



STREETSMART
NEWTON
TransOptions

Acknowledgments

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

Newton Police Department

The Town of Newton

Sussex County

Sussex County Freeholder Board

Newton Public Schools

Greater Newton Chamber of Commerce

North Jersey Transportation Planning Authority (NJTPA)

New Jersey Division of Highway Traffic Safety (NJDHTS)

New Jersey Department of Transportation (NJDOT)

The businesses and people of Newton for their participation in the program

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Street Smart Newton

Street Smart Overview

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

The campaign is a collaborative effort 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.

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:

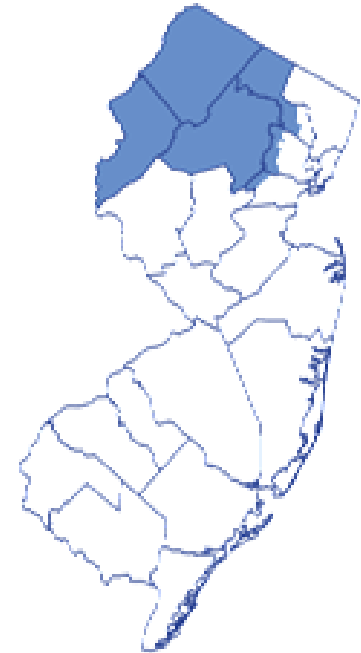
- Change pedestrian and motorist behaviors to reduce the incidence of pedestrian injuries and fatalities in New Jersey.
- Educate motorists and pedestrians both about their roles and responsibilities for safely sharing the road.
- Increase enforcement of pedestrian safety laws and roadway users' awareness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

The *Street Smart NJ* program was piloted in five communities in New Jersey in 2013 and 2014. The pilot programs were conducted in Newark, Jersey City, Woodbridge, Hackettstown, and Long Beach Island. These five communities were selected in order to incorporate the state's diverse landscape of urban, suburban, rural, and shore regions.

TransOptions' Street Smart Program

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

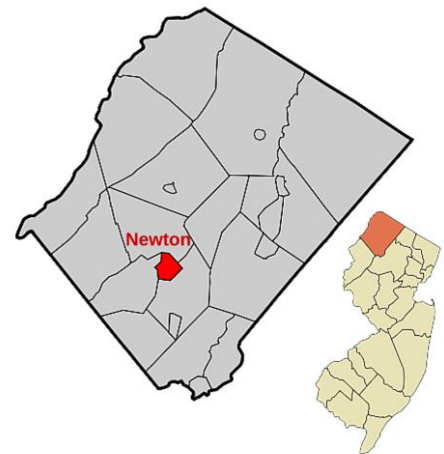
As the TMA for northwestern New Jersey, TransOptions delivers pedestrian safety programs along with other transportation resources to the counties of Morris, Sussex, Warren as well suburban areas of Union, Essex, and Passaic. TransOptions selected Newton as one of three municipalities to conduct the Street Smart pedestrian safety program.



Newton, Sussex County, New Jersey

The Town of Newton is located in Sussex County, approximately 15 miles east of the Delaware River and Pennsylvania border. Newton covers approximately 3.169 square miles and has a population of 7,997, according to the 2010 U.S. Census. Newton serves as the Sussex County Seat and is home to county services, Newton Medical Center, Sussex County Community College, Thorlabs, and several shops and restaurants.

TransOptions used the Plan4Safety crash analysis tool from Rutgers University's Center for Advanced Infrastructure and Transportation to examine crash data in Newton. The Plan4Safety tool uses police reports to compile crash data from all over the state of New Jersey. From January 2011-August 2015, Newton had 26 pedestrian-related crashes, including one crash that resulted in a pedestrian fatality.



| Pedestrian Pre-Crash Action - Newton, NJ | |
|--|-----------|
| Crossing at marked Crosswalk (At Intersection) | 8 |
| Other Pedestrian Action | 5 |
| Crossing / Jaywalking | 4 |
| Walking To/From School | 2 |
| Crossing at unmarked Crosswalk (At Intersection) | 1 |
| Coming From Behind Parked Vehicle | 1 |
| Pedestrian Off Road | 1 |
| Standing/Lying/Kneeling Against Traffic | 1 |
| NULL | 3 |
| TOTAL | 26 |

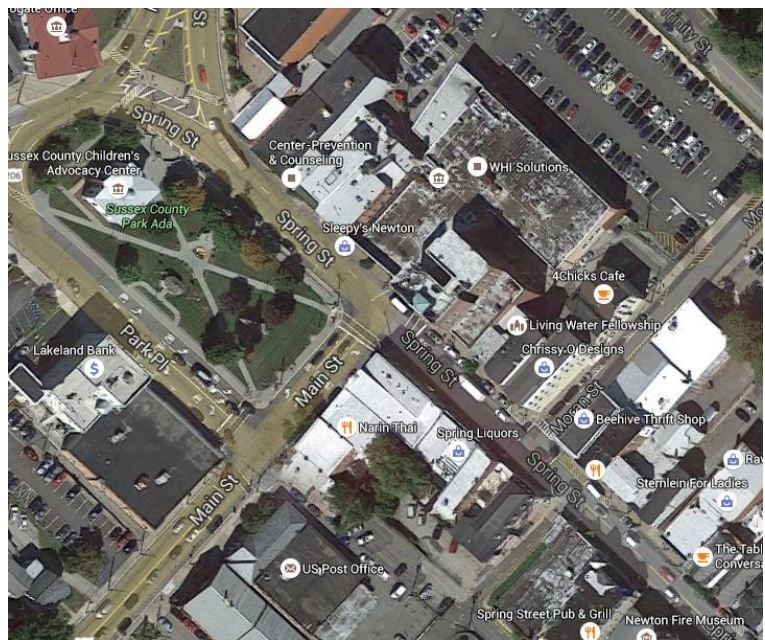
*Null = Crashes with unmarked pre-crash actions

Before the launch of the Street Smart campaign, Newton's downtown business district underwent changes to traffic patterns as Spring Street was converted from a two-way to a one-way street. Spring Street has several local attractions including shops, restaurants, and the Newton Fire Museum. Spring Street leads to the Newton Green where two major roadways, U.S.-206 and NJ-94, merge. During the one-way project, 22 parking spots were added along Spring Street and crosswalks were repainted. The Street Smart campaign in Newton was launched shortly after the completion of the Spring Street one-way project. Street Smart assisted in addressing the concerns for pedestrian safety as a result of the new traffic patterns.

The Newton Street Smart campaign was a collaborative effort between TransOptions, officials from the Town of Newton, the Newton Police Department, Sussex County, Newton Public Schools, and local businesses.

Newton Street Smart Campaign Structure

The Street Smart campaign in Newton was modeled closely after the pilot programs implemented by the NJTPA in Newark, Jersey City, Woodbridge, Hackettstown, and Long Beach Island. An initial meeting was held in February 2015 at the Newton Municipal Building to introduce the Street Smart program and was attended by Newton's chief of police, lieutenant, and representatives from both the town and the county. TransOptions worked closely with the police department and town officials to go over the planning of the program, target areas for education and enforcement, and funding for overtime enforcement.



Street Smart Newton

Funding

TransOptions worked with the Newton Police Department and Newton's Deputy Town Manager to secure funding for overtime enforcement through the Pedestrian Safety Education and Enforcement fund from the New Jersey Division of Highway Traffic Safety (NJDHHS). The Town of Newton was awarded the funding for the 2016 fiscal year starting on July 1, 2015. From there, TransOptions provided a suggested timeline for police education and enforcement activities and the Newton Police Department developed a schedule for their officers. The NJDHHS funding allowed the police department to cover the cost of overtime hours for officers participating in the Street Smart enforcement initiatives as well as the purchase of campaign materials.

Campaign Structure

According to the NJTPA's "How to Implement the Street Smart NJ Pedestrian Safety Campaign in Your Community" guidebook, a successful Street Smart campaign should consist of two weeks of enforcement activity, followed by two weeks to a month of no activity, followed by a second two weeks of enforcement activity.

| Street Smart Newton Campaign Timetable | |
|---|----------------------------------|
| Speed Sentry Loan: | June 1 – June 30, 2015 |
| Pre-Campaign: (Surveys and Observations) | August 28 – September 6, 2015 |
| Enforcement Phase I: | September 8 – September 22, 2015 |
| Enforcement Phase II: | October 18 – October 31, 2015 |
| Post-Campaign: (Surveys and Observations) | October 30 – November 9, 2015 |
| Speed Sentry Loan: | November 12 – December 12, 2015 |

Campaign Evaluation

Speed Sentry Loan Program

TransOptions utilized the existing Speed Sentry Loan Program to measure the effectiveness of the Street Smart campaign in Newton. With this program, TransOptions loans the speed sentry device to municipalities within their service area. The radar sign digitally displays the speed of oncoming vehicles as they approach the sign. Data is collected on a web-based cloud server developed by All Traffic Solutions which is monitored and accessed at the office of TransOptions. Once data collection is complete for the specified timeframe, TransOptions produces a report with recommendations for low or no-cost improvements.

The speed sentry device was displayed for 30 days both before and after the Newton Street Smart campaign. The device traced speed data in Newton approximately 700 feet from the observation intersection (see pg. 25). The location of the speed sentry device was determined by both TransOptions and the Newton Police Department.

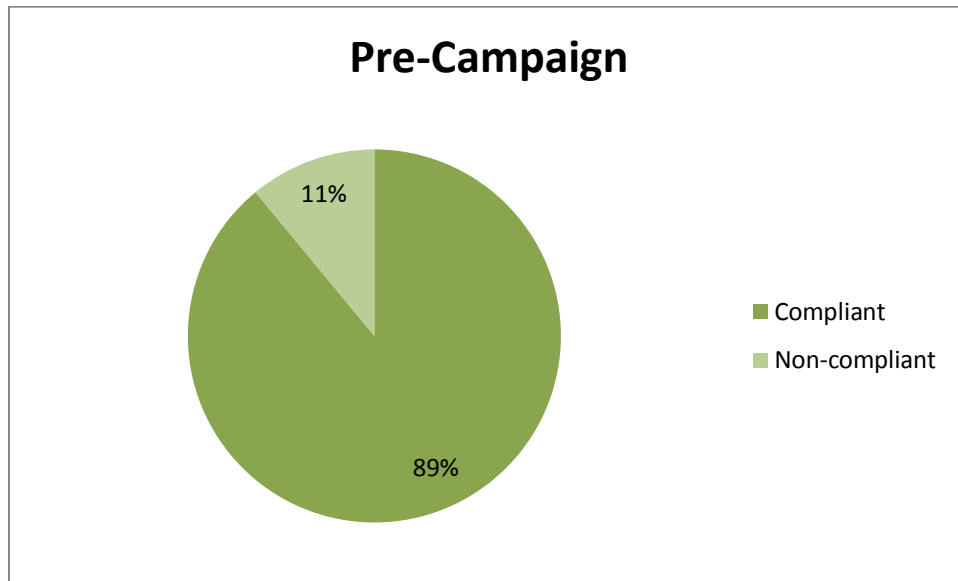
The speed sentry device was placed on a 25 MPH speed limit sign on the northbound lane of U.S. – 206 (Water Street) between Trinity Street and Hamilton Street. Businesses, a restaurant, and a gas station are located in close proximity to the sign's location as well as houses and apartment buildings.

The sign's digital display remained off for the first week of the loan for both the pre-campaign and the post-campaign evaluation periods. Although the sign showed no display of an approaching driver's speed, the device was still collecting data. The sign began actively displaying data the remaining three weeks of the loan.

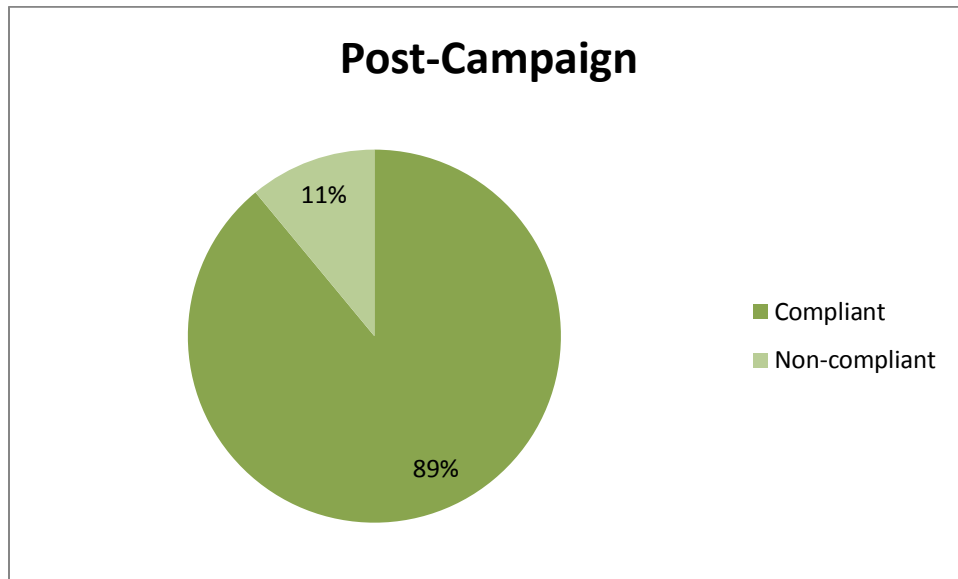
The speed sentry device considered a vehicle traveling 5 MPH above the posted speed limit of 30 MPH as non-compliant.



Compliance



During the pre-campaign evaluation, a total of 197,827 vehicles passed by the speed sentry sign. 89% of the drivers that passed by the sign during the pre-campaign were considered traveling at compliant or low-risk speeds. 11% of drivers were considered to be traveling at medium to high-risk speeds.



