

Montgomery Street Smart Pedestrian and Bicycle Safety Campaign

CAMPAIGN SUMMARY AND SURVEY
PREPARED BY GREATER MERCER TMA



June 2023

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. 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

Greater Mercer TMA (GMTMA) worked with Montgomery Police to help plan the campaign, provide marketing materials, help identify potential partners who could help promote the Street Smart messages, as well as prepare and conduct GMTMA's Street Smart NJ Traffic Safety Law survey.

Street Smart Montgomery

Montgomery's Township Committee passed a Resolution in April to announce that May would be "Pedestrian and Bicycle Safety Month" in Montgomery. The entire month of May was planned for the pedestrian and bicycle safety initiative. The campaign was announced with a press release, Nixle message, and posts to the Township's social media platforms. The Street Smart NJ Traffic Safety Law survey was promoted along with the press release, sent out via Nixle and was additionally sent to the high school.

Marketing for the campaign included:

- Campaign lawn signs with Street Smart messaging were posted throughout the Township in neighborhoods with increased pedestrian activity
- Four restaurants were each provided safety tip cards to be attached to takeout orders
- Bookmarks with Street Smart safety messages were passed out in borrowed books at the Township library
- Street Smart coffee sleeves were distributed for use at Starbucks and Paris Baguette
- Montgomery patrol officers handed out tip cards during each traffic stop in May, regardless of whether it was a pedestrian-related violation

In addition, the Montgomery Police received a grant from AAA to conduct a pedestrian safety enforcement decoy program. The police conducted two enforcement details during the month. These details resulted in 80 motor vehicle stops, 44 summons, and 29 written warnings.

The police department also engaged with the community through its bike helmet safety program which was announced this year in May. The Patrol and Traffic Divisions were provided 150 bike helmet "citations" that could be issued to a youth (under 16) who was observed wearing a helmet. The citation was a free ice cream coupon at a local ice cream parlor.

The police department attended two community events (Run with Rotary/FunFest & Spring Fling) in May. Officers had a table, handed out palm cards and other traffic safety information, and spoke with parents and children about traffic safety-related issues. The Montgomery Health Department also promoted bicycle and pedestrian safety while tabling in May. They obtained Street Smart safety information from GMTMA for distribution.

The police reported that the safety detail was well received by residents, and they received positive feedback when the details were held.

Street Smart Online Survey

The link to the online survey was posted on the Montgomery Township website, promoted through the press release, and sent out to residents via Nixle. The police sent out the Nixle message for the survey at the start of the campaign and again in mid-May.

There were 232 people who responded to the survey.

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

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 bringing awareness to the issues and by providing the answers to the questions after the completion of the survey.

Overall, the majority of questions were answered correctly by the majority of respondents. The question with the most incorrect responses showed a gap in knowledge about the legality of pedestrians crossing mid-block. It is legal for pedestrians to cross mid-block at an unmarked location, however, the pedestrian must yield to cars. This misunderstanding most likely stems from the false but widespread belief that "jaywalking" is illegal. Another question that a minority of respondents answered correctly was about riding a bike on the sidewalk. Just under 30% of the respondents were aware that bicyclists could legally ride on the sidewalk in New Jersey, though municipalities may pass an ordinance restricting bike riding on certain sidewalks.

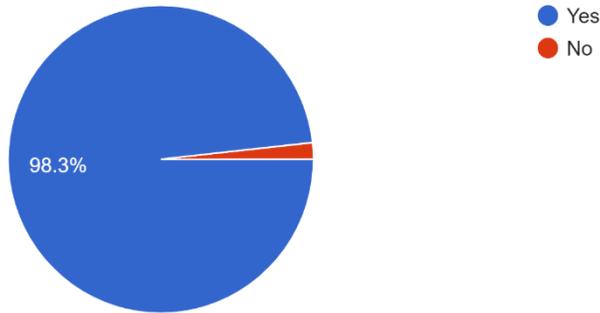
It was encouraging to see that 97% of respondents knew that it was illegal to use a handheld mobile phone while driving and that almost 89% were aware of the NJ Safe Passing law that the legally required minimum distance for a driver to pass a bicyclist is four feet.

See below for a breakdown of questions and responses to the survey. The survey form, survey answers, and comments are on the pages following the survey responses .

