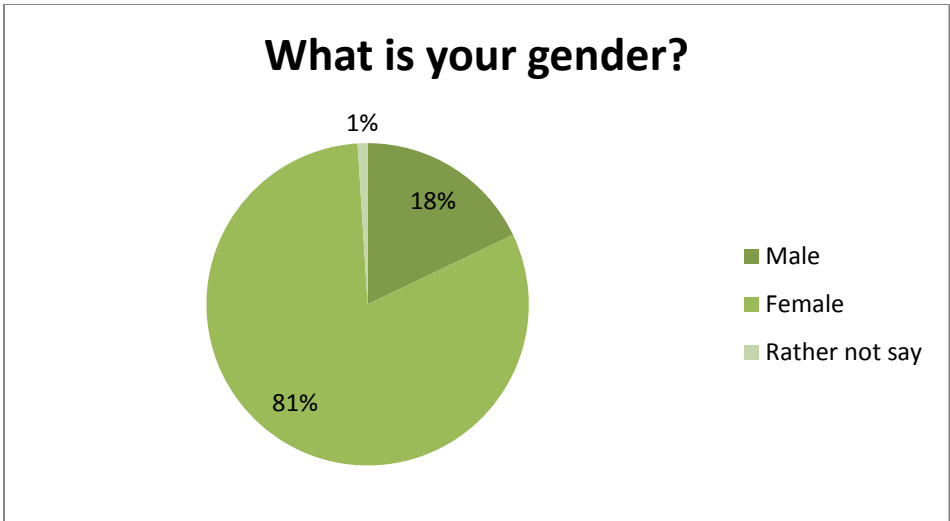
The participant profile data in the section below was compiled from both the pre-campaign survey and the post-campaign survey.



88% of respondents indicated that they drive alone and 38% walk on a weekly basis. These results are typical to rural communities of New Jersey, such as Phillipsburg. Street Smart's messages aimed to address both driver and pedestrian populations to reduce crashes in Phillipsburg.

Do you currently live in Phillipsburg, NJ?	96.5%
Do you work, go to school, or regularly frequent Phillipsburg, NJ?	3.5%

TransOptions only surveyed respondents who either live in Phillipsburg or regularly visit the community for work, school, or other reasons. The pre- and post- intercept surveys first asked respondents to report if they were older than 18 years of age. If the respondent answered "No" they were immediately disqualified. The next questions asked if the respondents lived in Phillipsburg then if they work, go to school or regularly frequent Phillipsburg. If "No" was selected as a response for both questions, the participant was disqualified. 96.5% of the respondents who participated in the pre- and post-campaign surveys identified themselves as residents of Phillipsburg.



INTERSECTION OBSERVATIONS

Intersection observations were performed immediately before and after the Street Smart campaign in Phillipsburg in order to observe changes in walking and driving behavior. To control variables, intersection observations were kept consistent and performed for two hours on Wednesdays from 11:00 AM to 1:00 PM.

Pre-Campaign Observation:

Wednesday, September 21, 2016, 11:00 AM to 1:00 PM.

Post-Campaign Observation:

Wednesday, November 2, 2016, 11:00 AM to 1:00 PM.

Intersection Overview

The intersection of US-22 / Memorial Parkway and Roseberry was selected as the observation intersection site. The Phillipsburg Police Department recommended the intersection due to high pedestrian foot traffic crossing a six-lane highway with a 40 MPH speed limit. The police department indicated that the intersection has a high rate of pedestrian-driver conflicts with several near-misses. US-22 is a major highway which stretches from Cincinnati, Ohio to Newark, New Jersey.

The observation site is a signalized, four-leg intersection with a traffic light and accessible pedestrian walk signals that speak when the walk sign is on. There are six lanes at US-22 and four-lanes on Roseberry Street. The observation intersection is in close proximity to gas stations, fast food restaurants, and the St. Luke's Hillcrest Plaza.

