



*West Orange Township, New Jersey
Pedestrian Safety Advisory Board
Pedestrian Safety Action Plan
2016 - 2020*



West Orange Township, New Jersey Pedestrian Safety Advisory Board Pedestrian Safety Action Plan 2016 - 2020

PREPARED FOR:

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Pedestrian Safety Advisory Board
c/o Mayor's Office
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ABOUT THE REPORT

This report was funded by the Partners for Health Foundation and authored by Charles Brown, MPA, for the newly-formed West Orange Township (NJ) Pedestrian Safety Advisory Board.

The Partners for Health Foundation's mission is "to strengthen health and wellness in the communities of Bloomfield, Caldwell, Cedar Grove, Clifton, Essex Fells, Fairfield, Glen Ridge, Little Falls, Montclair, North Caldwell, Nutley, Roseland, Verona, West Caldwell and West Orange." Their vision is "to create healthier communities by supporting and advancing good health, wellness education, and disease prevention and treatment."

Charles Brown, MPA, is a Senior Research Specialist with the Alan M. Voorhees Transportation Center (VTC) and Adjunct Professor at the Edward J. Bloustein School of Planning and Public Policy at Rutgers. He has 15 years of public and private sector experience in urban and regional planning, public policy, and research. He also has extensive experience in community development having worked with municipal, county, and state government agencies, for-profits, and non-profit organizations in three states: Mississippi, Florida, and New Jersey. This experience has deepened his love for all people and places and solidified his commitment to strengthening the intimate relationship between transportation and community development.

ACKNOWLEDGEMENTS

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The author would also like to thank the Mayor of West Orange Township, Council President, Jerry Guarino, and other members of the Council and Township staff that provided support throughout the planning process. The author is also indebted to the following members of the West Orange Township Pedestrian Advisory Board for their unwavering support and individual and collective contributions during the action planning process.

- | | |
|--------------------------|------------------------|
| 1. Jerry Guarino | 7. Thomas Ross |
| 2. Roz Moskovitz-Bielski | 8. Jeffery Rutzky |
| 3. Chief James P. Abbott | 9. Michael Dannemiller |
| 4. Megan Brill | 10. Lori Kapferer |
| 5. Paul Grygiel | 11. Lee Klein |
| 6. Leonard Lepore | |

Special thanks also goes out to the following individuals who are not members of the newly-formed Advisory Board but whose contributions and commitment throughout the process deserves special recognition. These individuals include: Jennifer Tunnicliffe, Arnold “Andy” Anderson and Sunil and Sangeeta Badlani.

Finally, the author wishes to thank the many volunteers and West Orange residents who actively attended and participated in a series of public meetings leading up to the development of the action plan. Your personal stories, expertise, and insight into the challenges surrounding pedestrian safety in the Township are much appreciated.

TABLE OF CONTENTS

About the Report	3
Acknowledgements.....	4
Table of Contents	5
Introduction.....	6
West Orange Township Pedestrian Safety Advisory Board.....	7
Pedestrian Safety Action Plan Process.....	8
Crash Data Analysis.....	8
Crashes by Year	8
Crash Severity by Year	9
Time of Day	9
Crashes by Month	10
Day of the Week	11
Weather Condition	11
Lighting Condition	11
Posted Speed Limit	12
Surface Condition	12
Alcohol Involvement	13
Cell Phone Involvement	13
Roadway Jurisdiction	14
Bicyclists Involved in Crashes	14
Pedestrian Crashes by Intersection	15
Pedestrian Crashes by Age	15
Sex	16
Pedestrian Crash Data Summary	16
Summary of West Orange Public Meeting	17
West Orange Township Pedestrian Safety Action Plan, 2015 - 2019.....	19

INTRODUCTION

Ensuring the safety and protection of pedestrians, bicyclists, and motorists while they traverse New Jersey roadways remains a constant challenge for transportation departments at all levels of government, including federal, state, regional, county and municipal governments. New Jersey's difficulties in eradicating pedestrian-related injuries and fatalities resulting from vehicle-pedestrian crashes has led to the state being designated a Pedestrian Safety Focus State, and its large cities, such as a Newark, NJ, as Intersection Focus Cities by the Federal Highway Administration. The state's pedestrian fatality rate is also almost twice the national average. Much work still needs to be done to ensure all modes can travel safely on New Jersey roadways.

Between 2003 and 2014, there were 239 vehicle-pedestrian crashes on the roadways of the Township of West Orange, or an average of nearly 20 vehicle-pedestrian crashes per year. These crashes resulted in 5 fatalities and hundreds of moderate to severe injuries to pedestrians of all ages and abilities, incomes, races and ethnicities. And, while the pedestrian injury and fatality rate in the Township is not as high as the state's pedestrian fatality rate or the rate of many of the municipalities proximate to it, pedestrian safety still remains a concern for many stakeholders in the township, including its elected and appointed public officials, residents, business owners, and public at large.

To address their concerns and leverage their collective passion, expertise, dedication and commitment, the aforementioned group of stakeholders formed the Pedestrian Safety Action Committee, which later became to be known as the West Orange Township Pedestrian Safety Advisory Board, to eradicate pedestrian injuries and fatalities and improve overall safety in the township as a whole.

This report was created for the Pedestrian Safety Advisory Board. It is to serve as the Board's action plan for years 2016 – 2020. And, while the action plan has been developed based on input from a number of sources, the Board shall reserve the right to modify and edit the action plan accordingly.

This report highlights the process leading to the development of the action plan as well as the action plan itself. The report contains several key sections. The first section, *West Orange Township Pedestrian Safety Advisory Board*, discusses the functions of the Board and highlights a number of its accomplishments to date. The second section, *Pedestrian Safety Action Plan Process*, provides a brief overview of the steps involved in creating the plan. The third section, *Crash Data Analysis*, provides an overview of the data used to inform, educate, and guide the strategic direction of the Action Plan. The fourth section, *Summary of West Orange Public Meeting*, includes a brief summary of the meeting and a word cloud of the engineering, education, and enforcement recommendations provided by the public. The fifth and final section, *Pedestrian Safety Action Plan*, includes an overview of the Board's pedestrian safety action plan elements for years 2016-2020.

WEST ORANGE TOWNSHIP PEDESTRIAN SAFETY ADVISORY BOARD

The West Orange Township Pedestrian Safety Advisory Board was formed in spring 2015. As highlighted on the Township's website, the functions of the Board shall be as follows: 1) Investigation and analysis of issues affecting pedestrian safety; 2) Recommendations to the Mayor and Council regarding initiatives and policies designated to enhance pedestrian safety; 3) Participation when authorized by the Mayor, in appropriate regional pedestrian safety activities; and, 4) Annual meeting to inform the Mayor, Township Council and the general public of the Board's activities and progress.

The West Orange Township Pedestrian Safety Advisory Board members include: Jerry Guarino, Township Council Member; Roz Moskovitz, Chief James P. Abbott, West Orange Police Department; Megan Brill, Downtown Alliance Executive Director; Paul Grygiel, Township Planner; Leonard Lepore, Township Engineer; Thomas Ross, Superintendent of Thomas Edison National Historic Park; Jeffrey Rutzky, Superintendent of Schools; Michael Dannemiller; Lori Kapferer; and Lee Klien.

To date, the Board has experienced a great deal of successes. The Board was extremely committed to creating an action plan. Not only did Board members host and facilitate a plethora of meetings leading up to the creation of the plan, but member also agreed and completed a "Direction, Alignment and Commitment" exercise to ensure that everyone was on the same page throughout the process. This helped to keep meetings structured and helped properly onboard interested residents and other stakeholders. The Board also hosted and co-facilitated a public meeting that was attended by well over 200 West Orange residents. The Board wanted to ensure that the public was involved and engaged throughout the process and this was one of the many ways they kept the public involved.