Street Smart Survey Responses

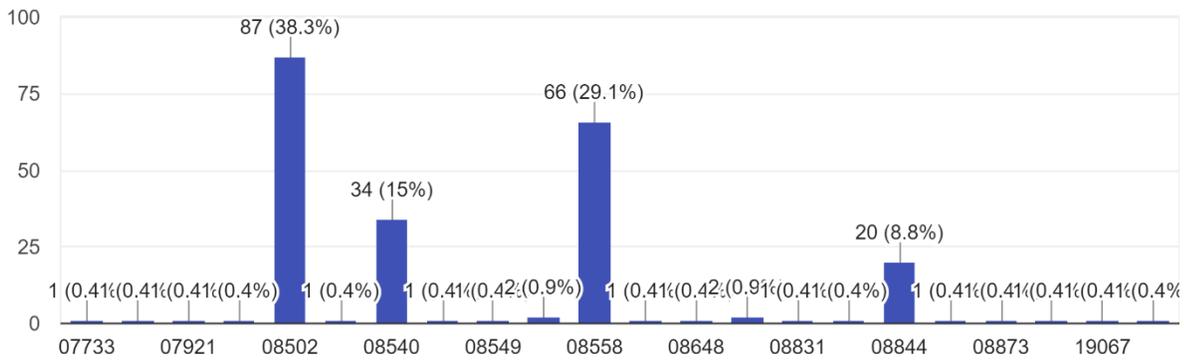
Do you live, work or regularly travel through Montgomery?

230 responses



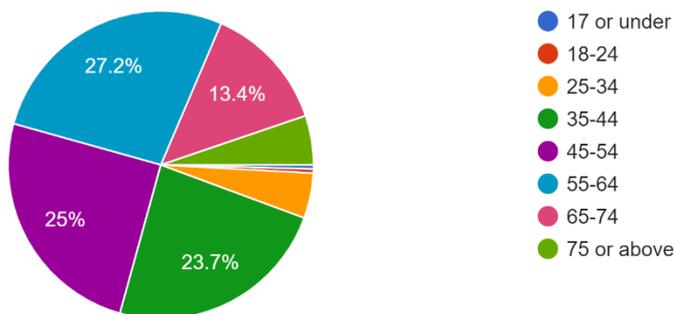
What is the zip code of your residence?

227 responses



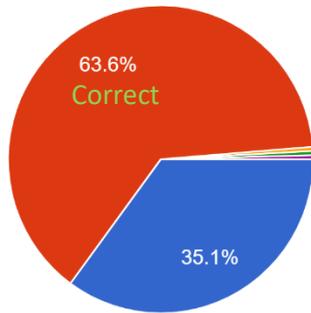
What is your age?

232 responses



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

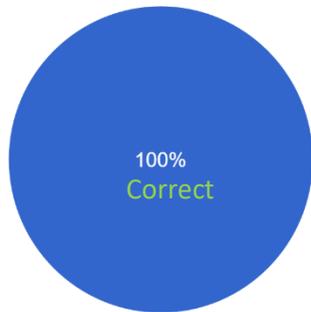
231 responses



- 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
- the light is green but I don't see a marked cross walk. I think they are cr...
-
- No, you're only allowed to cross at a marked crosswalk AND you're not allo...

2. Is 45 mph the fastest or the slowest you can legally drive in the picture below?

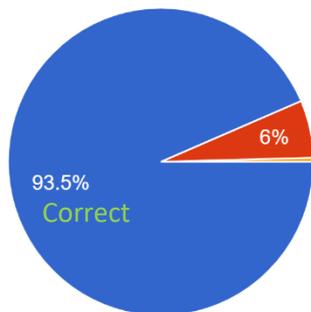
232 responses



- Fastest
- Slowest

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

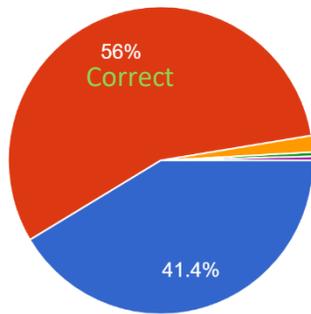
232 responses



- Yes, bicyclists in the roadway have the same rights and responsibilities as motorists.
- No, bicyclists can yield to pedestrians, motorists have to stop
- BICYCLISTS SHOULD YEILD TO BOTH VEHICLES AND PEDESTRIANS

