The Bordentown, NJ Campaign
After-Action Report

STREETSMART

BeStreetSmartNJ.org

February, 2019

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CROSS COUNTY CONNECTION
TRANSPORTATION MANAGEMENT ASSOCIATION

Improving the quality of life in **southern New Jersey** through **transportation solutions**

The Bordentown, NJ Campaign

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The Bordentown, NJ Campaign

ACKNOWLEDGEMENTS

Cross County Connection TMA (CCCTMA) wishes to thank the following organizations who have provided invaluable assistance and support for this campaign:

- The Bordentown Township Police Department

-North Jersey Transportation Planning Authority (NJTPA)

Materials produced for this campaign were made possible by funding from the NJ Division of Highway Traffic Safety (NJHTS).

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The Bordentown, NJ Campaign

EXECUTIVE SUMMARY

CCCTMA, in conjunction with the Bordentown Township, NJ Police Department (BTPD), executed a month-long (plus some additional follow up dates) public-outreach and awareness campaign, as prepared by NJTPA, along Rt. 130, and in surrounding, nearby focus areas, for outreach and public engagement.

Roads and highways: The Township's highways encompass a total of 12.73 miles of roadways, of which 10.09 miles are maintained by the municipality, 2.25 miles by Burlington County and just 0.39 miles by the New Jersey Department of Transportation. U.S. Route 130 and U.S. Route 206 run through very briefly and intersect at County Route 528 in the city. The New Jersey Turnpike (Interstate 95) passes through neighboring Bordentown Township with access at interchange 7 to U.S. Route 206. Interstate 295 also passes through Bordentown Township, and has two interchanges that take travelers into Bordentown: exit 56 and exit 57.

Public transportation: The Bordentown station at Park Street offers service between the Trenton Rail Station in Trenton and the Walter Rand Transportation Center in Camden, on NJ TRANSIT'S River LINE Light rail system. NJ TRANSIT provides bus service in the township between Trenton and Philadelphia on the 409 route.

Bordentown Township recognizes that one of their main highways, Route 130, is known to many as 'the most dangerous New Jersey road for pedestrians'. In an effort to combat this issue, the Police Department successfully applied for a $12,000 Pedestrian Safety and Education Grant from the NJ Division of Highway Traffic Safety (NJDHTS), and worked closely with CCCTMA by engaging in a comprehensive "Street Smart NJ" pedestrian safety campaign, which launched on October 1, 2018.

The landscape of the Bordentown area is unique due to the abundance of hotels, catering to regional travelers. Bordentown Township Police have partnered with all 12 Bordentown area hotel owners, who agreed to hang StreetSmart NJ pedestrian safety posters, and distributed StreetSmart NJ pedestrian safety palm cards to all their guests upon check-in. This campaign recognizes that these hotel guests are often traversing the area on foot, and are an important demographic with whom the campaign connected.

A "before" and "after" campaign analysis was conducted by CCCTMA, and a successful, positive impact was achieved.

US 130/206 at CR 528 in Bordentown

The Bordentown, NJ Campaign

PROGRAM OVERVIEW

Street Smart NJ emphasizes educating drivers, pedestrians and bicyclists through mass media, as well as targeted enforcement. It complements, but doesn't replace, other state and local efforts to build safer streets and sidewalks, enforce laws and train better roadway users. The campaign's slogan is "Check your vital signs" and visually couples street signs with a heart rate monitor to remind motorists and pedestrians that lives are on the line.

The overall, State-wide campaign is coordinated by the North Jersey Transportation Planning Authority (NJTPA) and is supported by Federal and State funds, with additional funding/in-kind contributions from local partners. Cross County Connection, a nonprofit organization, partners with NJTPA, the New Jersey Department of Transportation (NJDOT), NJ TRANSIT, the Delaware Valley Regional Planning Commission (DVRPC), the South Jersey Transportation Planning Organization (SJTPO), member organizations, and the U.S. Federal Highway Administration, to provide solutions to complex transportation problems for counties, municipalities, employers and in the southern New Jersey region encompassing Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, and Salem counties.