It is important to mention that the Board was not always a Board; in its infancy the Board was the Pedestrian Safety Action Committee. As committee, members worked with West Orange Township to form the Board as it stands today, with many of the original Committee members serving as Board members. The Board also worked with Charles Brown and the Edward J. Bloustein School of Planning and Public Policy at Rutgers University to leverage his graduate planning studio to develop a Complete Streets Concept Plan for the Township. The Plan has been widely received and can be view in the appendix of this report. Fourth, a few members of the Board attended the 2015 National Walking Summit in Washington, DC, to learn how to advance and encourage safe walking in the Township by hearing best practices from experts from all over the world. Lastly, one of the Board members helped to successfully draft a proposal to secure the New Jersey Health Communities Grant, bringing vital resources to the community at large to support a number of safety and encouragement initiatives.

PEDESTRIAN SAFETY ACTION PLAN PROCESS

The Pedestrian Safety Action Plan process took place between spring 2015 and spring 2016. The action plan process was led by Charles Brown, MPA, with much support from the Township, Board members, and public at large. The planning process included a project kickoff meeting between all the parties involved, collection and analysis of West Orange crash data, action plan development and review, and meetings with the West Orange Pedestrian Safety Advisory Board, Partners for Health Foundation, and the public at large. It also included the development of a Complete Streets Concept Plan by graduate students at Rutgers University and additional meetings with the Township, Board and community at large to vet and approve the Concept Plan. With the exception of the final exam presentation given by the Rutgers graduate students in fall 2015, all of the meetings took place in West Orange Township.

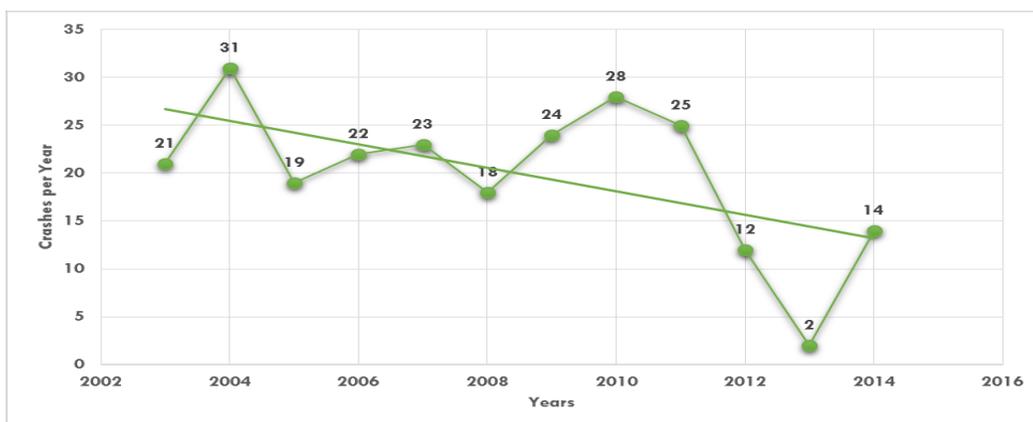
Early on in the action planning process, each member of the Board agreed to the following list of roles and responsibilities: share ideas and recommendations on how to eradicate pedestrian and bicycle injuries and fatalities; identify and propose relevant municipal policies and legislation; encourage others members of the public to get involved in the action planning process; propose and share your thoughts on the goals and objectives of the Pedestrian Safety Advisory Board and Action Plan; review and provide input on draft and final Pedestrian Safety Action Plan; and, identify “hot spot” locations throughout the township to improve overall safety of all modes in the Township.

CRASH DATA ANALYSIS

The data used in this report were downloaded from Plan4Safety, an online decision tool developed for the New Jersey Department of Transportation (NJDOT) by the Center for Advanced Infrastructure and Technology (CAIT) at Rutgers University. These data were downloaded and analyzed in summer 2015. It is important to note that data entered after 2011 may be incomplete due, in part, to 1) an admitted clerical error by the West Orange Township Police Department and 2) changes in data output due to periodic updates to the Plan4Safety database by CAIT. Below is a summary of these data according to a number of key variables including crashes by year, severity, time of day, month, weather, lighting conditions, etc.

Crashes by Year

As shown in Figure 1, in the twelve-year period between years 2003 and 2014, there were 239 vehicle-pedestrian crashes in West Orange Township, New Jersey—an average of nearly twenty (20) vehicle-pedestrians per year. The highest number of crashes occurred in 2004, followed closely by years 2010, 2011, and 2009. By comparison, the least number of crashes, before year 2011, occurred in years 2008, followed closely by years 2005 and 2003. Please note that each crash may have involved more than one pedestrian, and while the trend appears to be trending downward, it is important to note that as mentioned above, data entered after 2011 may be incomplete due, in part, to an admitted clerical error by the West Orange Township Police Department.

Figure 1: Pedestrian Crashes by Year in West Orange Township, 2003 – 2014

Crash Severity by Year

According to Table 1, between 2003 and 2014, there were an estimated 259 pedestrians injured or killed as a result of vehicle-pedestrian crashes in West Orange Township. Of the 259 pedestrians involved in vehicle-pedestrian crashes, ninety-eight percent (254) resulted in minor to severe injuries and two percent (5) were fatal. During that twelve-year time span, there were no reported pedestrian fatalities between years 2005 to 2008 (a four-year span) and 2010 to 2013 (a four-year span). The year 2004 was the deadliest year on record at the time with two pedestrian fatalities.

Table 1: Crash Severity of Vehicle-Pedestrian Crashes by Year in West Orange, 2003 -2004

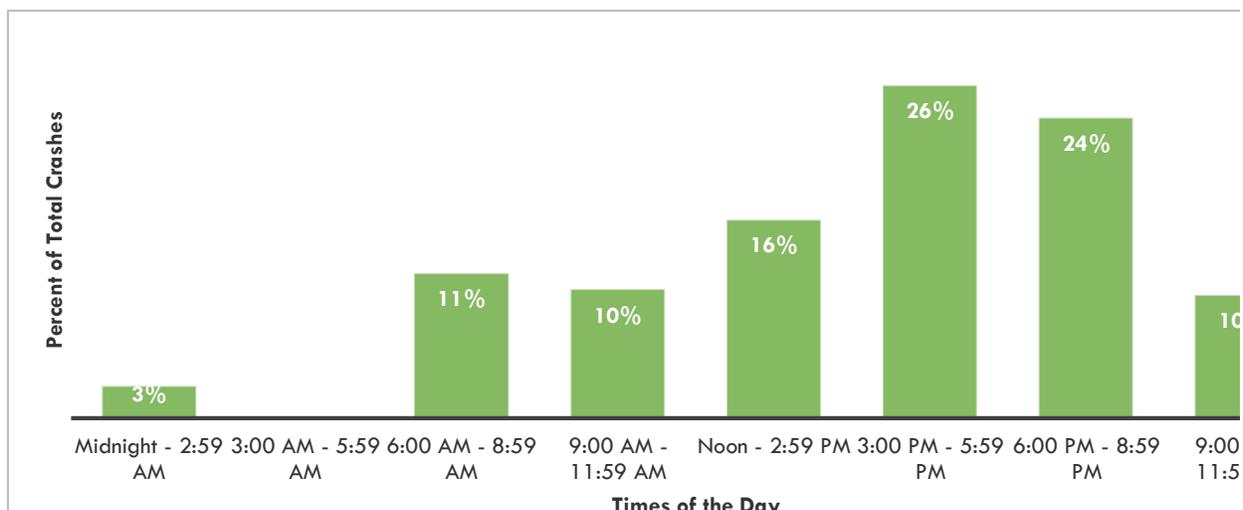
Years	Killed	Incapacitated	Moderate Injury	Complaint of Pain	NULL	Other	Unknown
2003	1	3	4	12	2		
2004	2	2	9	13	7		
2005			4	9	7		
2006		2	4	16			
2007		2	4	15	4		
2008		1	4	11	2		
2009	1	4	4	12	4		
2010		2	7	19	2		1
2011			7	10	13		
2012			7	2	6		
2013				1	2		
2014	1	1	2	10	1		
Total	5	17	56	130	50		1