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

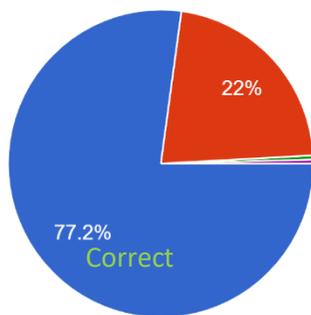
232 responses



- Stop and stay stopped until the pedestrians cross at least one clear la...
- Yield to the pedestrians in the unmarked crosswalk, until it is safe to proceed
- Ignore the pedestrians, the motorist has the right of way
- Motorists are not required to stop for pedestrians not in a marked crosswalk...
- Stop until pedestrians have cleared their lane of travel

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

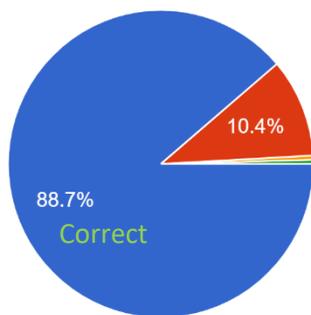
232 responses



- 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
- Stay stopped until the pedestrian has stepped onto the opposite curb
- stop until pedestrians have cleared motorist's lane of travel

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

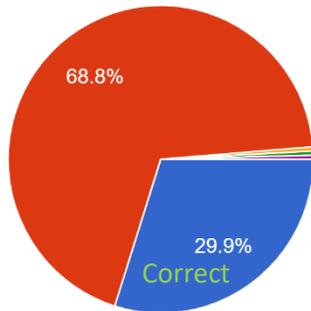
231 responses



- Yes
- No
- This I am not sure about but it is obviously difficult to keep even that distance with parked cars on either side.
- I don't know

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

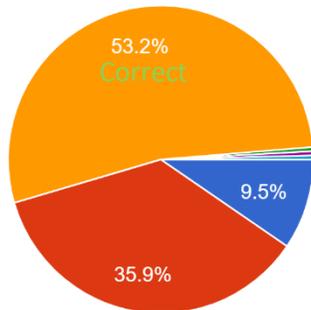
231 responses



- Yes
- No
- Depends on the municipality.
- Dont know
- I don't know, but I bike on the sidewalk if there is no shoulder on the road and its a busy road

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

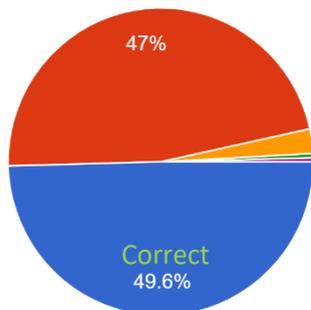
231 responses



- Where he is, in the bike lane, running with traffic.
- In the bike lane on the opposite side of the road, running against traffic.
- On the sidewalk (pictured on the other side of the guard rail next to the runner).
- On the opposite side, but preferably on the sidewalk and not the road (be as f...
- I mean, he should if he wanted to be s...
- Don't know the NJ Law but runners an...

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

232 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
- Driver should proceed to make the right turn as long as the pedestrian has ma...
-

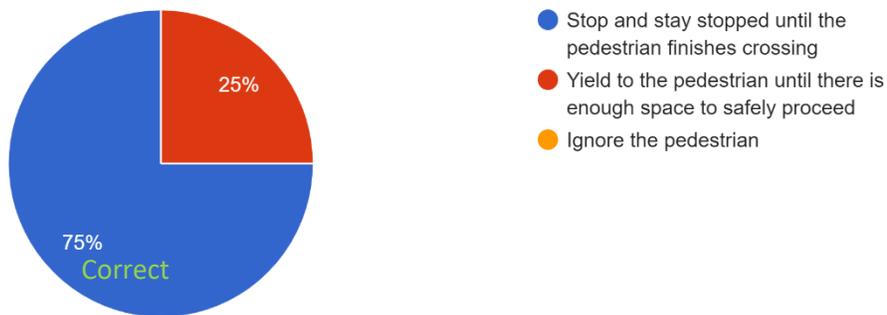
10. Is the cyclist pictured bicycling legally in the oncoming lane, under New Jersey law?

