Street Smart Madison

2019 Campaign

MADISON NEW JERSEY

TransOptions

STREETSMART

U.S. Department of Transportation Federal Highway Administration

NJTPA

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2020

TransOptions is a nonprofit organization and is one of eight Transportation Management Associations (TMAs) in New Jersey. The TMAs are tasked with implementing strategies and programs that address traffic congestion, economic development, air quality, roadway user safety and livability issues.

Each TMA is responsible for a designated service area, with TransOptions being responsible for the northwestern quadrant of the state. This area encompasses all of Morris, Warren and Sussex counties, as well as suburban Essex, Passaic and Union.

Executive Summary

The Borough of Madison participated in a Street Smart NJ pedestrian safety campaign with efforts and activities focused in September 2019. During the campaign, TransOptions, the Borough of Madison, and community partners focused on increasing safe walking and driving behaviors in the community through education and outreach. The campaign was evaluated using a pre-/post- study design with community surveys and intersection observations. TransOptions also evaluated data from a speed radar sign used throughout the campaign to slow drivers in an area where speeding is common.

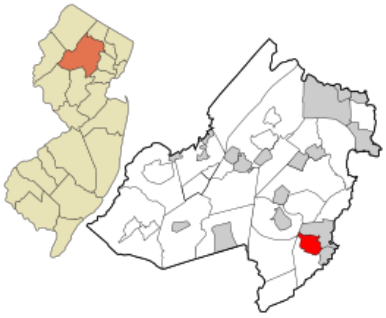
The campaign resulted in:

- 7 percent decrease in drivers who failed to stop or yield to pedestrians when traveling straight or turning
- 9 percent decrease in survey participants seeing other drivers not stopping for pedestrians in a crosswalk
- 34 percent increase in people recognizing or recalling being exposed to Street Smart messaging
- 45 percent increase in participants reporting seeing or hearing Street Smart-related messages on posters and street signs
- 13 percent increase in participants seeing Street Smart– related messaging on social media
- 8 percent decrease in participants believing they should start crossing the street when the pedestrian signal is counting down with 8 seconds left
- 5 percent decrease in participants believing they should start crossing when the pedestrian signal is counting down with 23 seconds left
- 28 percent increase in participants identifying an unmarked crosswalk

The above results suggest that the Street Smart campaign in Madison contributed to increased behavioral awareness of pedestrian safety.

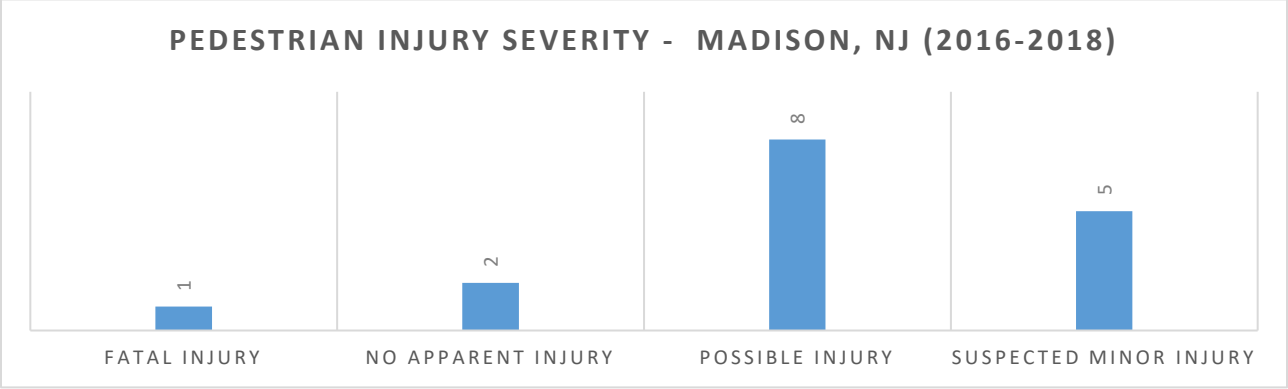
Madison, New Jersey

The Borough of Madison is located in Morris County, New Jersey. The borough is 4.218 square miles with a stable non-transient population of 15,845, according to the 2010 United States Census. Madison has a walkable downtown with restaurants, shops, and businesses along Main Street (NJ-124), as well as an active commuter train line connecting commuters to New York City and other areas of northern New Jersey.



Crash Data

According to data from the New Jersey Division of Highway Traffic Safety (NJDHTS) and Rutgers Center for Advanced Infrastructure and Transportation (CAIT), between January 1, 2016 and December 31, 2018, there were 16 pedestrians involved in crashes in Madison, NJ. These crashes include 1 fatal injury, 5 suspected minor injuries and 8 possible injuries.



At the time of the crash with a pedestrian, 6 drivers were traveling straight, 5 drivers were making a left turn, and 3 drivers were making a right turn on red.

Pedestrian behaviors involved in these crashes include 7 pedestrians crossing in a marked crosswalk at an intersection and 3 pedestrians crossing midblock not at an intersection. Driver behaviors involved in these crashes include 10 drivers who failed to yield the right-of-way to a pedestrian and 3 drivers who were inattentive.

Pedestrians			Drivers		
Contributing Factor	**Count**	**%**	**Contributing Factor**	**Count**	**%**
Pedestrians crossing in a marked crosswalk at an intersection	7	43.75%	Failed to yield the right-of-way to pedestrian	10	62.5%
Pedestrians crossing midblock	3	18.75%	Driver Inattention	3	18.75%

Pedestrian Safety in New Jersey

The federal government has designated New Jersey as a pedestrian safety focus state for its high rate of fatalities and injuries. Pedestrians comprised 29 percent (183 people) of the 624 people killed in crashes in New Jersey in 2017, nearly double the national average of 16 percent, according to the National Highway Traffic Safety Administration (NHTSA). As of 2017, New Jersey ranks 13th in the nation in pedestrian fatalities per 100,000 people. On average, one pedestrian is killed every two days in New Jersey and 12 are injured daily.

Street Smart Pedestrian Safety Campaign

Street Smart NJ is a statewide public education, awareness and behavioral change campaign that was developed by the North Jersey Transportation Planning Authority (NJTPA), the metropolitan planning organization for the 13-county northern New Jersey region, and piloted in 2013. 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 program. The campaign is funded through U.S. Department of Transportation resources.

The program was developed in response to New Jersey being designated as a pedestrian focus state in 2011. As of 2019, the program has reached approximately 120 communities in New Jersey. The campaign is implemented throughout New Jersey by several organizations, including the state's eight Transportation Management Associations (TMAs), including TransOptions, in partnership with the NJTPA.

Street Smart uses education, enforcement, and grassroots outreach to change behaviors and improve pedestrian safety in communities. Target behaviors for drivers are to obey speed limits and stop for people crossing. Target behaviors for pedestrians are to use crosswalks (marked and unmarked) and cross with the signals. Avoiding cellphone use while traveling is a target behavior for both drivers and pedestrians.

Street Smart NJ 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.

Street Smart Madison 2019

Madison, New Jersey participated in the Street Smart pedestrian safety campaign in September 2019. A press release was circulated announcing the campaign's launch at the beginning of September. Madison's Street

Smart campaign utilized strategies to address pedestrian safety in the community to raise awareness and change behaviors.

Infrastructure

Madison has been progressive in utilizing engineering strategies to improve road-use safety by calming speeds and making crossing safer for pedestrians. In recent years, Madison has used shoulder painting to narrow lanes, and added bump outs, crosswalk signage, and bike lanes throughout the community.

Madison continues to make roadway improvements and recently installed a Rectangular Rapid Flash Beacon (RRFB) with high visibility signage at the intersection of Kings Road and Maple Avenue in November 2019. This location served as the site for Madison's Street Smart campaign observation intersection where driver and pedestrian behaviors were monitored in August 2019 and again in October 2019 (see page 21).

As of March 2020, Madison has installed five Rectangular Rapid Flash Beacon (RRFB) at critical crosswalk locations with three additional beacons planned at crossings. Madison also currently has two permanently mounted laser speed monitors with plans for two additional permanent monitors to be installed in the future. Additionally, the Madison Police Department utilizes portable speed monitoring devices to address driver speeds in the borough.

Facebook Post Announcing Installation of Rapid Flash Beacon

Public understanding of engineering and roadway infrastructure is important to improving safety for all users. Madison has been successful in communicating their efforts on roadway safety improvement.

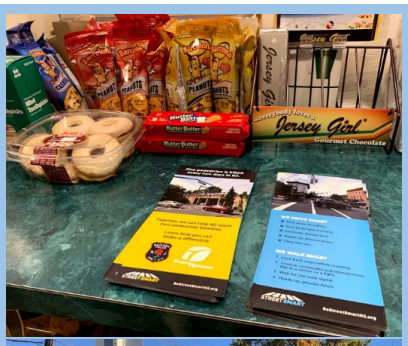
Example of shoulder striping to narrow lanes (intersection of Kings Road & Cross Street, Madison, NJ)

Example of lane narrowing, high-visibility signage, and a bumpout at (intersection of Prospect Street & Keep Street, Madison, NJ)

Education and Outreach

Education and outreach was conducted throughout September 2019 in Madison. Efforts were made to raise awareness of the campaign's presence in Madison and to increase safe behaviors of both drivers and pedestrians throughout the town. The following education and outreach activities were conducted as part of Madison's Street Smart campaign:

- Posters and tip cards distributed to the downtown businesses
- Campaign messaging displayed on temporary street signs throughout the community
- Campaign tip cards, posters, and digital messaging provided to Drew University in Madison
- In-person campaign promotion and pedestrian safety outreach at Drew University's Health Fair
- Campaign tip cards, posters, and digital messaging provided to Realogy Holdings Corporation in Madison
- In-person campaign promotion and pedestrian safety outreach at Realogy Holdings Corporation's employee health fair in Madison
- Digital messaging provided to Allergan in Madison
- In-person campaign promotion and pedestrian safety outreach to employees at Allergan in Madison
- In-person campaign promotion and pedestrian safety outreach at the Madison YMCA's Welcoming Week Fair
- Campaign promotion and stakeholder engagement at two meetings with the Tri-Town 55+ Coalition, an organization that provides services to people ages 55 and older in Madison and the Chathams
- The Tri-Town 55+ Coalition provided outreach support and assisted in material distribution in town
- In-person campaign promotion and pedestrian safety outreach at Madison's annual Bottle Hill Day festival
- TransOptions conducted a *Ready to Walk & Roll* educational program for first grade students at Central Avenue School in Madison
- TransOptions conducted a *Traffic Safety* educational program for fourth grade students at Central Avenue School in Madison
- TransOptions provided giveaways for Central Avenue School's regularly scheduled Walk to School Day Wednesday
- TransOptions worked on coordinating a Halloween themed Walk to School Day event at the end of October but the event was cancelled due to inclement weather.



Campaign materials

YMCA Welcome Week

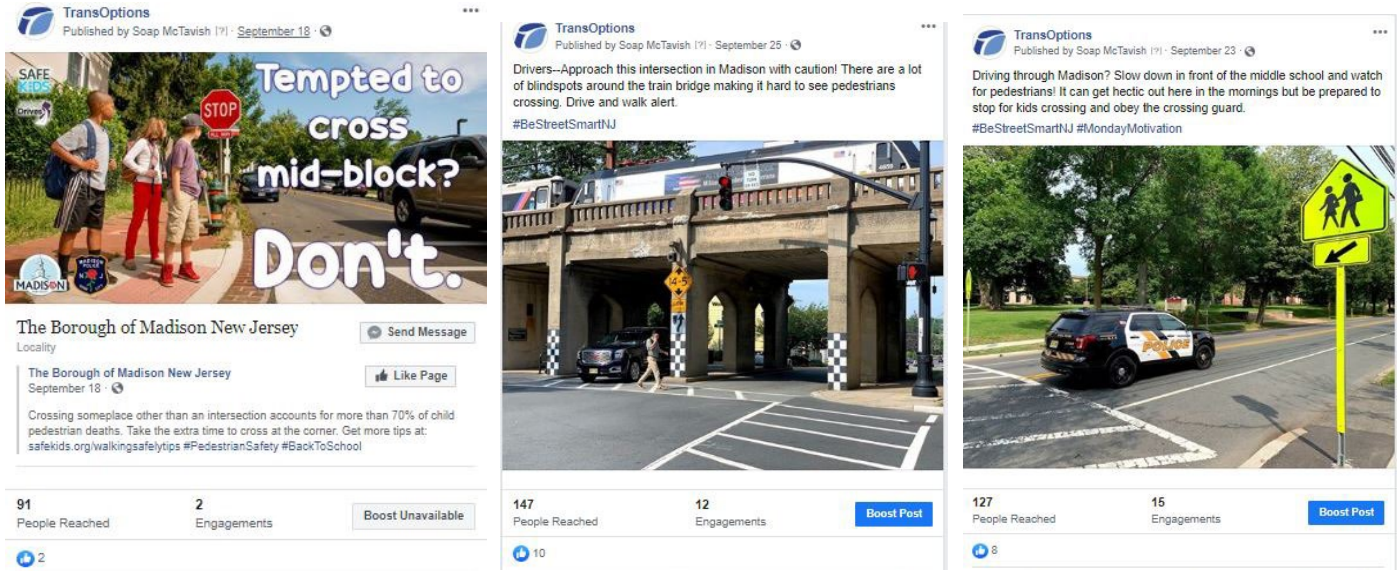
Drew University Health Fair

Safe Routes to School Programs

Digital Messaging for Companies

Social Media

Social media was used throughout the campaign to increase awareness of pedestrian safety in Madison using Facebook, Twitter, and Instagram. Posts used hyper-localized photos and messages to highlight specific areas in Madison with pedestrian safety concerns along with safe behavior tips for those specific locations. TransOptions' posts reached 5,444 people with 413 engagements (likes, shares or comments) during the September 2019 campaign. The Borough of Madison also provided messaging on its social media accounts.



