

STREET SMART NJ

Addressing Pedestrian Safety in
Morristown, New Jersey

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Project Manager



Pedestrian-Bicycle Focus Cities/States 2015

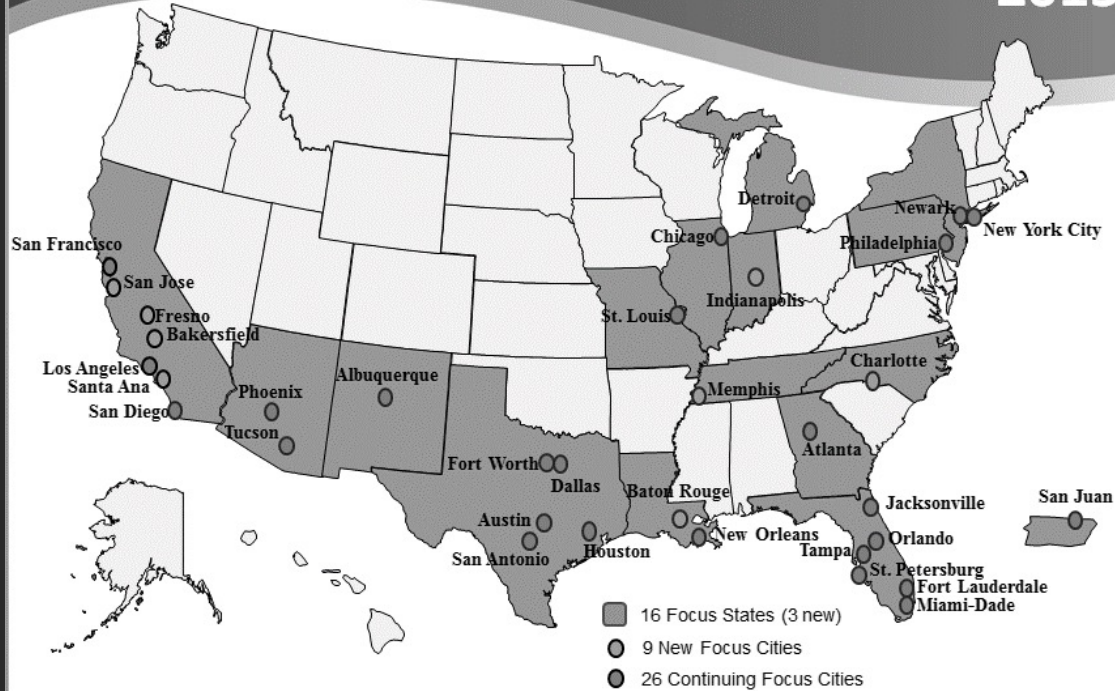


Image Source: FHWA, Pedestrian and Bicycle Safety Focus States and Cities

Background

New Jersey is a pedestrian focus state



% of Pedestrians Fatalities (2018):

U.S. Average = 17%

New Jersey = 30%

Source: IIHS, Fatality Facts 2019
State by state



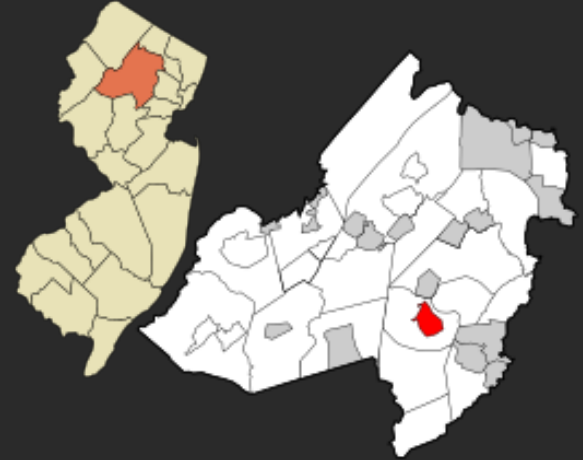
STREET SMART

Campaign Overview

- Developed by NJTPA
- Local level
- Awareness and behavioral change pedestrian safety campaign.
 - Driver & Pedestrian behaviors
 - Grassroots outreach, education, social media and enforcement
- Goals: Reduce crashes and fatalities
- Campaign's effectiveness evaluated by Rutgers University
 - Reductions in unsafe behaviors

