NJTPA
NORTH JERSEY TRANSPORTATION PLANNING AUTHORITY

Borough of Garwood

2012 Walkable Community Workshop

Pedestrian Safety and Accessibility within Walking Distance to the Garwood Train Station

This publication has been prepared as part of the North Jersey Transportation Planning Authority's Walkable Community Workshop Program with financing by the Federal Transit Administration and the Federal Highway Administration of the U.S. Department of Transportation. This document is disseminated under the sponsorship of the U.S. Department of Transportation in the interest of information exchange. The NJTPA is solely responsible for its contents.

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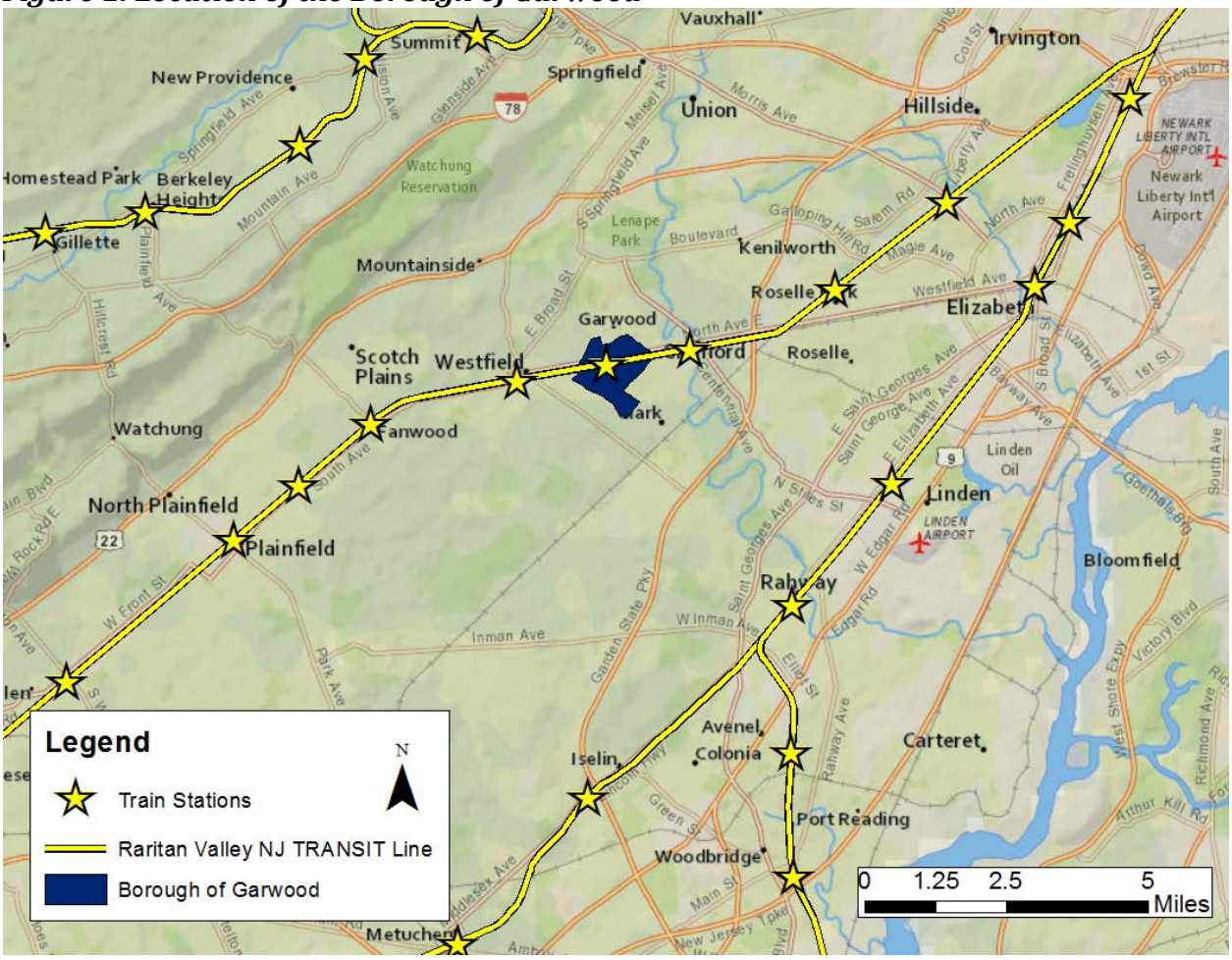
Background

The North Jersey Transportation Planning Authority (NJTPA), the Metropolitan Planning Organization (MPO) for the 13 counties of northern and central New Jersey, conducts half-day Walkable Community and Senior Mobility Workshops with counties and municipalities to identify barriers to walking and make recommendations to improve pedestrian safety with stakeholder input and involvement. For each workshop, NJTPA staff coordinates with local representatives to include a broad range of stakeholders including local leaders, planners, engineers, and residents.

