

Hopewell Borough Street Smart Pedestrian and Bicycle Safety Campaign

CAMPAIGN SUMMARY AND SURVEY

PREPARED BY GREATER MERCER TMA



July 2024

Street Smart Overview

Street Smart NJ is a statewide public education, awareness, and behavioral change campaign. The campaign is coordinated by the North Jersey Transportation Planning Authority and is supported by federal and state funds, with additional funding from local partners, including the state's eight Transportation Management Associations. Street Smart was first piloted in 2013 in response to New Jersey being designated as a "pedestrian focus state" by the Federal Highway Administration due to the high number of pedestrian injuries and fatalities. While the designation of "focus state" is no longer used, the fact remains that New Jersey's pedestrian fatality rate is much higher than the national average. Nationally, pedestrian deaths accounted for 17% of traffic fatalities in 2022. Of the 694 traffic fatalities in New Jersey in 2022, there were 192 pedestrians and 17 bicyclists killed, accounting for 30% of all fatalities.

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

The following key messages were developed and are promoted in Street Smart campaigns:

- We slow down for safety
- Drive Smart Walk Smart Be Street Smart
- We STOP for people—It's the law
- Heads up, Phones down
- Move over Safety (safe passing law)

Greater Mercer TMA (GMTMA) worked with Hopewell Township Police, Borough Administrator, and Hopewell Borough Councilmembers to help plan the campaign, provide marketing materials, identify potential partners who could promote the Street Smart messages, and prepare and conduct the Hopewell Street Smart Survey.

Street Smart Hopewell

The Street Smart Hopewell campaign was planned for the entire month of May 2024. The Hopewell Borough Council passed a proclamation declaring May 2024 as National Bicycle Safety Month in Hopewell Borough. This pedestrian and bicycle safety initiative was announced with a press release, distributed via the Borough's website, and sent out through the Hopewell Township police text messaging system to registered residents and social media platforms.

Marketing for the campaign included:

- Campaign lawn signs with Street Smart messaging were posted throughout Hopewell in neighborhoods with increased pedestrian activity
- Flyers were created with a QR Code linked to the survey and handed out at local events
- Some local businesses handed out Street Smart tip cards
- Bookmarks with Street Smart safety messages were passed out at the Hopewell Public Library
- Street Smart coffee sleeves were distributed for use at Boro Bean and Aunt Chubby's Luncheonette
- Hopewell Township patrol officers distributed speed limit change tip cards during traffic stops in May

In addition, the Hopewell Township Police Department assisted with a well-attended Walk, Bike, and Roll to School Day event on May 9, 2024. Students, their parents, Hopewell Township bicycle officers, and Hopewell Elementary School staff followed suggested routes to the old Hopewell Train Station building parking lot. Then, they proceeded to walk, bike, and roll along to school. GMTMA staff and council members were at the school waiting to greet the students with GMTMA's bike safety quiz wheel and prizes. We distributed flyers with the QR code linked to the Hopewell Street Smart Survey and spoke with parents and children about bicycle and traffic safety-related issues.

The Hopewell Township police reported that the bike and pedestrian safety details were well-received by residents, and they received positive feedback. The Street Smart safety campaign coincided with a decrease in the speed limit to 25 mph along the entirety of Broad Street, the Borough's main street. With the increased enforcement after the start of the education campaign regarding the 25-mph decreased speed limit, police reported ticket violations up 23%. A speed study was also conducted during the campaign month, with the speed sentry posted near the entry points to the Borough where the reduced speed limit begins. The speed study extended beyond the Street Smart campaign, and GMTMA will be preparing a separate speed study report for the Borough.

Street Smart Online Survey

The link to the online survey was posted on the Hopewell Borough website, promoted through the press release, and sent out via social media to residents. The police sent a message for the survey at the start of the campaign and again in mid-May. The Hopewell Street Smart Survey was supported by the May 2024 National Bicycle Safety Month proclamation. An incentive gift card winner was randomly selected from those survey participants who included their email addresses.