Morristown, NJ

Street Smart
Campaign #3
Spring 2019





@townofmorristown

Morristown, NJ

Regional Destination

County Seat

Access to transit (buses + train direct to NYC)

Morristown Medical Center

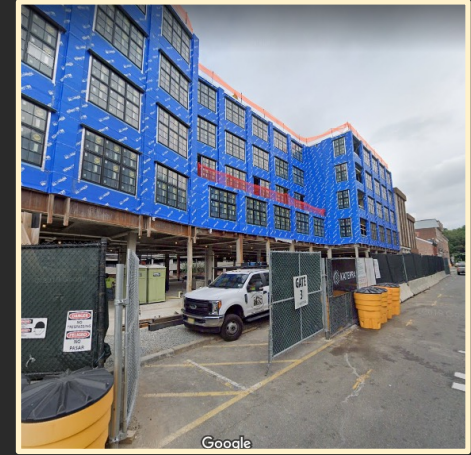
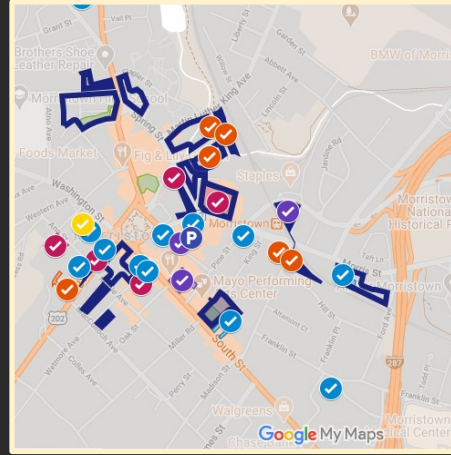
Performing Arts Center

