

Street Smart Morristown Year II Follow- up



Executive Summary

After the success of the 2016 Street Smart pedestrian safety campaign in Morristown, NJ, TransOptions, the Town of Morristown and the Morristown Police Department continued their efforts to make pedestrian safety a priority in the community. A second Street Smart campaign was conducted in the spring of 2017 which included an additional round of enforcement, education, outreach, observations, surveys, and TransOptions' Speed Sentry Loan Program. The second campaign was intentionally conducted during the same time of year as the first campaign to ensure data consistency across both years of the study. The data was compared from Year I to Year II to measure the campaign's continued effectiveness as well as whether behavior changes and safety awareness were maintained in the community. The Morristown Police Department received another round of funding from the New Jersey Division of Highway Traffic Safety through the Pedestrian Safety Education and Enforcement Fund to support overtime enforcement and to purchase an additional supply of educational and promotional materials to support the Year II campaign efforts.

The education, enforcement, and outreach period of Morristown's second Street Smart campaign was scheduled to launch in mid-March. However, enforcement and material distribution were delayed due to an unseasonably late snowstorm that resulted in about 10 inches of snow accumulating on the roads and sidewalks in Morristown.

This report aims to measure the effectiveness of the Street Smart program one year after the first campaign in Morristown. Results from the Year II campaign highlighted whether there were changes in safety awareness and behavior throughout the year. Year II surveys showed that respondents maintained decreased levels of using a cellphone while driving from the first campaign in spring 2016. Surveys show improvements in drivers knowing they can receive a ticket for not stopping for a pedestrian in a crosswalk or yielding when turning. Year II survey results also showed improvement in pedestrians knowing the proper times to cross the street. TransOptions' speed sentry data showed an increase in driver compliance with more people adhering to the 25MPH speed limit on Speedwell Avenue. The second round of intersection observations also resulted in decreases in jaywalking and cellphone use by pedestrians crossing the street, however there were no improvements in drivers stopping for pedestrians at the mid-block crossing at Morris Street and King Street. Morristown police officers successfully interacted with the community during the campaign and distributed 409 tickets and warnings to pedestrians and drivers.

Comparison: Street Smart Morristown - Year I to Year II

Year I results are presented in **GREEN**, Year II results are presented in **BLUE**

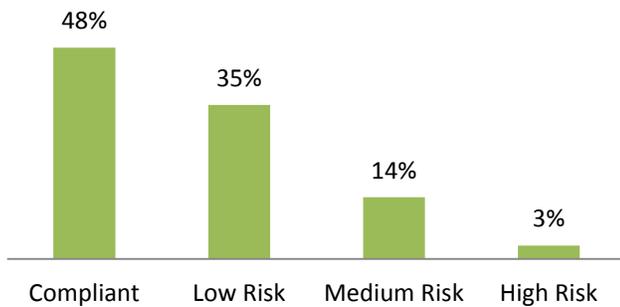
Speed Sentry

For the 2016 and 2017 Street Smart campaigns in Morristown, TransOptions' speed sentry was posted on a 25MPH sign on the southbound lanes of U.S.-202/Speedwell Avenue in Morristown. The placement of the sign was kept consistent from Year I to Year II to measure motorist behaviors at this location.

Since Morristown's first Street Smart campaign, the use of the speed sentry device was revised. In Street Smart Morristown: Year I, the speed sentry was used as a pre- and post- campaign measurement tool requiring two separate months of installation. In the campaigns following Morristown's first campaign, the speed sentry started being used as a traffic calming tool requiring the sign to be installed during the month-long education and enforcement components of the campaign instead of during the pre/post periods.

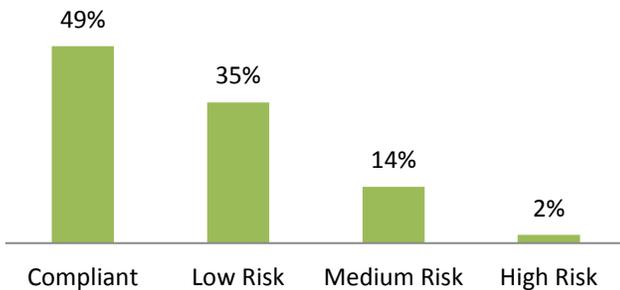
The chart below shows the results from the speed sentry device for Morristown's second Street Smart campaign in spring 2017 in comparison to the first campaign in spring 2016.

Pre-Campaign



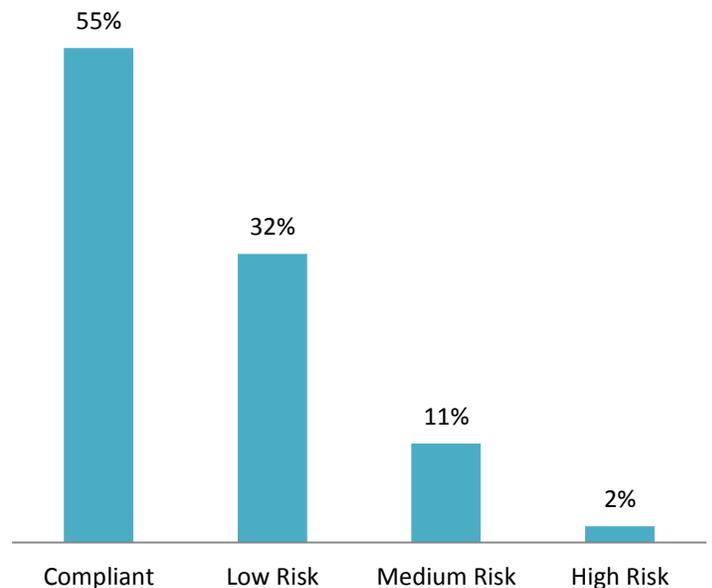
146,707 vehicles detected over four weeks