Fifty-four people responded to the survey.

The survey asked whether respondents were over the age of 18 or had parental permission if they were younger than 18 to participate and whether they lived, worked, or traveled regularly through Hopewell Borough.

The next section tested participants' knowledge of New Jersey laws regarding bicycle and pedestrian safety. The intent of these questions was twofold: to understand where there were knowledge gaps and to educate by raising awareness of the issues by providing the answers to the questions after completing the survey. There were a couple of specific questions targeting the knowledge of the newly implemented speed reduction to 25 mph along Broad Street and the "NO TURN ON RED" at the intersection of E. Broad Street and Princeton Avenue.

Overall, the majority of questions were answered correctly by the majority of respondents. Though several were not answered properly:

- The question regarding unmarked crosswalks had many incorrect responses, indicating a gap in knowledge about the legality of pedestrians crossing at an unmarked crosswalk. It is legal for pedestrians to cross at an intersection where there is no crosswalk marked, and vehicles must yield to pedestrians in an unmarked crosswalk. (Question 1)
- Another question that a minority of respondents answered correctly was about riding a bike on the sidewalk. About 30% of the respondents knew that bicyclists could legally ride on the sidewalk in New Jersey, though municipalities may pass an ordinance restricting bike riding on certain sidewalks. (Question 8)
- 53.5% of respondents thought a runner should run in a bike lane rather than on the sidewalk pictured with the question. Under NJ law, a runner is a pedestrian and must run on the sidewalk. (Question 9)
- Vehicles must stop and stay stopped for any pedestrian in a crosswalk. (Questions 10, 12)
- It is legal to text while bicycling, but it is unsafe. (Question 13)

- It is also legal to cross mid-block at an unmarked location; however, the pedestrian must yield to cars. This misunderstanding most likely stems from the false belief that “jaywalking” is illegal. (Question 16)

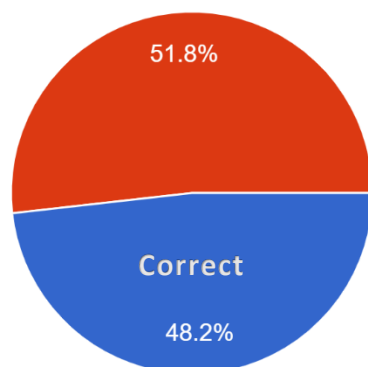
It was encouraging to see that 98% of respondents knew that it was illegal to use a handheld mobile phone while driving and that almost 97% were aware of the NJ Safe Passing law that the legally required minimum distance for a driver to pass a bicyclist is four feet—the law also includes anyone legally on the roadway such as walkers, runners, rollers and wheelchair users, etc. Almost 90% of respondents know there is a no-turn on red at Broad Street and Greenwood Avenue, and 100% know Broad Street is now 25 mph.

Below is a breakdown of the survey questions and responses. The survey form, answers, and comments are on the pages following the responses.

Street Smart Survey Responses

1. Are the pedestrians pictured below crossing legally under New Jersey law?

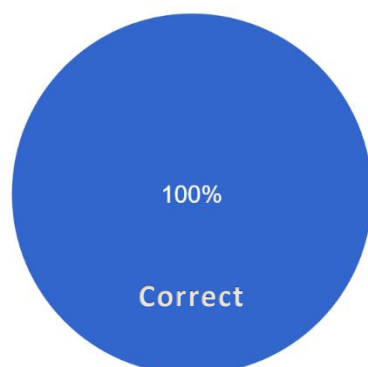
56 responses



- Yes, by legal definition every intersection has a crosswalk on each leg, whether marked or unmarked.
- No, the pedestrians should only cross at a marked crosswalk

