

# BERNARDSVILLE STREET SMART NJ PEDESTRIAN SAFETY CAMPAIGN



2022

## **ACKNOWLEDGEMENTS**

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

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The people of Bernardsville for their participation in the program

The North Jersey Transportation Planning Authority (NJTPA)

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## EXECUTIVE SUMMARY

In September-October 2022, RideWise Inc. partnered with the Bernardsville Police Department to conduct a Street Smart NJ pedestrian safety campaign, the third campaign to be conducted within Bernardsville. The education and enforcement elements of the campaign lasted from September 26 – October 23, with pre- and post-campaign activities occurring in September and October. The campaign focused on one intersection known as Five Corners, made up of Claremont Road, Mine Mt Road, and Seney Drive. Unlike past campaigns, there are plans to conduct a third round of observations after a pedestrian beacon is installed at Five Corners in early 2023. This third round of observations are to determine if the pedestrian beacons impact pedestrian and driver safety. Alongside observations, RideWise distributed an online and paper survey in English and Spanish before and after the campaign to gauge public awareness of the campaign and New Jersey’s pedestrian safety laws.

The campaign results are as follows:

- The Bernardsville Police Department conducted 38 hours of community education related to the campaign.
- Driver behavior improved after the campaign, with 91 percent of post-campaign drivers stopping for pedestrians in the crosswalk compared to 75 percent of pre-campaign drivers. The number of distracted drivers also decreased from 4 percent to 2 percent after the campaign.
- Just under half of drivers drive between 21-25 mph (within the speed limit of 25 mph) at Five Corners: 42 percent pre-campaign, 43 percent post-campaign.
- There were 52 English survey responses and 3 Spanish survey responses across both pre- and post-campaign surveys. The surveys revealed:
  - Observation of most unsafe driver and pedestrian behaviors decreased after the campaign.
  - Increased awareness of some pedestrian safety messages after the campaign, especially the messages, of “We wait for the walk” (increased by 224 percent), “We stop for people” (by 80 percent), and “We cross at corners” and “We use crosswalks” (by 73 percent).

- Most survey respondents use a car as their main mode of transportation, followed by walking.

Overall, observed driver behavior improved after the campaign, but observed pedestrian behavior worsened slightly after the campaign. Improvements are planned for this intersection, and RideWise will observe pedestrian and driver behavior again after these improvements are complete. RideWise recommends that Bernardsville investigate design changes to improve pedestrian safety at this intersection, as well as partner with RideWise on future pedestrian safety educational activities, with an increased outreach effort to the Spanish-speaking community.



## STREET SMART NJ OVERVIEW

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

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

Street Smart NJ was piloted by the NJTPA in November 2013 across four northern and central New Jersey communities – Newark, Jersey City, Hackettstown and Woodbridge – and on Long Beach Island in July 2014. The campaign has since expanded to more than 235 communities across the state.



<sup>1</sup> New Jersey State Police Crash Statistics 2020.

## RIDEWISE & STREET SMART NJ

After the success of the first five pilot Street Smart NJ campaigns, the NJTPA's goal was to continue to bring attention to the issue of pedestrian safety statewide. The NJTPA invited RideWise and the other Transportation Management Associations (TMAs) across the state to conduct Street Smart NJ campaigns within



their designated service areas to expand the program's reach throughout the state. Since 2016, RideWise has conducted a total of 11 Street Smart NJ campaigns in North Plainfield, Somerville, Manville, Raritan, Bernardsville, Peapack-Gladstone and Franklin Township. Each campaign has achieved reductions in unsafe behaviors among drivers and pedestrians.

This is the third Street Smart campaign conducted in Bernardsville, with prior campaigns conducted in 2018 and 2019. The first campaign focused on the center of Bernardsville, at the crosswalks by the train station, Fenwick Pocket Park, and Columbia Bank. The second campaign focused on the crosswalks further up Rt. 202, at ShopRite and Church Street. The Bernardsville Police Department requested this third campaign be held at the intersection known as "Five Corners," in anticipation of a future improvement project. There are plans to install a pedestrian beacon at this intersection in early 2023, and RideWise partnered with the Bernardsville Police to hold a Street Smart campaign to raise awareness for pedestrian safety before construction begins. After the project is complete, RideWise will return to Five Corners to conduct a third round of observations, to determine if the improvements succeed at improving driver and pedestrian behavior at Five Corners.

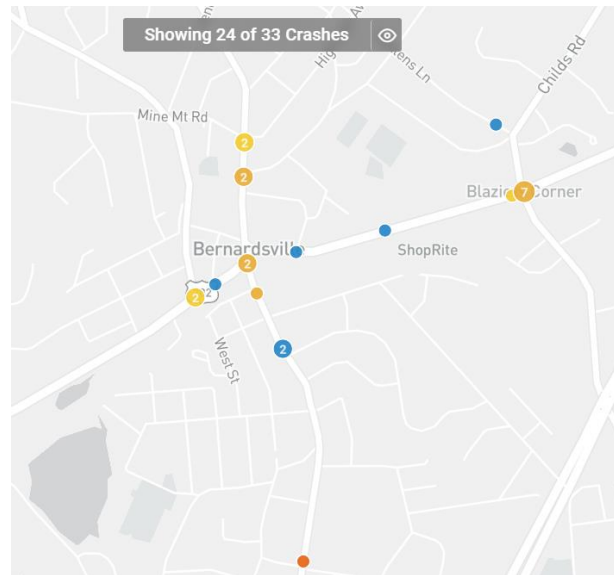


An example of a pedestrian beacon. When pedestrians cross, they push a button to activate the beacon lights. The lights turn red, instructing drivers to stop as pedestrians cross the street.