Each workshop consists of four parts: 1) an introduction of local stakeholders; 2) a presentation by an NJTPA facilitator on best practices in a walkable community; 3) a guided walking audit of a study area identified by the local hosts; and 4) small group sessions where engineering, education and enforcement recommendations are discussed and prioritized. The objective is to identify and prioritize recommendations that will increase pedestrian safety and accessibility. The workshop also serves as a catalyst for local communities and county representatives to implement the improvements and/or to further refine the recommendations for implementation by other agencies.

Figure 1: Location of the Borough of Garwood



The Borough of Garwood Walkable Community Workshop (WCW) was held within a block of the Garwood Train Station at Borough Hall on July 18, 2012. In addition to addressing safety, the Workshop promotes the New Jersey Department of Transportation's (NJDOT) Complete Streets Policy which seeks to accommodate roadway users of all ages and abilities including bicyclists, pedestrians and transit riders. Walkable communities are essential for addressing public health, advancing multi-modal networks, fostering economic development, and improving air quality through a reduction in greenhouse gas emissions produced by vehicles.

The workshop benefitted from the collaboration of staff from NJ TRANSIT, Meadowlink Transportation Management Association (TMA), Rutgers University's Center for Advanced Infrastructure and Transportation (CAIT), Union County's Engineering and Planning Departments, municipal stakeholders, the Borough's Police Department, Chamber of Commerce, Mayor, and Councilwoman, as well as local residents. Workshop participants assessed the walking conditions of Center Street from North Avenue (SR28) to South Avenue (CR610) and North Avenue from Chestnut Street to Oak Street (see Figure 2). North Avenue (SR28) is a two-lane, bi-directional roadway, while Center Street is a four lane, bi-directional roadway connecting North Avenue to South Avenue. Both Center Street and North Avenue provide access to the Garwood Train Station, which is located above street level.

Walking Audit Location

Figure 2: Aerial View of the Workshop Study Area

** Dotted lines denote the path of the Workshop walking audit*

All of the roadways examined during the audit provide sidewalks, while a majority of the intersections have Americans with Disabilities Act (ADA) compliant curb ramps, crosswalks and pedestrian count-down signal heads. In addition to rail service, North Avenue is also served by NJ TRANSIT Bus Routes 113 and 59, which provide access from Dunellen, through the City of Elizabeth, to midtown Manhattan (Bus Route 113) and the City of Newark (Bus Route 59). North Avenue is lined with a number of retail stores that include big-box retail chains and local shops, as well as an event center, a health club, mixed-use housing, and offices.

The neighborhood north of North Avenue is mainly residential, while 55-plus senior housing is located west of Maple Street, and Lincoln Franklin Elementary School is one block north of the North Avenue and Center Street intersection (see Figure 2). These land uses assume that school children and residents of all ages and abilities walk in and through the walking audit study area. Pedestrian accessibility is key for Garwood's Train Station since station parking is limited and 73%[1] of transit riders walk to the station. The municipality is positioning itself to pursue Transit Oriented Development (TOD) opportunities since it has transit, retail shops, schools, residences, and grocery stores all within close proximity to each other. The Borough of Garwood and County of Union have recently completed a "Transit-Friendly Concept Plan" in partnership with NJ TRANSIT.

Workshop Methodology

The Borough of Garwood Walkable Community Workshop kicked off with participant introductions and a brief presentation at Borough Hall. NJTPA staff facilitated a discussion of workshop goals, the benefits of improving walkability, and traffic calming techniques to improve pedestrian access to transit and other destinations within the workshop study area. The presentation discussed potential design improvements sensitive to the context of the walking audit area, and the need to accommodate pedestrians of all ages and abilities. Improvements such as Leading Pedestrian Intervals (LPI), pedestrian countdown signals, curb ramps, crosswalks, and traffic calming signage were discussed along with ADA compliance. The discussion also included the public health rationale for increasing physical activity and the relationship between walkability and improved quality-of-life. Finally, participants were given a brief overview of the importance of focusing on the three "E's" of traffic safety – engineering, education and enforcement – since infrastructure improvements (engineering) alone will not address behavioral safety issues.

During the audit, participants were asked to identify barriers to walking and how they might be addressed through traffic calming measures as well as point out pedestrian-friendly features in the study area. Attention was paid to the ease at which pedestrians of all ages were able to cross the street, the quality of the walking experience, driver behavior, ADA compliance (with a sensitivity to strollers and wheelchairs), neighborhood safety, and connectivity between destinations. Local representatives provided invaluable feedback along the walking route. The Workshop agenda and participant list is provided on pages 16 and 17.

