

FRANKLIN TOWNSHIP



STREET SMART NJ PEDESTRIAN SAFETY CAMPAIGN



2021

ACKNOWLEDGEMENTS

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

Sergeant James R. Raics

Lieutenant Robert Ellis

Franklin Township

Franklin Township Police Department

The businesses and people of Franklin Township for their participation in the program

The North Jersey Transportation Planning Authority (NJTPA)

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EXECUTIVE SUMMARY

In October 2021, RideWise Inc. partnered with the Franklin Township Police Department to conduct a Street Smart NJ pedestrian safety campaign. The education and enforcement elements of the campaign lasted from October 1 to October 31 with pre- and post-campaign activities occurring in September and November. There were three target locations for conducting observational analyses: Hamilton Street (County Route 514) and Norma Avenue, Hamilton Street and Dewald Avenue, and Hamilton Street and Highland Avenue. RideWise staff conducted observations at these locations before and after the campaign. Alongside observations, RideWise distributed an online survey in English and Spanish before and after the campaign in order to gauge public awareness of the campaign and New Jersey's pedestrian safety laws.

The campaign results are as follows:

- The Franklin Township Police Department issued 15 summons during 18 enforcement details directly related to the campaign.
- There was an increase in pedestrians using the crosswalk after the campaign at all target locations: 58 percent of pedestrians post-campaign versus 12 percent pre-campaign at target location 1; 66 percent of pedestrians post-campaign versus 14 percent pre-campaign at target location 2; and 64 percent of pedestrians post-campaign versus 59 percent pre-campaign at target location 3. After the campaign, the majority of pedestrians used the crosswalk at all target locations.
- There were 177 English survey responses and two Spanish survey responses across both pre- and post-campaign surveys. The surveys revealed:
 - Sightings of messaging related to distracted driving and speeding/aggressive driving increased by 438 percent and by 147 percent after the campaign, respectively.
 - A 102 percent increase in awareness of police efforts to enforce drivers stopping for pedestrians in the crosswalk.
 - That most survey respondents use a car as their main mode of transportation, followed by walking.

- That most survey respondents feel distracted driving and speeding are extremely serious problems in Franklin Township.
- A change in opinion on bicyclists not following traffic laws between the pre- and post-campaign surveys; pre-campaign, most English survey respondents said this was an extremely serious problem, but after the campaign, respondents were split on the issue, with most either feeling neutral, that it is extremely serious, or it is somewhat not serious.

Overall, observed pedestrian behavior improved significantly at all target locations after the campaign. A change in driver behavior could not be determined due to the small number of drivers that encountered pedestrians crossing at all target locations. The post-campaign surveys demonstrated that many Franklin Township residents were not aware of Street Smart NJ and pedestrian safety messaging and efforts, despite signage and materials being placed in highly visible locations along Hamilton Street. It is recommended that Franklin Township partner with RideWise on future pedestrian safety educational activities.



Street Smart social media post in Spanish posted on RideWise's Twitter page

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 2014 to 2018, 869 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 200 communities across the state.



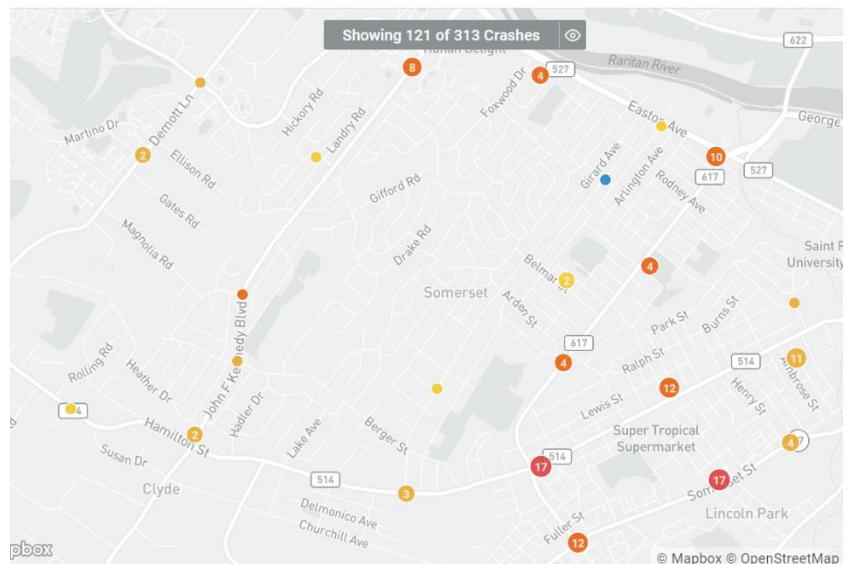
¹ New Jersey State Police Crash Statistics 2018.

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 nine Street Smart NJ campaigns in North Plainfield, Somerville, Manville, Raritan, Bernardsville and Peapack-Gladstone. Each campaign has achieved reductions in unsafe behaviors among drivers and pedestrians.

In 2021, Franklin Township participated in the Somerset County Planning Department's Road Safety Audits, which RideWise also participated in. This prompted a discussion between RideWise staff and the Franklin Township Police Department on conducting a second Street Smart NJ campaign to compliment the Road Safety Audit.

According to data from Numetric – the crash analysis tool from the NJ Division of Highway Traffic Safety – 313 crashes involving pedestrians/cyclists and vehicles have occurred in Franklin Township between January 6, 2010 and May 27, 2021. The majority of crashes occurred along Somerset Street and Hamilton Street in the core of Franklin Township's downtown.



Map of pedestrian/bicycle and vehicle crashes in a portion of Franklin Township from Numetric. This Street Smart campaign occurred along Hamilton Street.