Methods

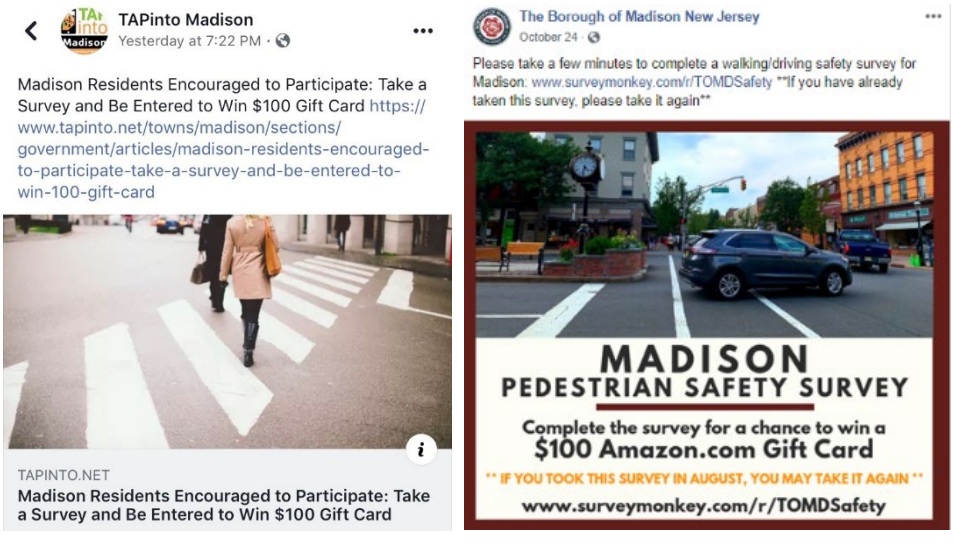
The campaign was evaluated through a pre-/post- study design using community surveys and intersection observations. TransOptions also evaluated data from a speed radar sign used throughout the campaign to slow drivers in an area where speeding is common. Surveys and intersection observations were conducted both before and after the campaign to measure the effectiveness of campaign activities. A speed radar detection sign was used during the campaign in order to slow drivers in areas of the community with high levels of pedestrian activity and measure behavior change in drivers when exposed to digital speed feedback.

Results

Surveys

The Borough of Madison assisted in distributing the survey on social media and other forms of town-based digital communications.

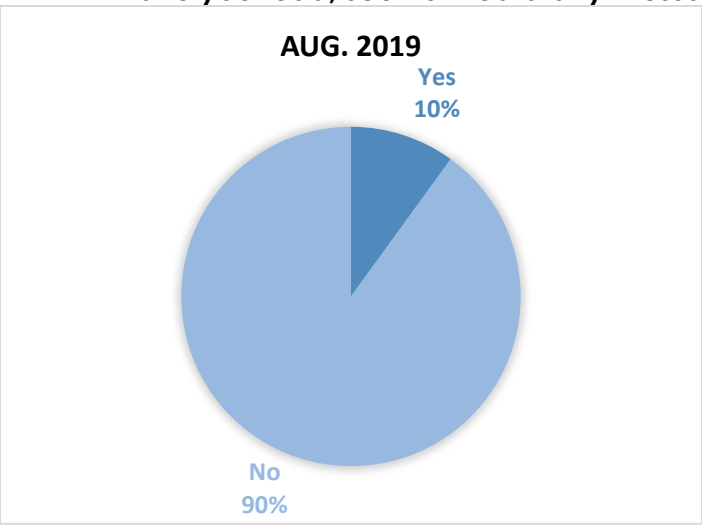
432 people participated in the pre-campaign survey in August 2019. 250 people participated in the post-campaign survey in October 2019.

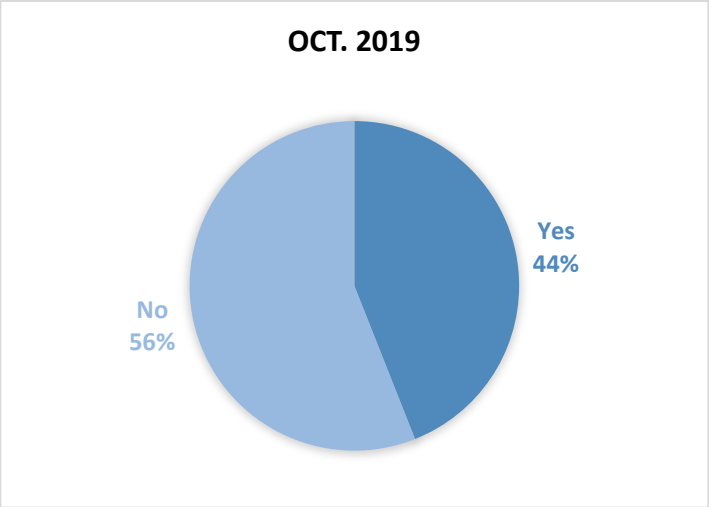


Survey Posts on Facebook

Campaign Awareness and Recognition

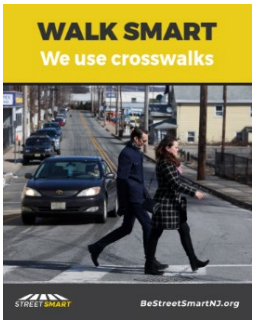
Have you read, seen or heard any message or signage that mentions "Street Smart"?

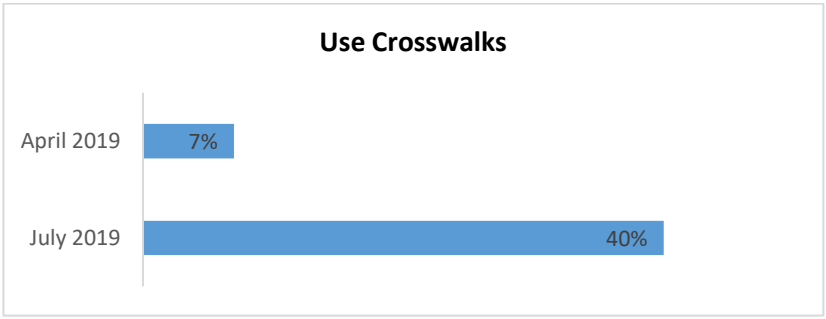




Result: 34 percent increase in people recognizing or recalling being exposed to Street Smart messaging

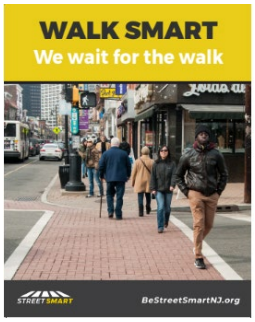
In the last 30 days, have you read, seen or heard any messages similar to the following…

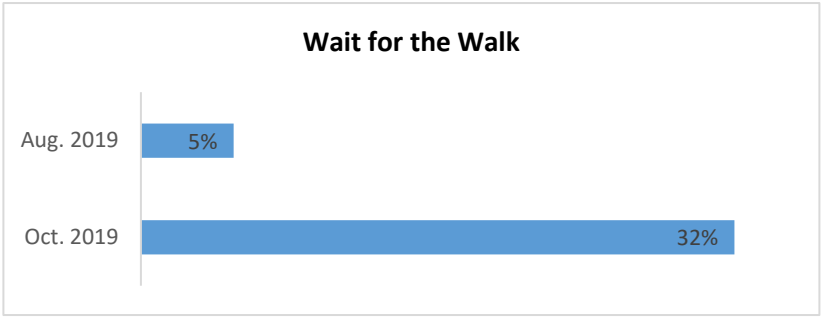




Result:

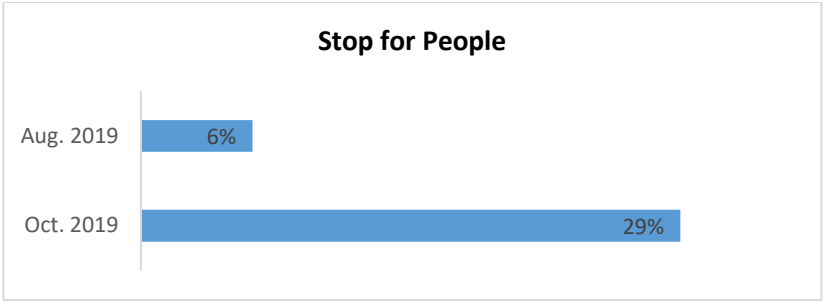
33 percent increase





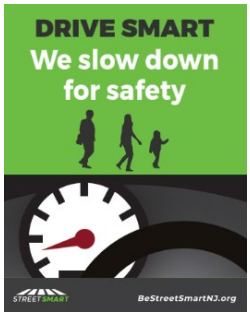
Result:

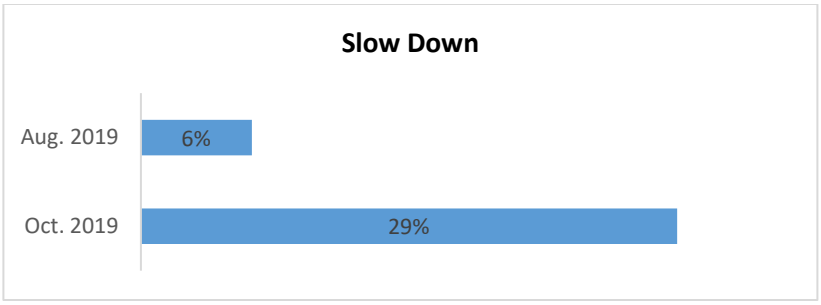
27 percent inrcease



Result:

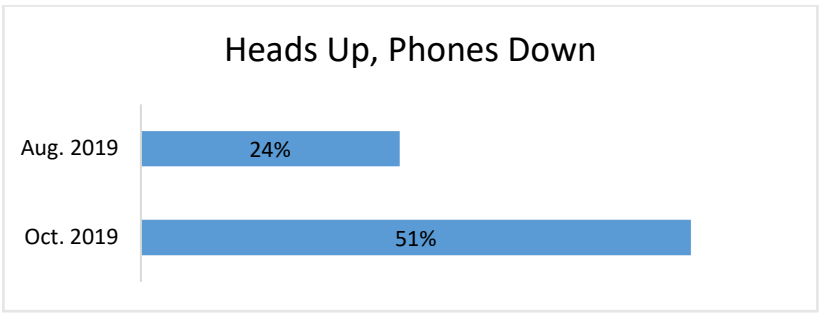
23 percent increase





Result:

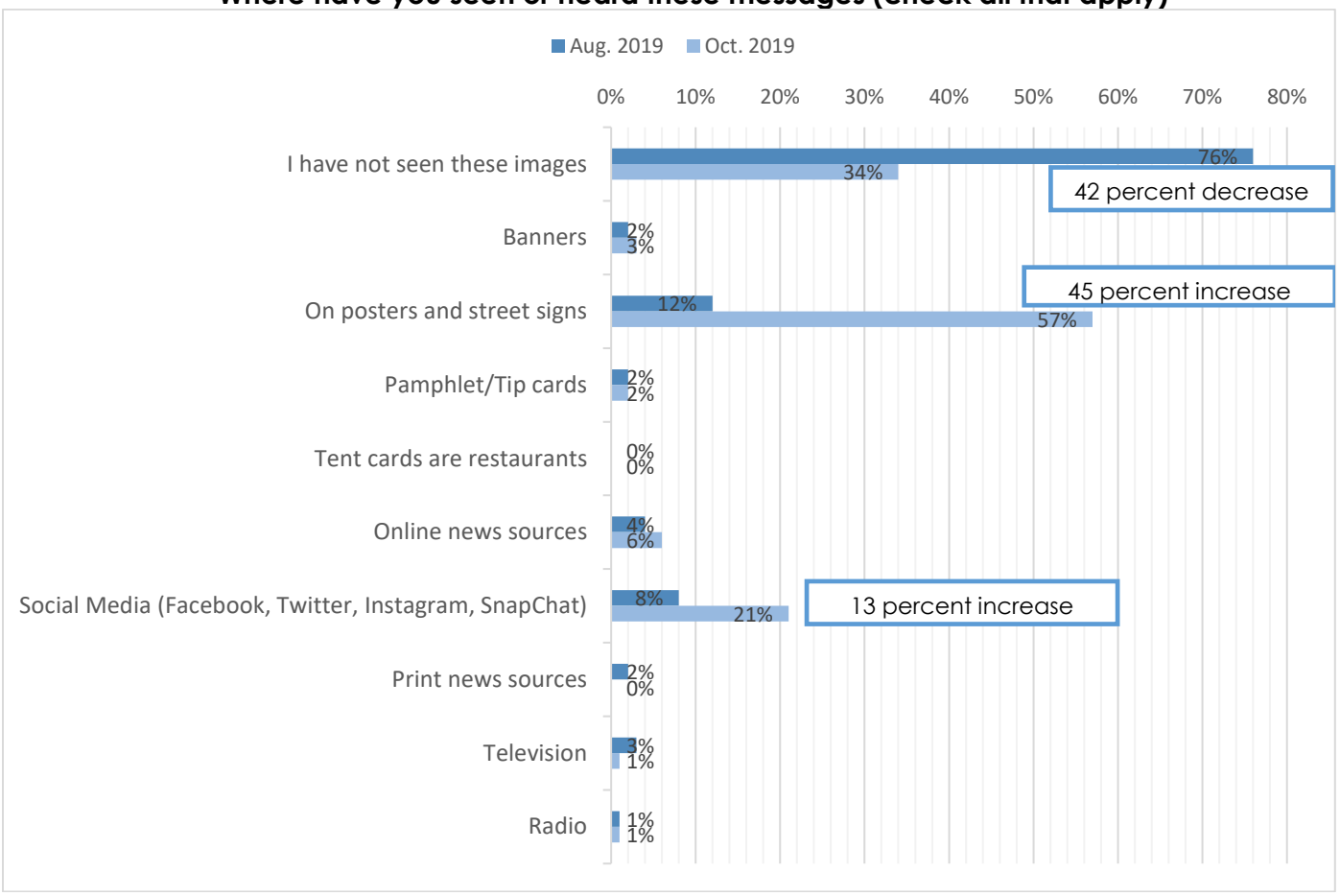
23 percent increase



Result:

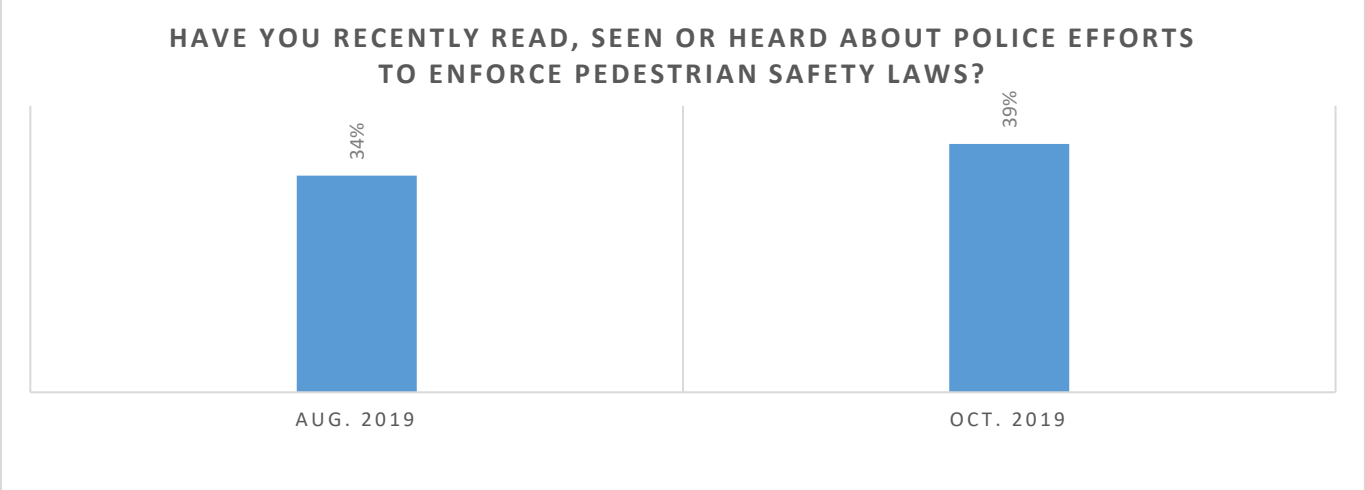
27 percent increase

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

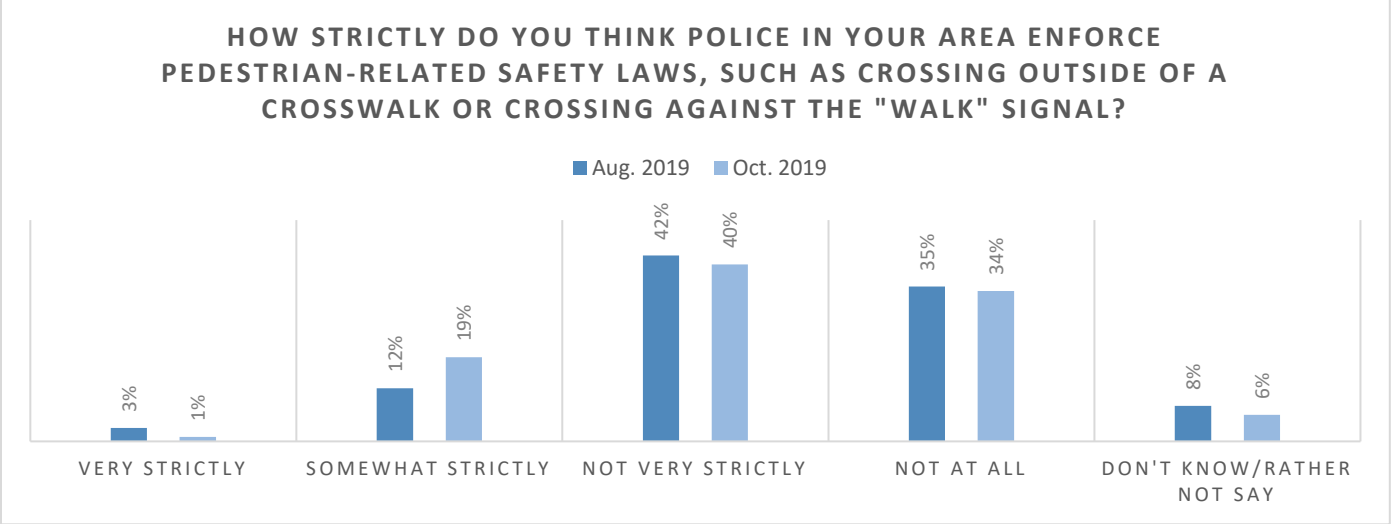


Result:

- 42 percent decrease in participants reporting that they had not seen or heard Street Smart– related messages
- 45 percent increase in participants reporting seeing or hearing Street Smart-related messages on posters and street signs
- 13 percent increase in participants seeing Street Smart– related messaging on social media



Result – Awareness of Increased Enforcement by the Madison Police: 5 percent increase in participants exposure to messaging related to pedestrian safety law enforcement by local police.

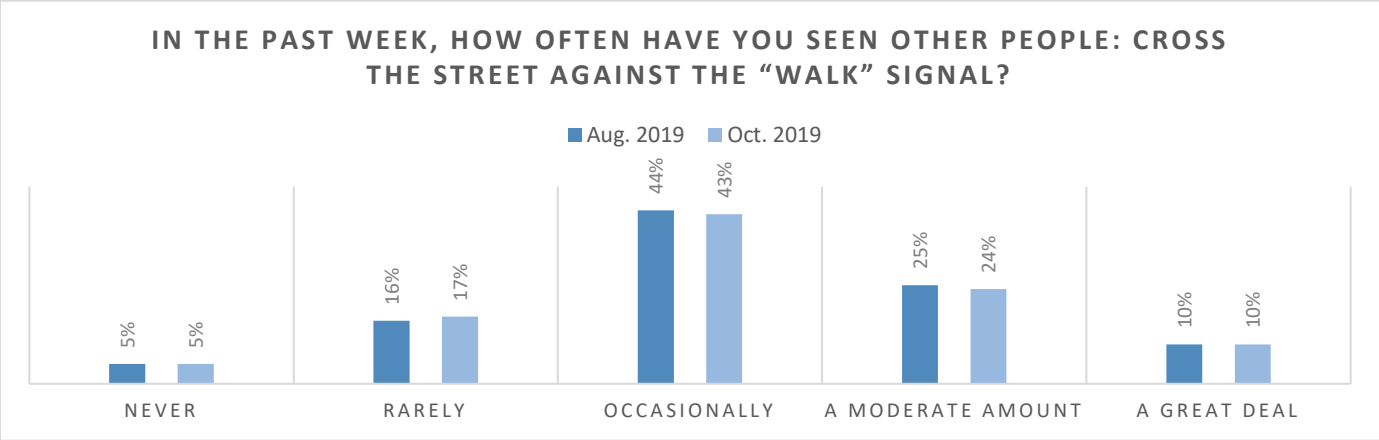


Result – Survey participant perception of enforcement strictness of walking-related pedestrian safety laws: 7 percent increase in "somewhat strictly"

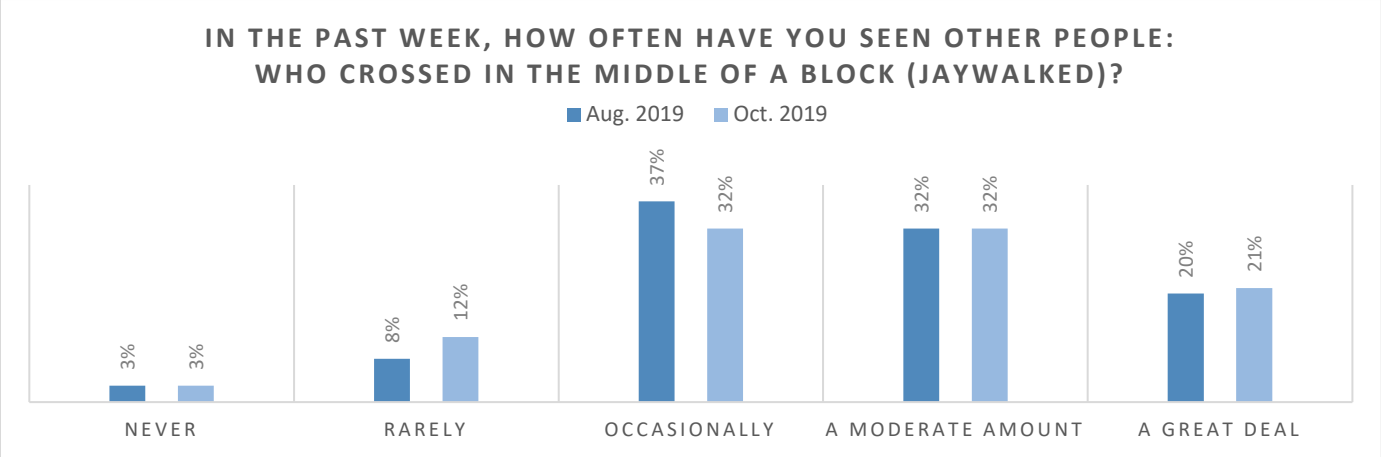
Result – Survey participant perception of enforcement strictness of driving-related pedestrian safety laws: 4 percent decrease in "very strictly"; 3 percent increase in "somewhat strictly"