Speed Sentry: Post-Campaign- Year I



144,878 vehicles detected over four weeks

Speed Sentry: Year II

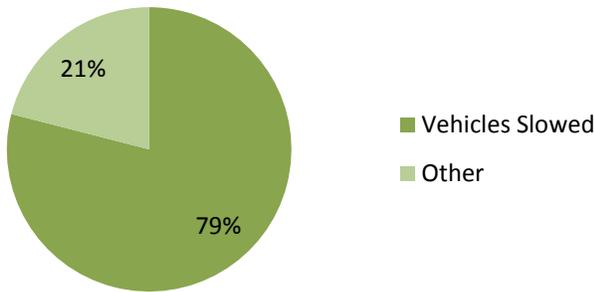


133,610 vehicles detected over four weeks

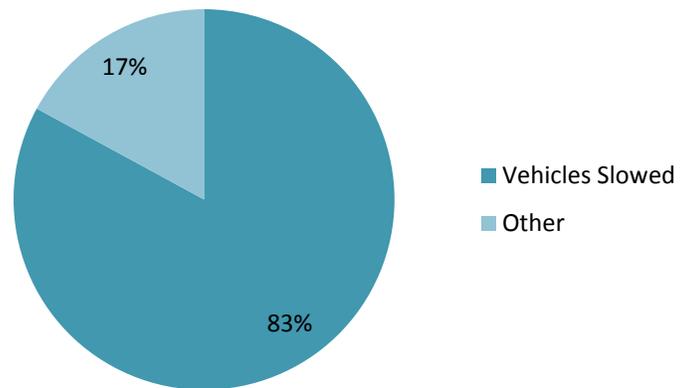
From Year I to Year II, the speed sentry was effective in increasing compliance by 6% and maintaining high-risk speeds at 2%. Low-risk and medium-risk speeds declined and drivers were more likely to pass the sign at a compliant-speed and obey the posted 25 MPH speed limit.

Speed Sentry – Sign Effectiveness

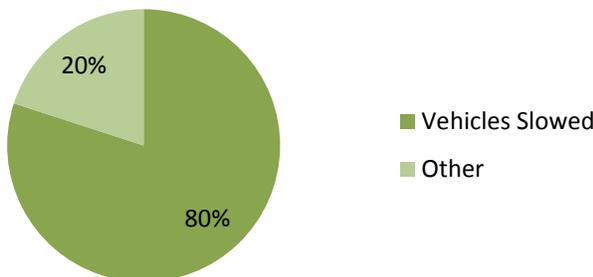
Year I: Pre-Campaign Sign Effectiveness



Year II: Sign Effectiveness



Year I: Post-Campaign Sign Effectiveness

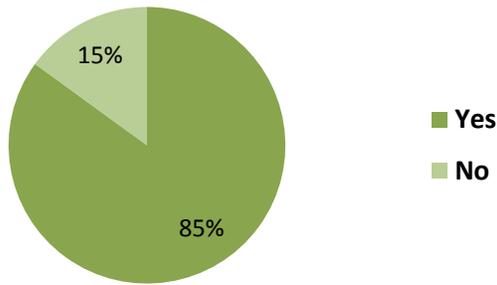


Sign effectiveness data averages speed by hour of the day for the 30 day period. Results from the speed sentry sign showed that the sign was effective in slowing 83% of vehicles, an increase of 3% from Morristown's Year I Street Smart campaign.

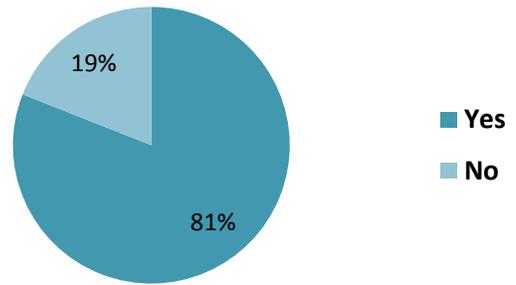
Pre & Post Campaign Surveys: Year I to Year II

Street Smart surveys were redistributed as part of the Year II campaign in Morristown. The survey questions remained the same as the first year's survey. The survey was promoted online via town wide email campaigns, the town's website, via social media and through Nixle texting services. TransOptions also emailed the pre-campaign survey group requesting that they participate in the post-campaign survey. TransOptions raffled off two \$100 Visa gift cards as prizes for survey participation in both the pre- and post- rounds of the Year II campaign.

Year I: Do you live in Morristown, NJ?

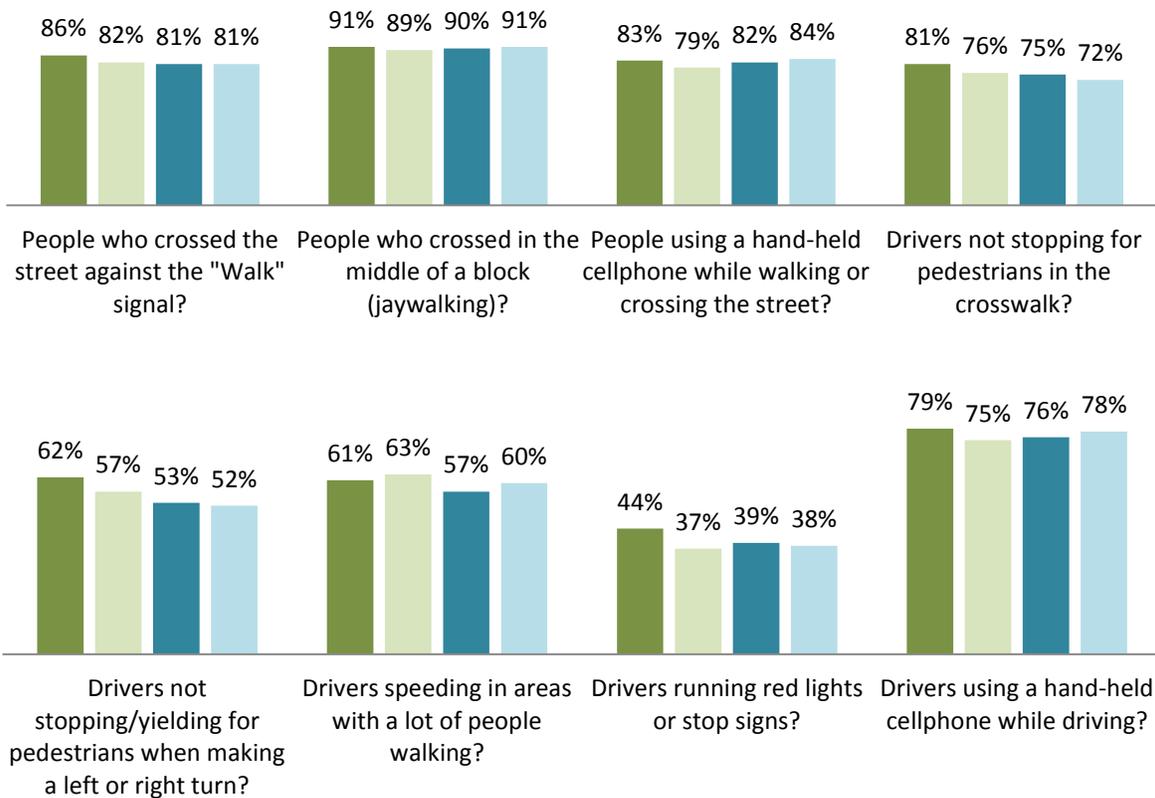


Year II: Do you live in Morristown, NJ?