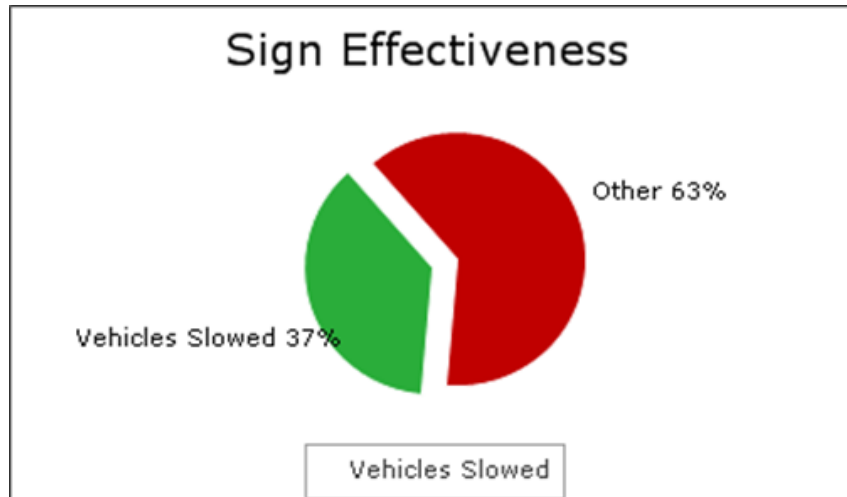
During the post-campaign evaluation, a total of 204,301 vehicles passed by the speed sentry sign. Again, 89% of the drivers that passed by the sign during the pre-campaign were considered traveling at compliant or low-risk speeds. 11% of drivers were considered to be traveling at medium to high-risk speeds.

Drivers passing through this area already had a high rate of compliant speeds and no change was observed as a result of the speed sentry device.

Sign Effectiveness

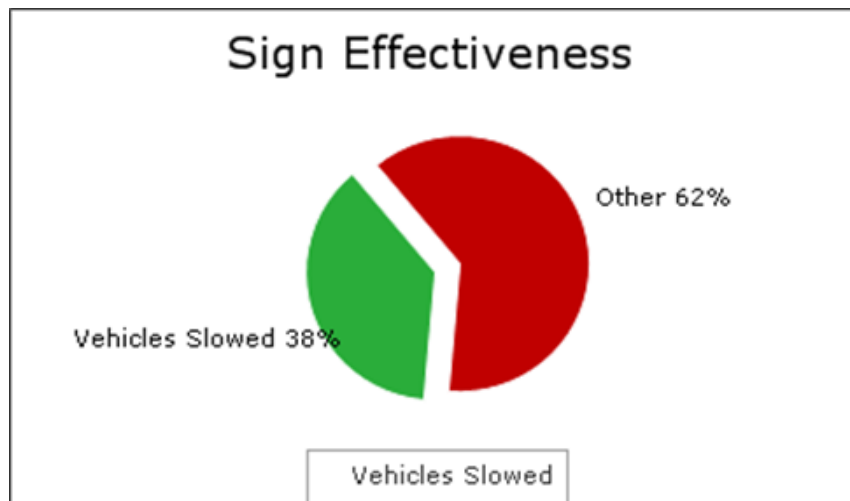
Speed summary data was collected by the device during the pre-campaign phase. This report averages speed by hour of the day for the 30 day period.

Pre-Campaign



According to the report, the speed sentry slowed 37% of drivers passing the sign during the pre-campaign.

Post-Campaign



In the post-campaign, the speed sentry slowed 38% of motorists passing the sign accounting for a 1% increase from pre-campaign to post-campaign.

Data from the speed sentry device showed that the high rates of compliant and low-risk speeds of drivers were maintained from pre-campaign to post-campaign.

Street Smart Newton

Pre & Post Intercept Surveys

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

In the weeks immediately before and after the Street Smart campaign, TransOptions staff walked through downtown Newton and gave survey cards to people they met. The survey was also distributed online through the Newton Police Department's Facebook Page and other electronic communications. Thorlabs also made the survey available to employees.

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

The survey was created using SurveyMonkey and consisted of 20 questions that asked respondents to report on their walking and driving behavior and what they observe others doing on the road. The survey also included questions on the respondents' knowledge of New Jersey's pedestrian safety laws and awareness of the Street Smart campaign in Newton. The pre- and post- campaign responses were then compared to determine the effectiveness of the Street Smart program in Newton.

Postcards: Front side



TAKE OUR SAFETY SURVEY

WIN A
\$100 VISA GIFT CARD

Survey Code:
www.surveymonkey.com/r/TOSafety

Postcards: Back side



Please help us improve roadway safety
in your town by completing our survey.
Your responses are very important to us.



www.surveymonkey.com/r/TOSafety

For questions, please contact TransOptions:
(973) 267-7600 / info@transoptions.org



 **Newton Police (NJ)**
November 2 · ✱

Take a community safety survey for Newton for a chance to win a \$100 Visa gift card: www.surveymonkey.com/r/TOSafety



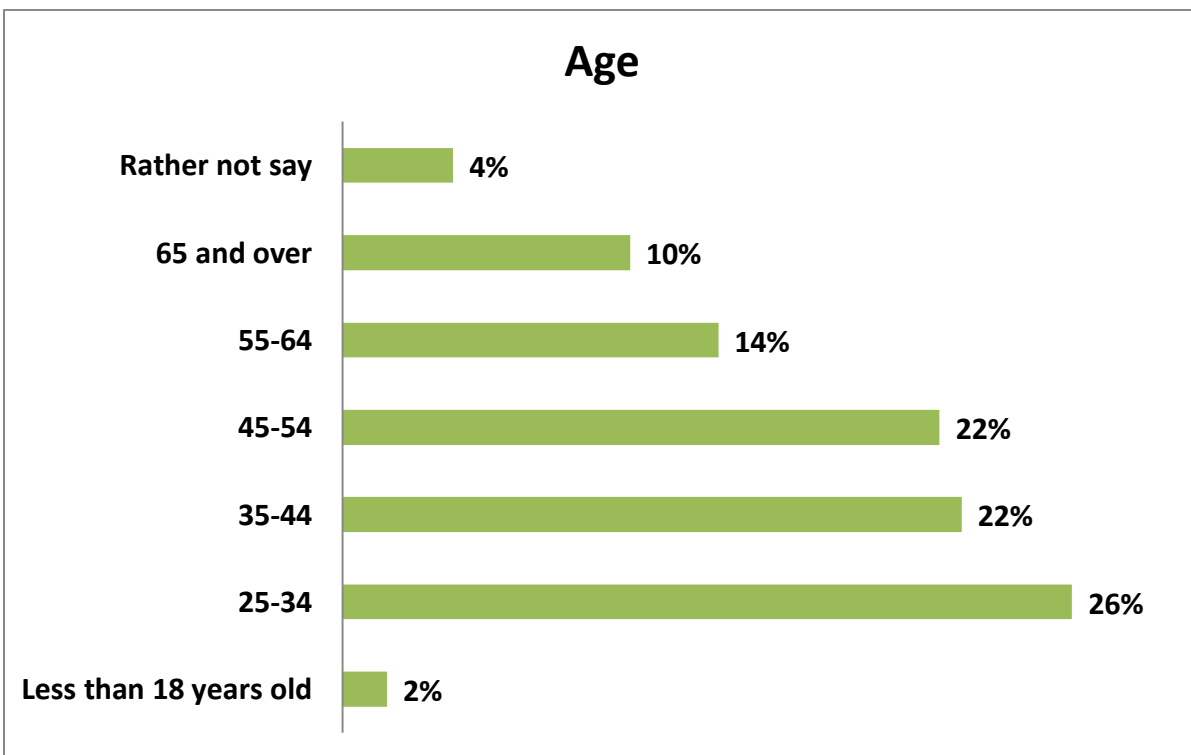
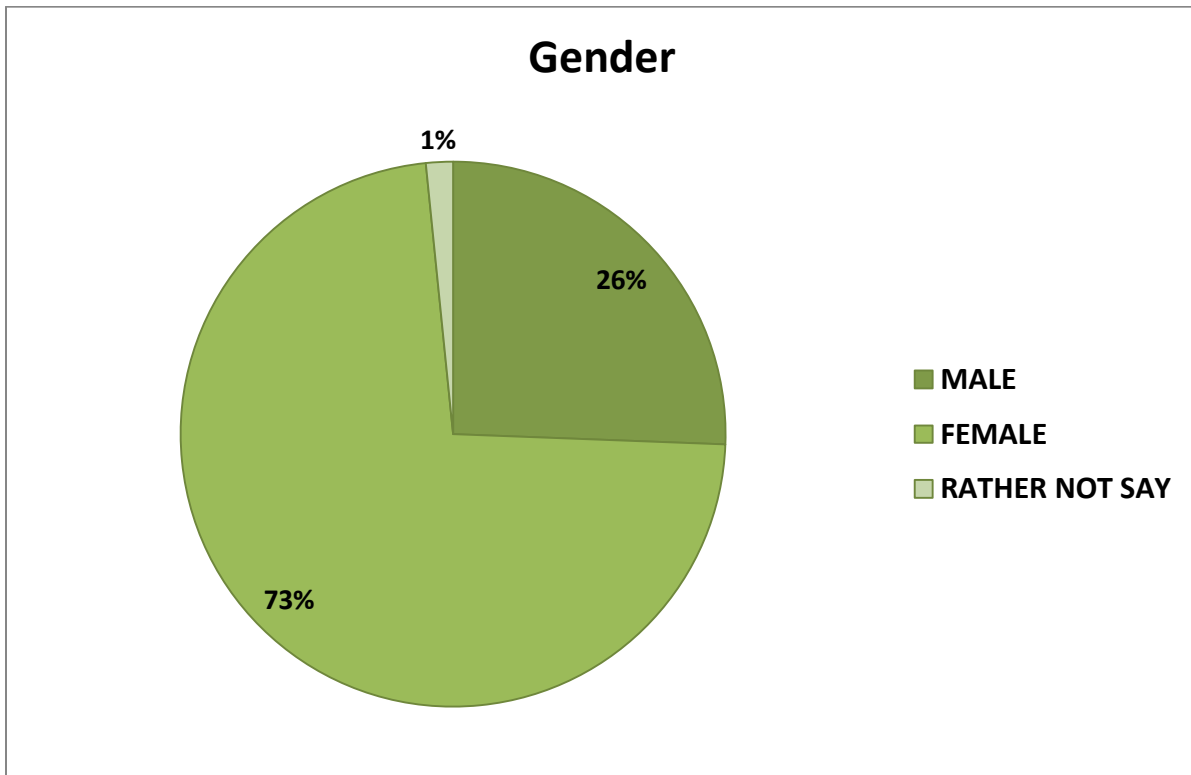
Free Online Surveys | SurveyMonkey

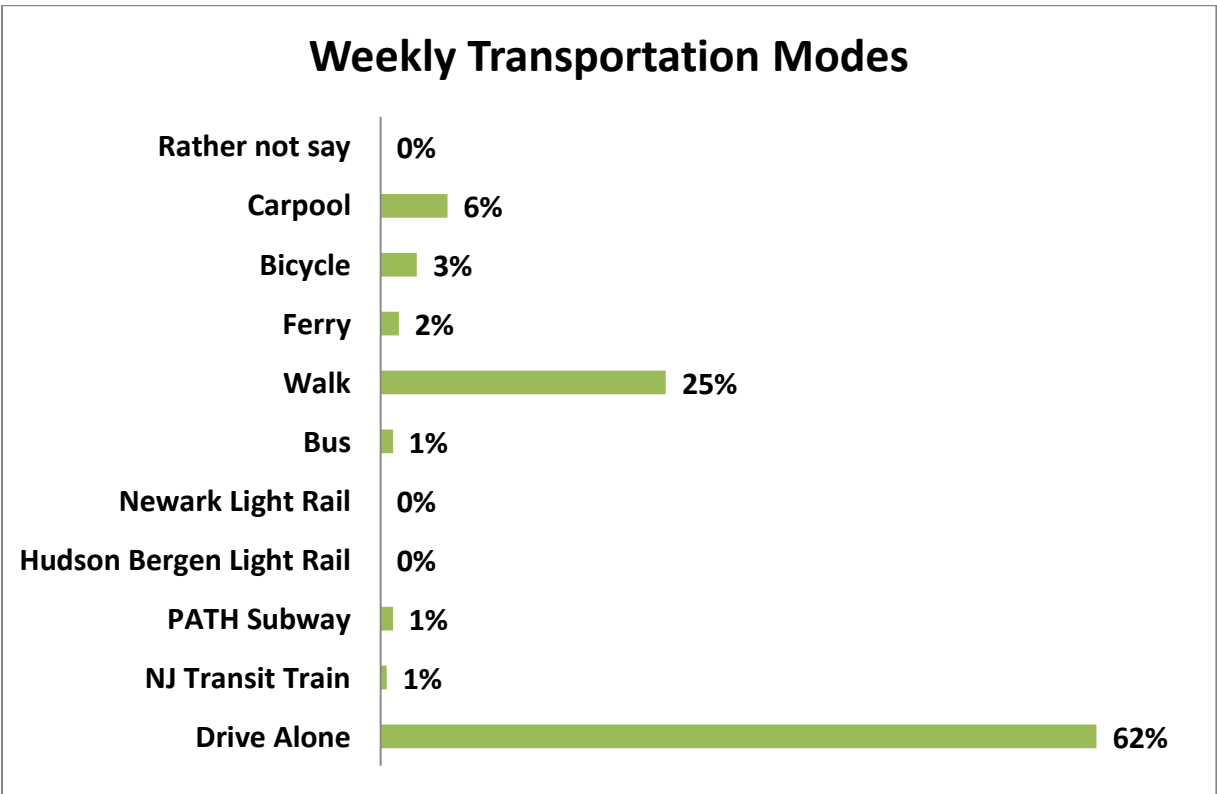
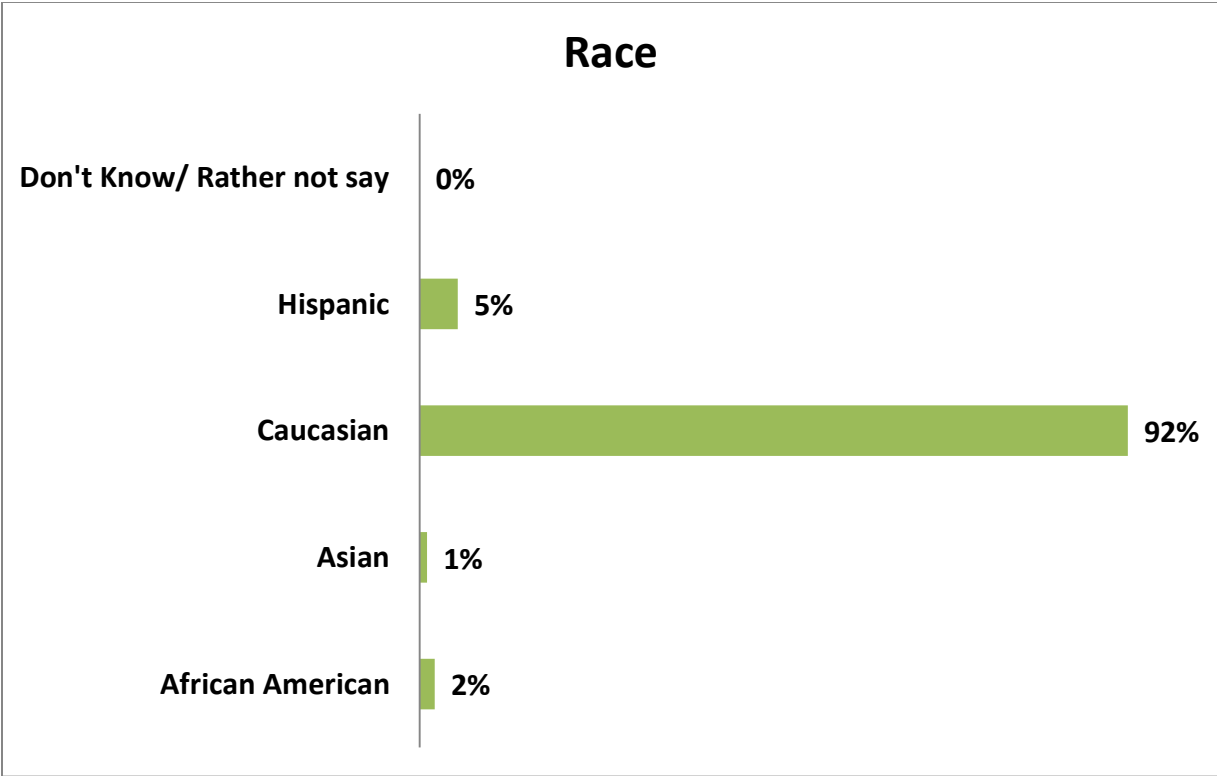
Create free online surveys in minutes with SurveyMonkey. Get the feedback you need so you can make smarter decisions.

