

# TOWN OF CLINTON CAMPAIGN SUMMARY

August 2020



Prepared by:



## EXECUTIVE SUMMARY

A Street Smart NJ pedestrian safety campaign was conducted in the Town of Clinton in summer 2020. The campaign was a collaborative effort between goHunterdon, the local nonprofit transportation management association (TMA), the Clinton Police Department, and local businesses. The campaign was modified due to COVID19 social distancing guidance. A prior Street Smart NJ campaign was conducted in the Town of Clinton 2016.

The Town of Clinton Street Smart NJ campaign included educational outreach and awareness efforts coordinated by goHunterdon and pedestrian safety law enforcement by the Clinton Police Department.

Clinton's Street Smart Campaign focused on distracted driving and motorist speeds~ two areas that the Town of Clinton Police Department had identified as ongoing safety concerns in town.



## STREET SMART NJ OVERVIEW

Street Smart NJ is a public education, awareness and behavioral change campaign developed by the North Jersey Transportation Planning Authority (NJTPA) and funded through Federal Highway Administration (FHWA) resources, as well as through substantial local in-kind contributions.



Street Smart NJ is a collaborative effort between public, private and non-profit organizations. The NJTPA, along with the New Jersey Department of Transportation (NJDOT), NJ TRANSIT, New Jersey Division of Highway Traffic Safety (NJDHTS), and the Transportation Management Associations (TMAs) worked with numerous community partners to develop Street Smart NJ.

New Jersey ranked 17<sup>th</sup> in the nation in pedestrian fatalities in 2016, according to the National Highway Traffic Safety Administration. The federal government has designated New Jersey a “focus” state – placing an extra emphasis on aiding the state in combating its higher-than-average pedestrian fatality rate and providing funding for this campaign.

Street Smart NJ was developed in response to New Jersey’s designation by FHWA as a pedestrian “focus” state, due to a high incidence of pedestrian injuries and fatalities. New Jersey’s pedestrian fatality rate was 27 percent in 2016, far above the national pedestrian fatality rate of 16 percent.

The campaign has three main goals:

- ◆ Change pedestrian and motorist behavior to reduce the incidence of pedestrian injuries and fatalities on New Jersey’s roadways.
- ◆ Educate motorists and pedestrians about their roles and responsibilities for safely sharing the road.
- ◆ Increase enforcement of pedestrian safety laws and roadway users’ awareness of that effort.

Street Smart NJ Safety Messaging:



## Project Timetable

The campaign was structured as a six week project. One week was allocated for pre-campaign data collection, in the form of a Speed Study.

Speed Study	June 22, 2020- August 2, 2020
Awareness, Education and Enforcement: Distribution/posting of messaging materials	June 29, 2020- July 26, 2020
Post-Campaign Data Collection	July 27- August 2, 2020

## Project Area

The Town of Clinton is located on the south branch of the Raritan River, roughly 21 miles from the Pennsylvania border to the west and 12 miles from Flemington, NJ to the south. Clinton is 1.4 square miles in size.

The Town sits at the junction of Route 78, Route 31, and Route 22. Clinton shares a border with Clinton Township, Union Township, and Franklin Township.

The compact community includes a downtown business district adjacent to residential homes. Sidewalks and crosswalks are present on most streets. A “walkable” community, students living in the Town of Clinton walk to Clinton Public School. The often photographed downtown draws visitors and residents alike.

The North Branch of the Hunterdon County Library, the Community Center, and a new apartment complex on Leigh Street all generate pedestrian trips.

In consultation with the Town of Clinton Police Department, Leigh Street and Center Street were selected for the project area.