BEHAVIOR AWARENESS OF OTHERS:

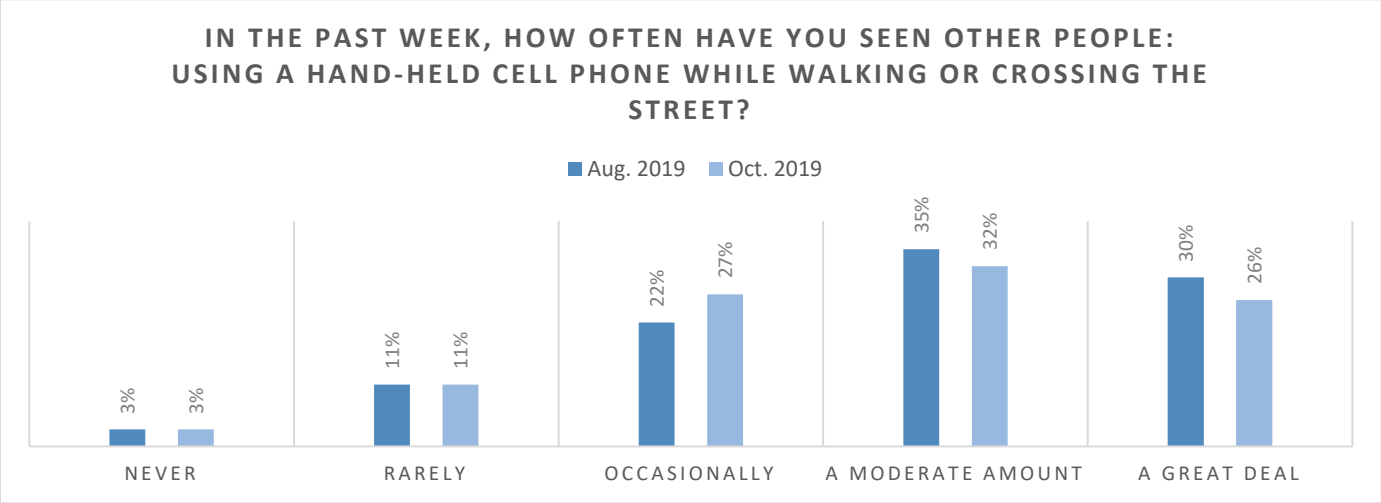
The survey questions below asked participants to respond regarding their perceptions of the walking and driving behaviors of other people they see in Madison.



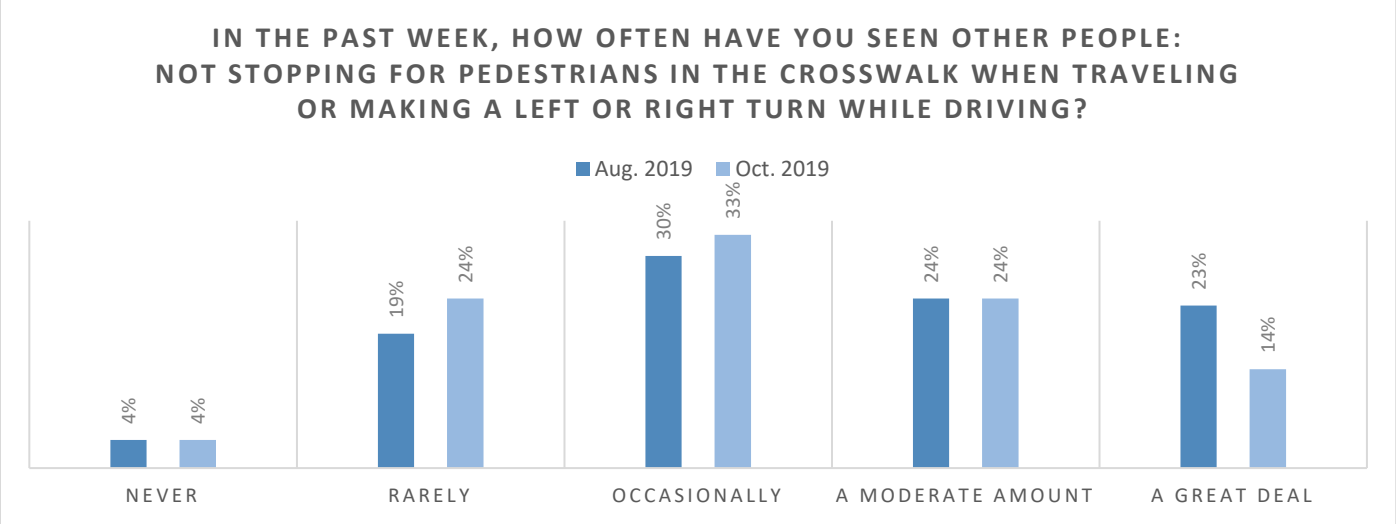
Result - Seeing other people cross the street against the "walk" signal: Minimal 0 to 1 percent changes in all answer choices.



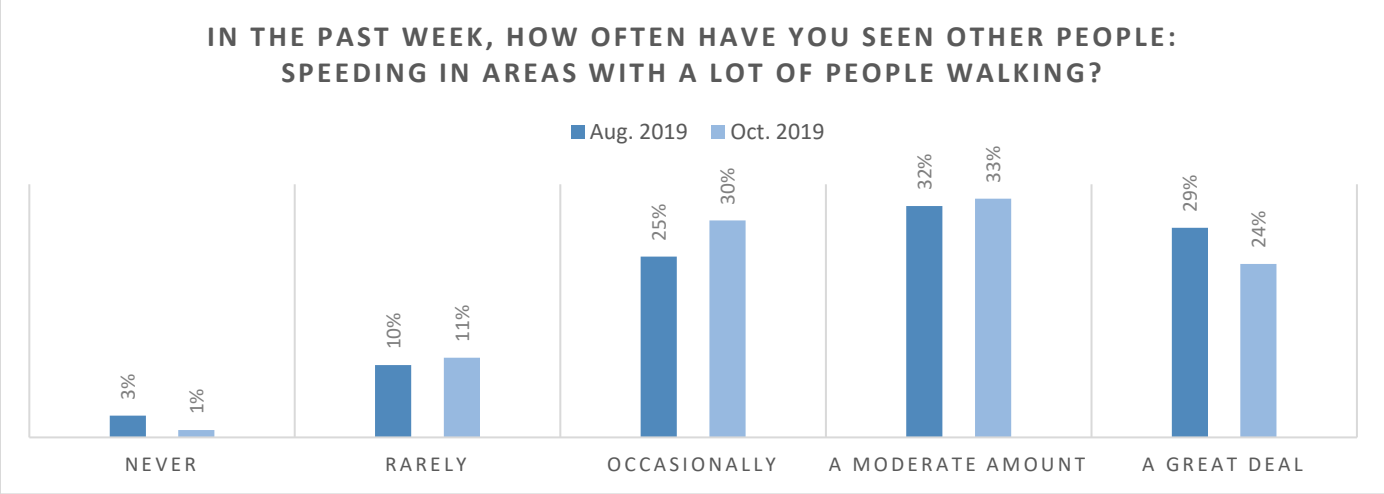
Result – Seeing other people who crossed midblock: 4 percent increase in "*rarely*"; 5 percent decrease in "*occasionally*".



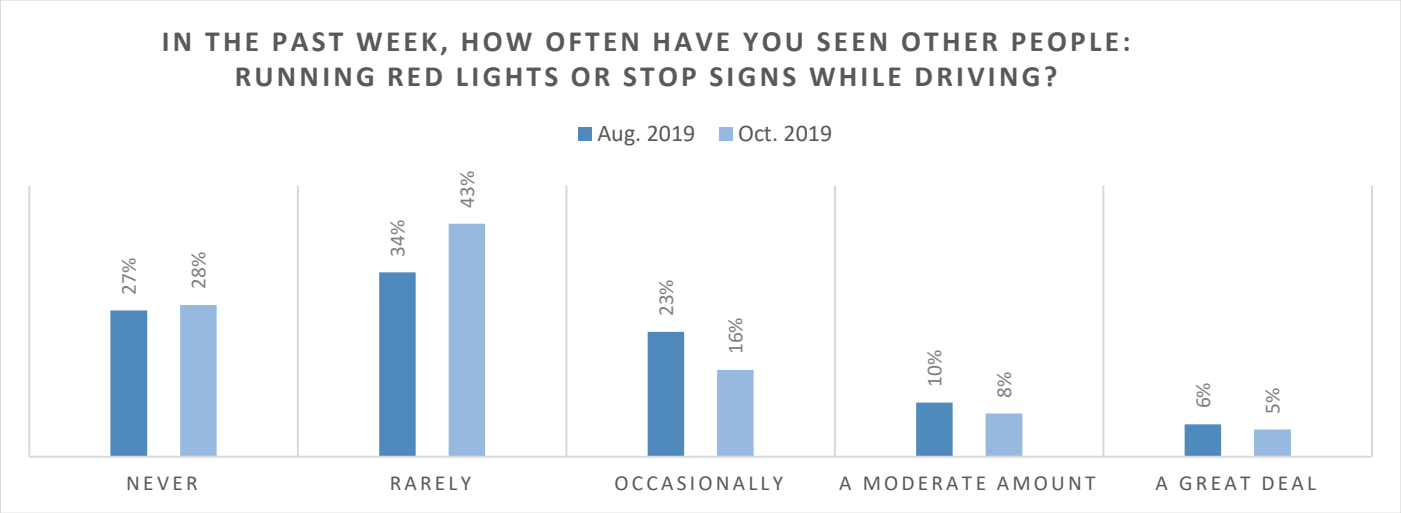
Result – Seeing other people use a hand-held cell phone while crossing the street: 5 percent increase in occasionally; 4 percent decrease in "*a great deal*".



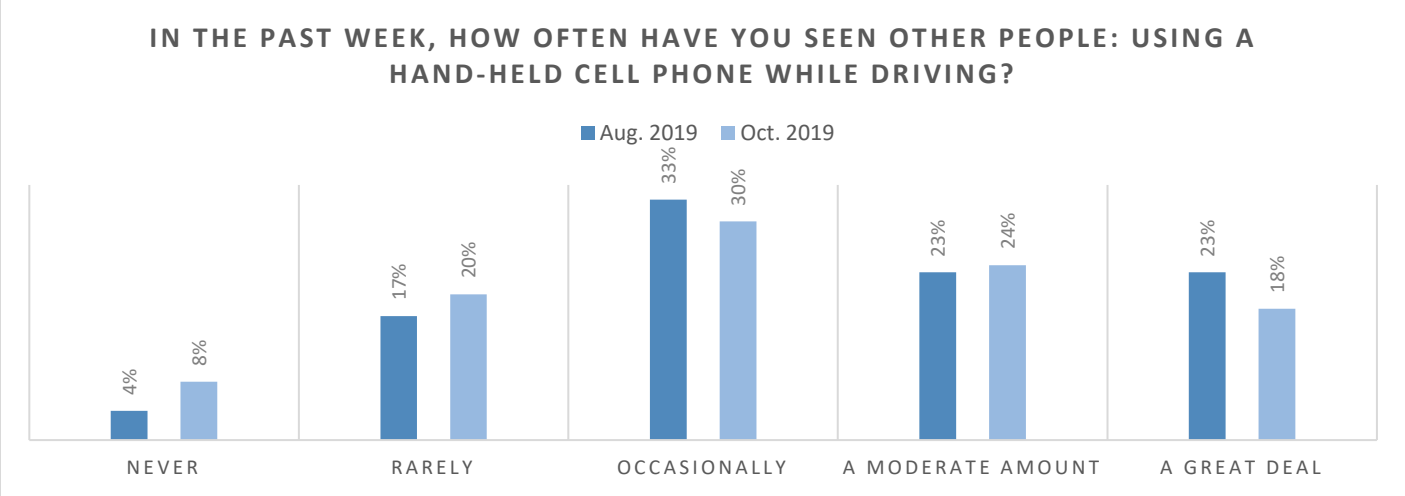
Result – Seeing other people driving not stop for pedestrians in the crosswalk: 5 percent increase in "*rarely*"; 9 percent decrease in "*a great deal*".



