

# FRENCHTOWN BOROUGH



## CAMPAIGN SUMMARY

**June 2021**



**Prepared by:**

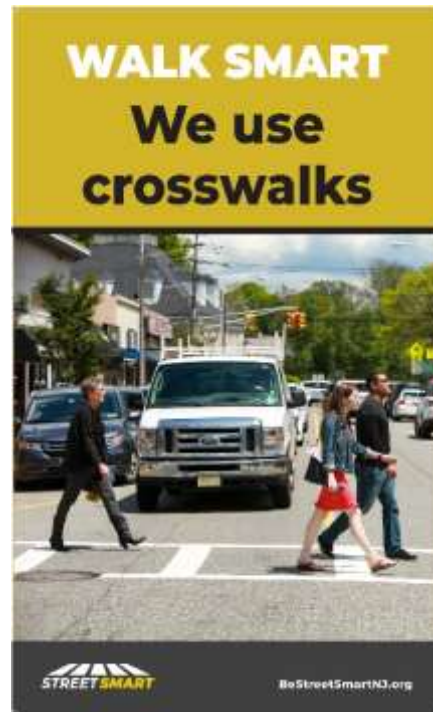


## EXECUTIVE SUMMARY

A Street Smart NJ pedestrian safety campaign was conducted in the Borough of Frenchtown in spring/summer 2021. The campaign was a collaborative effort between goHunterdon, the local nonprofit transportation management association (TMA), the Frenchtown Borough Police Department, Frenchtown Borough Council, and local business community.

The Frenchtown Borough Street Smart NJ campaign included educational outreach and awareness efforts coordinated by goHunterdon and pedestrian safety law enforcement by the Frenchtown Police Department. Due to COVID19 social distancing guidance, outreach was conducted through signs, message boards, and social media.

The Frenchtown Street Smart NJ campaign focused primarily on crosswalk laws (pedestrian using crosswalks and motorist stopping for pedestrian in crosswalks), which had been identified as an ongoing safety concern and priority for the Frenchtown Borough Police and Borough Council.



## 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

This Street Smart NJ campaign is structured as a six week project. One week will be allocated for pre-campaign data collection, four weeks for awareness, education and enforcement and one week for post-campaign data collection.

|  |                        |
|--|------------------------|
| Pre-Campaign Survey  | June 7-13, 2021        |
| Pre-Campaign Observations  | June 8, 2021           |
| Campaign Kickoff Announcement- Virtual Borough Committee Meeting | June 2, 2021           |
| Awareness, Education and Enforcement:                            | June 14- July 18, 2021 |
| Distribution/posting of messaging materials                      |                        |
| Post-Campaign Survey and Observations                            | July 19-25, 2021       |

## Project Area

The Borough of Frenchtown is located along the banks of the Delaware River in Hunterdon County, New Jersey, across from Bucks County, Pennsylvania. It borders Alexandria and Kingwood Townships in New Jersey. Extending one mile along the Delaware River, Frenchtown is a popular destinations for river activities, recreational cycling, shopping, dining, and events. The Borough of Frenchtown is a compact, walkable community. It is 1.3 square miles, including 1.263 square miles of land and 0.098 square miles of water. Most of the borough's residential and commercial activity lies close to the river. The Borough population is 1,356 (2013 Census data). Frenchtown students in grades K-5 walk to school.



Several county and state roads including NJ Route 12, NJ Route 29, County Route 619, and County Route 513 lead to or through the Borough. Frenchtown is connected to Pennsylvania by the Uhlerstown-Frenchtown Bridge. Approximately 4,000 vehicles travel across the bridge daily. (Delaware River Joint Toll Bridge Commission (DRJTBC): Annual Average Daily Traffic.)

This campaign focused on Bridge Street, which is the main road of the downtown business district, and Harrison Street, a residential road leading to the downtown.

## Project Partners

- Frenchtown Borough Council
- Frenchtown Borough Police Department
- Frenchtown Business and Professional Association
- goHunterdon TMA

## Pre-Campaign Data

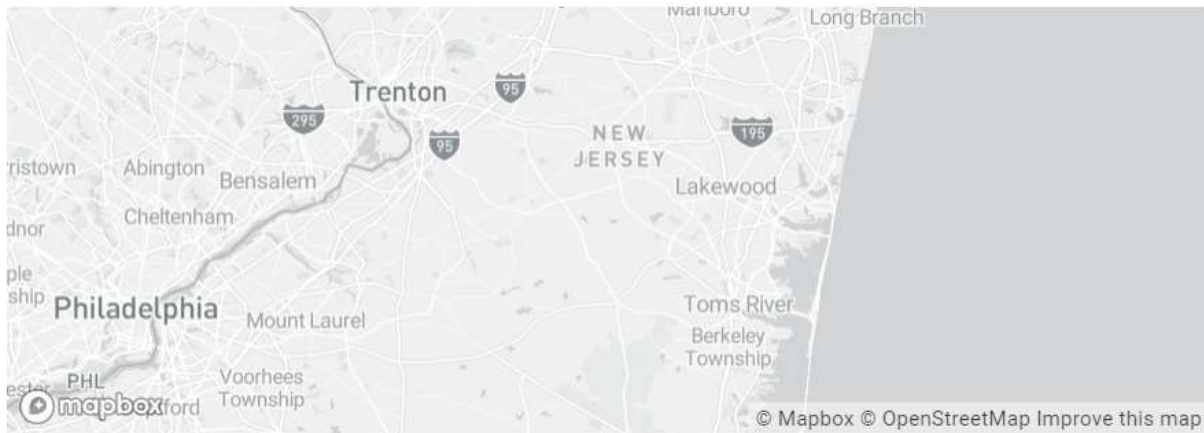
### Pedestrian Crash Data

A review of crash data found that there had been one (1) pedestrian crash in Frenchtown Borough for the period 2018- 2020, the most recent available data through the Numetric database. In discussions with the Frenchtown Borough Police Department, “near misses”, which would not be captured in the crash data, were a concern.