FRANKLIN TOWNSHIP

The estimated population of Franklin Township as of 2019 is 65,642 with a total land area of 46.15 square miles and a density of 1,350 people per square mile, making it one of Somerset County's largest municipalities. The population is 43.2 percent White, 29.5 percent Black or African American, 20.9 percent Asian, 14.5 percent Hispanic or Latino, and 2.7 percent two or more races.² The densest part of Franklin Township, also known as Somerset, is next to New Brunswick, and is where most crashes occur according to Numetric. This is where the Street Smart NJ campaign was conducted, and is one of the most diverse and low-income areas of Franklin Township. The two Census tracts where the campaign was conducted have 89 and 91 percent minority and 24 and 34 percent low-income populations, as compared to the Township as a whole, which has a 66 percent minority and 16 percent low-income population.³

Franklin Township lies on the southeastern edge of Somerset County, bordering Piscataway, South Bound Brook and Bridgewater to the north, Hillsborough and Montgomery to the west, Rocky Hill and Princeton to the south, and New Brunswick, North Brunswick, and South Brunswick to the east. Major corridors in this area include Easton Avenue (connecting I-287 to New Brunswick) and Hamilton Street (County Road 514). I-287 passes through Franklin Township in the north, and NJ Route 27 makes up the township's eastern border. Franklin Township also has a large industrial core/business zone stretching between Cottontail Lane, Elizabeth Avenue and Davidson Avenue with numerous warehouses, manufacturing plants, and professional offices.⁴ The Somerset County DASH shuttle travels through this area, as well as along Easton Avenue into New Brunswick. The Somerset County CAT also travels a similar route. In addition, the Suburban Transit 100 Bus travels along Rt 27 from Princeton through the Somerset neighborhood of Franklin Township and New Brunswick into New York City.

This Street Smart NJ campaign focused on the downtown section of Somerset, along Hamilton Street. Several stores, apartments, businesses and houses are along this corridor, as well as supermarkets, a senior living complex, gas stations, and a fire department. Hamilton

² US Census Bureau QuickFacts: Franklin Township, New Jersey.

³ US Census American Community Survey 5-year estimates, 2015-2019.

⁴ Franklin Township (Somerset Co.) Zoning Map, Franklin Township Department of Planning & Zoning.

Street is a two-lane road with a speed limit of 25 mph. There is a mix of signalized and unsignalized intersections, and there is on-street parking.

STREET SMART FRANKLIN TOWNSHIP CAMPAIGN

The Street Smart Franklin Township campaign was a collaborative effort between RideWise and the Franklin Township Police Department. Three target locations were chosen as focus areas for the campaign: Hamilton Street and Norma Avenue, Hamilton Street and Dewald Avenue, and Hamilton Street and Highland Avenue (see pages 23-25).

The campaign included education and enforcement activities from October 1 to October 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. 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, table tents, and tip cards were distributed to local businesses and shared with the Franklin Township Public Library. Township police also placed Street Smart NJ signs in English and Spanish along Hamilton Street.



A Street Smart NJ Lawn sign along Hamilton Street

TARGET LOCATION #1:

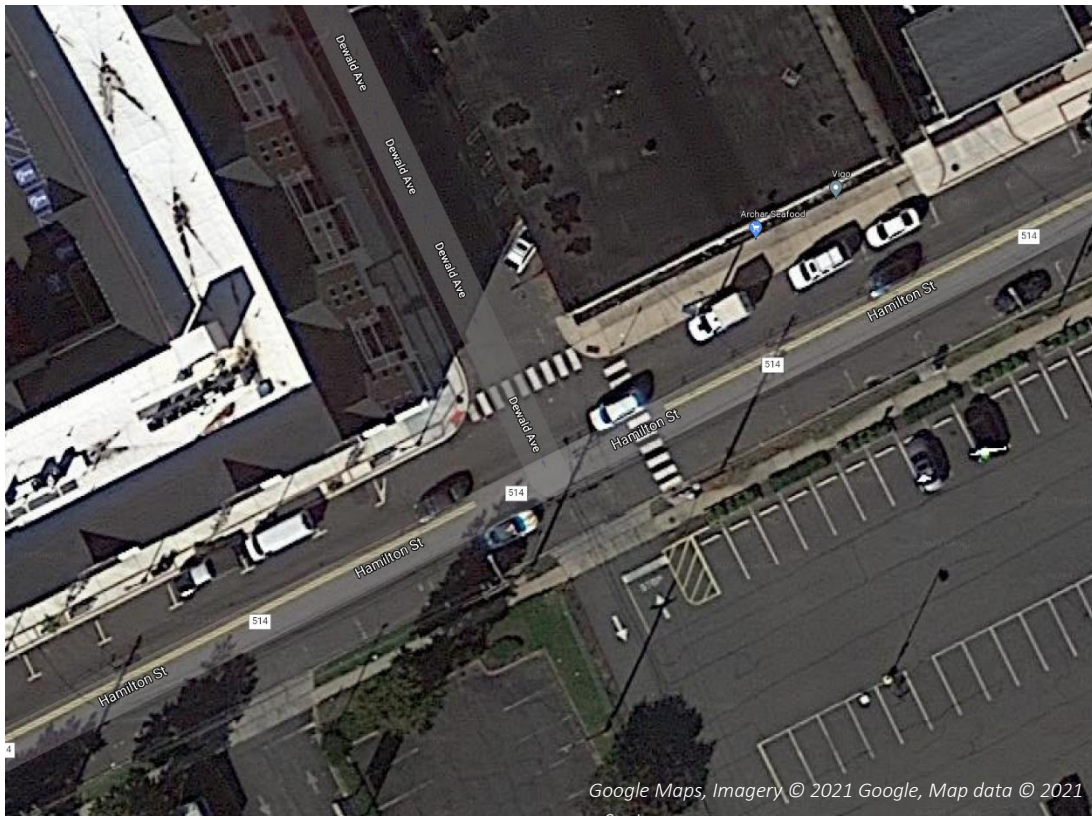
Hamilton St & Norma Ave



Target Location #1:

- Two marked crosswalks
- Adjacent to post office and DeForest B. Soaries Jr. Senior Complex
- Several local businesses/stores nearby
- One block from intersection of Hamilton St and Franklin Blvd; busy intersection with traffic, gas station and strip mall

TARGET LOCATION #2:
Hamilton St & Dewald Ave



Target Location #2:

- Adjacent to 745 Hamilton apartment complex, supermarket/several food markets, two laundromats, and other stores
- One block from fire department
- Along a walking route for students walking to/from school
- Many pedestrians were observed parking on the street across from Archa Seafood and crossing mid-block, instead of crossing at the crosswalk.

TARGET LOCATION #3:
Hamilton St & Highland Ave



Target Location #2:

- Signalized intersection
- Along a walking route for students walking to/from school
- Auto shops and convenience store with steady traffic
- Many pedestrians were observed crossing mid-block two blocks down from this intersection, by Hamilton St and Ambrose St.