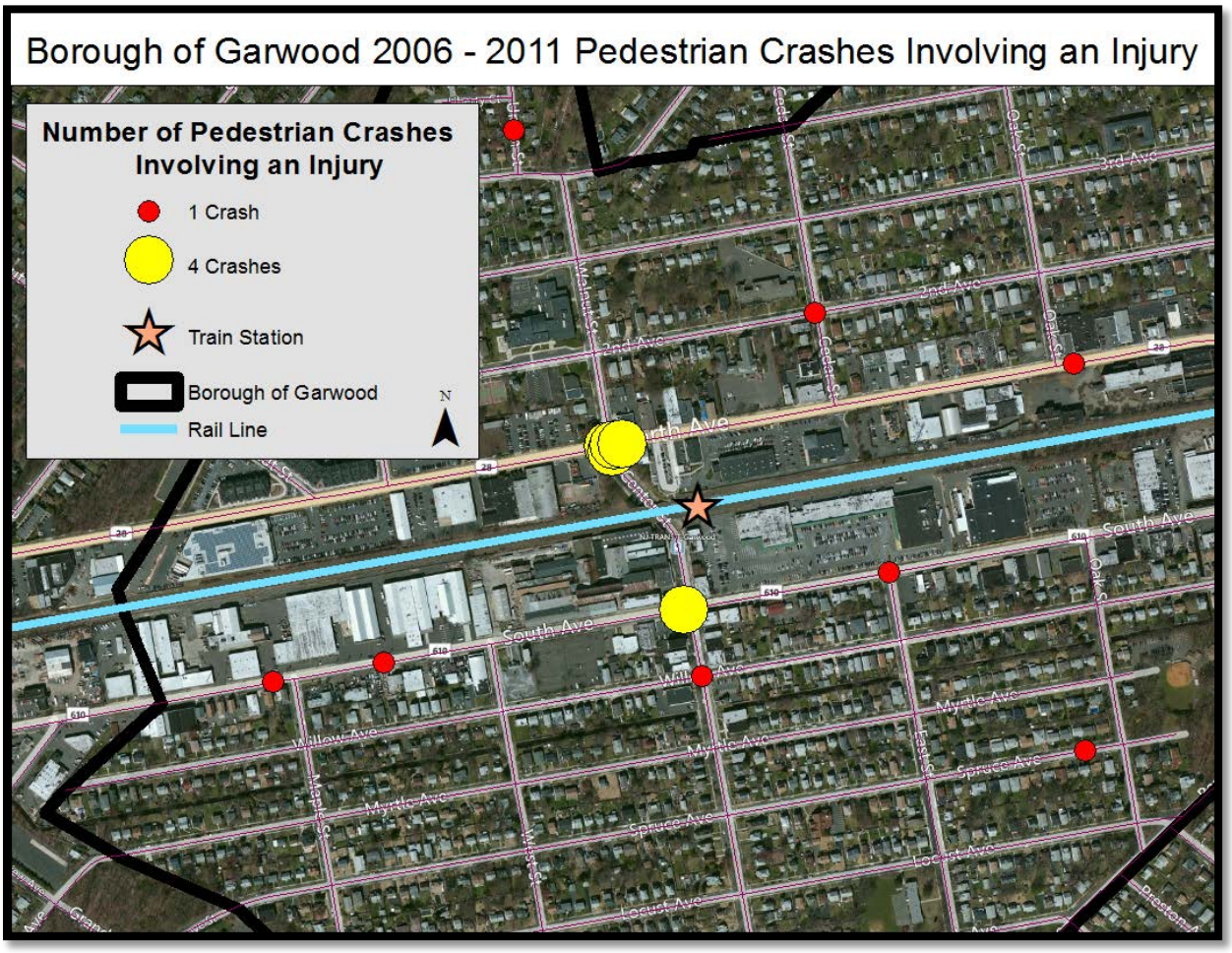
[1] NJ TRANSIT and the Borough of Garwood, ***Transit Friendly Concept Plan***, Garwood, 2012.

The final segment of the Workshop was devoted to generating recommendations for neighborhood walkability prompted by the walking audit. Participants gathered around a street map of the study area to pinpoint the location of specific walkability problems and offer potential solutions. Recommendations were discussed and priorities identified as noted in the **Workshop Findings and Recommendations** section on page 6.

Pedestrian Crash Data

An analysis of 2006-2011 crash data for the Workshop study area, using Plan4Safety, Rutgers University's Transportation Safety Research Center (TSRC) data analysis tool, found that the highest number of crashes involving a pedestrian injury at or near an intersection occurred at the Center Street intersections of North and South Avenues (see Figure 3). Four crashes involving a pedestrian injury occurred at each of these intersections. It is important to note that 50% of the crashes were not in the intersection, implying that the pedestrians may have been jaywalking and or walking near but not in the crosswalk. Overall, thirteen (13) of the thirty-one (31) crashes involving a pedestrian injury within the Borough occurred in a parking lot.

Figure 3: Pedestrian Injury Crash Map



Workshop Findings and Recommendations

Making recommendations to improve pedestrian safety is a primary goal of a Walkable Community Workshop. Participants are also encouraged to suggest improvements that will address aesthetics and sidewalk conditions, important determinants in the decision of whether or not to walk in a given area. Roadway design that accommodates pedestrians (including those with limited mobility) and provides direct access over short distances encourages more trips by foot and bicycle.

During the walking audit, specific attention was paid to the following:

- The condition of sidewalks and crosswalks
- The ability for pedestrians to cross safely at all intersections
- Motorist travel patterns and speeds in relation to observed pedestrian access patterns
- Bus stop and train station access and amenities

Workshop participants identified the following street design recommendations which support NJDOT's Complete Streets policy.