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Respondent Profile:

Respondent profile data is compiled from both the pre-intercept survey and the post-intercept survey.

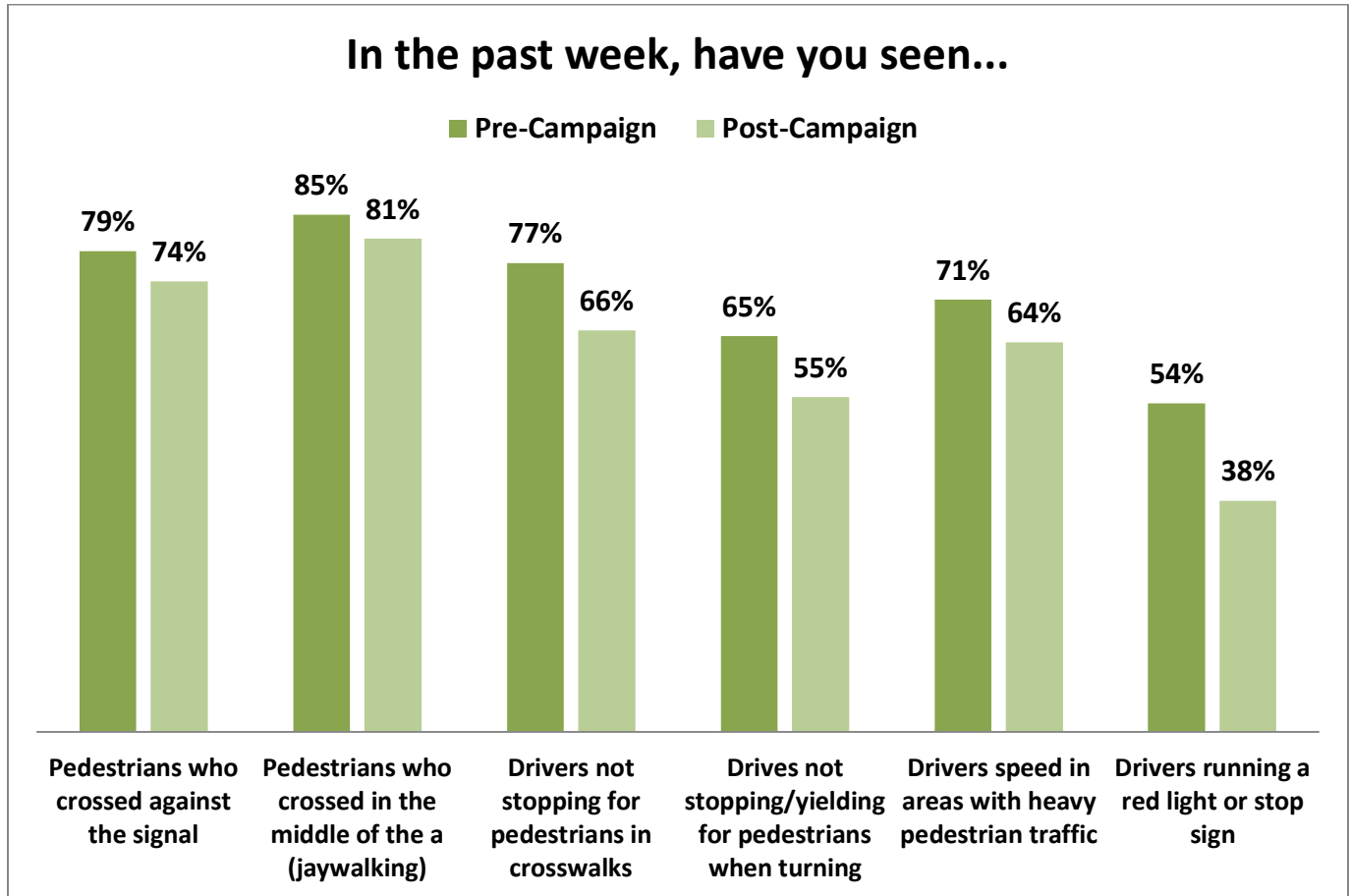




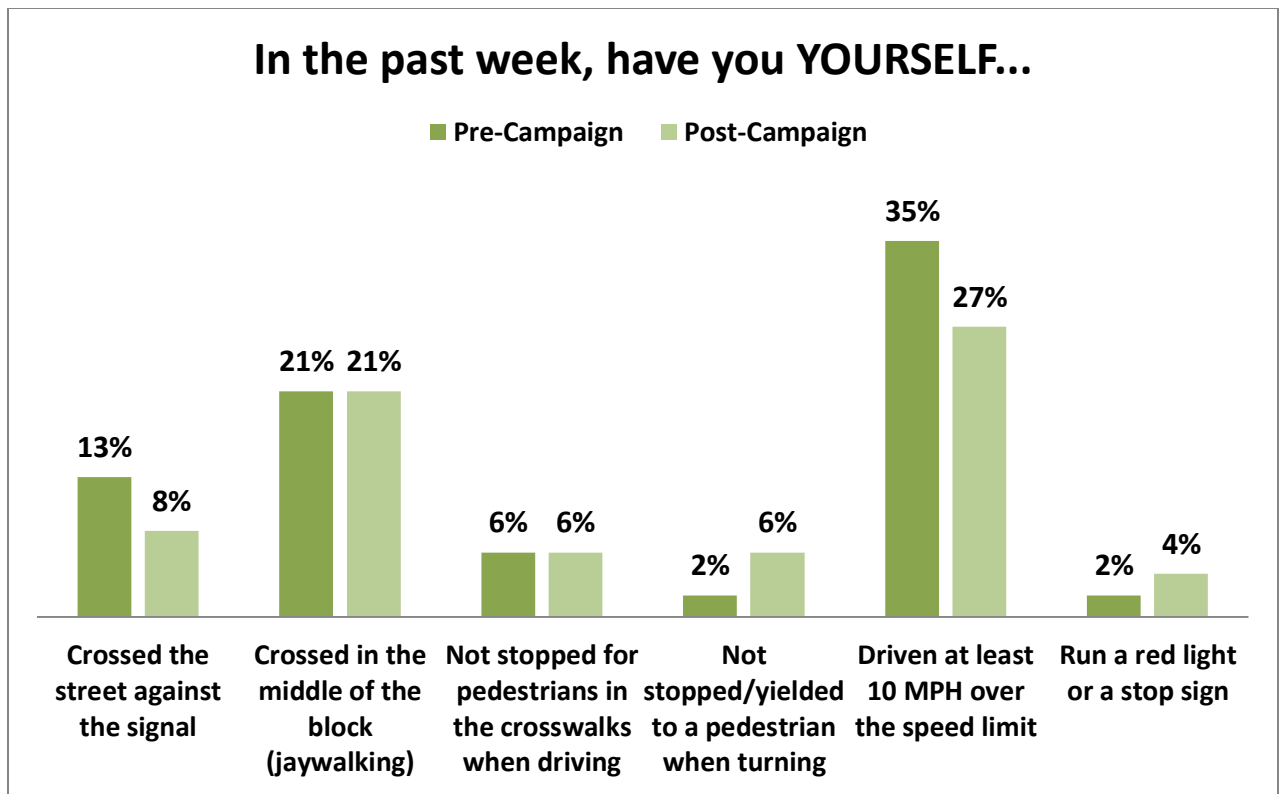
Behaviors

Respondents were asked to answer 'Yes' or 'No' to the following questions. The data displayed in this section shows the percentage of respondents that answered 'Yes' to the questions regarding their own behaviors and behaviors they observed by others walking and driving in Newton.

48 respondents completed the pre-campaign survey and 77 respondents completed the post-campaign survey. TransOptions used identical methods to collect data in both the pre- and post-campaign surveys.

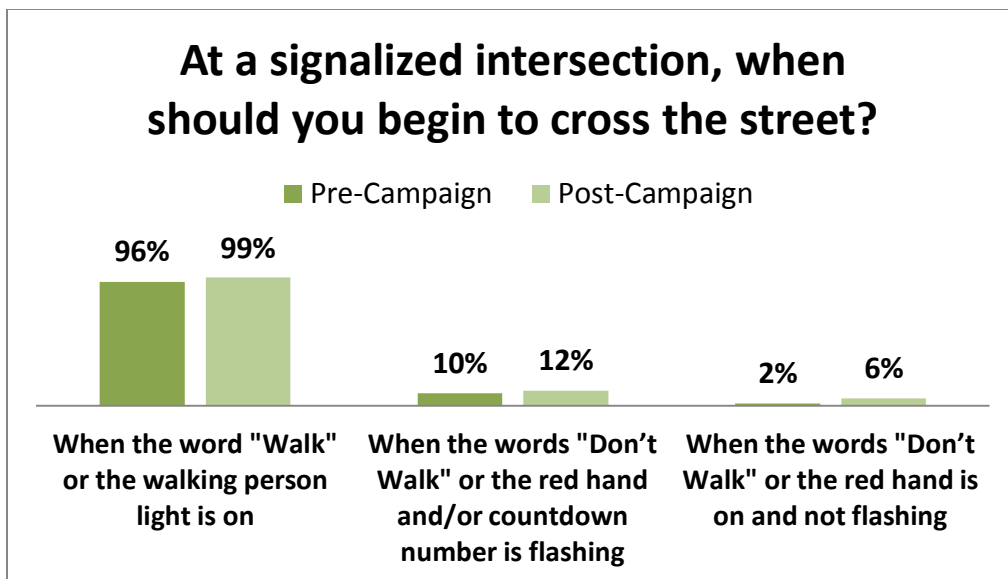


The respondents reported that they observed a decrease in unsafe walking and driving in all categories of this question after the post-campaign survey. Participants reported a significant 16% decrease in the amount of drivers observed running a red light or stop sign. Overall, an increase in observed positive behaviors was found in the post-campaign responses.



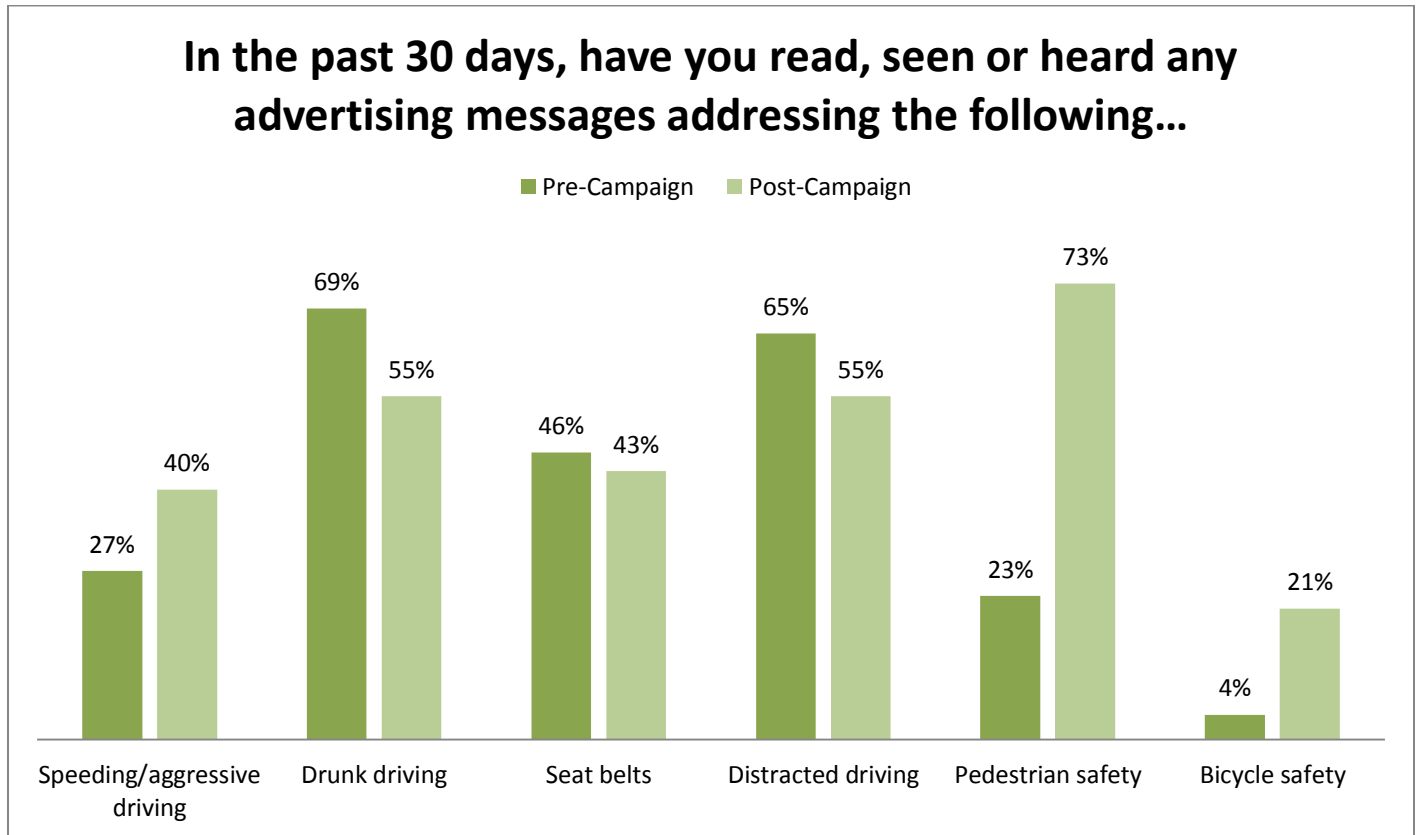
Mixed results were found when the respondents were asked to self-report on their own walking and driving behaviors from the pre- to post-surveys. A 5% decrease was found in respondents that report that they crossed against the traffic signal and an 8% decrease was reported in drivers traveling 10MPH over the speed limit.