### Report Preview

County = Hunterdon    Cities / Municipalities = Frenchtown Borough    Pedestrian Involved = Yes  
Date & Time (Year) = 2018



|               |   |               |   |
|---------------|---|---------------|---|
| Total Crashes | 1 | Fatal Crashes | 0 |
|---------------|---|---------------|---|

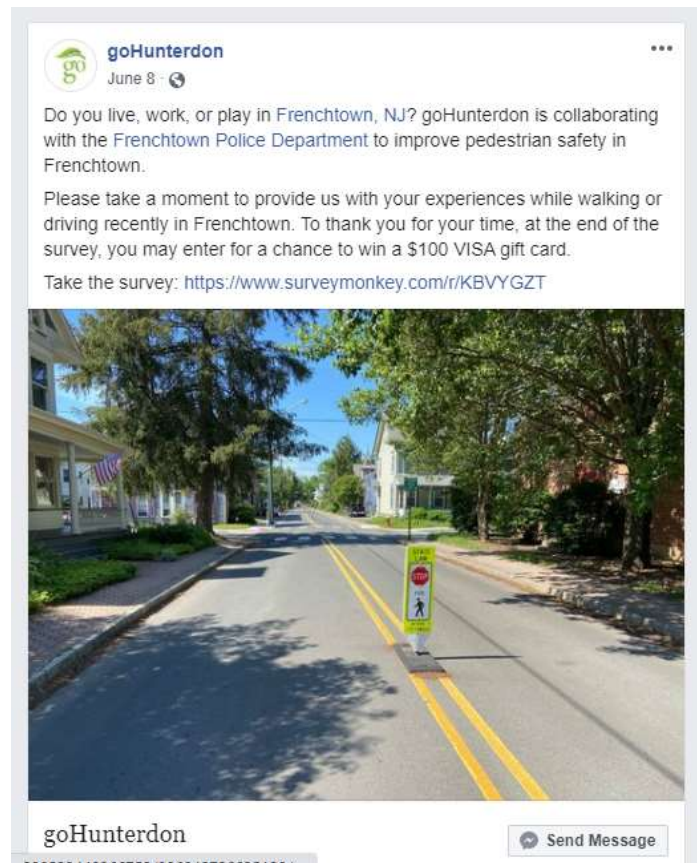
## Crash Dates, Times, Locations and Severity

| Date      | Day of Week | Month | Year | Location      | Cross Street Name |
|-----------|-------------|-------|------|---------------|-------------------|
| 6/25/2018 | Monday      | June  | 2018 | Second Street | Harrison Street   |

## Pre-Campaign Community Awareness Survey

To gauge the potential impact of the campaign, a community awareness survey was conducted in advance of the campaign kick-off. Due to COVID concerns, the survey was conducted online only. The survey was promoted via social media.

A post campaign survey was conducted following the conclusion of the campaign.



## Pre- Campaign Observations

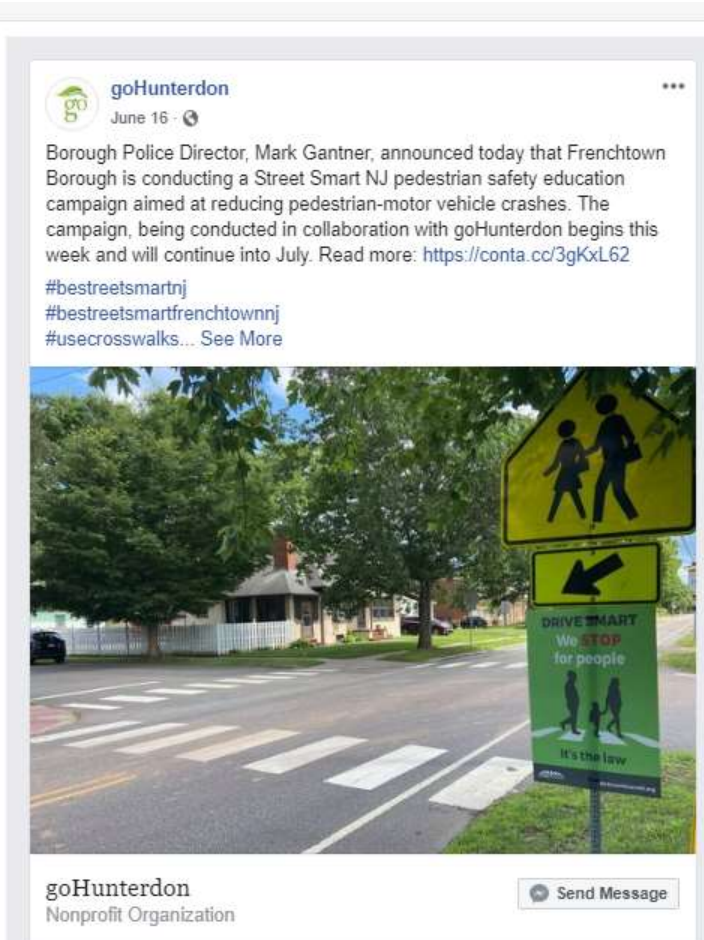
goHunterdon staff conducted in person observations of motorists and pedestrians to determine baseline data for evaluating the impact of the campaign.

Two (2) proxys were observed 1) Motorists stopping and staying stopped for pedestrians in marked crosswalks and 2) Pedestrians using marked crosswalks.



## Campaign Kick-off

The campaign was announced at the June 2, 2021 Borough Council meeting held remotely. A press release was issued to the community and shared via social media.



A news release graphic with a green leafy background at the top. The goHunterdon logo is in the upper left. The text reads: "NEWS RELEASE", "June 16, 2021", "Contact: Tara Shepherd, Executive Director", "908.930.9053", and "tshepherd@gohunterdon.org". Below the text is a photograph of a street with a crosswalk and a signpost with a yellow pedestrian crossing sign, a yellow arrow sign, and a green sign with the "DRIVE SMART" message. At the bottom, the text reads: "Frenchtown Borough Joins Statewide Pedestrian Safety Campaign".



## Education and Outreach

### Street Signs

Street signs were placed along Bridge Street and Harrison Street. The green, “We Stop for People”, signs were placed at high visibility locations.

Yellow, “We Use crosswalks” signs were positioned in high foot traffic locations primarily in the downtown.

A total of twenty four (24) signs were installed throughout the borough.







## Coffee Sleeves and Table Tents

goHunterdon engaged the Frenchtown business community to share Street Smart NJ messaging.

More than a 1,000 coffee sleeves and table tents were provided and distributed.



## Tote Bags

goHunterdon created re-usable tote bags with the Street Smart NJ logo and graphic of in-street “Stop for Pedestrian” sign to reinforce the campaign safety messaging. The tote bags were provided to Frenchtown businesses to distribute to customers or upon requests. More than 250 tote bags were distributed.



## Outreach Distribution

| OUTREACH MATERIAL   | DESCRIPTION           | QUANTITY   |
|---|-----------------------|------------|
|    | <p>Street Signs</p>   | <p>24</p>  |
|    | <p>Coffee Sleeves</p> | <p>500</p> |
|   | <p>Table Tent</p>     | <p>75</p>  |
|  | <p>Tote Bag</p>       | <p>250</p> |
|  | <p>Warning Card</p>   | <p>200</p> |

## Social Media

goHunterdon posted thirty (30) social media posts throughout the campaign.