Bars, Restaurants, Shopping

Disparities

Rapid Development

Rapid Development



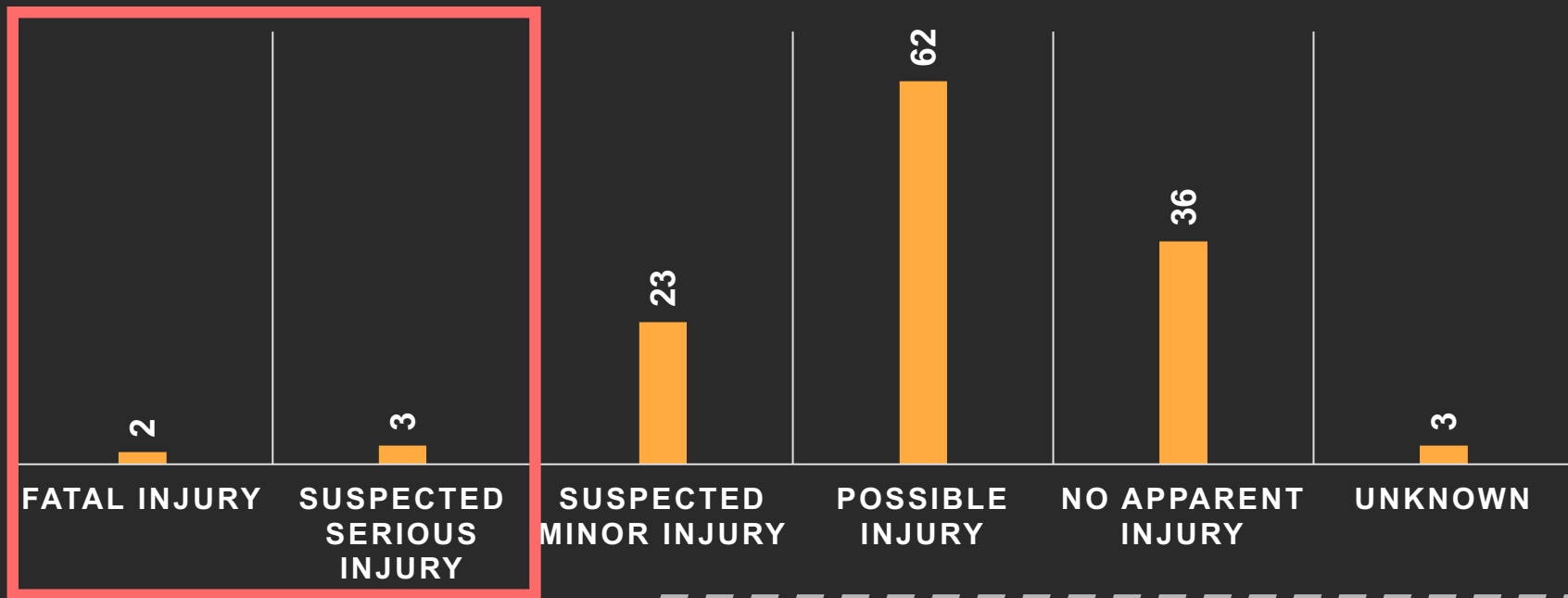


Morristown has the most pedestrian crashes in the county

129

Pedestrians involved in crashes in Morristown (2015-2019)

PEDESTRIAN INJURY SEVERITY - MORRISTOWN, NJ (2015-2019)



1



Education

2



Engineering

An “E” Approach

3



Enforcement

4



Evaluation

5



Equity



"Use Crosswalks" Poster
in English & Spanish



Education E

Campaign Materials

Tip cards, posters, street signs, coasters, coffee sleeves, table tents

Local stores, restaurants, bars, community groups, organizations



"Stop for Pedestrians"
Street Sign



Campaign
table tent

Updated Messaging: Summer 2019





Digital messaging at performing arts center



Coffee with a Cop



Safe walking coupon

Education **E**

Outreach / Events

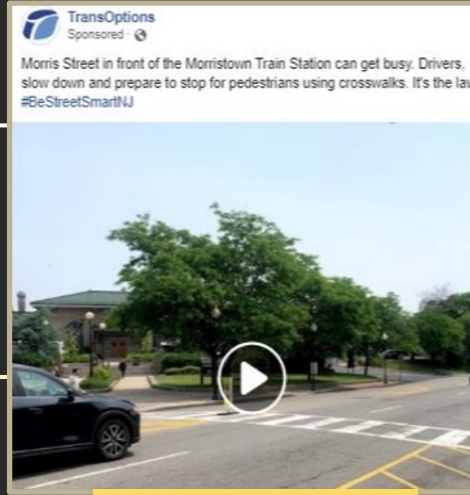
Senior Groups
Morristown Medical Center
Library
Performing Arts Center
Parking Authority
Morristown Partnership
& Others



Instagram



Snap Chat during a popular bar weekend



Facebook Ads

Education E

Social Media

Hyper-local messaging

- Specific behaviors at specific locations

E

Engineering

(Mostly education about infrastructure)

Partnership with Morristown Medical Center

- Employees relocated across the street
- Explored solutions with MMC and police
- Leading Pedestrian Interval (LPI)
- Employee / Pedestrian Education
- Signage

Distracted walking nudge



Education best use of LPI

CROSSING MADISON AVENUE?



USE SAFEST
CROSSWALK

Using these specific crosswalks will give you extra time to get farther across safely before drivers can turn.