*Image from Pedestrian Hybrid Beacon Guide – Recommendations and Case Study Cover of the Pedestrian Hybrid Beacon Guide, FHWA Safety Program, FHWA-SA-14-014.*

## BERNARDSVILLE AND FIVE CORNERS

The estimated population of Bernardsville as of 2021 is 7,808 with a total land area of 12.84 square miles and a density of 614 people per square mile. Bernardsville's population is 89.7 percent White, 11.9 percent Hispanic or Latino, 5.1 percent Asian, and 0 percent Black or African-American. Twenty-two percent of Bernardsville residents speak a language other than English at home.<sup>2</sup> NJ Rt. 202 travels through the center of Bernardsville, which is also serviced by an NJ TRANSIT train line (Morris-Essex Line, Gladstone Branch) and the Lakeland commuter bus to New York City. This Street Smart NJ campaign focused on the intersection known locally as "Five Corners," where several streets meet to create a five-way intersection: Claremont Road (CR-525), Mine Mt Road, and Seney Drive.



Numetric Map of Bernardsville

Each of the streets approaching Five Corners are two-lane roads with speed limits of 25 mph. The majority of this area is residential, with single-family homes on each street. The School of St. Elizabeth is on Seney Drive, and two churches are near the Five Corners intersection: St. Bernard's Church and Our Lady of Perpetual Help. Also at this intersection are the Heritage at Claremont apartments, a bookstore, a barber shop, and an engineering/design firm. Further north of the intersection on Claremont Road is the Claremont Tavern restaurant, a board game store, and a salon. Further south on Claremont Road are several stores, businesses, and restaurants, eventually connecting to Rt. 202 and the train station. Bernardsville's schools offer busing to students who live more than two miles from their school. Students who live within the two-mile radius walk to school. There is a crossing guard at the Five Corners intersection during school drop-off (7 am – 9 am) and dismissal (2 pm – 4 pm).

<sup>2</sup> US Census Bureau QuickFacts: Bernardsville, New Jersey.



## STREET SMART BERNARDSVILLE CAMPAIGN

The Street Smart NJ Bernardsville campaign was a collaborative effort between RideWise and the Bernardsville Police Department. Five Corners was the only target location chosen as a focus area for this campaign. There will be a follow-up study once the pedestrian beacon project is complete, to determine if pedestrian and driver safety conditions continue to improve as a result of the road changes.

The campaign included education and enforcement activities from September 26 to October 23. 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 and tip cards were distributed throughout the community, and Street Smart NJ signs in English and Spanish were placed along Claremont Road.



**TARGET LOCATION: FIVE CORNERS****Claremont Rd, Mine Mt Rd, Seney Dr**

- Five-way intersection; Claremont Rd has right-of-way, stop signs at Mine Mt Rd and Seney Drive
- Plans to add pedestrian beacons to intersection
- 25 mph speed limit right at intersection
- Several businesses, two churches and luxury apartments nearby
- School of St. Elizabeth down Seney Dr; students walk to/from school
- School buses from Bernards High School drive through intersection
- Crossing guard posted for school drop-off/dismissal

## ENFORCEMENT

The Bernardsville Police Department supported the campaign through ongoing community policing and education efforts. Street Smart NJ campaigns consist of two weeks of “soft” enforcement (police issuing warnings) to those not following pedestrian safety laws, followed by two weeks of “hard” enforcement (police issuing summonses). Police conducted 38 hours of enforcement throughout the campaign, via roving and fixed posts by vehicle. When issuing warnings, police also handed out Street Smart flyers. There were no warnings or summons issued for drivers failing to stop for pedestrians or pedestrian crossing violations, which can explain why Street Smart survey respondents were unaware of police activities to enforce pedestrian safety laws [*more details in Campaign Survey Results*].

### Number of Warnings and Summonses Issued During 2022 Campaign

September 26 to October 23	
Category	Summonses
Speeding	1 (warning)
Disregard of Traffic Signals	
Disregard of Stop/Yield	
Failure to Stop for Pedestrian	
Illegal Turn (on red)	
Careless/Driver Inattention	1
Seat Belt	
Cell Phone	
Other Moving and Non-Moving	9
Pedestrian Crossing Violations	
<b>Total</b>	<b>11</b>

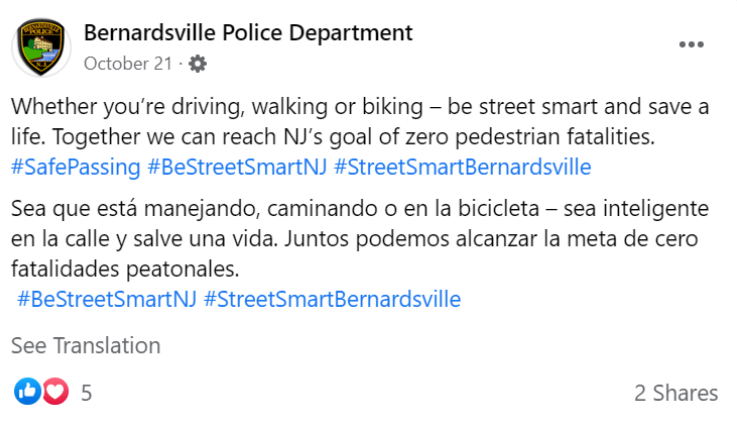
## EDUCATION & OUTREACH

The NJTPA provided RideWise with Street Smart NJ materials to educate the community and spread the campaign’s safety messages. These materials included safety tip cards, flyers and signs, which RideWise provided to the Bernardsville Police Department, the business association Downtown Bernardsville, the King of Kings Church food pantry, and St. Bernard’s Church, which serves both English-speaking and Spanish-speaking populations.

Street Smart NJ lawn signs were also displayed along Claremont Road. Materials were in both English and Spanish.

Bernardsville Police conducted educational activities and public outreach alongside enforcement. Officers handed out Street Smart flyers and

handouts at businesses along Claremont Road and neighboring streets. All borough schools shared information on the campaign and safety tips with parents, students, and staff via email. RideWise and the Bernardsville Police 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 #StreetSmartBernardsville and #BeStreetSmartNJ.