Time of Day

As shown in Figure 2, the largest proportion of vehicle-pedestrian crashes (26%), more than one-quarter of all crashes, occurred during the hours of 3:00 PM to 5:59 PM, followed closely by the twenty-four percent that happened during the hours of 6:00 PM to 8:59 PM. By comparison, the smallest proportion of crashes happened during the hours of 3:00 AM to 5:59 AM and between the hours of midnight to 2:59 AM (3%). This is not particularly surprising considering that the former is PM peak hour or rush hour. This is the time of the day that you would expect to see the most pedestrians, bicyclists, and motorists on the roadways, whereas the hours of midnight to

5:59am are the hours when most people are inside their homes and off the roadways. It is also important to note however that vehicle-pedestrian crashes increased continuously—with one exception (i.e., 9:00AM – 11:59AM)—throughout the day for a twelve-hour period, starting at 6:00 AM and tapering off at 8:59 PM.

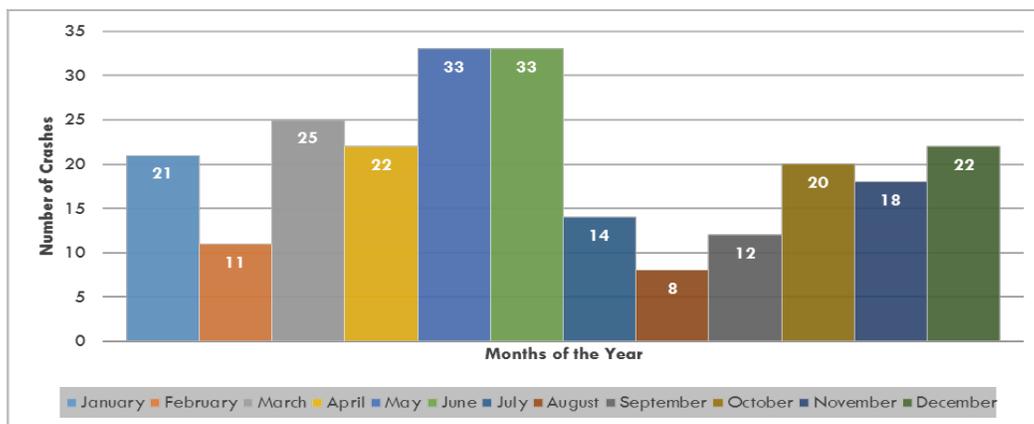
Figure 2: Pedestrian Crashes by Time of Day in West Orange, 2003 - 2014



Crashes by Month

As shown in Figure 3, the largest number of vehicle-pedestrian crashes occurred in May and June, whereas as the least number of crashes occurred in August. It is evident by looking at the data that most of the crashes happen during the school year, which is from September to December and January to June, whereas as the least number of crashes happen during summer break, when schools are closed and many families are away on vacation. A large number of crashes also happen during the holiday season, when many residents are shopping and visiting with family members and friends. The winter season is also the time of the year when the weather impairs driving conditions.

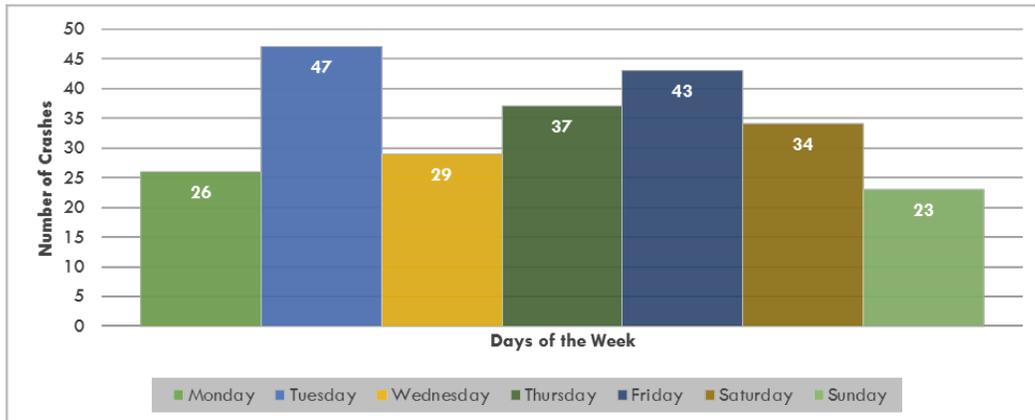
Figure 3: Pedestrian Crashes by Month in West Orange, 2003 - 2014



Day of the Week

Figure 4 highlights the number of vehicle-pedestrian crashes by the day of week in West Orange from 2003 to 2014. As shown, most crashes occurred on a Tuesday, followed closely by the number of crashes that occurred on a Friday. While a larger number of vehicle-pedestrian crashes occur on Thursday and Friday, crashes tend to taper off on into the weekend, with Sunday having the least number of crashes.

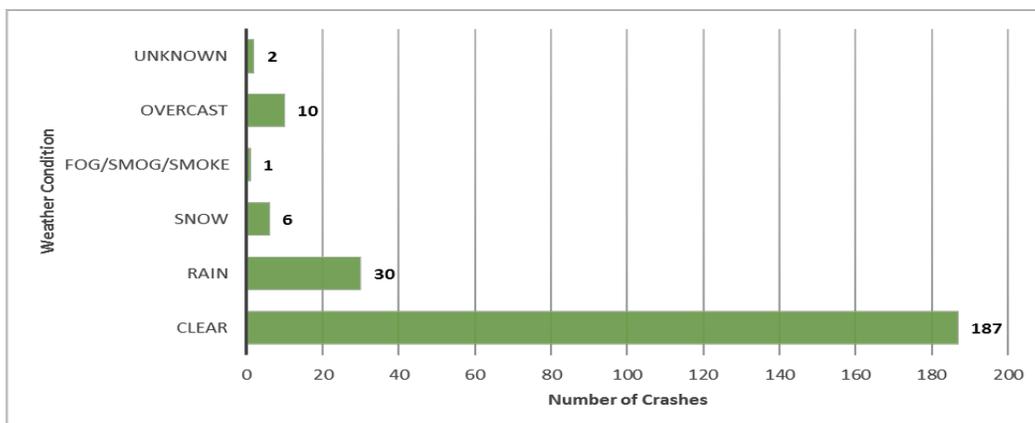
Figure 4: Pedestrian Crashes by Day of the Week in West Orange, 2003 - 2013



Weather Condition

As shown in Figure 5, the majority of the vehicle-pedestrian crashes (79%) occurred during clear weather conditions, followed by rain (13%), overcast (4%), and snow (3%). This is not surprising considering that more pedestrians, bicyclists, and motorists come outside to enjoy clear weather conditions, whereas rain impairs visibility and snow tends to keep a majority of motorists and pedestrians inside their homes.