231 responses



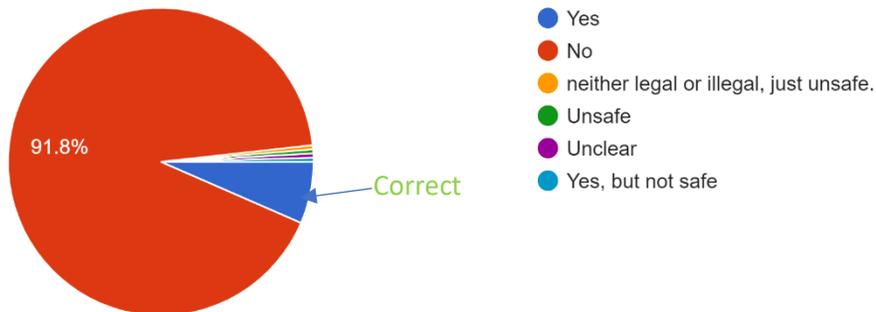
11. What must the motorist do, if a pedestrian is still crossing when the light turns green, as pictured, under New Jersey law?

232 responses



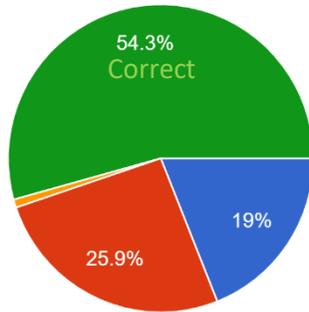
12. Is it legal under New Jersey law to operate a handheld mobile phone while bicycling?

231 responses



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

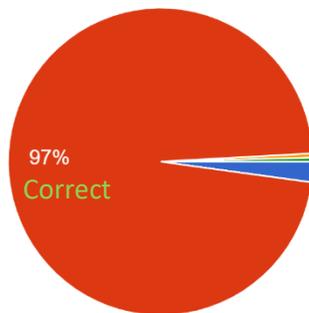
232 responses



- 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

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

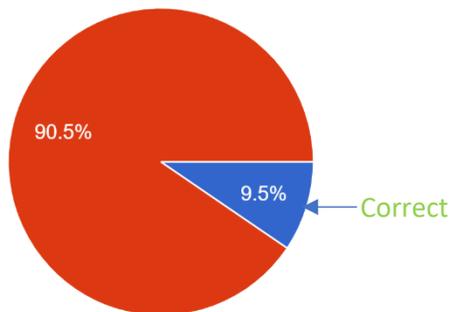
232 responses



- Yes
- No
- Only if accessed in a hands-free mode (voice commands)
- Other

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

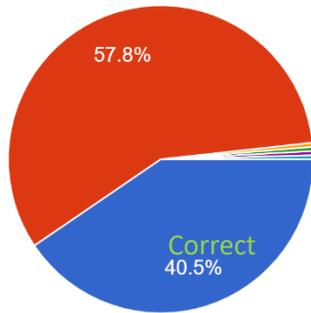
232 responses



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

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

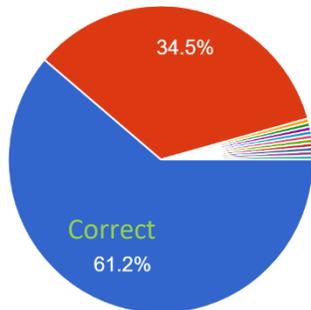
232 responses



- Yes, bicyclists can legally travel side by side as long as traffic is not impeded
- No, the bicyclists must only ride in the bike lane
- No, because a car is present and they are impeding traffic.
- SINGLE FILE IN THE BIKE LANE ONLY
- Single file - Bike lane when possible but if the lane is blocked, still need to "sha..."
- Bicyclists must ride single file in the pr...

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

232 responses

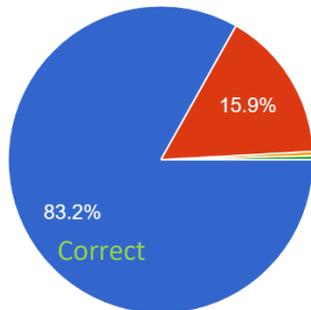


- Yes
- No
- Neither legal or illegal.
- Unsafe
- In some towns it is not legal
- legal - yes but should be considered s...
- That ship has long sailed...
- Yes, but it's not safe