ENFORCEMENT

The Franklin Township Police Department supported the campaign's education and enforcement activities through ongoing community policing efforts. During the first two weeks of the campaign, police issued warnings to those who did not comply with pedestrian safety laws. During the last two weeks, police issued summonses to those who did not comply. Officers conducted enforcement as part of their regular patrols in low profile, blacked out Ford Expeditions. During the campaign, Franklin Township Police responded to three serious/non-fatal pedestrian crashes and one serious/non-fatal crash involving a school bus.

The following chart includes warnings and summonses issued throughout Franklin Township between October 1 and October 31. There were 18 enforcement details directly related to the campaign, with 37 total motor vehicle stops. Fifteen summonses were issued during the campaign. Eight of these summonses were for failure to stop for a pedestrian, and two were for crossing outside the crosswalk. Those who were not issued summonses were given a verbal warning for observed violations. Street Smart NJ safety tip cards were handed out alongside both warnings and summonses.

Number of Warnings and Summonses Issued During 2021 Campaign

October 1 to October 31	
Category	Summonses
Failure to Stop for Pedestrian	8
Crossing Outside the Crosswalk	2
Distracted Driving	4
Other Moving and Non-Moving	1 (passing a stopped school bus)
Total	15

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 coffee cup sleeves, which were provided to the Franklin Township Police and to the Franklin Township Public Library. Street Smart NJ lawn signs were also displayed

along Hamilton Street. Materials were in both English and Spanish. 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 #StreetSmartFranklinTownship and #BeStreetSmartNJ. The Franklin Township Police also participated in community education efforts by handing out Street Smart NJ tip cards during patrols, displaying the tip cards around Police Headquarters, and providing the Community Relations Bureau with Street Smart NJ materials.



A Street Smart NJ lawn sign by target
location 1

INTERSECTION OBSERVATIONS

To measure changes in pedestrian and driver behavior, RideWise conducted observations at three locations in Franklin Township before and after the campaign. Prior to the observations, RideWise reviewed data from the Numetric crash analysis tool. Between January 6, 2010 and May 27, 2021, there were 313 crashes involving pedestrians/cyclists and drivers in Franklin Township, with 182 of these crashes involving pedestrians and drivers. Of the 313 crashes, 15 were fatal, 20 resulted in suspected serious injuries, 107 resulted in suspected minor injuries, and 151 resulted in possible injuries. The majority of crashes occurred along Hamilton Street (where RideWise’s intersection observations took place) and Somerset Street, in the core of Franklin Township’s downtown.

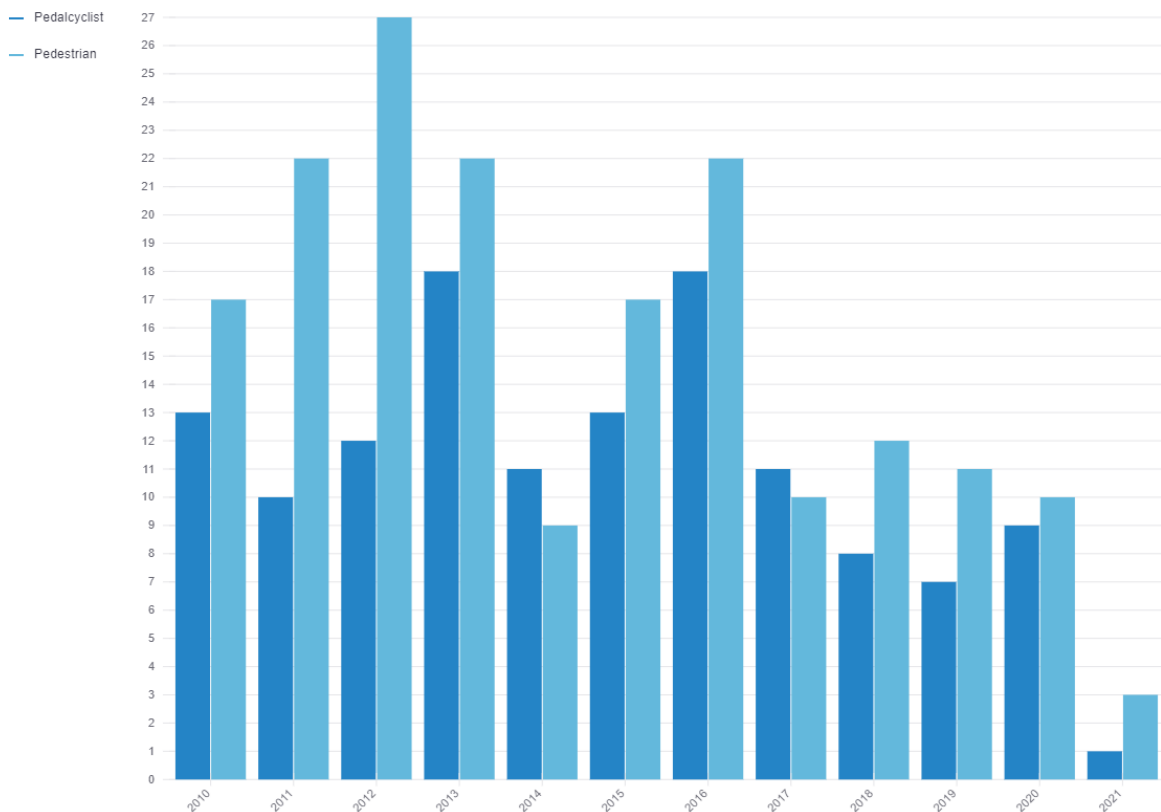


Chart of pedestrian/bicycle and vehicle crashes in Franklin Township from Numetric.

To control variables, 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 September 29 and 30, 2021 and post-campaign observations on November 10 and 11, 2021. On the first day of observations, target location 1 was observed

from 11:00 am to 1:00 pm and target location 2 was observed from 1:30 pm to 3:30 pm; on the second day, target location 3 was observed from 1:30 pm to 3:30 pm.

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, pedestrian behavior improved as a result of the campaign, with significantly more pedestrians using the crosswalk after the campaign. Changes in driver behavior could not be determined due to the small number of drivers that encountered pedestrians crossing.

RideWise staff also noted cyclist behavior while conducting observations, though this is not part of the official Street Smart NJ campaign. At target location 1, three cyclists rode correctly (riding with traffic on the road) and four rode incorrectly (riding against traffic on the road) during the pre-campaign observations, and one rode correctly while one rode incorrectly during the post-campaign. At target location 2, two cyclists rode correctly while, during the post-campaign, four rode incorrectly. At target location 3, eight cyclists rode correctly while five rode incorrectly during the pre-campaign, and two rode correctly while one rode incorrectly during the post-campaign. One scooter was seen riding correctly at target location 3.