## Enforcement

### Enforcement (Warnings)

The Frenchtown Police Department determined that warning tickets would be the primary form of enforcement during the Street Smart Campaign. Frenchtown Police provided education/enforcement in Frenchtown Borough during July 5-18, 2021.

- 25 warning tickets were issued



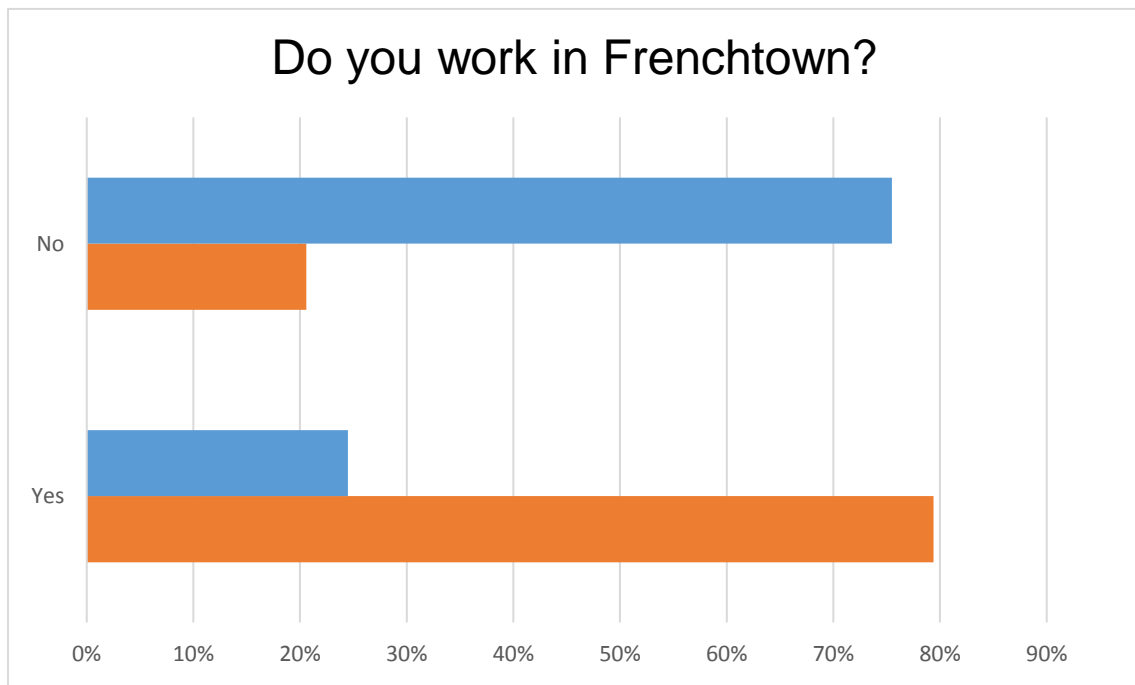
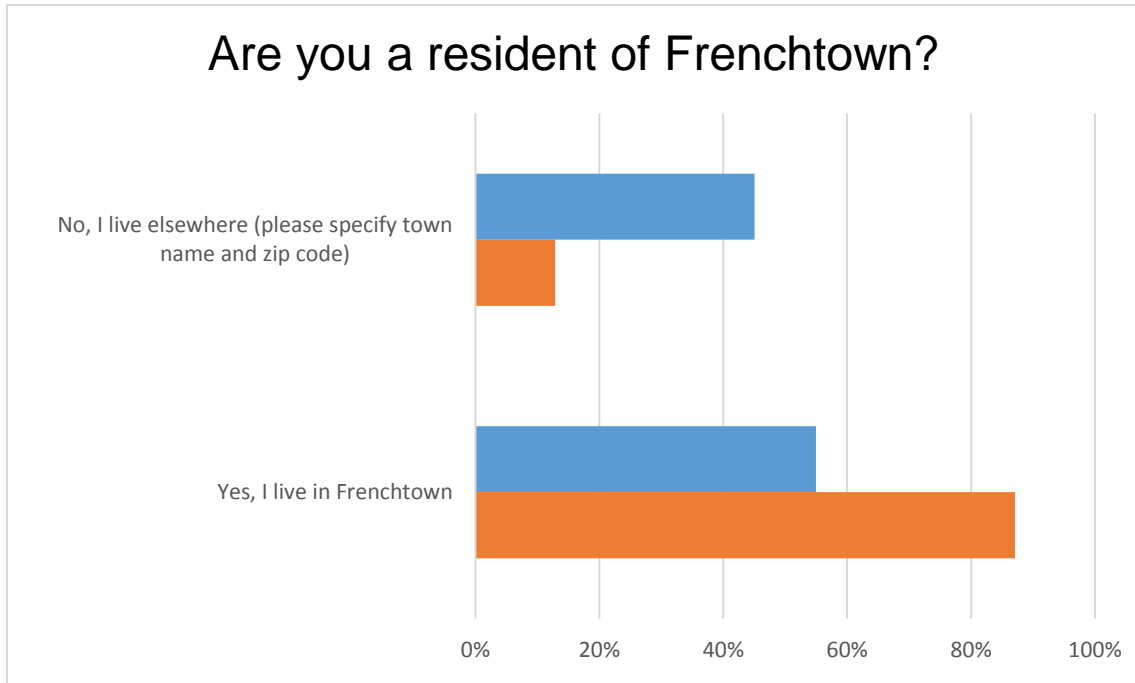
## EVALUATION RESULTS

Results from the observations and awareness survey are qualitative in nature and have not been analyzed for their statistical significance.

