

Evaluation of the Frenchtown Street Smart Campaign



October 2015



Acknowledgements

Special thanks to the following for their assistance

Frenchtown Safe Streets Committee:

Mayor Warren Cooper,
Borough of Frenchtown

Chief Allan Kurylka,
Frenchtown Police Department

Jeannine Fenlon

Dave Pearson

Skye Van Saun

Principal Christina Dalla Palu,
Frenchtown Elementary School

Student Lawn Sign Artists Frenchtown Elementary School

Frenchtown Fire Department

Frenchtown Business and Professional Association

**North Jersey Transportation Planning Authority (NJTPA)
Street Smart NJ**

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STREET SMART NJ OVERVIEW

Street Smart NJ is a public education, awareness and behavioral change campaign managed by the North Jersey Transportation Planning Authority (NJTPA) and funded through the Highway Safety Improvement Program (HSIP) and State Pedestrian Safety Education and Enforcement Fund administered by the New Jersey Division of Highway Traffic Safety (NJDHTS).

The campaign is a collaborative effort between public, private and non-profit organizations. The NJTPA, along with the Federal Highway Administration (FHWA), the New Jersey Department of Transportation (NJDOT), NJTRANSIT, NJDHTS, and the Transportation Management Associations (TMAs) worked with numerous community partners to develop and pilot the Street Smart NJ campaign in 2013-2014.

Street Smart NJ was developed in response to New Jersey's designation by FHWA as a pedestrian "focus" state and Newark as a "focus" city due to a high incidence of pedestrian injuries and fatalities. New Jersey's pedestrian fatality rate (24.3% in 2013) is nearly double the national average (14%). From 2009- 2013, 697 pedestrians were killed and more than 22,000 injured on the state's roadways. On an annual basis, nearly 6,000 pedestrians are injured and 139 killed in motor vehicle crashes statewide.

The campaign has three main goals:

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

Following initial pilot projects conducted in 2013-2014, NJTPA invited and encouraged the Transportation Management Associations (TMAs), including HART Commuter Information Service, the TMA serving Hunterdon County, New Jersey, to conduct campaigns in partnership with local municipalities within the NJTPA region.

This report provides an overview and evaluation of a campaign conducted in the Borough of Frenchtown, Hunterdon County, New Jersey in Spring 2015.





FRENCHTOWN STREET SMART CAMPAIGN

Frenchtown Borough and HART Commuter Information Services, the local non-profit transportation management association (TMA) serving Hunterdon County, NJ, partnered to pilot a “Street Smart” campaign in Spring 2015 modeled closely on the initial NJTPA education campaign.

The goals of this effort were to:

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

The Frenchtown Street Smart Campaign took place over an eight week period from April 21- June 12, 2015. The schedule included a two (2) week “pre-campaign” data collection period, a four (4) week public education and awareness, enforcement effort and a two (2) week “post campaign” data collection effort.

Project Timetable

Pre-Campaign Data Collection, Surveying	April 20, 2015-May 1, 2015
Awareness and Enforcement	May 2-May 31, 2015
Post-Campaign Data Collection, Surveying	June 1-14, 2015

PROJECT AREA

The Borough of Frenchtown is located along the banks of the Delaware River in Hunterdon County, New Jersey, across from Bucks County, Pennsylvania and bordering Alexandria and Kingwood Townships in New Jersey.

Extending one mile along the Delaware River, Frenchtown is a principal destination for river activities, as well as shopping, dining and recreational cycling.



The Borough of Frenchtown is 1.3 square miles, including 1.263 square miles of land and 0.098 square miles of water. Most of the borough's residential and commercial activity lies close to the river. The Borough population is 1,356 (2013 Census data)

In recent years, Frenchtown has become a cultural destination with many art galleries and specialty shops and restaurants in the small downtown area. Weekends, as well as several annual fairs and festivals bring tourists from the Tri-State area.

The town is a hub of major county and state roads including NJ Route 12, NJ Route 29, County Route 619, and County Route 513. Frenchtown is connected to Pennsylvania by the Uhlerstown-Frenchtown Bridge. According to the Delaware River Joint Toll Bridge Commission (DRJTBC), approximately 4,000 vehicles travel across the bridge daily. (DRJTBC: Annual Average Daily Traffic for both directions of travel)

Based on input from members of the Frenchtown Street Smart Committee, the downtown business district was identified as the appropriate project area to undertake the project.

Five intersections were selected based upon the frequency of interactions between motor vehicles and pedestrians. The speed limit at each of the study sites is 25 mph.

- 1) The Delaware and Raritan (D&R) Canal Tow Path across Bridge Street
- 2) Harrison Street at the intersection of Bridge Street
- 3) Bridge Street at the intersection of Harrison Street
- 4) Bridge Street at the intersection of Trenton Avenue
- 5) Trenton Avenue at the intersection of Race Street

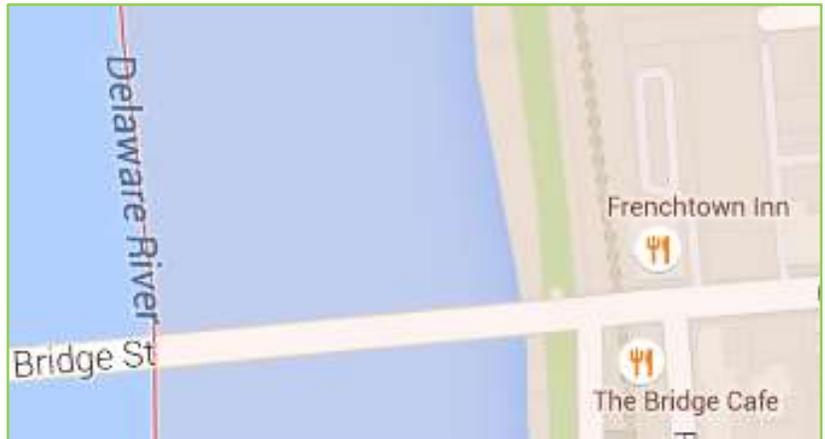


Map data ©2015 Google



Study Site 1: The Delaware and Raritan (D&R) Canal Path and Bridge Street

The intersection of the Delaware and Raritan Canal Path and Bridge Street is located at the eastern foot of the bridge over the Delaware River that connects New Jersey and Pennsylvania. Motor vehicle traffic from both states is heavy during weekday commuting hours and on weekends.



Approximately 4,000* vehicles cross the Uhlertown-Frenchtown bridge daily.

(*Annual Average Daily Traffic for both directions of travel. *Delaware River Joint Toll Bridge Commission Traffic Count*)

Across Bridge Street, the crosswalk is marked by parallel white lines and white arrows denoting the presence of a speed table. This is one of 3 speed tables present on Bridge Street. A “Stop for Pedestrians” portable in street sign is placed by the crosswalk. A stop sign controls traffic on River Road. There is no stop sign on Bridge Street at this location.



A double yellow line divides Bridge Street into a 2 lane street with traffic in either direction. Parking is allowed on both sides of the street, and 2 adjacent roads south of Bridge Street offer additional parking facilities. Parking areas fill up at frequently due to nearby attractions and local events. Local eateries that lie on either end of the crosswalk also draw in people throughout the day and evening.

The D&R Canal Tow Path draws locals and tourists alike for transportation and recreation. The trail is used by both bicyclists and pedestrians.



Study Site 2: Harrison Street at Bridge Street

The intersection of Harrison and Bridge Street connects downtown Frenchtown with the residential neighborhood from 2nd Street to 11th Street.

Harrison Street is heavily used by people traveling to or from the downtown area, Pennsylvania, Kingwood Avenue (NJ SR 12) and/or Trenton Avenue (NJ SR 29). Motor vehicle traffic from both states is particularly significant during weekday commuting hours and on weekends. A stop sign controls traffic on Harrison Street. There is no stop sign on Bridge Street at this location.



Across Harrison Street, the crosswalk is marked by parallel white lines with straight white lines in the center. A double yellow line divides Harrison Street into a 2 lane street with traffic in either direction. Motor vehicles traveling south on Harrison Streets toward Bridge Street are required to stop and yield to traffic on Bridge Street. Sidewalks are present on both sides of Harrison Street. Parking is not permitted on either side of the street between Second Street and Bridge Street. On-street parking on Bridge Street near this intersection limits visibility for drivers trying to turn left or right on Bridge Street.

This intersection is the starting point for the Frenchtown Elementary School Walking School Bus route. The bank on the northwest corner of the intersection also draws in groups of people on foot and in cars.



Study Site 3: Bridge Street at Harrison Street

The intersection of Bridge Street and Harrison Street is “the center” of the downtown and has highest density of local merchants. Across Bridge Street, the crosswalk is marked by a continental crosswalk. A stop sign controls traffic on Harrison Street. There is no stop sign on Bridge Street at this location.

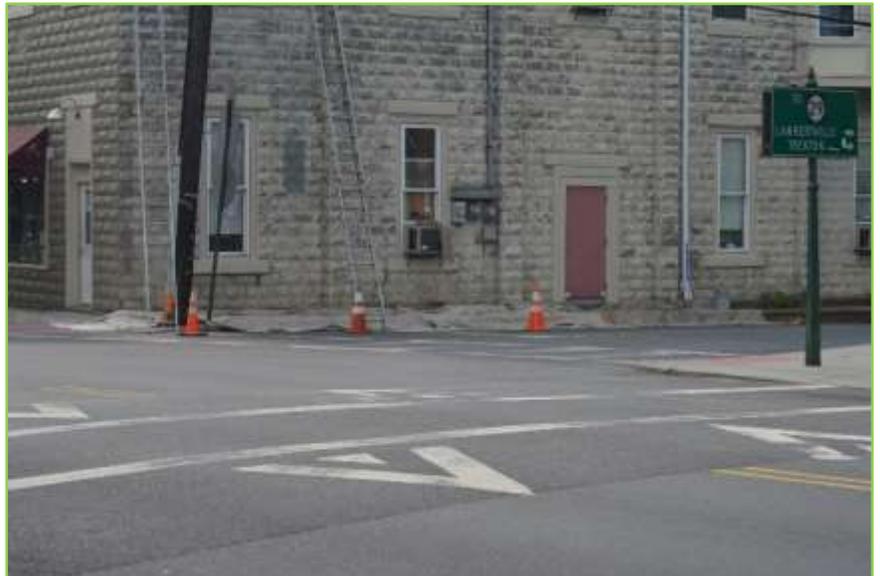


Arrows denoting the presence of a speed table are located on the western side of the intersection. This is the second of 3 speed tables along Bridge Street. This speed table does not have the parallel lines denoting a crosswalk. Although, many people choose to cross here.

A double yellow line divides Bridge Street into a 2 lane street with traffic in either direction. Vehicles must stop for pedestrians at this crosswalk. Sidewalks are present on both sides of Bridge Street. On-street parking is present on both of Bridge Street.

Study Site 4: Bridge Street at Trenton Avenue (SR 29)

The crossing of Bridge Street at Trenton Avenue is located on the western side of the intersection. This location traverses a busy stretch of the downtown. Near this location, State Route 29 becomes part of the Borough and the street name changes to Trenton Avenue. A stop sign controls traffic on Trenton Avenue. There is no stop sign on Bridge Street at this location.