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

Target Location # 1 – Pedestrian Activity at Hamilton St & Norma Ave

	Pre-Campaign (8 pedestrians)		Post-Campaign (19 pedestrians)	
	#	%	#	%
Behavior:				
Pedestrians used crosswalk	1	12%	11	58%
Pedestrians were texting or on phone	0	0%	0	0%
Pedestrians deviated from crosswalk	2	25%	0	0%
Pedestrians were crossing mid-block	5	63%	8	42%

Pedestrian behavior improved at target location 1 after the campaign. No pedestrians deviated from the crosswalk and significantly more pedestrians used the crosswalk post-campaign (58 percent of pedestrians post-campaign versus 12 percent pre-campaign). The number of pedestrians who crossed mid-block, outside of a crosswalk, decreased 33 percent after the campaign.

Target Location # 2 – Pedestrian Activity at Hamilton St & Dewald Ave

	Pre-Campaign (58 pedestrians)		Post-Campaign (122 pedestrians)	
	#	%	#	%
Behavior:				
Pedestrians used crosswalk	8	14%	80	66%
Pedestrians were texting or on phone	1	2%	0	0%
Pedestrians deviated from crosswalk	0	0%	0	0%
Pedestrians were crossing mid-block	50	86%	42	34%

Pedestrian behavior also improved at target location 2. The percentage of pedestrians observed using the crosswalk increased from 14 percent before the campaign to 66 percent after the campaign, and the percentage of pedestrians crossing mid-block decreased from 86 percent before the campaign to 34 percent after the campaign.

Target Location # 3 – Pedestrian Activity at Hamilton St & Highland Ave

	Pre-Campaign (74 pedestrians)		Post-Campaign (45 pedestrians)	
Behavior:	#	%	#	%
Pedestrians used crosswalk	44	59%	29	64%
Pedestrians were texting or on phone	0	0%	0	0%
Pedestrians deviated from crosswalk	0	0%	0	0%
Pedestrians were crossing mid-block	30	41%	16	36%

Pedestrian behavior improved at target location 3, as well, though the majority of pedestrians did use the crosswalk both before and after the campaign. After the campaign, there was an 8 percent increase in pedestrians who used the crosswalk and a 12 percent decrease in pedestrians who crossed mid-block.

Target Location # 1 – Driver Activity at Hamilton St & Norma Ave

	Pre-Campaign (1,452 drivers)		Post-Campaign (1,384 drivers)	
Behavior:	#	%	#	%
Driver was texting or on phone	65	4%	54	4%

There was not much change in the percentage of distracted drivers.

	Pre-Campaign (4 drivers)		Post-Campaign (0 drivers)	
Behavior:	#	%	#	%
Driver stopped and stayed stopped for pedestrian in crosswalk	0	0%	0	0%
Driver did not stop and stay stopped	4	100%	0	0%

	Pre-Campaign (2 drivers)		Post-Campaign (1 drivers)	
Behavior:	#	%	#	%
Driver stopped for pedestrian in crosswalk when turning	2	100%	1	100%
Driver did not stop for pedestrians when turning	0	0%	0	0%

A change in driver behavior could not be determined due to the small number of drivers that encountered pedestrians crossing.

Target Location # 2 – Driver Activity at Hamilton St & Dewald Ave

	Pre-Campaign (1,712 drivers)		Post-Campaign (1,689 drivers)	
Behavior:	#	%	#	%
Driver was texting or on phone	50	3%	45	3%

There was not much change in the percentage of distracted drivers.

	Pre-Campaign (41 drivers)		Post-Campaign (11 drivers)	
Behavior:	#	%	#	%
Driver stopped and stayed stopped for pedestrian in crosswalk	4	10%	5	45%
Driver did not stop and stay stopped	37	90%	6	55%

	Pre-Campaign (3 drivers)		Post-Campaign (1 drivers)	
Behavior:	#	%	#	%
Driver stopped for pedestrian in crosswalk when turning	3	100%	0	0%
Driver did not stop for pedestrians when turning	0	0%	1	100%

A change in driver behavior could not be determined due to the small number of drivers that encountered pedestrians crossing.

Target Location # 3 – Driver Activity at Hamilton St & Highland Ave

	Pre-Campaign (1,884 drivers)		Post-Campaign (1,869 drivers)	
Behavior:	#	%	#	%
Driver was texting or on phone	30	2%	47	3%

There was not much significant change in the percentage of distracted drivers.

	Pre-Campaign (1 drivers)		Post-Campaign (1 drivers)	
Behavior:	#	%	#	%
Driver stopped and stayed stopped for pedestrian in crosswalk	1	100%	0	0%
Driver did not stop and stay stopped	0	0%	1	100%

	Pre-Campaign (6 drivers)		Post-Campaign (1 drivers)	
Behavior:	#	%	#	%
Driver stopped for pedestrian in crosswalk when turning	4	66%	0	0%
Driver did not stop for pedestrians when turning	2	33%	1	100%

A change in driver behavior could not be determined due to the small number of drivers that encountered pedestrians crossing.

CAMPAIGN SURVEY RESULTS

RideWise circulated an online survey on its Facebook and Twitter pages during the two week pre- and post-campaign phases. 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. The survey included questions on the respondents' knowledge of New Jersey's pedestrian safety laws and awareness of the Street Smart NJ campaign in Franklin Township. RideWise only surveyed respondents who either lived and/or worked in Franklin Township. 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 68 responses from individuals over the age of 18 who either lived or worked in Franklin Township, while the Spanish survey did not receive any responses. The English post-campaign survey generated 109 responses while the Spanish post-campaign survey generated two responses.

English:

- Pre-campaign: 67.6 percent only lived in Franklin Township, 29.4 percent lived and worked in Franklin Township, 2.9 percent only worked in Franklin Township.
- Post-campaign: 60 percent lived in Franklin Township, 34.5 percent lived and worked in Franklin Township, and 4.5 percent only worked in Franklin Township.

Spanish:

- Post-campaign: 50 percent only lived in Franklin Township, while 50 percent both lived and worked in Franklin Township.

The pre- and post-campaign responses were compared to determine the impact of the Street Smart campaign.

**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.*

****There were not enough responses to the Spanish surveys to determine the campaign's rate of success for the Spanish-speaking community. The following analysis is for the English surveys only.**

IN THE PAST WEEK, WHICH OF THE FOLLOWING BEHAVIORS HAVE YOU SEEN OTHERS DO IN FRANKLIN TOWNSHIP?