Figure 5: Pedestrian Crashes by Weather Condition in West Orange, 2003 - 2014

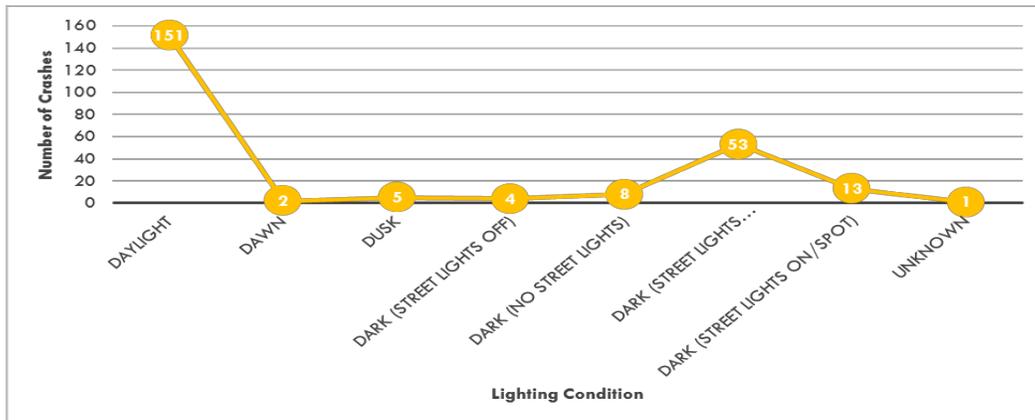


Lighting Condition

As shown in Figure 6, the majority of the vehicle-pedestrian crashes occurred during daylight hours, followed by dark with streetlights on continuous. Comparatively, the least number of pedestrian crashes occurred during dawn, dusk, dark (street lights off), and dark (no street lights). This finding is consistent with the number of crashes that occurred between the hours of 3:00 PM – 5:59 PM. It is also not surprising to see a majority of the crashes occurring during daylight hours,

considering that is the time when you expect to see the majority of pedestrians on the roadway.

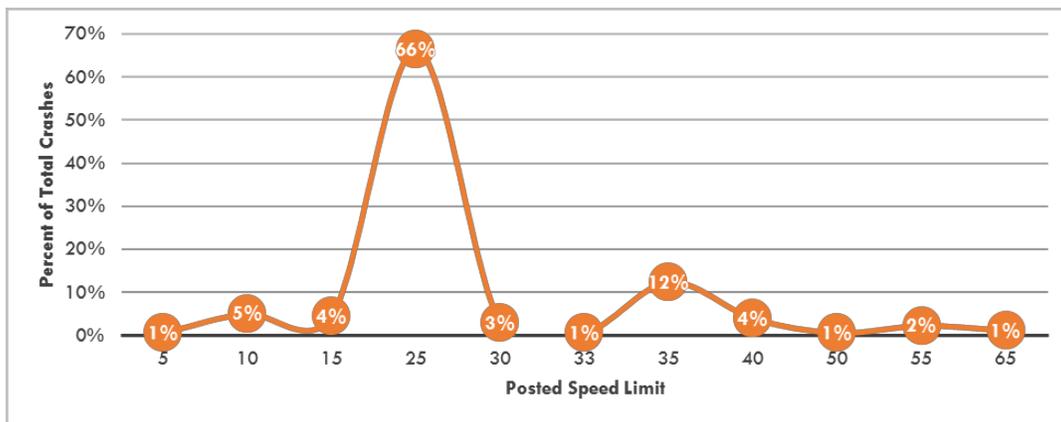
Figure 6: Pedestrian Crashes by Lighting Condition in West Orange, 2003 - 2014



Posted Speed Limit

Figure 7 highlights the vehicle-pedestrian crashes by posted speed limit in West Orange. As shown, the majority (66%) of vehicle-pedestrian crashes have occurred on roads with a posted speed limit of 25 mph, followed by roads of 35 mph (12%). By comparison, the least amount of crashes occurred on roads with speed limits less than 15 mph. This may be due to the fact that most of the roads in West Orange are local roads and residential streets with speed limits less than 25 mph.

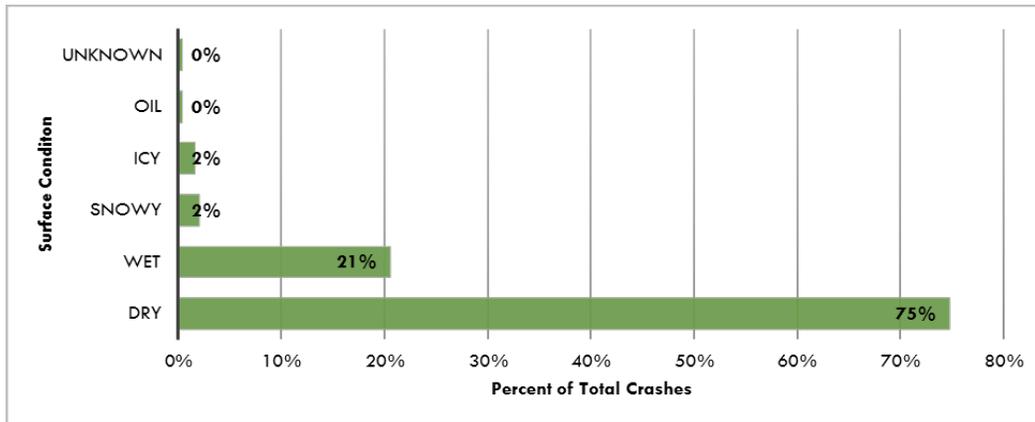
Figure 7: Pedestrian Crashes by Posted Speed Limit in West Orange, 2003 - 2014



Surface Condition

Figure 8 shows the vehicle-pedestrian crashes by surface condition in West Orange. An overwhelming majority (75%) of all vehicle-pedestrian crashes occurred under dry surface conditions, with a sizable minority (21%) occurred under wet conditions. The smallest proportion of crashes have occurred under snowing and icy surface conditions. These findings are consistent with the seasonality of crashes and with the fact that most crashes have also occurred during clear weather conditions.

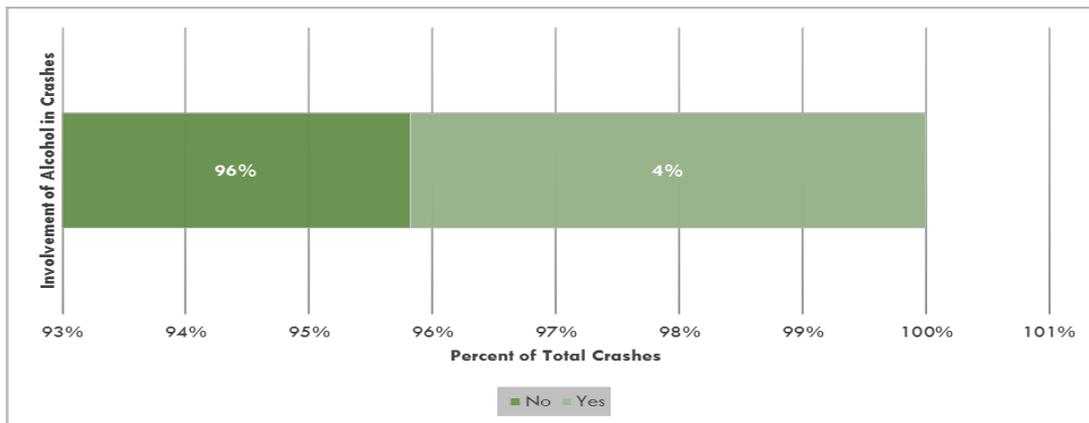
Figure 8: Pedestrian Crashes by Surface Condition in West Orange, 2003 - 2014



Alcohol Involvement

Figure 9 shows how often alcohol was involved in vehicle-pedestrian crashes in West Orange. Alcohol has not been a factor in the majority of vehicle-pedestrian crashes that have occurred in West Orange between 2003 and 2014. As shown, only 4% of the total number of crashes involved alcohol.