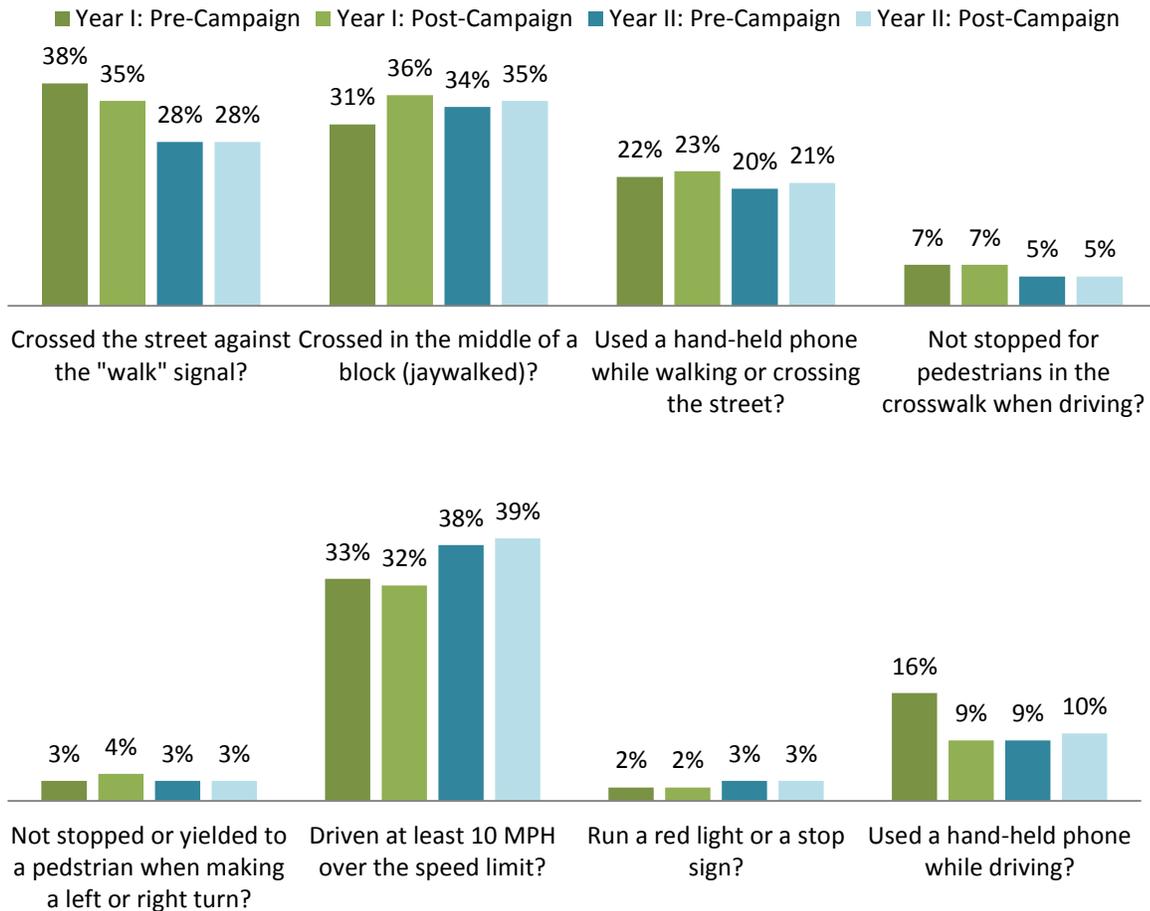
In the past week, have you seen OTHERS (please report the behaviors of other people, not yourself)....

■ Year I: Pre-Campaign ■ Year I: Post-Campaign ■ Year II: Pre-Campaign ■ Year II: Post-Campaign



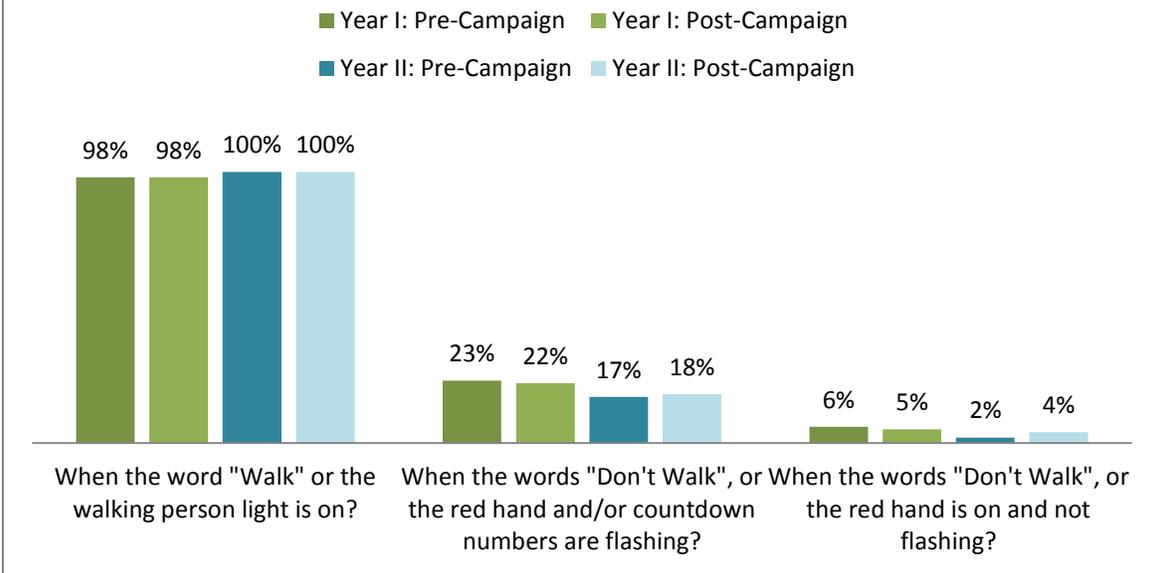
The Street Smart campaign maintained many results of behaviors from Year I to Year II. Respondents reported observing decreases in other people crossing against the walk signal, drivers not stopping for pedestrians in the crosswalk and drivers not stopping/yielding when making a turn.

