

TEWKSBURY TOWNSHIP CAMPAIGN SUMMARY



BeStreetSmartNJ.org

May 2021



Prepared by:



EXECUTIVE SUMMARY

A Street Smart NJ pedestrian safety campaign was conducted in the Oldwick section of Tewksbury Township in spring 2021. The campaign was a collaborative effort between goHunterdon, the local nonprofit transportation management association (TMA), the Tewksbury Township Police Department, Tewksbury Township Committee and local businesses.

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

The Tewksbury Street Smart NJ campaign focused primarily on motorist speed, which had been identified as ongoing safety concern and priority for the Tewksbury Township Police and Township Committee. .



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

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	March 8, 2021- April 18, 2021
Awareness, Education and Enforcement: Distribution/posting of messaging materials	March 15, 2021- April 11, 2021
Post-Campaign Data Collection	April 12- April 18, 2021

Project Area

Tewksbury Township is situated in the northeastern corner of the County and borders on both Morris and Somerset Counties. Occupying 31.8 square miles and with 5993 residents according to the 2010 census. Interstate 78 passes through the Township, and is accessible via Oldwick Road (County Route 523) at Exit 24. County Route 517 also passes through the Township.

The community includes a quant downtown business district adjacent to residential homes. Sidewalks are missing at certain sections of town or are located on one side of the street, crosswalks are present on most streets.

In consultation with Tewksbury Police Department, Oldwick was selected for the project area.



Project Partners

- Tewksbury Township Committee
- Tewksbury Township Police Department
- Tewksbury business community



Pre-Campaign Data

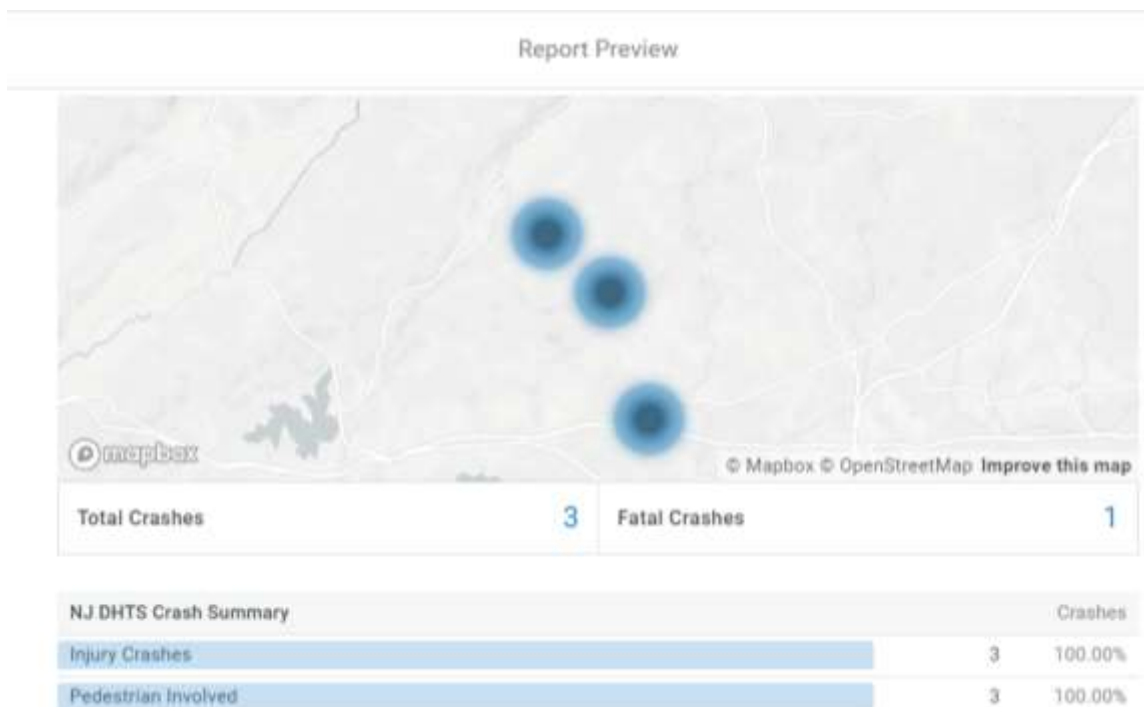
Tewksbury Pedestrian Crash Data

A review of crash data found that there had been three (3) pedestrian crashes in the Tewksbury Township for the period 2017- 2019, the most recent available data through the Numetric database.