Police agencies serving the participating communities are employing best practices in pedestrian enforcement with traffic safety officers. Engaging and educating, rather than simply issuing citations, is their focus. All officers have been trained to deploy the pedestrian decoy or Cops in the Crosswalk program, which has been used in New Jersey since 2009.

Officers monitor driver, pedestrian and bicyclist behavior at selected crossings for periods of several days over an extended period of time. Observing officers note violations and call ahead to waiting officers, who stop and warn or ticket all offenders regardless of mode. Officers use the stops to educate drivers, pedestrians and bicyclists about their duties and responsibilities under the law.

Street Smart NJ public awareness efforts are conducted in conjunction with this increased enforcement. This multi-pronged strategy has been shown to enhance public safety campaign results and positively impact behavior.

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PROGRAM OVERVIEW

In New Jersey

• New Jersey has been identified as a "focus" state and Newark a "focus" city by the Federal Highway Administration due to a high Incidence of pedestrian injuries and fatalities.

Pedestrian safety is an ongoing challenge in New Jersey. According to the latest data, in 2014, 170 pedestrians died as a result of pedestrian-vehicle crashes, according to the most recent data available from the New Jersey State Police. From 2010 through 2014, 749 pedestrians were killed on New Jersey's roads and more than 17,000 were injured, according to the New Jersey State Police. That translates into one death every 2.4 days and 11 injuries daily.

In 2016, 603 individuals lost their lives in motor vehicle related crashes on New Jersey roadways. Of particular concern were the 166 pedestrian fatalities, which represents over 27% of all motor vehicle fatalities. When compared to the national average of 15%, New Jersey is clearly overrepresented and must continue to take action. *Source: https://www.nj.gov/oag/hts/put-brakes-fatality-day.html*

A National Problem

In 2017, 5,977 pedestrians were killed in traffic crashes in the United States. This averages to one crash-related pedestrian death every 1.5 hours.

Additionally, almost 129,000 pedestrians were treated in emergency departments for non-fatal crash-related injuries in 2015. Pedestrians are 1.5 times more likely than passenger vehicle occupants to be killed in a car crash on each trip.

Older adults: Pedestrians ages 65 and older accounted for 19% of all pedestrian deaths and an estimated 13% of all pedestrians injured in 2015.

Children: In 2015, one in every five children under the age of 15 who were killed in traffic crashes were pedestrians.

National Highway Traffic Safety Administration. Traffic Safety Facts 2015 Data – Pedestrians. Washington, DC: US Department of Transportation, National Highway Traffic Safety Administration; 20175. Publication no. DOT-HS-812-375. Available at https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/812375. Accessed May 19, 2017.

Centers for Disease Control and Prevention. WISQARS (Web-based Injury Statistics Query and Reporting System). Atlanta, GA: US Department of Health and Human Services, CDC; 2015. Available at http://www.cdc.gov/injury/wisqars. Accessed May 19, 2017.

The Bordentown, NJ Campaign

SITUATIONAL BACKGROUND

From the Bordentown Township Police Chief, Brian Pesce:

The primary goal of our local campaign is to improve pedestrian safety within the Bordentown area by increasing awareness of pedestrian safety and improving behavior. To achieve these goals the Township Police performed the following:

- Conducted numerous pedestrian safety enforcement operation details at problem crosswalk and intersection areas.
- Partnered with CCCTMA to implement StreetSmart NJ protocols with education, outreach and campaign materials.
- Identified local areas where pedestrian crosswalks and signage should be installed.
- Continuing to work with the NJ Department of Transportation to improve safety along our local highways and make them more pedestrian accessible.