A Street Smart Facebook post by the Bernardsville Police



A Street Smart Twitter post by RideWise

## SPEED SENTRY RESULTS

Before and after the campaign, Bernardsville Police placed a speed sentry on Claremont Road approaching the target intersection, to determine if the campaign influenced drivers and lowered speeding incidents. The speed limit at this location is 25 mph. The largest percentage of drivers before and after the campaign drove between 21-25 mph (42% pre-campaign, 43% post-campaign), followed by 16-20 mph (25% pre-campaign, 27% post-campaign), followed by 26-30 mph (19% pre-campaign, 19% post-campaign).

### PRE-CAMPAIGN RESULTS 9/14/22 – 9/23/22

Lane1

1-5	6-10	11-15	16-20	21-25	26-30	31-35	36-40	41-45	46-50	51-55	56-60	61-65	>65
0	14	238	1146	2893	1986	247	11	1	0	0	0	0	0

85 percentile = 27

Lane2

1-5	6-10	11-15	16-20	21-25	26-30	31-35	36-40	41-45	46-50	51-55	56-60	61-65	>65
0	311	1713	3928	5772	2036	234	20	2	0	0	0	0	0

85 percentile = 25

Combined

1-5	6-10	11-15	16-20	21-25	26-30	31-35	36-40	41-45	46-50	51-55	56-60	61-65	>65
0	325	1951	5074	8665	4022	481	31	3	0	0	0	0	0

85 percentile = 26

### POST-CAMPAIGN RESULTS 11/3/22 – 11/10/22

Lane1

1-5	6-10	11-15	16-20	21-25	26-30	31-35	36-40	41-45	46-50	51-55	56-60	61-65	>65
0	11	125	751	2357	1691	181	3	0	0	0	0	0	0

85 percentile = 27

Lane2

1-5	6-10	11-15	16-20	21-25	26-30	31-35	36-40	41-45	46-50	51-55	56-60	61-65	>65
0	178	1059	3108	3822	1043	99	9	1	0	0	0	0	0

85 percentile = 24

Combined

1-5	6-10	11-15	16-20	21-25	26-30	31-35	36-40	41-45	46-50	51-55	56-60	61-65	>65
0	189	1184	3859	6179	2734	280	12	1	0	0	0	0	0

85 percentile = 26

## INTERSECTION OBSERVATIONS

To measure changes in pedestrian and driver behavior, RideWise conducted observations at Five Corners in Bernardsville before and after the campaign. Prior to the observations, RideWise reviewed data from the Numetric crash analysis tool. Between January 1, 2010 and July 14, 2022, there were 33 crashes involving pedestrians/cyclists and drivers in Bernardsville, with 17 of these crashes involving pedestrians and drivers. Of the 33 crashes, 1 resulted in suspected serious injuries, 11 resulted in suspected minor injuries, and 9 resulted in possible injuries.

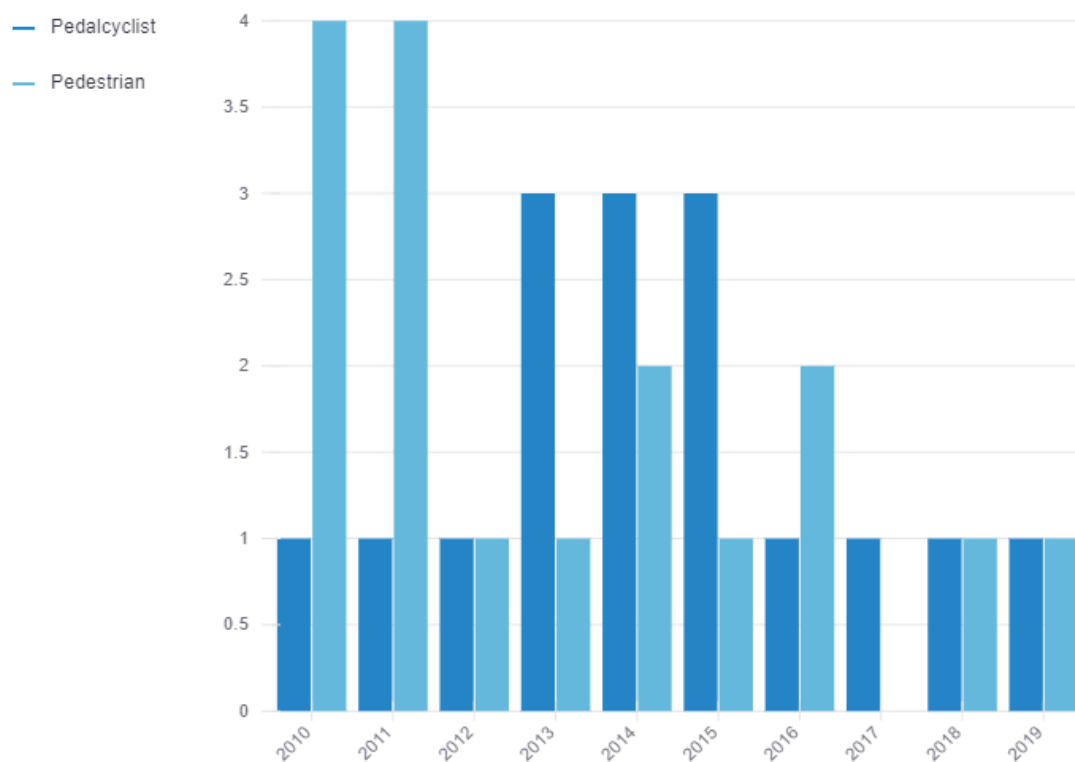


Chart of pedestrian/bicycle and vehicle crashes in Bernardsville from Numetric.