Intersection of Center Street and South Avenue (CR610)

This intersection is a block from the Garwood Train Station resulting in significant usage by pedestrians who access the east-bound platform via a staircase on Center Street. Ensuring that the pedestrian signal head buttons are working is essential. A workshop participant, who crossed at the intersection the day of the waking audit, noted that the button was not responding. Following the workshop, the Borough of Garwood fixed the button and it is now working properly. In addition to addressing the pedestrian signal button, the workshop participants also recommended the following:

- Repaint crosswalks with ladder striping to improve visibility for both pedestrians and motorists.

- Repaint the stop bars. A stop bar is a solid white line, 12 – 24 inches wide, extending across all approach lanes to a traffic signal. The stop bar indicates the point where vehicles are required to stop at a red light.
- Re-time signals for a Leading Pedestrian Interval (LPI) to reduce pedestrian conflicts with turning vehicles at the intersection. Pedestrians are given a three-to-five second "head start" over drivers, allowing them to establish themselves in the crosswalk, before the driver is given the green light to begin a left turning movement. LPIs have been proven a low cost strategy in reducing pedestrian injuries at intersections.
- Upgrade traffic signals for improved motorist visibility.

Elevated Center Street Sidewalk under the Raritan Valley NJ TRANSIT Rail Line

This underpass is the only pedestrian crossing opportunity between the northern and southern portion of the Borough. The Raritan Valley NJ TRANSIT rail line dissects the municipality between the northern and southern portion of the community. Workshop participants recommended the following:

- Provide additional lighting and/or brighten existing lighting in the pedestrian walk-way under the NJ TRANSIT train tracks to improve visibility particularly at night. There are currently only two light fixtures along each side of the underpass and WCW participants observed they are dimly lit in the evening and night time hours. Additional and/or enhanced lighting at this location would be the responsibility of the roadway owner, the Borough of Garwood.
- Support a colorful mural on the underpass walls to make it a more inviting walking experience. WCW participants suggested reaching out to the high school art department.

Garwood Train Station

- Install a ticket machine on the west-bound platform of the train station. Currently, a ticket machine is only provided on the east-bound, which prompts unsafe crossing behaviors by commuters seeking tickets.
- Provide additional sheltered bicycle parking on both the east and west-bound sides of the station to protect bikes during inclement weather.
- Provide ramp access to the station for individuals in wheelchairs, carrying luggage or maneuvering strollers. The station is elevated and currently accessible only by stairs, making it non-ADA compliant.
- Partner with the TMA and NJ TRANSIT to educate commuters and school-age children about rail safety. Since accessibility between the northern and southern section of the Borough is limited to the Center Street pedestrian underpass, pedestrians frequently cross at the rail tracks.

Intersection of Center Street and North Avenue (SR28)

WCW participants have observed aggressive driving at this intersection as motorists turning left from Center Street attempt to "beat" the red signal. The workshop participants recommended the following:

- Assess whether the signal timing can be extended to better accommodate left turning movements from Center Street to North Avenue.
- Assess whether a Leading Pedestrian Interval (LPI) to reduce pedestrian conflicts with turning vehicles is feasible. An LPI provides pedestrians a three-to-five second "head start" over drivers allowing them to establish themselves in the crosswalk before the driver is given the green light to begin a left turning movement.
- Restripe the crosswalks in a ladder style or textured pattern to make them more visible to drivers, and add a visual cue so left turning motorists are more alert for pedestrians in the crosswalk. Between 2006 and 2011, four pedestrians were injured at and near this intersection, which is one block from the Borough's elementary school and train station.

North Avenue (SR28)

North Avenue provides sidewalks, some equipped with ADA compliant curb ramps, and numerous driveway entrances to retail parking lots. WCW participants observed speeding along the roadway, which is posted at 35mph. It is important to note that the speed limit on North Avenue drops to 25 mph in neighboring Cranford and Westfield. WCW participants were in favor of traffic calming techniques to slow motorists' speeds, particularly in light of concerns about pedestrians who are crossing mid-block. Workshop participants recommended the following:

- Install a mid-block crosswalk, with signage, at locations where parking is provided on the opposite side of destinations such as the fitness center and retail shops. WCW participants noted that a pedestrian crossing sign is located in front of the fitness center suggesting that a mid-block crosswalk may have been there at one time. (The roadway was recently repaved, so the crosswalk appears not to have been repainted.) A possible contributing factor for speeding along North Avenue is the distance between signalized intersections. Mid-block crosswalks may help to reduce speeding as motorists are forced to slow down to allow pedestrians to cross.

