

# **STREET**SMART



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June 30, 2019



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## Executive Summary

Street Smart NJ is a public education, awareness and behavioral change campaign developed by the North Jersey Transportation Planning Authority (NJTPA) and funded with U.S. Department of Transportation and Highway Traffic Safety (HTS) resources, as well as with substantial local in-kind contributions. New Jersey has been designated a “Pedestrian and Bicycle Focus State” by the federal government due to its high rate of pedestrian injuries and fatalities. The Street Smart NJ campaign aims to raise public awareness, educate drivers and pedestrians about safe travel, and change unsafe behavior through collaboration between public, private, and non-profit organizations.

EZ Ride worked with the NJTPA, Rowan University, Rutgers University’s Center for Advanced Infrastructure and Transportation (CAIT), the Rutherford Police Department and the Borough of Rutherford to conduct a Street Smart NJ campaign between October and November 2018. The campaign aimed to raise awareness of pedestrian safety ahead of Halloween, when many children are out walking while trick or treating. Local police enforced pedestrian related laws in Rutherford and worked with Borough officials and the school district to educate residents and students about safe driving and walking practices.

Street Smart NJ activities began with pre-campaign intersection observations at the intersection of Park Ave and Glen Road in early October 2018. This intersection was selected because of its crash history. Based on data from the National Highway Traffic Safety Administration (NHTSA), 18 percent of pedestrian fatalities occurred at intersections in 2017. In addition to the intersection observations, NJTPA, Rowan and Rutgers University developed a survey to gather input from residents. Flyers seeking participation in the survey were mailed to residences on October 1, 2018 for pre-campaign and November 11, 2018 for post-campaign.

The survey was advertised via social media by community leaders in the Borough of Rutherford and included questions about driving and walking conditions in Rutherford, driving and pedestrian behavior, and knowledge of traffic laws. In addition, flyers were handed out in person to passers-by on the following dates: October 13, 15, 17, 19, 20, December 1, 2, 3, 22, and January 3, 9.

The Street Smart NJ campaign kicked off on October 22, 2018 with a press conference at the Williams Center for the Arts in Rutherford. Bergen County Executive James Tedesco III, Rutherford Police Chief John R. Russo, Dr. Saraswati D. Dayal of Hackensack Meridian Health, Dave Behrend, Deputy Executive Director at NJTPA, and Lisa Lee, Manager of Bike & Ped Programs at EZ Ride spoke during the event.

EZ Ride partnered with the Rutherford Police Department to present walking safety talks to students at Lincoln Elementary School, St. Mary’s High School and Felician University as part of

the education component which ran from October 22 through November 5. The campaign began during Walk to School Month and reminded students and residents to be extra cautious when driving and walking on Halloween.

Street Smart signs, posters, safety tip cards and other educational materials were displayed throughout the community during the campaign at more than 49 businesses. Several local businesses supported the campaign by providing discount cards or coupons for free food items, which Rutherford Police gave out to pedestrians who were observed walking safely as part of a positive enforcement initiative. Participating businesses that provided coupons include Ara Coffee, Bagel Supreme, Boom Boom Chicken, Da Mario Pizzeria, and Dairy Queen. All these same businesses along with Felician University Starbucks and Dunkin Donuts displayed Street Smart posters, used Street Smart cup sleeves, or gave out the safety materials to clients.

The Borough of Rutherford Police Department increased enforcement efforts at the target intersection from November 6 through 19 as part of the campaign. During that time, police officers issued a total of 207 summons and warnings to pedestrians and drivers. Following the educational and enforcement activities, the observation team returned to the selected intersection to complete post-campaign observations on Monday December 3, 2018.

A team of consultants from Rowan and Rutgers' CAIT evaluated the campaign using pre- and post-campaign intersection observations and surveys. These quantitative measures provide an indication of the short term impact of the campaign. Analysis revealed the campaign was successful in changing behaviors of pedestrians and drivers to some extent:

- The campaign helped raise public awareness of the law and unsafe behavior
- There was an increase in the number of pedestrians who used crosswalks
- Survey respondents saw less unsafe pedestrian and driver behavior following the campaign
- There was a decrease in pedestrians crossing mid-block and pedestrians using cell phones while crossing
- Some of the driver behaviors, such as not stopping for pedestrians, decreased
- The number of drivers using cell phones, and running red lights significantly decreased

### **Recommendations**

- Borough Police may consider placing "Stop for Pedestrians in Crosswalk" signs at busy intersections to raise awareness or add pavement markings that say "Stop for Pedestrians in Crosswalk."
- Replace the low visibility crosswalk at Glen Road with a high visibility crosswalk.

- Place permanent bollards at the corner of Park Avenue and Glen Road in front of the Music Exchange so vehicles cannot park next to the crosswalk and obstruct drivers' view.
- Borough should educate residents about countdown timers & motorists about stopping for pedestrians in crosswalks.
- Review the positioning of the truncated dome pads to ensure they comply with Americans with Disabilities Act requirements.
- Consider studying whether a new crosswalk should be installed across Park Avenue in front of Corbo Jewelers and Dunkin Donuts as many pedestrians cross there.

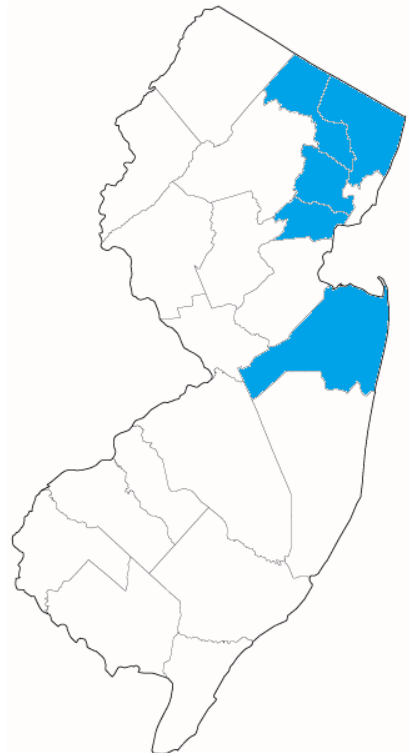
### 1. Street Smart Overview

Street Smart NJ was developed in response to New Jersey's designation by FHWA as a pedestrian focus state due to the high incidence of pedestrian injuries and fatalities. New Jersey was ranked 15<sup>th</sup> in the nation in pedestrian fatalities per 100,000 population from January to December 2017, according to the Governors Highway Safety Association Report "Spotlight on Highway Safety". [Source: State Highway Safety Offices and U.S. Census Bureau]. From 2014 to 2018, 912 people were killed and almost 27,000 were injured on the state's roadways equaling an average of one pedestrian death every two days and 15 pedestrian injuries a day.

The campaign has three goals:

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

The Street Smart NJ program was piloted in five communities — Newark, Jersey City, Woodbridge, Hackettstown and Long Beach Island — in 2013 and 2014. These communities were selected to incorporate the state's diverse landscape of urban, suburban, rural, and shore regions. The program has since expanded to more than 100 communities throughout the state, including Rutherford.



### **1.1 EZ Ride's Street Smart Program**

The NJTPA has partnered with the eight Transportation Management Associations (TMAs) to expand the number of Street Smart NJ campaigns across the state. A TMA is an organization that provides transportation solutions to reduce traffic congestion and air pollution. Each TMA is funded to lead or assist with campaigns and program implementation by providing education, conducting intersection surveys and observations, and developing a final written report. The campaign also helps TMAs to build relationships with municipalities to further safety partnerships and generate local support. In 2018, NJTPA engaged a team of consultants from Rowan University and Rutgers' CAIT (Center for Advanced Infrastructure and Transportation) to conduct the surveys and intersection observations.

As shown in the blue areas of the map (page 5) of New Jersey, EZ Ride delivers transportation solution services to Passaic, Essex, Union, Monmouth, and Bergen counties. Besides Rutherford, EZ Ride has initiated Street Smart NJ campaigns in Asbury Park, Bloomfield, Cranford, Highlands, Hackensack, and Paterson and supported city outreach efforts in Elizabeth, Long Branch, Teaneck and Westwood.

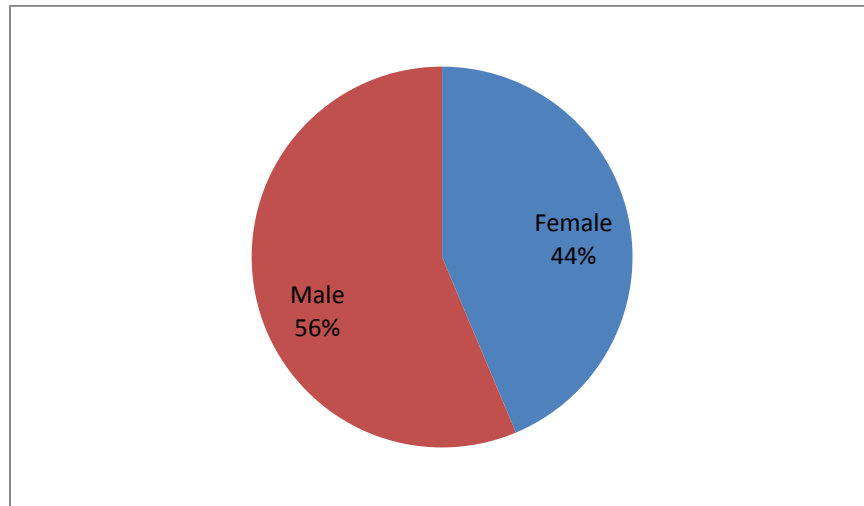
### **1.2 Rutherford, Bergen County, New Jersey**

The Borough of Rutherford in Bergen County is known as the 'First Borough of Bergen County' and the 'Borough of Trees'. It occupies an area of 2.94 square miles. With a population of 18,460, Rutherford is the 21<sup>st</sup> densest place in Bergen County and 73<sup>rd</sup> in the State. Its proximity to New York City via train made Rutherford an early bedroom community. A building boom occurred in the 1920s during which the majority of the borough's housing stock was constructed.