To control variables, pre- and post-campaign intersection observations are performed on the same days of the week, at the same time of day and for the same duration of time. RideWise conducted pre-campaign observations on September 14 and post-campaign observations on October 26, 2022. Observations occurred between 1:30 pm and 3:30 pm to coincide with school dismissal at the nearby School of St. Elizabeth and Bernardsville High School. Students from both schools were seen walking in the area during observations, and school buses from the high school also drove through the intersection. Halfway through the

post-campaign observations, it began raining, which led to fewer pedestrians being observed than during the pre-campaign observations. 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

Driver behavior improved after the campaign, but pedestrian behavior worsened. However, the majority of pedestrians still used the crosswalk when crossing both before and after the campaign. RideWise staff also noted cyclist behavior while conducting observations, though this is not part of the official Street Smart NJ campaign. During pre-campaign observations, there were two cyclists observed. While both were riding correctly with traffic, one cyclist was not wearing a helmet. There was one cyclist observed riding correctly with traffic, but without a helmet, post-campaign.

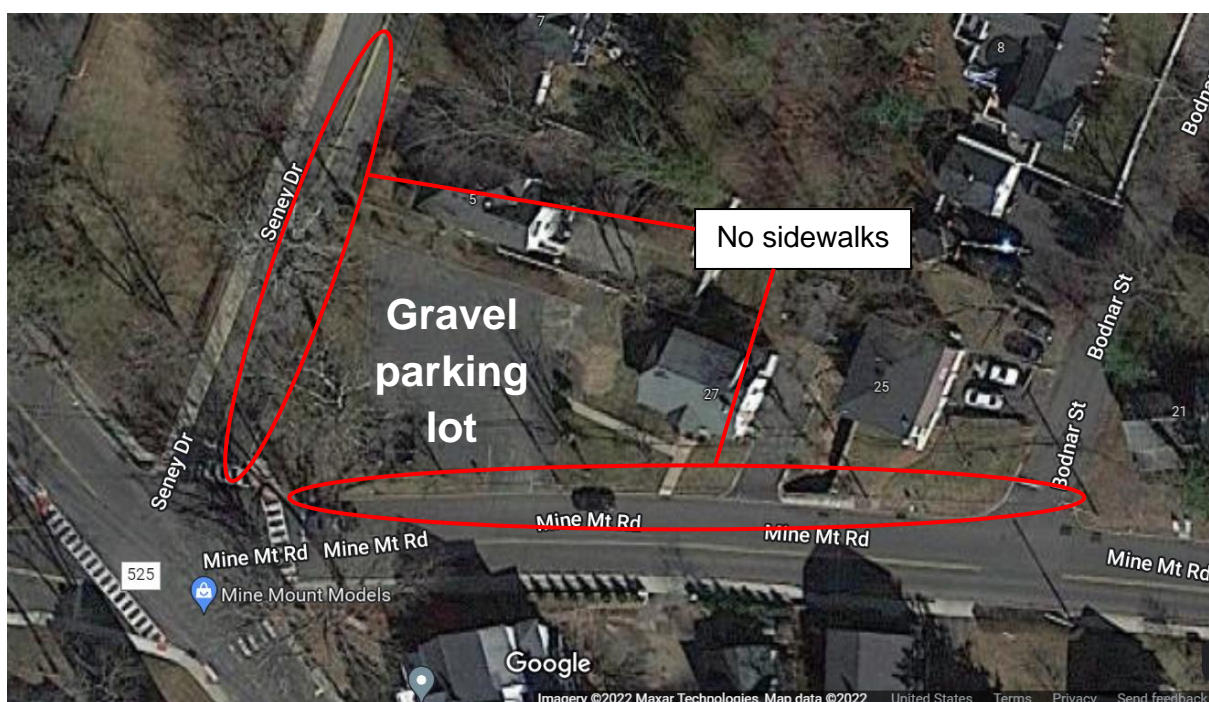
*\*Percentages may not total 100 due to rounding.*

### Pedestrian Activity at Five Corners

	Pre-Campaign (172 pedestrians)		Post-Campaign (52 pedestrians)	
	#	%	#	%
<b>Behavior:</b>				
Pedestrians used crosswalk	161	94%	39	75%
Pedestrians were texting or on phone	2	1%	2	3%
Pedestrians deviated from crosswalk	1	0.6%	12	23%
Pedestrians were crossing mid-block	10	6%	1	2%

At around 2:50 pm, a crossing guard began directing traffic and pedestrians. There were significantly fewer pedestrians during post-campaign observations, likely due to the rain. Observed pedestrian behavior was worse after the campaign, with a 20 percent decrease in the number of pedestrians using the crosswalk after the campaign. The percentage of pedestrians deviating from the crosswalk also increased significantly from less than 1 percent before the campaign to 23 percent after the campaign. However, the majority of pedestrians still used the crosswalk after the campaign, and the number of pedestrians who crossed mid-block decreased by 67 percent.

At the corner of Seney Drive and Mine Mount Road, there is a gravel parking lot, but no sidewalk connecting it to either street. However, there are sidewalks on the opposite side of both Seney Drive and Mine Mount Road from the gravel lot. There are also several homes on the sides of the streets that have no sidewalks. Many pedestrians who crossed mid-block were walking to/from their homes or the gravel parking lot from the sidewalk on the other side of the street. This suggests that installing sidewalks on the opposite side of the road may better allow pedestrians to safely walk to/from their homes and create a safer connection to the gravel parking lot.