## Project Partners

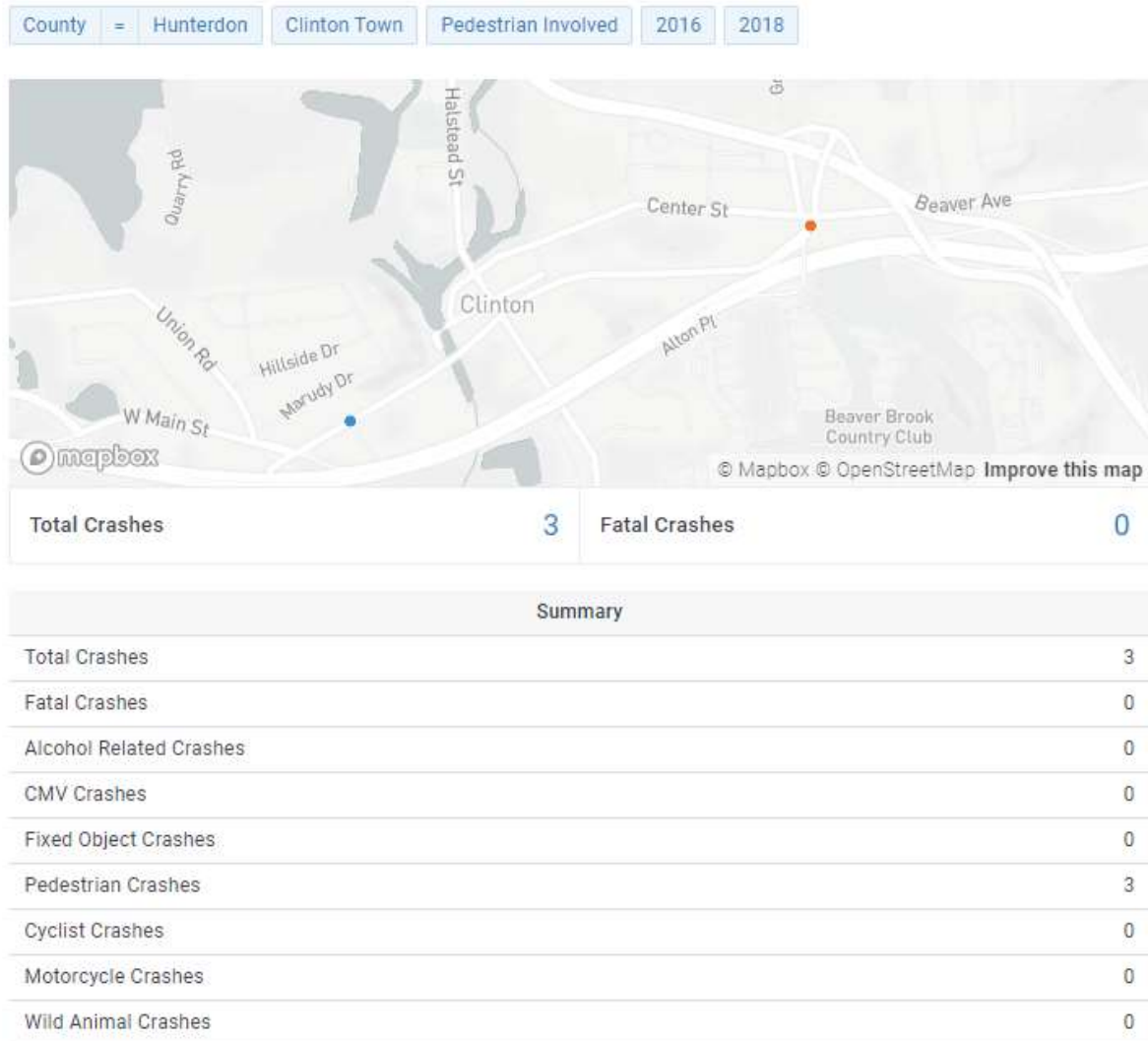
- Town of Clinton Mayor & Council
- Town of Clinton Police Department
- Clinton Public School
- Clinton Guild & Clinton business community

## Pre-Campaign Data

### Clinton Pedestrian Crash Data

A review of crash data found that there had been three (3) pedestrian crashes in the Town of Clinton for the period 2016- 2018, the most recent available data through the Numetric database.