Survey participants had a high awareness of others engaging in unsafe walking and driving behaviors but were less likely to report doing the behaviors themselves. This result was also consistent in the pilot programs.



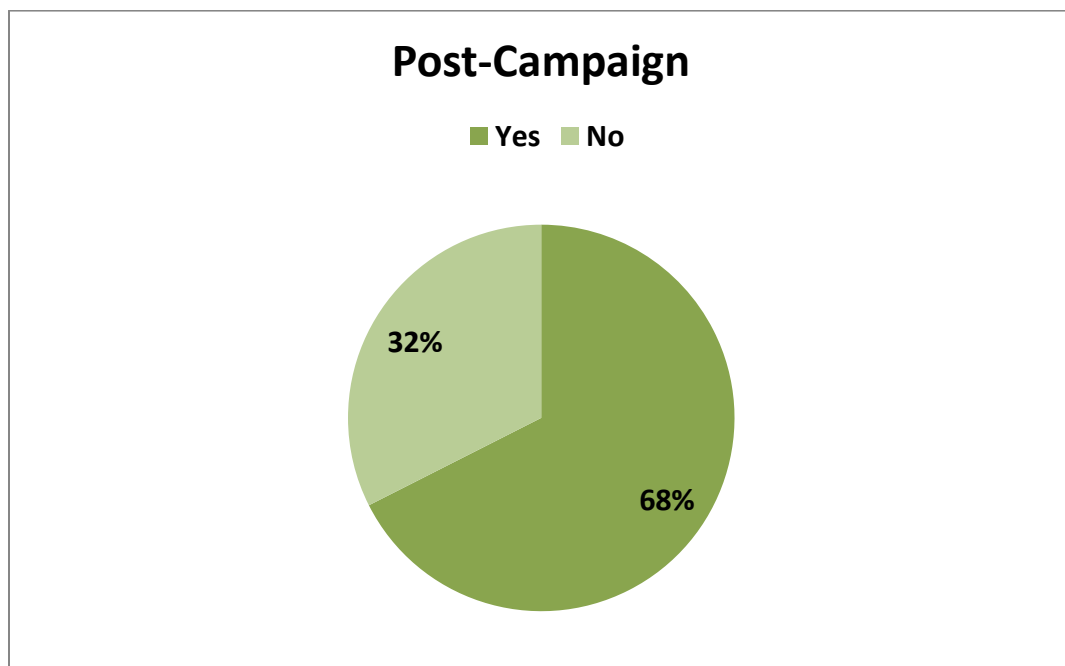
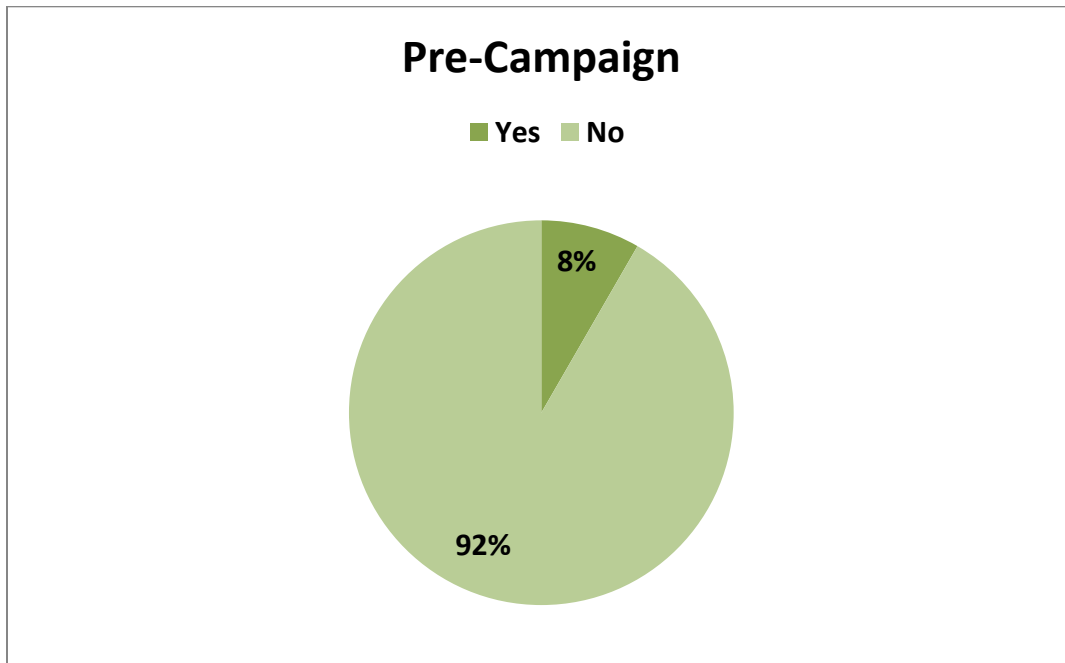
Increases in respondents' knowledge of when to safely cross the street improved in all categories of this question. Although, responses from the pre-survey show that there was already a high understanding of correct crossing behaviors before the Street Smart campaign in Newton.

Safety and Campaign Awareness



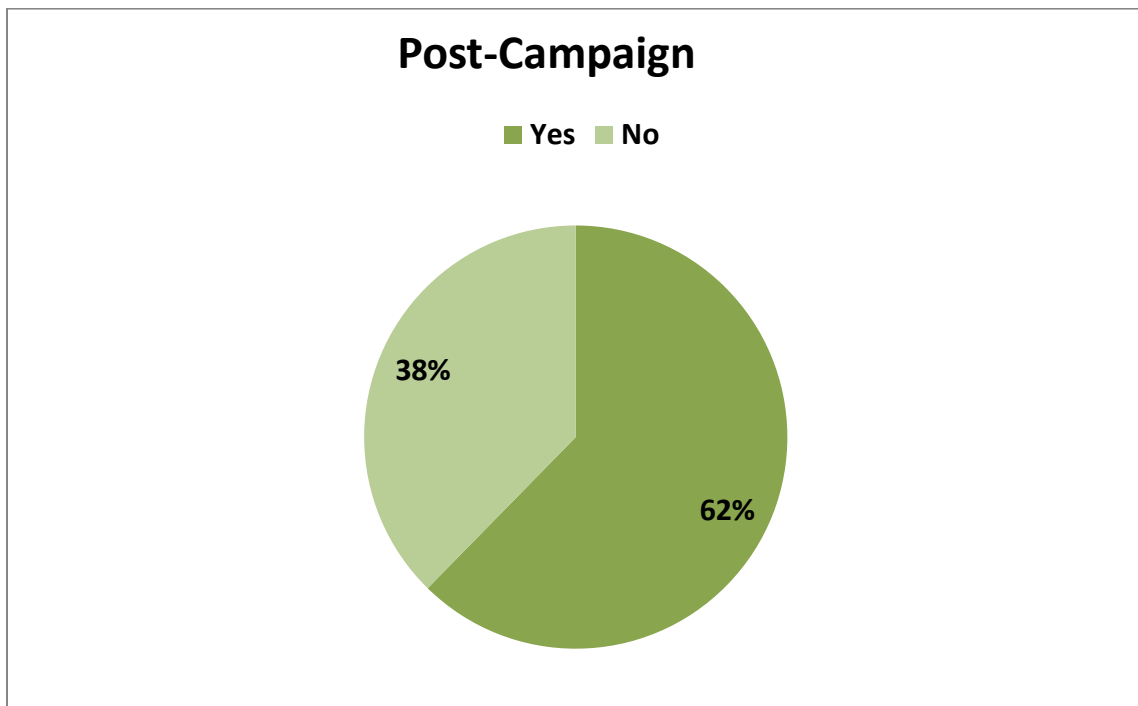
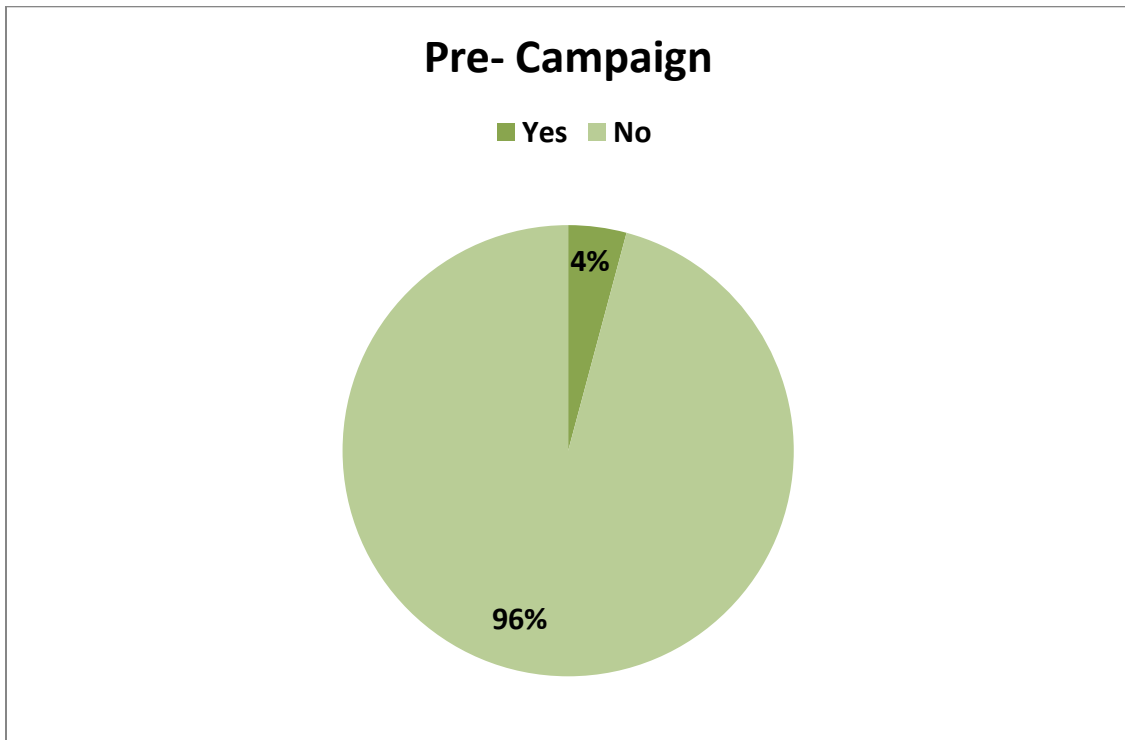
Respondents were more aware of driving safety (speeding/aggressive driving) and pedestrian safety advertising after the Street Smart campaign in Newton. There was a 13% increase in reported exposure to advertising about speeding/aggressive driving and a significant 50% increase in awareness of pedestrian safety advertising. Bicycle safety awareness also increased by 17% after the Street Smart campaign.

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



Results showed a 60% increase in respondents' exposure to pedestrian safety messages and the Street Smart name.

In the past 30 days, have you read, seen or heard any advertising message or signage that says "Check your vital signs"?

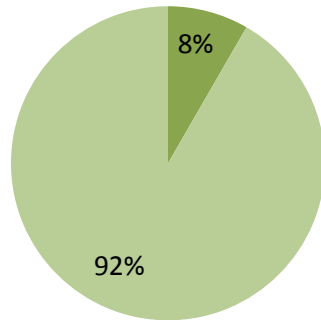


Results showed that there was a 58% increase in respondents' exposure to Street Smart's "Check your vital signs" slogan.

In the past 30 days, have you read or seen any advertising messages of signage like the following...