Result – Seeing other people speeding while driving in areas with a lot of people walking: 2 percent decrease in "*never*"; 5 percent increase in "*occasionally*"; 5 percent decrease in "*a great deal*".



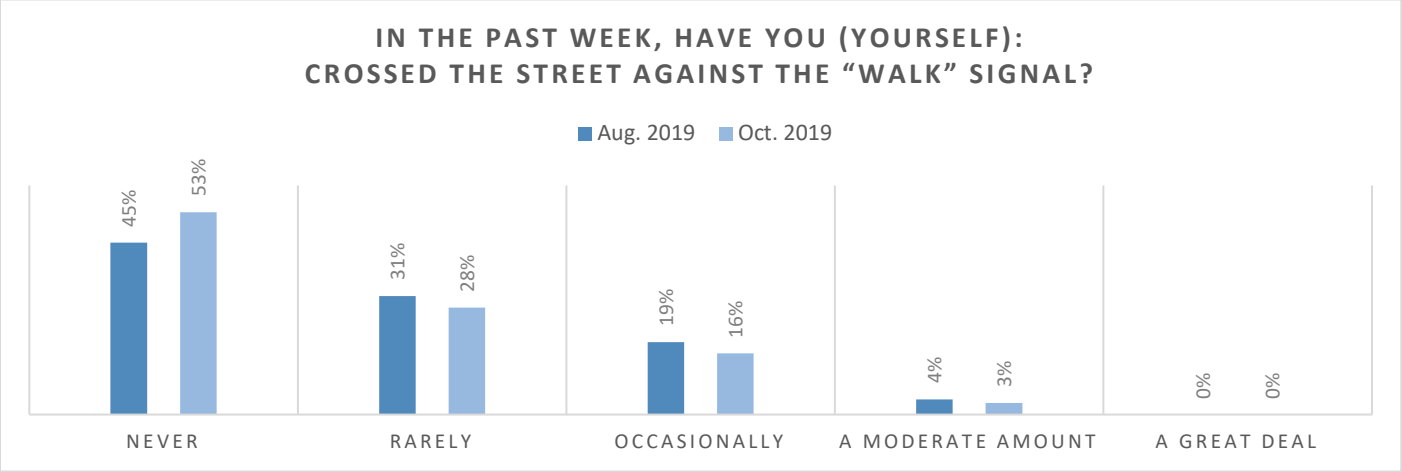
Result – Seeing other people run red lights or stop signs while driving: 9 percent increase in "*rarely*"; 7 percent decrease in "*occasionally*"



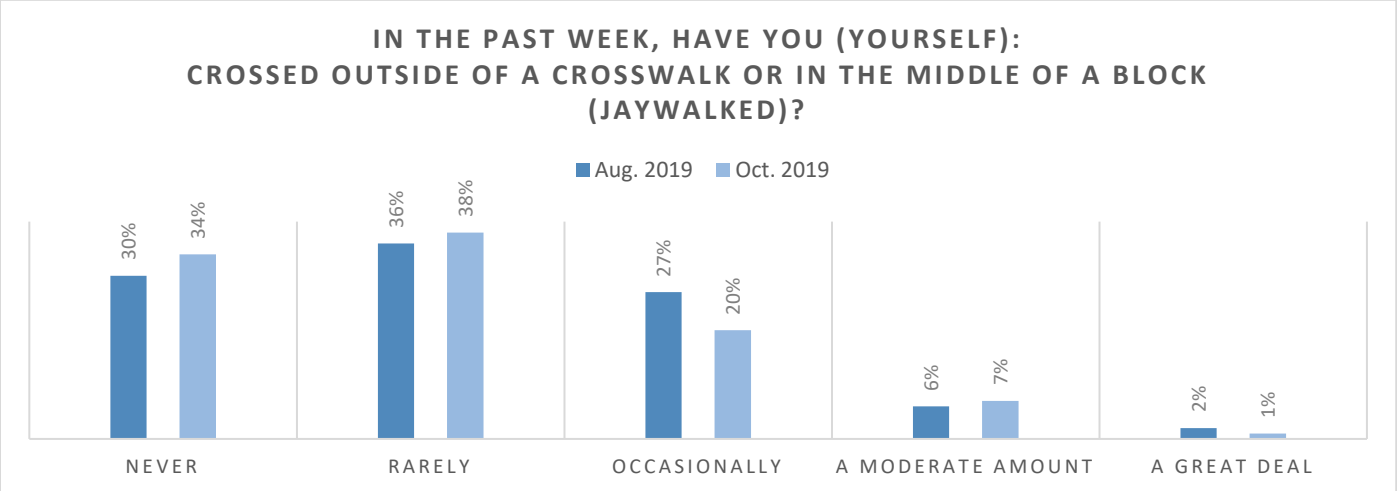
Result – Seeing other people use a hand-held cell phone while driving: 4 percent increase in "*never*"; 5 percent decrease in "*a great deal*".

Self-Reported Behaviors

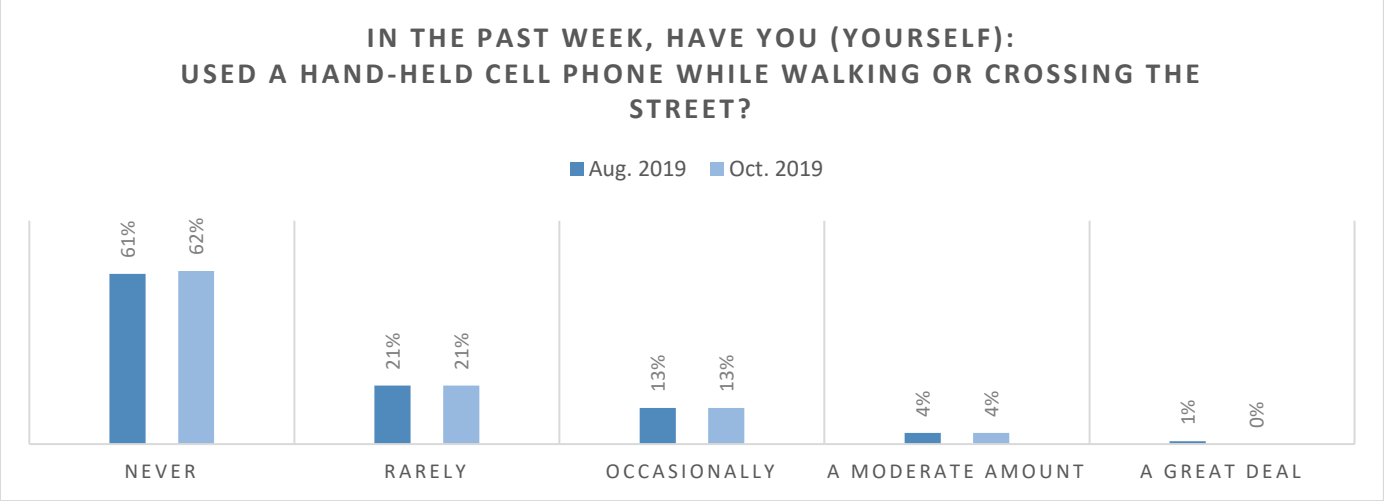
The survey questions below asked participants to respond regarding their own behaviors when walking and driving in Madison.



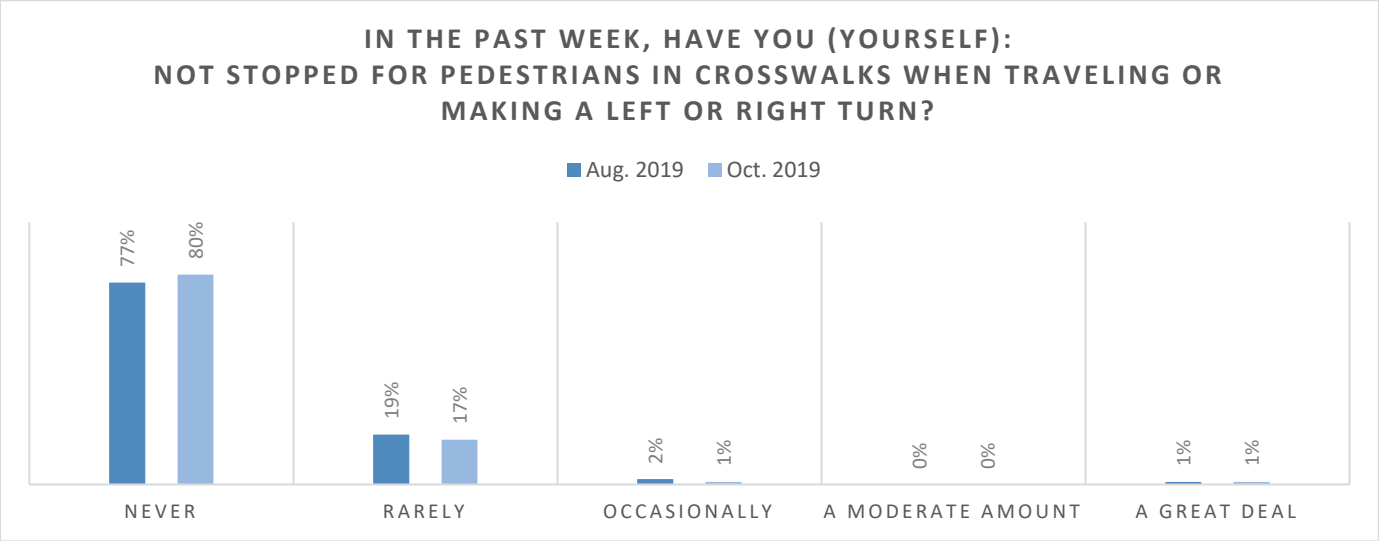
Result – Self-reported crossing against the "walk signal": 8 percent increase in "*never*"



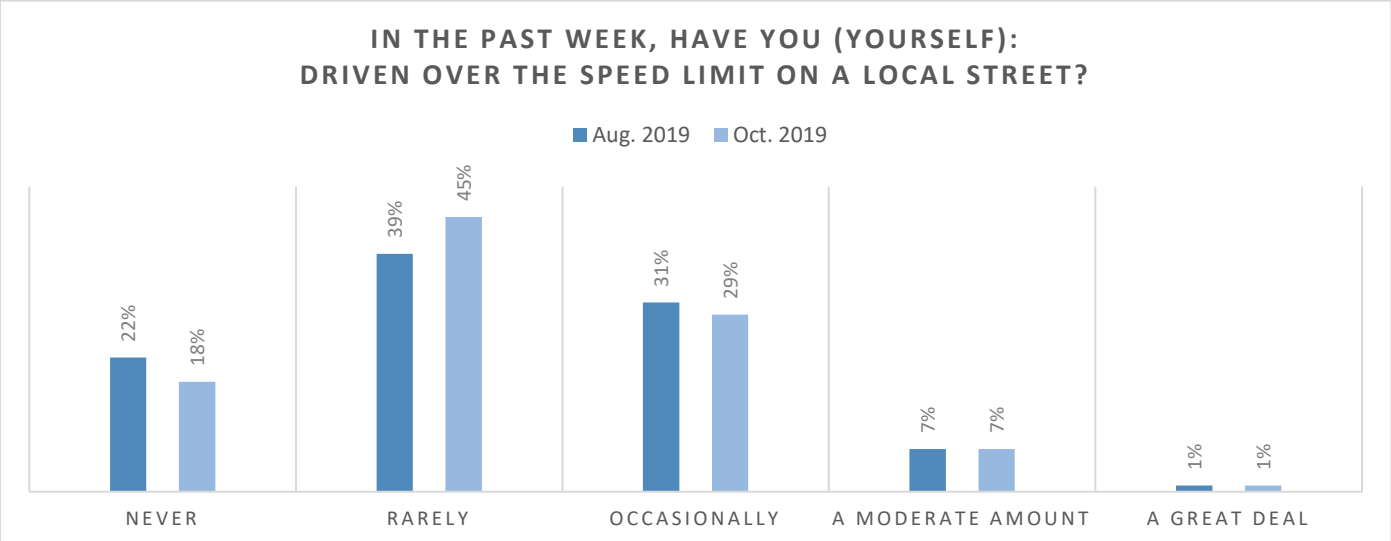
Result – Self-reported crossing midblock: 4 percent increase in "*never*"; 7 percent decrease in "*occasionally*"