- Consider access management planning along Route 28, pursuant to the State Highway Access Management Code, to encourage driveway consolidation and reduce potential pedestrian and motorist conflict.
- Adopt development patterns where buildings are located on-street with a sidewalk setback and parking in the rear. This allows for a more inviting experience for pedestrians ("wallets on foot" that support the economic development of the Borough's businesses), and eliminates the need for them to walk through a large parking lot to shop. Plan4Safety crash data analysis shows that a number of the pedestrian injuries reported between 2006 and 2011 occurred in private parking lots along North and South Avenues. Thirteen (13) of the thirty-one (31) crashes involving a pedestrian injury within the Borough occurred in a parking lot.
- Encourage on-street parallel parking as a traffic calming technique and buffer between the sidewalk and vehicular traffic.
- Consider, as part of future planning efforts, installing wider sidewalks (minimum of 5-feet in width) to better accommodate pedestrians walking in opposite directions.
- Improve bus stop amenities for NJ TRANSIT riders, including installation of a bench at the east-bound bus stop near the corner of North Avenue and Center Street. (NJ TRANSIT participated in the workshop and has agreed to install the bench.) Additional information on bus stop amenities and maintenance can be found in the NJTPA's Bus Stop Safety Toolbox: http://www.njtpa.org/plan/studies/documents/BusStopSafetyToolboxweb.pdf
- Install ADA compliant curb ramps where missing to allow people with wheelchairs, strollers or luggage to easily travel from sidewalk to street level. Also install truncated domes to alert pedestrians with visual impairments that they are about to leave the curb.
- Install edge striping along North Avenue to delineate on-street parking from the traffic lane. Since North Avenue is a bus route, lane width from the center-line to the edge striping should be 12-feet to accommodate bus and vehicle traffic.

Intersection of Chestnut Street and North Avenue (SR28)

This intersection was recently upgraded by the NJDOT to include ADA compliant curb ramps, pedestrian signal heads and crosswalks. WCW participants voiced concern about crossing the north leg of this intersection because it's difficult to see right turning vehicle movements from North Avenue to Chestnut Street when drivers are turning to travel north.

- Extend the north-east corner curb to reduce vehicle turning speeds, shorten the pedestrian crossing distance and make pedestrians more visible to the driver.
- Install improved pedestrian signage on the pedestrian countdown signal head pole indicating which pedestrian signal leg the push button actuates. Only one push button is provided at each corner as opposed to two.
- Replace the truncated dome at the south-west corner of the intersection so that it is ADA compliant. The current truncated dome is in poor condition.

Intersection of Oak Street and North Avenue (SR28)

This signalized intersection has pedestrian signal heads but no countdown indicator and no ADA compliant curb ramp on the south-west corner. Also, there is no crosswalk along the east leg of the intersection where school-age children were seen crossing.

- Install an ADA compliant truncated dome on the south-west corner of the intersection.

- Install fixed countdown signal heads to provide information to pedestrians concerning the length of time needed to cross. Since the intersection is not wide (only two traffic lanes), a countdown signal head is not a high priority, however, pedestrians would benefit greatly if an upgraded signal was installed.
- Evaluate the signal phase to allow for a crosswalk with ADA compliant curb ramps at the east leg of the intersection.
- Reduce the pedestrian crossing distance at the south leg of the intersection, which includes a driveway into a big-box retail store, by installing a pedestrian refuge island or median that extends from the parking lot and shortens the driveway crossing distance.
- Assess the feasibility of installing a Leading Pedestrian Interval (LPI) to reduce pedestrian conflicts with turning vehicles. An LPI provides pedestrians a three-to-five second "head start" over drivers allowing them to establish themselves in the crosswalk before the driver is given the green light to begin a left turning movement.

Next Steps

In addition to physical design improvements (engineering), identifying opportunities to address pedestrian safety through enforcement and education is strongly recommended. Leveraging the three "E's" (engineering, education and enforcement) is essential for making gains in traffic safety. While physical improvements will enhance comfort, safety, convenience, and accessibility for all roadway users, coupling the design recommendations outlined in this report with enforcement and education initiatives ensures a more successful walking environment, since motorist and pedestrian behaviors directly impact a community's walkability.

Safety education programs focusing on both pedestrians and motorists are a priority in New Jersey because the state has been designated a "Pedestrian Safety Focus State" by the Federal Highway Administration (FHWA) due to the high number of pedestrian injuries and fatalities. Various government and private-sector organizations are taking an active role in addressing pedestrian safety at the community level, while the New Jersey Division of Highway Traffic Safety (NJDHTS) provides enforcement grants and educational materials focusing on aggressive driving and jaywalking. Information on NJDHTS' grant opportunities and resources such as the *Walk Safely New Jersey* palm card can be found at http://www.nj.gov/oag/hts/index.html and page 20 of this report. A pdf of the "Shared Responsibility" poster can be found on page 21. Hunterdon County's Transportation Management Association, HART, provides free pedestrian safety materials that can be displayed at store-front entrances outside their service area. A link to request the "Free Window Cling" can be found at: http://www.harttma.com/FREEWindowCling.aspx.

Since Lincoln Franklin Elementary School is one block from the workshop study area, the Borough may wish to become involved in NJDOT's Safe Routes to School (SRTS) Program. Under SRTS, municipalities may be eligible for educational assistance through Meadowlink Transportation Management Association (TMA) and may apply for infrastructure grants to

promote walking and bicycling to school. Meadowlink TMA, which participated in the WCW, is prepared to assist the Borough and/or school with various programs related to safe walking and biking to school. Information about the SRTS program and grant opportunities can be found at: www.saferoutesnj.org.