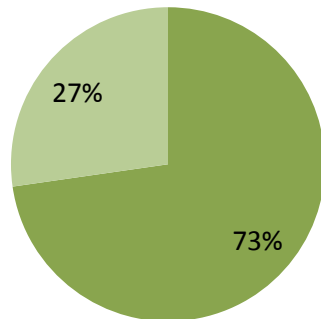
Pre-Campaign

■ Yes ■ No



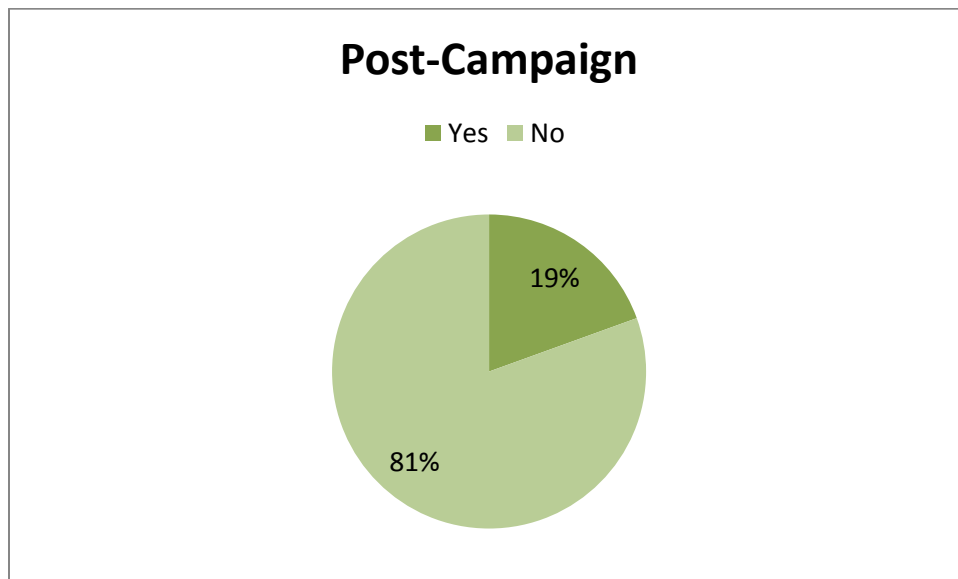
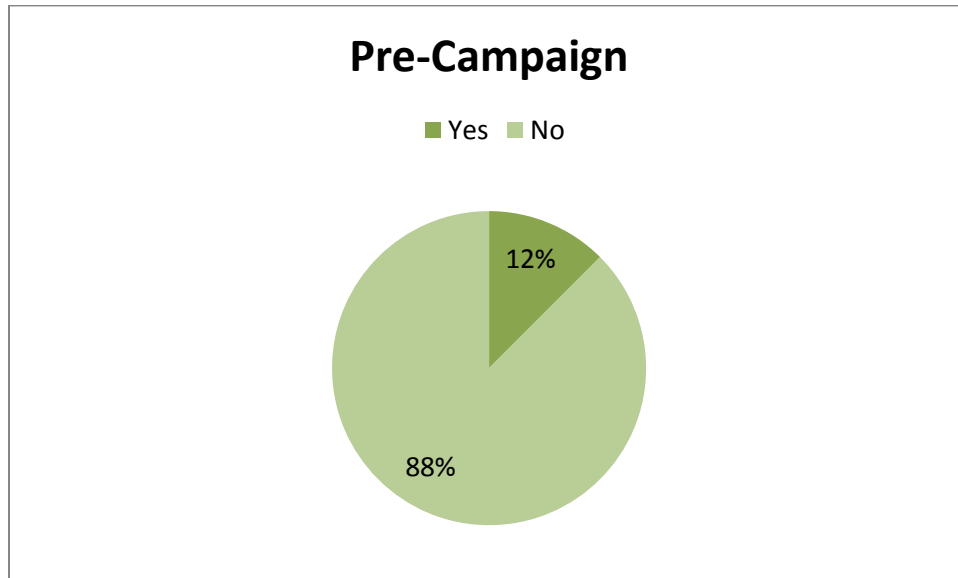
Post-Campaign

■ Yes ■ No

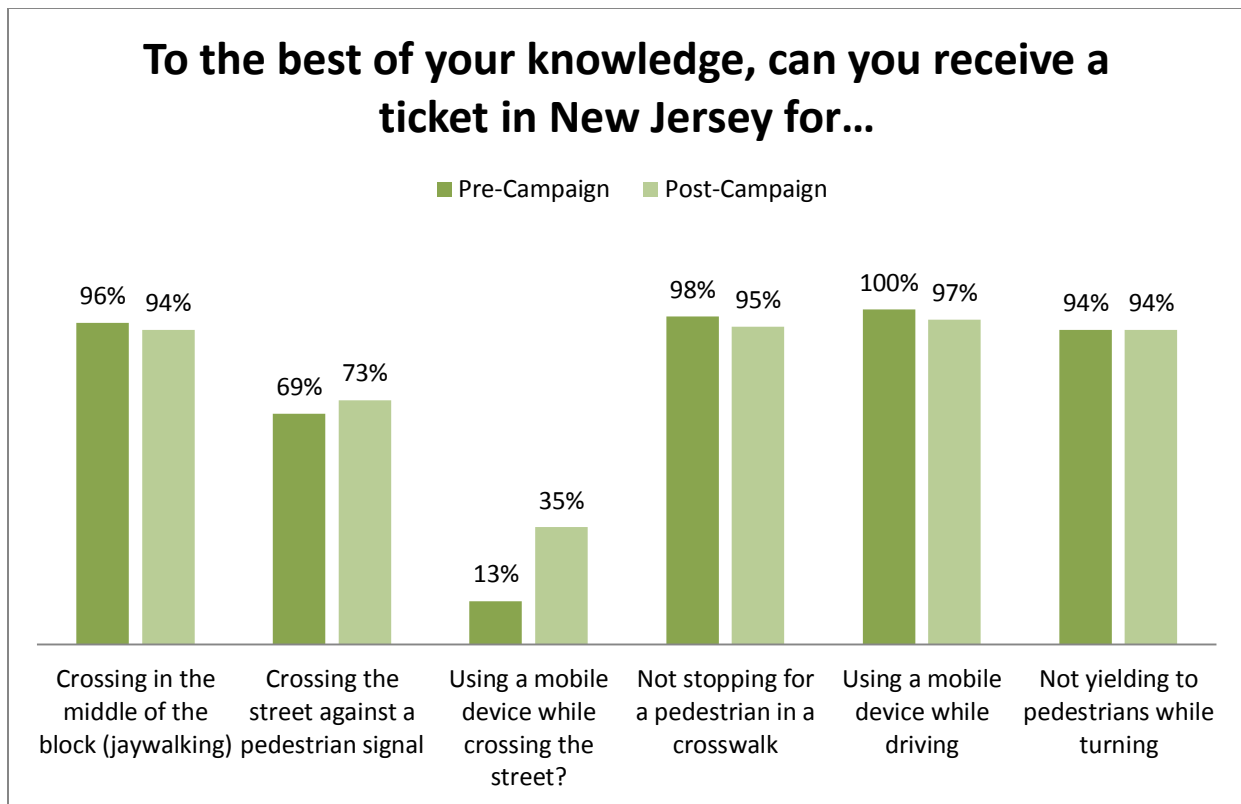


Results showed that there was a 65% increase in respondents viewing the Street Smart campaign images and messages from campaign materials.

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

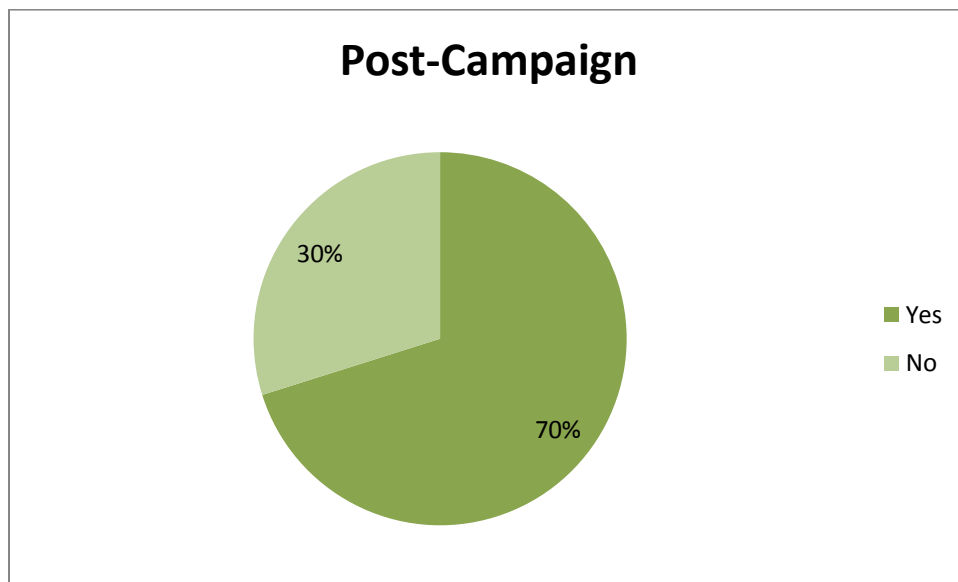
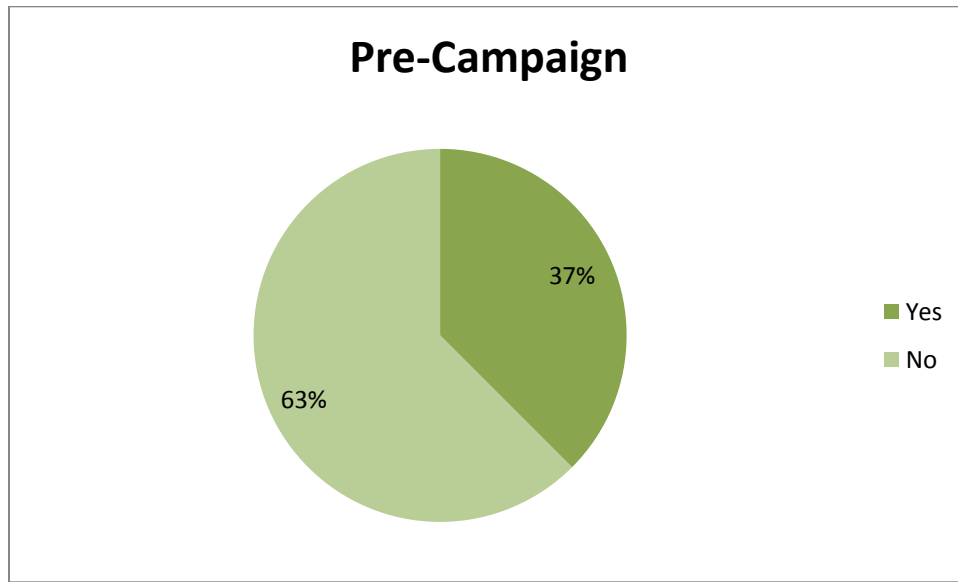


Results showed that there was a 7% increase in respondents who were exposed to someone who provided them with safety tips and information on New Jersey's pedestrian safety laws.

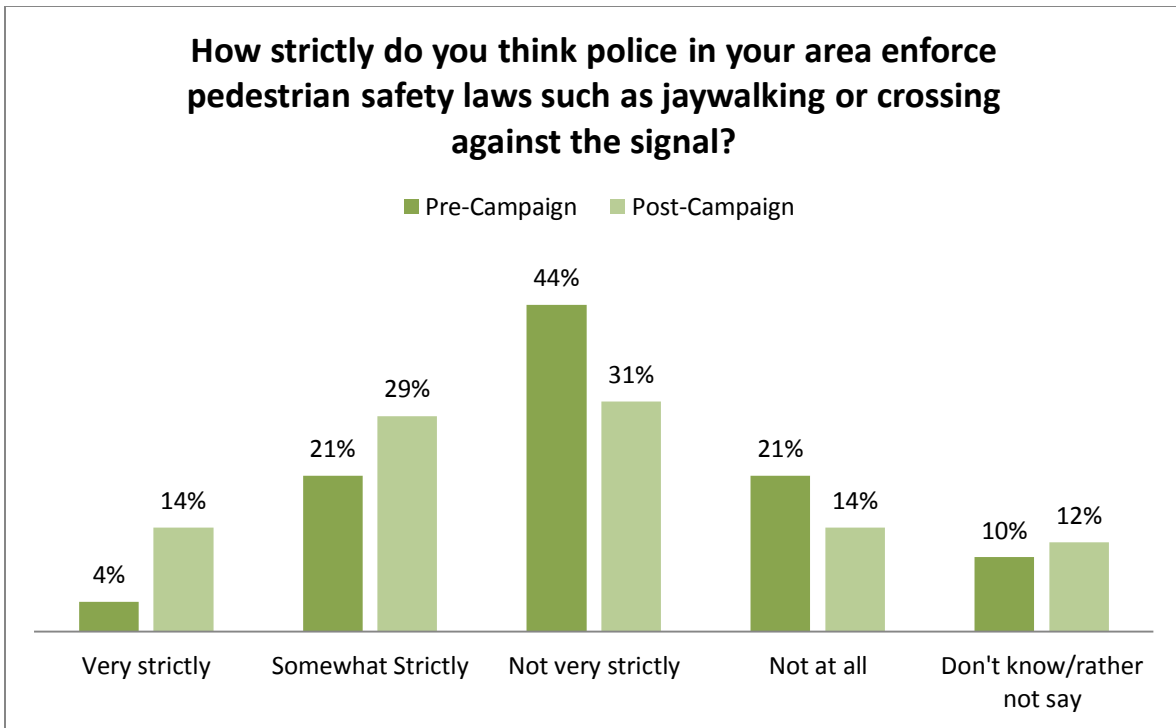


Results from the pre-survey showed that respondents already had a high rate of understanding of New Jersey's pedestrian and driving safety laws. Only slight increases or decreases occurred in the data from the pre- to post- campaign surveys. The most significant finding occurred in 22% more respondents believing that they could receive a ticket for using a mobile phone when crossing the street. This shows that respondents are aware of the dangers of being distracted by a cellphone while crossing the street, however, it is not yet considered a violation in New Jersey.

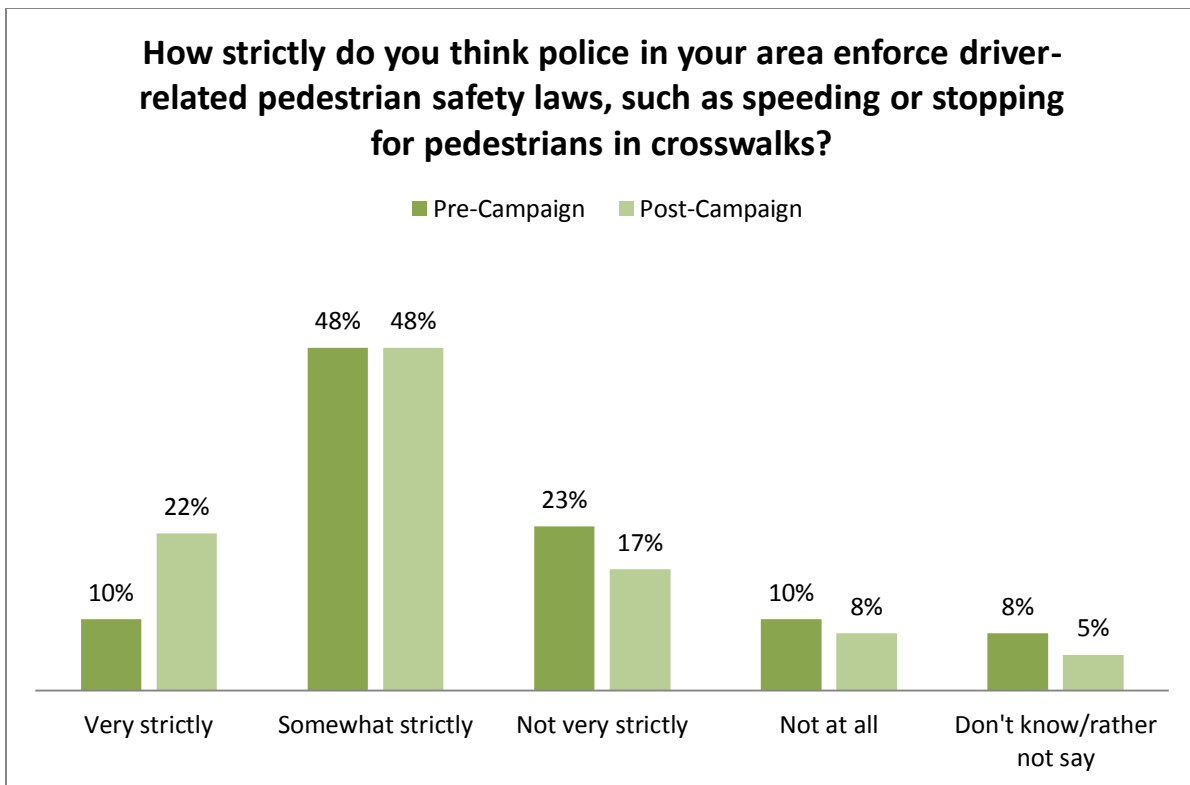
Have you recently read, seen, or heard about police efforts to enforce pedestrian safety laws?