Behavior:	ENGLISH				SPANISH			
	Pre-Campaign (68 responses)		Post-Campaign (109 responses)		Pre-Campaign (0 responses)		Post-Campaign (2 responses)	
	#	%	#	%	#	%	#	%
Drivers using a hand-held cell phone while driving	40	58.8%	75	68.8%	0	0%	1	50%
Drivers running red lights or stop signs	30	44.1%	59	54.1%	0	0%	1	50%
Drivers exceeding speed limit in areas of heavy pedestrian traffic	44	64.7%	73	67%	0	0%	1	50%
Drivers not giving pedestrians the right of way when making a left or right turn	36	52.9%	62	56.9%	0	0%	1	50%
Drivers not stopping for pedestrians in the crosswalk	39	57.4%	80	73.4%	0	0%	1	50%
People using a hand-held cell phone while walking or crossing the street	39	57.4%	74	67.9%	0	0%	2	100%
People crossing in the middle of the block (jaywalking)	43	63.2%	80	73.4%	0	0%	1	50%
People cross the street against the walk signal	28	41.2%	60	55%	0	0%	0	0%
None of the above	4	5.9%	1	0.9%	0	0%	0	0%

There was an increase in sightings of all the listed behavior after the campaign, in contrast to behavior improvements seen during the post-campaign observations.

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:

- Drivers driving at an accelerated speed in a neighborhood where children play (residential street)
- Drivers passing too close to cyclists or turning in front of cyclists too close and/or with no signaling

- Drivers do not use turn signals
- Many roads that are too narrow and no area for walkers, no lighting and fast cars.
- U Turns in middle of block to drop kids off at school
- Drivers running red lights
- Cyclist not using provided bike paths
- Drivers using cut through streets with no sidewalks

In the post-campaign, the following comments were made:

- Not enough crosswalks and sidewalks throughout the town
- Drivers passing car while pedestrians are crossing.
- Drivers going 40mph or faster in a 25mph residential area
- Drivers sometimes speed past the school busses when they are about to extend their stop signs to let children off the bus. Mostly on Easton Ave.
- Cyclists biking opposite traffic direction. Not a pedestrian issue, but I see it ALL the time.
- Drivers tailgating, driving aggressively and passing cars on South Middlebush
- Civilians and cops not using turn signals. Cops, set an example and actually do your job, set an example, and actually enforce laws.
- Pedestrians walking in the road not using sidewalks
- Drivers not stopping for school buses with red lights flashing
- Drivers making a left turn on the residential streets by Hamilton Street Campus middle school and your not supposed to make a left turn
- Drivers passing school buses with red lights (at least twice)
- Being passed by speeding drivers on Skillman's lane MULTIPLE times

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

	ENGLISH				SPANISH			
	Pre-Campaign (68 responses)		Post-Campaign (109 responses)		Pre-Campaign (0 responses)		Post-Campaign (2 responses)	
	#	%	#	%	#	%	#	%
Crossing the street against the walk signal or when "Don't Walk" is displayed	31	45.6%	50	45.9%	0	0%	0	0%
Crossing the street in an unsafe manner outside of a crosswalk	38	55.9%	65	59.6%	0	0%	0	0%
Using a hand-held cell phone while crossing the street	17	25%	26	23.9%	0	0%	0	0%

Not stopping for pedestrians in a crosswalk	59	86.8%	88	80.7%	0	0%	1	50%
Using a hand-held mobile device while driving	61	89.7%	96	88.1%	0	0%	2	100%
Failing to stop for a person crossing when turning	48	70.6%	79	72.5%	0	0%	1	50%
None of the above	3	4.4%	5	4.6%	0	0%	0	0%

The majority of pre- and post-campaign survey respondents knew what activities you can receive a ticket for, except for “Crossing the street against the walk signal or when Don’t Walk is displayed.”

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 (68 responses)		Post-Campaign (109 responses)		Pre-Campaign (0 responses)		Post-Campaign (2 responses)	
	#	%	#	%	#	%	#	%
A WALK sign or person walking	67	98.5%	107	98.2%	0	0%	2	100%
A flashing hand or flashing DON’T WALK sign	2	2.9%	3	2.8%	0	0%	0	0%
A countdown signal	7	10.3%	15	13.8%	0	0%	1	50%
A fixed hand or fixed DON’T WALK sign	2	2.9%	2	1.8%	0	0%	0	0%

The majority of pre- and post-campaign survey respondents knew you should begin crossing the street when the pedestrian signal shows a Walk sign.

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

	ENGLISH				SPANISH			
	Pre-Campaign (68 responses)		Post-Campaign (109 responses)		Pre-Campaign (0 responses)		Post-Campaign (2 responses)	
Messages	#	%	#	%	#	%	#	%
None of the above	56	82.4%	76	69.7%	0	0%	2	100%
Bicycle safety	3	4.4%	8	7.3%	0	0%	0	0%
Pedestrian safety	5	7.4%	12	11%	0	0%	0	0%
Distracted driving	2	2.9%	17	15.6%	0	0%	0	0%
Seat belt use	1	1.5%	5	4.6%	0	0%	0	0%
Driving under the influence of drugs	1	1.5%	2	1.8%	0	0%	0	0%
Driving under the influence of alcohol	5	7.4%	5	4.6%	0	0%	0	0%
Speeding/aggressive driving	5	7.4%	20	18.3%	0	0%	0	0%

While the majority of pre- and post-campaign survey respondents had not seen any of the following messaging, this number did decrease by 15 percent after the campaign. Messaging related to distracted driving and speeding/aggressive driving increased by 438 percent and by 147 percent respectively.

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

	ENGLISH				SPANISH			
	Pre-Campaign (68 responses)		Post-Campaign (109 responses)		Pre-Campaign (0 responses)		Post-Campaign (2 responses)	
	#	%	#	%	#	%	#	%
Yes	2	2.9%	8	7.3%	0	0%	1	50%
No	66	97.1%	101	92.7%	0	0%	1	50%

The majority of pre- and post-campaign respondents had not seen any messaging related to Street Smart NJ.

HAVE YOU READ OR HEARD ANY OF THE FOLLOWING MESSAGES?