PRESS THE BUTTON

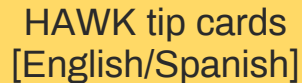
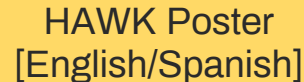
Pressing the button activates a longer pedestrian crossing time

Education on
digital screens
inside the hospital

Engineering

(Mostly education
about infrastructure)

- Posters and Tip Cards
- Material distribution by Morristown PD and TransOptions to local businesses
- English and Spanish



E

Engineering

(Mostly education
about infrastructure)

Pop-up Delineators

- Worked with County and Police Department
- Goal: Increase stopping compliance and slow speeds
- 2 hour duration
- Conducted after post-campaign intersection observation





Enforcement E

Morristown Police Department

- Received Federal Highway Safety Grant from NJDHTS
 - Officer overtime
 - Materials purchase
- Participated in trainings
- Conducted enforcement, education, and outreach



Evaluation & Results

Street Smart Morristown 2019



Surveys

- Pre/Post
 - Online survey
 - Gift card incentive
- 46% increased awareness of campaign
 - 32% increased awareness of pedestrian safety in the community
 - 23% increased knowledge of identifying unmarked crosswalk
 - 14% increased knowledge of safe crossing at countdown signals
-

Intersection Observations

- Pre/Post
 - Stopping for pedestrians, yielding when turning, midblock crossing
- 58% decrease in non-compliant midblock crossings
 - 7% decrease in turning drivers failing to yield to pedestrian at the crosswalk
 - 5% decrease in drivers traveling straight failing to stop for pedestrian at the crosswalk
 - Additional 5% decrease with temporary delineators
-

Speed Study

- Speed display alternated ON/OFF
- Not much change in compliant speeds
 - Slight decrease in high-risk speeds of > 20 MPH
-

Speed Study

Date/ Time Range	Speed Limit	Mode	Compliant	Low Risk > 5 MPH; <10 MPH	Medium Risk > 10 MPH; < 20 MPH	High Risk > 20 MPH	Total Number of Vehicles
7/14/2019	30	Display Off	34,334 (71.3%)	10,679 (22.2%)	2,764 (5.6%)	347 (0.9%)	48,124
7/21/2019	30	Display Off, Speed Display	33,177 (71.1%)	10,493 (22.5%)	2,699 (5.8%)	278 (0.6%)	46,647
7/28/2019	30	Speed Display	34,581 (72%)	10,384 (21.6%)	2,704 (5.6%)	309 (0.6%)	47,978
8/4/2019	30	Speed Display	32,791 (71.6%)	10,182 (22.2%)	2,570 (5.6%)	268 (0.6%)	45,811
Total # Vehicles			149,359 (71.5%)	46,346 (22.2%)	11,895 (5.7%)	1,338 (0.6%)	208,938



Average Speed: 27.45 50th percentile: 27.59 85th percentile: 32.71

Equity



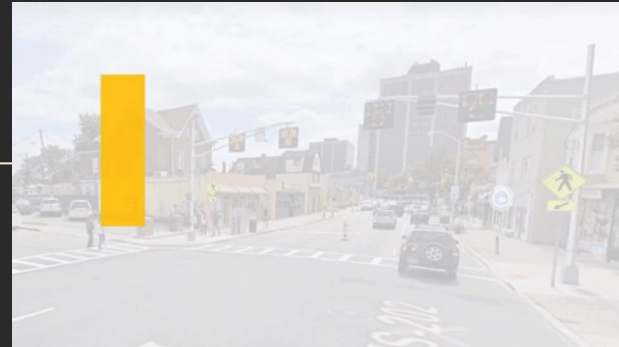
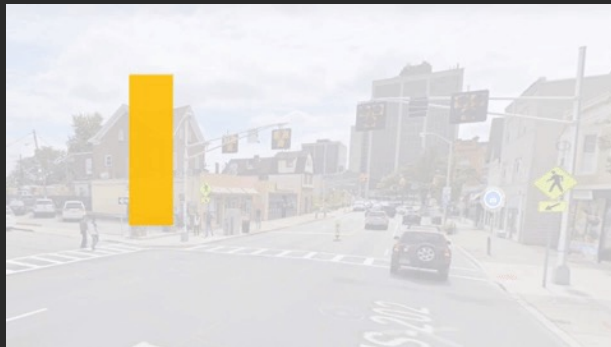
E