Results showed a significant 33% increase in respondents' awareness of the pedestrian safety enforcement efforts made by the Newton Police Department.



- Before the Street Smart campaign in Newton, 4% of respondents felt the local police department was 'very strict' in enforcing pedestrian safety laws. After the campaign, 14% felt that the police department was 'very strict' in enforcing pedestrian safety laws accounting for a 10% increase.
- An 8% increase was also found in respondents who felt the local police department as 'somewhat strict' in enforcing pedestrian safety with that view rising from 21% before the campaign to 29% after the campaign.
- The most significant difference was found in respondents who felt the police department was 'not very strict' or 'not (strict) at all'. 13% less respondents in the post-campaign reported that they felt the department was 'not very strict' and a 7% decrease was also found in respondents who felt that the police department was 'not (strict) at all'. These numbers dropped in the post-campaign survey as there was an increase in respondents who felt that enforcement was instead 'very strict' or 'somewhat strict'.



- Before the Street Smart campaign in Newton, 10% of respondents felt that the local police department was 'very strict' in their enforcement of driver-related pedestrian safety laws. After the campaign, the post-survey results showed that 12% more respondents reported that they felt the police department was 'very strict' in their enforcement of speeding or drivers not stopping for pedestrians in the crosswalk.
- There was no change in the 48% of respondents that reported the police department was 'somewhat strict' in the enforcement of driver-related safety laws from pre- to post-campaign survey results.
- Fewer respondents reported that the police department was either 'not very strict' or 'not (strict) at all' in the post-campaign survey.

Street Smart Newton

Intersection Observations

Intersection observations were performed by TransOptions immediately before and after the Street Smart campaign in Newton in order to observe changes in walking and driving behavior. To control variables, intersection observations were kept consistent and performed six hours on Tuesdays from 7:00 AM to 1:00 PM.

Pre-Campaign Observation:

Wednesday, September 2, 2015, 7:00 AM – 1:00 PM

Post-Campaign Observation:

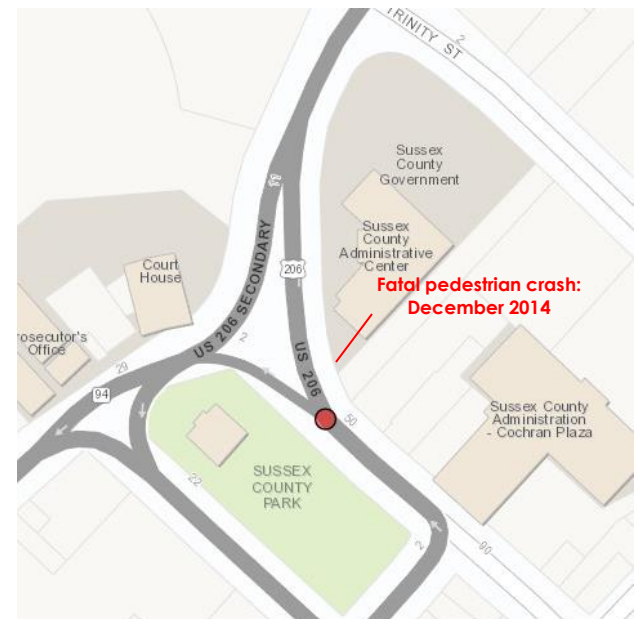
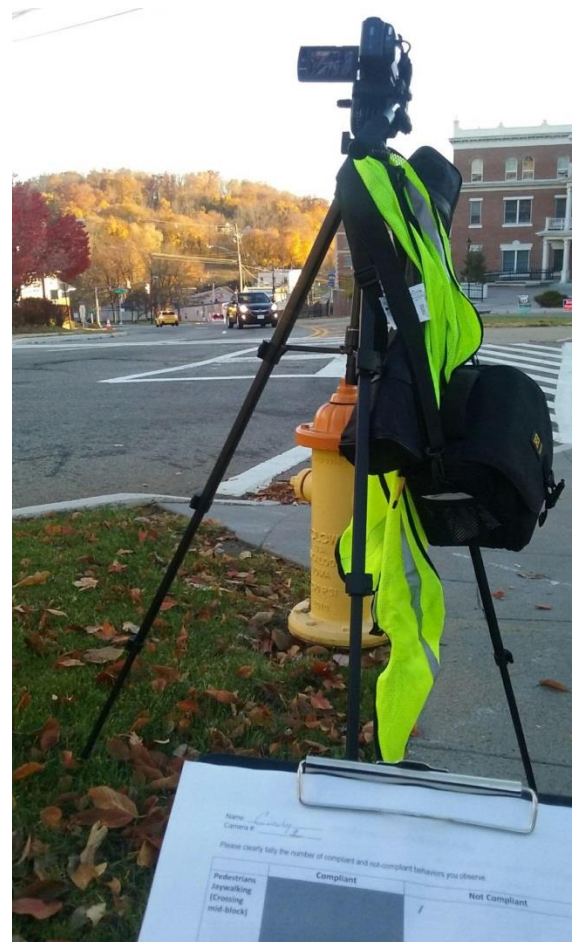
Wednesday, November 4, 2015, 7:00 AM – 1:00 PM

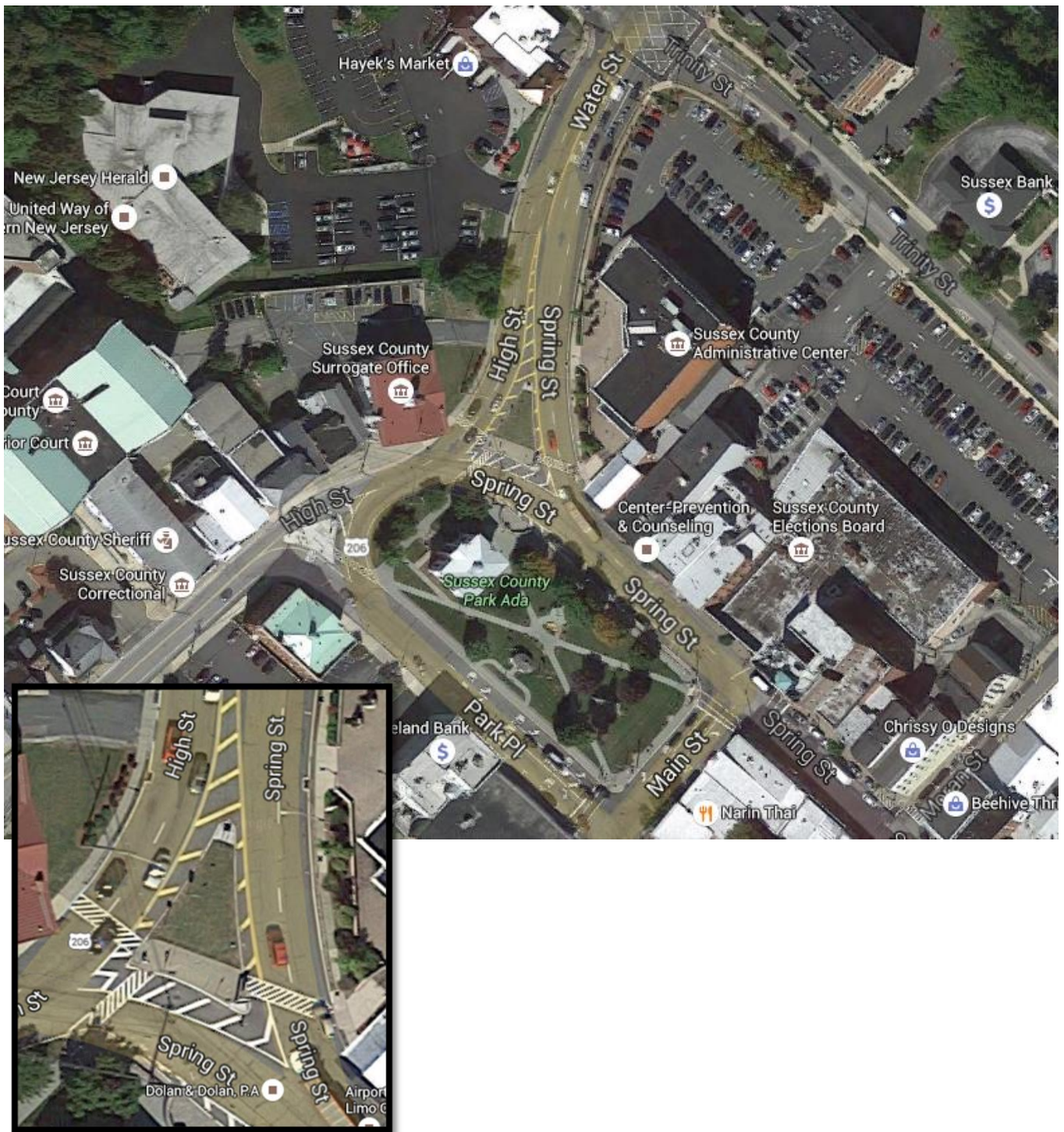
Intersection Overview

The intersection of U.S. – 206, NJ – 94, Spring Street/Water Street/High Street was selected as the observation site. The Newton Police Department recommended the intersection due to high pedestrian foot traffic circling the green with significant vehicular traffic and pedestrian/driver complaints. A fatal crash involving a pedestrian also occurred near the intersection in December 2014.

The observation intersection is non-signalized with a pedestrian island located in the middle. The sidewalks along the outside of the intersection connect into the pedestrian island by three crosswalks. The pedestrian island is surrounded by two two-lane roadways (U.S.-206/NJ-94/Spring Street and U.S.-206/NJ-94/High Street) and a one-lane road (NJ-94/Spring Street).

The merge of a state and federal highway at this intersection brings high vehicle volume as well as significant pedestrian foot traffic. Several walkable attractions are located in the immediate area surrounding the intersection such as the Newton Green park area, Hayek's Market, the Sussex County Administrative Center, the Sussex County Surrogate Court, Sussex County's Children's Advocacy Center, as well as shops, restaurants, organizations and offices.



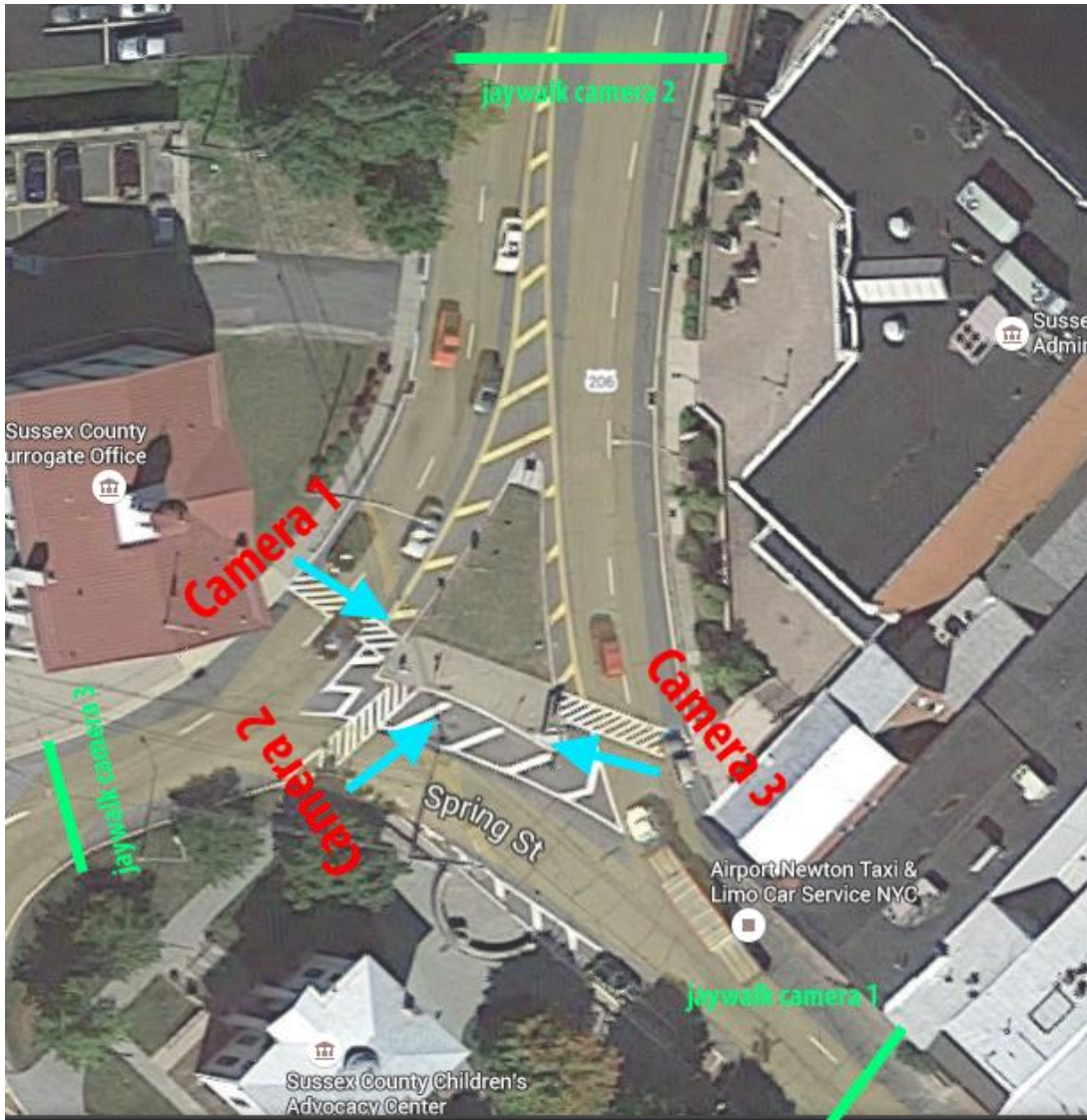




TransOptions set up cameras at each crosswalk of the intersection to observe and film walking and driving behavior.