2. Is 25 mph the fastest or the slowest you can legally drive in the picture below?

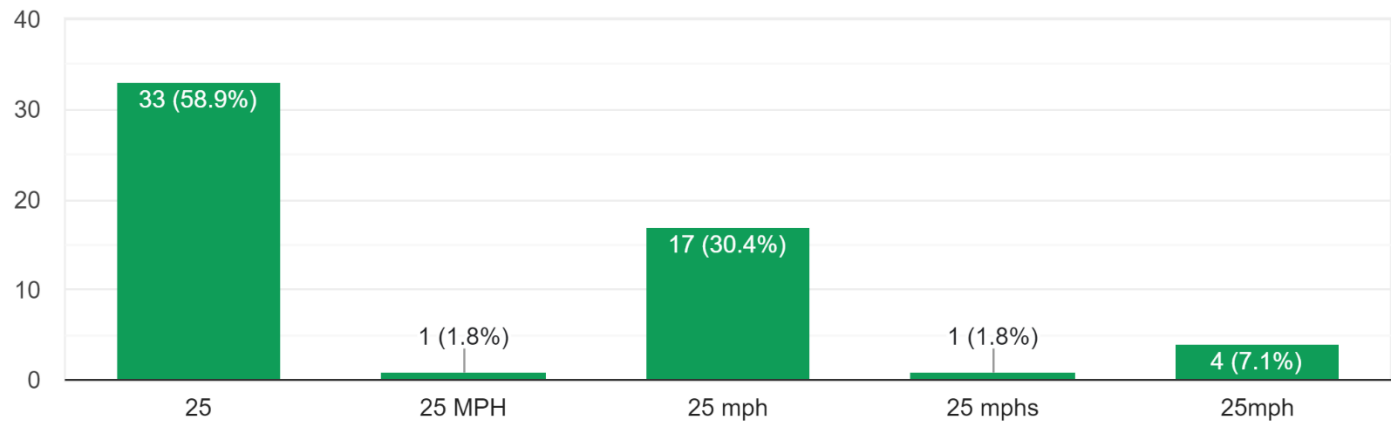
56 responses



- Fastest
- Slowest

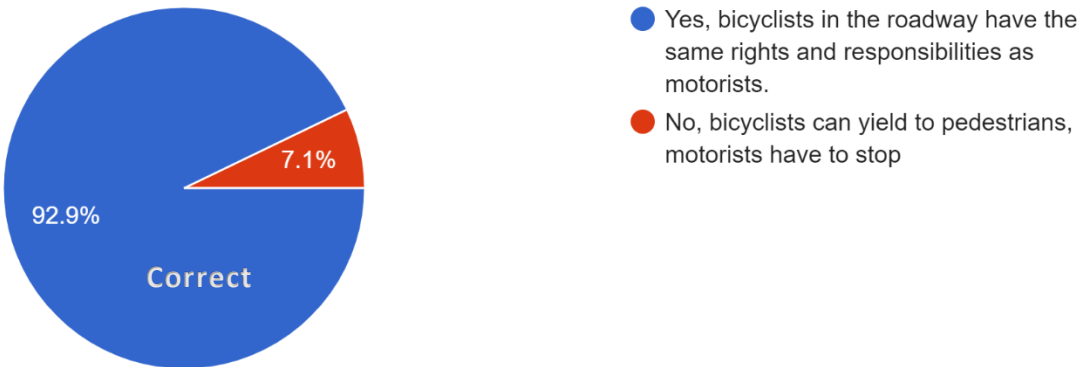
3. What is the speed limit on all of East and West Broad Street in Hopewell Borough?

56 responses



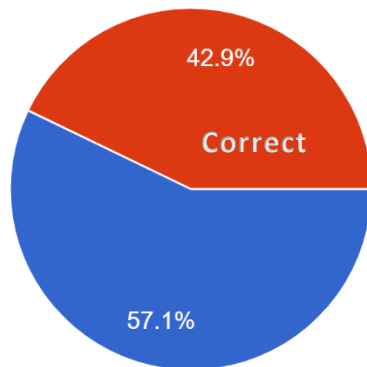
4. Is the bicyclist required by New Jersey law to stop for the pedestrian in the crosswalk pictured below?