	ENGLISH				SPANISH			
	Pre-Campaign (68 responses)		Post-Campaign (109 responses)		Pre-Campaign (0 responses)		Post-Campaign (2 responses)	
Signs	#	%	#	%	#	%	#	%
None of the above	64	94.1%	90	82.6%	0	0%	1	50%
Heads Up, Phones Down	4	5.9%	14	12.8%	0	0%	0	0%
We slow down for safety	1	1.5%	3	2.8%	0	0%	1	50%
We stop for people	1	1.5%	10	9.2%	0	0%	1	50%
We cross at corners	0	0%	2	1.8%	0	0%	0	0%
We use crosswalks	0	0%	2	1.8%	0	0%	1	50%
We look before crossing	0	0%	2	1.8%	0	0%	1	50%
We wait for the walk	0	0%	2	1.8%	0	0%	0	0%

The majority of pre-and post-campaign respondents had not seen any of the listed messages, although this number did decrease by 12 percent after the campaign. The messages that were seen the most post-campaign were “Heads Up, Phones Down” and “We Stop for People.”

WHERE HAVE YOU SEEN OR HEARD THESE MESSAGES?

	ENGLISH				SPANISH			
	Pre-Campaign (68 responses)		Post-Campaign (109 responses)		Pre-Campaign (0 responses)		Post-Campaign (2 responses)	
	#	%	#	%	#	%	#	%
On table tent cards	0	0%	0	0%	0	0%	0	0%
Social media sites (Facebook, Twitter, Instagram)	1	1.5%	9	8.3%	0	0%	0	0%
On posters or signs you have seen while driving or walking	2	2.9%	11	10.1%	0	0%	1	50%
Local newspapers or websites	2	2.9%	3	2.8%	0	0%	0	0%
Safety tip cards or fact sheets distributed by law enforcement officers, your place of employment or	0	0%	2	1.8%	0	0%	0	0%

school, family, friends, community organizations, volunteers on the street or businesses.								
None of the above	64	94.1%	87	79.8%	0	0%	1	50%

The majority of pre- and post-campaign survey respondents had not seen these messages, though this number decreased by 14 percent post-campaign. Of the messages seen, most were seen on social media and on posters and signs seen while driving and/or walking.

For this question, survey respondents also had the option to select “Other” and write in their own answer. One pre-campaign respondent wrote, “Don't drive or walk through city side of Franklin, rural side needs different approach.” One post-campaign respondent wrote, “People talking about it.”

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 (68 responses)		Post-Campaign (109 responses)		Pre-Campaign (0 responses)		Post-Campaign (2 responses)	
	#	%	#	%	#	%	#	%
Police issuing tickets or warnings for people who crossed the street in an unsafe manner	2	2.9%	3	2.8%	0	0%	0	0%
Police issuing tickets or warnings to drivers for “Not stopping for pedestrians in crosswalks.”	4	5.9%	13	11.9%	0	0%	0	0%
Never heard about the above police efforts	63	92.6%	94	86.2%	0	0%	2	100%

The majority of pre- and post-campaign respondents were unaware of police efforts to enforce pedestrian safety laws. However, the number of respondents aware of police enforcing drivers stopping for pedestrians in the crosswalk increased by 102 percent.

One pre-campaign respondent left a comment when answering this question: “Rural side doesn't have crosswalks, try a different approach more about encouragement rather than brute enforcement.” One post-campaign respondent commented, “Tickets for using phone [when] driving.”

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

	ENGLISH				SPANISH			
	Pre-Campaign (68 responses)		Post-Campaign (109 responses)		Pre-Campaign (0 responses)		Post-Campaign (2 responses)	
	#	%	#	%	#	%	#	%
Bicycle	4	5.9%	6	5.5%	0	0%	0	0%
Bus	1	1.5%	4	3.7%	0	0%	0	0%
Car	67	98.5%	108	99.1%	0	0%	1	50%
Train	0	0%	5	4.6%	0	0%	0	0%
Walk	27	39.7%	42	38.5%	0	0%	1	50%

The majority of respondents use a car as their mode of transportation, followed by walking. One post-campaign respondent reported using a scooter for transportation.

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

DISTRACTED DRIVING IS A PROBLEM IN FRANKLIN TOWNSHIP:

	ENGLISH				SPANISH			
	Pre-Campaign (68 responses)		Post-Campaign (109 responses)		Pre-Campaign (0 responses)		Post-Campaign (2 responses)	
	#	%	#	%	#	%	#	%
Extremely serious	17	25%	30	27.5%	0	0%	0	0%
Somewhat serious	11	16.2%	14	12.8%	0	0%	1	50%
Neutral	19	27.9%	27	24.8%	0	0%	0	0%

Somewhat not serious	11	16.2%	19	17.4%	0	0%	0	0%
Not at all serious	10	14.7%	19	17.4%	0	0%	1	50%

The opinions on distracted driving in Franklin Township did not change much after the campaign. The majority of respondents responded that distracted driving was an extremely serious problem, followed by feeling neutral.

PEDESTRIANS DISOBEYING TRAFFIC RULES IS A PROBLEM:

	ENGLISH				SPANISH			
	Pre-Campaign (68 responses)		Post-Campaign (109 responses)		Pre-Campaign (0 responses)		Post-Campaign (2 responses)	
	#	%	#	%	#	%	#	%
Extremely serious	9	13.2%	20	18.3%	0	0%	0	0%
Somewhat serious	15	22.1%	21	19.3%	0	0%	0	0%
Neutral	22	32.4%	35	32.1%	0	0%	1	50%
Somewhat not serious	11	16.2%	14	12.8%	0	0%	0	0%
Not at all serious	11	16.2%	19	17.4%	0	0%	1	50%

The majority of survey respondents were neutral about pedestrians disobeying traffic rules.

DRIVERS NOT STOPPING FOR PEDESTRIANS AT CROSSWALKS IS A PROBLEM IN FRANKLIN TOWNSHIP:

	ENGLISH				SPANISH			
	Pre-Campaign (68 responses)		Post-Campaign (109 responses)		Pre-Campaign (0 responses)		Post-Campaign (2 responses)	
	#	%	#	%	#	%	#	%
Extremely serious	14	20.6%	26	23.9%	0	0%	0	0%
Somewhat serious	13	19.1%	19	17.4%	0	0%	0	0%
Neutral	17	25%	27	24.8%	0	0%	1	50%
Somewhat not serious	8	11.8%	13	11.9%	0	0%	0	0%
Not at all serious	16	23.5%	24	22%	0	0%	1	50%

Respondents were split on whether cars not stopping for pedestrians is a problem in Franklin Township.