A tally of the number of pedestrians using the crosswalks was taken. Two proxies were selected to be observed and counted as compliant or non-compliant behaviors:

- Mid-block crossing
- Drivers failing to stop for pedestrians in or at the crosswalk



| | |
|------------------|--|
| Camera 1: | Crosswalk, midblock crossing on Spring Street |
| Camera 2: | Crosswalk, midblock crossing on U.S.-206 North / NJ-94 North |
| Camera 3: | Crosswalk, midblock crossing on U.S.-206 South / NJ-94 South |

Street Smart Newton

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

During the pre-campaign observation on Wednesday, September 2, 2015, 265 pedestrians used the crosswalks at the intersection. On November 4, 2015, 322 pedestrians used the crosswalks during the post-campaign observation.

| | Pre-Campaign | Post-Campaign | % of Reduction |
|---------------------------------------|---------------|---------------|----------------|
| | Not Compliant | Not Compliant | |
| Pedestrians crossing mid-block | 38 | 25 | 34% |

Mid-block crossing/jaywalking was only marked as a non-compliant behavior. Pedestrians that crossed outside of the crosswalk further up the street from the intersection were counted as not compliant as long as the action was captured by the cameras.

| | Pre-Campaign | | | Post-Campaign | | |
|--|--------------|---------------|-----------------|---------------|---------------|-----------------|
| | Compliant | Not Compliant | % Non-Compliant | Compliant | Not Compliant | % Non-Compliant |
| Cars failing to stop for pedestrians in or at the crosswalk | 83 | 207 | 71% | 188 | 188 | 50% |

The most significant finding was in the amount of jaywalking observed from pre-to post-observation. Mid-block crossing/jaywalking showed a 34% decrease after being observed in the post-observation. There was also a significant decrease in the amount of drivers that failed to stop for pedestrians that were in or at the crosswalk. After the intersection was re-observed in the post-campaign, 21% fewer drivers were non-compliant when a pedestrian was in or at the crosswalk compared to the pre-observation.

Mid-block crossing / Jaywalking



Non-Compliant Crossing



Non-Compliant Crossing

Drivers stopping for pedestrian in or at the crosswalk

Compliant



Non-Compliant



During the observations, it was noted that there was a high rate of driver/pedestrian conflict similar to the image above. In this situation, Driver #1 is the first to arrive at the crosswalk. While Driver #1 is compliantly stopped at the crosswalk for the pedestrian, Driver #2 may not acknowledge that Driver #1 is stopped at the crosswalk. Driver #2 will continue through the crosswalk while the pedestrian has already entered the roadway. This dangerous situation was observed several times in both the pre- and post-observations.

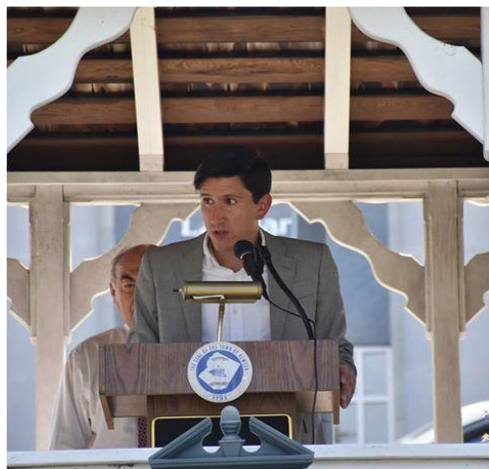
Campaign Kickoff

Newton's Street Smart campaign was formally launched at a press conference on the Newton Green in the center of town. The Newton Green serves as a small park with benches and a gazebo. The green can be accessed by one of the crosswalks at the observation intersection and is surrounded by shops, offices, and county buildings.



The speakers at the press conference included Daniel Callas of TransOptions, Chief Michael Richards of the Newton Police Department, Mayor Daniel Flynn, and Sussex County Freeholder Richard Vohden. Each speaker highlighted the importance of pedestrian safety for not only Newton, but for Sussex County and the State of New Jersey. Representatives from Newton, Sussex County, and NJTPA attended the kickoff event.

The event was covered by the New Jersey Herald and TAPinto Newton. Immediately following the press conference, TransOptions staff walked through downtown Newton to deliver Street Smart materials to stores and businesses around the Green and on Spring Street.



Enforcement

The Newton Police Department dedicated 187 hours of enforcement to the Street Smart Campaign. Overtime enforcement hours were funded through the Pedestrian Safety Education and Enforcement fund from the New Jersey Division of Highway Traffic Safety.

Officers used roving patrols and the Cops in the Crosswalk pedestrian decoy program to distribute tickets and warnings. The Cops in the Crosswalk pedestrian decoy program has been used in New

Jersey since 2009. Officers monitor a crossing and act as a decoy pedestrian in the crosswalk. If a driver does not stop for the pedestrian decoy in the crosswalk, the officer calls ahead to a waiting officer who then stops the non-compliant driver and issues a warning or a ticket. The Newton Police Department dedicated 183 of their hours to the decoy program. Officers in Newton used the decoy program 16 times throughout the campaign as an educational opportunity to engage with violators on correct behavior and provided Street Smart tip cards.



Enforcement of pedestrian safety laws was increased throughout the town of Newton. Areas of enforcement included the observation intersection of U.S.-206/NJ-94/Spring Street/Water Street/High Street. Other focus intersections included Halstead Street and Main Street, Main Street and Park Place, and areas along Main Street, High Street and Spring Street. These areas were selected as a focus due to high volume of pedestrian traffic and the presence of crosswalks.

During the first phase (September 8 – September 22) of enforcement, the police department's activity focused on educating pedestrians and drivers by issuing warnings instead of citations. In the second phase of enforcement (October 18 – October 31) the police focused on issuing citations to non-compliant drivers and pedestrians.

A total of 144 citations and 205 warnings were issued during Newton's Street Smart campaign:

- 212 citations and warnings were issued for drivers who failed to stop for pedestrians in the crosswalk
- 6 citations and warnings were issued for pedestrians crossing against the traffic signal and crossing midblock
- 43 citations and warnings were issued for other violations such as speeding and cellphone use while driving

Infrastructure

Engineering improvements to existing pedestrian safety infrastructure were completed during the Street Smart campaign. As part of the Spring Street One-Way Project, new brick crosswalks were constructed along Spring Street and 22 additional parking spots were created with the goal of drawing more traffic to the downtown shops and restaurants.

Observation Intersection crosswalk improvements:



Crosswalk #1: Before



Crosswalk #1: After



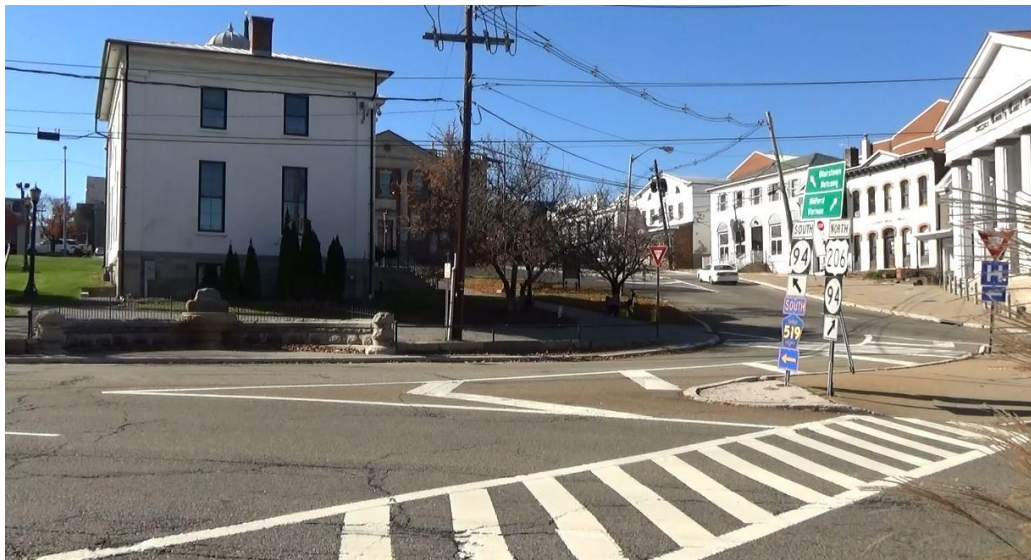
Crosswalk #2: Before



Crosswalk #2: After

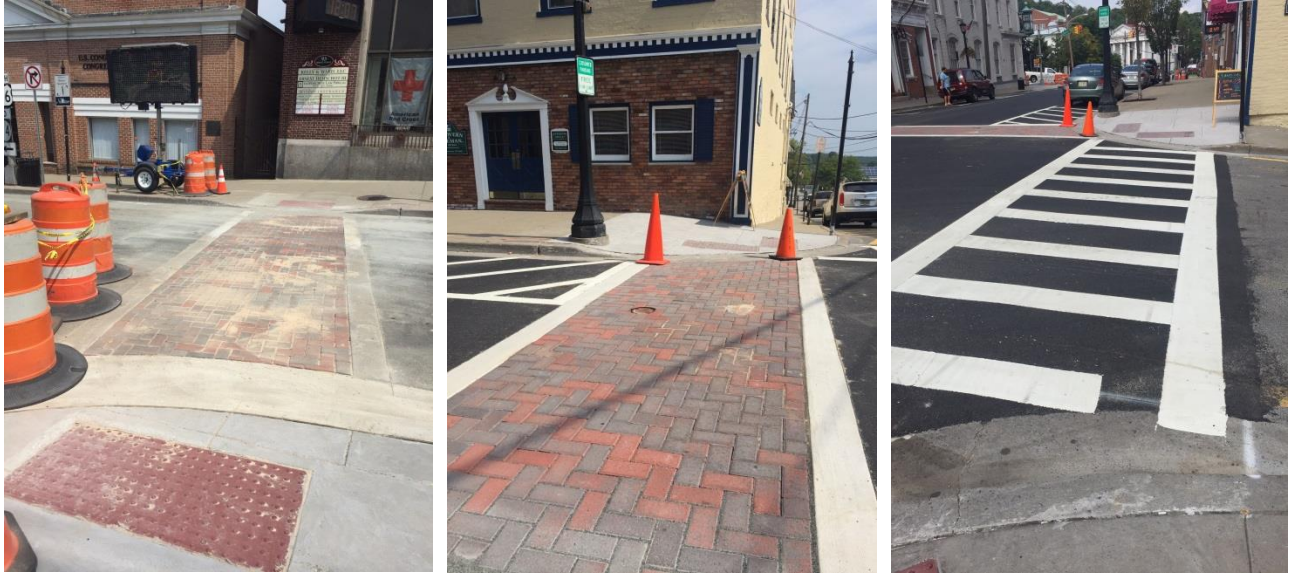


Crosswalk #3: Before




Crosswalk #3: After

New crosswalks on Spring Street after converting to one-way:



Resurfacing on Trinity Street:

 **Newton Police (NJ)**
October 9, 2015 - *

Trinity Street resurfacing project is underway - Officers are in the area to assist - please use caution.



Two new sets of traffic lights were also added along Trinity Street at the intersection of Moran Street and at the intersection of Union Street.

Education and Outreach

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

Materials

Street Smart materials were purchased by the Newton Police Department through the Pedestrian Safety Education and Enforcement fund from the New Jersey Division of Highway Traffic Safety. Campaign materials included tip cards, posters, banners, and street signs. TransOptions and the Newton Police Department's logos were added to the campaign materials. The materials were produced in both English and Spanish.

The image shows two side-by-side tip cards. The left card is titled "Check your vital signs" with the subtitle "Local police are enforcing pedestrian laws". It features four icons: a speed limit sign, a stop sign with a pedestrian, a "wait for the walk" sign, and a crosswalk sign. Below these are the labels: "Obey speed limits", "Stop for pedestrians", "Wait for the walk", and "Use crosswalks". The card lists penalties for drivers (2 points, \$200 fine, 15 days community service, insurance surcharges) and for pedestrians (\$54 fine). The right card is also titled "Check your vital signs" with the subtitle "Your life is on the line". It lists seven safety tips: cross at corners and intersections, look left, right, then left again, use pedestrian buttons, use sidewalks, watch for vehicles turning right on red, be visible at night, walk sober, and eliminate all distractions. Each tip is accompanied by a small icon. At the bottom of the cards are the logos for TransOptions and the Newton Police Department, and a "STREETSMART" logo with the website TransOptions.org/street-smart.

Street Smart Newton Tip Cards



Street Smart Newton Poster



Street Smart Newton Banner

Street Smart Newton

Local Outreach Contributions

Many local businesses were eager to support the Street Smart message, display signage and distribute tip cards to their patrons, customers, and employees:

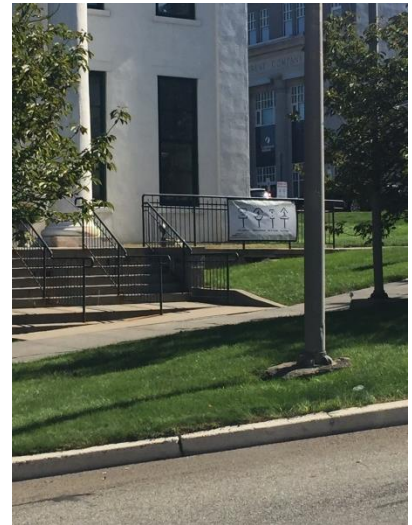
Tip cards and posters were placed or distributed at the following locations:

- Shops, restaurants, and organizations along Spring Street and around the Newton Green
- Newton Municipal Building
- Newton Police Department
- Newton Theater
- Greater Newton Chamber of Commerce
- Newton Board of Education Office
- Thorlabs
- Hayek's Market
- Sussex County Library – Dennis Branch
- Liberty Towers
- Sussex County Community College
- Center for Prevention & Counseling
- Sussex County Children's Advocacy Center - Ginnie's House
- Sussex County Administrative Building
- Newton Medical Center
- ShopRite of Newton



Street Smart banners were placed at the following locations:

- Newton Municipal Building / Police Department
- Spring Street
- Newton Public Schools
 - Merriam Avenue School
 - Halsted Middle School
 - Newton High School
- Sussex County Children's Advocacy Center - Ginnie's House (located on the Newton Green)
- Thorlabs



Street Smart Newton

Street Signs

Newton also received 50 street signs that were placed on light poles and sign posts throughout the downtown area and on side streets. The street signs aided in the public's recall and recognition of the campaign in Newton, the Street Smart brand, and the "Check your vital signs" slogan. The street signs remained in place in Newton after the campaign concluded.