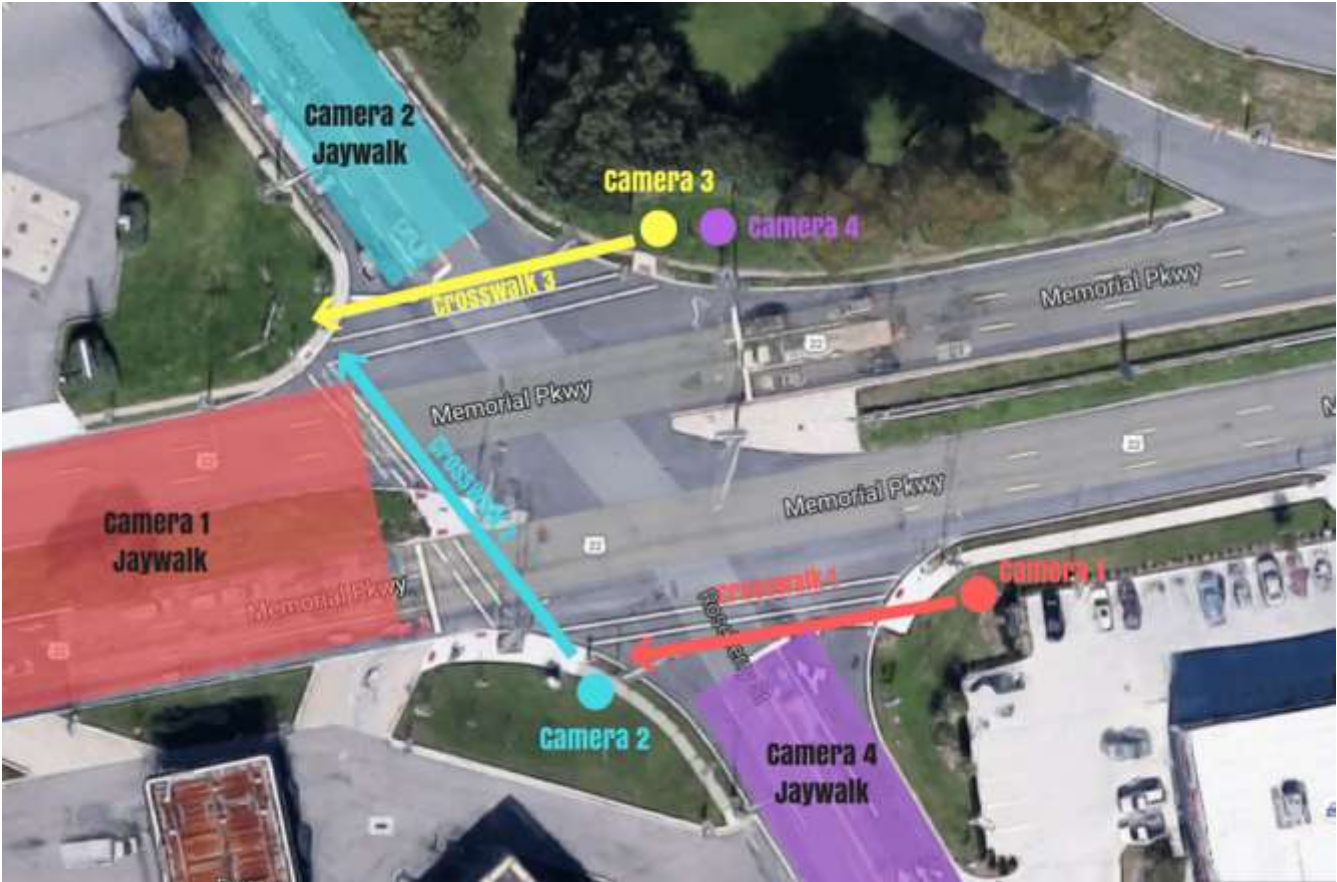
The midday time period was chosen to monitor behavior without the presence of crossing guards, which would influence the rate of compliance among pedestrians and drivers. Crossing guards are present at this location during morning and evening rush hours.