Across Bridge Street, the crosswalk is marked by parallel white lines and white arrows denoting the presence of a speed table. This is the third of 3 speed tables along Bridge Street.

A double yellow line divides Bridge Street into a 2 lane street with traffic in either direction. Sidewalks are present on both sides of Bridge Street.

Vehicles and delivery trucks often park illegally on the crosswalk. On-street parking is allowed on both east and west bound lanes of Bridge Street.



Study Site 5: Trenton Avenue at Race Street

The crossing of Trenton Avenue (transition from SR-29) at Race Street is narrow. There is a high traffic volume at this intersection as vehicles are traveling north from Route 29 and south from Rte. 12, both State roadways.



A double yellow line divides Trenton Avenue into a 2 lane street with traffic in either direction. Motor vehicles traveling north toward Race Street are controlled by a stop sign.

A blind spot exists for motorists traveling north and turning onto the east bound lane of Bridge Street. Due to the placement of the stop line and the building, cars must block the crosswalk to see when they are able to clear right or left turn. In this situation and at this angle, motorists have difficulty spotting pedestrians.

Parking is not allowed on either side of the street.



Awareness Campaign

Messaging

NJTPA's initial "Street Smart" pilot focused on changing four key behaviors of pedestrians and motorists:

1. Obey the Speed Limit
2. Stop for Pedestrians
3. Use the Crosswalk
4. Wait for the walk

Since Frenchtown does not have any signalized intersections, the Frenchtown Street Smart messaging replaced the "Wait for the Walk" behavior to "No Distractions".

Frenchtown Street Smart Messaging:

1. Obey the Speed Limit (Motorists)
2. Stop for Pedestrians (Motorists)
3. Use the Crosswalk (Pedestrians)
4. No Distractions (Motorists and Pedestrians)



Message Delivery

As a small community, the messaging for this campaign was targeted very locally. No paid media was used. Frenchtown Street Smart messaging was delivered through printed materials, social media, websites, street banner, lawn signs and, most importantly, word of mouth.

The awareness campaign was kicked off on May 11, 2015 and ran for four (4) consecutive weeks, concluding on June 5, 2015.

Printed Materials

Posters

Posters were placed in storefront windows and on numerous community bulletin boards throughout the community.

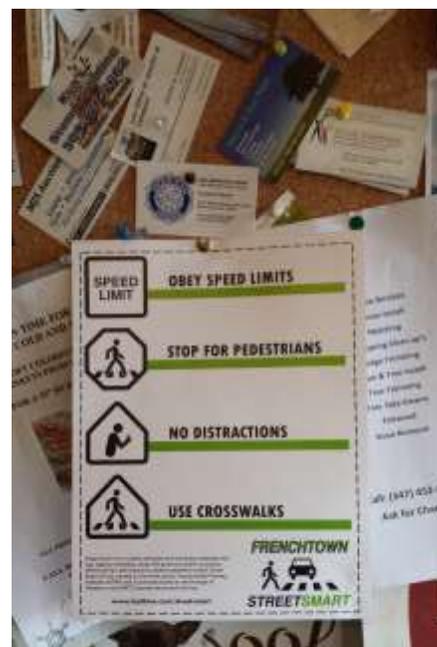


Table Tents

Frenchtown has many local restaurants and coffee shops frequented by both “locals” and tourists. The table tents were designed to fit easily on café countertops and tabletops to serve as a “conversation” starter over a cup of coffee or a meal. In some of the smaller establishments, the campaign became a topic of conversation among everyone gathered.



Tip Cards

Tip cards were widely distributed throughout town, including through local stores at cash registers. The two sided tip cards provided not only the four Street Smart messages, but also the "statistics" or laws behind the behavior messaging.

 SPEED LIMIT	OBEY SPEED LIMITS
 STOP FOR PEDESTRIANS	
 NO DISTRACTIONS	
 USE CROSSWALKS	
FRENCHTOWN  STREETSMART	
 SPEED LIMIT	A pedestrian hit by a car at 30 mph, has only a 50% survival rate.
 STOP FOR PEDESTRIANS	A motorist must <u>stop</u> and <u>stay stopped</u> for a pedestrian within a crosswalk. N.J.S.A. 39:4-36
 NO DISTRACTIONS	Distracted driving causes nearly half a million crashes every year. Distracted walking injuries are on the rise.
 USE CROSSWALKS	No pedestrian shall suddenly leave a curb and walk or run into the path of a vehicle. N.J.S.A. 39:4-36
<small>Street Smart NJ is a public education and awareness campaign that uses regional marketing, along with grassroots public awareness efforts and law enforcement to address pedestrian safety. Street Smart NJ was created by the North Jersey Transportation Planning Authority (NJTPA) and is promoted locally by the Borough of Frenchtown and HART Commuter Information Services.</small>	
www.hartma.com/streetsmart	



Outdoor Advertising

Banner across Bridge Street

A simple banner, emphasizing the campaign graphics, was created and displayed across Bridge Street in the center of the project area.



Lawn signs

It was very important to the Frenchtown community that local children be involved in the campaign. Frenchtown is a walking school district with one elementary school, Frenchtown Elementary School (K-8).

Students are a key pedestrian audience as well as a vulnerable population. Working with the school principal, a member of the Street Smart Committee, students developed lawn signs with their interpretations of the Street Smart messaging. The signs were placed along Harrison Street, along the route to school, as well as on Bridge Street. Involving the young people not only reinforced safety pedestrian behavior among the students, but also engaged their parents in the discussion.



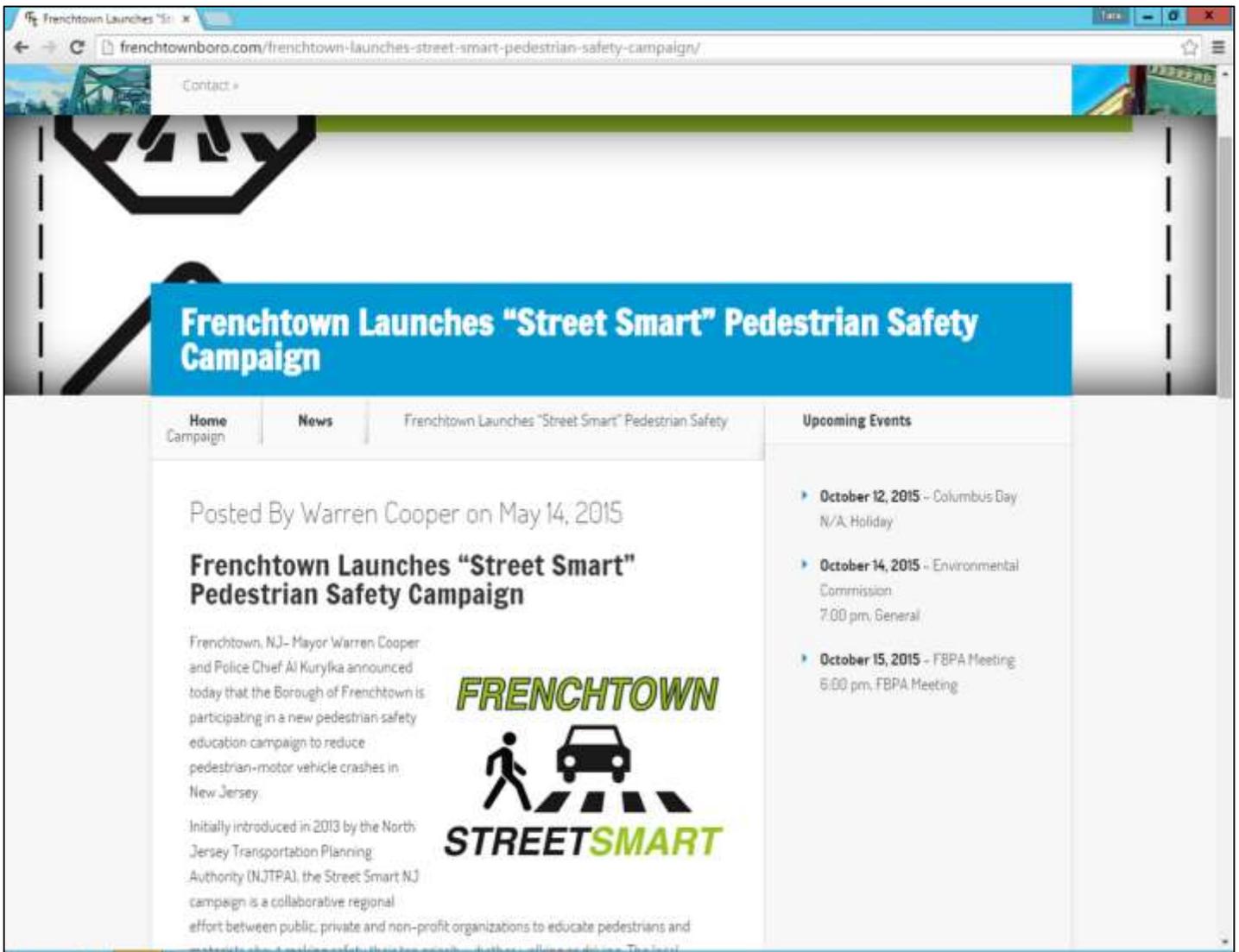
Social Media/Websites

Social media is an important communication tool in Frenchtown. There is an active Borough website and Facebook page that serve to keep residents and the business community updated with the latest local news and provide an online forum for discussion.

Borough Website

Mayor Warren Cooper was very proactive in promoting the Street Smart Campaign in his regular posts to the Borough website.

Police Chief Al Kurylka was equally proactive in posting information to the Frenchtown Police Department website.





FRENCHTOWN POLICE

27 Second Street, Frenchtown, NJ 08825 | (908) 996-2341

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Street Smart Campaign

Posted by [FrenchtownNJ](#) on May 12, 2015

Mayor Warren Cooper and Police Chief Al Kurylka announced on May 11, 2015 that the Borough of Frenchtown is participating in a new pedestrian safety education campaign to reduce pedestrian-motor vehicle crashes in New Jersey. The local collaboration, "Frenchtown Street Smart" includes the Borough, local volunteers and HART Commuter Information Services, the local non-profit dedicated to sustainable transportation.

This campaign will focus on reinforcing four key behaviors to improve safety. Motorists will be reminded to obey posted speed limits and stop for pedestrians in crosswalks (as required by New Jersey law). Pedestrians will be reminded to use crosswalks. Both motorists and pedestrians will be encourage to avoid distractions, such as taking or texting on a cell phone.

"Everyone has a role to play in pedestrian safety," says Mayor Warren Cooper. "Frenchtown's participation in this program is based on our interest in keeping Frenchtown a safe, walkable community," he adds.

"Approximately 4,000 vehicles travel the Ulsterstown-Frenchtown bridge daily," says Chief Al Kurylka. "That is a significant volume of traffic traveling through the heart of our downtown," he notes. "Keeping pedestrians safe is a top priority and we welcome a campaign like this to raise awareness of both motorists and pedestrians."