In discussions with the Town of Clinton Police Department, “near misses”, which would not be captured in the crash data, were a concern.





### Crash Dates, Times, Locations and Severity

Crash Date	Crash Time	Severity	Crash Location	Crash Year	Pedestrian Involved
10/3/2018	9:11 PM	No Apparent Injury	HANCOCK ST	2018	YES
3/28/2016	3:41 PM	Possible Injury	LEIGH ST	2016	YES
3/14/2016	6:40 AM	Suspected Serious Injury	NJ 173	2016	YES

### Speed Data

Baseline speed data was collected during the pre-campaign phase.

The speed radar unit was set to “stealth”/non-display mode to collect actual vehicular speeds.

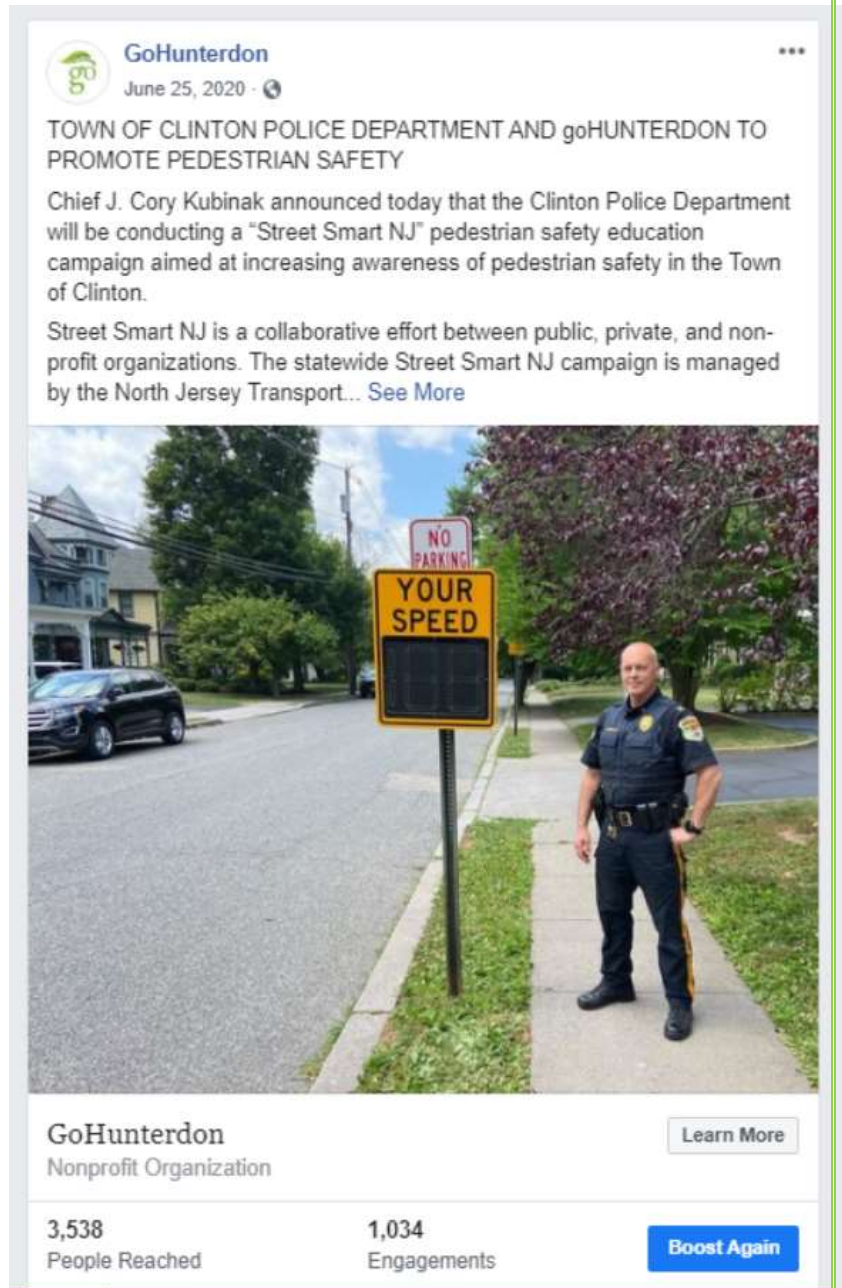
Findings showed an average speed of 24mph and 85<sup>th</sup> percentile speed of 29mph within the posted 25 mph limit.