56 responses



5. What are motorists required to do, under New Jersey law, for the pedestrians who want to cross at the intersection pictured below?

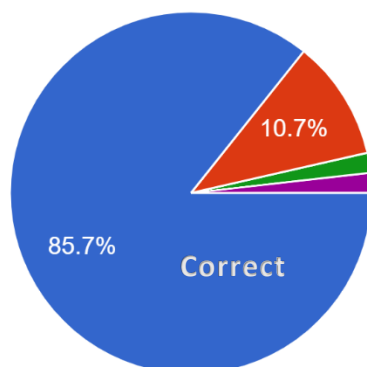
56 responses



- Stop and stay stopped until the pedestrians cross at least one clear lane in the opposite direction
- Yield to the pedestrians in the unmarked crosswalk, until it is safe to proceed
- Ignore the pedestrians, the motorist has the right of way

6. What is the motorist required to do, under New Jersey law, for the pedestrians pictured below?

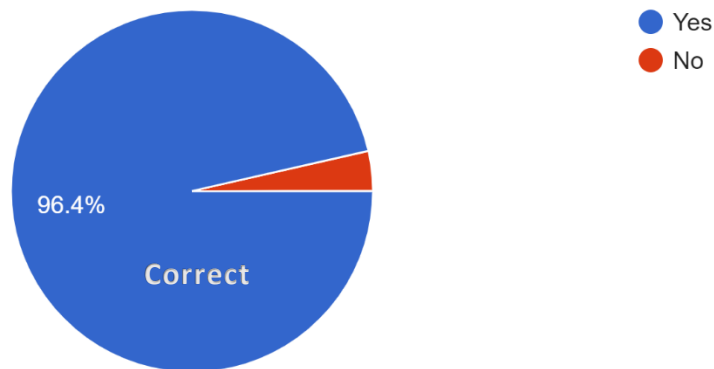
56 responses



- Stop and stay stopped until the pedestrians have crossed one clear la...
- Yield until the pedestrians have crossed far enough to safely proceed
- Ignore the pedestrians, the motorist has the right of way
- Stop and stay stopped until the pedestrian has crossed
- stop until the pedestrian's have crossed all lanes and are safely across the road

7. Is the driver below passing the bicyclist at the New Jersey legally required minimum distance from the bicyclist?

56 responses



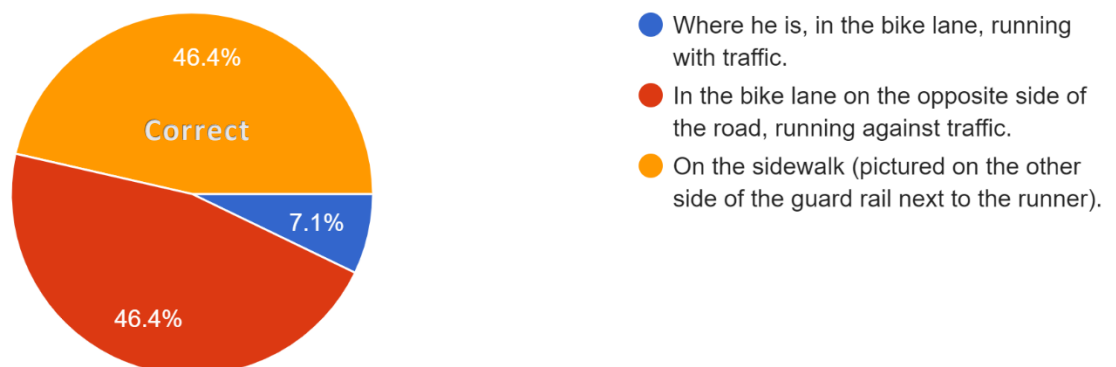
8. Are the cyclists pictured below bicycling legally on the sidewalk, under New Jersey law?

