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
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
Street Smart Campaign #3
Spring 2019

Morristown, NJ
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

@townofmorristown
Rapid Development
Morristown has the most pedestrian crashes in the county
Pedestrians involved in crashes in Morristown (2015-2019)


- Fatal Injury: 2
- Suspected Serious Injury: 3
- Suspected Minor Injury: 23
- Possible Injury: 62
- No Apparent Injury: 36
- Unknown: 3
An “E” Approach

1. Education
2. Engineering
3. Enforcement
4. Evaluation
5. Equity
“Use Crosswalks” Poster in English & Spanish

“Stop for Pedestrians” Street Sign

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

Local stores, restaurants, bars, community groups, organizations
Updated Messaging: Summer 2019

**DRIVE SMART**
Heads up, phones down

**WALK SMART**
We look before crossing

**DRIVE SMART**
We **STOP** for people

**WALK SMART**
We use crosswalks

**DRIVE SMART**
We slow down for safety

**WALK SMART**
We wait for the walk
Education

Outreach / Events

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

Digital messaging at performing arts center

Coffee with a Cop

Safe walking coupon
Hyper-local messaging

- Specific behaviors at specific locations

Education

Social Media

Instagram

Facebook Ads

Snap Chat during a popular bar weekend
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

Education on digital screens inside the hospital
PHB / HAWK

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

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

Evaluation

• 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

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

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

Social media advertisements in English and Spanish

Our pivot to virtual during COVID-19
Equity

Census tract analysis
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!

Laura Cerutti, Project Manager
lcerutti@transoptions.org
Cedar Knolls, New Jersey