The Street Smart Frenchtown awareness campaign includes a street banner on Bridge Street, posters, displays and information cards distributed throughout town to reinforce the four key behaviors noted above.

Photo Gallery



Facebook

Regular posts were made to the Frenchtown Community Facebook page offering safety tips, photos and graphics that reinforced the Street Smart messaging.



The screenshot shows a Facebook post from the 'Frenchtown, NJ Street Smart' page. The post is by Tara Braddish Shepherd, dated May 3. The text of the post reads: "BE STREET SMART Pedestrian Safety Campaign has kicked off in town! Four simple reminders to motorists and pedestrians. 1) OBEY SPEED LIMITS 2) STOP FOR PEDESTRIANS 3) NO DISTRACTIONS 4) USE CROSSWALKS. Everyone has a role to play in making our wonderful, walkable community safer. Be Street Smart, Frenchtown!" Below the text is a graphic with four safety reminders, each with a corresponding icon: "OBEY SPEED LIMITS" (speed limit sign), "STOP FOR PEDESTRIANS" (pedestrian crossing sign), "NO DISTRACTIONS" (person with phone sign), and "USE CROSSWALKS" (pedestrian crossing sign). To the right of the graphic is a photo of a street scene with a green banner that says "BE STREET SMART". The post has 28 likes, 12 comments, and 1 share.



The screenshot shows a Facebook post from the 'Frenchtown, NJ Street Smart' page. The post is by Tara Braddish Shepherd, dated May 11. The text of the post reads: "Be Street Smart, Frenchtown! Walk across the entire crosswalk." Below the text is a photo of a man in a white shirt and khaki shorts walking across a crosswalk in a street. A dark pickup truck is stopped at the crosswalk. The post has 25 likes, 20 comments, and 1 share.

Below this post, another post is partially visible, dated May 10. The text reads: "Out of the mouths of babes..." Frenchtown Elementary School students are helping to spread the "STREET SMART" message around town with their hand drawn signs. Students were asked to come up with their own interpretations of the FRENCHTOWN STREET SMART campaign. Special thanks to Principal Christina Galla Pau for her support. Well done FES!

Facebook search results for "Frenchtown, NJ Street Smart".

Tara Braddish Shepherd • Frenchtown, NJ
May 15

"Out of the mouths of babes..." Frenchtown Elementary School students are helping to spread the "STREET SMART" message around town with their hand drawn signs. Students were asked to come up with their own interpretations of the FRENCHTOWN STREET SMART campaign. Special thanks to Principal Christina Dallas Patu for her support. Well done FES!

251 likes, 4 Comments

Facebook search results for "Frenchtown, NJ Street Smart".

Tara Braddish Shepherd • Frenchtown, NJ
May 14

Be Street Smart, Frenchtown: If you text while driving, you are 20x more likely to be involved in a crash than a non distracted driver. (distraction.gov) #nodistractions #frenchtownstreetsmart (www.hartma.com/streetsmart)

5 Likes, 1 Comment, 1 Share

Local News Media

Press releases were sent to the Hunterdon County Democrat newspaper and published in both the printed newspaper and the related nj.com website online.

www.nj.com/hunterdon-county-democrat/index.ssf/2015/05/frenchtown_launches_street_smart_pedestrian_safety.html

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0 Frenchtown launches 'Street Smart' pedestrian safety campaign

By Hunterdon County Democrat on May 11, 2015 at 3:44 PM, updated May 11, 2015 at 3:45 PM Print Email

Sponsored by: **SOUTHWEST SAVINGS BANK**

Mayor Warren Cooper and Police Chief Al Kurylka recently announced that the Borough of Frenchtown is participating in a new pedestrian safety education campaign to reduce pedestrian-motor vehicle crashes in New Jersey.



Initially introduced in 2013 by the North Jersey Transportation Planning Authority (NJTPA), the Street Smart NJ campaign is a collaborative regional effort between public, private and

Mayor Warren Cooper and Police Chief Al Kurylka recently announced that the Borough of Frenchtown is participating in a new pedestrian safety education campaign to reduce pedestrian-motor vehicle crashes in New Jersey. The Street Smart Frenchtown awareness campaign includes (shown here) a street barrier on Bridge Street, posters, displays, and information cards distributed throughout town to reinforce the four key behaviors. (courtesy photo)

Hunterdon County Democrat

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Community Events

Public information booths were employed at a variety of community events, fairs and festivals to share the Street Smart message.



Enforcement

Enforcement is an essential component of the Street Smart campaign. The Frenchtown Police Chief served as a member of the Street Smart Committee and offered the full support and participation of his Department.

In accordance with the recommended Street Smart NJ Campaign timeline, enforcement, in the form of "warnings", was conducted in the third week of the awareness campaign, May 25-31, 2015. This included the Memorial Day holiday which brought many tourists into town.

Warning tickets, provided by the NJ Division of Highway Traffic Safety, were modified to include the "Frenchtown Street Smart" logo. Approximately 700 warning "tickets" were distributed by law enforcement personnel, along with the tip cards. A total of 88 summonses were issued.



THIS IS A WARNING

YOU HAVE JUST FAILED TO STOP FOR A PEDESTRIAN IN A MARKED CROSSWALK

The law is clear (see reverse side).

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

- 2 POINTS
- \$200 FINE (plus court costs)
- 15 DAYS COMMUNITY SERVICE
- INSURANCE SURCHARGES

SHARED RESPONSIBILITY

YOU HAVE JUST FAILED TO USE DUE CARE AS A PEDESTRIAN

The law is clear, pedestrians must obey pedestrian signals and use crosswalks at signalized intersections. Both carry a \$54.00 fine for failure to observe the law. (C.39:4-32 and 33)

This initiative is provided as an educational tool to foster public awareness about pedestrian safety and ultimately reduce injuries and deaths.

 **FRENCHTOWN STREETSMART**

www.hartma.com/streetsmart

CAMPAIGN EVALUATION

Two methods were utilized to determine the effectiveness of the campaign: Observation and Public Surveys.

Observation

Proxy behaviors, noted below, were observed at each crossing before and after the May 2015 Frenchtown Street Smart campaign to determine if the education and enforcement activities resulted in a change in pedestrian and driver behaviors.

Pedestrian Proxy behaviors

- 1) Pedestrian is jaywalking
- 2) Pedestrian is talking on a cell phone when crossing the street
- 3) Pedestrian is texting on a cell phone when crossing the street

Motorist Proxy behaviors

- 1) Motorist fails to stop and stay stopped for a pedestrian
- 2) Motorist is talking on a cell phone
- 3) Motorist is texting on a cell phone.



The pre-campaign observations were recorded by HART staff at each of the intersections during weekdays in April 2015.

The post-campaign observations were recorded in June 2015, immediately following the awareness campaign, using the same method, at the same time of day, and same day of the week as the pre-campaign observations.

A detailed electronic log of observed non-compliant behaviors as well as the total number of correct behaviors for each proxy measure was developed. From these counts, the rate of non-compliance was calculated. This rate was used to compare the pre- and post-campaign behaviors



at each site, and the propensity of individual pedestrians and drivers to comply with traffic regulations. A reduction in non-compliant behaviors indicates an improvement in pedestrian safety.

SURVEYS

The second method used to measure the effectiveness of the Frenchtown Street Smart campaign was a public intercept survey. The goal was to measure the impact of the campaign on behavior and awareness pre and post campaign.

Respondents were asked about their own behaviors as well as pedestrian and

motorist behaviors that they had observed. Respondents were also asked to identify if they had seen any of the "Street Smart" images/messaging in town.



TAKE THE FRENCHTOWN PEDESTRIAN SURVEY!

Frenchtown Borough and HART Commuter Information Services, a local non-profit dedicated to promoting sustainable transportation, have partnered to improve pedestrian safety in Frenchtown.

We're looking for the community's feedback on what your experience is walking and driving in town.

Please take a few minutes to complete a short online survey* and be entered into a drawing for a \$100 Frenchtown Gift Certificate.
*hard copies available at Borough Hall



<http://tinyurl.com/frenchtownsurvey>

The survey was made available through an online link posted to the Borough and HART websites. Survey cards were distributed to local businesses with the link for the survey. The survey was available online and in hard copy versions, available at Borough Hall. Survey participants had the option to have their completed survey be entered into a raffle for a Frenchtown Business and Professional Association gift certificate.

DATA COLLECTION

Observation

For each behavior, two types of data was collected: 1) the occurrences of non-compliant behavior, and 2) number of opportunities that pedestrians or drivers had to choose to comply with or to violate the regulation. From these two types of data, a rate of non-compliance could be calculated at each study site. This is used to compare the pre- and post-campaign datasets to determine if there was a significant impact on pedestrian and driver behavior.

To measure the relevant proxy behaviors pre- and post-campaign, each study site was observed by a HART staff member. To ensure quality data collection, non-campaign factors that could affect the behavior of drivers and pedestrians were kept constant. Data was collected pre campaign and post campaign during the same hour and same day of the week at each study site.

Observation was confined to Tuesday and Thursday to observe “regulars”, motorists and pedestrians that frequent or commute through downtown Frenchtown and not intermittent visitors and tourists. Likewise, observations did not take place immediately preceding or following a holiday or holiday weekend. The goal was to collect data under similar circumstances to make an unbiased comparison of behaviors pre- and post-campaign.

Data Collection Schedule

Study Site	Pre-Campaign	Post-Campaign
1: D&R Canal Path crossing at Bridge Street	Thursday April , 2015 7:00 a.m – 9:00 a.m.	Thursday, June 11, 2015 7:00 a.m – 9:00 a.m.
2 Bridge Street crossing at Harrison Street	Tuesday, April , 2015 10:00 a.m. – 12:00 p.m.	Tuesday, June 9, 2015 10:00 a.m. – 12:00 p.m.
3 Harrison Street crossing at Bridge Street	Tuesday, April, 2015 10:00 a.m. – 12:00 p.m.	Tuesday, June 9, 2015 10:00 a.m. – 12:00 p.m.
4 Bridge Street crossing at Trenton Avenue	Tuesday, April, 2015 10:00 a.m. – 12:00 p.m.	Tuesday, June 9, 2015 10:00 a.m. – 12:00 p.m.
5 Trenton Avenue crossing at Bridge Street	Tuesday, April, 2015 10:00 a.m. – 12:00	Tuesday, June 9, 2015 10:00 a.m. – 12:00 p.m.

Pedestrian Proxys

The observation exposure included any pedestrian crossing the street within half a block of the crosswalk. Both compliant and noncompliant pedestrians were counted.

Proxy #1: Pedestrian Use of Crosswalks

Compliant: Pedestrian utilized the crosswalk for more than $\frac{3}{4}$ of the distance it takes to cross the street.

Noncompliant (Jaywalking): Pedestrian leaves crosswalk more than $\frac{1}{4}$ of the distance it takes to cross the street. For example, a pedestrian who walks diagonally out of the crosswalk in the direction of his/her point of interest. A pedestrian who walks behind a car that is blocking the crosswalk was also recorded as noncompliant.