56 responses



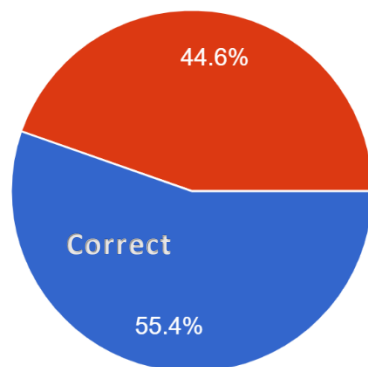
9. Where must the runner pictured below (facing away) run, under New Jersey law?

56 responses



10. The light just turned green - what must the motorist pictured in the right-turn-only lane do to legally turn, under New Jersey law?

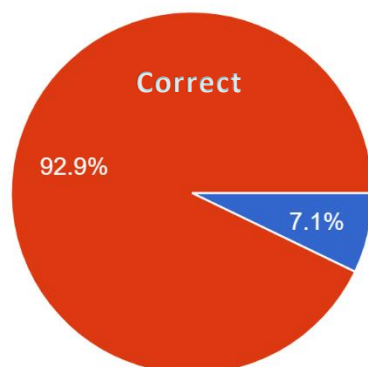
56 responses



- Stop and stay stopped for the pedestrians waiting to cross in the crosswalk
- Yield to the pedestrians waiting to cross in the crosswalk
- Ignore the pedestrians, the motorist has the right of way

11. Is the cyclist pictured bicycling legally in the oncoming lane, under New Jersey law?

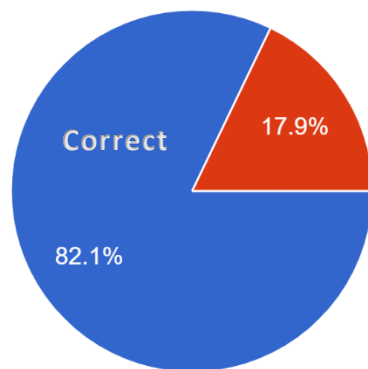
56 responses



- Yes, bicyclists must ride against traffic like pedestrians
- No, bicyclists must ride with traffic like cars

12. What must the motorist do, if a pedestrian is still crossing when the light turns green, as pictured, under New Jersey law?

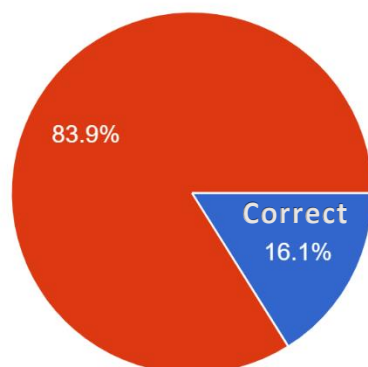
56 responses



- Stop and stay stopped until the pedestrian finishes crossing
- Yield to the pedestrian until there is enough space to safely proceed
- Ignore the pedestrian

13. Is it legal under New Jersey law to operate a handheld mobile phone while bicycling?

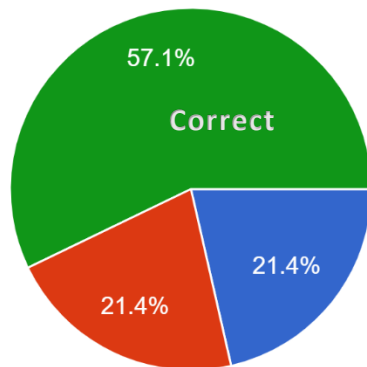
56 responses



- Yes
- No

14. What can a pedestrian do to avoid being in the middle of the intersection when the light changes, as pictured below?

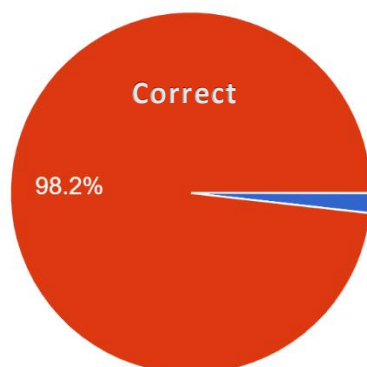
56 responses



- Push the pedestrian button and wait for the white walking figure on the pedestrian signal
- Don't start walking if the pedestrian signal is showing the orange hand or the blinking orange hand
- Only start walking if the traffic light has just changed to green
- All of the above