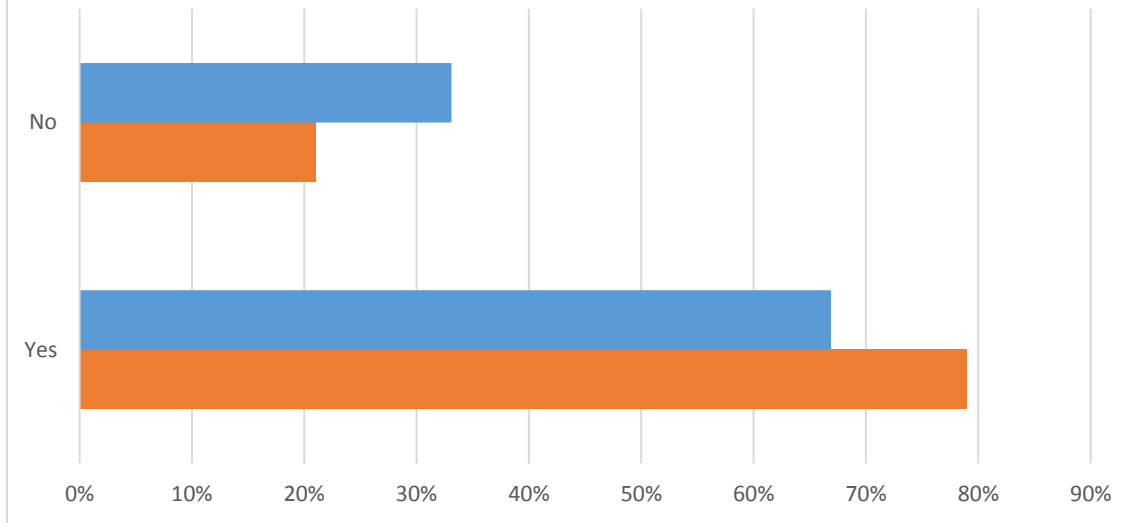
|  | Pre-Campaign |               | Post-Campaign |               | Change in Compliance |
|--|--------------|---------------|---------------|---------------|----------------------|
|  | Compliant    | Non-Compliant | Compliant     | Non-Compliant |                      |
| <b>Race Street and Kingwood Avenue</b>       |              |               |               |               |                      |
| Pedestrian Used Crosswalk                    | 66%          | 44%           | 69%           | 31%           | 3%                   |
| Ped Completed Crosswalk                      | 85%          | 15%           | 88%           | 12%           | 3%                   |
| Pedestrian waited for signal                 | NA           | NA            | NA            | NA            | NA                   |
| Motorist Stopped for Pedestrian in Crosswalk | 41%          | 59%           | 57%           | 43%           | 16 %                 |