Additionally, the BTPD scheduled educational pedestrian safety assemblies to take place, during the month of October, at the Bordentown Middle School and the Bordentown Township Senior Center; and had a pedestrian safety booth at this year's Cranberry Festival, which took place on Saturday, October 6 and Sunday, October 7, on Farnsworth Avenue in Bordentown City.

The various public engagement details were conducted at Rt. 130 @ Farnsworth Ave., Rt.130@ Crosswicks Rd., Rt. 206 @ Park St. and Rt. 528 @ Charles Bossert Drive.

A recent tragedy:
https://6abc.com/traffic/pedestrian-struck-by-vehicle-in-bordentown-nj-idd/3474656/

The Bordentown, NJ Campaign

SITUATIONAL BACKGROUND

Route 130, at Farnsworth Avenue.

Route 130, at Charles Bossert Drive

The Bordentown, NJ Campaign

SITUATIONAL BACKGROUND

Route 130, at Crosswicks Street.

The Bordentown, NJ Campaign

THE CCCTMA CAMPAIGN

The Bordentown Township Street Smart Safety Campaign

Working closely with the Bordentown Township Police Department, under the enthusiastic leadership of Chief Brian Pesce, the campaign kicked off Ocober 1, 2018 with a very aggressive plan of action.

"New Jersey continues to rank too high in annual pedestrian fatalities, according to data from the National Highway Traffic Safety Administration," noted Bill Ragozine, executive director of CCCTMA, We have to help do something about that, and so we're proud to put our regional transportation expertise fully behind the Street Smart NJ pedestrian safety awareness campaign."

Street Smart NJ is a public education, awareness and behavioral change campaign developed by the North Jersey Transportation Planning Authority (NJTPA) and funded through U.S. Department of Transportation and the NJ Division of Highway Traffic Safety (NJHTS) resources, as well as through substantial local in-kind contributions. Since its inception, more than forty communities have participated in Street Smart NJ in some way. The campaign uses outdoor, transit and online advertising, along with grassroots public awareness efforts and law enforcement to address pedestrian safety.

Street Smart NJ emphasizes educating drivers, pedestrians and bicyclists through mass media, as well as targeted enforcement. It complements, but doesn't replace, other state and local efforts to build safer streets and sidewalks, enforce laws and train better roadway users. The campaign's slogan is "Check your vital signs" and visually couples street signs with a heart rate monitor to remind motorists and pedestrians that lives are on the line.

Bordentown Township Police Chief Brian Pesce, backed by officers from the Bordentown City Police Department, officially kicked off the StreetSmart NJ Campaign on October 1, 2018.

The Bordentown, NJ Campaign

THE CCCTMA CAMPAIGN

Outreach and engagement at the Cranberry Festival on Farnsworth Ave. in Bordentown City. This is a large festival that draws several thousand spectators. CCCTMA attended the weekend-long event with the BTPD.

October 6 & 7th, 2018

The Bordentown, NJ Campaign

THE CCCTMA CAMPAIGN

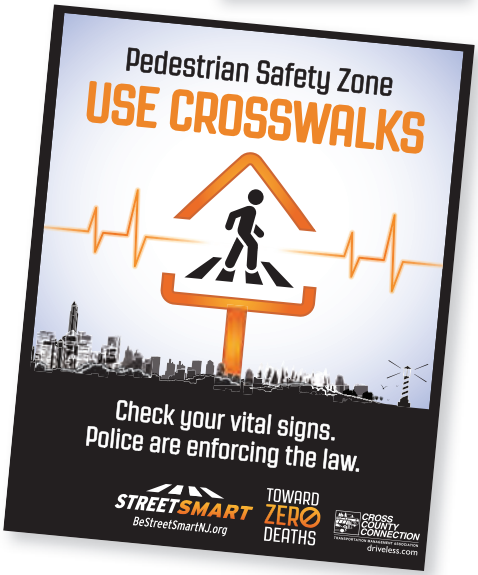
Preliminary Assessment

An initial outreach introduction was conducted, assessing engaging the retail and business community to serve as advocates for the Bordentown StreetSmart Campaign by displaying Street Smart promotional signs, and displaying collateral materials. Additionally, a visual familiarization assessment of the region was undertaken by CCCTMA, in preparation of the campaign

A total compilation of StreetSmart promotional materials included:

5,000 Palm Cards
5,000 Tip cards
1,000 Posters
Several large, vinyl display banners

Materials were shared with the BTPD.