## Campaign Kick-off

The campaign was announced and “kicked off” on June 25, 2020. A press release was issued to local media and information shared on social media.

More than 3,500 people were reached via social media.




The image shows a Facebook post from the organization GoHunterdon, dated June 25, 2020. The post is titled "TOWN OF CLINTON POLICE DEPARTMENT AND goHUNTERDON TO PROMOTE PEDESTRIAN SAFETY". The text of the post states that Chief J. Cory Kubinak announced a "Street Smart NJ" pedestrian safety education campaign. It also mentions that Street Smart NJ is a collaborative effort between public, private, and non-profit organizations, managed by the North Jersey Transport... A "See More" link is provided. Below the text is a photograph of a police officer standing on a sidewalk next to a "NO PARKING YOUR SPEED" sign. The post includes a "Learn More" button and engagement statistics: 3,538 People Reached and 1,034 Engagements. A "Boost Again" button is also visible.

**GoHunterdon**  
June 25, 2020 · 🌐

**TOWN OF CLINTON POLICE DEPARTMENT AND goHUNTERDON TO PROMOTE PEDESTRIAN SAFETY**

Chief J. Cory Kubinak announced today that the Clinton Police Department will be conducting a “Street Smart NJ” pedestrian safety education campaign aimed at increasing awareness of pedestrian safety in the Town of Clinton.

Street Smart NJ is a collaborative effort between public, private, and non-profit organizations. The statewide Street Smart NJ campaign is managed by the North Jersey Transport... [See More](#)



**GoHunterdon**  
Nonprofit Organization [Learn More](#)

**3,538**  
People Reached

**1,034**  
Engagements [Boost Again](#)

## Education and Outreach

### Street Signs

Twenty (20) corrugated plastic signs were placed along Leigh Street and Center Street. Both streets serve as “gateways” into the downtown business district.





## Coffee Sleeves and Table Tents

goHunterdon leveraged partnerships with the Clinton business community to share Street Smart NJ messaging. More than two thousand coffee sleeves and table tents were provided and distributed.



## Speed Unit Display

During the campaign the speed sign was moved to display mode, and had average speeds of 23mph and 85<sup>th</sup> percentile speeds of 28mph.

At the conclusion of the campaign the speed sign was turned back to stealth mode and saw motorist pass the sign at an average speed of 23mph and 85<sup>th</sup> percentile speeds of 28mph.



## Enforcement

### Soft Enforcement (Warnings)

Clinton Police completed its Soft enforcement period for Street Smart from July 13- 19, 2020.

50 warning tickets were issued

### Hard Enforcement (Summonses)

Hard enforcement began directly following the soft enforcement period, starting the week of July 20-26, 2020.



- 39:4-98 (Speeding): 24 Summonses Issued
- 39:4-97.3 (Cell Phone): 3 Summonses Issued
- Total: 27 Summonses issued for the campaign.

## Conclusion

The Clinton Street Smart NJ Campaign was a successful collaborative effort between goHunterdon and the Town of Clinton Police Department.

The campaign also resulted in an increased awareness of the Street Smart NJ message and emphasis on pedestrian safety throughout the community. goHunterdon's education and outreach programs will continue to be available to the Town of Clinton.



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