### Driver Activity at Five Corners

	Pre-Campaign (1,072 drivers)		Post-Campaign (1,148 drivers)	
	#	%	#	%
<b>Behavior:</b>				
Driver was texting or on phone	39	4%	29	2%

	Pre-Campaign (28 drivers)		Post-Campaign (33 drivers)	
	#	%	#	%
<b>Behavior:</b>				
Driver stopped and stayed stopped for pedestrian in crosswalk	21	75%	30	91%
Driver did not stop and stay stopped	7	25%	3	9%

Because of the nature of Five Corners being a five-street intersection, the above numbers represent both drivers turning and drivers continuing straight, as most times there was no true “straight,” with the majority of drivers making some variation of a turn. At around 2:50 pm, a crossing guard began directing traffic and pedestrians. Pre-campaign, the majority of pedestrians stopped and stayed stopped for pedestrians in the crosswalk, both before there was a crossing guard and when the crossing guard was present. However, one driver was observed running the stop sign, though no pedestrians were present.

There were slightly more drivers during the post-campaign observations compared to pre-campaign, likely due to the rain. It appeared more parents were driving to pick their children up from school than during the pre-campaign. Driver behavior improved after the campaign, with 91 percent of post-campaign drivers stopping for pedestrians in the crosswalk compared to 75 percent of pre-campaign drivers. The number of distracted drivers also decreased from 4 percent to 2 percent after the campaign.

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## CAMPAIGN SURVEY RESULTS

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

The English pre-campaign survey generated 27 responses from individuals over the age of 18 who either lived or worked in Bernardsville, while the Spanish pre-campaign survey generated three responses. The English post-campaign survey generated 25 responses, but the Spanish post-campaign survey generated zero responses.

English:

- Pre-campaign: 66.7 percent only lived in Bernardsville, 25.9 percent lived and worked in Bernardsville, 7.4 percent only worked in Bernardsville.
- Post-campaign: 44 percent lived in Bernardsville, 52 percent lived and worked in Bernardsville, 4 percent only worked in Bernardsville.

Spanish:

- Pre-campaign: 33.3 percent only lived in Bernardsville, 33.3 percent lived and worked in Bernardsville, and 33.3 percent only worked in Bernardsville.

*\*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.*

*\*\*Due to the low number of Spanish survey responses, most of the survey analysis is only for English survey responses. Pre-campaign Spanish survey responses have been included in the tables.*

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

Behavior:	ENGLISH				SPANISH	
	Pre-Campaign (27 responses)		Post-Campaign (25 responses)		Pre-Campaign (3 responses)	
	#	%	#	%	#	%
Drivers using a hand-held cell phone while driving	20	74.1%	12	48%	2	66.7%
Drivers running red lights or stop signs	11	40.7%	17	68%	0	0%
Drivers exceeding speed limit in areas of heavy pedestrian traffic	22	81%	13	52%	1	33.3%
Drivers not giving pedestrians the right of way when making a left or right turn	15	55.6%	22	88%	1	33.3%
Drivers not stopping for pedestrians in the crosswalk	23	85.2%	11	44%	3	100%
People using a hand-held cell phone while walking or crossing the street	21	77.8%	18	72%	2	66.7%
People crossing in the middle of the block (jaywalking)	23	85.2%	7	28%	3	100%
People cross the street against the walk signal	18	66.7%	18	72%	1	33.3%
None of the above	0	0%	0	0%	0	0%

Some behavior sightings decreased after the campaign, while other sightings increased. Sightings of people crossing mid-block decreased by 67 percent; drivers not stopping for pedestrians by 48 percent; drivers speeding by 36 percent; and drivers using cell phones while driving by 35 percent. Sightings of drivers running red lights or stop signs increased by 67 percent; drivers not yielding to pedestrians while turning by 58 percent; and people crossing the street against the walk signal by 8 percent.

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

- “I have been almost hit walking/running many times at the intersection of Claremont/202 and Claremont/Seney.”
- “Drivers going around others waiting for people in the crosswalk.”

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

	ENGLISH		Post-Campaign		SPANISH	
	Pre-Campaign (27 responses)		(25 responses)		Pre-Campaign (3 responses)	
	#	%	#	%	#	%
Crossing the street against the walk signal or when “Don’t Walk” is displayed	13	48.1%	11	44%	3	100%
Crossing the street in an unsafe manner outside of a crosswalk	18	66.7%	15	60%	3	100%
Using a hand-held cell phone while crossing the street	4	14.8%	6	24%	1	33.3%
Not stopping for pedestrians in a crosswalk	27	100%	21	84%	3	100%
Using a hand-held mobile device while driving	27	100%	24	96%	3	100%
Failing to stop for a person crossing when turning	22	81.5%	15	60%	3	100%
None of the above	0	0%	1	4%	0	0%

More than half of all English survey respondents knew that you could receive a ticket for crossing the street outside of the crosswalk, not stopping for pedestrians in a crosswalk, using a mobile device while driving, and failing to stop for a pedestrian crossing when turning. Less than half of English survey respondents knew you could receive a ticket for crossing against the WALK signal. All Spanish survey respondents knew what activities you can receive tickets for.

**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 (27 responses)		Post-Campaign (25 responses)	
	#	%	#	%

	#	%	#	%	#	%
A WALK sign or person walking	27	100%	25	100%	2	66.7%
A flashing hand or flashing DON'T WALK sign	0	0%	1	4%	0	0%
A countdown signal	8	29.6%	9	36%	2	66.7%
A fixed hand or fixed DON'T WALK sign	1	3.7%	0	0%	1	33.3%

All English pre- and post-campaign survey respondents knew to cross when the WALK signal is on. The majority of Spanish survey respondents also knew this. In the post-campaign survey, zero respondents stated you should cross when the DON'T WALK sign was on.