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Material Distribution and Public Outreach

All 12 area hotels:

Motel 6
Hampton Inn
Bordentown Inn
Best Western Bordentown
Express Inn
Laurel Notch Motel
Comfort Inn
Holiday Inn Express
Econo Lodge Inn
Home 2 Suites by Hilton
Candlewood Suites
Residence Inn

Distributed palm cards, post cards and posters throughout the 12 local hotels. Each hotel received a total of 4 signs and 100 each of palm cards and post cards.

The Bordentown Cranberry Festival

This was a two day event, with over 1,000 in attendance each day. Thousands of postcards and palm cards were distributed throughout the even at a table set up with the Bordentown Police Department.

North of Highway Merge 130:
Villa Manino
Big E Thrift / Liberty Safe
Pep Boys
Dollar General
Hogback Deli
Hamiltion Auto
Giovannis
Enterprise Car Rental
Southgate
Team 85
Status Motors

North of Highway Merge 206:
Bordentown Bagels
Crestview Deli

Merge Zone:
Town and Country Diner
7-11 Crosswicks
Chickie and Petes
Retro Fitness
La Galleria Pizza
Dry Cleaners in School Plaza

South of Highway Merge 130:
Dunkin Donuts (130 @ Farnsworth)
Aldi
Acme Commons all done
Amera Gas
Acme Markets
Quick Check
Cheyanne Mountain
Rosarios

South of Highway Merge 206:
Wisdom
Petro
Sfizio Pizza
Loves
Wendys
Wawa

The above merchants all hung StreetSmart posters, and provided post cards and palm cards for their customers. An outstanding show of support!

The Bordentown, NJ Campaign

THE CCCTMA CAMPAIGN

Campaign Execution — October Pedestrian Safety Event Schedule

1.) 10/1/18 @ 10am: Kick-off event/press conference in parking lot of Dunkin Donuts and Aldi plaza located at 262 Rt. 130 Bordentown NJ. Determined to be perfect venue for our kick-off due to it being located on Rt. 130 and adjacent to one of the major problem pedestrian intersections (Rt. 130 and Farnsworth Ave). Public invited., Strong media turnout.

2.) 10/2/18 @ 7:30 am: Chief Pesce addressed Bordentown Rotary at their monthly breakfast meeting re. the StreetSmart pedestrian safety campaign.

3.) 10/6/18 & 10/7/18: Cranberry Festival on Farnsworth Ave. in Bordentown City. This is a large festival that draws several thousand spectators. CCCTMA staffed table with BTPD officers, and engaged public throughout festival.

4.) 10/6/18 & 10/7/18: BTPD positioned on foot at the two primary intersections leading out of Bordentown City (Rt. 130 and Farnsworth Ave. & Rt. 206 and Park St.) from 11am-4pm during both Cranberry Festival days, and distributed pedestrian safety street smart palm cards to motorists.

5.) 10/10/18: Student assemblies at Peter Muschal School, 323 Ward Ave, Bordentown NJ, 08505. Two presentations were conducted. This is a Pre-K to Grade 5 School. CCCTMA-run assemblies with BTPD Safety Resource Officer Adam Edwards.

6.) 10/11/18, 5pm – 8pm: NRBCC Annual Connections Business Expo @ Scottish Rite Center. BTPD staffed a table with StreetSmart pedestrian safety materials at this event.

7.) 10/15/18 @ 1pm: Presentation to 100 Bordentown-area senior citizens at their monthly meeting at the Bordentown Township Senior Center. Hosted by BTPD.