SPEEDING IS A PROBLEM IN FRANKLIN TOWNSHIP:

	ENGLISH				SPANISH			
	Pre-Campaign (68 responses)		Post-Campaign (109 responses)		Pre-Campaign (0 responses)		Post-Campaign (2 responses)	
	#	%	#	%	#	%	#	%
Extremely serious	22	32.4%	33	30.3%	0	0%	1	50%
Somewhat serious	9	13.2%	13	11.9%	0	0%	0	0%
Neutral	7	10.3%	14	12.8%	0	0%	0	0%
Somewhat not serious	8	11.8%	19	17.4%	0	0%	0	0%
Not at all serious	22	32.4%	30	27.5%	0	0%	1	50%

Respondents were also split on the issue of speeding.

BICYCLISTS NOT FOLLOWING TRAFFIC LAWS IS A PROBLEM IN FRANKLIN TOWNSHIP:

	ENGLISH				SPANISH			
	Pre-Campaign (68 responses)		Post-Campaign (109 responses)		Pre-Campaign (0 responses)		Post-Campaign (2 responses)	
	#	%	#	%	#	%	#	%
Extremely serious	18	26.5%	27	24.8%	0	0%	0	0%
Somewhat serious	17	25%	14	12.8%	0	0%	1	50%
Neutral	10	14.7%	27	24.8%	0	0%	0	0%
Somewhat not serious	9	13.2%	27	24.8%	0	0%	0	0%
Not at all serious	14	20.6%	14	12.8%	0	0%	1	50%

Before the campaign, the majority of survey respondents said bicyclists not following traffic laws was an extremely serious or somewhat serious problem. After the campaign, respondents were split on the issue, with the same number saying it was extremely serious, somewhat not serious or that they were neutral on the 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 surveys. These comments can be found in the Appendix.



Social media posts in English and Spanish posted on RideWise's pages during the campaign

RECOMMENDATIONS

- As most pre- and post-campaign survey respondents did not hear about police efforts to enforce pedestrian safety laws in Franklin Township, pedestrian safety education and enforcement should be incorporated into the Police Department's activities throughout the year rather than being the focus of periodic efforts.
- At target location 2 (Hamilton Street and Dewald Avenue) many pedestrians crossed mid-block, outside of a crosswalk, to get to the markets across from the Super Tropical Food Market. More Street Smart NJ educational materials and enforcement in this area may be beneficial.
- 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, Franklin Township and the Franklin Police Department should share messages on their social media and email channels to reach a wider, local audience.
- The majority of survey respondents said distracted driving and speeding are extremely serious issues in Franklin Township. Reckless driving and speeding were also mentioned in the comments (see appendix). Future enforcement and educational activities should focus on these areas.
- Not enough data was collected on driver behavior around pedestrians during the campaign observations. Further observations during peak pedestrian times or for longer periods of time may be beneficial.
- There were numerous survey comments about lack of sidewalks, lighting, crosswalks, and pedestrian infrastructure in certain areas of the township. To determine where more pedestrian infrastructure is needed, RideWise can partner with Franklin Township and the Police Department on walkability/bikeability audits and plans, Complete Streets implementation, educational events and presentations on pedestrian and driver safety, and more.

CONCLUSION

The 2021 Street Smart Franklin Township campaign was a collaborative effort between RideWise and the Franklin Township Police Department. Pedestrian behavior improved significantly at all target locations after the campaign, but there was not enough substantive data to determine a change in driver behavior. 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, and with assistance from RideWise.



A Street Smart NJ lawn sign along Hamilton Street

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

people always speeding and running red lights on easton avenue someone is going to get killed

I drive, run, and cycle in Franklin Township and have lived here for nineteen years. In that time, I have noticed a worsening in the frequency of drivers disobeying speed limits, not signaling, and not yielding to pedestrians laws. I have witnessed first hand as drivers have come dangerously close to hitting pedestrians, myself included, in crosswalks or coming very close to hitting cyclists who were riding with the flow of traffic. On a couple of occasions, when I was riding my bike and obeying traffic laws, motorists put me in danger by passing too close or making turns right in front of me without even so much as signaling. On both of those occasions, I contacted Franklin Township Police and was met with indifference and disinterest. I run on the local residential streets and routinely observe drivers speeding and/or not signaling. There are intersections (e.g. Demott and New Brunswick, Magnolia and Demott, Wilson and New Brunswick) and do my utmost to avoid because motorists are sure to go through lights, not obey pedestrian crosswalks, or otherwise drive dangerously. What I do NOT notice is much of any police presence at all. In fact, I'll never forget once trying to cross Demott on the pedestrian crosswalk at Magnolia and not one car stopping to let me proceed, and that includes a police car. The conclusion I've arrived at is that Franklin Township is not interested in the safety of pedestrians and cyclists and that this once calm and pleasant place in which to live and practice outdoor sports is no longer a safe place in which to do so. Were it not for work and family connections nearby, I would have moved by now. So I've replied to this survey with little hope that anything will be done by the township to improve this sorry situation. I hope to be proved wrong.

Need to slow the speeders down. Tickets that cost \$\$\$ is most effective.

It gets really dark in some areas that have little or no lights, pedestrians and bicyclist should have reflective vests. It is really hard to see them sometimes until you are almost upon them. Esp. the walkers and runners in the street vs. the sidewalk.

More police presence needed in school areas

I Live in Griggstown, I never see a police car and Bunker Hill Road is a race track!!!!!!

One size doesn't fit all, Franklin has city section which has one requirement and a rural side which requires a separate approach due to limited width of roads and traffic patterns. Maybe signage and traffic control might prove another method or other creative ideas engaging public. I appreciate this questionnaire. If you are going to test the public knowledge on rules, also provide the answers so that the public is made aware.

Rt 27 in Franklin Park needs sidewalks!

Increasing large truck traffic on roads that are not designed for such traffic and increased heavy traffic all over town due to planning Board approval of warehouses.

there should be rules for motorcycle on roads

Bike riders should be REQUIRED to use bike paths when they are present and not be in the street. Bikers should refrain from more than single isle riding in any location with a 25 mph section unless they are passing. I see too many bikers traveling 2/3/4 bikes wide not leaving enough room for auto's.