Proxy # 2: Pedestrian Distraction - Talking on a cell phone

Compliant : Pedestrian is not talking on a cell phone while crossing the street.

NonCompliant: Pedestrian is talking on cell phone while crossing the street. The pedestrian has a cell phone in hand and it is positioned toward the face.

Proxy # 3: Pedestrian Distraction - Texting on a cell phone

Compliant: Pedestrian is using a cellular device while crossing the street.

NonCompliant: Pedestrian has cellular device in hand and appears to be reading, texting, clicking on cell phone while crossing the street.



Motorist Proxys

Due to the volume of cars passing by each study site, it was not possible to observe every compliant and noncompliant driver in regard to proxy #5 and proxy #6. Therefore, a rate of noncompliance could not be calculated. Instances of motorist distractions such as talking or texting on a mobile device were recorded. The number of cars that traversed the intersection in a 20 minute time frame were counted. This was used to estimate the number of cars per hour. From this, information on the approximate number of distracted drivers could be extrapolated in the terms of distracted drivers per hour. This is detailed below in the table "Motorist Cell Phone Violations Pre and Post Campaign".

Proxy # 4 : Motorist - Stop for Pedestrians in Marked Crosswalk

Compliant: Motorist see pedestrian in the crosswalk with intent to cross, and stops until pedestrian has reached across the opposite side of the street.

NonCompliant: Motorist does not stop the pedestrian in the crosswalk. Motorist does not give the pedestrian adequate time to cross the street before proceeding.

Proxy # 5 : Motorist Distraction - Talking on a cell phone

NonCompliant: Motorist is observed talking on cell phone while driving. The motorist has a cell phone in hand and it is positioned toward the face.

Proxy # 6 : Motorist Distraction - Texting on a cell phone

NonCompliant: Motorist has cellular or electronic device such as a GPS in hand and appears to be reading, texting, clicking on cell phone while driving.



FINDINGS- Observation

Pedestrian Proxys

	Pre-Campaign		Post-Campaign	
	% Compliant	% Non-Compliant	% Compliant	% Non-Compliant
Bridge @ D&R Canal Crossing				
Pedestrian Used Crosswalk	28%	72%	76%	24%
Pedestrian was not Talking	72%	28%	94%	6%
Pedestrian was not Texting	100%	0%	100%	0%
Harrison @ Bridge				
Pedestrian Used Crosswalk	80%	20%	89%	11%
Pedestrian was not Talking	97%	3%	98%	2%
Pedestrian was not Texting	100%	0%	100%	0%
Bridge @ Harrison				
Pedestrian Used Crosswalk	57%	43%	37%	63%
Pedestrian was not Talking	95%	5%	98%	2%
Pedestrian was not Texting	99%	1%	98%	2%
Bridge @ Trenton				
Pedestrian Used Crosswalk	30%	70%	74%	26%
Pedestrian was not Talking	88%	12%	93%	7%
Pedestrian was not Texting	91%	9%	97%	3%
Trenton @ Bridge				
Pedestrian Used Crosswalk	85%	15%	85%	15%
Pedestrian was not Talking	97%	3%	98%	2%
Pedestrian was not Texting	97%	3%	98%	2%



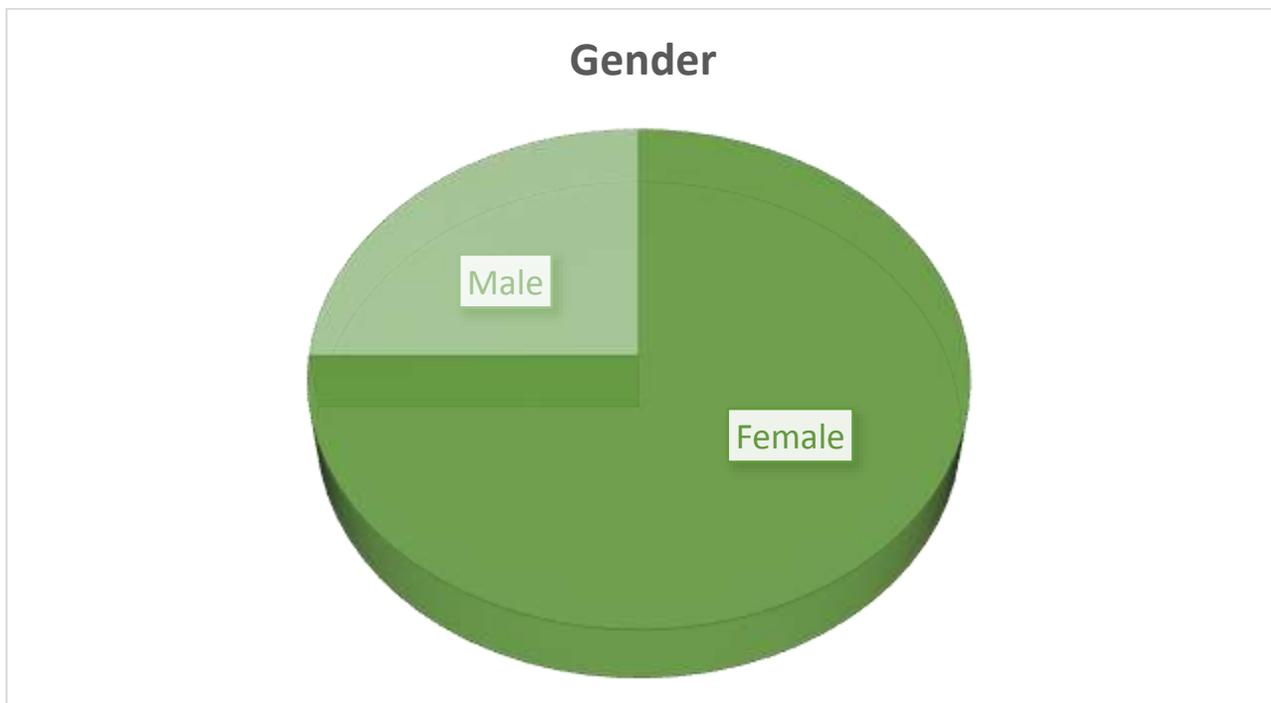
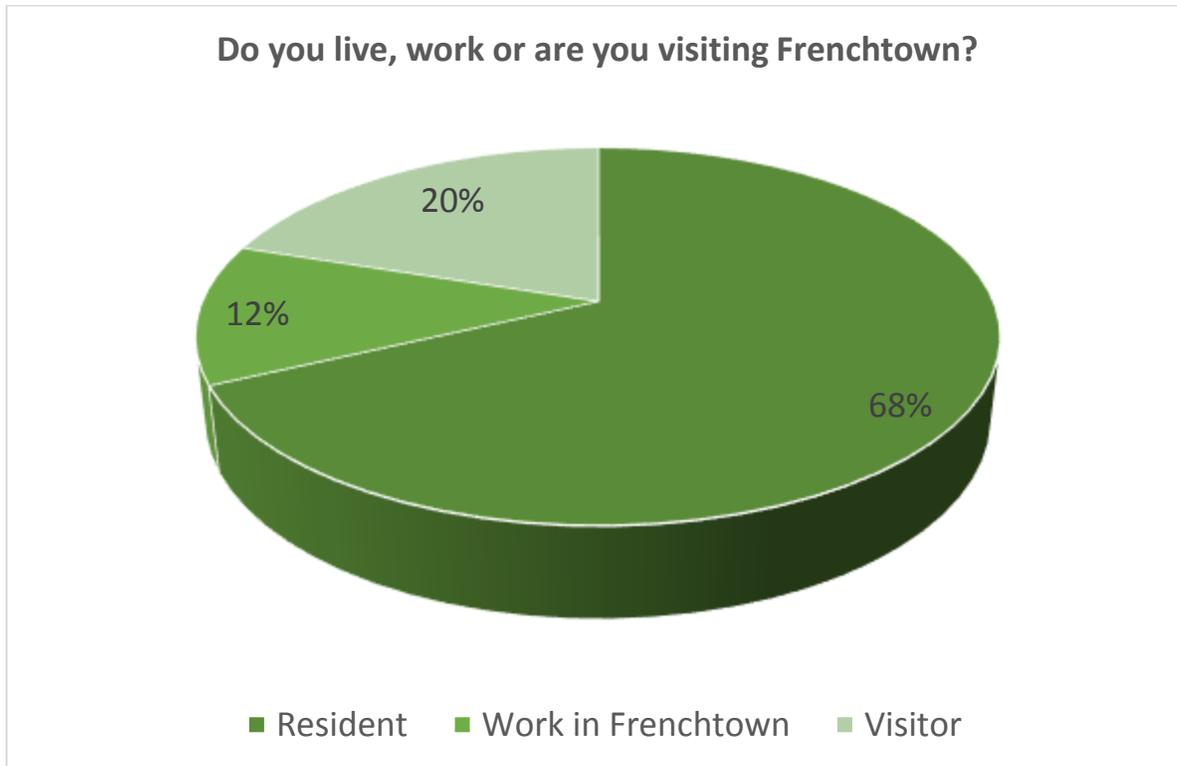
Motorist Proxys