8.) Various October Dates: Bordentown Public Works installed various MUTCD-compliant crosswalks and pedestrian crossing signs on identified Township roadways in need of such. BTDPW to execute.

Reflective wristbands and zipper-pull tabs for kids were distributed as supplemental safety reminders by the BTPD, during the campaign.

The Bordentown, NJ Campaign

THE CCCTMA CAMPAIGN

Methods, Materials, Outreach

Supporting the print literature distribution efforts, for maximization of marketing potential, were the social media postings of campaign updates with photos and Street Smart graphics, as well as the use of hashtags and shared content as created by other outlets in support of the campaign, as well as the invaluable promotional backing received from NJTPA's BeStreetSmartNJ website.

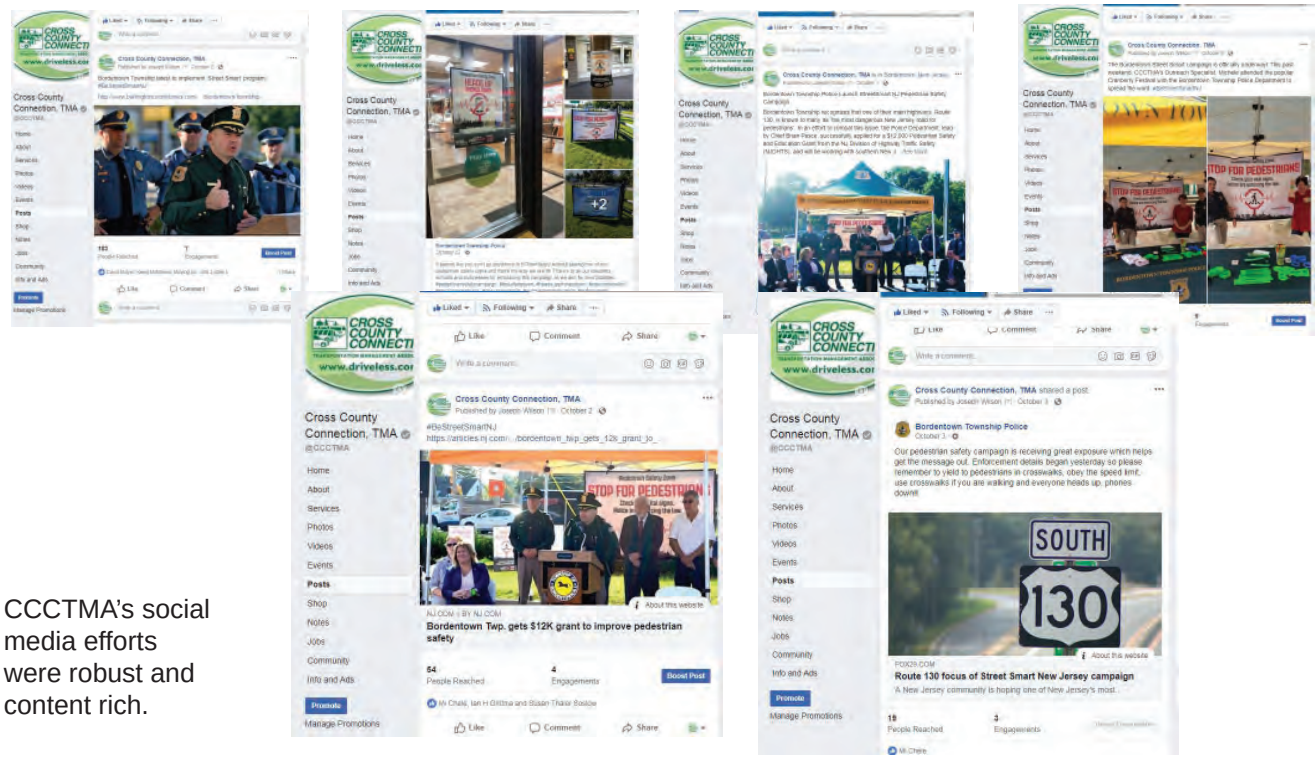
The campaign received excellent exposure and we also promoted the campaign heavily on social media:

https://6abc.com/traffic/police-making-most-dangerous-road-in-nj-safer-for-pedestrians/4389665/

http://www.burlingtoncountytimes.com/news/20181001/bordentown-township-latest-to-implement-street-smart-program

https://www.nj.com/burlington/index.ssf/2018/10/bordentown_twp_gets_12k_grant_to_improve_pedestria.html

http://www.fox29.com/news/route-130-focus-of-street-smart-new-jersey-campaign



CCCTMA's social media efforts were robust and content rich.

The Bordentown, NJ Campaign

THE CCCTMA CAMPAIGN

Observations

Public response to the campaign was effusive. Calling attention to the importance of safety, for both pedestrian and driver alike, was universally endorsed by all we encountered.

We are confident that this campaign has, for a month at least, fully delivered on at least the education component. And, with the ongoing vigilance and law enforcement professionalism from the Bordentown Township Police Department, the importance and awareness of being Street Smart has surely been raised.

Just a small sampling of examples of StreetSmartNJ materials found around Bordentown Township during the October, 2018 campaign.

The Bordentown, NJ Campaign

CONCLUSION

Immediately following the campaign, Bordentown Township installed new crosswalks and signage, at the following locations:

1) Dorset Court, across Clifton Mill Drive to the Clifton Mill Dr. sidewalk
2) Oxford Court, across Clifton Mill Drive to Clifton Mill Dr. sidewalk at Tenby Chase
3) Windingbrook Rd. to Farmington Ct. across Clifton Mill Dr.
4) Waterford Dr. across Clifton Mill Dr. to the pool

Also, pedestrian crossing signs were added to the following locations:

1) Charles Bossert Drive @ Cherry Lane - Marked Crosswalk with no signs, installed new pedestrian crossing signs.
2) Thorntown Lane @ Ward Avenue - Marked Crosswalk with no signs, installed new pedestrian crossing signs.

CONCLUSION

Summary Conclusion

The program was evaluated through pre- and post-campaign intersection observations which were conducted by CCCTMA staff. While not statistically significant, these quantitative measures provide an indication of the short-term impact of the Street Smart campaign.

Outreach was conducted, an average of two to three times per week, at three-four hours per outing, with two CCCTMA marketing staff members, over the month-long period. Both a.m. and p.m. trips were taken for observation, outreach, and engagement. Public reaction and support was overwhelmingly positive, as was feedback from merchants who were exceedingly happy to receive and display Street Smart NJ literature.

Beyond this, as has been presented earlier, the tireless efforts of the Bordentown Township Police Department enabled this campaign to dynamically reach a very wide base of recipients, the beneficial results of which are immeasurable.

With this in mind, the following non-scientific notes may be reported:

Beginning of Campaign (10/1/18)

Number of Pedestrians Observed	Used Crosswalk?
17	9

Concluding days of Official Campaign (11/4/2018)

Number of Pedestrians Observed	Used Crosswalk?
33	27

At Cross County Connection, our mission is to "Improve the Quality of Life in Southern New Jersey Through Transportation Solutions." The Street Smart New Jersey pedestrian safety program, first introduced by the North Jersey Transportation Planning Authority, several years ago is now being launched in our region, and so CCCTMA was proud to lead that effort.

Through ongoing outreach and engagement, we will strive to remind the general public, in other Counties within our service area, to pedestrian and drivers alike, to utilize some common-sense approaches to "Check their vital signs," and be mindful that actual lives are on the line; and safety is the responsibility of everyone.

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For more information about Street Smart NJ, please visit http://bestreetsmartnj.org/

For more information about CCCTMA, please visit www.driveless.com

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