Equity

**Social media
advertisements in
English and Spanish**



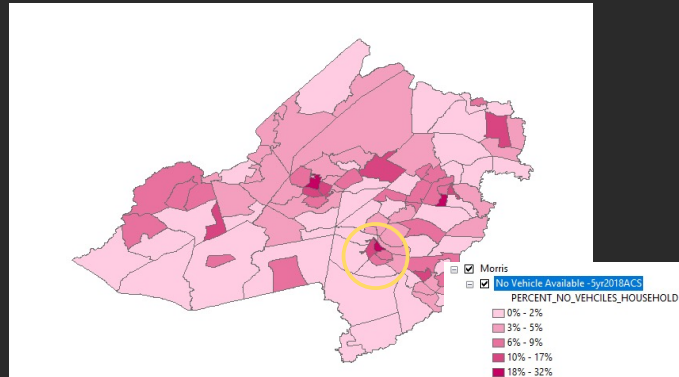
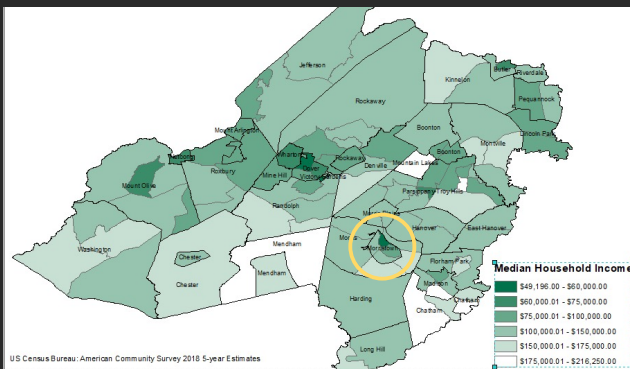
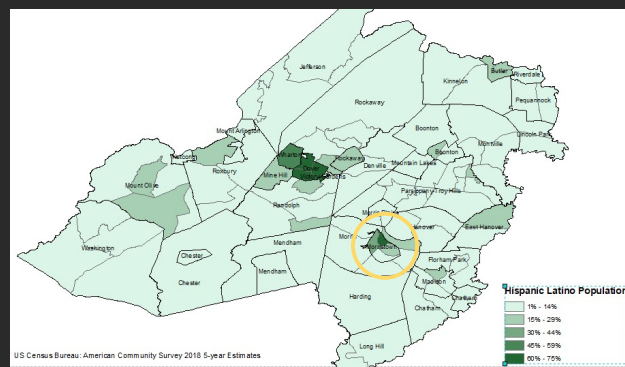
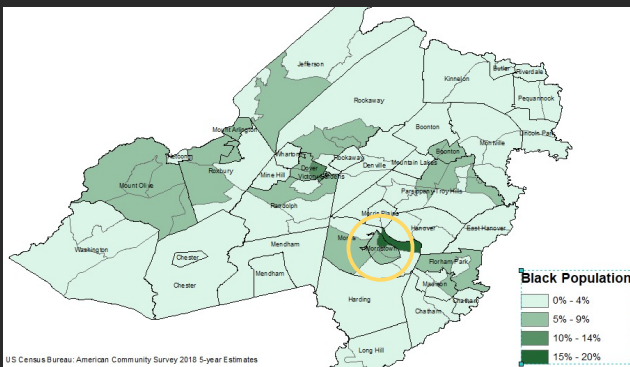
**Our pivot
to virtual
during
COVID-19**



E

Equity

Census tract analysis



E

Equity

Helmet and
reflective vest
donation to
community
organizations



Homeless Solutions



Zufall Health



Equity

Enforcement

- Examined our practices and created organizational guidelines for working with local law enforcement

Conclusion

- 3rd campaign in Morristown
- Key players who care
- Timeline flexibility
- Get local, get specific
- Focus on the “E”s
- Behavior change
 - Challenging, takes time, need more than one “E”

THANK YOU!



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