I want to stop for all pedestrians but I often feel that the driver behind me will not be able to stop behind me on time and stop safely enough and that my stopping will be detrimental. That is my biggest concern. Somerset definitely needs friendly and educative signs (other than the official traffic signage) all over town including on "smaller" or less frequented streets. Please invest in road safety efforts (PA efforts such as holding fairs with local police, educative, encouraging, positive/humorous/fun signs with great graphics, and large so as to be able to read easily) so that all residents - including motorists themselves - remain safe.

Many of the streets around my house do not have crosswalks designated and nor do they have sidewalks. The speed limit changes in the middle of the small street I live on, causing cars to stay usually at the higher speed and with no sidewalks, there is no place for pedestrians to go. I think it would be smart to advocate for more sidewalks in general and for them to be truly accessible For strollers or wheelchairs or other people using wheeled mobility.

Missing side walks and insufficient lighting

Sidewalks, sidewalks, sidewalks....very simple, get pedestrians off the streets with Sidewalks! We live on a very curved cut-through street, poor visibility and no sidewalks where needed. Franklin collected sidewalk monies for new homes, but purposely choose not to spend it on completing the sidewalks on Pleasant Plains Road! Million \$ question, WHY?

ADDITIONAL COMMENTS, POST-CAMPAIGN SURVEY (English):

We have no traffic enforcement in Franklin

Yes, when my son's school bus came and we need to cross at crosswalk the cars won't stop at all. It's very dangerous to cross the road with a little kid. I am so afraid.

Bicyclists should use sidewalks and bike paths when available.

Runners & walkers often seen on roads without sidewalks

I consistently see 4 way stop signs ignored (ie shoprite shopping area). As well as lots of confusion about who has the right of way at certain intersections (ie corner of S. Middlebush

and Amwell). And dangerous turn patterns (ie Cedar Grove and Amwell). You take your safety into your own hands at each of these areas.

The speeding in Franklin is terrible. The intersection of Cedar Grove lane and Easton is terrible. That plaza entrance and exists are the biggest part of the problem. So many accidents and so many constant delays due to people trying to enter or exit, therefore blocking traffic.

I really wish we had more sidewalks. There are plenty of folks walking or riding bikes on busy streets that don't have enough space for them.

Police officers should also be giving tickets to pedestrians because they are also as equally liable for breaking the law when crossing. Have pedestrians put up a hand signal for stopping to indicate to drivers to stop just like bicyclists have hand signals. Have pedestrians bring flashlights or wear reflective clothing when crossing the street at night. Have light posts and pedestrians crossing signs with flashing lights at all crosswalks because the crosswalks are not well lit at night.

Lights at crosswalks might help make pedestrians more visible. This is a big issue over by Douglass Gardens.

The increased truck traffic is making intersections even less safe.

There are not many bike lanes in Franklin Township so Bikers don't have a lot of options.

While I agree there are might be some issues, the biggest challenge is not being able to actually walk around town on sidewalks in a safe manner. E. G. Easton Ave. How would you expect to cut down on unsafe incidents from drivers or pedestrians when the infrastructure isn't in place for people to safely walk from one side of town to the next.

I drive from my house in Franklin Park to my office on Demott and it's astounding to be driving the speed limit right past the municipal building and be tailgated relentlessly as if the speed limit is a suggestion. Not to mention people are crossing the street, so if you're speeding you won't have enough time to react.

I drive to work in the morning and pass Hillcrest School. There is an unsafe school crossing area a bit past the end of the school zone. I believe it is at Holly Street. When approaching the crosswalk in my car from Hamilton Street, it is difficult to see pedestrians standing and waiting at the crosswalk because there is a tree blocking the view. Additionally, it is difficult at times to see pedestrians crossing and the crossing guard around 7am depending on the time of year due to the lack of day light. Since I am aware of these safety issues, I always maintain my "school zone" speed until the second crosswalk. However, I feel it is a terrible accident waiting to happen for a driver that is not familiar with the area

Sidewalks should be continuous on cedar grove lane in front of Cedar Hill Prep school so that students living nearby can safely walk to school.

Franklin Police force has legacy engrained officers who are horrible and need to move on for officers who don't make excuses and who want to do their jobs

So many people running red lights!

Most people walking seem don't seem to look before crossing the street. They seem to believe they have the right of way all the time. They also don't hurry across but "prance." In many instances the walkers will act like I, go ahead and hit me. I think people need to be taught how to walk again. The whole pedestrian has right of way has gotten out of hand.

As a biker who is careful to follow traffic laws, I have experienced unsafe behavior from cars speeding and driving aggressively near bikes

More police on street people drive like crazy

Sidewalks in front of Macafee Road school do not have handicapped crossing that fit code.

Cars/trucks are what kill/injure people, not cyclists and pedestrians. If you want to focus on enforcement, focus on the things that actually do the killing. Also, if you really want to enhance safety in this corridor the town should be implementing basic improvements to the corridor-- such as bumpouts at crosswalks, HAWK beacons, radar speed signs (why is the one near the border of New Brunswick never activated?). You can't blame cyclists and pedestrians if your infrastructure is stuck in the 20th century. Also, why not collaborate with the county and/or Rutgers to introduce a bus to Rutgers/downtown New Brunswick/train station?

There needs to be a crosswalk between Hexham and Quailbrook park on both sides of Hexham. The only crosswalk to get into the park is further down at the golf course. There are a lot of residents that use that park for the playground with their children, walking their dogs, or for exercise and it makes it difficult to get to for pedestrians.

There needs to be more cops during the morning hours while kids are walking to school on Hamilton Street and by the middle school parking lot exit where people are making illegal left turns

I live off of jfk and cross to walk along the bike bath. Very rarely to drivers obey the crosswalk right away! ... Why can't the be a median Sign re: the law like on demott

Impatient drivers speeding and passing on country roads such as S Middlebush, Skillman's, Blackwells.

Are school buses exempt from stopping when someone is at the crosswalk ,because they never stop

Some of the worst offenders speed and roll through the stop sign or don't stop for pedestrians right at the public library onto demott

ADDITIONAL COMMENTS, POST-CAMPAIGN SURVEY (Spanish):

FTPD THE BEST

En mi calle hay una curva y aceleran siempre aunque este el limite de velocidad ,como puedo pedir un tope o otros señalamientos para los conductores ,ya que es muy peligroso especialmente para mi hijo autista que aunque tengo cerrado ,en un descuido el puede salir corriendo (*Google Translate translation: On my street there is a curve and they always accelerate even if the speed limit is there, how can I ask for a stop or other signs for drivers, since it is very dangerous especially for my autistic son who although I have close, in an oversight he can run away.*)