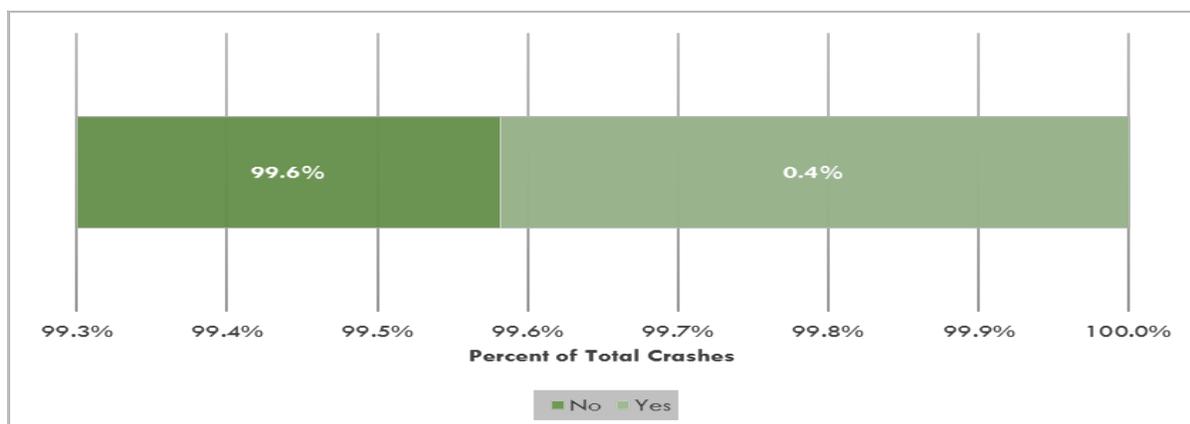
Figure 9: Alcohol Involvement in Vehicle-Pedestrian Crashes in West Orange, 2003 - 2014



Cell Phone Involvement

As shown in Figure 10, an overwhelming majority of vehicle-pedestrian crashes have not involved cell phones. This is not to say that cell phones were not in use by motorists prior to the crashes involving vehicles and pedestrians. Indeed, cell phones could have been in use by motorists but may not have been checked by law enforcement at the time of the crash for a variety of reasons.

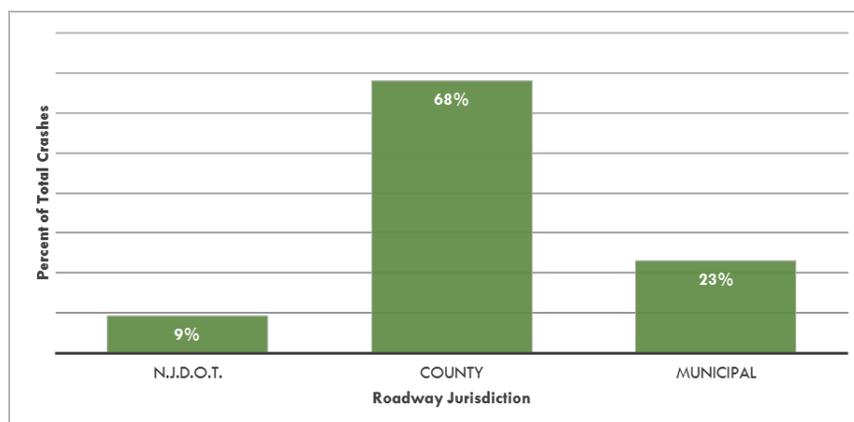
Figure 10: Cell Phone Involvement in Vehicle-Pedestrian Crashes in West Orange, 2003 – 2014



Roadway Jurisdiction

Figure 11 shows the percent of vehicle-pedestrian crashes by road type in West Orange. The majority of all reported vehicle-pedestrian crashes have occurred on county roadways. Of the reported crashes, 68 percent occurred on county roadways, 23 percent on municipal roadways, and less than 10 percent on NJDOT roadways.

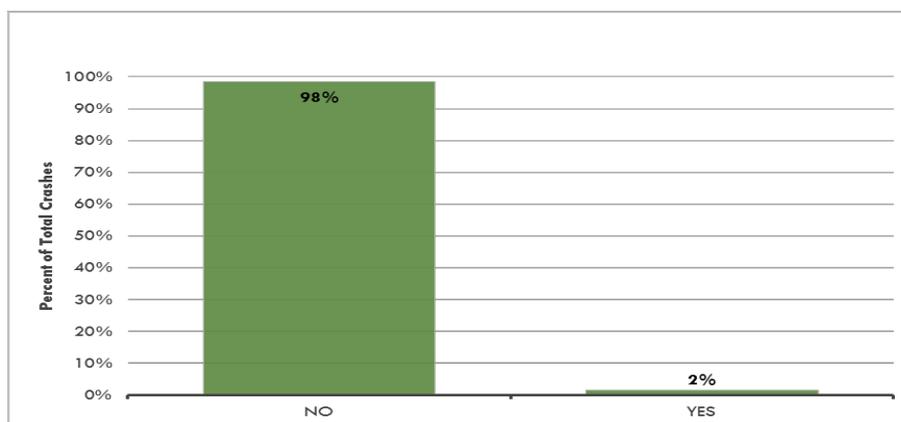
Figure 11: Pedestrian Crashes by Road Type in West Orange, 2003 - 2014



Bicyclists Involved in Crashes

An overwhelming majority of the reported crashes did not involve bicyclists. Of the total number of reported vehicle-pedestrian crashes between 2003 and 2014, bicyclists were involved in 2% of them (See Figure 12 below).

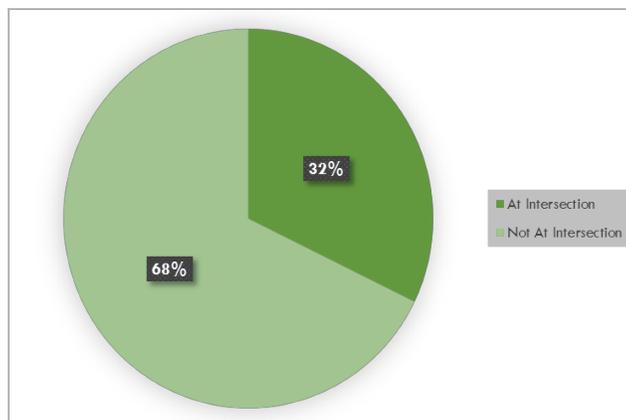
Figure 12: Percentage of Bicyclists Involved in Crashes in West Orange, 2003 - 2014



Pedestrian Crashes by Intersection

As shown in Figure 13, the majority (68%) of the reported vehicle-pedestrian crashes occurred away from intersections in West Orange. However, a sizable minority have occurred at intersections. Crashes occurring away from intersections can be due to a number of issues, including jaywalking, lack of pedestrian infrastructure and mid-block crossings, high speeding vehicles, etc. Similarly, crashes happening at intersections could be due to vehicles failing to yield or stop for pedestrians in crosswalks, distracted or impaired driving, or permitted right turns on red.