Observation Setup

Pre- and Post- Campaign Observation Setup

Camera 1:	Pedestrians crossing against the traffic signal in crosswalk #1 Turning vehicles failing to yield for pedestrian in the crosswalk Jaywalking on Rt. 22 West Pedestrians using cellphone in crosswalk #1 or jaywalk #1
Camera 2:	Pedestrians crossing against the traffic signal in crosswalk #2 Turning vehicles failing to yield for pedestrian in the crosswalk Jaywalking on North Roseberry Street Pedestrians using cellphone in crosswalk #2 or jaywalk #2
Camera 3:	Pedestrians crossing against the traffic signal in crosswalk #3 Turning vehicles failing to yield for pedestrians in the crosswalk #3 Pedestrians using cellphone in crosswalk #3
Camera 4:	Jaywalking on South Roseberry Street Pedestrians using cellphone in crosswalk or jaywalk #4



Intersection Observation Results

The behaviors were tallied in person by TransOptions' staff on the day of the observations and the video footage was later reviewed to get a true count and reduce human error.

During the pre-campaign observation on September 21, 2016, 32 pedestrians used the crosswalks at the intersection. On November 2nd, 2016, 19 pedestrians used the crosswalk during the post-campaign observation. The charts below show the counts of observed behaviors.

	Pre-Campaign	Post-Campaign
	Not Compliant	Not Compliant
Pedestrians crossing mid-block	51	60

Mid-block crossing/jaywalking was only marked as a non-compliant behavior. Pedestrians that crossed outside of the crosswalk on US-22 and Roseberry Street were counted as not compliant as long as the action was captured by the cameras. More pedestrians were observed jaywalking in the post-campaign observation.

	Pre-Campaign	Post-Campaign
Distracted Pedestrians	1	1

A low rate of distracted walking while crossing the street was observed. Pedestrians who were viewed on camera crossing mid-block or in the crosswalk while talking or texting on a cellphone were counted. There was no change in the number of distracted pedestrians using the crosswalks at the intersection.

	Pre-Campaign		Post-Campaign	
	Compliant	Not Compliant	Compliant	Not Compliant
Pedestrians crossing against the signal	25	7	11	8
Turning drivers failing to stop for pedestrians	5	3	2	4

Reductions in non-compliant pedestrian behaviors were not observed in Phillipsburg. This could be due to the low pedestrian activity at the observation intersection and low sample sizes of non-compliant behaviors.

Mid-block crossing / Jaywalking



Non-Compliant Crossing



Non-Compliant Crossing

Distracted Pedestrians



Pedestrians crossing against the traffic signal



Non-Compliant



Compliant

Drivers yielding to pedestrians when turning from Roseberry Street on to US-22



Non-Compliant Turning



Compliant Turning

Enforcement

The Phillipsburg Police Department dedicated 146 enforcement hours to the Street Smart campaign. Overtime enforcement hours were funded through the Pedestrian Safety Education and Enforcement fund from the New Jersey Division of Highway Traffic Safety.

Officers used roving patrols and the Cops in the Crosswalk pedestrian decoy program to distribute tickets and warnings. The Cops in the Crosswalk pedestrian decoy program has been used in New Jersey since 2009. Officers monitor a crossing and act as a decoy pedestrian in the crosswalk. If a driver does not stop for the pedestrian decoy in the crosswalk, the officer calls ahead to a waiting officer who then stops the non-compliant driver and issues a warning or a ticket.

Enforcement of pedestrian safety laws was increased throughout Phillipsburg. Areas of enforcement included areas along US-22 and South Main Street. These areas were selected by the Phillipsburg Police Department due to the presence of pedestrian activity and a number of previously reported complaints of pedestrian-driver conflict. Active police enforcement took place starting in mid-September until mid-November.

A total of 70 warnings and 53 summonses were issued during Phillipsburg's Street Smart campaign including:

- Failing to stop for pedestrians: 10 warnings, 19 summonses
- Jaywalking: 15 warnings, 12 summonses
- Crossing against the traffic signal: 16 warnings, 0 summonses
- Cellphone use: 17 warnings, 10 summonses
- Speeding: 12 warnings, 12 summonses



Education and Outreach

TransOptions employed several efforts to spread the Street Smart message throughout the community in Phillipsburg by partnering with organizations, businesses, and schools.