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

	ENGLISH				SPANISH	
	Pre-Campaign (27 responses)		Post-Campaign (25 responses)		Pre-Campaign (3 responses)	
Messages	#	%	#	%	#	%
None of the above	6	22.2%	6	24%	0	0%
Bicycle safety	6	22.2%	1	4%	0	0%
Pedestrian safety	16	59.3%	15	60%	0	0%
Distracted driving	11	40.7%	8	32%	1	33.3%
Seat belt use	3	11.1%	0	0%	1	33.3%
Driving under the influence of drugs	0	0%	0	0%	0	0%
Driving under the influence of alcohol	1	3.7%	0	0%	1	33.3%
Speeding/aggressive driving	9	33.3%	5	20%	3	100%

Around a quarter of pre- and post-campaign survey respondents had not seen any of the listed safety messaging. The majority of pre- and post-campaign respondents had seen messaging on pedestrian safety, followed by distracted driving. All Spanish survey respondents had seen messaging on speeding/aggressive driving, versus only a third of English survey respondents.

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

	ENGLISH				SPANISH	
	Pre-Campaign (27 responses)		Post-Campaign (25 responses)		Pre-Campaign (3 responses)	
	#	%	#	%	#	%
Yes	14	51.9%	16	64%	2	66.7%
No	13	48.1%	9	36%	1	33.3%

The majority of pre- and post-campaign respondents, for both the English and Spanish surveys, had seen messaging with the words “Street Smart.” In the English survey, this increased by 23 percent after the campaign.

**HAVE YOU READ OR HEARD ANY OF THE FOLLOWING MESSAGES?**

	ENGLISH				SPANISH	
	Pre-Campaign (27 responses)		Post-Campaign (25 responses)		Pre-Campaign (3 responses)	
	#	%	#	%	#	%
<b>Signs</b>						
None of the above	7	25.9%	7	28%	1	33.3%
Heads Up, Phones Down	11	40.7%	4	16%	0	0%
We slow down for safety	6	22.2%	5	20%	1	33.3%
We stop for people	3	11.1%	5	20%	2	66.7%
We cross at corners	5	18.5%	8	32%	1	33.3%
We use crosswalks	5	18.5%	8	32%	0	0%
We look before crossing	2	7.4%	0	0%	0	0%
We wait for the walk	1	3.7%	3	12%	0	0%

The majority of Spanish survey respondents had seen the messaging “We stop for people.” At the beginning of the campaign, these were the only signs available in Spanish, accounting for their high rate of sightings. Halfway through the campaign, more Spanish signs and flyers were available, but there were no post-campaign Spanish responses to determine if these signs were seen. In the English surveys, sightings of some messages increased while other messages decreased. Sightings of “We wait for the walk” increased by 224 percent; “We stop for people” by 80 percent; and “We cross at corners” and “We use crosswalks” by 73

percent. Sightings of “Heads Up, Phones Down” decreased by 61 percent; and “We look before crossing” from 7.4 percent to 0 percent.

#### WHERE HAVE YOU SEEN OR HEARD THESE MESSAGES?

	ENGLISH				SPANISH	
	Pre-Campaign (27 responses)		Post-Campaign (25 responses)		Pre-Campaign (3 responses)	
	#	%	#	%	#	%
On table tent cards	0	0%	0	0%	0	0%
Social media sites (Facebook, Twitter, Instagram)	6	22.2%	5	20%	0	0%
On posters or signs you have seen while driving or walking	19	70.4%	17	68%	2	66.7%
Local newspapers or websites	2	7.4%	0	0%	0	0%
Safety tip cards or fact sheets distributed by law enforcement officers, your place of employment or school, family, friends, community organizations, volunteers on the street or businesses.	1	3.7%	1	4%	0	0%
None of the above	6	22.2%	7	28%	1	33.3%

The majority of all survey respondents saw this messaging on posters or signs seen while walking or driving, followed by social media. Many street signs were placed along Claremont Road, and several Street Smart signs are permanently displayed by the train station and at the intersection of Rt. 202 and Mt. Airy Road, explaining why this was the most common way people saw Street Smart messaging. RideWise and the Bernardsville Police also posted Street Smart messages on their social media.

For this question, survey respondents also had the option to select “Other” and write in their own answer. One English pre-campaign respondent chose this option and wrote they had seen such messaging on “message boards,” possibly referring to the electronic messaging board in front of the Bernardsville Fire House, displaying messages on pedestrian safety.

**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 (27 responses)		Post-Campaign (25 responses)		Pre-Campaign (3 responses)	
	#	%	#	%	#	%
Police issuing tickets or warnings for people who crossed the street in an unsafe manner	0	0%	0	0%	0	0%
Police issuing tickets or warnings to drivers for not stopping for pedestrians in crosswalks.	3	11.1%	2	8%	1	33.3%
Never heard about the above police efforts	23	85.2%	22	88%	2	66.7%

In the post-campaign survey, one respondent wrote in an answer: “Walk/Street Smart Program.” Both before and after the campaign, the majority of respondents had not heard of the above police efforts. No respondents had heard of police issuing tickets/warnings to pedestrians, while some had heard of police issuing tickets/warnings to drivers not stopping for pedestrians. This reflects the police enforcement activities, as there were no warnings or summons issued for drivers failing to stop for pedestrians or pedestrian crossing violations during the campaign. Despite respondents not being aware of these efforts, observed driver behavior did improve after the campaign, suggesting police enforcement measures were effective with drivers. Observed pedestrian behavior, however, did not improve, reflecting respondents’ lack of awareness of pedestrian enforcement activities. This suggests police may need to re-evaluate pedestrian enforcement measures.

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

	ENGLISH				SPANISH	
	Pre-Campaign (27 responses)		Post-Campaign (25 responses)		Pre-Campaign (3 responses)	
	#	%	#	%	#	%



Bicycle	2	7.4%	3	12%	0	0%
Bus	0	0%	0	0%	0	0%
Car	27	100%	25	100%	3	100%
Train	2	7.4%	0	0%	0	0%
Walk	19	70.4%	15	60%	1	33.3%

All survey respondents use a car as their main mode of transportation. The next most used mode was walking.