▲ 1/2 ▼

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

232 responses

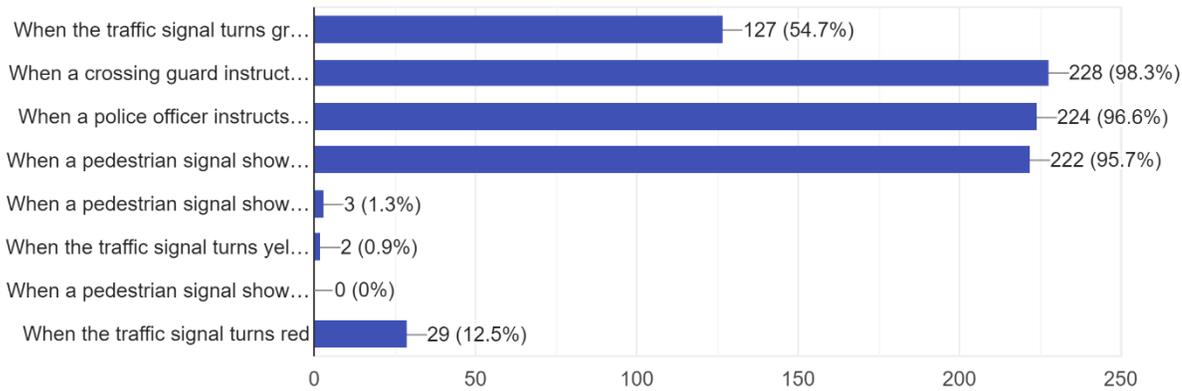


- Yes, they're walking on the edge of the roadway's shoulder facing traffic
- No, they should walk on the right edge of the roadway or shoulder with traffic
- Looks dangerous either way
-

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

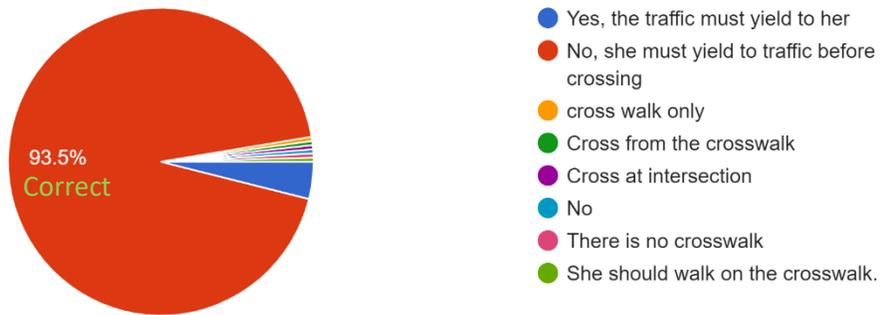
232 responses

First four answers are correct



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

231 responses



Montgomery Street Smart Survey

Greater Mercer TMA is working to improve motorist, bicyclist and pedestrian safety in your community, and your answers will help make this effort a success.

You must be 18 or older or have the permission of your parent or guardian to complete the survey. After the survey is complete, you have the option to enter into a drawing to win a \$100 Visa Gift Card.

This survey is part of an ongoing safety campaign.

Greater Mercer TMA (<http://gmtma.org/>) is a non-profit, public-private partnership dedicated to reducing traffic and improving mobility in and around Mercer and Ocean counties. GMTMA is committed to providing transportation choices that are good for commuters, business, community, and the environment.

* Indicates required question

1. Do you live, work or regularly travel through Montgomery?



Mark only one oval.

Yes

No

2. What is the zip code of your residence?

3. What is your age? *

Mark only one oval.

- 17 or under
- 18-24 *Skip to question 5*
- 25-34 *Skip to question 5*
- 35-44 *Skip to question 5*
- 45-54 *Skip to question 5*
- 55-64 *Skip to question 5*
- 65-74 *Skip to question 5*
- 75 or above *Skip to question 5*

Parental Permission Required

4. Do you have the permission of your parent or guardian to answer this survey and participate in the drawing for a \$100 Visa Gift Card?

Mark only one oval.

- Yes
- No *Skip to question 26*

New Jersey Traffic Safety Law

Don't worry, the answers are at the end of the survey

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



Mark only one oval.

- 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
- Other: _____

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



Mark only one oval.