\*Blue Indicates Pre Campaign

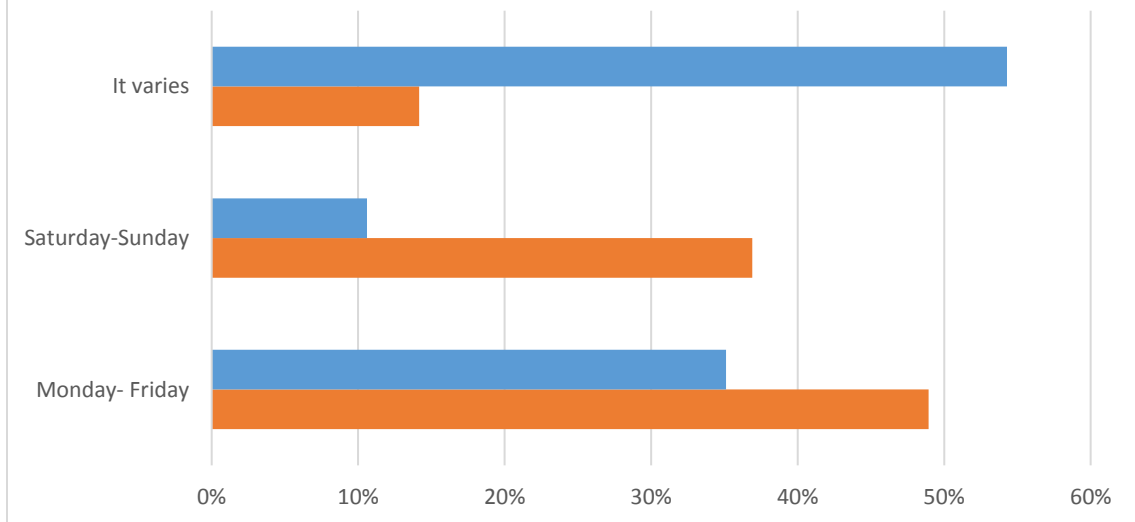
\*Orange Indicates Post Campaign



### Are you a visitor to Frenchtown? (e.g., for shopping, dining, events, recreation)

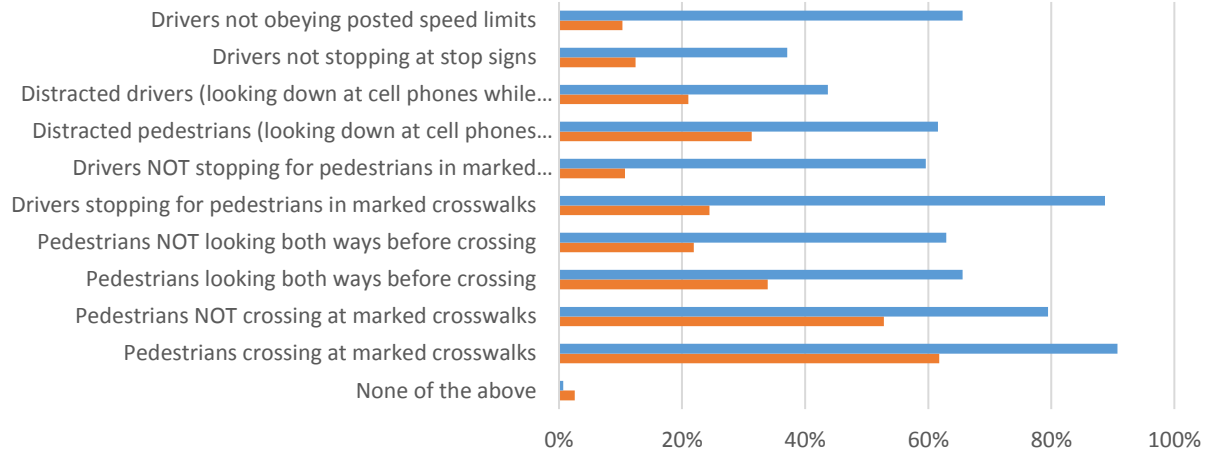


### When are you primarily in the Borough of Frenchtown:

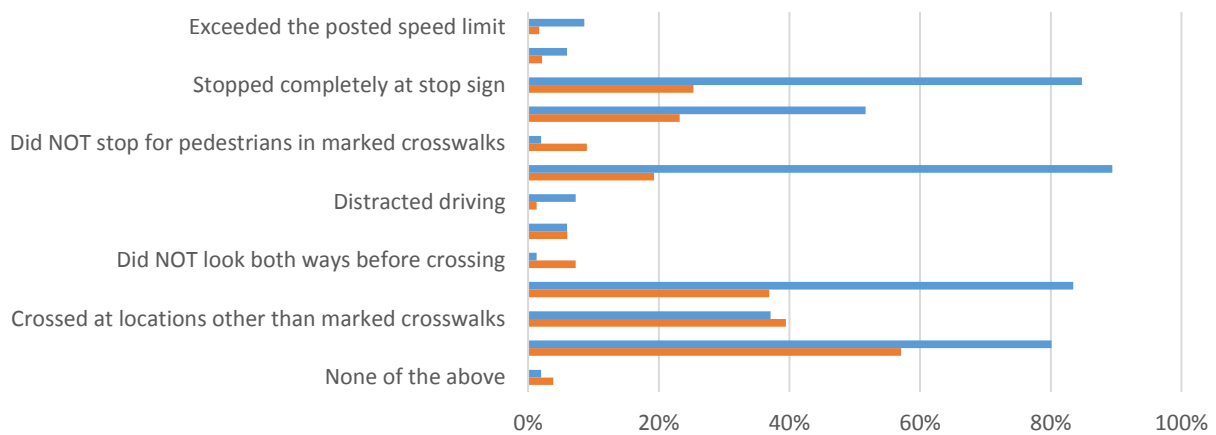




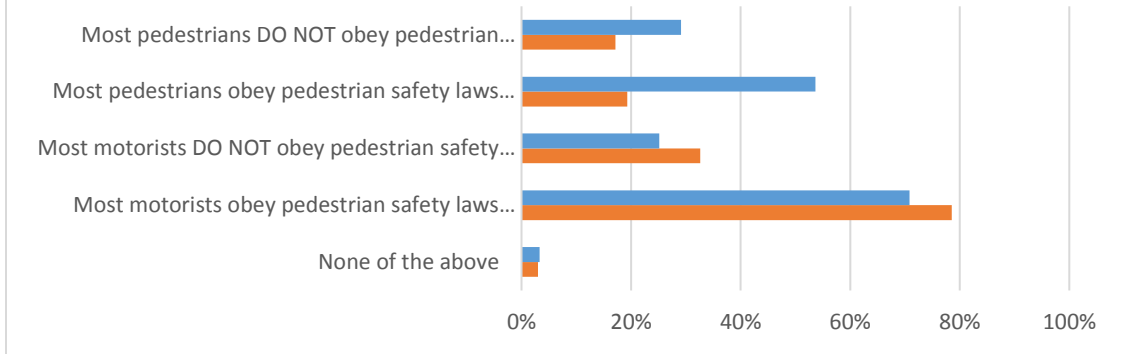
In the past few weeks, in Frenchtown, have you seen any of the following actions? Check all that apply:



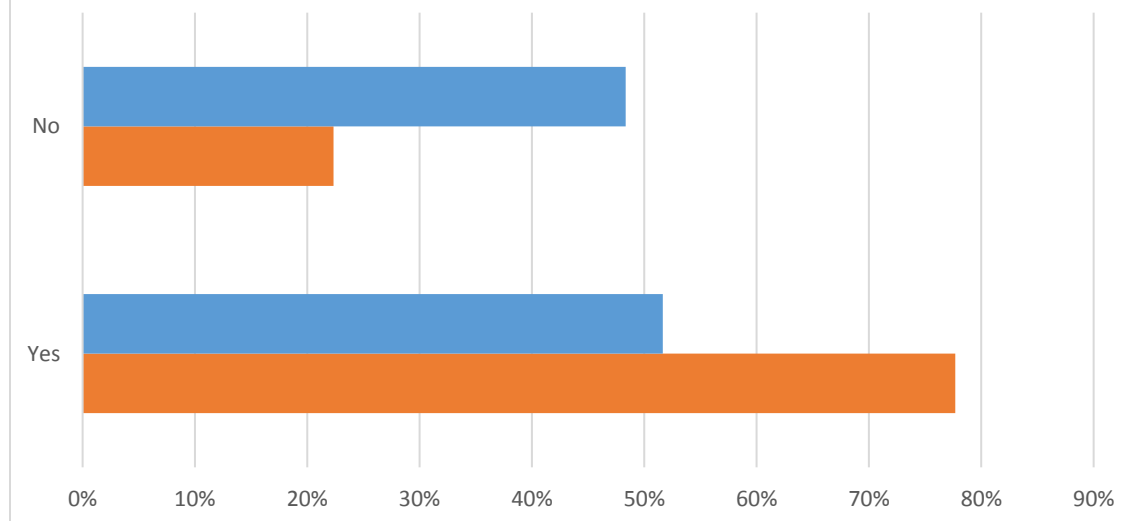
In the past few weeks, in Frenchtown, which of the following actions have you, yourself done while walking or driving? Check all that apply:



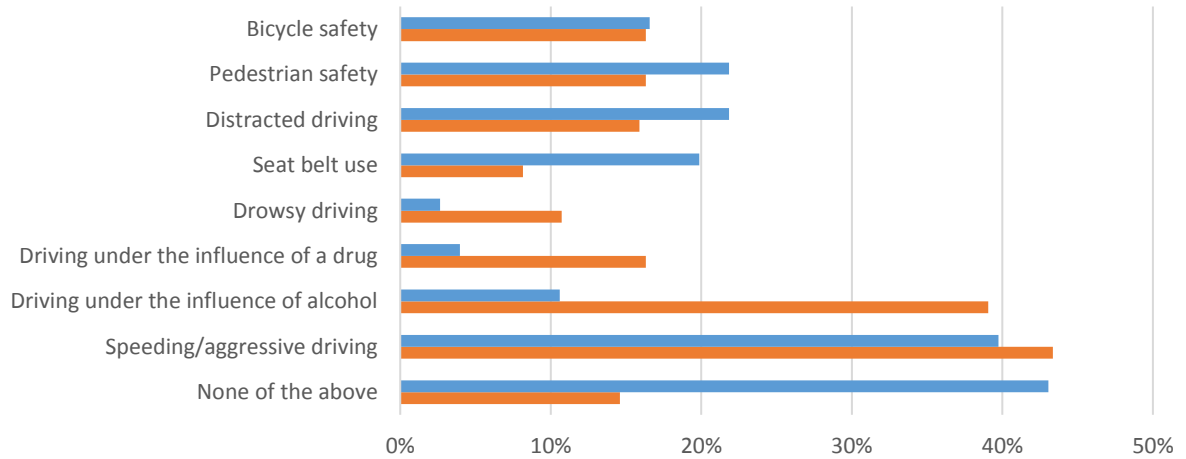
Please indicate each of the following statements that you AGREE with regarding your experience walking or driving in Frenchtown. (Check all that apply)