In the past week, have YOU (please report your own behaviors)



Respondents indicated decreases in negative self-reported behaviors from Year I to Year II, including crossing against the “walk” signal, which declined from 38/35% in Year I to 28% in Year II. The Year II campaign also successfully maintained the decrease in drivers using cellphones while driving, after 16% of respondents from the pre-campaign survey in Year I admitted to driving distracted. The first Street Smart campaign was successful in reducing self-reported cellphone use by 7% which was maintained in the Year II results of self-report behaviors.

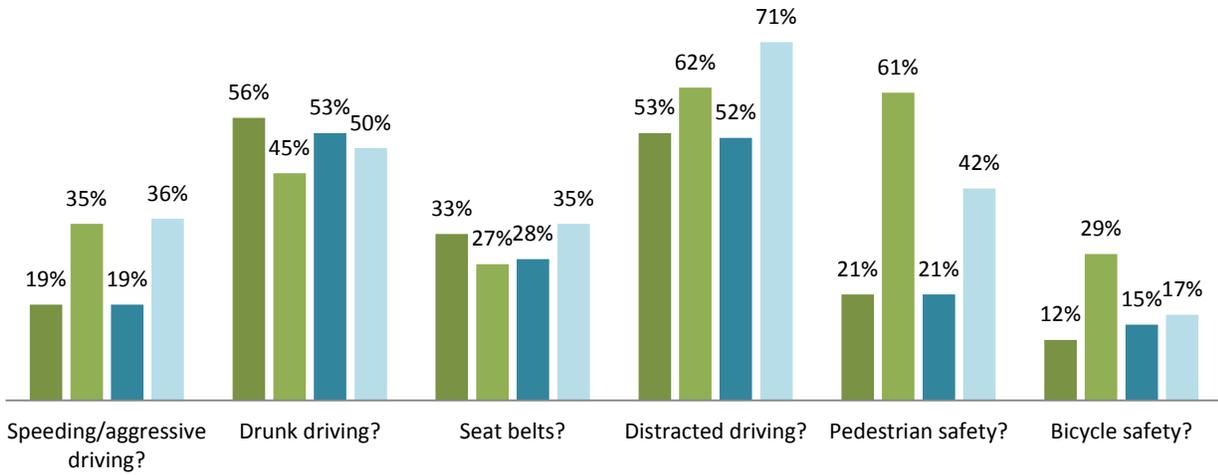
At signalized intersections, when should you begin to cross the street?



The Year II result showed that the campaign was successful in increasing the public's knowledge of proper crossing behaviors. Year II results showed that now 100% of respondents knew to cross the street when the walk sign was on, a 2% increase from the Year I campaign. There was also an improvement in Year II respondents knowing they should not begin crossing the street when the walk sign is flashing or counting down in Year II as well as an improvement in respondents knowing to not begin crossing when the "Don't Walk"/red hand signal is on and not flashing.

In the past 30 days, have you read, seen or heard any advertising messages addressing the following...

■ Year I: Pre-Campaign
 ■ Year I: Post-Campaign
 ■ Year II: Pre-Campaign
 ■ Year II: Post-Campaign

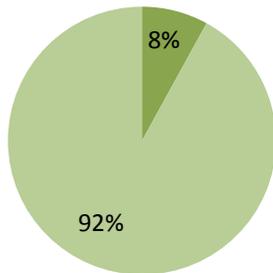


Results remained consistent in the pre- and post- campaign data from Year I to Year II in safety advertising recognition. Respondents were aware of the safety messages directly associated with the Street Smart campaign. Increases in awareness of messages regarding speeding/aggressive driving, distracted driving, and pedestrian safety were observed in the Year II results. Distracted driving awareness increased overall by 9% as this issue continues to gain more recognition as a dangerous behavior.

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?

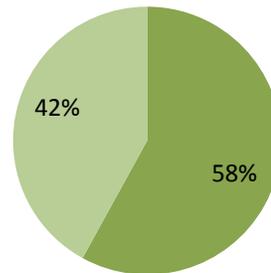
Year I:

Pre-Campaign



■ Yes
■ No

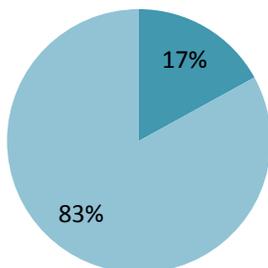
Post-Campaign



■ Yes
■ No

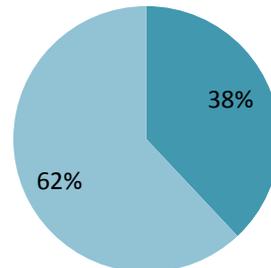
Year II:

Pre-Campaign



■ Yes
■ No

Post-Campaign

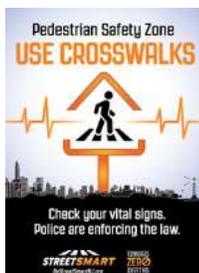


■ Yes
■ No

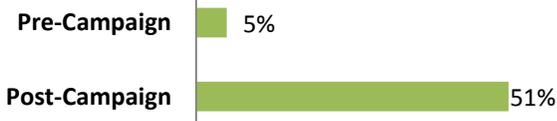
Awareness of the Street Smart messaging increased 50% as a result of the Year I campaign. In Year II there was a 21% increase in awareness of the Street Smart campaign in Morristown. However, there was a 9% increase in pre-campaign awareness from 8% in Year I to 17% in Year II. This shows that the community was already exposed to the campaign’s messaging prior to the Year II kickoff.