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

Tewksbury Township Pedestrian Crash Data (2017-2019 most recent available)

Crash Trends



Crash Dates, Times, Locations and Severity

Date	Day of Week	Month	Year	Location	Cross Street Name
12/14/2019	Saturday	December	2019	CR 523	Ambest Rd.
12/21/2018	Friday	December	2018	CR 517	Sawmill Rd.
8/29/2018	Wednesday	August	2018	CR 512	Beavers Rd.

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.



Campaign Kick-off

The campaign was announced and virtual Township Committee Meeting on March, 9 2021.

A press release was issued to the community.



NEWS RELEASE

March 16, 2021

Contact: Tara Shepherd, Executive Director
908.930.0053
tshepherd@gohunterdon.org

goHunterdon partners with Tewksbury Township Police Department on Street Smart NJ Pedestrian Safety Campaign

goHunterdon is proud to partner with the Tewksbury Township Police Department this month to conduct a Street Smart NJ pedestrian safety campaign.

Chief Tim Barlow recently announced that the education, awareness and enforcement campaign would start this week.

Education and Outreach

Street Signs

Street Signs were placed along County Road 517 leading into Oldwick village and placed within the walkable center of the village.



Social Media

goHunterdon and the Tewksbury Police Department posted thirty (30) social media posts throughout the duration of the Street Smart Campaign.



Tewksbury Township Police Department
April 5

#StopSpeeding #WeSlowForPeople #ObeySpeedLimits
#StreetSmartNJ #GoHunterdon

Distraction isn't just dangerous, IT CAN BE DEADLY

- Driver inattention caused about 30 percent of all fatal crashes in New Jersey from 2014-2018, resulting in 915 fatalities.
- Reading a text for 5 seconds while travelling at 55 mph is like driving the length of a football field blindfolded.
- NJ law prohibits the use of cell phones while driving. Fines can range from \$200 to \$800 and up to a 90-day license suspension.
- According to the National Safety Council, distracted walking incidents are on the rise. People should stay alert and avoid distractions.

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Tewksbury Township Police Department
March 31

#StopSpeeding #WeSlowForPeople #ObeySpeedLimits
#StreetSmartNJ #GoHunterdon



STREET SMART  **BeStreetSmartNJ.org**

Coffee Sleeves and Table Tents

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

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



Tewksbury Township Police Department

March 24 · 🌐

Thank you to Black River General Store for sharing Street Smart NJ pedestrian safety messaging on take out coffee sleeves! Stop in to see Chef B and enjoy a cup of coffee and a delicious sub.

[#TewksburyTownshipNJ](#) [#weslowforpeople](#) [#obeyspeedlimits](#)

[#StreetSmartNJ](#) [#GoHunterdon](#)

Tewksbury Township Police Department



Variable Messaging Board

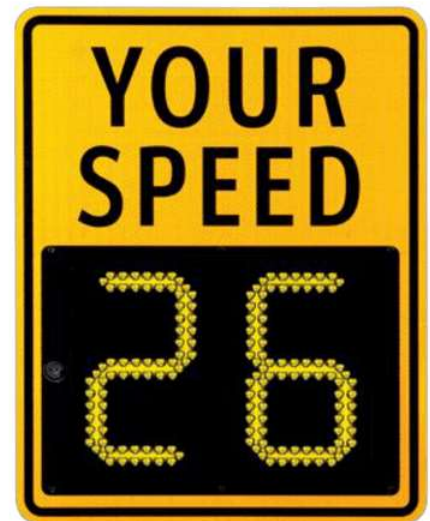
The Tewksbury Township Police Department placed a variable message sign along County Route 517 to remind motorists of the posted speed limit of 25 mph.



Speed Unit Display

During the campaign the speed sign was moved to display mode, and had average speeds of 34mph and 85th percentile speeds of 39mph.

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 33mph and 85th percentile speeds of 38mph.



Enforcement

Soft Enforcement (Warnings)

Tewksbury Police conducted Soft enforcement from March 29- April 4, 2021.

- 20 warning tickets were issued

Hard Enforcement (Summonses)

Hard enforcement was conducted from April 5-April 11, 2021 directly following the soft enforcement period.

- 39:4-98 (Speeding): 28 Summonses Issued

Total: 28 Summonses issued for the campaign.



Conclusion

The Tewksbury Street Smart NJ Campaign was a successful collaborative effort between goHunterdon and Tewksbury Township 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 Tewksbury Township.