Fastest

Slowest

Other: _____

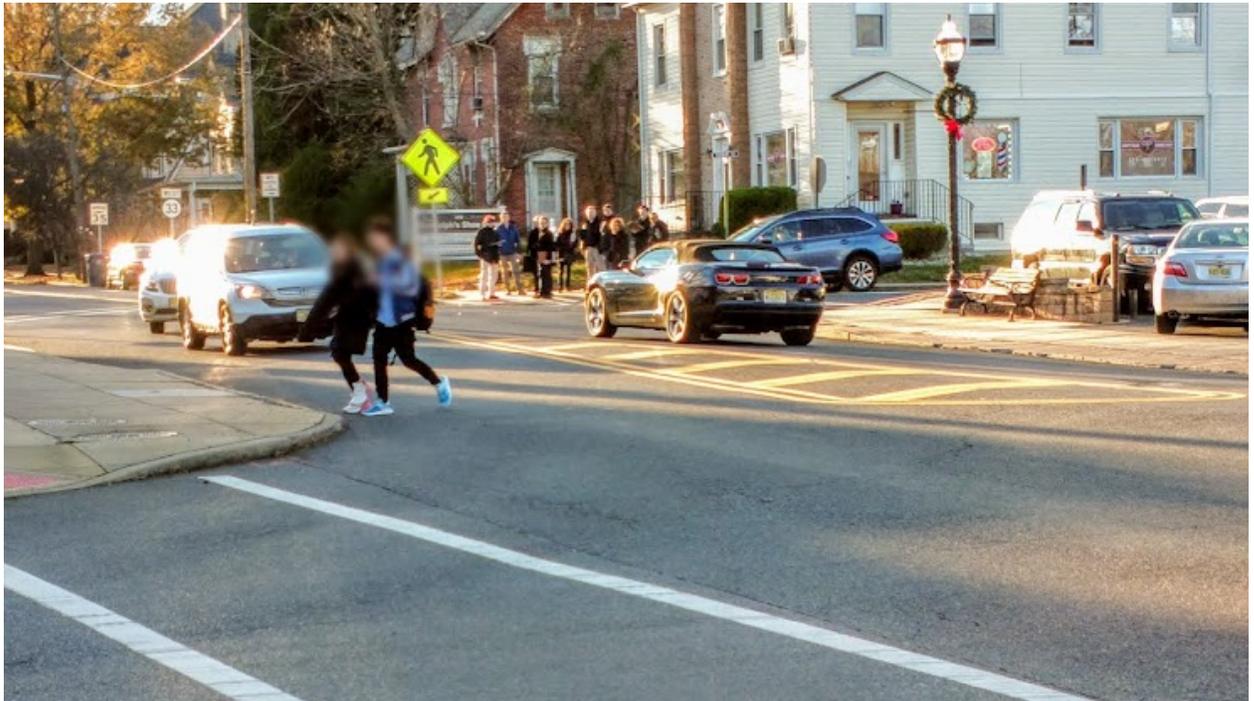
7. 3. Is the bicyclist required by New Jersey law to stop for the pedestrian in the crosswalk pictured below?



Mark only one oval.

- Yes, bicyclists in the roadway have the same rights and responsibilities as motorists.
- No, bicyclists can yield to pedestrians, motorists have to stop
- Other: _____

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



Mark only one oval.

- 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
- Other: _____

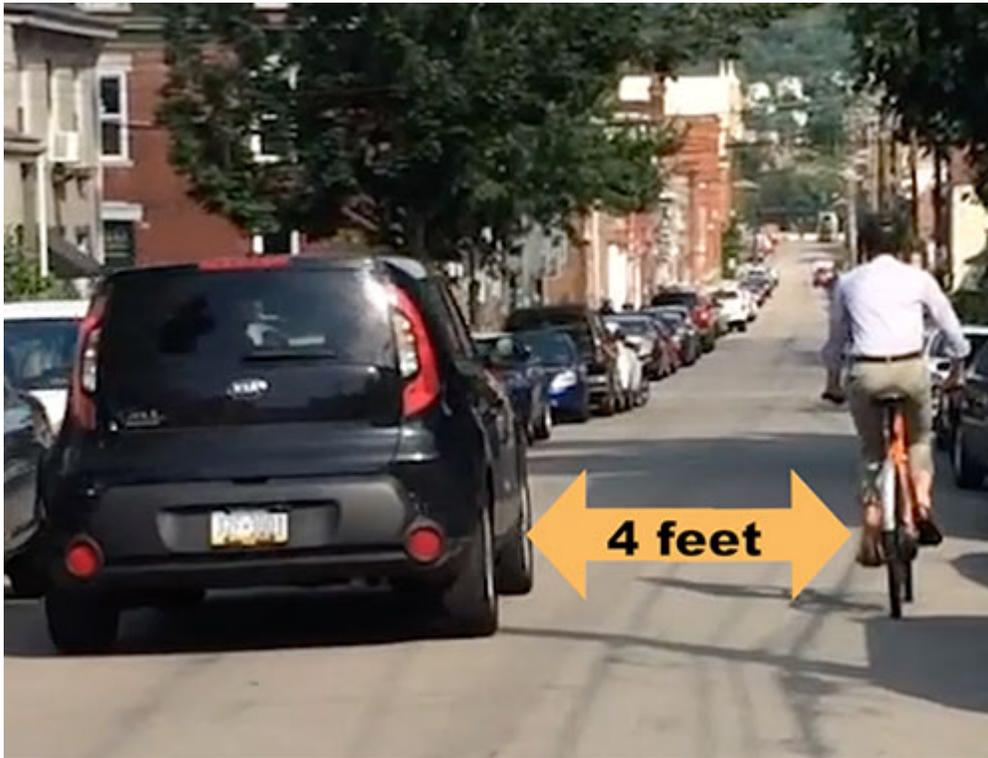
9. 5. What is the motorist required to do, under New Jersey law, for the pedestrians pictured below?