MATERIALS

Street Smart materials were purchased by the Phillipsburg Police Department through the Pedestrian Safety Education and Enforcement Fund from the New Jersey Division of Highway Traffic Safety. Campaign materials included tip cards, posters, banners, and street signs. TransOptions' and the Phillipsburg Police Department's logos were added to most of the campaign materials. Using a variety of campaign materials was vital to increasing recognition and awareness of the campaign. A team of TransOptions staff members met with local businesses throughout Phillipsburg to distribute the items.

Material Quantities

TransOptions assisted the Phillipsburg Police Department in designing and ordering materials for the Street Smart campaign. The following quantities were ordered for each item:

- 14,000 tip cards
- 300 posters
- 80 street signs
- 4 banners

Approximately 5-10% of each item was printed in Spanish in order to reach Phillipsburg's spanish-speaking population.



CHECK YOUR VITAL SIGNS

Local police are enforcing pedestrian laws



Stop for pedestrians



Obey speed limits

▶ Drivers:
 Motorists in New Jersey **MUST** stop for pedestrians in a marked crosswalk. Failure to observe the law may subject you to one or more of the following:

- 2 points
- \$200 fine (plus court costs)
- 15 days community service
- Insurance surcharges

(C.39:4-36)



Wait for the walk



Use crosswalks

▶ Pedestrians:
 The law is clear, pedestrians must obey pedestrian signals and use crosswalks at signalized intersections. Both carry a \$54 fine for failure to observe the law.

(C.39:4-32 and 33)



STREETSMART
BeStreetSmartNJ.org

**TOWARD
ZERO
DEATHS**

CHECK YOUR VITAL SIGNS

Your life is on the line

- ▶ Cross at corners and intersections. Use marked crosswalks where available. 
- ▶ Before crossing look left, right, then left again. 
- ▶ Use pedestrian buttons and begin crossing the street on the "Walk" signal. 
- ▶ Use sidewalks or walk facing traffic where there are no sidewalks. 
- ▶ Watch out for vehicles turning right on red. 
- ▶ Be visible at night and in inclement weather. 
- ▶ Walk sober.
- ▶ Eliminate all distractions.



TransOptions
TransOptions.org/street-smart



**POLICE DEPARTMENT
PHILLIPSBURG
NEW JERSEY**

Street Smart Phillipsburg Tip Cards



Messages on campaign posters, street signs and banners

Local Outreach Partners

Local businesses supported the Street Smart message. Most offered to display posters in their windows and hand out tip cards to their customers. Street Smart tip cards, posters, banners and online messages were displayed at the following locations:

- Shops, restaurants and organizations throughout Phillipsburg
- Phillipsburg Police Department
- Phillipsburg City Hall
- NORWESCAP
- St. Luke's Warren Hospital
- Phillipsburg Free Public Library
- Phillipsburg High School
- Phillipsburg Housing Authority

Community Outreach & Events

TransOptions specializes in transportation safety education programs and community outreach. During Street Smart, TransOptions focused its safety education programs in Phillipsburg with a variety of outreach initiatives and community events in Phillipsburg.

- Phillipsburg Police Department distributed Street Smart tip cards at a local football game
- The Phillipsburg Library displayed Street Smart poster and tip cards.
- St. Luke's Warren Hospital hosted a Street Smart information table to promote safety to hospital staff and visitors.
- Street Smart was announced and presented at the North Jersey Health Collaborative meeting for Warren County.
- Three safe walking programs for senior audiences were presented at each of the Phillipsburg Housing Authority locations.
- The Street Smart campaign in Phillipsburg was presented at the Collaborators Meeting at NORWESCAP's Family Success Center.
- The Street Smart campaign in Phillipsburg was presented at NORWESCAP's Council for Young Children Meeting.
- TransOptions participated in Phillipsburg's Fall Festival hosted by NORWESCAP and the Phillipsburg Police Department. Safety information and reflective items were distributed to attendees of the event.