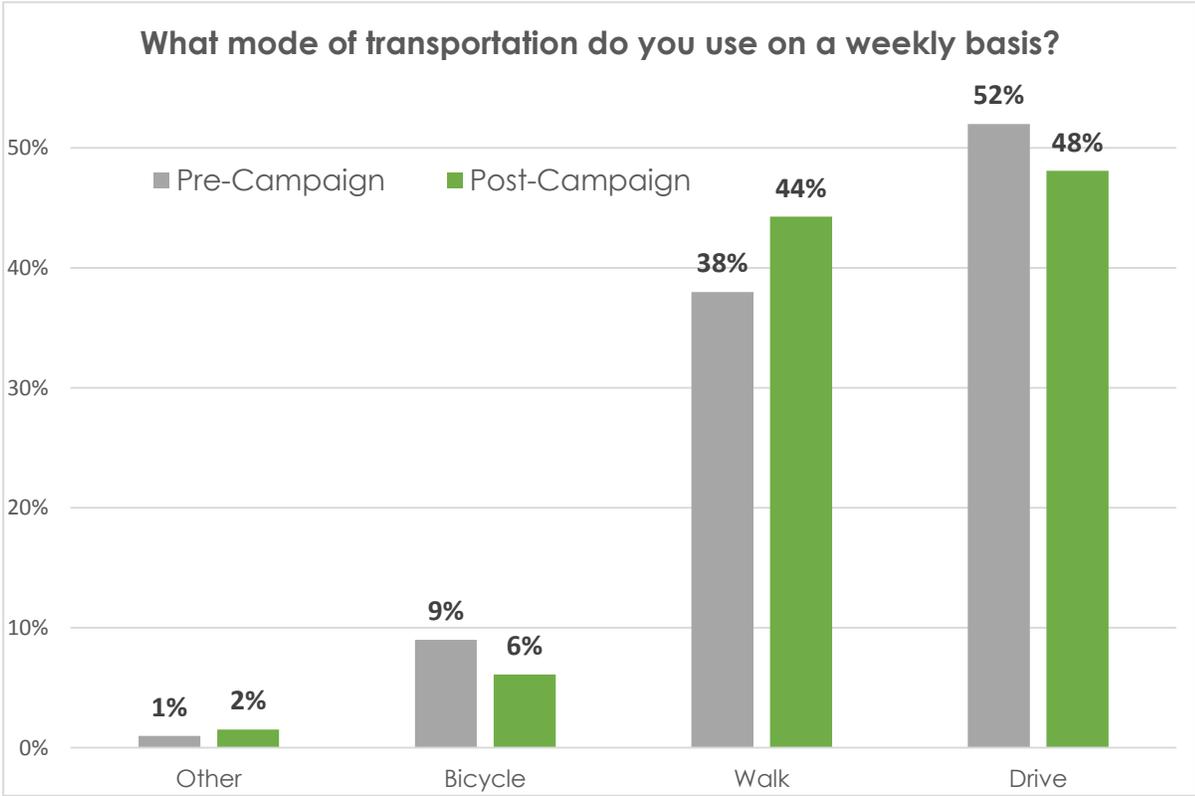
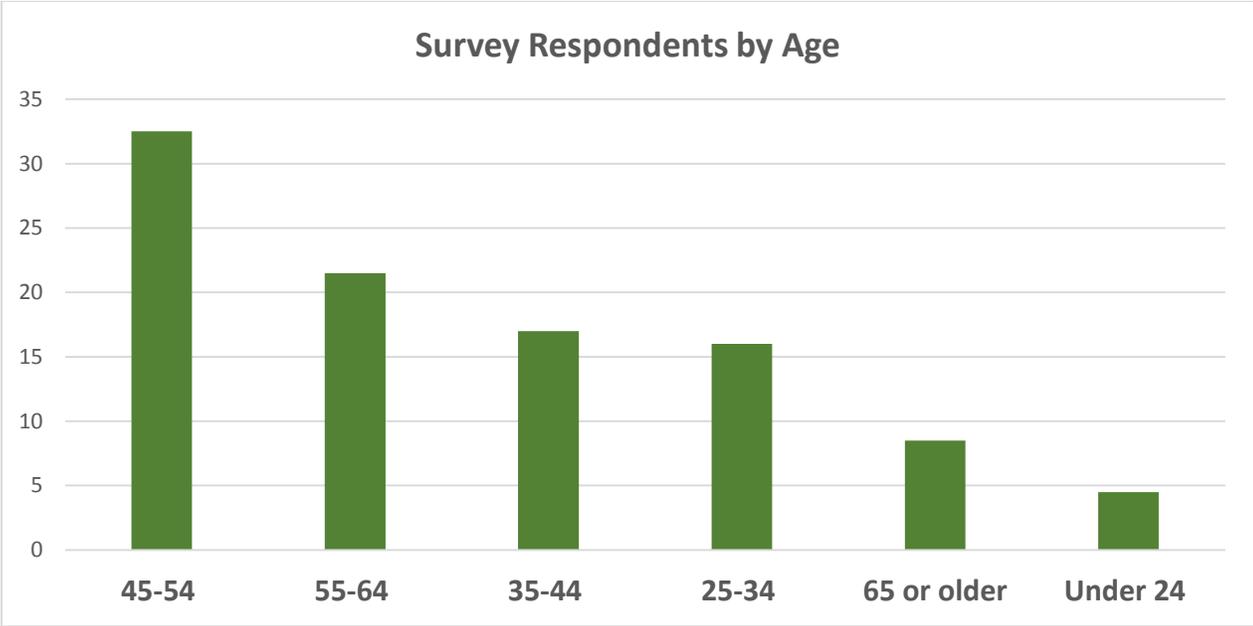
Car stopped for pedestrian	Pre-Campaign		Post-Campaign	
	% Compliant	% Non-Compliant	% Compliant	% Non-Compliant
Bridge @ D&R Canal Crossing	45%	55%	67%	33%
Harrison @ Bridge	50%	50%	71%	29%
Bridge @ Harrison	38%	62%	50%	50%
Bridge @ Trenton	31%	69%	67%	33%
Trenton @ Bridge	17%	83%	88%	12%

Motorist Cell Phone Use –Individual Counts	Pre-Campaign	Post-Campaign
Bridge @ D&R Canal Crossing		
Motorist talking on cell	27	3
Motorist texting on cell	18	2
Motorists Using Cell	45	5
Approximate # of Passing Cars / Hour	381	240
Motorist using Cell / Hour	23	3
Harrison @ Bridge		
Motorist talking on cell	10	1
Motorist texting on cell	5	1
Motorists Using Cell	15	2
Approximate # of Passing Cars / Hour	165	168
Motorist using Cell / Hour	8	1
Bridge @ Harrison		
Motorist talking on cell	21	5
Motorist texting on cell	3	2
Motorists Using Cell	24	7
Approximate # of Passing Cars / Hour	264	279
Motorist using Cell / Hour	12	3
Bridge @ Trenton		
Motorist talking on cell	29	7
Motorist texting on cell	17	5
Motorists Using Cell	46	12
Approximate # of Passing Cars / Hour	216	354
Motorist using Cell / Hour	23	6
Trenton @ Bridge		
Motorist talking on cell	12	1
Motorist texting on cell	0	2
Motorists Using Cell	12	2
Approximate # of Passing Cars / Hour	201	189
Motorist using Cell / Hour	6	1

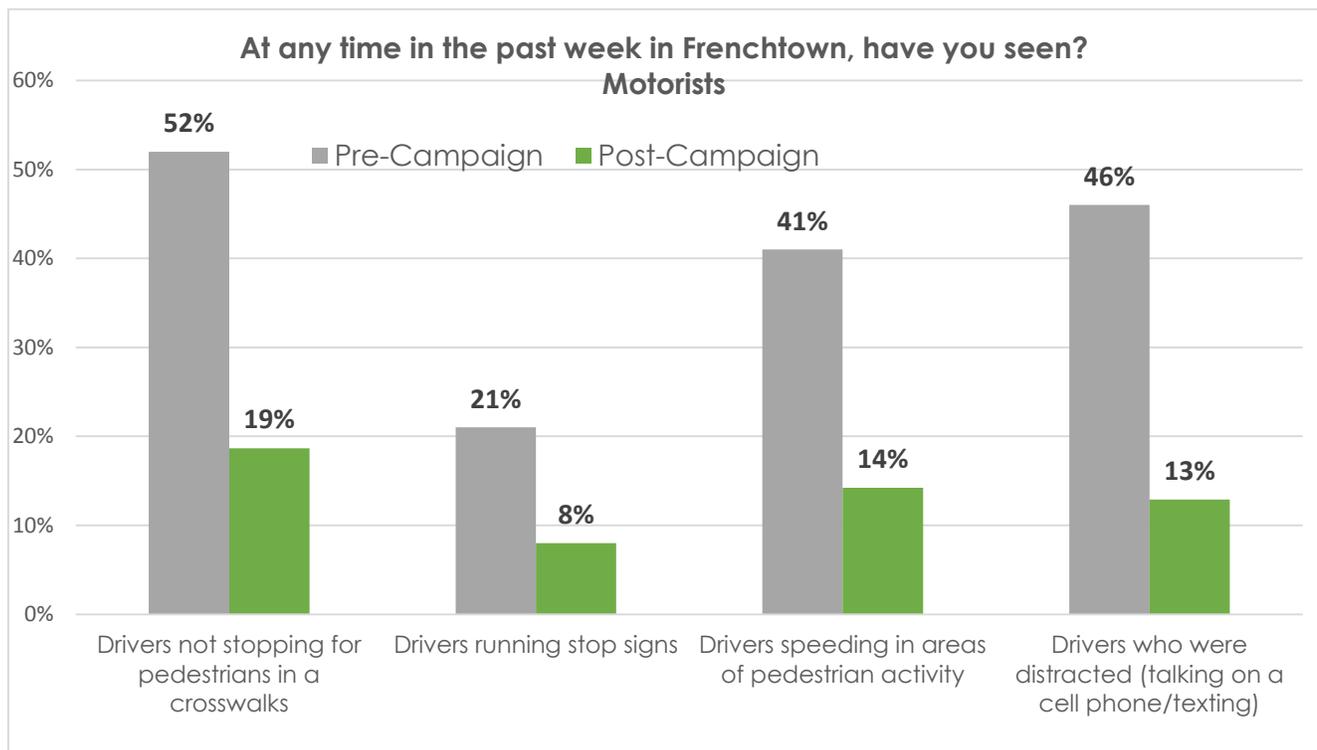
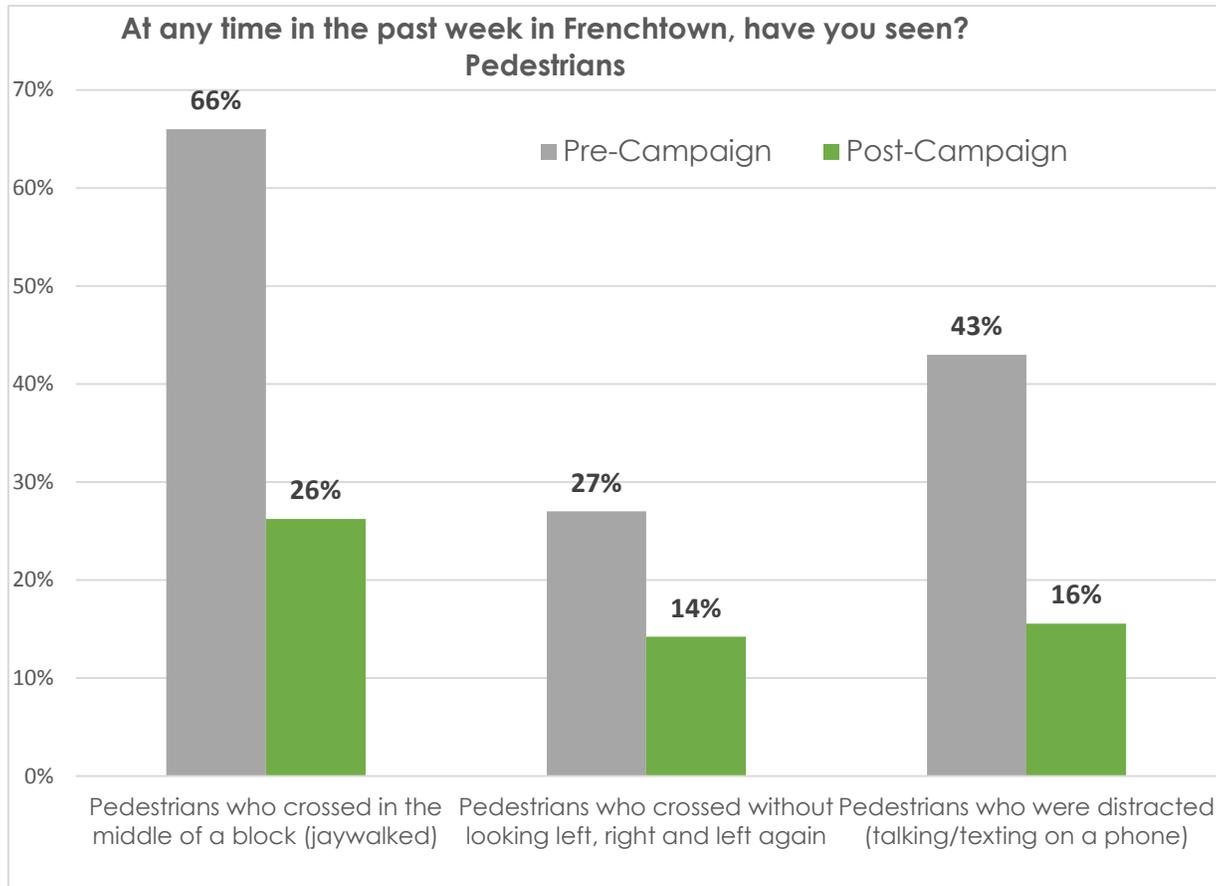
FINDINGS- Intercept Survey