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

#### **DISTRACTED DRIVING IS A PROBLEM IN BERNARDSVILLE:**

	<b>ENGLISH</b>				<b>SPANISH</b>	
	<b>Pre-Campaign (27 responses)</b>		<b>Post-Campaign (25 responses)</b>		<b>Pre-Campaign (3 responses)</b>	
	<b>#</b>	<b>%</b>	<b>#</b>	<b>%</b>	<b>#</b>	<b>%</b>
Extremely serious	6	22.2%	5	20%	0	0%
Somewhat serious	5	18.5%	4	16%	0	0%
Neutral	7	25.9%	6	24%	1	33.3%
Somewhat not serious	3	11.1%	6	24%	1	33.3%
Not at all serious	6	22.2%	4	16%	1	33.3%

Survey respondents were split on the issue of distracted driving, with most respondents feeling neutral both before and after the campaign.

#### **PEDESTRIANS DISOBEYING TRAFFIC RULES IS A PROBLEM:**

	<b>ENGLISH</b>				<b>SPANISH</b>	
	<b>Pre-Campaign (27 responses)</b>		<b>Post-Campaign (25 responses)</b>		<b>Pre-Campaign (3 responses)</b>	
	<b>#</b>	<b>%</b>	<b>#</b>	<b>%</b>	<b>#</b>	<b>%</b>
Extremely serious	4	14.8%	5	20%	0	0%
Somewhat serious	4	14.8%	2	8%	0	0%
Neutral	7	25.9%	12	48%	1	33.3%
Somewhat not serious	5	18.5%	2	8%	1	33.3%
Not at all serious	7	25.9%	4	16%	1	33.3%

The majority of post-campaign respondents felt neutral about pedestrians disobeying traffic rules. Before the campaign, this was followed by respondents feeling this issue was not at all serious, but after the campaign, this was followed by respondents feeling the issue was extremely serious. However, almost half of post-campaign respondents felt neutral, compared to a quarter of pre-campaign respondents.

#### DRIVERS NOT STOPPING FOR PEDESTRIANS AT CROSSWALKS IS A PROBLEM IN BERNARDSVILLE:

	ENGLISH				SPANISH	
	Pre-Campaign (27 responses)		Post-Campaign (25 responses)		Pre-Campaign (3 responses)	
	#	%	#	%	#	%
Extremely serious	4	14.8%	5	20%	0	0%
Somewhat serious	4	14.8%	6	24%	1	33.3%
Neutral	6	22.2%	9	36%	0	0%
Somewhat not serious	6	22.2%	2	8%	0	0%
Not at all serious	7	25.9%	3	12%	2	66.7%

Pre-campaign survey respondents were split on the issue of drivers not stopping for pedestrians in the crosswalk, whereas the majority of post-campaign respondents felt neutral. The majority of Spanish survey respondents felt this issue was not at all serious.

#### SPEEDING IS A PROBLEM IN BERNARDSVILLE:

	ENGLISH				SPANISH	
	Pre-Campaign (27 responses)		Post-Campaign (25 responses)		Pre-Campaign (3 responses)	
	#	%	#	%	#	%
Extremely serious	8	29.6%	6	24%	0	0%
Somewhat serious	3	11.1%	5	20%	1	33.3%
Neutral	5	18.5%	5	20%	0	0%
Somewhat not serious	4	14.8%	5	20%	1	33.3%
Not at all serious	7	25.9%	4	16%	1	33.3%

Pre-campaign, survey respondents felt speeding was an extremely serious issue in Bernardsville. Post-campaign, respondents were split on the issue.

**BICYCLISTS NOT FOLLOWING TRAFFIC LAWS IS A PROBLEM IN BERNARDSVILLE:**

	ENGLISH				SPANISH	
	Pre-Campaign (27 responses)		Post-Campaign (25 responses)		Pre-Campaign (3 responses)	
	#	%	#	%	#	%
Extremely serious	4	14.8%	6	24%	0	0%
Somewhat serious	8	29.6%	8	32%	0	0%
Neutral	5	18.5%	4	16%	1	33.3%
Somewhat not serious	3	11.1%	4	16%	1	33.3%
Not at all serious	7	25.9%	4	16%	1	33.3%

The majority of pre- and post-campaign survey respondents felt the issue of bicyclists not following traffic laws was somewhat serious.

Respondents were given an opportunity to add additional comments at the end of the survey. These comments can be found in the Appendix.



## COMPARING THE 2018, 2019 and 2022 CAMPAIGNS

While the 2018 and 2019 Street Smart Bernardsville campaigns focused on Bernardsville's downtown core, the 2022 campaign focused on a more residential area with a few businesses and school traffic. All three campaigns had public outreach conducted in the same way, with the business community and the police assisting with community education. The

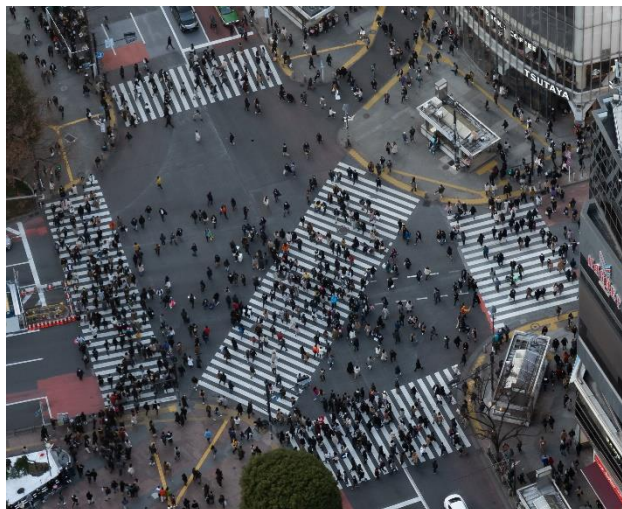


2022 campaign was the first one that also involved the food pantry and local churches in outreach, especially for the Spanish-speaking community. In 2019, one of the ways Bernardsville Police conducted outreach was through Coffee with a Cop and by handing out Street Smart flyers at the Bernardsville Farmers Market. In 2022, Bernardsville Police also conducted extensive community education/outreach, but in a different way, through sharing Street Smart messages and resources with the local schools and business community. The 2022 campaign was the first one to focus on only one intersection, and to include follow-up activities after an intersection improvement project is complete.