- A Street Smart banner was displayed on the fence of the Phillipsburg Middle School along US-22 where drivers could see the message.



- Phillipsburg Elementary School hosted TransOptions' Traffic Safety Town program for third to fifth grade students. TransOptions taught approximately 765 students the rules of the road when walking, biking, and driving.



Results

1.) GOAL: Change pedestrian and motorist behaviors to reduce the incidence of pedestrian injuries and fatalities in New Jersey.

- Data collection from the speed sentry sign showed that drivers traveling at compliant speeds increased up to 3.5%, which is approximately 3,012 drivers. The sign also slowed 70% of drivers passing by the sign in a residential neighborhood of Phillipsburg near the town's Middle School.
- The post-campaign survey results showed that there was a 7% decrease in respondents indicating that they have used a hand-held cellphone while crossing the street. Post-campaign survey results also showed a 4% reduction in respondents not stopping for pedestrians and a 4% decrease in respondents who drove 10MPH over the speed limit.

2.) GOAL: Educate motorists and pedestrians both about their roles and responsibilities for safely sharing the road.

- 40% more survey respondents had read, seen or heard advertising messages or signage that mentioned "Street Smart" and/or talked about pedestrian safety.
- More participants were aware of advertising messages that directly relate to Street Smart's safety messages. 23% reported an increase in awareness of pedestrian safety messages, 18% reported an increase in awareness of speeding/aggressive driving, and 5% reported an increase in awareness of distracted driving advertisements.
- There was an increase in recognition of all five vital sign messages.
 - Use Crosswalks: 45% increase
 - Wait for the Walk: 39% increase
 - Stop for Pedestrians: 32% increase
 - Obey Speed Limits: 23% increase
 - Heads Up, Phones Down: 25% increase
- 44% more respondents reported being exposed to the Street Smart messages on posters and signs.
- TransOptions coordinated many safe walking and driving educational events in the community.

3.) GOAL: Increase enforcement of pedestrian safety laws and roadway users' awareness of that effort.

- Phillipsburg Police dedicated 146 enforcement hours to the Street Smart campaign and gave out 53 tickets and 70 warnings to pedestrians and drivers.
- 18% of survey respondents were aware of increased enforcement efforts made by the Phillipsburg Police Department.

Recommendations

- During the post-campaign intersection observation, 30 pedestrians were recorded jaywalking across US-22 in a two hour period. On US-22 between Roseberry Street and Pickford Avenue, pedestrians dangerously cross six lanes of roadway and a grass center median. This stretch of US-22 is 40MPH and pedestrians have an 85% chance of being killed if struck by a car traveling 40MPH. Increased enforcement of jaywalking and speeding should be focused in



this area and a review of pedestrian safety infrastructure improvements should be considered.

- Continued use or a permanent installation of speed sentry devices should be considered for high speed areas, especially near schools.
- More outreach efforts and education activities, such as Safe Routes to School, should continue to be used throughout the Town of Phillipsburg.
- 64% of respondents felt distracted driving was the most serious problem in the community followed by 52% reporting drivers speeding. Education initiatives and heavy enforcement from the Phillipsburg Police Department should focus on these safety issues.
- Crossing against the traffic signal should be monitored at the intersection of US-22 and Roseberry Street.
- Continued collaboration and analysis for changed safety behaviors should continue to be a community-wide focus in Phillipsburg.

Conclusion

Street Smart Phillipsburg was a collaborative effort among TransOptions, the Phillipsburg Police Department, NORWESCAP and the Town of Phillipsburg. The campaign resulted in a significant increase in awareness of the Street Smart message, enforcement efforts, and an emphasis on pedestrian safety throughout the community. It is recommended that the Phillipsburg Police Department maintain their concern for pedestrian safety and enforce laws for both drivers and pedestrians. TransOptions' education and outreach programs will continue to be available to the businesses, organizations, and schools of Phillipsburg.



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