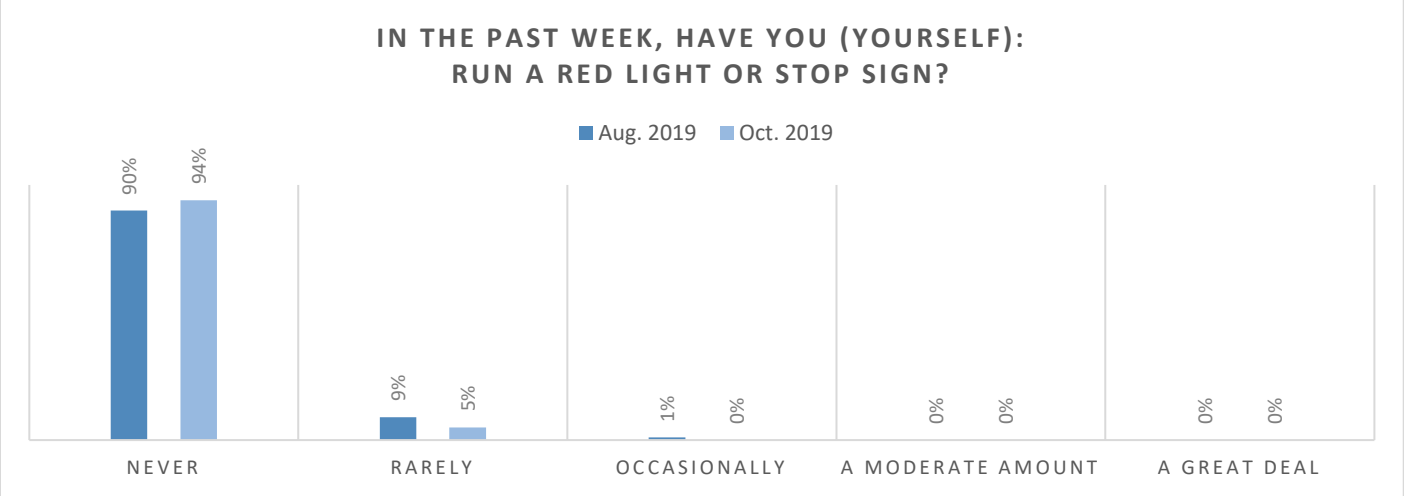
Result – Self-reported using a hand-held cell phone while walking or crossing the street: Minimal 0 to 1 percent changes in all answer choices.



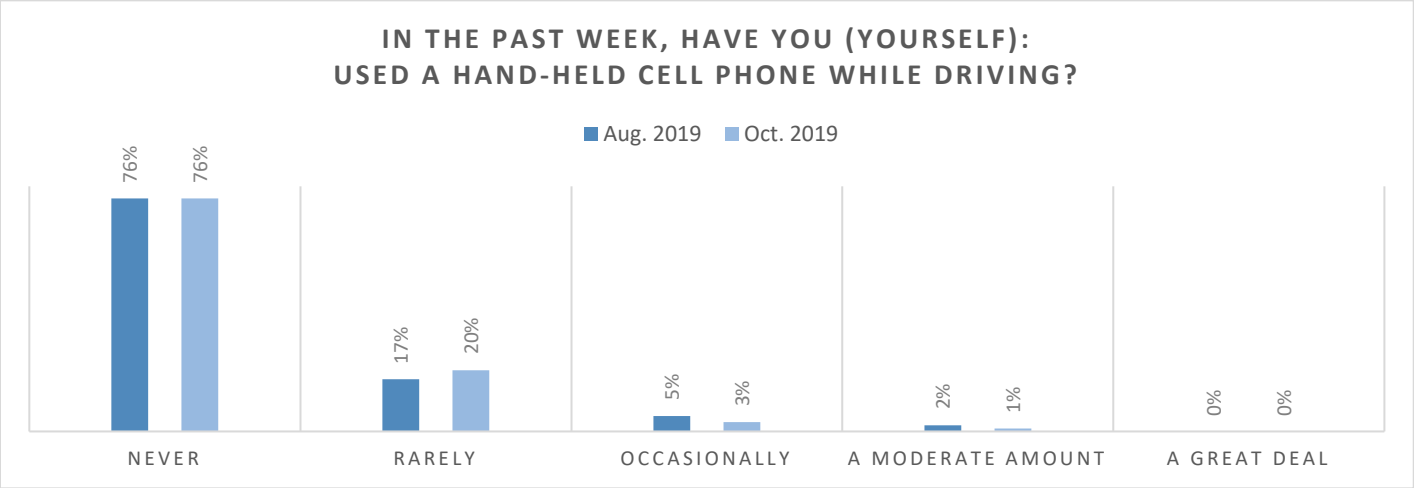
Result – Self-reported not stopping for a pedestrian in a crosswalk: 2 percent increase in "*never*"; 2 percent decrease in "*rarely*".



Result – Self-reported driving over the speed limit: 4 percent decrease in "*never*"; 6 percent increase in "*rarely*".



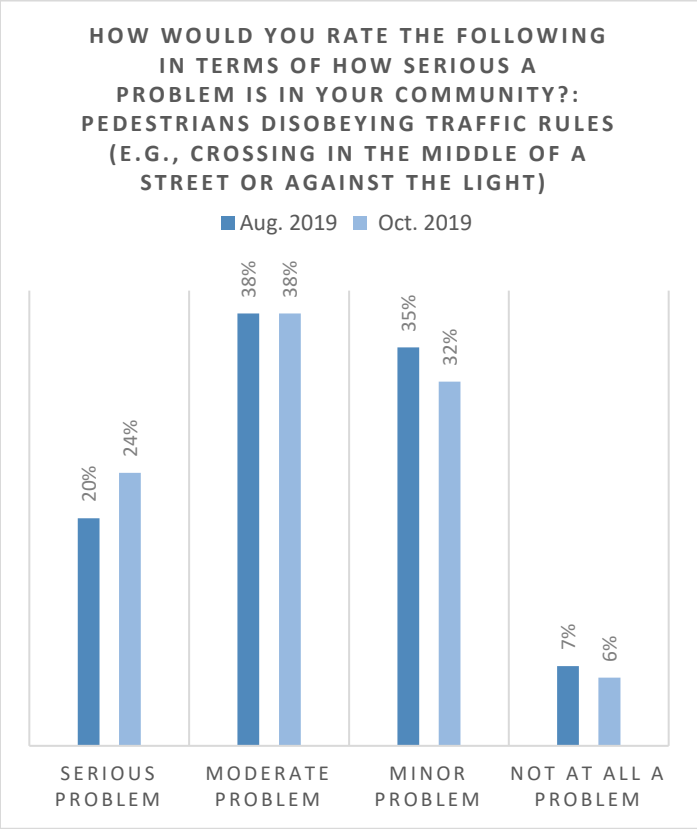
Result – Self-reported driving over the speed limit: 4 percent increase in "*never*"; 4 percent decrease in "*rarely*".

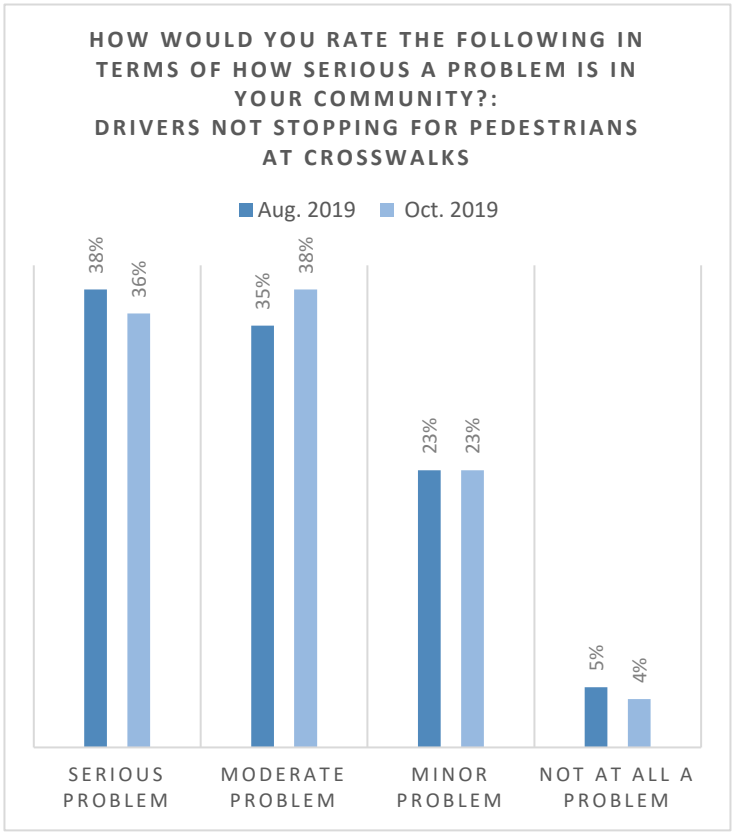


Result – Self-reported using a hand-held cell phone while driving: 3 percent increase in "*rarely*".

SERIOUS PROBLEM

Participants were asked to rate driving and walking behaviors as a serious problem in their community.





Result:

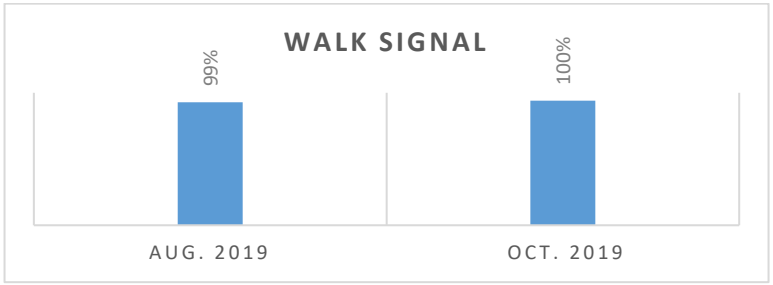
- 4 percent increase in pedestrian violations considered a "serious problem"
- 2 percent decrease in driver violations considered a "serious problem"
- Survey participants viewed driver behaviors as a more serious problem compared to pedestrian behaviors

QUIZ STYLE QUESTIONS

Participants were asked to respond to the following questions and were then provided with the correct answer.

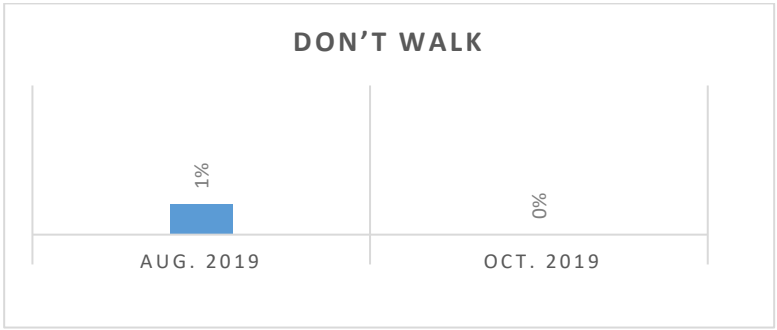
At intersections with a traffic light and pedestrian signal, when should you begin to cross the street? (check all that apply)

Walk Signal:



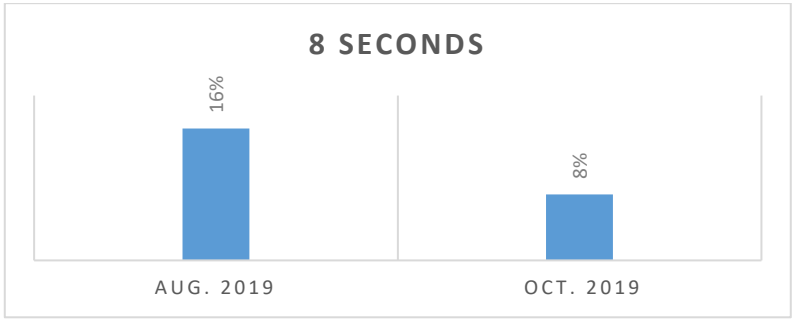
Correct Answer! – Start Crossing

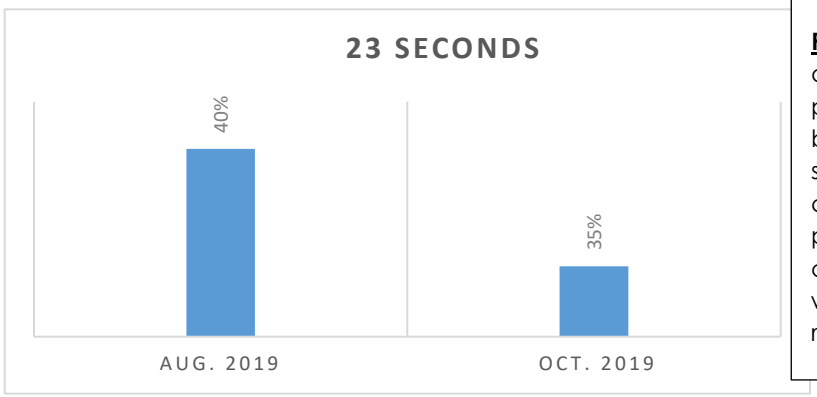
Don't Walk Signal:



X Don't Cross

Counting Down Or Flashing Signal:



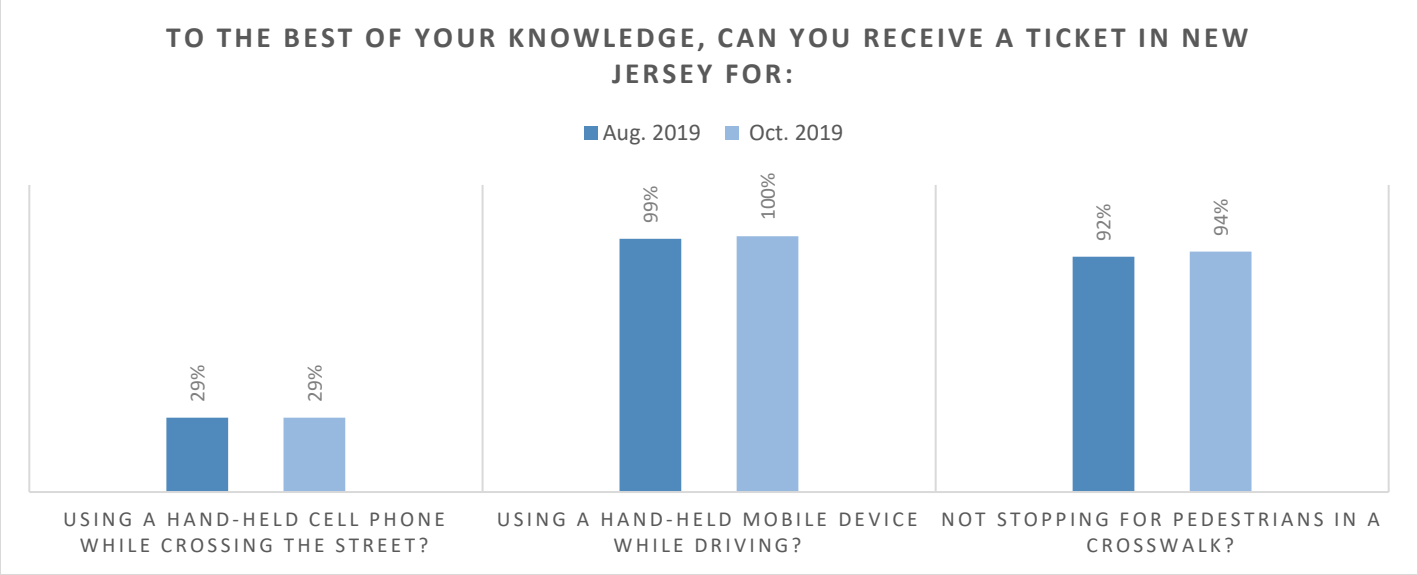


X Don't start crossing. Finish crossing if started

Result: 8 percent decrease in participants believing they should start crossing the street when the pedestrian signal is counting down with 8 seconds remaining.

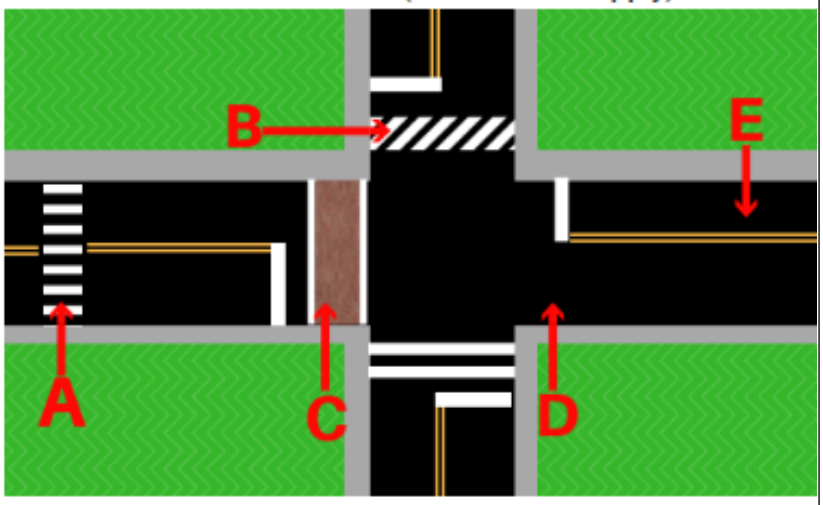
Result: 5 percent decrease in participants believing they should start crossing when the pedestrian signal is counting down with 23 seconds remaining.

Question	Answer
To the best of your knowledge, can you receive a ticket in New Jersey for: **Using a hand-held cell phone while crossing the street?** ◯ Yes ◯ No	Answer: NO: BUT STILL VERY DANGEROUS Although you cannot receive a ticket in New Jersey at this time for using a hand-held phone while crossing the street, using a cellphone while walking is extremely dangerous, especially while crossing a roadway and should be avoided.
To the best of your knowledge, can you receive a ticket in New Jersey for: **Using a hand-held mobile device while driving?** ◯ Yes ◯ No	Answer: YES: It is a primary offense in NJ for a motorist to talk or text message with a hand-held wireless telephone or electronic communication device while driving. 1st Offense = $200 - $400 fine 2nd Offense = $400 - $600 fine 3rd Offense = $600 - $800 fine, 3 points, possible 90 day license suspension.
To the best of your knowledge, can you receive a ticket in New Jersey for: **Not stopping for pedestrians in a crosswalk?** ◯ Yes ◯ No	Answer: YES: Drivers in New Jersey MUST stop for pedestrians upon a crosswalk. Failure to observe the law may subject you to: 2 points, $200 fine (plus court costs), 15 days community service, insurance surcharges



Result – Knowledge of Laws: 2 percent increase in participant knowledge that they can receive a ticket for not stopping for a pedestrian in a crosswalk.

Check off all of the crosswalks **(check all that apply).**



- [ ] A
- [ ] B
- [ ] C
- [ ] D
- [ ] E

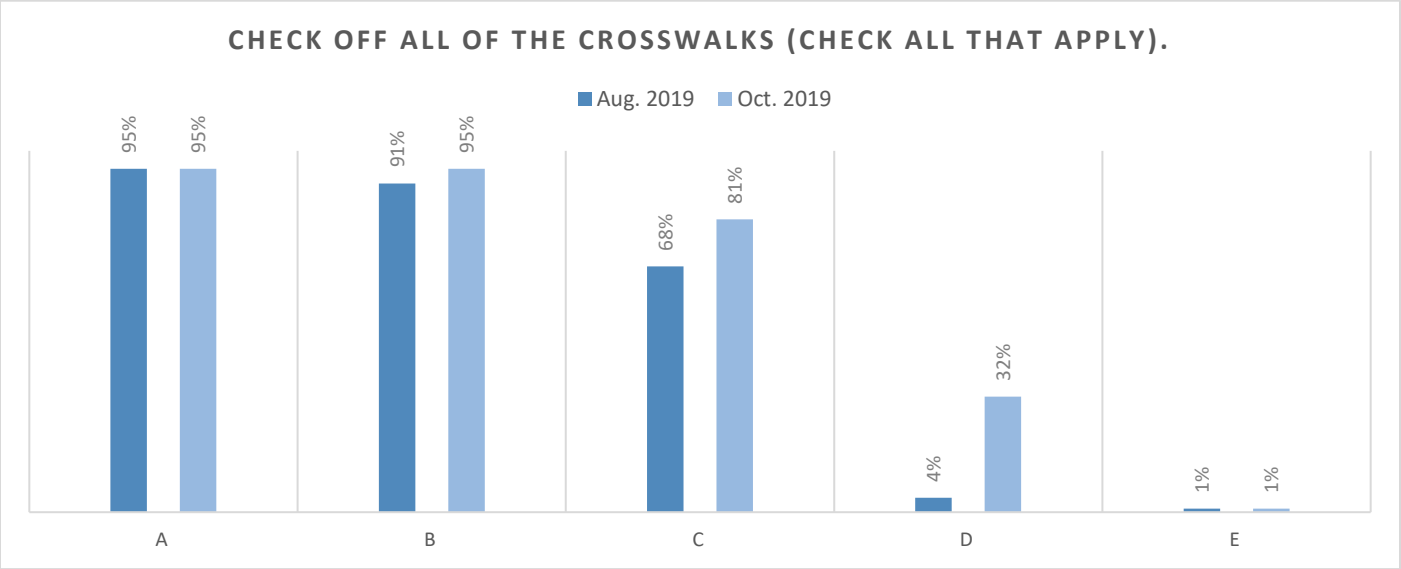
Answer

Answers:

A, B, C and D are all crosswalks

D is considered an unmarked crosswalk. Every corner is a crosswalk, painted lines do not have to be present.

Drivers must stop for pedestrians at all marked crosswalks and yield at unmarked crosswalks UNLESS at an intersection being directed by signals or a police officer

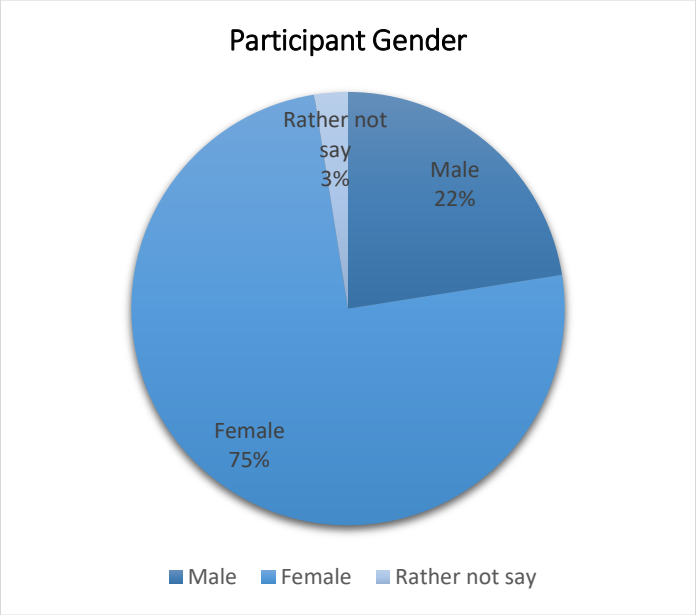


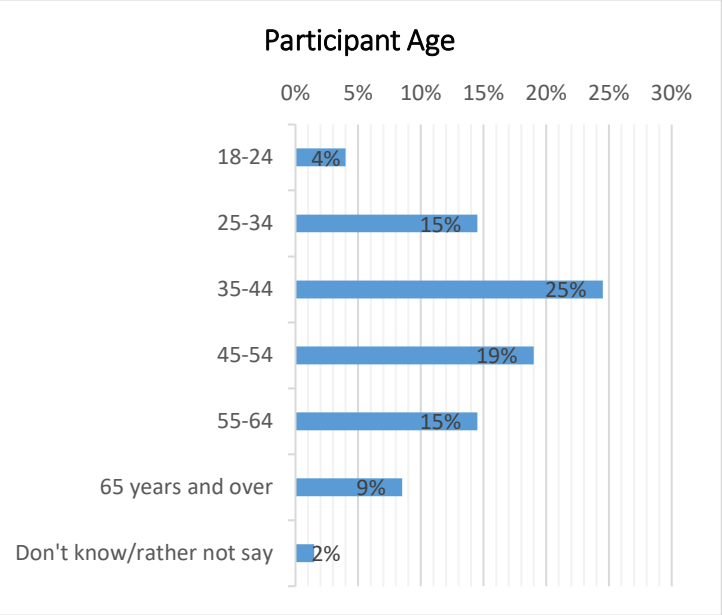
Result – Crosswalk Identification: 28 percent increase in participants identifying answer choice D as an unmarked crosswalk

Participant Demographics

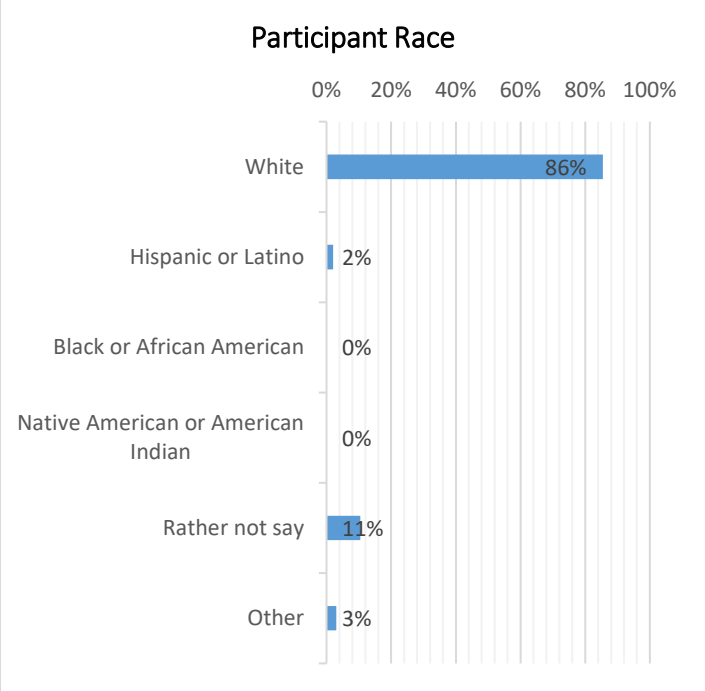
Demographic data presented is combined totals from the pre-campaign survey and the post-campaign survey.