15. Is it legal under New Jersey law to operate a handheld mobile phone while driving?

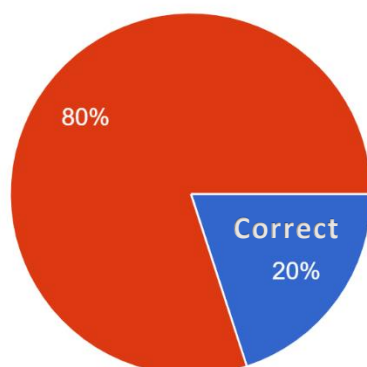
56 responses



- Yes
- No

16. Is the pedestrian pictured legally crossing midblock, under New Jersey law?

55 responses



- Yes, the pedestrian waited for traffic to clear before crossing
- No, the pedestrian must cross at an intersection or marked midblock crosswalk

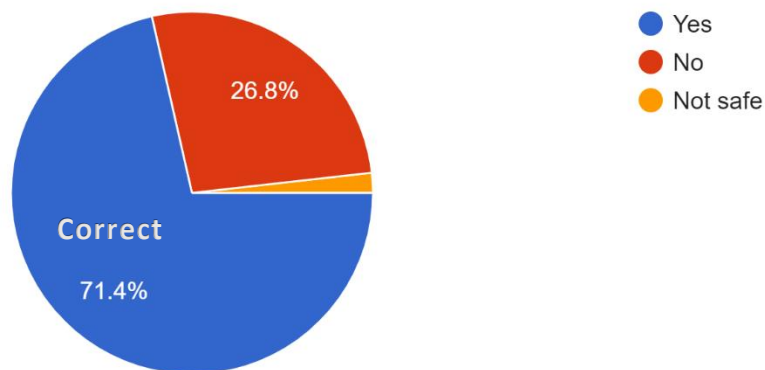
17. Are the cyclists pictured bicycling legally in the travel lane and bike lane, under New Jersey law?

56 responses



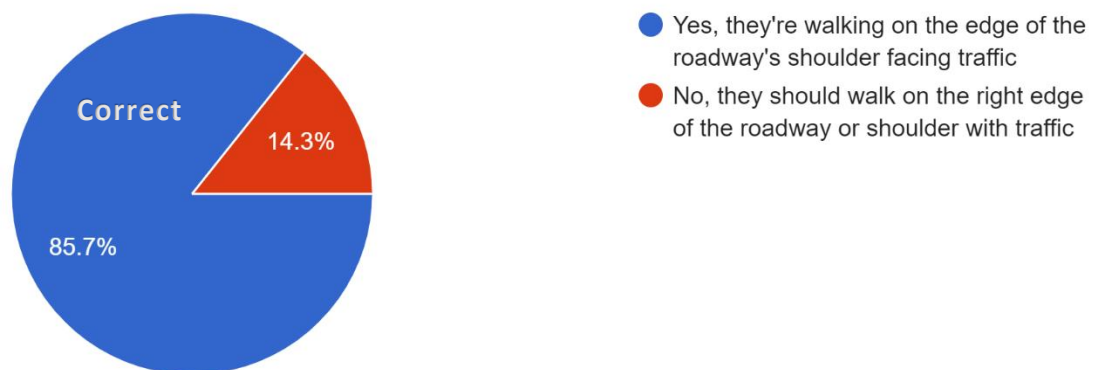
18. Is it legal under New Jersey law to operate a handheld mobile phone while walking?