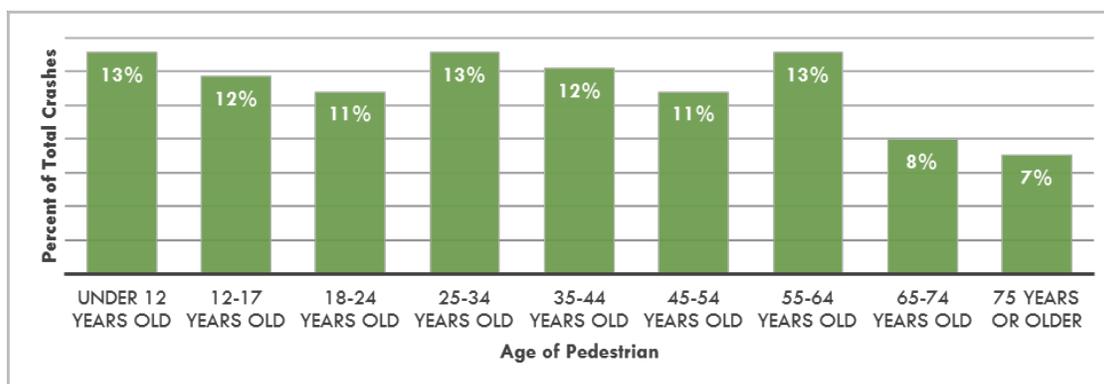
Figure 13: Pedestrian Crashes by Intersection in West Orange, 2003 - 2014



Pedestrian Crashes by Age

As shown in Figure 14, the largest proportions of pedestrians involved in vehicle-pedestrian crashes between 2003 and 2014, were under 12 years old, between the ages of 25 – 34 years old, and 55 – 54 years old. While the smallest proportion of vehicle-pedestrian crashes involved those in the 65 – 74 years old range and 75 years or older, combined, this population of seniors would make up the largest proportion of pedestrians involved in the crashes (15%).

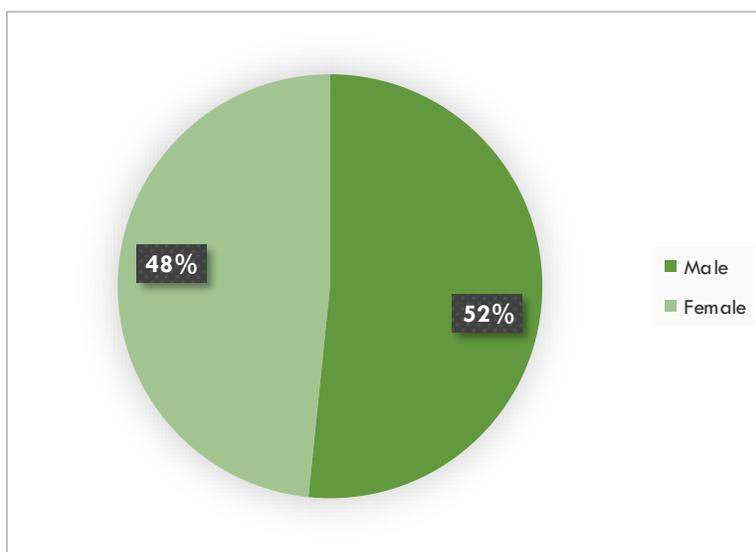
Figure 14: Age of Pedestrians Involved in Crashes in West Orange, 2003 - 2014



Sex

As shown in Figure 15, males were involved as pedestrians in the majority of vehicle-pedestrian crashes between years 2003 to 2014. Fifty-two percent of the crashes involved males whereas forty-eight percent of the crashes involved females. This could be due to a number of reasons including a higher percentage of males commuting during late hours and on dark streets, taking more high risks to cross roadways, more male cyclists, etc.

Figure 15: Pedestrian Crashes by Sex in West Orange, 2003 – 2014



Pedestrian Crash Data Summary

Below is a summary of West Orange Township pedestrian crash data between 2003 and 2014.

- In the twelve-year period between years 2003 and 2014, there were 239 vehicle-pedestrian crashes in West Orange Township, New Jersey—an average of nearly twenty (20) vehicle-pedestrians per year.
- Of the 259 pedestrians involved in vehicle-pedestrian crashes, ninety-eight percent (254) resulted in minor to severe injuries and two percent (5) were fatal.

- The largest proportion of vehicle-pedestrian crashes (26%), more than one-quarter of all crashes, occurred during the hours of 3:00 PM to 5:59 PM, followed closely by the twenty-four percent that happened during the hours of 6:00 PM to 8:59 PM.
- The largest number of vehicle-pedestrian crashes have occurred in May and June, whereas as the least number of crashes have occurred in August.
- Most crashes have occurred on a Tuesday, followed closely by the number of crashes that have occurred on a Friday.
- The majority of the vehicle-pedestrian crashes (189 or 79%) have occurred during clear weather conditions, followed by rain (30 or 13%), overcast (10 or 4%), and snow (6 or 3%).
- The majority of the vehicle-pedestrian crashes have occurred during daylight hours, followed by dark with streetlights on continuous.
- The majority (66%) of vehicle-pedestrian crashes have occurred on roads with a posted speed limit of 25 mph, followed by roads of 35 mph (12%).
- An overwhelming majority (75%) of all vehicle-pedestrian crashes have occurred under dry surface conditions, with a sizable minority (21%) having occurred under wet conditions.
- Alcohol has not been a factor in the majority of vehicle-pedestrian crashes.
- Cell phones were noted as the cause of vehicle-pedestrian crashes in only a few instances.
- The majority of all reported vehicle-pedestrian crashes have occurred on county roadways.
- An overwhelming majority of the reported crashes did not involve bicyclists.
- The majority (68%) of the reported vehicle-pedestrian crashes have occurred away from intersections in West Orange.
- The largest proportions of pedestrians involved in vehicle-pedestrians between 2003 and 2014, were under 12 years old, between the ages of 25 – 34 years old, and 55 – 54 years old.
- Males were involved as pedestrians in the majority of vehicle-pedestrian crashes between years 2003 to 2014.

Summary of West Orange Public Meeting

The West Orange public meeting was held in the West Orange High School Tarnoff cafeteria Wednesday, October 15, 2015. The public meeting was organized and hosted by the Pedestrian Safety Advisory Board and facilitated by Charles Brown, MPA, of the Alan M. Voorhees Transportation Research Center at Rutgers, The State University of New Jersey. The purpose of the forum was to inform the public at-large of the Board's action plan process and to engage them in the process of identifying solutions to eradicate pedestrian injuries and fatalities in West Orange Township. The meeting agenda included the project's purpose and timeline, highlight of the Committee's past and current successes, overview of the Board's and public's roles and responsibilities, analysis of pedestrian crash data, review of best practices on pedestrian safety, interactive group discussion and feedback, and overview of next steps. Figure 16 is a photo of Board members leading an interactive exercise during the public meeting.

WEST ORANGE TOWNSHIP PEDESTRIAN SAFETY ACTION PLAN, 2015 - 2019

Below is the West Orange Township Pedestrian Safety Advisory Board (WOTPSAB) Action Plan for years 2015 – 2019. The action plan highlights the Board’s four goals, including a list of strategies, actions and indicators, target audiences and key leads, and timeframe for each strategy.

The five action items shown below are the “Top 5” actions that WOTPSAB will work with the West Orange Township Council to prioritize for fiscal year 2016-2017. Each major action takes into account each of the major goals listed below.