Mark only one oval.

- Stop and stay stopped until the pedestrians have crossed one clear lane in the opposite direction
- Yield until the pedestrians have crossed far enough to safely proceed
- Ignore the pedestrians, the motorist has the right of way
- Other: _____

10. 6 A. Is the driver below passing the bicyclist at the New Jersey legally required minimum distance from the bicyclist?



Mark only one oval.

- Yes
- No
- Other: _____

11. 6 B. Are the cyclists pictured below bicycling legally on the sidewalk, under New Jersey law?



Mark only one oval.

Yes

No

Other: _____

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



Mark only one oval.

- Where he is, in the bike lane, running with traffic.
- In the bike lane on the opposite side of the road, running against traffic.
- On the sidewalk (pictured on the other side of the guard rail next to the runner).
- Other: _____

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



Mark only one oval.

- 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
- Other: _____

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



Mark only one oval.

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

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



Mark only one oval.

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

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



Mark only one oval.

Yes

No

Other: _____

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



Mark only one oval.

- 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

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



Mark only one oval.

Yes

No

Other: _____

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



Mark only one oval.

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

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



Mark only one oval.

- Yes, bicyclists can legally travel side by side as long as traffic is not impeded
- No, the bicyclists must only ride in the bike lane
- Other: _____

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



Mark only one oval.

Yes

No

Other: _____

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



Mark only one oval.

- Yes, they're walking on the edge of the roadway's shoulder facing traffic
- No, they should walk on the right edge of the roadway or shoulder with traffic
- Other: _____

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



Check all that apply.

- When the traffic signal turns green
- When a crossing guard instructs you to cross
- When a police officer instructs you to cross
- When a pedestrian signal shows a white walking figure or the word Walk, after you push the button
- When a pedestrian signal shows a flashing orange hand or the words Don't Walk
- When the traffic signal turns yellow
- When a pedestrian signal shows a steady orange hand or the words Don't Walk
- When the traffic signal turns red

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



Mark only one oval.

- Yes, the traffic must yield to her
- No, she must yield to traffic before crossing
- Other: _____

You may choose to participate in a drawing for a \$100 Visa Gift Card by providing your email address.

Prize Rules

1. You must be 18 years of age or older or have the permission of your parent or guardian to enter.
2. One \$100 Gift Card will be awarded to a survey participant after the campaign.
3. Maximum one survey per email address.
4. Winner will be notified via email.
5. You must respond within 7 days of email notification or another winner will be chosen.

GMTMA will contact you via email to confirm your address for prize mailing.

25. Please enter your email address if you wish to participate

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. Bicyclists in the roadway have the same rights and duties as motorists. The bicyclist must stop and stay stopped.
4. The motorist must yield to the pedestrians in the unmarked crosswalk, until it is safe to proceed
5. The motorist must stop and stay stopped until the pedestrians have crossed one clear lane in the opposite direction
- 6a. New Jersey law requires drivers to maintain a minimum distance of four feet when passing a bicyclist.
- 6b. Bicycling on the sidewalk is not prohibited by state law, but may be prohibited by municipal ordinance
7. The runner must run on the sidewalk under New Jersey law
8. The motorist must stop and stay stopped for the pedestrians in the crosswalk before turning right
9. The cyclist must bicycle in right side of the same lane and direction as traffic, not in the oncoming lane
10. The motorist must stop and stay stopped for a pedestrian who started on green but has not completed crossing
11. Texting while bicycling is not prohibited by law, but is unsafe
12. The pedestrian should walk when the light just turns green or when the white walking figure is displayed (All)
13. A motorist is prohibited by New Jersey law from operating a handheld mobile device while driving
14. The pedestrian is legally crossing midblock with no marked crosswalk, since he yielded to traffic before crossing
15. Bicyclists may ride two abreast as long as traffic is not impeded, and are not required to ride in a bike lane
16. Texting while walking is not prohibited by law, but is unsafe