All three campaigns resulted in improved behavior overall, but with some instances where behavior did not improve. The first campaign had the most man hours dedicated to enforcement (105 hours), followed by 2019 (90 hours) and 2022 (38 hours). The 2022 campaign was the first one to include a Spanish version of the survey, though it did not receive many responses. In all three campaigns, most dangerous behaviors seen by survey respondents decreased after the campaign, and the majority of post-campaign respondents had seen Street Smart or pedestrian safety messages, usually on signs seen while walking or driving. In the 2018 and 2019 campaigns, the majority of post-campaign respondents were aware of police efforts to enforce pedestrian safety laws, but in 2022, the majority of post-campaign respondents were unaware of these efforts.

## RECOMMENDATIONS

- While observed driver behavior did improve after the campaign, observed pedestrian behavior did not. Further educational and enforcement activities in this area directed at pedestrians is recommended. RideWise can also conduct Safe Routes to School education with the School of St. Elizabeth, to teach students and parents about pedestrian safety.
- After the campaign, the majority of survey respondents were still unaware of police efforts to enforce pedestrian safety laws. Pedestrian safety education and enforcement should be incorporated into the Police Department's activities throughout the year. In previous campaigns, Bernardsville Police discussed Street Smart and handed out Street Smart materials at Coffee with a Cop events and the Farmers Market. These are activities the Bernardsville Police could restart to spread pedestrian safety messages. Police could also discuss Street Smart during any in-school educational events in which they participate.
- Receiving Spanish responses to the surveys was a challenge. In future campaigns and pedestrian safety efforts, new ways of conducting outreach should be considered. Bernardsville has several advocates within the Spanish-speaking community: Pastor Dan Fenco of Camino de Fe Church and Alex Gonzalez of the King of Kings Church food pantry. Future outreach efforts could involve these two individuals and their parishes in more depth.
- The most common unsafe pedestrian behavior observed at Five Corners was pedestrians deviating from the crosswalk. This is mainly because there are five crosswalks, and pedestrians would cut between them as a shortcut when crossing multiple roads at once. With the installation of pedestrian beacons, Bernardsville could consider making the intersection one giant crosswalk, also known as a pedestrian



A pedestrian scramble

*Credit: Sei F from Tokyo, Japan – "Scramble from above, SHIBUYA SKY"*

scramble, allowing pedestrians to cross in all directions at once while temporarily stopping traffic in all directions. See the design example.

- At the corner of Seney Drive and Mine Mount Road, there is a gravel parking lot, but no sidewalk connecting it to either street. Many pedestrians who crossed mid-block were walking to/from their homes or the gravel parking lot from the sidewalk on the other side of the street. Bernardsville should consider installing sidewalks on the opposite side of the road to better allow pedestrians to safely walk to/from their homes and create a safer connection to the gravel parking lot.
- There were numerous survey comments about speeding and drivers not stopping for pedestrians (see Appendix). More police enforcement may be necessary to address these behaviors.

## CONCLUSION

The 2022 Street Smart Bernardsville campaign was a collaborative effort between RideWise and the Bernardsville Police Department. While driver behavior improved after the campaign, pedestrian behavior worsened. Post-campaign surveys demonstrate a need for further community education to raise awareness of pedestrian safety issues in the borough. Observations will be conducted again after a pedestrian beacon is installed at Five Corners, to determine if this design element improves pedestrian safety conditions at the intersection. It is recommended that community educational activities be continued throughout the year, with assistance from RideWise. Increased outreach to the Spanish-speaking community is also recommended to reach more members of the Bernardsville community.



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

Please make a bike lane / paved path all the way up mendham road. So many bikers and runners should be able to share the road safely.

Mt Airy and Prospect Street crosswalk and pedestrians are constantly ignored. People fly down the hill coming into town. Also the light on that side needs to be timed longer to stay green. Takes 10 mins to go from my home on Center Street to the HS in the morning.

Cars do not give way to pedestrians in Bernardsville. I walk and run almost daily and I have to reroute myself to cross streets as little as possible because crossing at any intersection is dangerous. IF a car stops for you, it certainly does not wait for you to get through the crosswalk before they go. I have had many cars zip past me and nearly run my feet over. Luckily I don't have small children trailing behind me because they would have been hit in many circumstances.

The most common violation I see is people ignoring crosswalks and crossing in front of Bernards Cafe. There are five crosswalks in that stretch!

Speeding on Liberty Road and surrounding roads. crosswalk lights required in town- Mt. Airy Road and 202 between shop rite and Starbucks.

Sometimes with parked cars on Minebrook it's impossible to see a pedestrian trying to cross until the last second when it's too late to stop. Flashing lights in the roadway would definitely help!

The Excessive speeding all hours of day is highly worrisome- Anderson Hill Rd, near the schools, including Mendham Rd between Bville and Mendham Twp - both in and out of town. Speeding motorcycles and vehicles during rush hour time of day - morning and evenings. At least 15/20 MPP over speed limit.

**ADDITIONAL COMMENTS, POST-CAMPAIGN SURVEY (English):**

So much aggressive driving around Bedwell and the middle school. Lots of speeding and barely ever see police there

I saw a car narrowly miss a pedestrian last Wednesday night. It was raining and dark, and the pedestrian was wearing black. He was standing in the middle of the street next to a full line of cars going in the opposite direction and just darted out. He was nowhere near the crosswalk. I don't think he realized that the driver didn't see him.

Definitely need more Police presence, ticketing...especially for Jay-Walkers on Mine Brook Rd