### **1.3 Rutherford Crash Data**

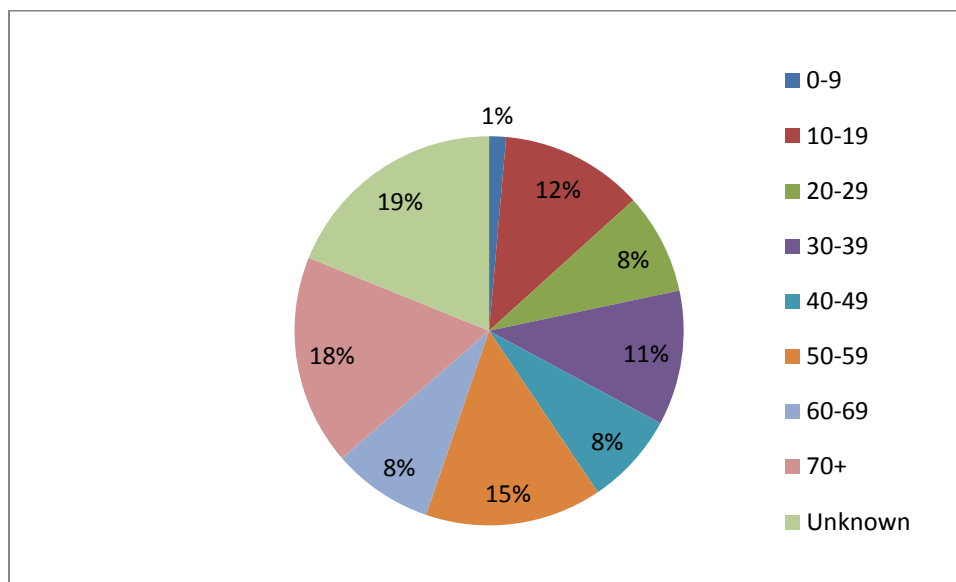
EZ Ride uses Numetric, a Crash Analysis Tool funded by the NJ Division of Highway Traffic Safety and hosted by Rutgers University's Center for Advanced Infrastructure and Transportation (CAIT), and Safety Voyager, NJ Department of Transportation's crash analysis program, to examine crash data. Numetric uses police reports to compile NJ crash data so data is dependent on the number of crashes reported and the completeness of reporting. In Rutherford, there were 111 pedestrians involved in motor vehicle crashes from 2010-2018, according to Numetric. Among this there were four fatalities, five suspected serious injuries, 55 possible injuries, and 33 suspected minor injuries.

**Chart 1: Gender of Pedestrians in Crashes, 2010-2017**



According to Safety Voyager’s Rutherford Report, 56 percent of pedestrian crashes between 2010 and 2017 involved male pedestrians and 44 percent involved female pedestrians. This information may be useful for outreach/campaign purposes and indicates it’s important to target promotional materials towards males

**Chart 2: Age of Pedestrians in Crashes, 2010-2017**

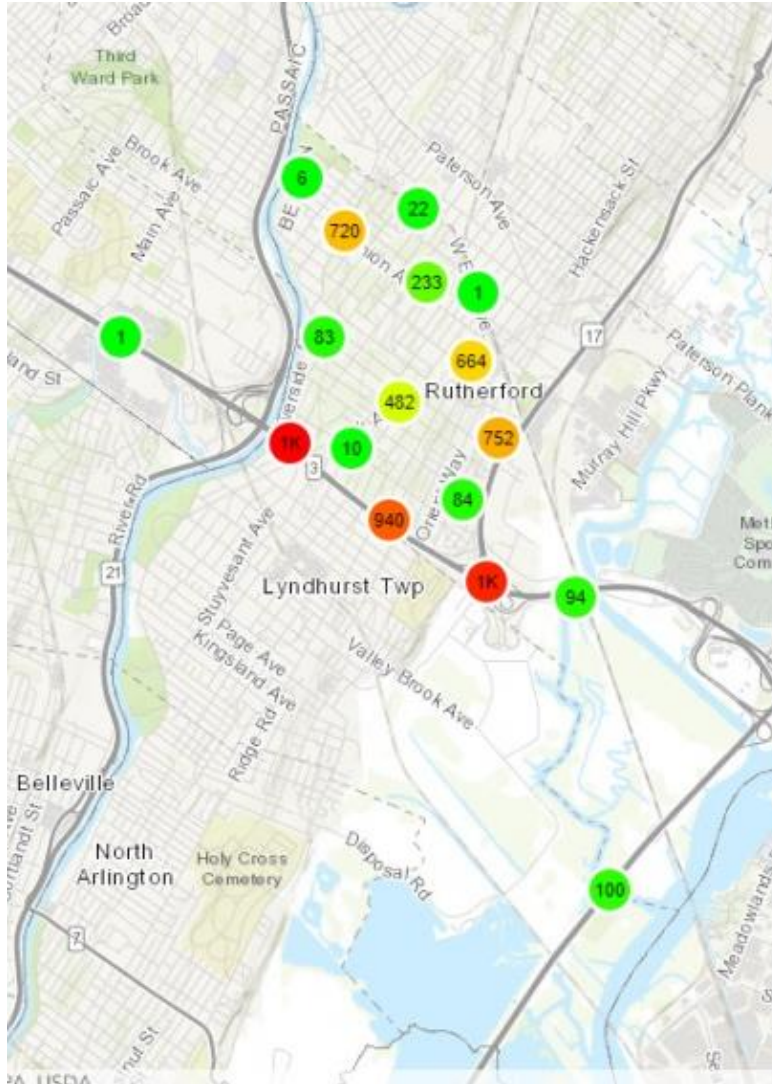


While 19 percent of crashes did not report age of victims, Chart 2 shows that of the crashes that reported age, most involved pedestrians who were 70+ years old or 50-59 years old.

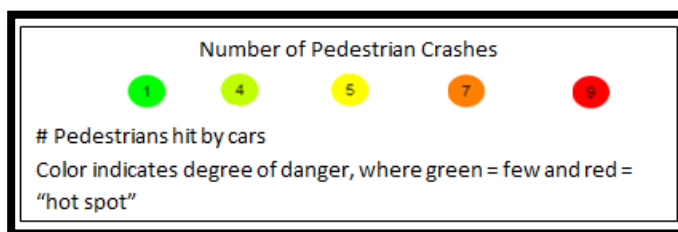
# Street Smart Rutherford

Maps 1, 2, and 3 were generated with the Safety Voyager Crash analysis tool, which uses a color coded system to display “hot spot” areas where multiple crashes occur. The actual number of crashes at each location is labeled on each colored circle. Fewer crashes are indicated by a green dot; higher numbers of crashes are indicated by a yellow, orange, or red dot. As shown in Map 1, the number of crashes involving cars ranges from 1-1,000 depending on the area and intersections.

**Map 1: Rutherford Vehicular Crashes, 2010-2018**

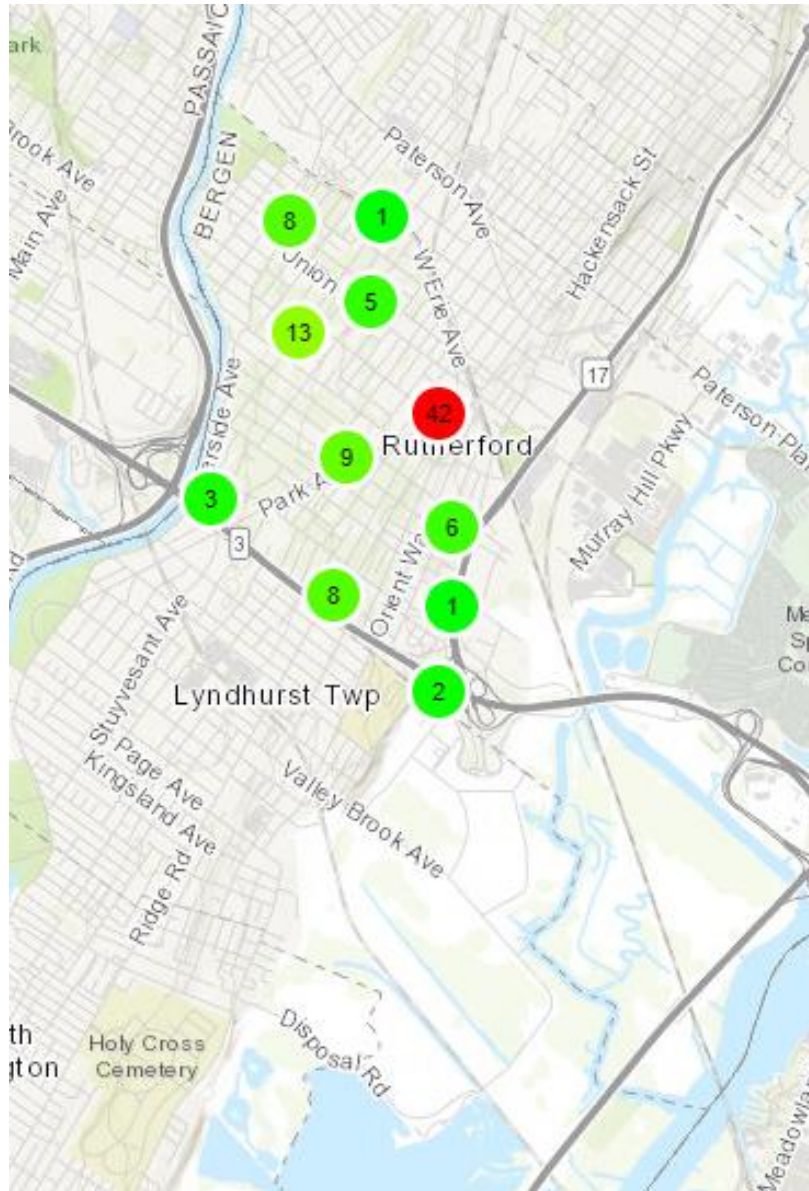


Source: NJ Safety Voyager, 2010-2018

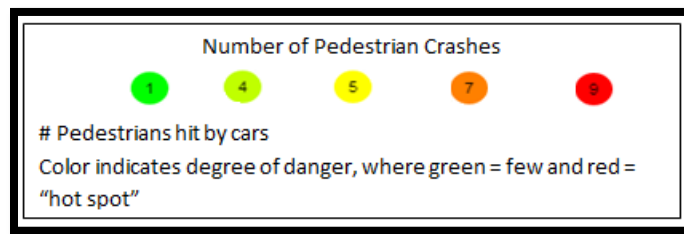




**Map 2: Pedestrian Involved Crashes at Selected Intersection, 2010-2018**

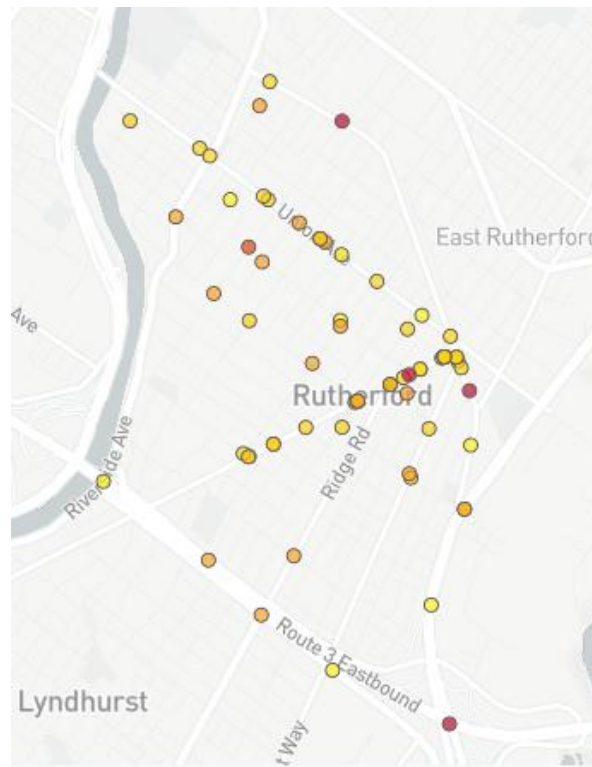


Source: NJ Safety Voyager, 2010 – 2018



Map 2 displays pedestrian crashes in all of Rutherford from 2010 to 2018 which was created using NJ Safety Voyager. There were 111 crashes involving pedestrians. Map 3 also shows pedestrian crashes in Rutherford and was generated with Numetric. NJ Safety Voyager shows number crashes at a particular intersection whereas Numetric uses a color coded system to display “hot spot” areas showing injuries ranging from pain to an incapacitating injury as well as pedestrian fatalities and property damage.