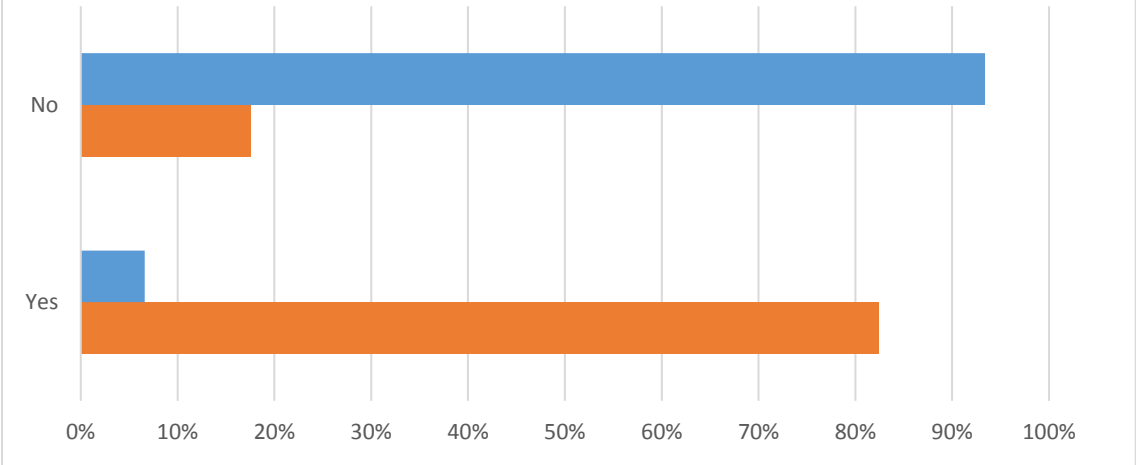
Do pedestrians always have the right of way?



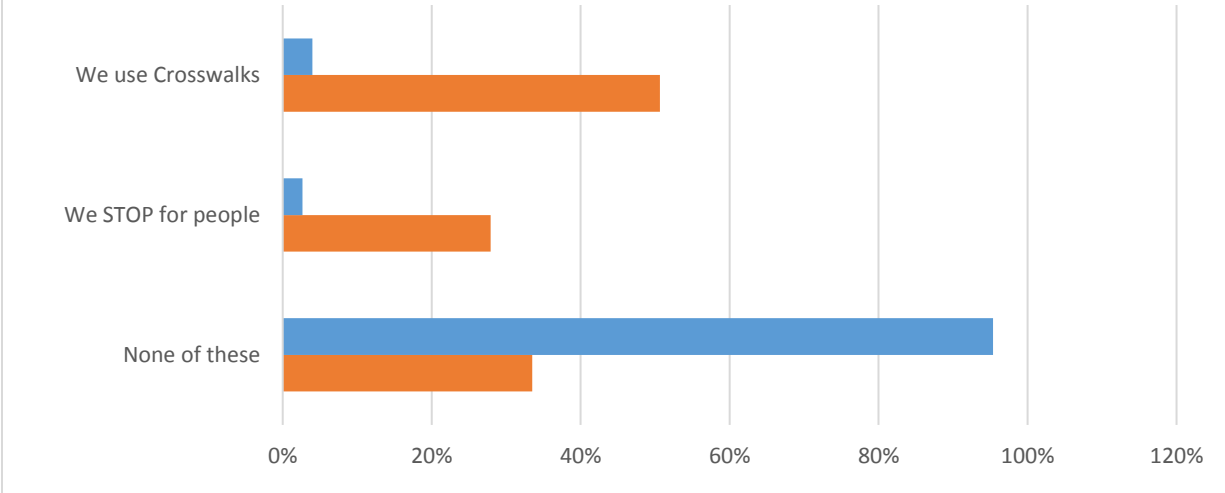
In the last 30 days, have you read, seen or heard any messages addressing the following... (select all that apply)



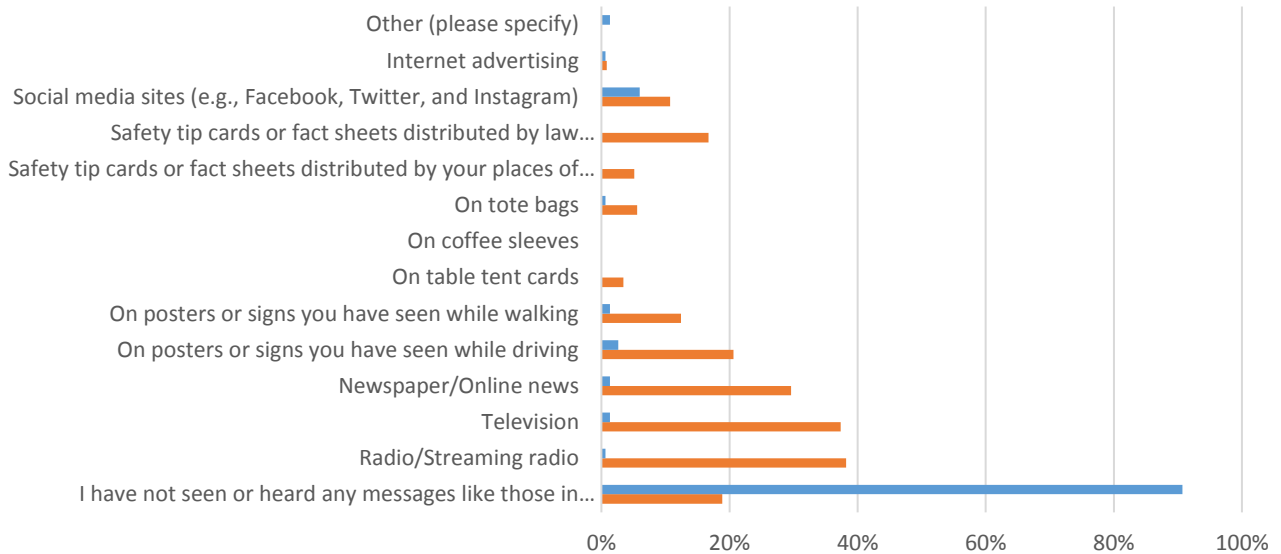
### Have you read, seen or heard any message or signage that mentions "Street Smart NJ"?



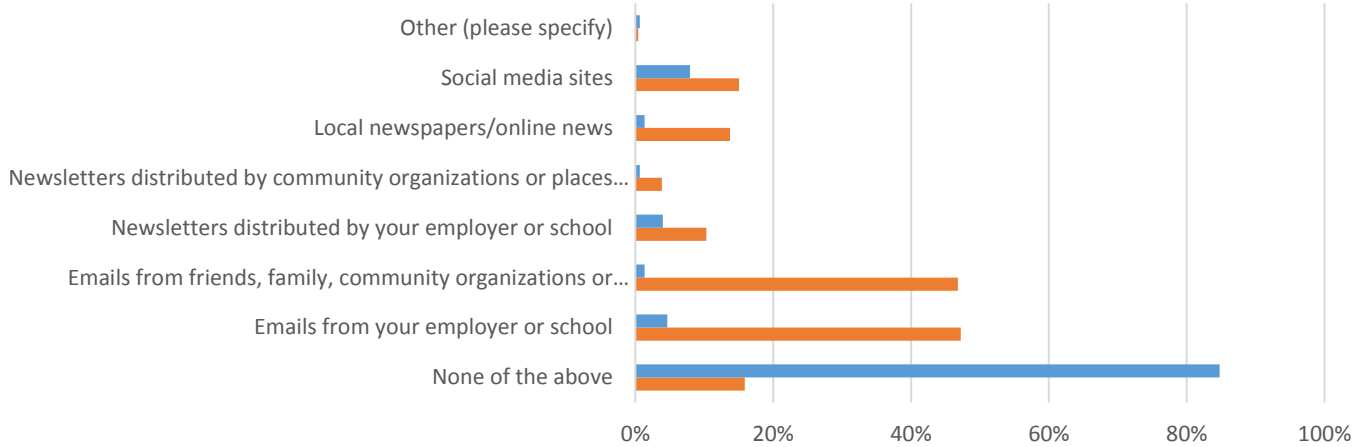
### In the last 30 days, have you read, seen or heard any messages similar to the following:



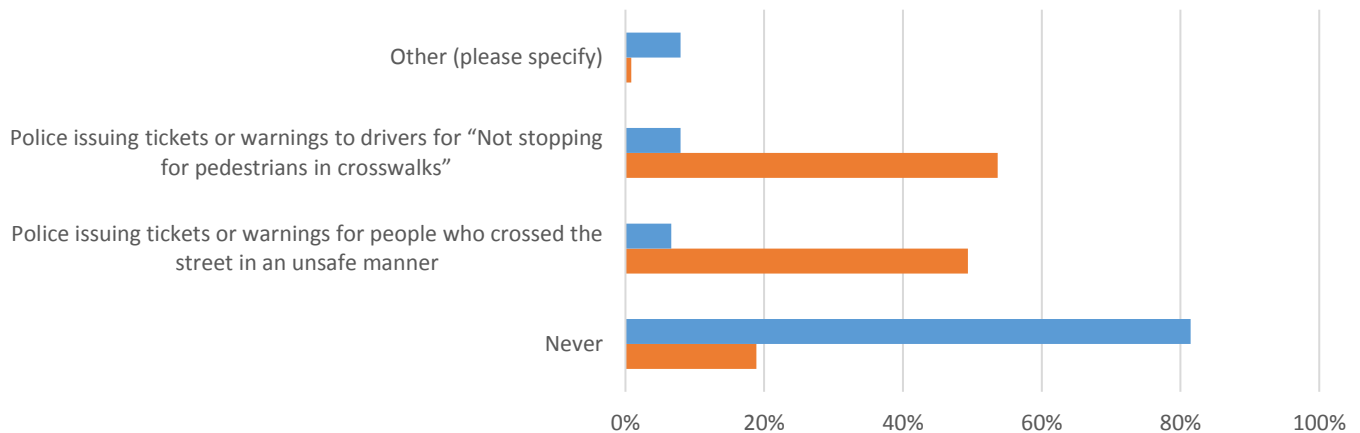
If you saw or heard either of the messages in question above, where did you see or hear them?  
(select all that apply)



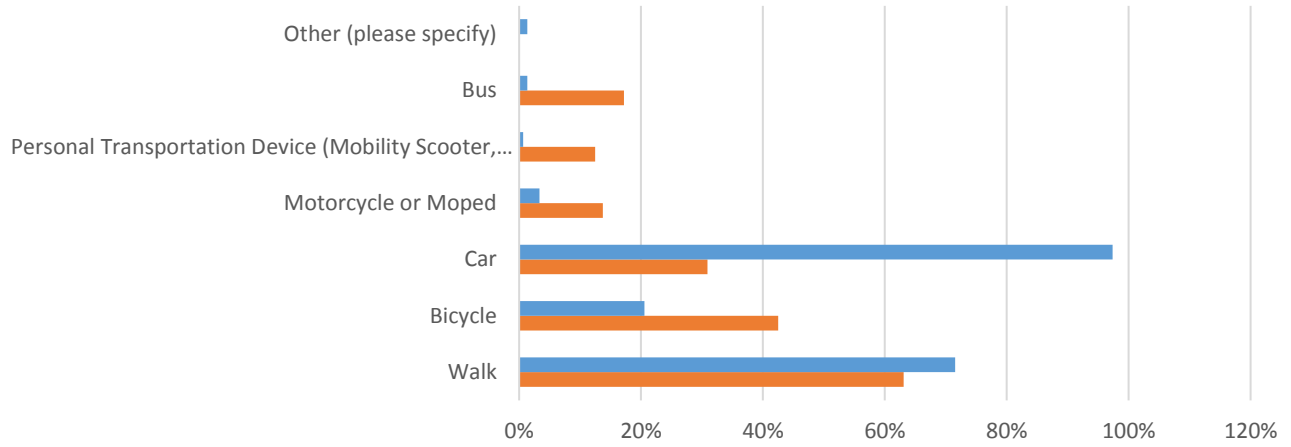
In the past month, have you seen or received information about pedestrian safety from any of the following sources (check all that apply)



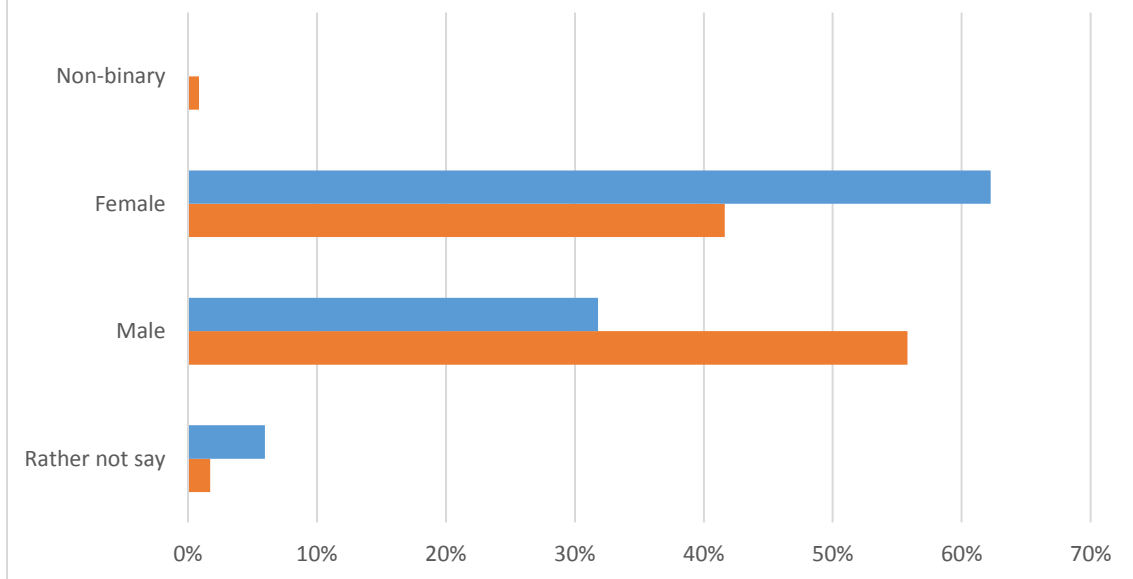
Have you recently read, seen, or heard about any of the following efforts to enforce pedestrian safety laws in Frenchtown? (Check all that apply)