Respondent Profile

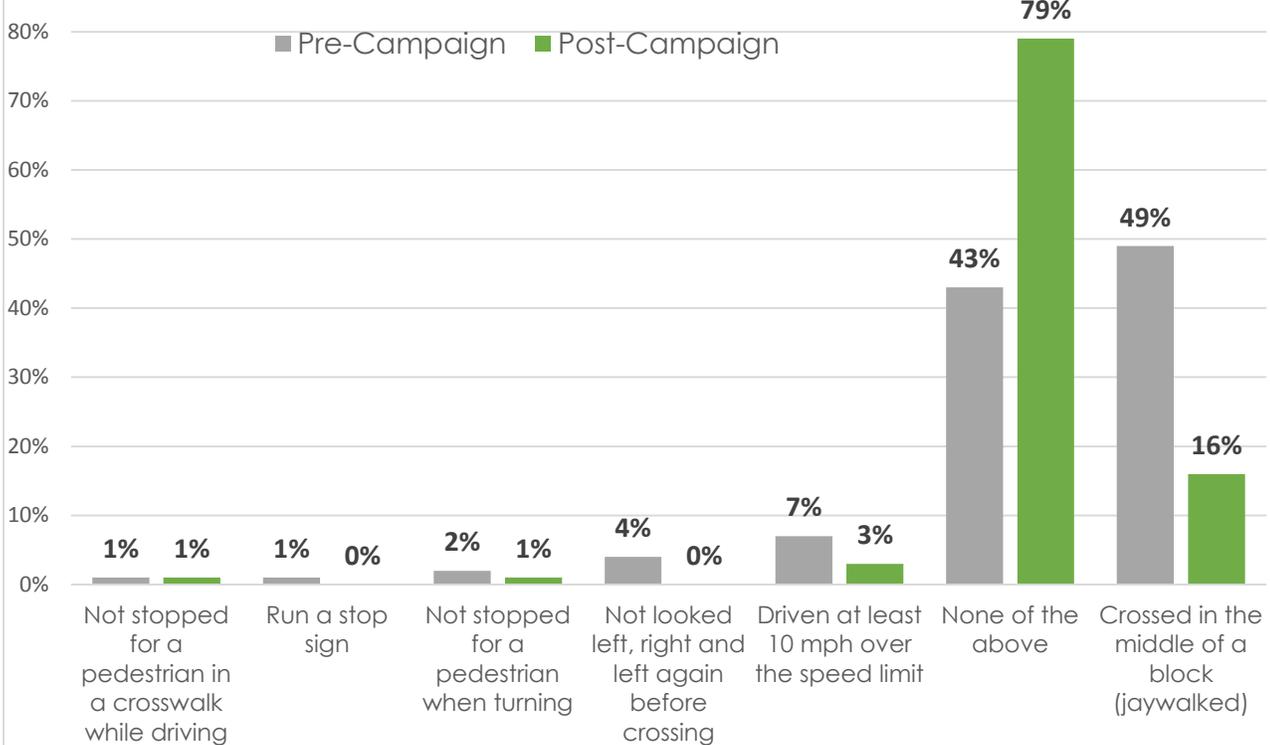




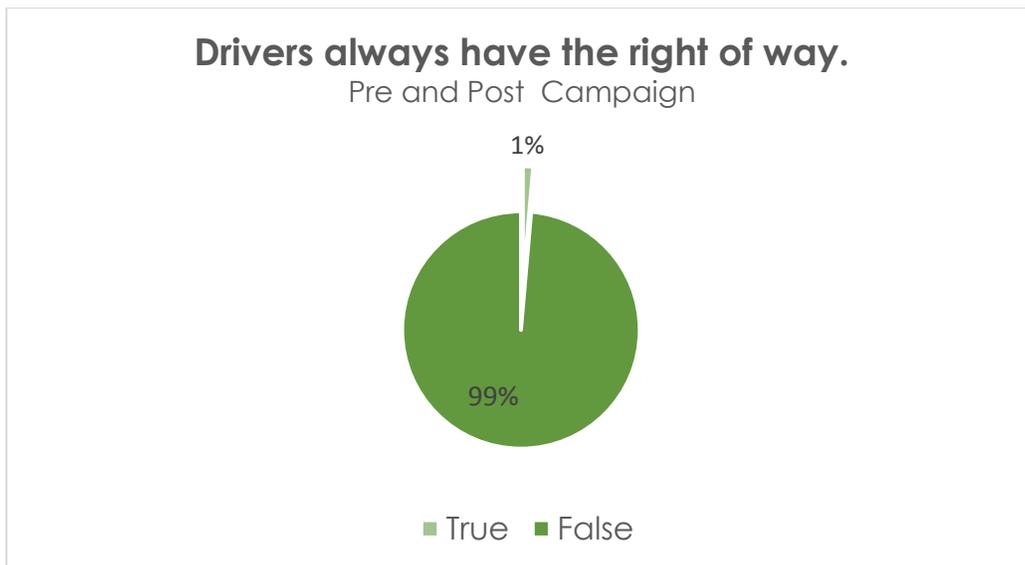
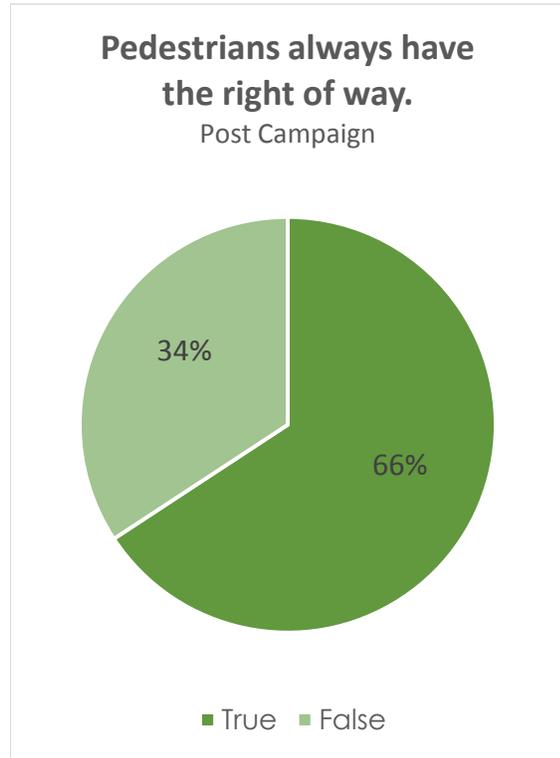
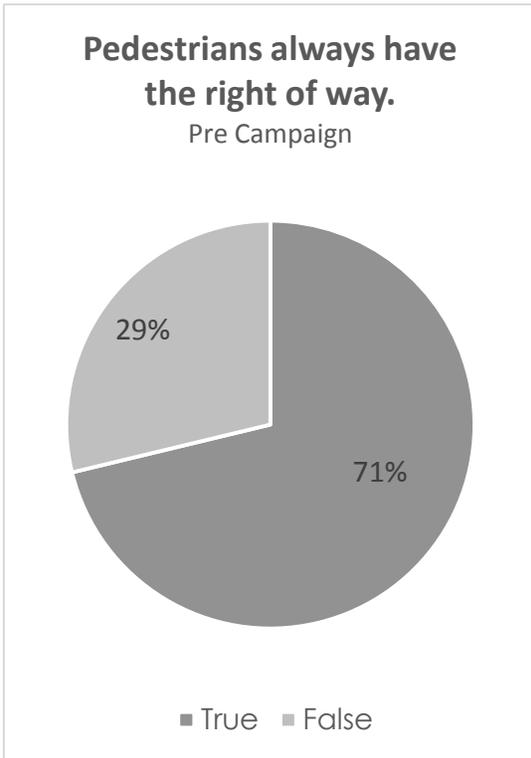
Observation and Behavioral Responses



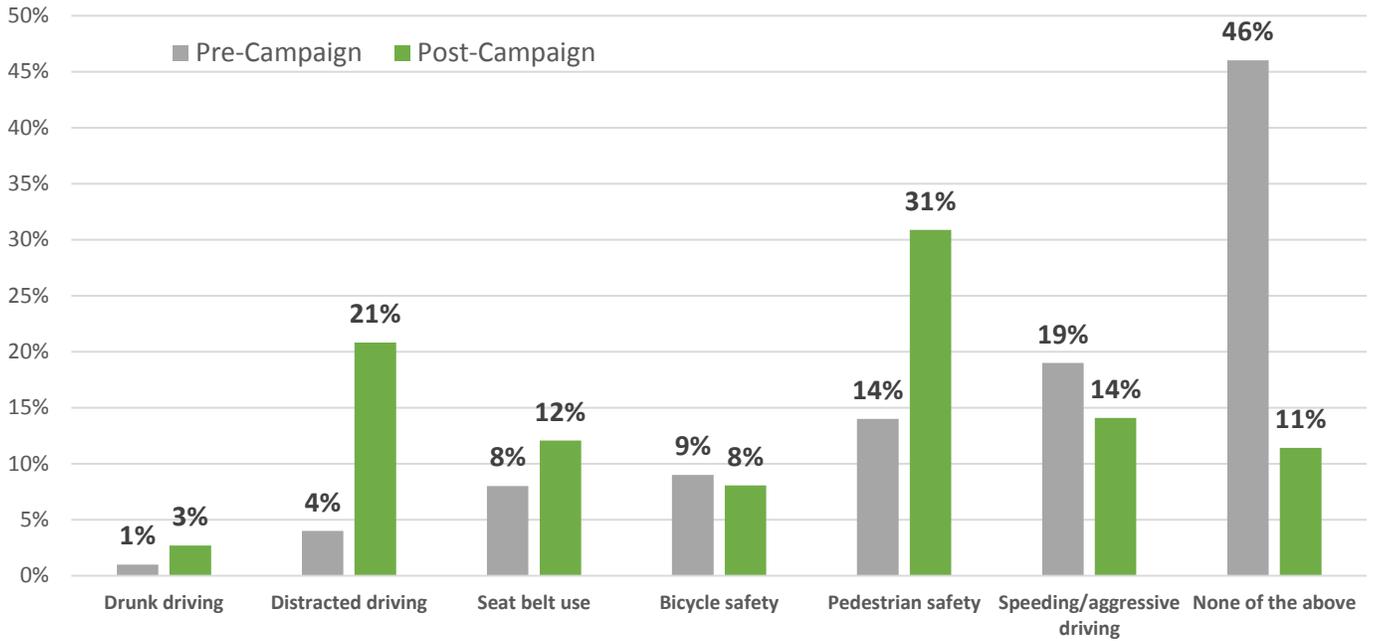
In the past week, in Frenchtown, have you, YOURSELF



Awareness Responses

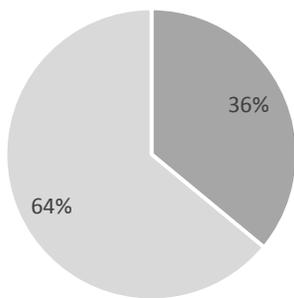


In the past 30 days, in Frenchtown, have you read, seen or heard any advertising messages addressing the following?