Year 1

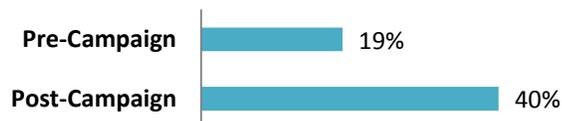
Year 2



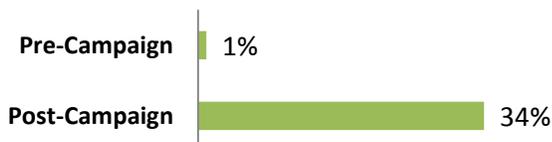
Use Crosswalks



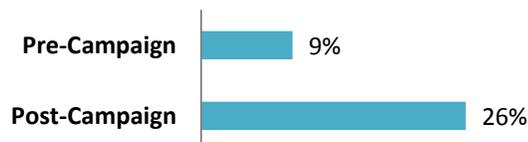
Use Crosswalks



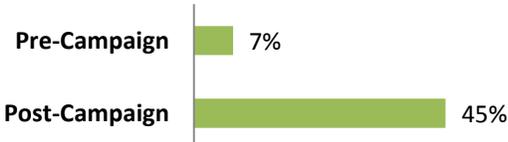
Wait for the Walk



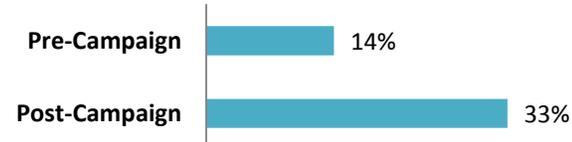
Wait for the Walk



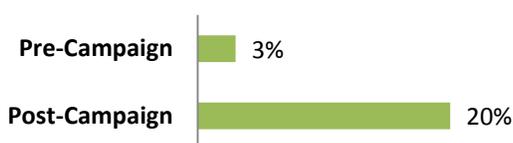
Stop for Pedestrians



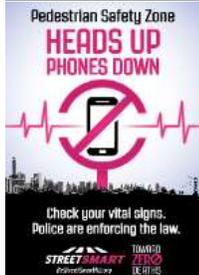
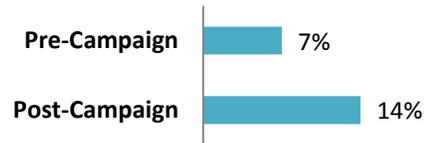
Stop for Pedestrians