### **Map 3: Rutherford Pedestrian Crashes, 2010-2018**



Source: Numetric Roads, 2010 – 2018



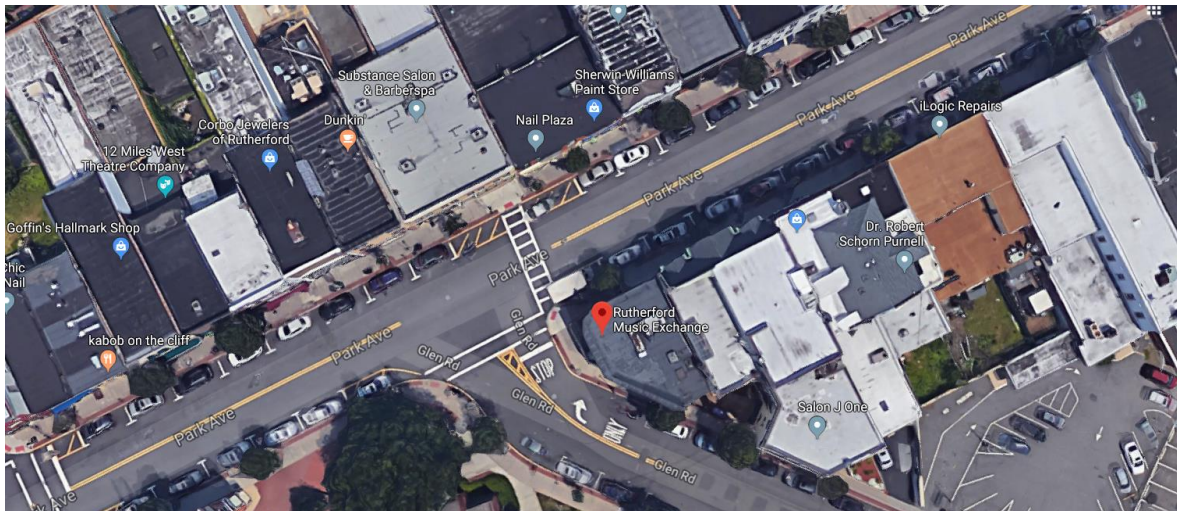
**Table 1: Campaign Schedule**

Planning Meeting	July 11, 2018
Pre-Campaign Observations	Monday, October 15 , 2018
Campaign Kick-Off	October 22, 2018
Education Period	October 22 to November 5, 2018
Enforcement Period	November 6 to November 19, 2018
Post Campaign Observations	Monday, December 3, 2018
Report Development	December 2018 to June 2019
Report Submission	July 1, 2019
NJTPA Review	July 2-10, 2019
Final Report Submission	July 19, 2019

### 1.4 Campaign Selected Intersection

The focus intersection for the campaign was identified as Park Avenue and Glen Road due to the high volume of pedestrian traffic and the history of pedestrian-vehicle crashes. Pre- and post-campaign observations were conducted at this intersection, along with public education and police enforcement.

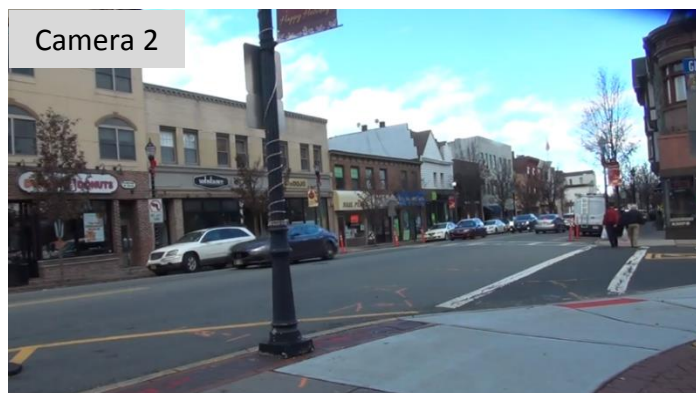
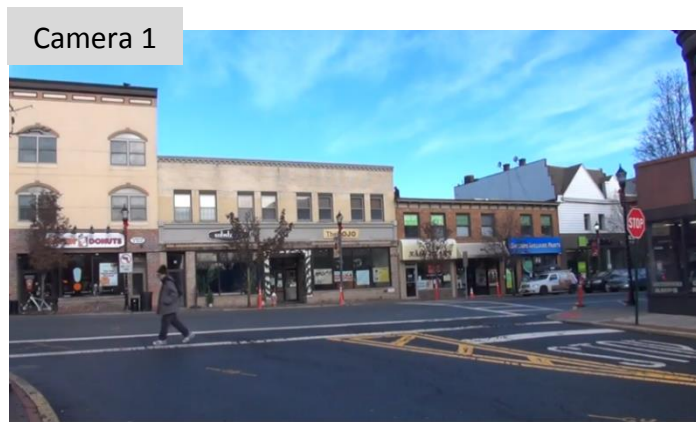
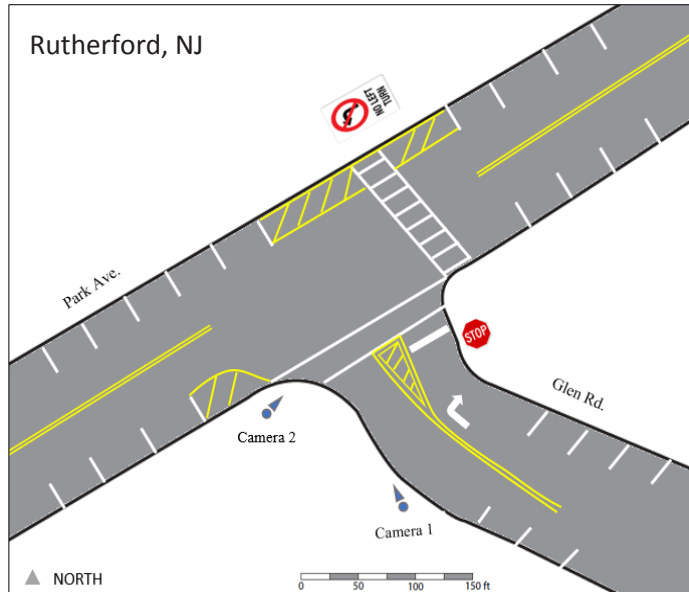
**Figure 1: Focus Intersection Park Avenue and Glen Road**



The intersection of Park Avenue and Glen Road is located next to many businesses, including Dunkin’ Donuts and Goffin’s Hallmark Shop. Park Avenue is a two-way road running in the north south direction and provides on-street parking spaces on both side of street. It has sidewalks but no bicycle lanes. Walking south on Park Avenue there are various parks for pedestrian to enjoy their time. Glen Road runs east – west and also is a two-way road. This road has parking spaces on both sides of the street. Motorists travelling on Glen Road can only make a right turn onto Park Avenue. The Glen Road approach is controlled by a stop sign. The Rutgers CAIT team

placed cameras on the south west corner of the t-intersection in order to record and observe all the pedestrian and vehicle movements at this intersection.

**Figure 2. Intersection of Glen Road and Park Ave showing camera views, Rutherford, NJ**



## Data Collection

Rutgers CAIT used cameras to record data and team members also monitored and noted driver and pedestrian behavior in person. Three non-compliant behaviors and three measures of exposure were observed.

### Three non-compliant behaviors:

1. Pedestrians crossing outside of a crosswalk
2. Drivers failing to stop for pedestrians in crosswalk
3. Drivers failing to stop at the stop sign

### Three measures of exposure:

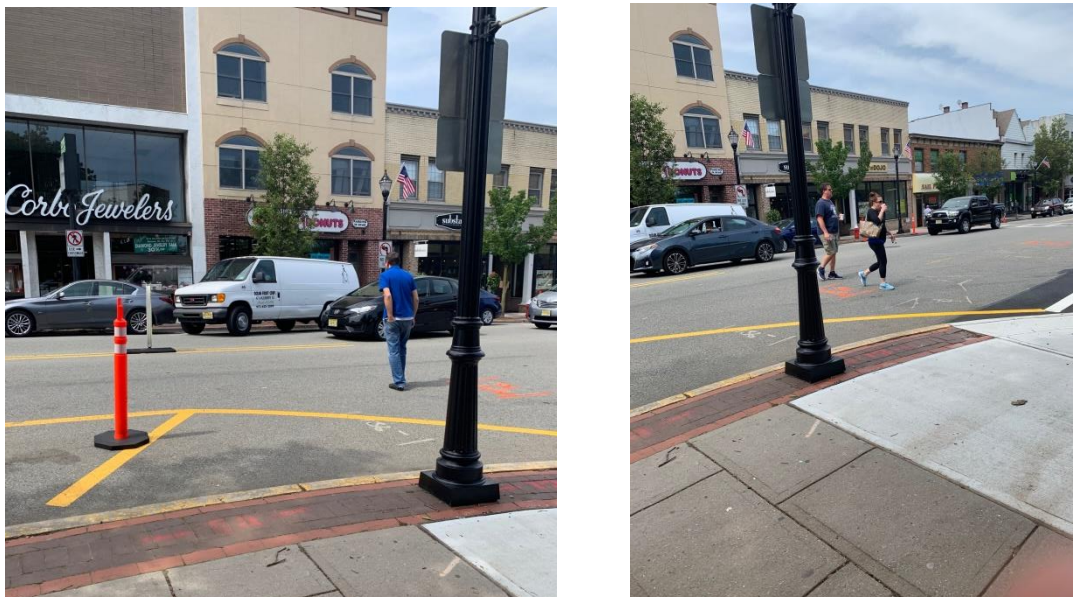
1. Proper pedestrian crossing
2. Turning vehicles stopping for pedestrians
3. Vehicles stopping at the stop sign

To ensure accurate counts, student workers were employed to make video recordings at the focus intersection. The video data enabled the extraction of behavior of interest. The students also counted violations by hand and observed behavior to double check all data.