17. Pedestrians are required to walk on the left side of the roadway or shoulder, if no sidewalk is provided

18. Pedestrians shall not cross against the "stop" or red signal, unless otherwise specifically directed to go by a traffic or police officer, or official traffic control device. The first 4 choices are correct.

19. The pedestrian is failing to yield to traffic before starting to cross

26. Please let us know of any questions or comments, and provide your email if you would like us to answer.

This content is neither created nor endorsed by Google.

Google Forms

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. Bicyclists in the roadway have the same rights and duties as motorists.
4. The motorist must yield to the pedestrian in an unmarked crosswalk.
5. The motorist must stop and stay stopped until the pedestrians have crossed one clear lane in the opposite direction.
6. A. The driver is passing the bicyclist at the New Jersey legally required minimum distance of 4 feet.
- 6B*. Bicycling on the sidewalk is not prohibited by state law, but may be prohibited by municipal ordinance.
7. The runner must run on the sidewalk under New Jersey law.
8. The motorist must stop and stay stopped for the pedestrians in the crosswalk before turning right.
9. The cyclist must bicycle in the right side of the same lane and direction as traffic, not in the oncoming lane.
10. The motorist must stop and stay stopped for a pedestrian who started on green but has not completed crossing.
11. Texting while bicycling is not prohibited by law, but is unsafe.
12. The pedestrian should walk when the light just turns green or when the white walking figure is displayed. (All)
13. A motorist is prohibited by New Jersey law from operating a handheld mobile device while driving.
14. The pedestrian is legally crossing mid-block with no marked crosswalk, since he yielded to traffic before crossing.
15. Bicyclists may ride two abreast as long as traffic is not impeded, and are not required to ride in a bike lane.
16. Texting while walking is not prohibited by law, but is unsafe.
17. Pedestrians are required to walk on the left side of the roadway or shoulder if no sidewalk is provided.

18. Pedestrians shall not cross against the "stop" or red signal, unless otherwise specifically directed to go by a traffic or police officer, or official traffic control device. The first 4 choices are correct.

19. The pedestrian is failing to yield to traffic before starting to cross.

*the survey form lists the question as 6B, however in the survey results it is number 7

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

- Too many bicyclists ride 2-,3-, 4 or more abreast and impede traffic.
- Please emphasize to drivers to yield to pedestrians walking on the road. On our rural road of Dutchtown-Zion there are no sidewalks and it's crazy the amount of people that do not yield to pedestrians when walking against traffic correctly. This is a HUGE problem on the mountain!
- Bike riders should be ticketed for infractions on any roadway.
- Thanks for this survey. Many people do not understand how to walk, ride, or run on roadways. I have been an avid runner and bicyclist in the 37 years that I lived in Montgomery Twp. This is important to educate people on what is correct. BTW, #8, running on a sidewalk, even if it is required because it is there, is not best for the runner as the hard concrete creates shin splints. I would not recommend this. Thanks for putting this out.
- just a note - I live in Franklin Township but have a Princeton mailing address (08540). This survey with the answers provided is a great idea! I cycle in the area and am always concerned for safety.
- Thanks for this!
- Informative, thanks!
- 1) How can we get more signage to educate the 4 feet is the law in NJ for cyclists? 2) How can we get data on municipalities that enforce the 4 feet rule (I have been buzzed by cars on school buses which is pretty scary).
- I would like to see stricter enforcement of bikers riding side by side
- I learned a few good things with this. Could you put on ww page as well?
- I have lived here in town for 50 years. Canal Rd is too dangerous for bicycles and pedestrians and should be banned because it is dangerous now due to our population increase. Also, I had a pedestrian run out in front of me between the two new shopping plazas at the end of Griggstown Rd. He didn't use the crosswalk. He gave me the finger! Lol I also think the crosswalk over Rt 206 to the houses across from the light at Griggstown is very dangerous. Thanks.
- Nice photos