

FLEMINGTON BOROUGH CAMPAIGN SUMMARY

August 2020



Prepared by:



EXECUTIVE SUMMARY

A Street Smart NJ pedestrian safety campaign was conducted in the Borough of Flemington in summer 2020. The campaign was a collaborative effort of goHunterdon, the local nonprofit transportation management association (TMA), the Flemington Police Department, and local businesses.

This was the fourth campaign conducted in Flemington. Prior campaigns were conducted in 2016, 2017, and 2018.

The Flemington Street Smart NJ campaign included educational outreach and awareness efforts coordinated by goHunterdon and pedestrian safety law enforcement by the Flemington Borough Police Department. Flemington's Street Smart Campaign focused on addressing distracted driving and motorist speed, behaviors of particular concern within the Borough.

This report is a summary of the 2020 Street Smart NJ campaign conducted in Flemington Borough, Hunterdon County, New Jersey.



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 17th 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

This Street Smart NJ campaign was structured as a five week project. One week was allocated for pre-campaign data collection, Due to COVID19 social distancing guidance, pre-campaign observations and community surveys were not conducted. Four weeks were allocated for awareness, education and enforcement.

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

Project Area

The Borough of Flemington is located southeast of the geographic center of Hunterdon County. The Borough is 1.3 square miles. It is bordered on all sides by Raritan Township, a larger, more sprawling community of nearly 38 square miles.

Flemington serves as the county seat and is home to the Hunterdon County Administration Building and Hunterdon County Courthouse. The compact community includes a downtown business district adjacent to residential homes and apartments. The downtown business district is comprised of retail shops, services and restaurants. Many borough residents, particularly those living in the apartment complexes, rely on bicycling and walking as their primary mode of transportation. Many other residents choose to walk for recreation or exercise. As a “walkable” community, students living in Flemington Borough walk to Reading- Fleming Intermediate School and Hunterdon Central Regional High School. Flemington has a borough wide posted speed limit of 25mph.



Based on input from the Flemington Police Department in response to resident complaints, the following residential streets were selected for education and enforcement efforts:

- Broad Street and Bonnell Street

Project Partners

- Flemington Borough Police Department
- Borough of Flemington Council
- Flemington Community Partnership/downtown businesses

Campaign Kick-off

The campaign was announced and “kicked off” with members of the Flemington Borough Council and Police Department on June 29, 2020 on Bonnell Street.

A press release was issued and social media posts announcing the campaign were posted by goHunterdon and the Borough of Flemington.

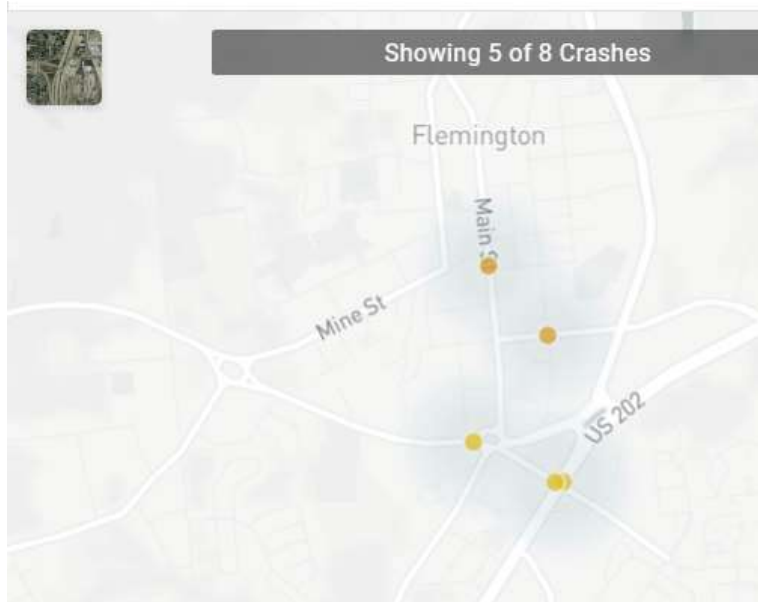


Pre-Campaign Data

Crash Data

Crash data database Numetric identified eight (8) pedestrian crashes in the Borough of Flemington from January 2017- December 2019.

Flemington Pedestrian Crash Data (2017-2019 recent available)



Crash Dates, Times, Locations and Severity

Crash Date	Crash Time	Severity	Crash Location	Crash Year	Pedestrian Involved
12/02/2019	9:17 PM	Minor Injury	MAIN ST	2019	YES
11/07/2019	9:11 PM	Minor Injury	BROAD ST	2019	YES
04/17/2019	11:49 AM	Suspected Serious Injury	STANGL RD	2019	YES
01/29/2019	3:41 PM	Possible Injury	REAVILLE AVE	2019	YES
08/30/2018	6:06 PM	Possible Injury	CAPNER ST	2018	YES
12/12/2017	11:06 AM	Possible Injury	NJ RT 12	2017	YES
08/08/2017	12:02 PM	Possible Injury	MAIN ST	2017	YES
08/01/2017	7:31 PM	Possible Injury	US 202	2017	YES

OUTREACH AND EDUCATION

Street Signs

Twenty-five (25) corrugated plastic signs were placed on Broad Street and Bonnell Street, within the downtown business district and in close proximity to Reading Fleming Intermediate School, located on Capner Street. Signs were strategically placed so that they would be highly visible to pedestrians and motorists alike.

Signs were placed in the windows of the Flemington Police Department headquarters located on Main Street.



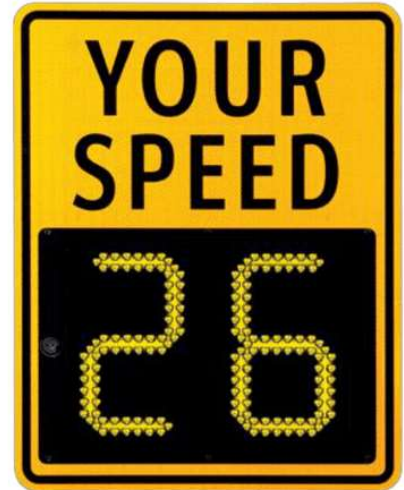
Coffee Sleeves and Table Tents

goHunterdon leveraged existing relationships with the Flemington business community to share Street Smart NJ messaging. More than 1,000 coffee sleeves and table tents were provided and distributed through local businesses.



Speed Unit Display

The Flemington Borough Police Department installed a speed sentry sign to serve as traffic calming on Bonnell Street during the Education and Enforcement stages of the campaign.



ENFORCEMENT

Flemington Police conducted Hard Enforcement on Broad Street and Bonnell Street over a two week period concluding on July 26, 2020.

Enforcement numbers for the 2 week Period

Broad Street:

- 39:4-98 (Speeding) : 24 Summonses Issued
- 39:4-97.3 (Cell Phone) : 3 Summonses Issued



Bonnell Street:

- 39:4-98 (Speeding) : 4 Summonses Issued
- 39:4-97.3 (Cell Phone) : 1 Summons Issued

Total: 32 Summonses issued for the campaign on those identified streets.

CONCLUSION

The Flemington Street Smart NJ Campaign was a successful collaborative effort between goHunterdon and the Flemington Borough Police Department.

The campaign 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 Flemington Borough.