## 1.5 Pre-Campaign Intersection Observation

Pre-campaign intersection observations were conducted on Monday October 15, 2018 from 9 a.m. to 1 p.m. Team members from Rutgers CAIT and Rowan University observed pedestrian, driver, and cyclist behavior at the intersection, and counted the number of pedestrians who did not use the crosswalks, the number of cars not stopping for pedestrians in the crosswalk, and the number of drivers who failed to stop at the stop sign.

**Figure 3: Pedestrian Not Using Crosswalk - Pre-Campaign Observation of Park Avenue**



As seen in Figure 3, several people crossed Park Avenue to get to Dunkin' Donuts and did not use the crosswalk. The same poor crossing behavior was observed on Glen Avenue

**Figure 4: Pedestrian Not Using Crosswalk - Pre-Campaign Observation of Glen Avenue**



### **1.6 Education & Enforcement Campaign**

The education portion of the campaign ran the first two weeks from October 22 to November 5, 2018. Rutherford police officers distributed posters, safety tip cards, coupons, table tent cards, coffee cup sleeves and coasters to more than 30 businesses as part of the department's public outreach and education efforts. In addition, the Borough of Rutherford placed Street Smart NJ street signs on Park Avenue at each light pole from Station Square to Donaldson Avenue and Union Avenue, and from Carmita Avenue to Jackson Avenue.

Five street signs were placed on Orient Way from Glen Road to East Pierrepont Avenue. Approximately 435 safety tip cards, 137 flyers, 45 table tent cards, 75 cup sleeves and 195 coupons were distributed by the police. EZ Ride team members also visited the selected intersections to distribute Street Smart safety tip cards on October 26 and November 2. EZ Ride distributed approximately 200 tip cards to pedestrians walking to and from the focus intersection.

**Figure 5: EZ Ride Team Member Passing Out Tip Cards at Park Avenue**



**Figure 6 a and b: Street Smart Sign in Williams Center Plaza & Local Coupons**



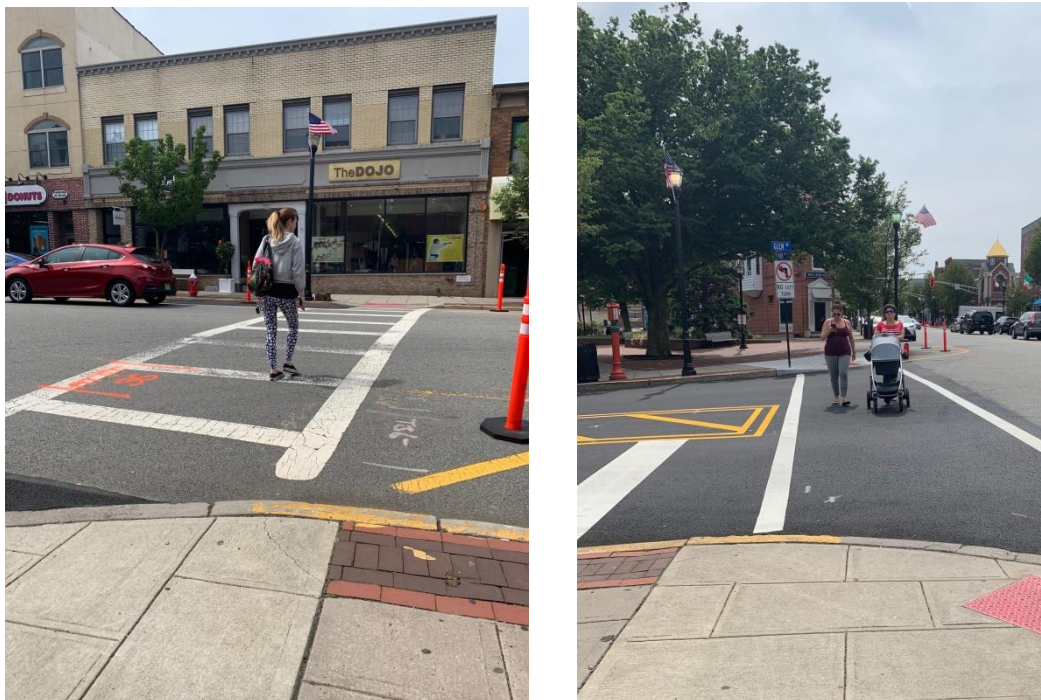
**Figure 7a and b: Street Smart Sign Displayed at Park Avenue & Police Distributed Materials**



## 1.7 Post Campaign Intersection Observations

After the education and enforcement portions of the campaign were concluded, team members from Rutgers CAIT and Rowan University returned to conduct post-campaign observations on Monday December 3, 2018. The team once again monitored pedestrians and motorists noting whether pedestrians crossed outside of a crosswalk, whether vehicles failed to stop for pedestrians in the crosswalk, and whether vehicles stopped at the stop sign.

**Figure 8a and b: Pedestrians Crossing Park Avenue at Crosswalk**



2.



## Evaluation

### 2.1 Pre-Campaign and Post-Campaign Intersection Observations and Resident Input

Table 2 below has a list and count of the pedestrian and driver behavior from the pre-and post-campaign intersection observations at Park Avenue and Glen Road. There were three behaviors observed during both pre- and post- observation:

- Proper pedestrian crossings
- Vehicles stopping for pedestrians in crosswalk
- Vehicles stopping at stop sign

There were slight improvements in the number of drivers stopping for people in crosswalks and stopping at the stop sign, however these changes are not statistically significant, as shown in Table 2. This includes a 12 percent improvement in the number of drivers who stopped at the stop sign.

During the overall data collection period, maximum pedestrian volume occurred between 11:00 a.m. to 12:00 noon. The results suggest that increased police enforcement or traffic controllers at the intersection at this time may help decrease the non-compliant behaviors by pedestrians.

**Table 2. Counts of Compliant & Non-Compliant Behaviors by Location & Measure During Pre- and Post-Campaign**

	Pre-Campaign				Post-Campaign			
	Compliant	Rate of Compliance	Non-Compliant	Rate of Non-Compliance	Compliant	Rate of Compliance	Non-Compliant	Rate of Non-Compliance
Proper Ped crossing	308	85%	56	15%	400	85%	66	14%
Vehicles Stop for Peds in Crosswalk	88	79%	24	21%	130	85%	23	15%
Vehicles Stop at Stop Sign	25	14%	159	86%	53	26%	154	74%

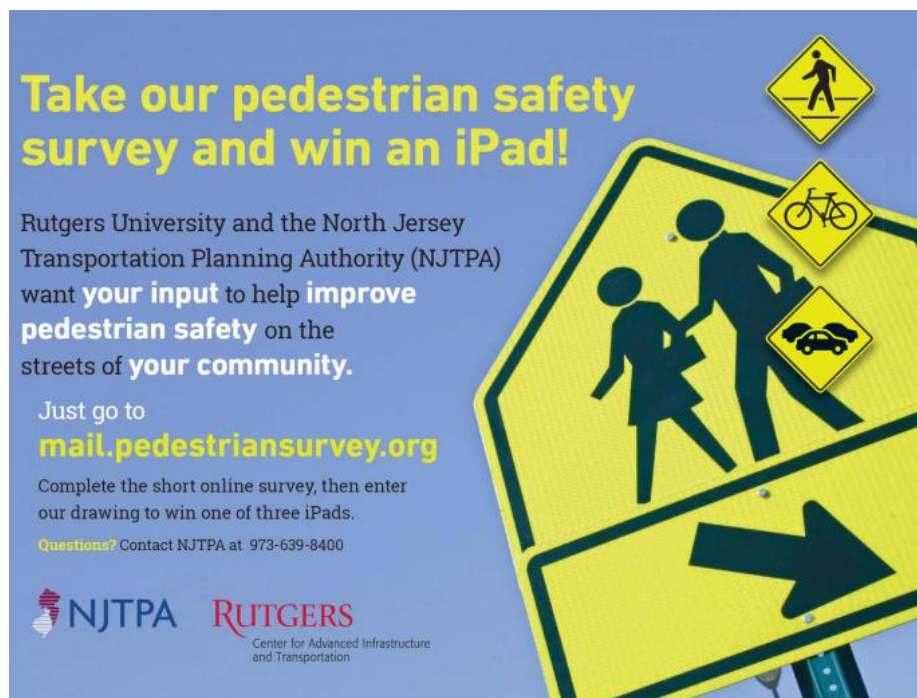
There was improvement in the two measures involving driver behavior. The number of drivers who stopped for pedestrians in the crosswalk increased by 6% after the campaign. Moreover, the number of drivers who stopped at the stop sign increased by 12%.

## 2.2 Pre-Campaign and Post-Campaign Survey Results

People who lived, worked, or regularly frequented Rutherford were surveyed about their knowledge, behavior, and perceptions of pedestrian safety. The survey was designed to determine the effectiveness of the Street Smart campaign messaging and activities using a cross-sectional design, which captured changes that occurred immediately after the campaign was conducted.

Survey participants were recruited during a period of two weeks to six weeks before and after the Street Smart campaign via the following methods: in-person flyer distribution, direct mail advertising, social media advertising, and intercept surveys using tablet devices. This variety of recruitment methods was used to ensure sufficient sample size was collected and to reduce sampling bias based on recruitment method. Results for the Rutherford Street Smart campaign are analyzed in the following section. Figure 9 illustrates a sample flyer used in different survey recruitment methods. Each type of method had a different survey link.

**Figure 9: Sample of Flyer Used in Direct Mail Advertising, In-person Flyer Distribution and Social Media Advertising**



**Figure 10: Team Members from Rutgers (CAIT) Surveying Residents**



Flyers advertising participation in the survey were mailed to Rutherford residences on October 1 to collect pre-campaign data and on November 11 after the campaign was completed. In addition, flyers were handed out in person to passers-by on the following dates: October 13, 15, 17, 19, 20, December 1, 3, 22, and January 3, 9 in 2019. Intercept surveying was conducted on October 13, 17, 19, 20, December 1, 2, 22, and January 3, 9 in 2019 to recruit survey participants. Finally, Rutherford community leaders shared the survey on social media. Overall, 366 participants were recruited, including 266 pre-campaign and 140 post-campaign survey respondents. Among pre-campaign survey participants, 78.3 percent lived in Rutherford, while post-campaign, 71.4 percent of participants were residents. Survey responses by recruitment method are summarized in Table 3.