The NJTPA website also provides links to a number of resources offering both national and local perspectives on pedestrian and traffic safety. Information may be found at http://www.njtpa.org/Plan/Element/Safety/default.aspx. Additional information on pedestrian safety, including effective countermeasures, can also be found on the FHWA website at http://safety.fhwa.dot.gov/ped_bike/. The Borough of Garwood is encouraged to leverage these and other resources to implement pedestrian safety education and enforcement initiatives targeted at residents, employees and others who drive into and through the community.

Conclusion

The Borough of Garwood Workshop study area centered around the Garwood Train Station and retail establishments serving the community and surrounding municipalities. Workshop attendees walked along two-lane, bi-directional North Avenue (SR28) and four-lane, bi-directional Center Street. In addition to bus and rail service, the Borough is currently a walkable community. There is, however, room for improvement. While sidewalks, ADA compliant curb ramps, crosswalks, and pedestrian count-down signal heads are provided at many of the Borough's intersections, there are locations where these pedestrian amenities are missing (see the report's Workshop Findings and Recommendations for detail). Additionally, improving bus stop amenities (i.e., adding a bench), installing a curb extension at an intersection with poor motorist visibility and a Leading Pedestrian Interval at other intersections, as well as improving pedestrian lighting along the Center Street rail underpass, and painting mid-block crosswalks along North Avenue to connect parking lots with destinations are also recommended. These recommendations focus on traffic calming techniques designed to reduce motorist speeds along North Avenue (SR28), in particular, as well as on Center Street.

Thirty-one (31) pedestrian injury crashes occurred in the Borough between 2006 and 2011. Two of the hot spot pedestrian crash intersections within the Borough were included in this Walkable Community Workshop study area. They are Center Street and South Avenue (CR610) and Center Street and North Avenue (SR28). Each of these intersections had 4 crashes involving a pedestrian injury at or close to the intersection. In addition, 40% (13) of the crashes involving a pedestrian injury occurred in a private parking lot off North (SR28) and South Avenues (CR610).

This crash data strongly suggests the need for a pedestrian safety education initiative involving residents and businesses. Enlisting the support of the local chamber of commerce to distribute pedestrian safety awareness materials (addressing the responsibilities of both pedestrians and motorists) —for display in and at retail establishments would be a good start. Materials, which can be customized for use in the community, are available through NJDHTS, Meadowlink TMA and other safety

organizations. The Borough is encouraged to take advantage of education and enforcement grant opportunities provided by the NJDHTS. Pursuing partnerships and identifying champions within the community who will promote pedestrian safety as a shared responsibility between all roadway users is highly recommended.

The engineering, education, and enforcement recommendations outlined in this Walkable Community Workshop report seek to improve the walking environment within a ½ mile of the Garwood Train Station, while supporting NJDOT's Complete Streets Policy. The report is a valuable tool to the public, law enforcement and community officials, to improve the safety and mobility of all who live and work within the Borough of Garwood.

Borough of Garwood

Walkable Community Workshop Agenda

1:00PM-3:45PM

July 18th, 2012

Welcome……..1:00

Walkable Community and Complete Streets Presentation……..1:10

- Complete Streets Policy
- Walking environment

Walking Audit in the Vicinity of Garwood Train Station……1:45

- In field assessment

Design Solutions (Breakout Session)……..2:45

- Small team working groups
- Presentation of recommendations
- Priorities and action plan
- Next steps, questions, and wrap-up

Adjourn……3:45

NJTPA
NORTH JERSEY TRANSPORTATION PLANNING AUTHORITY

Workshop Participants

Name	Organization
Liza Betz	Union County
Rosemarie Condi	NJ TRANSIT
Fred Corbitt	Borough of Garwood
Robert Ehrenbeck	Community Member
Don Guarriele	Borough of Garwood, Engineering Department
Sally Karasov	Rutgers University, Traffic Safety Engineer
Carol Kearney	Greater Westfield Area Chamber of Commerce
Paul Leso	Union County
Patricia Quattrocchi	Borough of Garwood, Mayor
Nora Shepard	Meadowlink Transportation Management Association
Sara Todisco	Borough of Garwood, Councilwomen
Bruce Underhill	Borough of Garwood Police
Kathy Villaggio	Borough of Garwood
Cyrenthia Ward	NJ TRANSIT
Tommy Davis	NJTPA
Pam Fischer	NJTPA
Scott Rowe	NJTPA
Jonathan Sagalow	NJTPA
Elizabeth Thompson	NJTPA