Community Events

TransOptions specializes in transportation safety education programs and community outreach. During Street Smart, TransOptions focused its safety education programs in Newton with several community events.

- TransOptions presented the Street Smart program at the Greater Newton Chamber of Commerce’s regular ‘Business After Hours’ meeting and dinner. Posters and tip cards were displayed on the table for business representatives prior to the start of the event
- Liberty Towers / The Newton Housing Authority hosted a special Street Smart pedestrian education program for seniors
- Merriam Avenue School in Newton hosted TransOptions’ Traffic Safety Town Program for fourth grade students



- TransOptions coordinated a “We Will Walk” poster contest for fourth grade students at Merriam Avenue School. Students were asked to draw why safe walking is important to them.



Street Smart Newton

- Thorlabs hosted two Street Smart information tables for employees during lunch hours



- ShopRite of Newton hosted a Street Smart information table for customers



- The Sussex County Library – Dennis Branch hosted a Street Smart information table



- Newton Medical Center hosted a Street Smart information table for employees and hospital visitors
- Sussex County Community College hosted a Street Smart information table for students



Street Smart Newton

- TransOptions joined the Newton Police Department for a special pedestrian safety edition of their 'Coffee with a Cop' program. With this program, the police department regularly invites community members to come together in an informal, neutral space to discuss community issues, build relationships, and drink coffee.



Media Coverage

Newton's Street Smart program received coverage in print, web, radio, television and social media platforms.

- The New Jersey Herald published two articles announcing the Street Smart campaign and crosswalk enforcement efforts



Newton, NJ 42°

New Jersey Herald

NEWS SPORTS OPINION OBITUARIES YOUR LIFE PHOTOS & VIDEOS WEATHER

News

Grant to fund Newton pedestrian safety effort

Posted: Sep. 9, 2015 11:02 pm Updated: Sep. 12, 2015 11:02 pm

By BRUCE A. SCRUTON
bscruton@njherald.com

NEWTON — With a history of pedestrian/vehicle incidents and traffic around the Newton Green at some 25,000 vehicles per day, the town has been selected to get a federal grant designed to raise awareness of drivers to pedestrians and pedestrians to the traffic they need to cross.

Announced in a news conference Wednesday in the middle of the green, with traffic noise sometimes canceling a speaker's voice, the StreetSmart program grant will pay not only for overtime and special police patrols but also for temporary traffic signs and an education program that will reach the community through schools, businesses and merchants.

Newton, NJ 42°

New Jersey Herald

NEWS SPORTS OPINION OBITUARIES YOUR LIFE PHOTOS & VIDEOS WEATHER

News

Our Opinion: \$200 tickets put incentive into crosswalk safety

Posted: Sep. 13, 2015 1:01 am Updated: Sep. 19, 2015 1:01 am

Just as some towns develop reputations for their "speed traps," Newton needs to become known for its "crosswalk traps."

Only then — after word spreads that \$200-fine tickets are being issued with regularity — will motorists start obeying the law and stop for pedestrians in a crosswalk.

And those tickets will start flying this week, according to Newton Police Chief Michael Richards.

Last week was what Richards called phase one of stepped-up enforcement of crosswalk laws made possible by a federal grant for a StreetSmart program focusing on pedestrian safety.

Your Opinion

Newton crosswalks need state action

Editor:

The town of Newton has made numerous requests to the New Jersey Department of Transportation over the past year in order to improve the pedestrian safety around the center of Newton, all of which have been declined.

The major deficiency cited in a 2014 pedestrian safety study conducted by TransOptions Inc., was inadequately marked and signed crosswalks on state roads. The town requested improved visibility on several crosswalks, including the most dangerous, the crosswalk that leads from the county administration building to the concrete island on 206 toward the historic court-

house. The request was denied with engineering justification, not observed facts.

NJDOT pavement repairs around the square made last summer effectively removed several crosswalks in the new pavement area. When we requested that those crosswalks be restriped, NJDOT responded that the crosswalks will be striped during the Route 206 resurfacing project in 2016. We reiterated the danger created by the missing crosswalks and the answer remained unchanged.

Additionally, the state has denied our request for installation of a pedestrian activated beacon system in this area, stating it is not warranted at this time. TransOptions will be placing observation equipment in this area for data collection to help reinforce the argu-

ment for the system.

We are pleased that 206 will be resurfaced from Andover to Augusta, but not at the expense of pedestrian safety.

Newton has been declared a "Regional Center" by the state planning commission, defining its character as a compact walking district. It is a town where children walk to school and people can obtain their general necessities without the need of a vehicle.

Newton cannot wait to have safe, visible crosswalks on state roads with proper markings, so that our citizens can cross the street without fear.

The time for NJDOT action is now, not after a tragedy occurs.

Daniel Flynn
Newton mayor

New Jersey Herald

Keith Flinn, Publisher
Bruce R. Tomlinson, Executive Editor
Kathy Stevens, News Editor

How to submit a Letter to

The New Jersey Herald welcomes general interest.

Letters:

- Should be 300 words or less
- May be edited for length and clarity
- Must be signed and include the write number for purposes of verification, included when published

- The New Jersey Herald also published an opinion article about Newton's request to improve safety for pedestrians throughout Newton and the merge of U.S.-206 and NJ-94 (observation intersection).
- TAPinto Newton announced the Newton Street Smart program after covering the press conference kickoff event



Sparta Police & Fire

Newton's Pedestrian Safety Initiative



Credits: Jennifer Dericks

By JENNIFER DERICKS
September 11, 2015 at 11:03
PM

NEWTON, NJ – “Newton is a walking district; most daily necessities can be obtained without a vehicle,” said Newton Mayor Daniel G Flynn. Local leaders and law enforcement gathered on the green to launch the Street Smart initiative. In partnership with TransOptions using a grant from the Department of Highway Safety the Newton police began an information campaign about pedestrian safety this week.

- WSUS featured Street Smart Newton in the “bright highlight” segment and announced the press conference and launch of the campaign.
- WMBCTV conducted an interview with TransOptions President John F. Ciaffone.



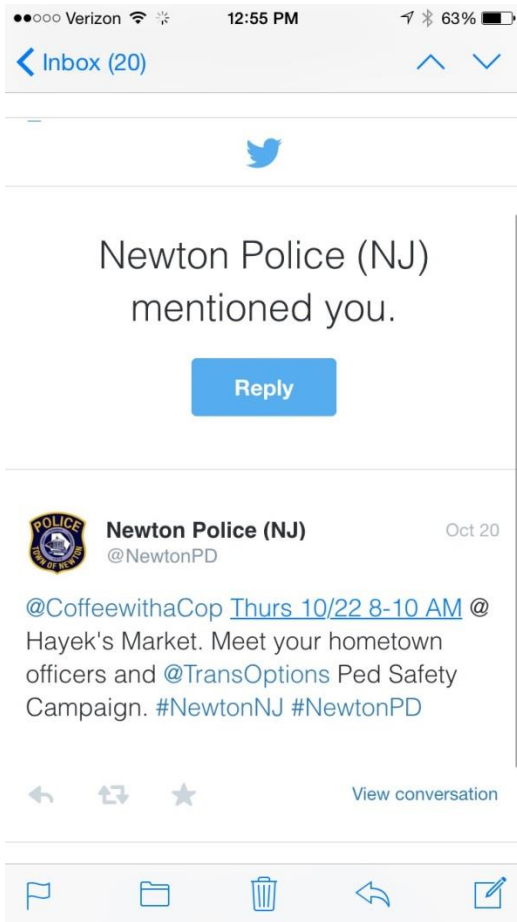
Street Smart Newton

- Newton Public Schools posted an image of the "check your vital signs" message on their homepage



- Several Street Smart and pedestrian safety messages were posted on social media



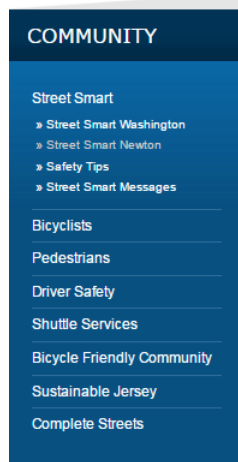


Newton Police (NJ)
September 1, 2015 · ✱

#NJStreetSmart, a pedestrian safety campaign, is coming to Newton to help educate pedestrians & motorists about making safety a priority whether walking or driving. As part of the process we're asking the community to take this safety survey and enter to win a \$100 Visa gift card. Please go to www.surveymonkey.com/r/TOSafety and please share! #NewtonNJ #NewtonPD #newtonnjschool



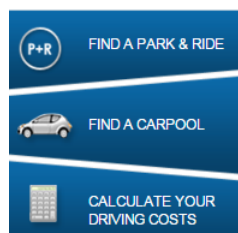
- A page was dedicated to Newton's Street Smart campaign on TransOptions' website.



Why Newton?

Since 2011, there have been 26 pedestrian-related crashes in Newton, including one fatal crash. Four of these crashes were a result of pedestrians jaywalking and eight crashes were a result of pedestrians being struck while crossing within a marked crosswalk. As a community that is home to the Sussex County seat, Sussex County Community College, Newton Medical Center, and the Newton Theater, it is important that both drivers and pedestrians understand their personal responsibilities in creating a safe environment for all road users. TransOptions, the Newton Police Department, and town officials plan to coordinate the Street Smart from September, 8th to October, 31st 2015.

Street Smart Events in Newton



Results

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

- Data collection from the speed sentry device showed that the high rates of compliant and low-risk speeds of drivers were maintained from pre-campaign to post-campaign. There was a 1% increase in vehicles that were slowed by the sign.
- Intersection observations showed a 34% decrease in mid-block crossing/jaywalking. Respondents to the post-intercept survey also reported a 4% decrease in others crossing mid-block. However, respondents self-reported no change in their mid-block crossing/jaywalking with 21% admitting to this behavior in both the pre-survey and the post-survey.
- Intersection observations also showed a 21% decrease in cars failing to stop for pedestrians that were in or at the crosswalk. This behavior also showed an 11% decrease in the post-intercept survey participants' observation of others performing this behavior, although self-reported behavior remained at 6%.
- Intercept survey respondents reported observing decreases in all categories including pedestrians who crossed against the signal (5%), pedestrians who crossed in the middle of the block (jaywalking (4%)), drivers not stopping for pedestrians in crosswalks (11%), drivers not stopping/yielding for pedestrians when turning (10%), drivers speeding in areas with heavy pedestrian traffic (7%), drivers running a red light or stop sign (16%).
- Mixed results were found when survey participants were asked to self-report their behaviors when walking and driving. Although, an 8% decrease was reported in respondents who reported driving 10MPH over the speed limit.

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

- 60% more respondents reported being exposed to the Street Smart name or increased mentions of pedestrian safety in the community
- 58% more respondents were aware of the campaign's "check your vital signs" slogan
- 65% more respondents had viewed Street Smart advertising messages from campaign materials
- 7% more respondents reported interacting with someone who provided them with safety tips and information on New Jersey's pedestrian safety laws.
- 22% more respondents believed they could receive a citation for using a cellphone while crossing the street. Although this is not against the law in New Jersey, showing increased awareness of this dangerous behavior is a positive result of the campaign.

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

- 50% more survey respondents had been exposed to advertising or messaging that addressed pedestrian safety; 13% more respondents reported being exposed to advertising or messaging that addressed speeding/aggressive driving.
- 33% more respondents were aware of increased enforcement efforts made by the Newton Police Department
- More respondents answered that they felt the Newton Police Department was either "very strict" or "somewhat strict" in their enforcement of pedestrian and driving safety laws in the post-intercept survey

Results from Street Smart Newton showed a significant reduction in unsafe walking and driving from the intersection observations. The intercept survey also showed a decrease in respondents who observe others engaging in unsafe walking and driving behaviors. Results also showed an increased awareness

of pedestrian safety messages, the presence of the Street Smart campaign in the community, and awareness of the police department's focused activity regarding pedestrian safety in Newton.

Recommendations

Pedestrian safety should continue to be a focus in Newton. The following is recommended for further examination by officials in Newton, town engineers, and the Newton Police Department.

- Limited visibility is problematic for vehicles continuing on U.S.-206 North at the observation intersection. Motorists travel at high speeds from U.S. 206 North and may not see a pedestrian crossing or waiting to cross at the marked corner (X). Some pedestrians were observed taking a step out into the crosswalk in order to get a proper view of oncoming traffic. These driver and pedestrian behaviors were observed several times during observation sessions. Increased signage or shifting the crosswalk closer to the Green may improve visibility for pedestrians and drivers. Redesigning the pedestrian infrastructure at this intersection should be examined by town, county, and state engineers in the future.



Due to the current limited visibility and high speeds of drivers in this area, installing a pedestrian activated beacon symbol would assist in ensuring safe crossing for pedestrians, although costs may be prohibitive. This was mentioned in the New Jersey Herald opinion article by Mayor Flynn (see pg. 48).

- Attention should be given to the mid-block crossing surrounding the Newton Green with focus at areas with on-street parking



Street Smart Newton

- Midblock crossing should also be monitored between the Sussex County Administrative Building and Hayek's Market (located midblock between the observation intersection and Trinity Street).



- The Newton Police Department should continue education and enforcement of pedestrian safety laws in the community. The priority should be given to educating offenders over issuing tickets. Special attention should be given to drivers failing to stop for pedestrians in the crosswalks surrounding the observation intersection. Increased presence of the Newton police department should continue at the observation intersection and roadway surrounding the Green.
- Speed of drivers continuing on U.S.206 North as they approach the observation intersection should be monitored



Conclusion

Street Smart Newton was a successful collaborative effort between TransOptions, law enforcement, the Town of Newton, and Sussex County. A reduction in the prevalence of non-compliant behavior by both drivers and pedestrians was observed in the intersection observations and in the surveys. The campaign also resulted in a significant increase in awareness of the Street Smart message and emphasis on pedestrian safety throughout the community. TransOptions' education and outreach programs will continue to be available to the businesses, organizations, and schools of Newton.



TransOptions

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