**Table 3: Survey Responses by Recruitment Method**

Method of Recruitment	Pre-Campaign	Post-Campaign	Total
Flyer	7	19	26
Mail	19	47	66
Social Media	143	41	184
Tablet	57	33	90
<b>Total</b>	<b>226</b>	<b>140</b>	<b>385</b>

**Chart 3: In the Past Week, Have You Seen**

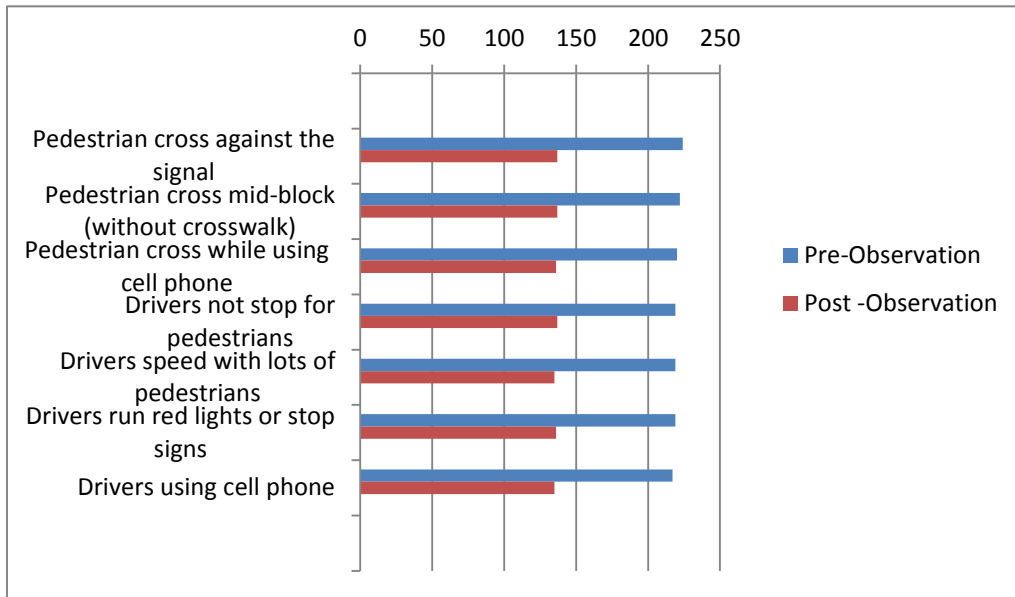
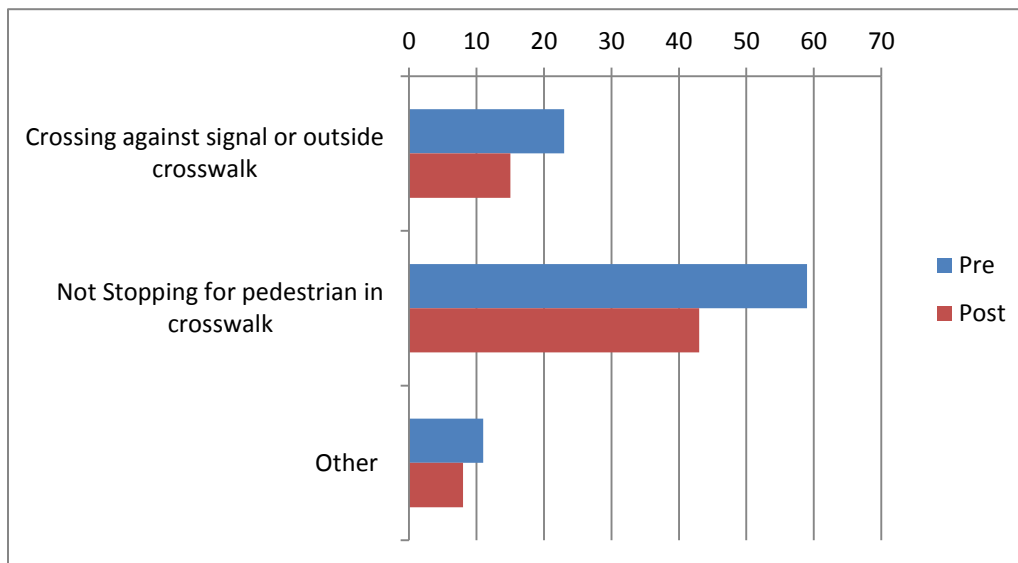


Chart 3 shows that the respondents reported a significant decrease in unsafe pedestrian and driver behavior following the campaign.

**Chart 4: Have You Recently Read, Seen or Heard About the Following Police Efforts to Enforce Pedestrian Safety?**



Following the campaign, a smaller percentage of survey respondents indicated awareness about police efforts to enforce pedestrian safety.

**Chart 5: In the Past 30 days, Have you Read, Seen, or Heard Any Messages Addressing...?**

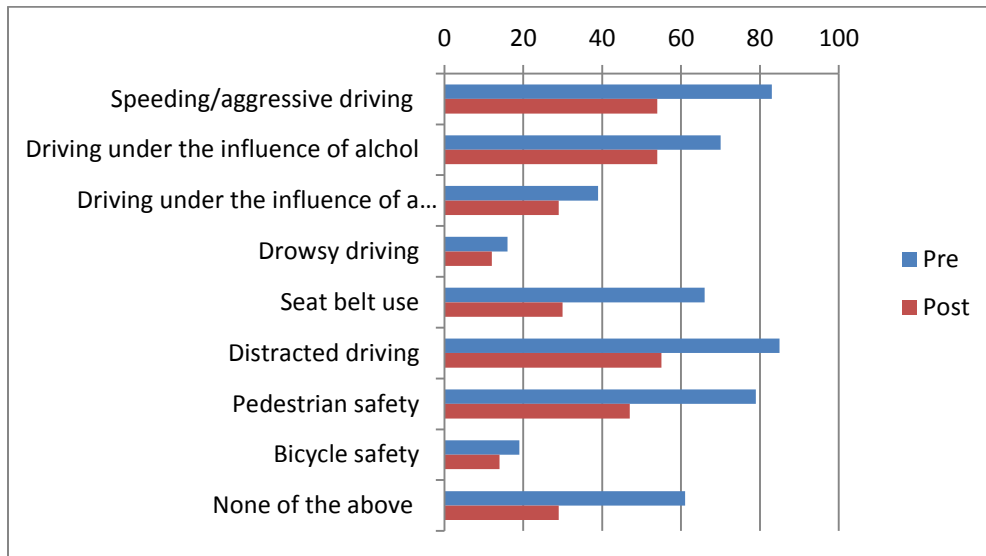


Chart 5 indicates a smaller percentage of survey respondents reported awareness of every message type post-campaign.

**Chart 6: Pedestrian Safety Observation (In the past week how often have you seen.....)**

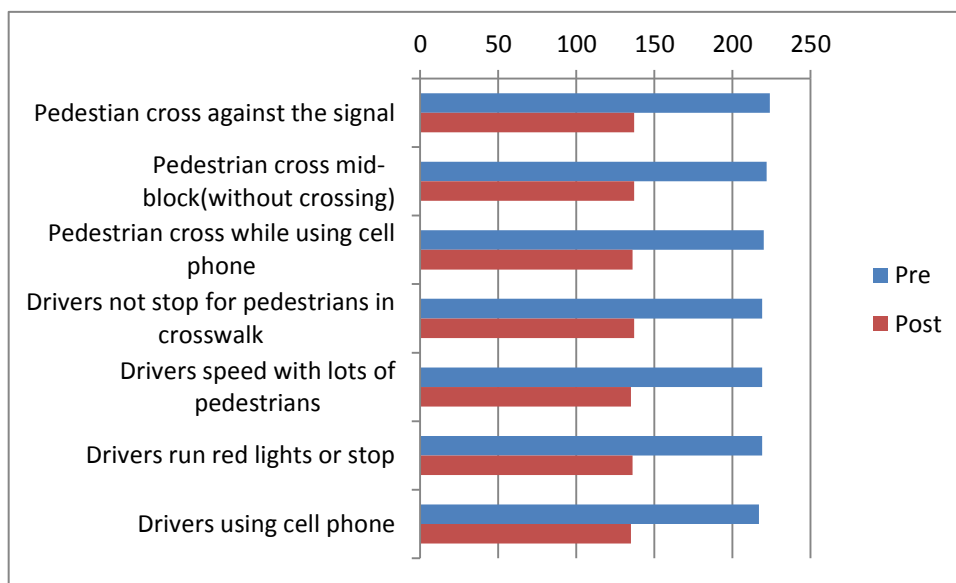


Chart 6 shows that a smaller percentage of survey respondents reported observing poor driver and pedestrian behavior after the campaign.

**Chart 7: In the Past 30 Days, Have You Seen, Read, or Heard Any of These Messages?**

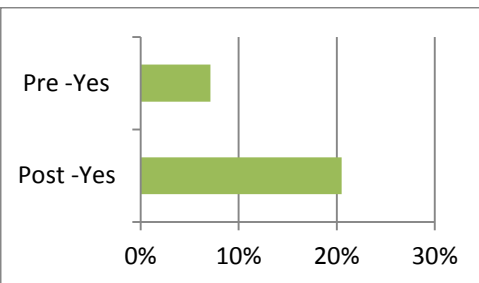
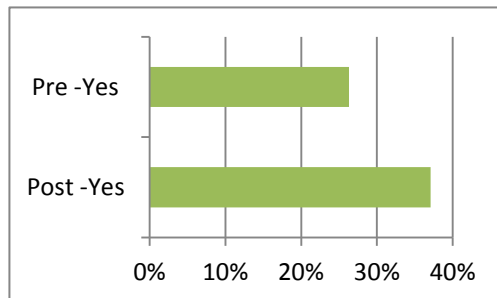
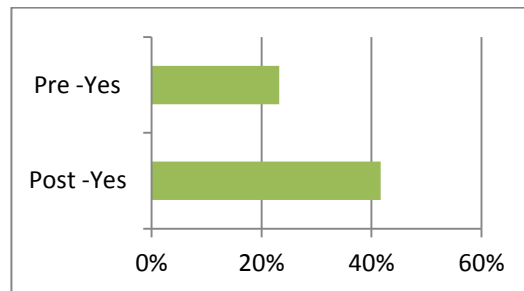
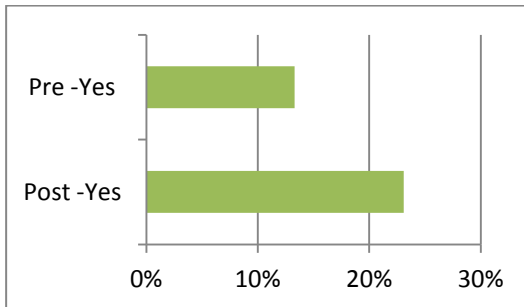
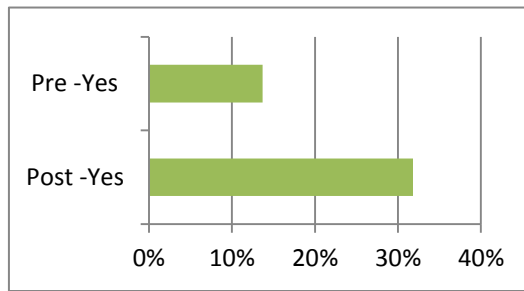


Chart 7 lists the posters that were put on display along the roads near the target intersections. The data shows a large increase in awareness of the Street Smart campaign messages after the campaign, which is very positive.