Pedestrian Image Resource: www.pedbikeimages.org

Edge Striping for Parking

Curb Extensions

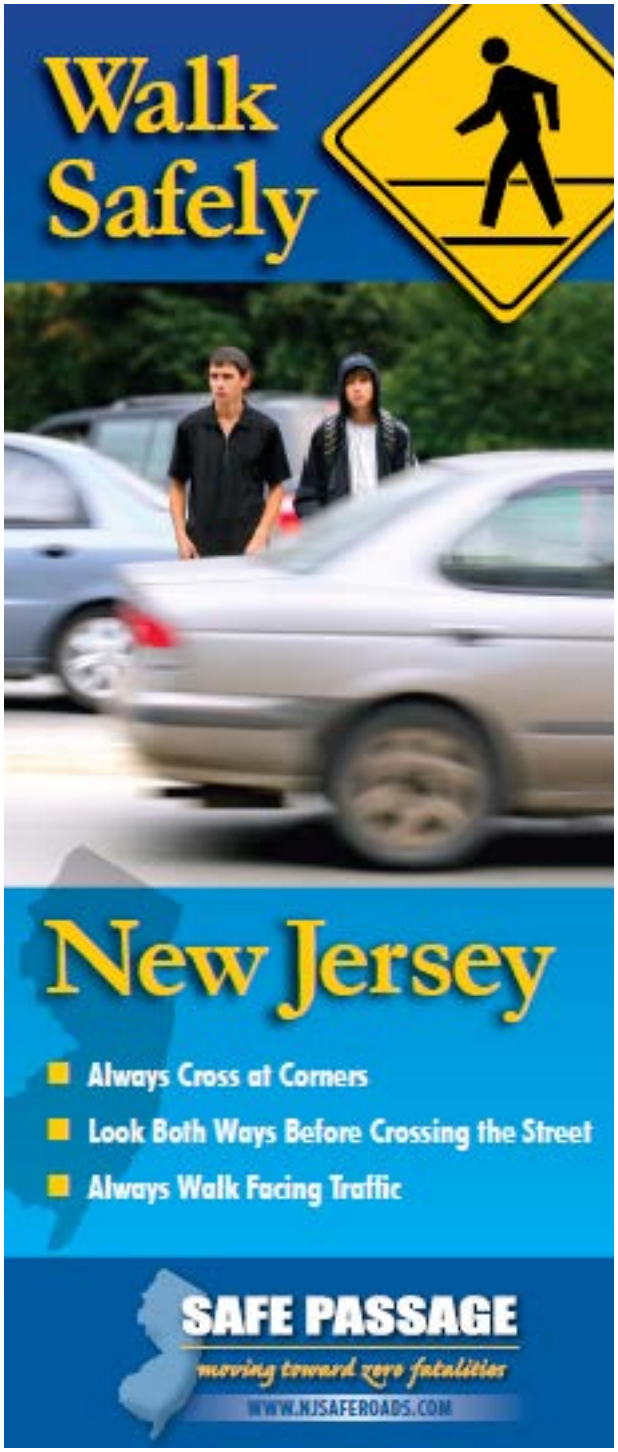
High Visibility Crosswalk

ADA Compliant Curb Ramps

Bulb Out

Bulb Out with Parking

“Ladder” Style Crosswalk Sample



Walk Safely New Jersey

Facts:

Walking is a great activity and a great way to stay fit. However, it can also be dangerous.

More than a hundred pedestrians are killed in New Jersey each year and thousands more are injured.

Tips:

- Wear bright-colored clothing, especially at night. If necessary, attach a piece of reflective material to your clothing or handbag.
- Walk on sidewalks or paths and always cross at the corner, within marked crosswalks.
- Do not try to cross mid-block or between parked cars.
- Look left, right and left again before crossing and be on the lookout for turning vehicles.
- Continue to look for vehicles while crossing.
- Make eye contact with the driver before crossing in front of a vehicle.
- Learn the proper use of "Walk/Don't Walk" signals and obey them.
- Use the buddy system. Walk and cross with others when possible.
- If at all possible, do not walk at night or during bad weather such as rain, snow or ice.