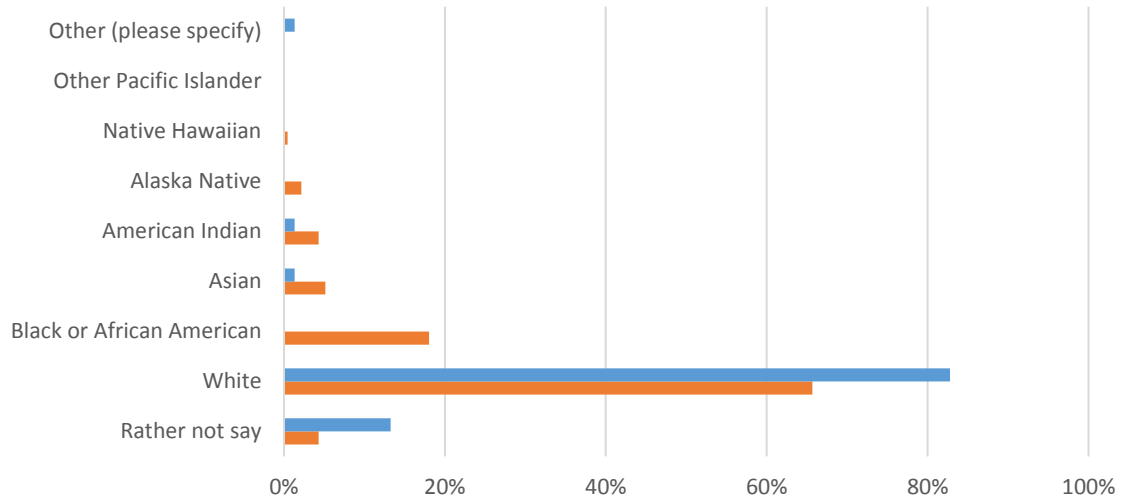
## Which mode(s) of transportation do you use on a weekly basis? (check all that apply)



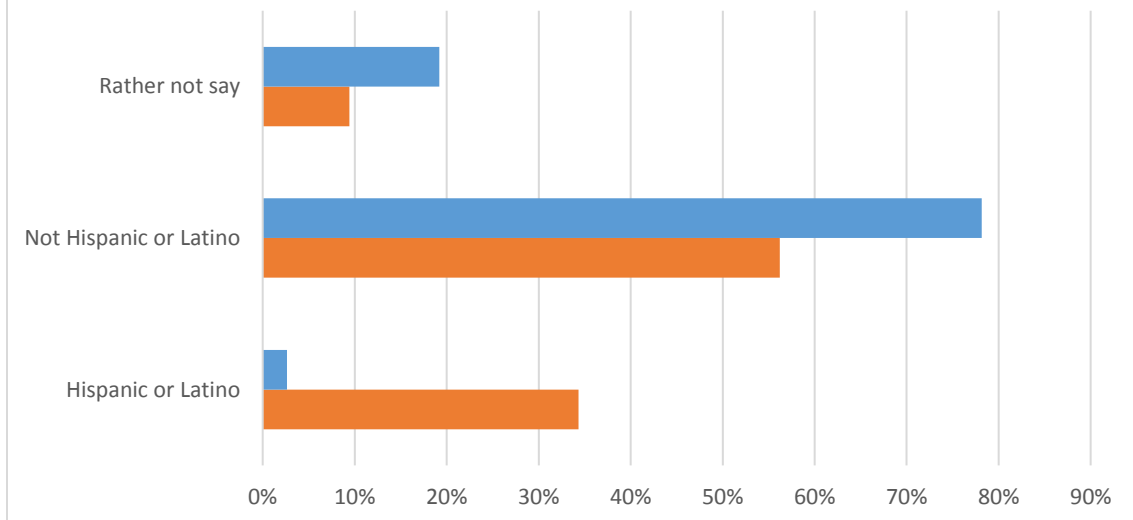
## Gender: How do you identify?



## Race: How to you identify? (check all that apply)

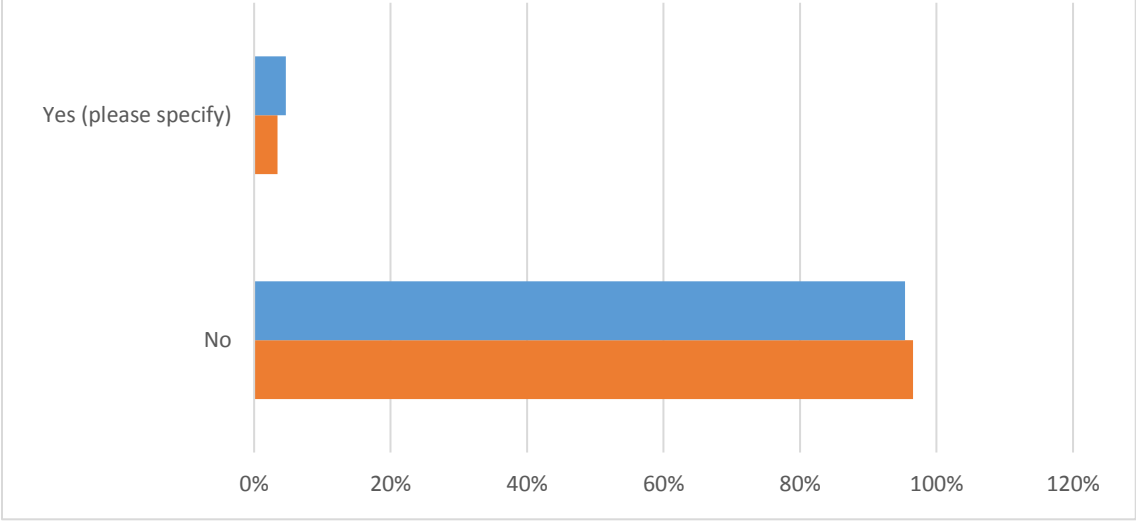


## Ethnicity: Do you identify as either of the following?





# Do you speak any languages besides English at home?



## **Conclusion**

The Frenchtown Street Smart NJ Campaign was a successful collaborative effort between goHunterdon and Frenchtown Borough 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 Frenchtown Borough.