**Chart 8: Pedestrian Safety Self-Behaviors**

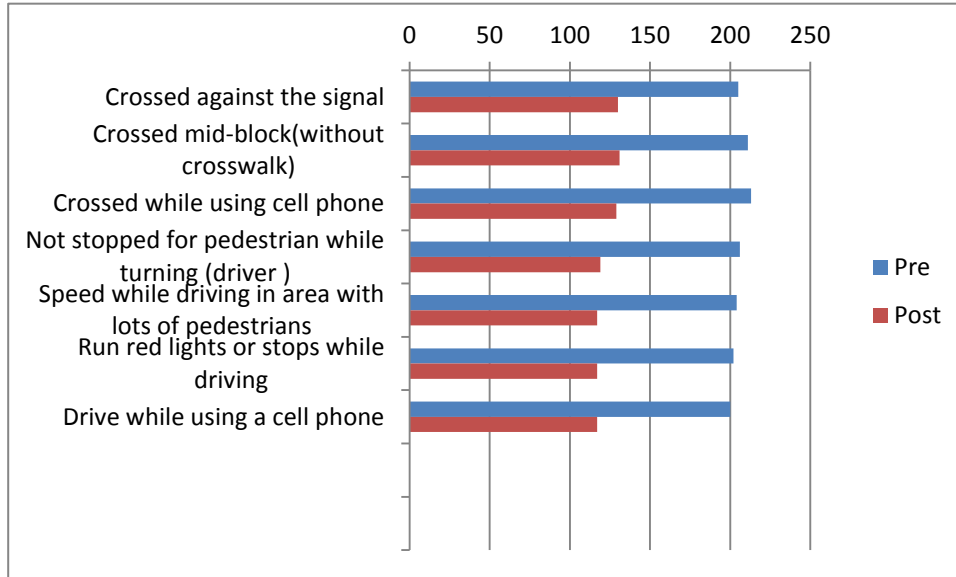


Chart 8 indicates that reported pedestrian safety self-behavior significantly improved following the campaign.

**Table 4: Results of Knowledge of Pedestrian Safety Law Enforcement**

To the best of your knowledge, can you receive a ticket in New Jersey for ...?		
	Total Frequency	Total Percentage of Respondents Who Answered Correctly
Violating pedestrian traffic laws?	302	88.6%
Crossing the street (Against signal or mid-block)	267	79.0%
Using a hand-held cell phone while crossing	126	37.2%
Not stopping for pedestrians in crosswalk	316	93.5%
Using a hand-held cell phone while driving	329	97.3%
<b>Total</b>	<b>366</b>	<b>100.0%</b>

Overall, it can be concluded that most of the participants were knowledgeable regarding pedestrian safety traffic laws, except in the case of using hand-held phones which only 37.2

percent of respondents answered correctly. This indicates that residents would benefit from more education on the laws regarding hand-held cell phone use while walking.

**Table 5: Results of Knowledge of Pedestrian Traffic Signals**

At intersections with traffic light and pedestrian signal, when should you begin to cross the street?		
	Total Frequency	Total % of Respondents Who Answered Correctly
“Walk” signal	341	93.2%
Eight second countdown clock	45	12.3%
Twenty-three second countdown clock	126	34.4%
“Don’t Walk” signal	363	99.2%
Total	366	100.0%

Overall, it can be concluded that most of the survey participants were knowledgeable regarding the walk and don’t walk pedestrian signals, and understood the meaning of the white walking figure and red hand pedestrian signal. However, there was some confusion regarding the countdown clock signals. The results indicate that residents would benefit from more education about countdown clock signals.

**Table 6: Results of Self-Reported Opinion about Police Efforts To Enforce Pedestrian Safety Law**

How strictly do you think police in your area enforce pedestrian–related safety laws, such as crossing against the signal or mid-block?		
	Total (n)	Percentage %
Very strictly	7	2.3
Somewhat strictly	54	17.7
Not very strictly	117	38.4
Not at all	127	41.6
Total	305	100.0

Among 305 respondents, 20 percent said the police enforced pedestrian–related safety laws very strictly or somewhat strictly, 38.4 percent said police were not very strict in enforcing pedestrian safety laws, and 41.6 percent of respondents didn’t think police enforced pedestrian safety laws at all. This indicates local police have the opportunity to increase the visibility and frequency of enforcement of pedestrian safety laws.



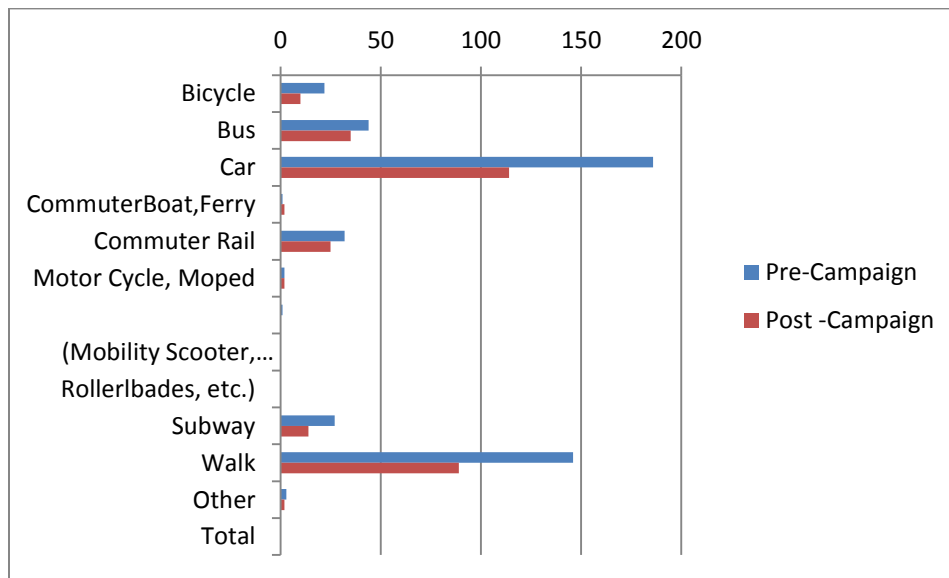
**Table 7: Results of Self-Reported Opinion about the Police Efforts to Enforce Driver Safety Law**

How strictly do you think police in your area enforce driver –related pedestrian safety laws, such as speeding or stopping for pedestrians in the crosswalk?		
	Total (n)	Percentage %
Very strictly	38	11.8
Somewhat strictly	103	32.1
Not very strictly	111	34.6
Not at all	69	21.5
<b>Total</b>	<b>321</b>	<b>100.0</b>

Of the 321 respondents, 43.9 percent said police enforce driver-related pedestrian safety laws very strictly or somewhat strictly, 34.6 percent said they are not strictly enforced, and 21.5 percent said that driver-related pedestrian safety laws were not enforced at all.

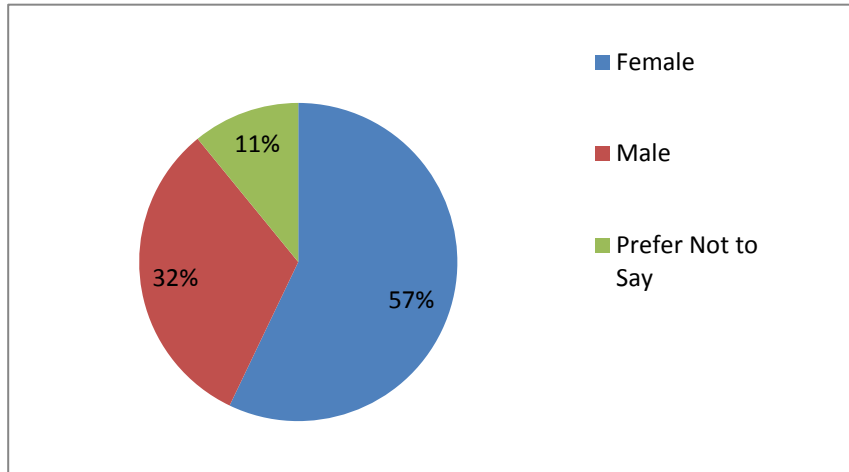
The results of Tables 6 and 7 indicate that Borough Police can improve their efforts to enforce driver and pedestrian safety laws. It is a good idea to set some goals and then re-survey the community about their impressions of police enforcement of safety laws in the future.

**Chart 9: Mode of Transportation**



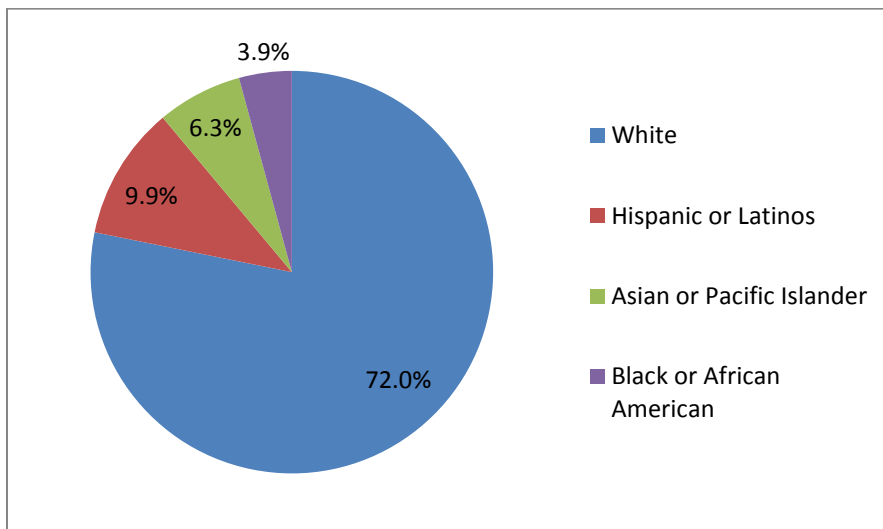
Though the number of respondents was higher pre-campaign, travel by car and walking were the most common modes of transportation in both the pre- and post-campaign surveys.

**Chart 10: Survey Respondents' Gender**



A majority (57.1 percent) of survey respondents were female whereas, according to the US Census Bureau<sup>1</sup>, Rutherford is estimated to be 51.8 percent female as of 2018, indicating that females were slightly overrepresented in the survey response. Since males are far more likely than females to be injured or killed in pedestrian-related crashes (males comprise over two thirds of pedestrian fatalities)<sup>2</sup>, extra effort should be made to gather a representative sample of males in the future.