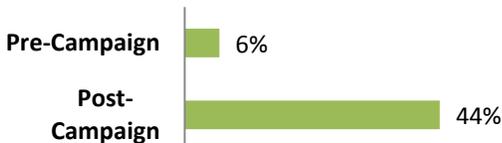
Obey Speed Limits



Obey Speed Limits



Heads Up, Phone Down



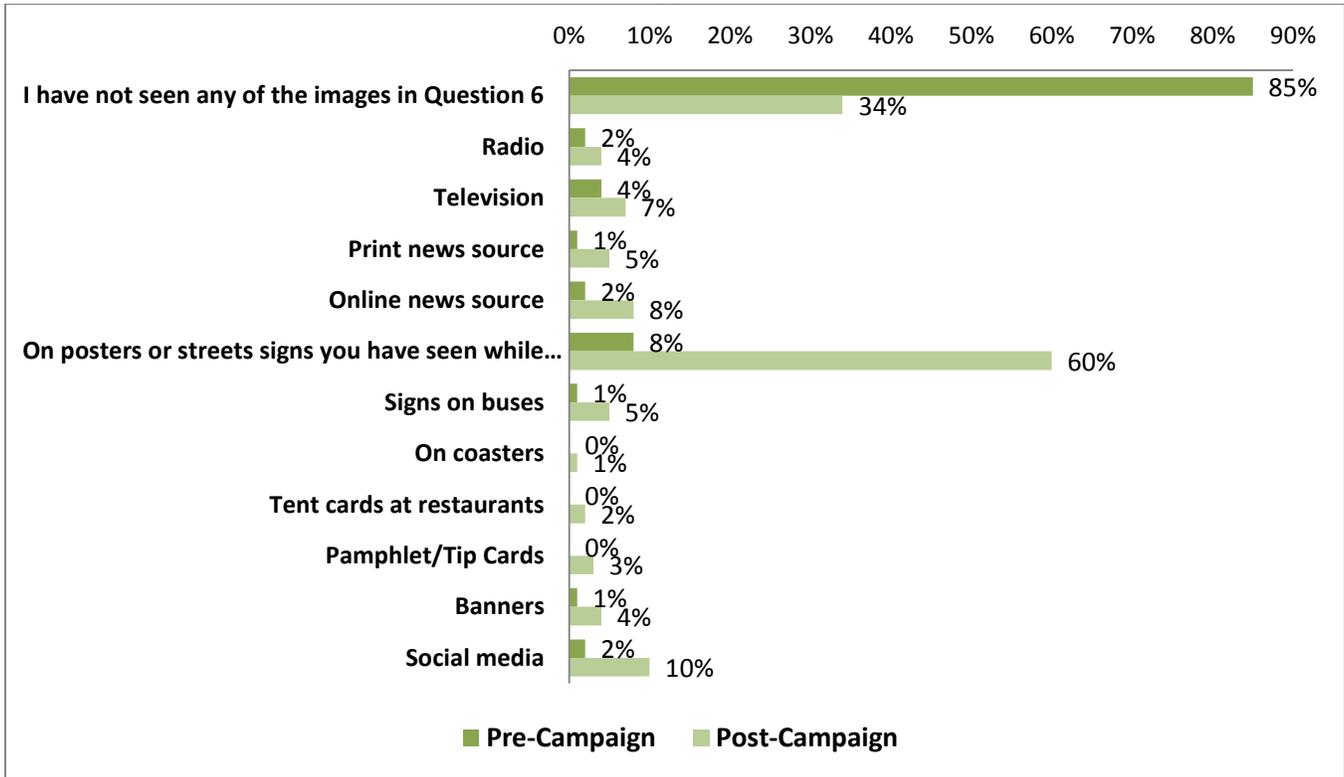
Heads Up, Phone Down



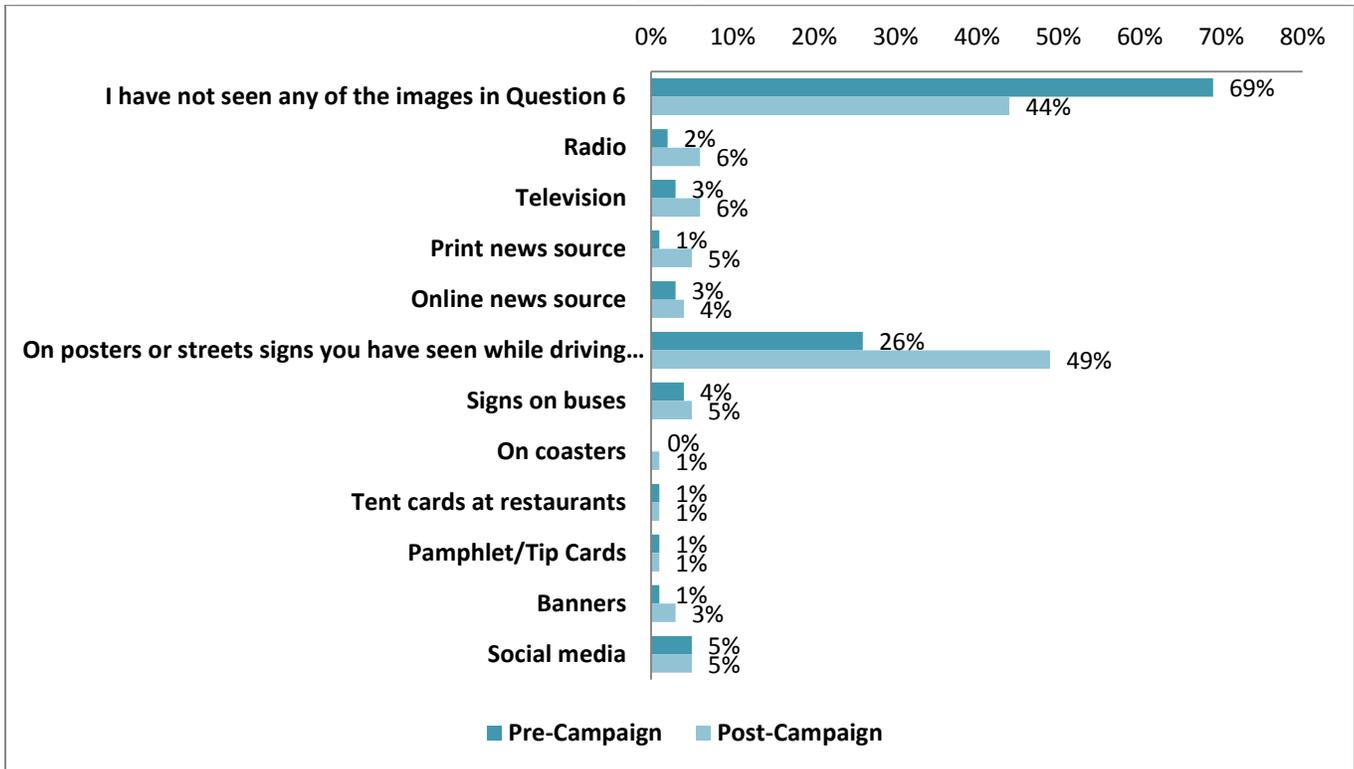
Results showed an increase in signage and campaign message recognition in Year II, however, recognition had a more significant increase in Year I. In Year II, there was already increased recognition of Street Sign messaging in the pre-campaign. Once again, "use crosswalks" was the most recognized message in Year II as well as in Year I.

Where have you seen these messages (check all that apply)

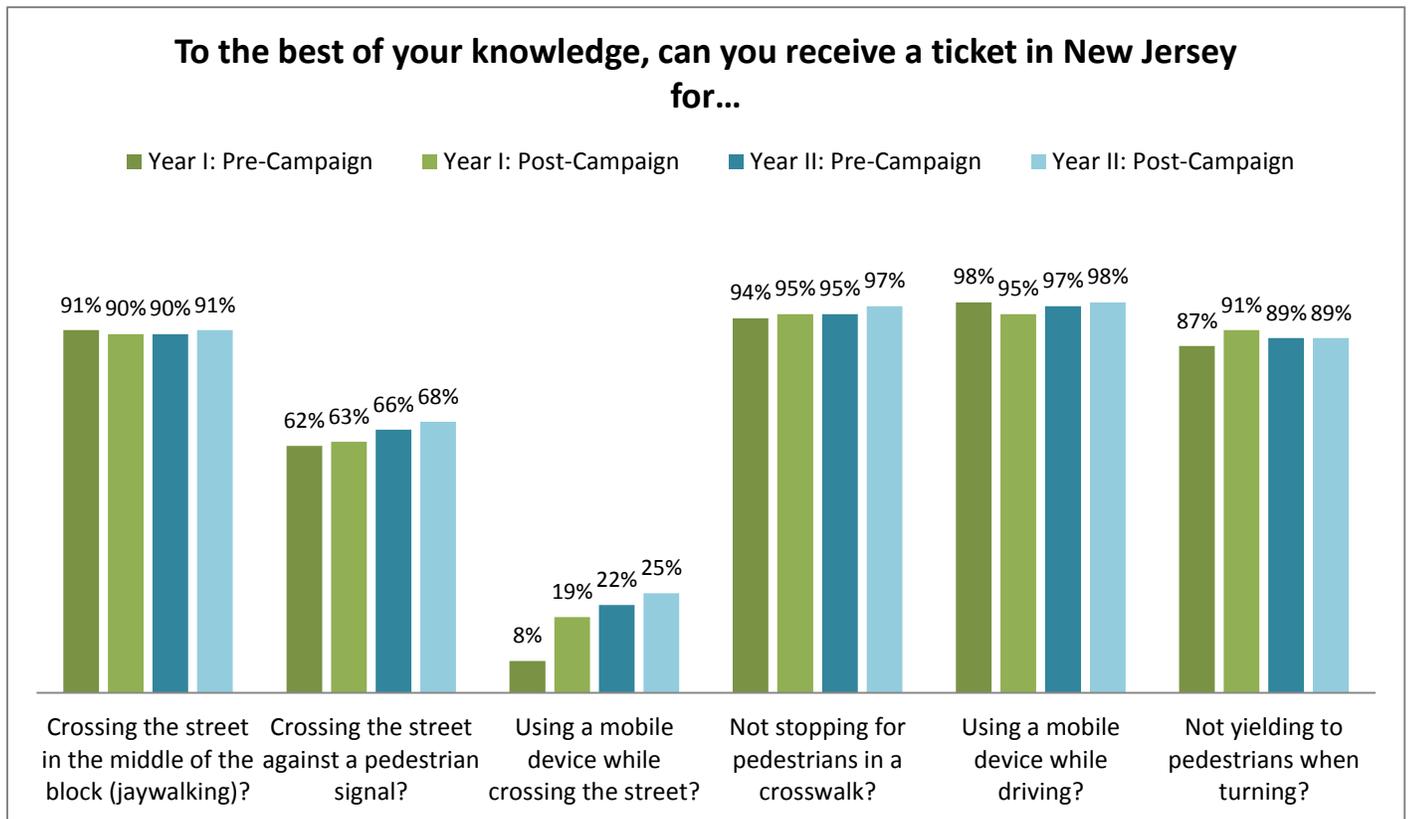
Year I



Year II



In the Year II pre-campaign survey, 26% of participants indicated that they had already seen the campaign messages on posters and street signs, an 18% increase from Year I. Both campaigns showed a significant increase in respondents indicating that they had viewed the Street Smart messages at some point in the community.