In the past 30 days, have you read, seen, or heard any advertising messages like those below:

Pre Campaign

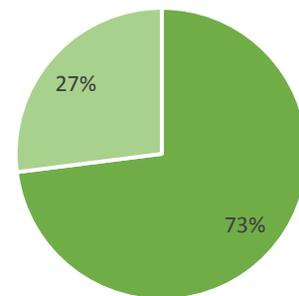


■ Yes ■ No



In the past 30 days, have you read, seen, or heard any advertising messages like those below:

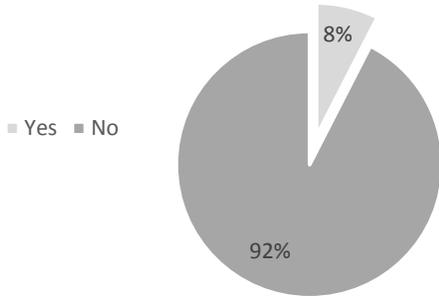
Post Campaign



■ Yes ■ No

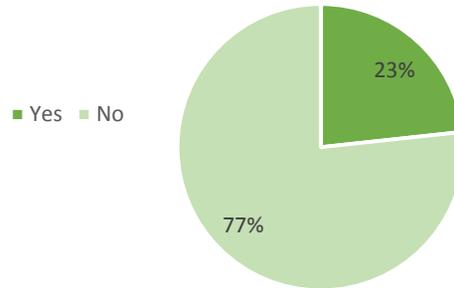
In the past 30 days, in Frenchtown, have you seen or interacted with anyone who told you about pedestrian safety or gave you information about New Jersey's pedestrian safety laws and/or safe walking tips?

Pre Campaign



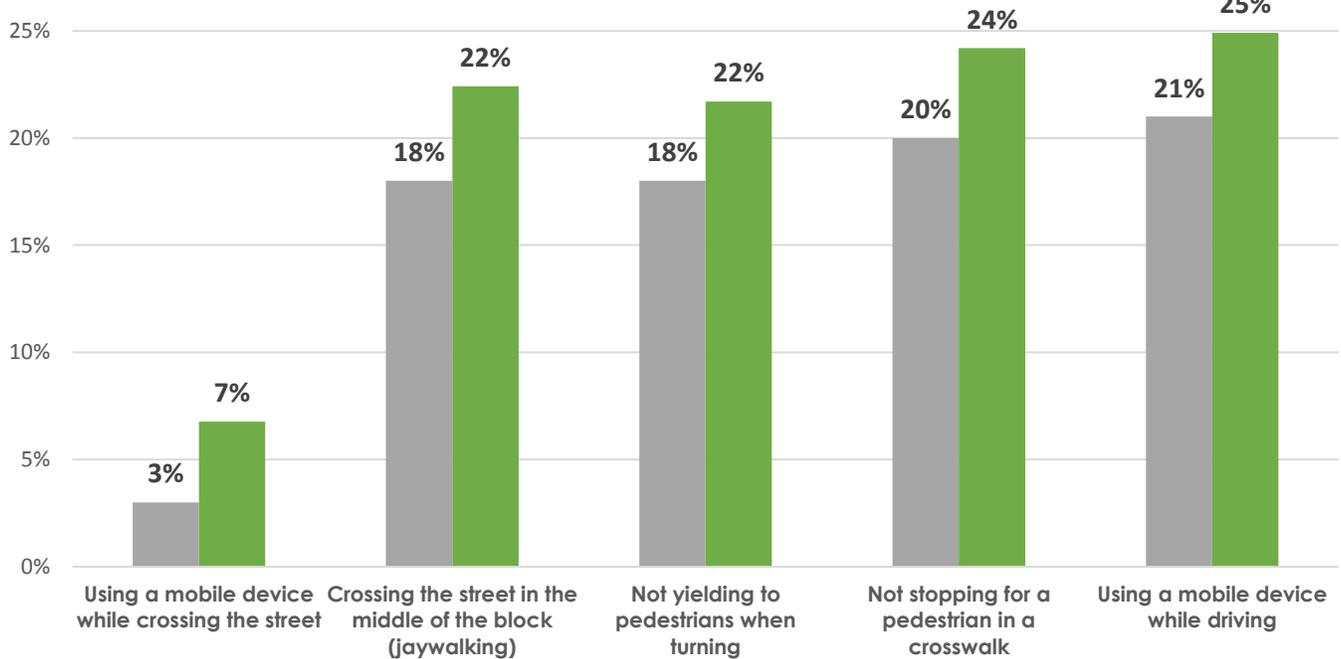
In the past 30 days, in Frenchtown, have you seen or interacted with anyone who told you about pedestrian safety or gave you information about New Jersey's pedestrian safety laws and/or safe walking tips?

Post Campaign

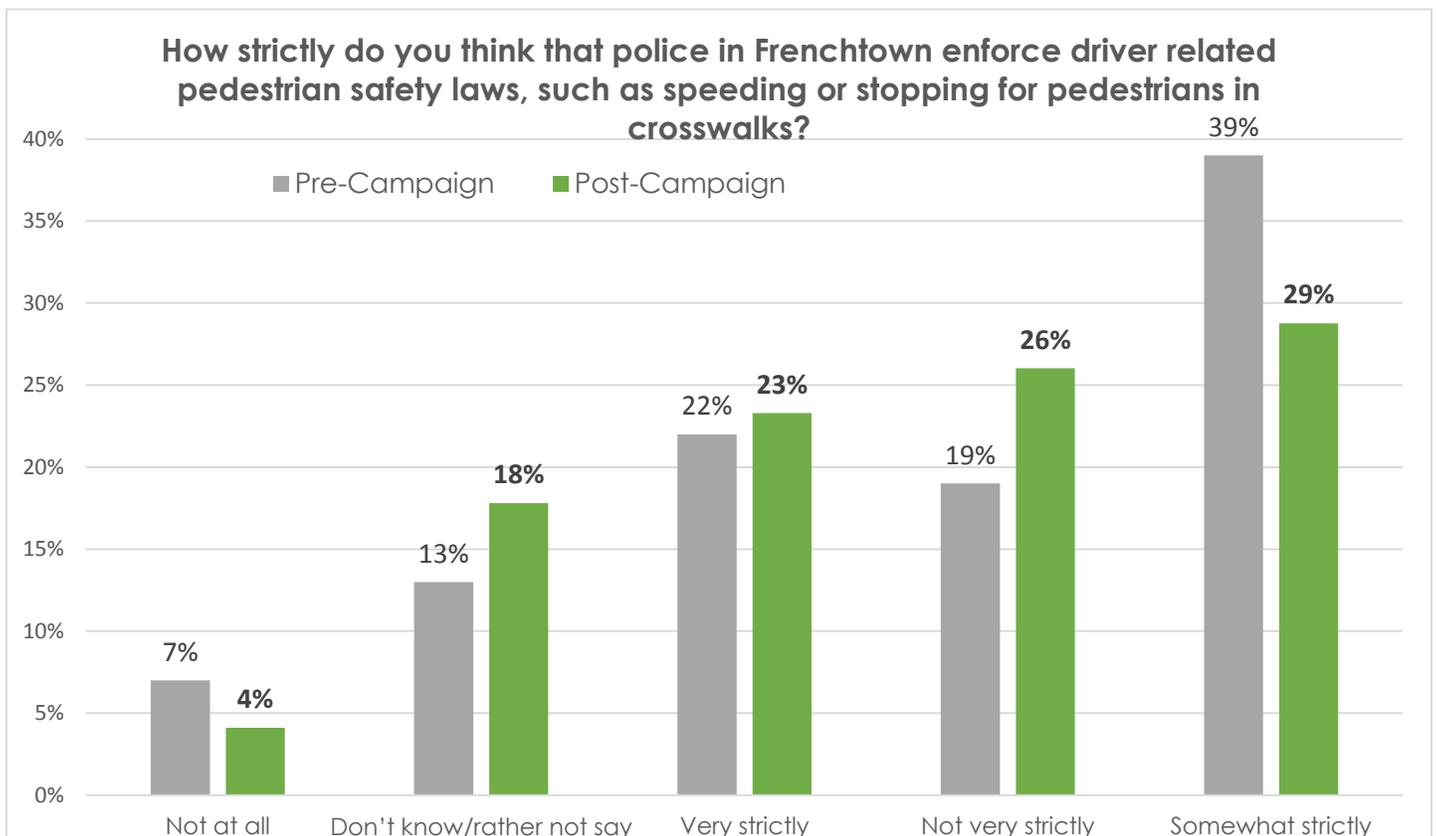
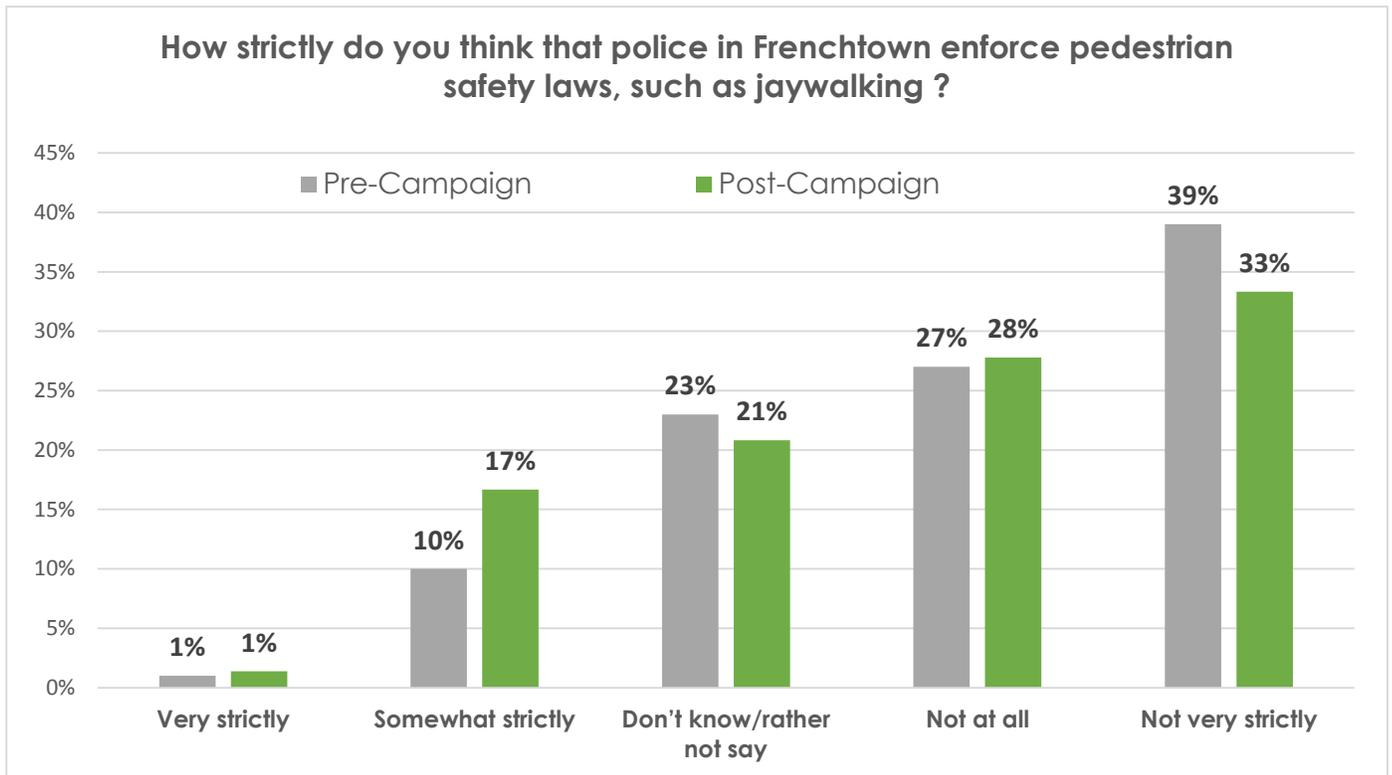