**Chart 11 Race Demographics of Survey**



<sup>1</sup> US Census Quick Facts, Asbury Park, NJ (2018): <https://www.census.gov/quickfacts/fact/table/asburyparkcitynewjersey/PST045218>

<sup>2</sup> NHTSA Traffic Safety Facts: Pedestrians 2016 Data (March 2018 Revised): <https://crashstats.nhtsa.dot.gov/Api/Public/Publication/812493>

## Street Smart Rutherford

In terms of respondents' race, most of the survey participants (72 percent) were white. The remaining respondents were 9.9 percent Hispanic or Latinos, 6.3 percent Asian or Pacific Islanders, and 3.9 percent black or African-American. This is similar to the racial make of the Borough's population, which is composed of 77.6 percent white, 14.1 percent Hispanic or Latinos, 3.7 percent Asian or Pacific Islander and 2.9 percent black or African-American.

### 3. Campaign Overview

#### 3.1 Campaign Kick Off

The Borough of Rutherford held a press conference to officially kickoff the campaign on October 22, 2018. Various media outlets attended and wrote articles about Rutherford's Street Smart campaign, which are included in the Appendix.

**Figure 11: Street Smart Rutherford Kickoff**



Rutherford Police Chief John Russo speaking at the Kickoff at the William Carlos Williams Center for the Performing Arts



Students from St. Mary's High School with street smart campaign posters — at William Carlos Williams Center For the Performing Arts

### 3.2 Campaign Education

The education and public outreach campaign began on October 22, 2018. During the campaign, EZ Ride staff and Rutherford Police officers distributed safety tip cards and “Heads Up, Phones Down” postcards to pedestrians, cyclists, and drivers. More than forty-nine local businesses were enlisted by the Police to display posters, table tent cards, coasters and coffee cup sleeves. The goal was to raise awareness of key safe driver and pedestrian behaviors. Drivers were reminded to obey speed limits and stop for pedestrians in crosswalks. People walking were reminded to use crosswalks. Both drivers and pedestrians were asked to avoid distractions.

Street signs and posters were displayed around the selected intersection and at the library, post office, public schools, and municipal offices. The EZ Ride Bike and Pedestrian team and Rutherford Police Department distributed Street Smart safety tip cards at the focus intersection and the train station. The Rutherford Police Department posted the PSA and materials on Facebook, Twitter, community digital signs, and the City website. They also partnered with several businesses including Ara Coffee, Bagel Supreme, Boom Boom Chicken, Dairy Queen, Da Mario Pizzeria that provided coupons to reward positive behaviors. Over forty-nine local businesses helped raise awareness by displaying the bilingual campaign posters and table tent cards during the campaign. Materials were also displayed at the Rutherford PBA Local #300 5K race called the Halloween Foot Pursuit on October 21, 2018.

The EZ Ride Bike and Pedestrian team distributed approximately 200 safety tip cards at the focus intersection of Glen Road and Park Avenue. The Rutherford Police Department distributed approximately 842 educational materials, including posters, coffee cup sleeves, street signs, coupons and rewards for good behavior and surveys to local residents and businesses. Table 10 documents the quantities of materials distributed.

**Table 8: Street Smart Education Materials Distributed**

Materials	
Coupons	195
Posters	137
Street Smart Safety Tip Cards	435
Coffee cup sleeves	75

The street signs displayed the five Street Smart campaign messages: Stop for Pedestrians, Obey Speed Limits, Use Crosswalks, Wait for the Walk, and Heads Up, Phones Down.

### 3.3 Campaign Enforcement

The Rutherford Police Department increased its enforcement efforts from November 6 to November 19, 2018. Officers issued 207 violations and warnings. Table 11 contains a breakdown of the violations and warnings issued.

**Table 9: Street Smart Enforcement Campaign-Violations**

VIOLATIONS TYPE	NUMBER	VIOLATIONS TYPE	NUMBER
<b>Pedestrian Related Summons</b>	18	<b>Improper Passing</b>	10
<b>Careless</b>	17	<b>Speeding</b>	9
<b>Use of Wireless Device</b>	1	<b>Parking 25 ft. crosswalk</b>	78
<b>Seatbelt Adult and Child</b>	5	<b>Parking 50ft. stop sign</b>	41
<b>DUI</b>	1	<b>Parking on a crosswalk</b>	2
<b>Improper Turns-State and Ordinance</b>	3	<b>Double parking</b>	2
<b>Failure to Stop/Yield</b>	14	<b>Parking within an intersection</b>	6

Source: Rutherford Police Department

### 4. Summary and Highlights of Campaign

Street Smart NJ is a public awareness campaign that aims to change the behaviors of drivers and pedestrians to prevent avoidable traffic injuries and work toward zero fatalities. The campaign focuses on educating the public on the laws and their responsibilities, raising awareness of each mode of transportation, and increasing enforcement to deter unsafe behaviors often associated with traffic crashes.

- The data from pre- and post-campaign surveys shows that respondents feel the most serious problems are distracted driving and walking, and drivers not stopping for pedestrians in crosswalks.
- The Street Smart Rutherford campaign heightened people's awareness that both drivers and pedestrians share a responsibility to obey traffic laws.
- The campaign had an impact on those who completed surveys by increasing awareness of the laws and unsafe pedestrian and driver practices.
- Results showed the majority of survey respondents had a good understanding of New Jersey driver and pedestrian safety laws.
- The post-campaign survey results showed that respondents became more aware that local police are focused on enforcing pedestrian safety laws and holding both pedestrians and drivers accountable for unsafe and unlawful behavior.
- The Street Smart NJ street signs and posters were the most recognized, more so after the campaign.
- The most recognized safety message was "Heads Up, Phone Down."
- Based on intersection observations, there were decreases in vehicles not stopping for pedestrians, mid-block crossings, and distracted walkers.

In total, 1,042 Street Smart materials were distributed to residents and commuters during the education campaign. Safety tip cards, table tent cards, posters, and street signs were viewed by many people, both walking and driving.

The campaign was very successful in raising awareness through both the campaign messages as well as by using increased police enforcement and surveys to inform people about traffic laws, multiple modes of travel, and to encourage them to think about their own actions and the behavior of others. The results of this campaign suggest that increased awareness and enforcement help to encourage safer behavior. Additional pedestrian safety campaigns in Rutherford may improve behavior further.

While some positive changes were noted, more education and police enforcement is needed to improve pedestrian and motorist behavior. The borough can also pilot/explore whether engineering changes, such as an additional crosswalk, can improve safety at the intersection.

## 4.1 Recommendations

- The borough may consider installing “Stop for Pedestrians in Crosswalk” signs at other busy intersections to raise awareness or add pavement markings that say “Stop for Peds in Crosswalk.”
- Paint a high visibility crosswalk across Glen Road.
- Place permanent bollards at the corner of Park Avenue and Glen Road in front of the Music Exchange so vehicles cannot park next to the crosswalk and obstruct the view of drivers.

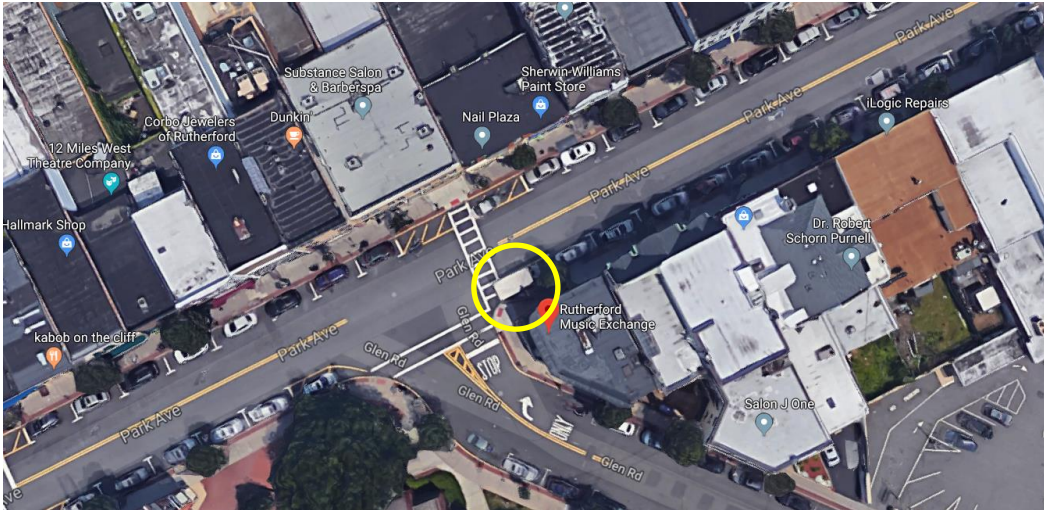
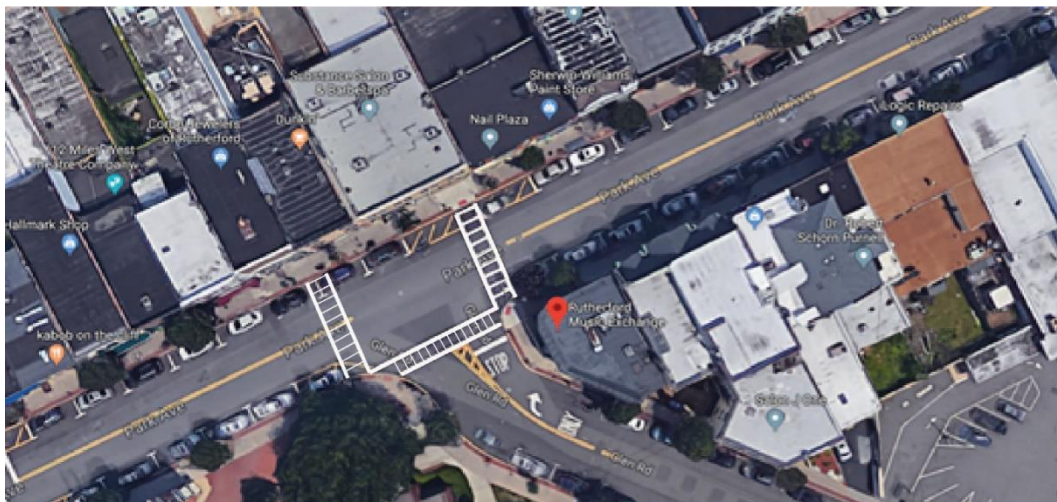


Photo showing low visibility crosswalk across Glen Rd. and truck obstructing crosswalk (BEFORE)



Proposal to put high visibility crosswalk across Glenn Avenue and Park Avenue (AFTER)

- The Borough may consider a program to better educate residents about pedestrian countdown signals & motorists about stopping for pedestrians in crosswalks.