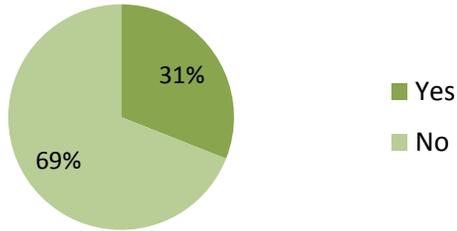


The Year II survey results show increased knowledge of New Jersey's pedestrian safety laws. More respondents correctly identified that they can receive a ticket for crossing against the traffic signal, not stopping for pedestrians in the crosswalk, and using a mobile phone while driving. Results again increased with respondents believing they could receive a ticket for using a mobile phone while crossing the street, which is not yet a violation in the State of New Jersey. This raised awareness shows respondents' increased recognition of the dangers of being distracted by a mobile device while crossing the street.

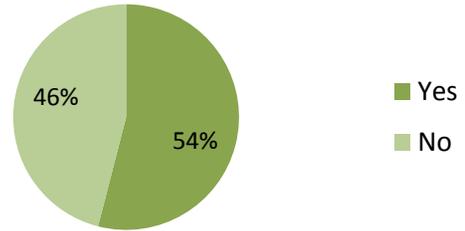
Have you recently read, seen or heard about police efforts to enforce pedestrian safety laws?

Year I

Pre-Campaign

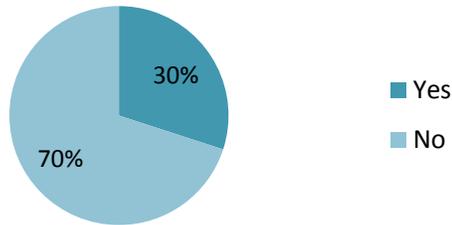


Post-Campaign

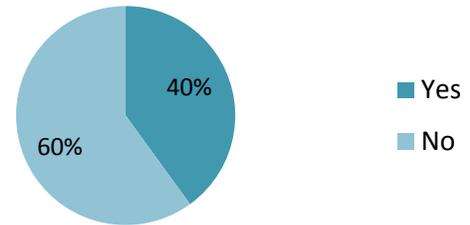


Year II

Pre-Campaign



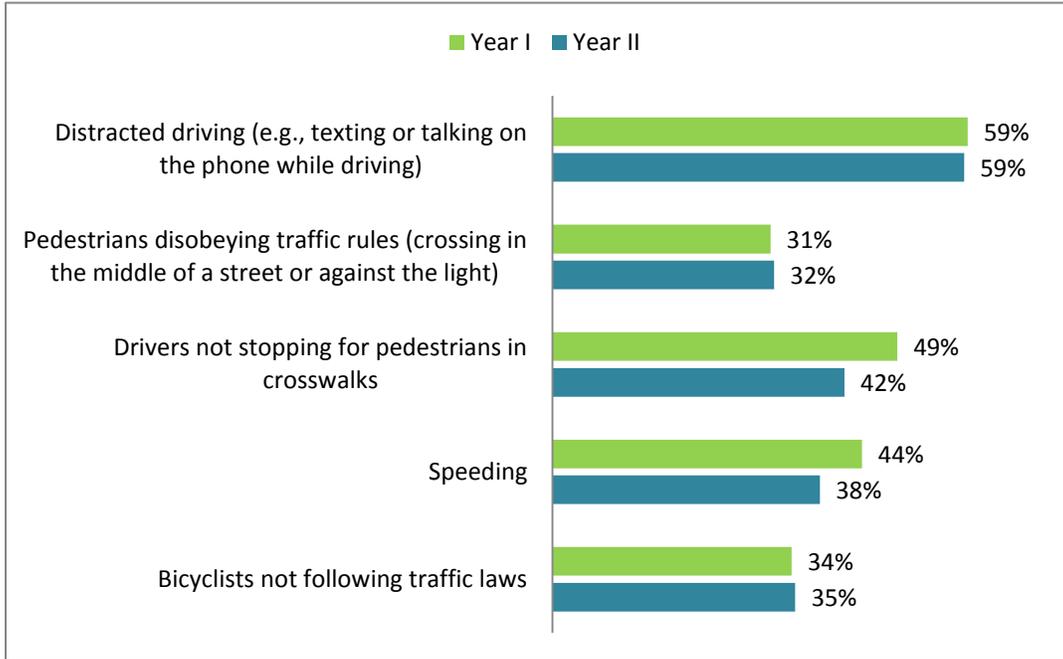
Post-Campaign



Results show that the respondents were aware of the Morristown Police Department's enforcement efforts of pedestrian safety laws. There was a 23% increase in awareness of police enforcement in the Year I campaign and a 10% increase in the Year II campaign. Due to Morristown's active walking and driving culture and growing business community, the Morristown Police Department should continue their enforcement and community engagement efforts to increase compliance of pedestrian safety laws.

Using a scale where 1 is very serious and 5 is not at all serious, how would you rate the following in terms of how serious a problem it is in your community?

Results below show what respondents rated as a “very serious” problem in the community



Respondents were asked to rank what they considered to be the most serious problem in terms of walking and driving safety in Morristown. The chart above shows what respondents considered a “very serious” issue. For the second year in a row, distracted driving and drivers not stopping for pedestrians in crosswalks remained the two most serious issues in Morristown to survey respondents.

Intersection Observations

TransOptions revisited the intersection of Morris Street and King Street to evaluate pedestrian and driver behaviors at the location. The mid-block crosswalk at the intersection of Morris Street and King Street is challenging for pedestrians to cross due to several lanes of traffic with no signals. This intersection was recommended by the Morristown Police Department in Morristown's Year I campaign due to three pedestrian crashes that occurred at the location from 2013-2015 and the numerous near misses.