To the best of your knowledge, please indicate any/all actions below for which you can receive a ticket in New Jersey?

Pre-Campaign Post-Campaign

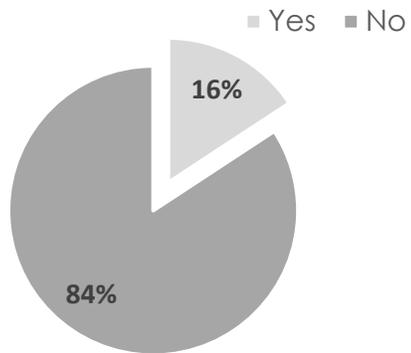


Enforcement



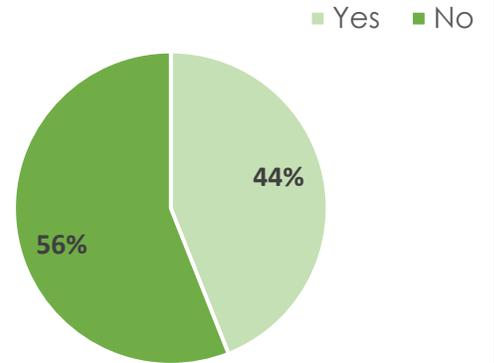
Have you recently read, seen or heard about local police efforts to enforce pedestrian safety laws?

Pre Campaign



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

Post Campaign



OBSERVATION DATA SUMMARY

Pedestrian Proxy

STUDY SITE	PROXY 1- PED PERCENT REDUCTION IN JAYWALKING	PROXY 2- PED PERCENT REDUCTION IN DISTRACTION -TALKING ON CELL PHONE	PROXY 3 – PED PERCENT REDUCTION IN DISTRACTION –TEXTING ON CELL PHONE
1	48%	22%	0%
2	9%	1%	0%
3	-20%	3%	-1%
4	44%	-5%	6%
5	0%	1%	1%

The D&R crossing and Bridge Street at Trenton Avenue observations showed the greatest improvements between pre and post campaign numbers. This was especially the case for jaywalking and drivers not stopping for pedestrians. Alternatively, the crossing of Bridge Street at Harrison showed an increase in jaywalking.

Motorist Proxy

PROXY 4-CAR PERCENT REDUCTION IN NONCOMPLIANCE OF STOP FOR PED LAW (39:4-60)

22%
31%
8%
36%
71%

STUDY SITE PROXY 5- CAR PERCENT REDUCTION IN MOTORISTS PER HOUR USING CELL PHONES

1	79%
2	88%
3	72%
4	84%
5	82%

SURVEY DATA SUMMARY

The survey also returned positive results in terms of behavior changed. Respondents were asked to check off all behaviors they have engaged in over the past week. Thirty three (33) percent fewer people reported jaywalking.

When asked what behaviors they had seen motorists and pedestrians others do, the post campaign survey results marked a 40% decrease in observing jaywalking. This was followed by distracted pedestrians (27%) and pedestrians that crossed without looking both ways (13%). Observed motorist behavior saw a 33% decrease in both drivers not stopping for pedestrians and distracted motorists. This was followed by drivers speeding (27%) and drivers running stop signs (13%). The most significant reductions in noncompliant behaviors are the behaviors that were targeted as part of the Frenchtown Street Smart campaign.

The post campaign survey results showed an increase in awareness of the marketing materials. There was 17% increase in the amount of people who read advertising messages that addressed distracted walking and pedestrian safety. When asked in the post survey, if respondents have seen the logos of the Frenchtown Street Smart campaign, 37% reported seeing these logos (obey speed limits, stop for pedestrians, no distractions, use crosswalks).

The Frenchtown Street Smart campaign was designed to create a buzz around town and encourage conversation about pedestrian safety. Sixty nine percent (69%) more respondents reported to talking to people about pedestrian safety laws and safety tips in the post campaign survey. This increase in awareness of laws was also noted when survey participants were asked to indicate the behaviors for which a person can receive a ticket. Overall respondents indicated that they observed a stronger effort from local police to enforce safety laws.

CONCLUSIONS

Frenchtown, like many other communities in New Jersey, has high volumes of vehicular traffic and large numbers of pedestrians for a Borough that is only 1.3 square miles. A large influx of commuters, residents and tourists in a downtown area with side street parking means that motorists and pedestrians interact frequently.

Traffic safety laws for motorists and pedestrians manage the interactions between these users to minimize the number of crashes and improve flow of traffic.

In analyzing the results of the pre campaign observation and survey against the data after the campaign was complete, we can see that the messaging was effective and the goals of the Frenchtown Street Smart campaign were met.

Change pedestrian and motorist non-compliant behavior to reduce the incidence of crashes resulting in injury and/or death to pedestrians.

- The observation data revealed that there was a statistically significant reduction in risky non-compliant behavior at three of the four study sites.
- According to survey data, there was a significant decrease in the observed account of distracted motorists and pedestrians.

Educate motorists and pedestrians about their roles and responsibilities for safely sharing the road

- 69% more respondents reported talking to people about pedestrian safety laws and reading safety tips post campaign.
- There was 17% increase in the amount of people who reported that they read advertising messages that addressed distracted walking and pedestrian safety.

Increase enforcement of pedestrian safety laws and road way users' awareness of that effort.

- According to survey data, there was an increase in awareness in of NJ State statues for which pedestrian and/or motorist behaviors that can receive a violation.

RECOMMENDATIONS and NEXT STEPS

HART Commuter Information Services will continue to work with the Frenchtown Safe Streets Committee to promote pedestrian safety in the Borough and offer technical assistance. Although the goals of the campaign were met, there is still room for improvement, particularly at certain sites. Near misses are not recorded in traffic crash data; although a few such incidents were observed in the pre awareness observation period. Pedestrian safety will continue to be focus for the Borough of Frenchtown.

The following situations are recommended for further investigation by the Borough engineer and Frenchtown Police Department.

- Jaywalking is an observed problem on Bridge Street in the vicinity of Harrison Street (Sites #2, #3).



- Although not a designated study site, HART staff observed many people jaywalking east of study site 5 where Bridge Street bends and turns into Race Street. This location is also filled with popular destinations like cafes and a pharmacy. The nearest crosswalk to the west involves crossing Trenton Avenue to cross Bridge Street. The nearest crosswalk to the east is at the intersection of Race Street and Kingwood Avenue (SR 12). This is a busy 4 way stop for motorists. Rather than utilize one of these crosswalks, pedestrians cross midblock between cars since the bend is the shortest distance across the road. This makes it difficult for motorists to anticipate, when a pedestrian may dart out.



- Two of the three speed tables are designated as crosswalks while one of them is not marked as such. The crosswalk demarcations on the speed table do not match the continental design used throughout the rest of the Borough. These should be universal so that pedestrians are directed toward the safest crossings.



- Cars and delivery trucks frequently double park on the crosswalks. This greatly limits pedestrian visibility to motorists when pedestrians must cross in front or behind of the parked vehicle in unexpected positions through the intersection. During this instance one near miss pedestrian crash was observed by HART staff.



- Visibility is problematic at the intersection of Trenton Avenue (SR 29) and Bridge Street. Cars must creep up over the crosswalk to have a clear line of sight. Motorist's gaze is focused on the opportunity to turn and drivers are not always aware of the pedestrian slightly out of their sight waiting to cross. At this intersection, in this instance, another near miss pedestrian crash was observed by HART staff.



APPENDIX

Pedestrian Safety a Priority in Frenchtown

The Borough of Frenchtown has been actively engaged for many years in ensuring that this walkable community remains safe and convenient for pedestrians. The Borough has a demonstrated commitment to pedestrian safety and infrastructure as evidenced by the following efforts. The Street Smart Campaign was a natural complement to these efforts.

Bridge Street and Harrison Street Improvements

The Borough received funds from the Delaware River Joint Toll Bridge Commission to improve pedestrian safety on Bridge Street. Improvements included installation of “continental” design crosswalks, “raised” speed table crosswalks.



On Harrison Street, the Borough worked with Hunterdon County to improve pedestrian safety by creating “bump outs” and upgrading crosswalks.



Complete Streets Policy

The Borough of Frenchtown adopted a Complete Streets Policy in 2013. The Borough has implemented the policy with ongoing maintenance of crosswalks.



Safe Streets/Street Smart Committee

Mayor Warren Cooper formed the Safe Streets Committee in 2013 and charged the Committee to develop recommendations to improve pedestrian safety and walkability in Frenchtown. Working with HART Commuter Information Services, one of the first activities undertaken by the Committee was a series of walkability audits.

Walkability Audits

With technical assistance from HART, three walkability audits were conducted in the Borough in 2013.

- Kingwood Avenue
- Trenton Avenue
- Harrison & Bridge Streets

Final reports, with recommendations, were developed.



Participation in Safe Routes to School Programming

Frenchtown Elementary School has participated in the Hunterdon County Safe Routes to School Program since 2008. Regular walking school buses are conducted, along with pedestrian safety training for students, facilitated by HART.



Enforcement

The Borough of Frenchtown strictly enforces a 25 mph speed limit throughout town, as well as the pedestrian crosswalk law. The Borough utilizes in street "Stop for Pedestrians" signs at a number of location within the downtown area.