56 responses



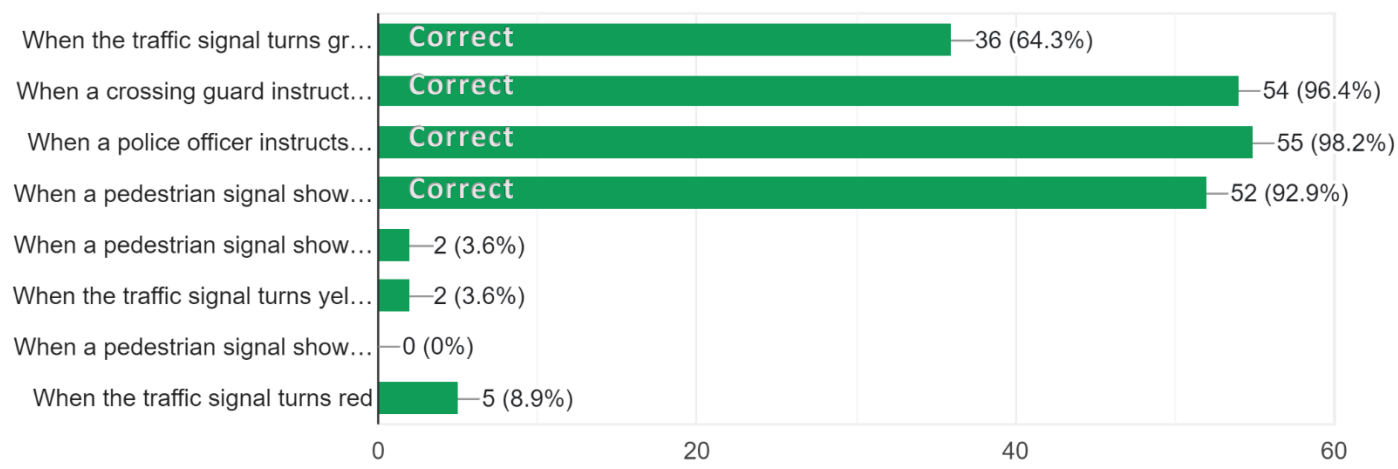
19. Are these pedestrians pictured walking legally, under New Jersey law?

56 responses



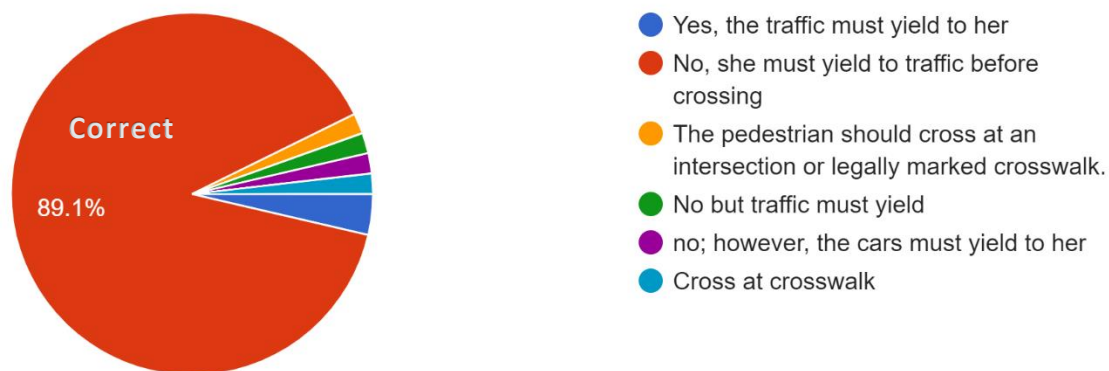
20. At a signalized intersection, when should you start walking across the street? Choose all that may apply, not just to the intersection pictured

56 responses



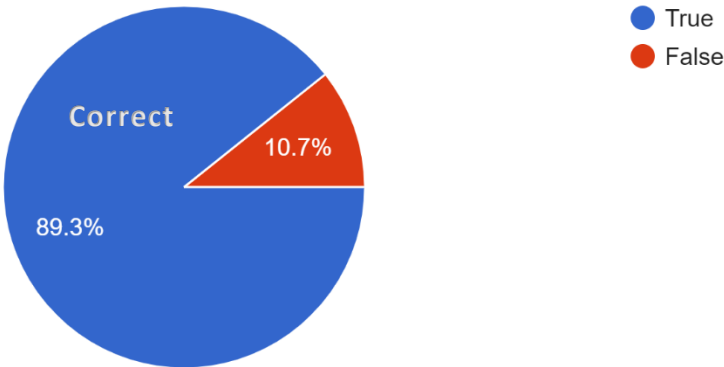
21. Is the pedestrian pictured legally crossing midblock, under New Jersey law?