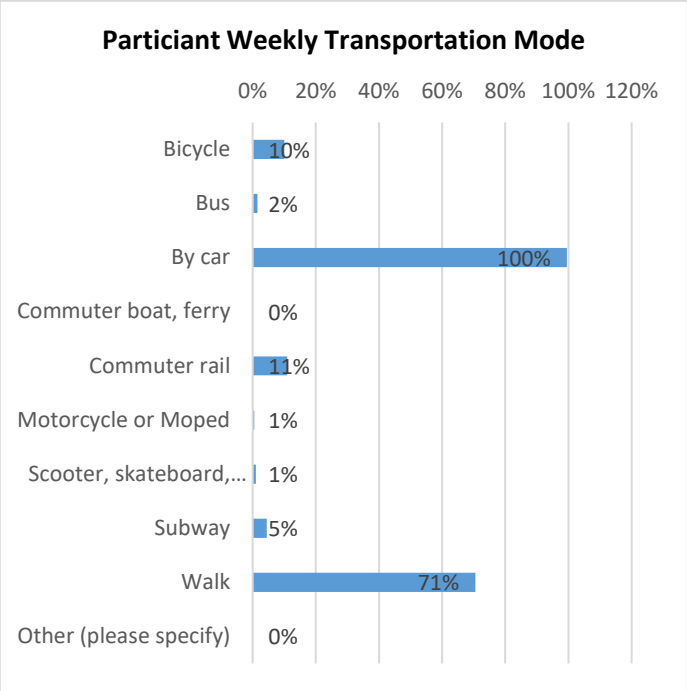
Approximately 90 percent of survey participants reported that they live in Madison, NJ. Participants had to be either residents of Madison or had to report that they work, go to school, or regularly frequent Madison, NJ to participate in the survey.





Survey participants had to be ages 18 years and older





Intersection Observations

The pre-campaign intersection observation took place on Tuesday, August 13, 2019 and the post-campaign intersection observation took place on Tuesday, October 15, 2019. Both observations were conducted from 7:00 AM to 9:00 AM during peak morning rush hour at the intersection of Kings Road and Maple Avenue. The intersection is uncontrolled and the crosswalk over Kings Road connects directly to the front entrance of the Madison Train Station. Madison's municipal building is located directly across the street from the train station as well as a commuter parking lot. The intersection was chosen because the area receives a high amount of pedestrian foot traffic, especially during peak rush hour times. The intersection and the surrounding area is a known conflict point in the community for pedestrians and drivers with near misses. A fatal crash involving a pedestrian occurred in the immediate area surrounding the intersection in 2016. This stretch of roadway is curved and may create visibility issues for drivers approaching the crosswalk over Kings Road.

Camera Set-up at Observation Intersection

Intersection of Kings Road and Maple Avenue

The following behaviors were observed during the pre- and post- campaign intersection evaluations and were marked as compliant or not compliant:

- **Midblock crossing:** A pedestrian was marked as non-compliant if they crossed between stopped cars in non-moving traffic or if they caused an approaching vehicle to slow down or stop while they were crossing midblock
- **Failure to Yield to Pedestrian:** A driver was marked as non-compliant if they failed to yield to pedestrians when turning to/from Kings Road over the crosswalk on Maple Avenue
- **Failure to Stop for Pedestrian:** A driver was marked as non-compliant if they failed to stop for a pedestrian when traveling straight on Kings Road

Midblock Crossing Observation Areas

Directions of Turning Drivers Failing to Yield to Pedestrians

Directions of Drivers Failing to Stop for Pedestrians when Traveling Straight

	Pre-Campaign August 2019			Post-Campaign October 2019			
	Compliant	Not Compliant	% Non-Compliant	Compliant	Not Compliant	% Non-Compliant	% Change
Pedestrians Crossing Mid-block	32	41	**56%**	31	48	**61%**	**5% Increase in Non-Compliance**
	73 Total Pedestrians Crossing Midblock			79 Total Pedestrians Crossing Midblock			

Not Statistically Significant Increase

- Results showed a not statistically significant 5 percent increase in noncompliant midblock crossing

Data for the drivers observed as compliant or non-compliant for yielding to a pedestrian when turning over the Maple Avenue crosswalk was low (N = 7 in pre-campaign observation; N = 3 in the post-campaign observation). The data on turning driver behavior was added to the data on drivers who were compliant or non-compliant when traveling straight. During the pre-campaign observation in August, 49 pedestrians used the crosswalk to cross Kings Road at the intersection of Maple Avenue. During the post-campaign observation in October, 46 pedestrians used the crosswalk.

	Pre-Campaign August 2019			Post-Campaign October 2019			
	Compliant	Not Compliant	% Non-Compliant	Compliant	Not Compliant	% Non-Compliant	% Change
Drivers who failed to stop or yield to pedestrians when traveling straight or turning	22	27	**55%**	25	23	**48%**	**7% Decrease in Non-Compliance**

Not Statistically Significant Decrease

- Results showed a not-statistically-significant 7 percent decrease in drivers who failed to stop or yield to pedestrians when traveling straight or turning

One of the newly installed Rectangular Rapid Flash Beacons (RRFBs) was placed at the intersection of Kings Road and Maple Avenue after the post-campaign observation. The RRFB is expected to address compliance of drivers stopping for pedestrians at the crosswalk over Kings Road.

Speed Study

TransOptions used its Speed Sentry radar device in Madison to encourage slower driving in areas with known pedestrian activity. The sign's digital speed display was turned off in the beginning of the study period to observe the typical speeding behaviors of drivers traveling in the area. The Speed Sentry continued to collect data even though the digital screen was not displaying speeds for passing drivers.

The digital speed display was later turned on in order to provide instant speed feedback to drivers in an attempt to slow their speed as they travel towards a busy signalized intersection and Madison's downtown.

<u>Madison Avenue - NJ 124 (September 8, 2019 to September 28, 2019):</u>
Madison Avenue (NJ – 124) is a two lane roadway with a 35 MPH speed limit. The stretch of roadway where the Speed Sentry was placed leads directly into Madison's downtown and is adjacent to Drew University's campus. The area is also surrounded by apartments, two churches, and a park.

Date/Time Range	Speed Limit	Mode	Compliant	Low Risk	Medium Risk	High Risk	Total Num Vehicles
9/8/2019	35	Display Off, Speed Display	20,592 (53.6%)	12,751 (33.2%)	4,364 (11.4%)	701 (1.8%)	38,408
9/15/2019	35	Speed Display	21,284 (54.5%)	12,898 (33.0%)	4,239 (10.8%)	672 (1.7%)	39,093
9/22/2019	35	Speed Display	20,671 (53.0%)	13,160 (33.7%)	4,421 (11.3%)	779 (2.0%)	39,031
Total # Vehicles			**72,769 (53.1%)**	**46,079 (33.6%)**	**15,704 (11.4%)**	**2,607 (1.9%)**	**137,159**

Data examined from the Speed Sentry showed minimal changes in compliant, low, medium, and high risk speeds. Although high risk speeders totaled just 1.9 percent of total travel during the study period, 2,607 drivers were observed traveling at high risk speeds 20 MPH or more than the posted speed limit of 35 MPH on Madison Avenue. It is recommended that speed continue to be monitored, enforced, and calmed at this location due to pedestrian activity in the area.

Source: Vision Zero Network

Recommendations

TransOptions recommends the following to further address pedestrian safety for Madison, NJ:

- Identify potential education and outreach opportunities in the community. TransOptions can continue to provide programs and outreach to groups and populations in Madison.
- NHTSA recommends using a multidisciplinary approach to addressing pedestrian safety in communities using enforcement, education and engineering strategies. Madison can consider exploring using all three of these strategies in addressing pedestrian safety (NHTSA: Pedestrian Safety Enforcement Operations: A How-To Guide)
- Continue pedestrian safety-related enforcement efforts and attention from the Madison Police Department to reduce pedestrian-involved crashes. It is recommended that enforcement efforts are communicated to the public and that efforts initially utilize warnings and shift later to summonses. Madison Police Department can consider monitoring, enforcing, and educating the public about pedestrian-related violations including midblock crossings, crossing against the pedestrian signal, failure to stop/yield to a pedestrian, no turn on red, and school bus passing. Increased enforcement of speed and driver distraction could potentially reduce the seriousness and number of pedestrian-involved crashes. Continued traffic safety enforcement could potentially decrease crashes as well as crime. According to NHTSA's report on Data-Driven Approaches to Crime and Traffic Safety (DDACTS), increased high-visibility enforcement is a proven and effective countermeasure that addresses both crime and crashes whether they occur simultaneously or

independently (Data-Driven Approaches to Crime and Traffic Safety (DDACTS): An Historical Overview - 2013)

- Explore grant and funding opportunities for enforcement and infrastructure improvements.
- Consider adopting a proactive prevention-focused approach to traffic crashes by identifying areas of driver/pedestrian conflicts in the community and implement enforcement efforts and no or low-cost infrastructure improvements to the identified location to prevent crashes.
- Continue use of infrastructure countermeasures currently utilized in Madison to calm speeds of drivers and improve crossing safety for pedestrians such as high-visibility signage, lane narrowing, bumpouts at crossings, and Rectangular Rapid Flash Beacons where feasible throughout Madison.
- Consider utilizing high-visibility crosswalks by increasing width of crosswalk bars when restriping crosswalks. More information (www.fhwa.dot.gov/publications/publicroads/12janfeb/03.cfm and americawalks.org/high-visibility-crosswalks/)

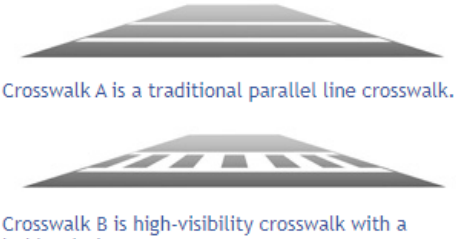


Photo source: saferoutesinfo.org

- Explore strategies to address and prevent unsafe mid-block crossings in Madison. Intersection observation results showed an increase in this behavior along Kings Road near the intersection of Maple Avenue. Madison can consider use of barriers such as fencing or planters to discourage midblock crossing along Kings Road in front of the Madison Train Station to steer pedestrians to the signalized crosswalks at Kings Road and Maple Avenue or Kings Road and Prospect when parking and walking to the train station.
- Continue participation and progression of Complete Street activities. More information on NJ Department of Transportation's Complete Streets program can be found by visiting www.state.nj.us/transportation/eng/completestreets/pdf/CS_Model_Policy_2019.pdf
- Continue advancement of Madison's participation in New Jersey's Safe Routes to School Recognition Program
- Regularly review, update, and/or install speed limit and pedestrian signage, as needed.