- Bergen County could work with the NJ Motor Vehicle Commission to teach new/renewing drivers and defensive driver course participants to stop for pedestrians in crosswalk.
  - Consider a mail insert for motorists renewing licenses/registrations
- The Borough can promote crosswalk use at all intersections.
- Place Street Smart NJ posters/signs in schools, colleges, businesses, transit station, bus stops to discourage distracted walking and driving and reinforce the law.
- Increase police presence and enforcement of pedestrian, driver, and cycling laws at the focus intersection and throughout the borough, issue violations or warnings to deter unwanted behavior. The Police may consider setting goals for outreach and enforcement and conducting a follow up survey to gauge community awareness of pedestrian safety laws.
- The Police Department can distribute materials and post signs advising cyclists to ride with traffic, on the right side of street, and to encourage helmet use.
- Conduct additional Street Smart NJ campaigns to encourage safe driving and walking.
- Review the location and positioning of the truncated dome pads to ensure they comply with Americans with Disabilities Act requirements.
- Consider a study to determine whether painting a new crosswalk across Park Avenue in front of Corbo Jewelers and Dunkin' Donuts would be feasible since so many pedestrians are crossing there.





5. Appendix

5.1 Street Smart Educational Materials





## CHECK YOUR VITAL SIGNS

Local police are enforcing pedestrian laws

Stop for pedestrians      Obey speed limits


▶ **Drivers:**  
**Motorist in New Jersey MUST stop for pedestrians in a marked crosswalk. Failure to observe the law may subject you to: 2 points, \$200 fine (plus court costs), 15 days community service, insurance surcharge.**

Wait for the walk      Use crosswalks

▶ **Pedestrians:**  
**The law is clear, pedestrians must obey pedestrian signals and use crosswalks at signalized intersections. Both carry a \$54 fine for failure to observe the law.**

▶ **Avoid distractions when driving or walking**



Heads up, phones down

**STREETSMART**  
BeStreetSmartNJ.org

TOWARD **ZERO** DEATHS

## CHECK YOUR VITAL SIGNS

Pedestrian Safety Tips

- ▶ Cross at corners and intersections. Use marked crosswalks where available. 
- ▶ Before crossing look left, right, then left again. 
- ▶ Use pedestrian buttons and begin crossing the street on the "Walk" signal. 
- ▶ Use sidewalks or walk facing traffic where there are no sidewalks. 
- ▶ Watch out for vehicles turning right on red. 
- ▶ Be visible at night and in inclement weather. 
- ▶ Walk sober.
- ▶ Eliminate all distractions.

**STREETSMART**  
BeStreetSmartNJ.org

TOWARD **ZERO** DEATHS

## CHECK YOUR VITAL SIGNS

Your life is on the line

- ▶ Stop for pedestrians in marked crosswalks and yield the right of way at intersections. 
- ▶ Slow down and obey the posted speed limit. 
- ▶ Stop and look for pedestrians and bicyclists before turning right on red. 
- ▶ Do not block or park in crosswalks.
- ▶ Be careful passing vehicles stopped or adjacent to crosswalks and intersections. 
- ▶ Allow three feet when passing bicyclists. 
- ▶ Take extra care around buses. 
- ▶ Drive sober.
- ▶ Eliminate all distractions.

**STREETSMART**  
BeStreetSmartNJ.org

TOWARD **ZERO** DEATHS

## CHECK YOUR VITAL SIGNS

Your life is on the line

- ▶ Cross at corners and intersections. Use marked crosswalks where available. 
- ▶ Before crossing look left, right, then left again. 
- ▶ Use pedestrian buttons and begin crossing the street on the "Walk" signal. 
- ▶ Use sidewalks or walk facing traffic where there are no sidewalks.
- ▶ Watch out for vehicles turning right on red. 
- ▶ Be visible at night and in inclement weather. 
- ▶ Walk sober.
- ▶ Eliminate all distractions.

**STREETSMART**  
BeStreetSmartNJ.org

TOWARD **ZERO** DEATHS

## 5.2 Media Coverage

### BERGEN COUNTY NEWS

#### Rutherford Joins State Campaign to Raise Awareness about Pedestrian Safety

By TAPINTO HASBROUCK HEIGHTS/WOOD-RIDGE/TETERBORO STAFF  
October 23, 2018 at 2:15 AM



Some of the law enforcement agencies and safety partners attending Monday's pedestrian safety campaign kickoff in Rutherford.  
Credits: Melissa Hayes



RUTHERFORD, NJ -- The Borough of Rutherford kicked off a month-long Street Smart NJ campaign on Monday, October 22, to raise awareness of pedestrian safety ahead of Halloween, when thousands of children will take to the streets to trick-or-treat.

The campaign is a collaborative effort between Borough officials, EZ Ride Transportation Management Association and the North Jersey Transportation Planning Authority (NJTPA), which coordinates the Street Smart NJ program. Local police will be enforcing pedestrian-related laws in Rutherford and working with Borough officials and the school district to educate everyone about safe driving and walking practices.

"These are common sense, easy to follow laws," Police Chief John R. Russo said. "Drivers need to obey speed limits and stop for pedestrians in crosswalks. We need people out walking to use crosswalks or cross at intersections when there aren't painted crosswalks. And everyone should avoid distractions."

#### Sign Up for E-News

EZ Ride is partnering with Rutherford police to present safety talks to students at Lincoln Elementary School, St. Mary's High School and Felician College. The campaign comes during Walk to School Month and just in time to remind people to be extra cautious when driving and walking on Halloween.

The Police Department will have crossing guards and officers stationed in the business district on Halloween to make sure the Borough's youngest residents have a happy and safe day.



## RUTHERFORD KICKS OFF CAMPAIGN TO RAISE AWARENESS OF PEDESTRIAN SAFETY

POSTED: OCTOBER 22, 2018

The Borough of Rutherford kicked off a month-long Street Smart NJ campaign today to raise awareness of pedestrian safety ahead of Halloween, when thousands of children will take to the streets to trick-or-treat.

The Borough is partnering with EZ Ride Transportation Management Association and the North Jersey Transportation Planning Authority (NJTPA) on the campaign. Local police will be enforcing pedestrian-related laws. They will also be working with Borough officials and the school district to educate everyone about safe driving and walking practices.

"These are common sense, easy to follow laws," Police Chief John R. Russo said. "Drivers need to obey speed limits and stop for pedestrians in crosswalks. We need people out walking to use crosswalks or cross at intersections when there aren't painted crosswalks. And everyone should avoid distractions."

EZ Ride and the Rutherford police are presenting safety talks to students at Lincoln Elementary School, St. Mary's High School and Felician College. The campaign comes during Walk to School Month and just in time to remind people to be extra cautious when driving and walking on Halloween.

"We're excited to participate in the Street Smart NJ campaign to help raise awareness about pedestrian safety throughout our community," Borough Administrator Robert Kakoleski said. "Halloween is next week and it's important for drivers to be extra vigilant and watch for children who are out trick-or-treating."

Bergen County Executive James Tedesco III, who sits on the NJTPA's Board of Trustees, said Street Smart is a common sense campaign that can make a difference.

"On our heavily travelled roads, improving safety can be a great challenge," he said. "But if we follow the campaign's simple safety reminders — stopping for pedestrians, using crosswalks, putting down the phone and obeying traffic laws — we can save lives and prevent crashes."

During the duration of the campaign street signs, posters, tip cards and other educational materials will be on display. Rutherford police will be handing out coupons as part of a positive enforcement initiative. Several local businesses provided the coupons, including De Mario Pizzeria, the Rutherford Dairy Queen, Boom Boom Chicken, Ara Coffee and Bagel Supreme.

"This campaign is about changing behaviors and saving lives and we've seen some great successes," said NJTPA Executive Director Mary Ameen. "Working together on these campaigns we can make a difference and help reduce pedestrian fatalities and injuries in our state."



# Help Make Rutherford's STREETS SAFER!

Join us for the Street Smart NJ Kickoff

**WHEN:** Monday, October 22, 2018 at 11 a.m.

**WHERE:** The Williams Center Plaza, Rutherford, NJ

The Borough of Rutherford will kick off its month-long **Street Smart NJ** pedestrian safety campaign with a news conference in partnership with EZ Ride Transportation

Management Association and the North Jersey Transportation Planning Authority. The event will highlight steps drivers and pedestrians can take to make our roads safer.

Visit [BeStreetSmartNJ.org](http://BeStreetSmartNJ.org) to learn more about the campaign.



5.3 Coupons distributed



**THANK YOU**  
FOR WALKING SAFELY  
IN RUTHERFORD, NJ

Buy One Soft Serve Ice  
Cream Cone, Get One Free  
(Equal or lesser value)  
Limit One Per Customer.

Coupon Expires November 23, 2018



**THANK YOU**  
FOR WALKING SAFELY  
IN RUTHERFORD, NJ

36A Park Avenue  
10% off dine in only orders.  
Maximum value \$2.00.  
Limit One Per Customer.

Coupon Expires November 23, 2018



**THANK YOU**  
FOR WALKING SAFELY  
IN RUTHERFORD, NJ

6 Ames Avenue  
Present this coupon and receive  
10% off any coffee beverage made  
in store. Limit one per customer.

Coupon Expires November 23, 2018



**Bagel  
Supreme**

**THANK YOU**  
FOR WALKING SAFELY  
IN RUTHERFORD, NJ

284 Park Avenue

Present this card to receive a  
FREE small coffee with any  
purchase.  
Limit one per customer.

Coupon Expires November 23, 2018



**DA MARIO**  
**pizzeria**  
25 Park Ave

**THANK YOU**  
FOR WALKING SAFELY  
IN RUTHERFORD, NJ

Buy 2 Specialty Slices,  
Get 1 Free. Dine In Only.



Coupon # \_\_\_\_\_ RPD Signature \_\_\_\_\_

### 5.4 EZ Ride Community Outreach

EZ Ride's Safe Routes to School team partnered with the Police Department on the Street Smart Campaign in Rutherford and actively worked in Rutherford's schools and colleges during the 2018-2019 Street Smart campaign to promote walking and walking safety. The team conducted Pedestrian Safety Presentations (PSPs) as follows:

- St. Mary's High School on October 31
- Felician University on November 8<sup>th</sup>
- Lincoln Elementary School on November 15
- Washington Elementary School on January 9
- Rutherford Senior Center on September 25.

The EZ Ride team also did outreach at the focus intersection at Rutherford on Friday, October 26 and Friday, November 2 in 2018. During these days, members from the team went to the focus intersection and distributed 200 Street Smart tip cards and Heads Up, Phones Down cards to passers-by.