- **Major Actions**

1. **New Jersey’s Streets Smart Campaign.** *Encourage the West Orange Township Council to join the New Jersey Streets Smart Campaign Movement.* Street Smart NJ “is a public education campaign coordinated by the North Jersey Transportation Planning Authority – aims to raise awareness of pedestrian and motorist laws and change the behaviors that lead to pedestrian and cyclist crashes and fatalities. Obeying traffic laws and street signs is vital to everyone’s health and safety.”¹
2. **Vision Zero.** *Encourage the West Orange Township Council to adopt a Vision Zero plan/policy.* Vision Zero “is a multi-national road traffic safety project that aims to achieve a highway system with no fatalities or serious injuries in road traffic. It started in Sweden and was approved by their parliament in October 1997. A core principle of the vision is that 'Life and health can never be exchanged for other benefits within the society' rather than the more conventional comparison between costs and benefits, where a monetary value is placed on life and health, and then that value is used to decide how much money to spend on a road network towards the benefit of decreasing how much risk.”²
3. **West Orange Township’s Complete Streets Policy.** *Encourage the West Orange Township Council to institutionalize the Complete Streets policy into all matters of planning, zoning and development.* Access West Orange’s Complete Streets Policy here: <http://njbikeped.org/wp-content/uploads/2013/07/West-Orange-Complete-Streets-Resolution.pdf>
4. **West Orange Complete Streets Concept Plan – Rutgers, The State University of New Jersey.** *Encourage the West Orange Township Council to implement the strategies and recommendations listed in the West Orange Complete Streets Concept Plan developed by Rutgers University in 2015.* Access the report here: <http://www.westorange.org/DocumentCenter/View/2676>

¹ <http://bestreetsmartnj.org/>

² https://en.wikipedia.org/wiki/Vision_Zero

5. **New Jersey Healthy Communities Network Grant.** Encourage the West Orange Township Council to work in partnership with the Metropolitan YMCA of the Oranges and leverage the grant they received from the New Jersey Healthy Communities Network.³

WEST ORANGE TOWNSHIP PEDESTRIAN SAFETY ADVISORY BOARD ACTION PLAN (2015 - 2019)									
GOAL #1: SAFER PEOPLE									
STRATEGY	ACTIONS	INDICATORS/MEASURES	TARGET AUDIENCES	KEY PARTNER(S)	YEARS				
					1	2	3	4	5
Improve driver safety through enforcement and greater compliance.	<ol style="list-style-type: none"> Advocate the hiring of or reassignment of a traffic police officer within the West Orange Police Department (WOPD) to focus specifically on the enforcement of traffic and pedestrian laws. Encourage WOPD to increase enforcement of driving while intoxicated. Encourage WOPD to increase enforcement of vehicle speeding throughout the township. Encourage WOPD to increase enforcement of distracted driving laws (i.e., hand-held cell phone use and texting). Encourage WOPD to increase enforcement of vehicles failing to yield to other vehicles when 	<ol style="list-style-type: none"> Hiring or reassignment of a police officer to traffic enforcement. Initial increase in summonses issued followed by a later increase in compliance. Reduction in all crashes. 	1. Motorists	1. WOPD	X	X	X	X	X

³ http://www.njhealthykids.org/new-jersey-healthy-communities-network-announces-860g-in-grants/?utm_source=NJPHK+February+2016+Newsletter&utm_campaign=njphk+enews+201602&utm_medium=email

	<p>turning left at intersection (i.e., "the New Jersey left turn").</p> <p>6. Encourage WOPD to increase enforcement of vehicles not stopping for school buses.</p>								
<p>Improve pedestrian safety through greater enforcement and compliance.</p>	<p>1. Encourage WOPD to increase enforcement of the "Stop and Stay Stopped Law."</p> <p>2. Encourage WOPD to increase enforcement of vehicles obstructing crosswalks.</p> <p>3. Encourage WOPD to increase enforcement of motorists overtaking vehicles by passing on the right at or near crosswalks.</p> <p>4. Encourage WOPD to increase enforcement of jaywalking.</p> <p>5. Encourage WOPD to increase enforcement of pedestrians failing to obey traffic signals.</p> <p>6. Encourage WOPD to issue warnings to pedestrians walking with traffic instead of facing traffic.</p>	<p>1. Initial increase in summonses issued followed by a later increase in compliance.</p> <p>2. Number of warnings issued.</p> <p>3. Reduction in all crashes.</p>	<p>1. Pedestrians</p> <p>2. Motorists</p>	<p>1. WOPD</p>	X	X	X	X	X
<p>Improve bicyclist safety through greater enforcement and compliance.</p>	<p>1. Encourage WOPD to increase enforcement of vehicles parking, idling or driving in bicycle lanes.</p> <p>2. Encourage WOPD to increase enforcement of bicyclists riding two abreast on roadways to discourage impeding other traffic.</p> <p>3. Encourage WOPD to issue warnings or summons to bicyclists for talking on the phone or texting while bicycling.</p> <p>4. Encourage WOPD to issue warnings or summons to bicyclists for failure to use</p>	<p>1. Initial increase in summonses issued followed by a later increase in compliance.</p> <p>2. Number of warnings issued.</p> <p>3. Reduction in all crashes.</p>	<p>1. Bicyclists</p> <p>2. Motorists</p>	<p>1. WOPD</p>	X	X	X	X	X

	<p>proper hand signals.</p> <ol style="list-style-type: none"> 5. Encourage WOPD to increase enforcement of bicyclists failing to obey traffic signals. 6. Encourage WOPD to increase enforcement of bicyclists under age 17 failing to wear a bicycle helmet. 7. Encourage WOPD to increase enforcement of bicyclists commuting without a front/rear light and horn. 								
<p>Develop communications and awareness campaigns to promote safety within pedestrians and other road users.</p>	<ol style="list-style-type: none"> 1. Launch a “Be Safe Be Seen Night” campaign. 2. Distribute “Keep Kids Alive, Drive 25” lawn signs to all West Orange residents. 3. Create a pedestrian safety education workshop for all West Orange residents with incentives for attending. 4. Develop and Launch a “Do the Right Thing” Campaign. 5. Promote “Shared Responsibility” among all modes. 6. Design and install “safety-inspired” overpass banners. 7. Brand West Orange as being bicycle and pedestrian friendly—the state’s safest town for such modes. 8. Distribute “Children at Play” signs to West Orange residents in select locations. 9. Distribute safety messages through grocery bag marketing opportunities. 	<ol style="list-style-type: none"> 1. Number of lamppost and overpass banners installed. 2. Number of signs and amount of literature distributed. 3. Number of campaigns launched and sustained. 4. Reduction in speeding. 5. Reduction in crashes. 	<ol style="list-style-type: none"> 1. West Orange residents 2. Motorists 3. Pedestrians 4. Bicyclists 5. Out-of-Towners 	<ol style="list-style-type: none"> 1. West Orange Communications Director, Police, Engineering 2. Welcome Wagon 	X	X	X	X	X
<p>Work with local government and other stakeholders to develop and implement</p>	<ol style="list-style-type: none"> 1. Solicit the services of New Jersey Ambassador in Motion (NJAIM). 2. Work with NJ Transit and other 	<ol style="list-style-type: none"> 1. Presence of a Pedestrian and Bicycle Ambassador 	<ol style="list-style-type: none"> 1. Pedestrians 2. Bicyclists 3. Transit users 	<ol style="list-style-type: none"> 1. NJAIM 2. NJTransit/DeCamp 3. Bike & Walk West Orange 	X	X	X	X	X