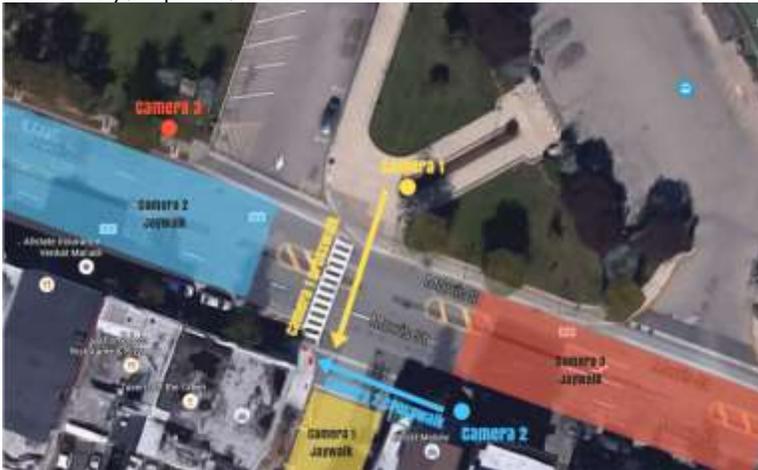


Year II Pre-Campaign Observation

Thursday, March 9, 2017

Year II Post-Campaign Observation

Thursday, April 7, 2017



Year I:

Year II:

	Pre-Campaign Not Compliant	Post-Campaign Not Compliant	% Reduction	Pre-Campaign Not Compliant	Post-Campaign Not Compliant	% Reduction
	Pedestrians crossing mid-block	37	32	14%	130	114

The education and enforcement components of the Street Smart pedestrian safety campaign successfully lead to another reduction in jaywalking observed at the intersection of Morris Street and King Street for the Year II campaign.

*The drastic increase in pedestrians jaywalking from Year I to Year II shown in the chart above is due to the construction at the Morristown Train Station during the Year I post-campaign observation. While the train station was

under construction, TransOptions did not have access to the property to set up Camera #1 to monitor jaywalking on King Street and Camera #1 was moved to Camera #3's location. Because of this, TransOptions was not able to capture jaywalk counts for King Street for the Year I post-campaign observation. (See page 30 of Year I Street Smart Morristown report).

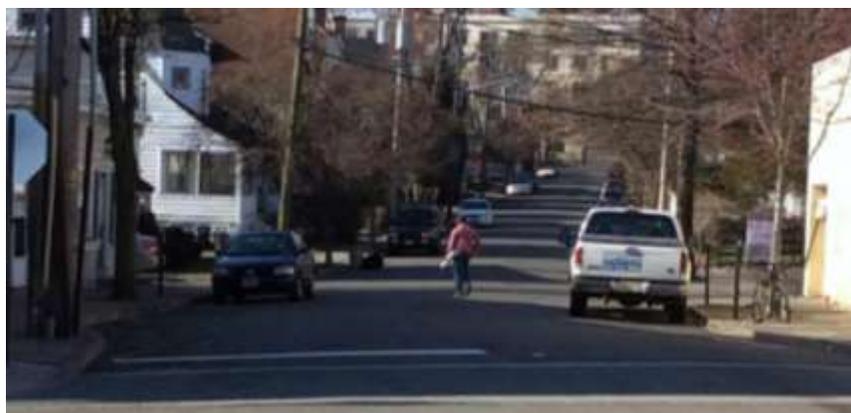
Year 1

	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	214	441	67%	168	185	52%

Year 2

	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	256	427	63%	251	450	64%

No improvements in driver compliance of stopping for pedestrians in a marked crosswalk were found in the Year II intersection observation sessions. The campaign was able to maintain the level of compliance from pre- campaign to post- campaign in Year II with a slight 1% increase in non-compliant driver behavior. It is recommended that Morristown increase police enforcement of drivers not stopping for pedestrians using the mid-block, non-signalized crosswalk on Morris Street to reduce the rate of driver non-compliance and near misses of pedestrians. More signage and infrastructure improvements should be considered at this intersection in order to make crossing safer for pedestrians.



Pedestrian jaywalking on King Street

	Year II: Pre-Campaign	Year II: Post-Campaign	% Reduction
Pedestrian's using cellphone while crossing	28	23	%18

TransOptions added pedestrian cellphone use in the Year II intersection observations. Pedestrians observed talking or texting on a handheld cellphone while crossing in the crosswalk were counted as non-compliant.

Enforcement

The Morristown Police Department received an additional round of funding for overtime enforcement hours through the Pedestrian Safety Education and Enforcement fund from the New Jersey Division of Highway Traffic Safety to continue the success of the Street Smart efforts in Morristown.

The Morristown Police Department selected South Street, Morris Street, Washington Street, and Speedwell Avenue as well as North Park Place, South Park Place, East Park Place and West Park Place as focus areas for pedestrian and driver enforcement. These areas were chosen because they were considered “hotspots” by the Morristown Police Department due to high rates of walking and driving activity.

Officers gave out 308 warnings to pedestrians and 104 summonses to drivers during the enforcement phase of the Street Smart campaign. From March 19, 2017 to May 26, 2017, the Morristown Police Officers dedicated 145 hours to campaign enforcement efforts and had 409 encounters with pedestrians and drivers in Morristown during the Street Smart Pedestrian Safety Campaign.



Education and Outreach

Additional Street Smart materials were purchased through the Pedestrian Safety Education and Enforcement Fund from the New Jersey Division of Highway Traffic Safety to support the second Street Smart campaign in Morristown. An extra supply of tip cards, posters, banners, street signs, table tents and coasters were delivered to the bars, restaurants and other retail establishments in town. Street Smart coffee sleeves were also used at the Swiss Chalet Bakery and the South Street Creamery. Street Signs were strategically placed around the town by the Department of Public Works and TransOptions staff approached the local business community to distribute tip cards and posters. The two bus decals from the first Street Smart campaign remained on Morristown's Colonial Coach bus for the second campaign.



- Street Smart materials were distributed around Morristown Medical Center and messaging was posted on screens throughout the hospital
- Posters were displayed around the Dehart Street parking deck
- A Street Smart banner was displayed at the Morris County Tourism Bureau on Court Street
- A Street Smart banner was displayed on a wayfinding sign on Lafayette Avenue as drivers enter Morristown from I-287.
- The Mayo Performing Arts Center displayed Street Smart messaging on their marquee. Street Smart materials were also distributed to event attendees
- The Morristown Library hosted a Street Smart informational table and displayed Street Smart messaging on screens in the library
- ShopRite of Greater Morristown inserted Street Smart tip cards in employee paycheck envelopes
- Street Smart materials were distributed to the Kings Supermarket
- Morristown High School hosted two days of Street Smart and pedestrian safety presentations for driver's education students
- The Morristown Partnership highlighted Street Smart in their email newsletters to both the business community and the public
- Many local organizations including Wind of the Spirit, churches and the Visiting Nurse Association displayed and distributed Street Smart materials
- Morristown's Street Smart campaign was promoted on social media. TransOptions utilized Snapchat to promote the campaign during Morristown's St. Patrick's Day parade, an event that attracts crowds of people to Morristown. The Snapchat filter was active for a one week period from March 11, 2017 to March 18, 2017. During the one-week period, the Snapchat filter was used 295 times and viewed 15,700 times