DIVISION OF HIGHWAY TRAFFIC SAFETY
140 East Front Street • 7th Floor
P.O. Box 048 • Trenton, NJ • 08625-0048
Tel: 609.633.9300 • Fax: 609.633.9020
800.422.3750 • www.njsaferoads.com
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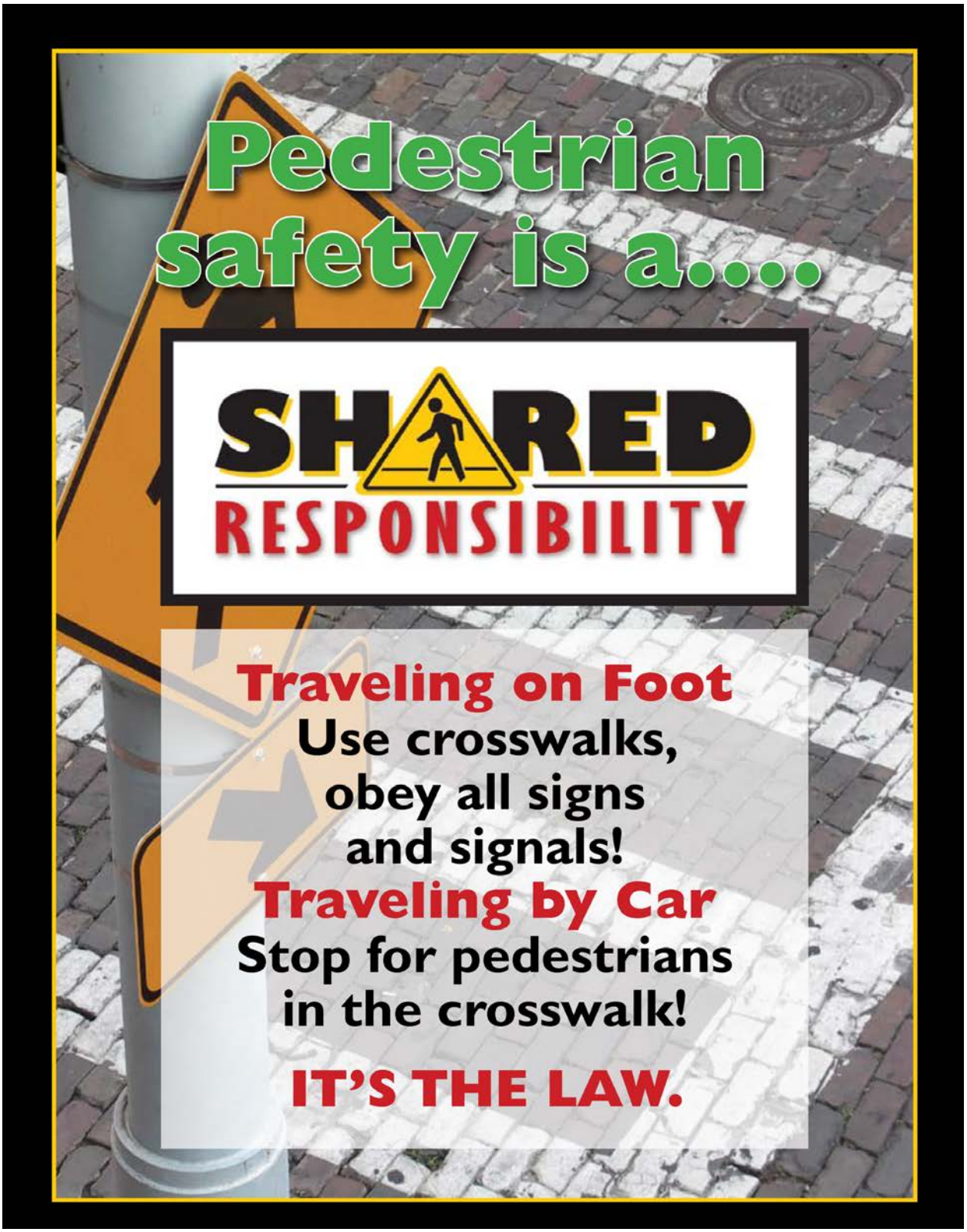
Pedestrian safety is a....
SHARED
RESPONSIBILITY
Traveling on Foot
Use crosswalks, obey all signs and signals!
Traveling by Car
Stop for pedestrians in the crosswalk!
IT'S THE LAW.

THIS IS A WARNING

YOU HAVE JUST FAILED TO STOP FOR A PEDESTRIAN IN A MARKED CROSSWALK

The law is clear (see reverse side).

Motorists in New Jersey MUST stop for pedestrians in a marked crosswalk. Failure to observe the law may subject you to one or more of the following:

- **2 POINTS**
- **$200 FINE**
  (plus court costs)
- **15 DAYS COMMUNITY SERVICE**
- **INSURANCE SURCHARGES**

YOU HAVE JUST FAILED TO USE DUE CARE AS A PEDESTRIAN

The law is clear, pedestrians must obey pedestrian signals and use crosswalks at signalized intersections. Both carry a $54.00 fine for failure to observe the law. (C.39:4-32 and 33)

This initiative is provided as an educational tool to foster public awareness about pedestrian safety and ultimately reduce injuries and deaths.

SAFE PASSAGE
moving toward zero fatalities
WWW.NJSAFEROADS.COM

New Jersey Statute 39:4-36
Driver to stop for pedestrian: exceptions, violations, penalties.

A. The driver of a vehicle must stop and stay stopped for a pedestrian crossing the roadway within any marked crosswalk, but shall yield the right-of-way to a pedestrian crossing the roadway within an unmarked crosswalk at an intersection, except at crosswalks when the movement of traffic is being regulated by police officers or traffic control signals, or where otherwise prohibited by municipal, county, or State regulation, and except where a pedestrian tunnel or overhead pedestrian crossing has been provided, but no pedestrian shall suddenly leave a curb or other place of safety and walk or run into the path of a vehicle which is so close that it is impossible for the driver to stop or yield. Nothing contained herein shall relieve a pedestrian from using due care for his safety.

Whenever any vehicle is stopped to permit a pedestrian to cross the roadway, the driver of any other vehicle approaching from the rear shall not overtake and pass such stopped vehicle.

Every pedestrian upon a roadway at any point other than within a marked crosswalk or within an unmarked crosswalk at an intersection shall yield the right-of-way to all vehicles upon the roadway.

B. A person violating this section shall, upon conviction thereof, pay a fine to be imposed by the court in the amount of $200. The court may also impose a term of community service not to exceed 15 days.

C. Of each fine imposed and collected pursuant to subsection B. of the section, $100 shall be forwarded to the State Treasurer who shall annually deposit the moneys into the "Pedestrian Safety Enforcement and Education Fund" created by section 1 of PL 2005, c 84 (C.39:4-36.2)