<p>behavioral programs.</p>	<p>public and private transit providers to educate bus passengers and drivers about the hazards of disembarking and crossing the road.</p> <p>3. Partner with Transportation Management Associations and NJ Bike and Walk Coalition to offer pedestrian and bicycle safety courses and trainings.</p>	<p>Program.</p> <p>2. Number of trainings or courses focused on bike-pedestrian safety</p> <p>3. Number of NJ Transit patrons educated.</p>		<p>4. West Orange Pedestrian Safety Committee</p>					
<p>Provide recommendations related to motorist, pedestrian and bicycle safety legislation and policies.</p>	<p>1. Pursue a ban on bicycling on sidewalks in commercial areas throughout the township (exception: children under 14 years old).</p> <p>2. Pursue a ban on “right turns on red” in select locations throughout the township.</p> <p>3. Advocate for tougher penalties for unlicensed and uninsured motorists.</p> <p>4. Encourage West Orange Township Council to lower the posted speed limit to 25 mph on all streets throughout the township.</p> <p>5. Encourage West Orange Township Council to pass a resolution in support of a Statewide “Three-Foot Passing Law for Bicyclists.”</p> <p>6. Pursue a ban on texting while crossing streets for pedestrians.</p> <p>7. Pursue a ban on texting or cell phone use while bicycling for bicyclists.</p>	<p>1. Ordinance prohibiting bicycling on sidewalk in commercial areas.</p> <p>2. Ordinance prohibiting right turns on red at key locations.</p> <p>3. Resolution in support of tougher penalties for unlicensed and uninsured motorists.</p> <p>4. Ordinance lowering posted speed limits to 25mph on select roadways.</p> <p>5. Resolution of support prohibiting texting and cell phone use by pedestrians and bicyclists.</p>	<p>1. Pedestrians</p> <p>2. Bicyclists</p> <p>3. Motorists</p>	<p>1. Bike & Walk West Orange</p> <p>2. NJ Bike & Walk Coalition</p> <p>3. West Orange Township Council</p>	<p>X</p>	<p>X</p>	<p>X</p>	<p>X</p>	<p>X</p>

WEST ORANGE TOWNSHIP PEDESTRIAN SAFETY ADVISORY BOARD ACTION PLAN (2015 - 2019)										
GOAL #2: SAFER ROADS										
STRATEGY	ACTIONS	INDICATORS/MEASURES	TARGET AUDIENCES	KEY PARTNER(S)	YEARS					
					1	2	3	4	5	
Increase funding for infrastructure improvements.	1. Encourage West Orange Township Council and County to consider a road diet on Main Street in front of Thomas Edison Museum.	1. Increased funding of pedestrian- and bicycle-related infrastructure. 2. Increased implementation of pedestrian-and bicycle-related infrastructure. 3. Feasibility of a Road Diet on Main Street. 4. Amended or removal of 1962 County Traffic Resolution.	1. Pedestrians, Bicyclists, Motorists.	1. West Orange Township Public Works Dept.	X	X	X	X	X	
	2. Encourage West Orange Township Council to continue investment in creating Safe Routes to School.									
	3. Encourage development of a program to assist property owners construct and repair sidewalks throughout the township.									
	4. Encourage West Orange Township Public Works Department and Essex County to invest in ADA improvements.									
	5. Encourage West Orange Township to invest in bike sharrows.									
	6. Encourage West Orange Township to daylight intersections, where necessary.									
	7. Encourage West Orange Township Public Works Department and Essex County to invest in pedestrian-scale lighting.									
	8. Encourage West Orange Township and Essex County to install and maintain marked crosswalks throughout the township, where applicable.									
	9. Encourage West Orange Township to invest in bicycling facilities including bike racks, protected bike lanes and/or bike sharrows, where applicable.									
	10. Encourage West Orange Township to consider the construction of pedestrian refuge islands or pedestrian hybrid beacons at mid-blocks crossings, where appropriate.									

	<ol style="list-style-type: none"> 11. Encourage West Orange Township Council, Essex County or the Downtown West Orange Alliance to analyze the feasibility of a road diet on Main Street. The feasibility analysis shall include an inventory of available on- and off-street parking spaces as well as improvements to metered spaces. 12. Encourage West Orange Township and Essex County to re-evaluate and initiate actions to amend the 1962 County Traffic Resolution, which affects the following roads: Central Ave, Main Street, Park Ave, Mt. Pleasant Ave, and Pleasant Valley Way. Reference 1962 County Traffic Resolution, which encourages the fast movement of traffic through town over pedestrian safety. 								
<p>Address the safety needs of vulnerable road users through lower speed limits and traffic calming measures where needed.</p>	<ol style="list-style-type: none"> 1. Strategically launch the “Twenty is Plenty” Campaign and have the Mayor of West Orange lead it. 2. Encourage West Orange Township to consider, where appropriate, road diets on streets that met the threshold for such improvements. 3. Encourage West Orange Township Public Works Department to invest in speed feedback signs. 4. Encourage West Orange Township Public Works Department to construct “bump-outs”. 5. Encourage West Orange Township Public Works Department to invest in “more” Children at Play signs. 6. Encourage West Orange Public Works and Engineering to evaluate all school zones and consider lower speed limits and increased traffic calming in these zones. 	<ol style="list-style-type: none"> 1. Twenty is Plenty Campaign launched. 2. Speed feedback sign purchased and implemented. 3. Children at Play signs purchased. 4. Bump-outs constructed. 5. Road diet considered as solution, where necessary. 	<ol style="list-style-type: none"> 1. Residents. 2. Motorists. 	<ol style="list-style-type: none"> 1. Mayor 2. West Orange Public Works Dept. 3. Essex County Engineering and Freeholders 	X	X	X	X	X
<p>Investigate improvements to signal phasing to increase pedestrian safety.</p>	<ol style="list-style-type: none"> 1. Encourage Essex County to consider the feasibility of pedestrian-only phases at intersections in the Central Business District and elsewhere, where applicable. 	<ol style="list-style-type: none"> 1. Evaluation funded and completed. 	<ol style="list-style-type: none"> 1. Pedestrians. 2. Motorists. 	<ol style="list-style-type: none"> 1. West Orange Public Works Dept. 	X	X	X	X	X

				2. Essex County Engineering and Freeholders					
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WEST ORANGE TOWNSHIP PEDESTRIAN SAFETY ADVISORY BOARD ACTION PLAN (2015 - 2019)

GOAL #3: BETTER COMMUNICATION

STRATEGY	ACTIONS	INDICATORS/MEASURES	TARGET AUDIENCES	KEY PARTNER(S)	YEARS				
					1	2	3	4	5
<p>Improve traffic-related data collection and share that information with the public, along with actions we are taking.</p>	<ol style="list-style-type: none"> Utilize social media, E-blasts, and PSA's to increase public awareness across all modes. Provide monthly statistics for traffic crash occurrences to the public via newspapers, blogs, and Township website. 	<ol style="list-style-type: none"> Number and frequency. 	<ol style="list-style-type: none"> Residents. Motorists. Pedestrians. Bicyclists. 	<ol style="list-style-type: none"> West Orange Township Communications Director, Police, Engineering 	X	X	X	X	X

WEST ORANGE TOWNSHIP PEDESTRIAN SAFETY ADVISORY BOARD ACTION PLAN (2015 - 2019)

GOAL #4: INCREASED COMMUNITY SUPPORT AND INVOLVEMENT

STRATEGY	ACTIONS	INDICATORS/MEASURES	TARGET AUDIENCES	KEY PARTNER(S)	YEARS				
					1	2	3	4	5
<p>Coordinate activities and gain full support of stakeholders and elected and appointed officials</p>	<ol style="list-style-type: none"> 1. Coordinate activities and gain full support of township stakeholders and elected and appointed officials. 2. Strengthen partnership with West Orange Community Services and Engineering. 3. Strengthen partnership with colleges and universities. 4. Strengthen partnership with West Orange PD and engage to understand enforcement priorities. 5. Engage NJ DMV to encourage revisions to driver's license exam. 6. Engage NJDHTS to acquire grants (Grants, grants, grants!) 7. Engage NJTRANSIT to better understand their bus stop policy. 	<ol style="list-style-type: none"> 1. New partnerships. 2. Grants. 	<ol style="list-style-type: none"> 1. Stakeholders 	<ol style="list-style-type: none"> 1. West Orange Township Communications Director, Police, Engineering 2. West Orange Township Council 3. Essex County Engineering and Freeholders 	X	X	X	X	X