55 responses



22. Right turn on red is prohibited in all directions at the intersection of Broad Street and Greenwood Avenue in the Borough of Hopewell.

56 responses



Street Smart Survey Answers

Want the right answers to the traffic safety questions? Here they are!

1. By legal definition, every intersection has a crosswalk on each leg, whether marked or unmarked.
2. Speed Limit signs display the fastest you can legally drive.
3. 25 mph. The 25 mph speed limit was expanded to include the entirety of Broad Street in the Borough.
4. Bicyclists on the roadway have the same rights and duties as motorists. They must stop and stay stopped.
5. The motorist must yield to the pedestrians in the unmarked crosswalk until it is safe to proceed.
6. The motorist must stop and stay stopped until the pedestrians have crossed one clear lane in the opposite direction.
7. New Jersey law requires drivers to maintain a minimum distance of four feet when passing a bicyclist.
8. Bicycling on the sidewalk is not prohibited by state law but may be prohibited by municipal ordinance.
9. The runner must run on the sidewalk under New Jersey law.
10. The motorist must stop and stay stopped for the pedestrians in the crosswalk before turning right.
11. The cyclist must bicycle on the right side of the same lane and in the direction of traffic, not in the oncoming lane.
12. The motorist must stop and stay stopped for a pedestrian who started on the green but has not completed crossing.
13. Texting while bicycling is not prohibited by law, but is unsafe.
14. The pedestrian should walk when the light just turns green or when the white walking figure is displayed.
(All)
15. A motorist is prohibited by New Jersey law from operating a handheld mobile device while driving.
16. The pedestrian legally crossed midblock with no marked crosswalk since he yielded to traffic before crossing.
17. Bicyclists may ride two abreast as long as traffic is not impeded and are not required to ride in a bike lane.
18. Texting while walking is not prohibited by law, but is unsafe.
19. If no sidewalk is provided, pedestrians are required to walk on the left side of the roadway or shoulder.
20. Pedestrians shall not cross against the "stop" or red signal unless otherwise specifically directed to do so by a traffic or police officer or official traffic control device. The first four choices are correct.
21. The pedestrian fails to yield to traffic before crossing.
22. True. There is now no right-on red in all directions at Broad and Greenwood.

Comments received in response to "Please let us know if there are any questions or comments."

- Is there any plan to strictly enforce the 25-mph speed limit in the borough? Is there any plan to add speed bumps or circles to force motorists to slow down on Broad Street? Thanks.
- Are streets with marked crosswalks, bump-out curbs, medians, and other capital improvements that are more pedestrian-friendly safer than those without these improvements? If so, why doesn't Mercer County make these improvements today to save lives?
- When will these laws be enforced? Great to have rules but they are not followed. I walk miles in the Borough each day and rarely is the 4-foot rule adhered to. And if you want to get your ticket quota, come to Broad Street at 6:30 am, and not one car is driving 25mph.
- Somewhat good rules.
- The 25-mph limit seems to not be enough. Is there any plan to force cars to slow down on Broad Street, like speed bumps, multiple circles, or reduced-size roads with larger sidewalks and crossing islands?

This report was prepared with funding from the North Jersey Transportation Planning Authority (NJTPA) and the Federal Highway Administration (FHWA). This document is disseminated under the sponsorship of NJTPA and FHWA in the interest of information exchange. The NJTPA is solely responsible for its contents.