



## STREET SMART NJ FACT SHEET

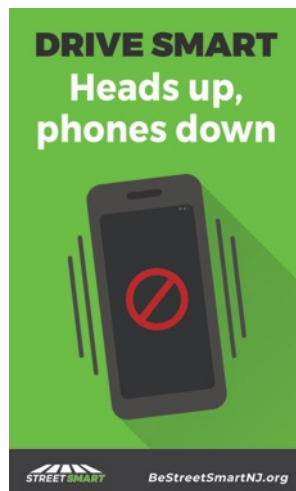
### What is Street Smart NJ?

Street Smart NJ is a public education, awareness and behavioral change pedestrian safety campaign created by the North Jersey Transportation Planning Authority (NJTPA). The campaign combines grassroots public awareness efforts with social media, public outreach efforts and law enforcement to address pedestrian safety.

There are a number of different ways communities can participate. Nearly all campaigns enlist the involvement of community leaders, businesses and organizations and ask police to step up enforcement of pedestrian safety laws. Some campaigns have an evaluation component, including pre- and post-campaign surveys and observations at crash prone locations. Smaller campaigns may be limited to handing out information at local events and displaying signage around the community.

More than 200 communities have participated in Street Smart in some way since the program's inception in 2013. NJTPA's goal is to continue growing the program across the state. Communities everywhere are invited to use the strategies and materials on the Street Smart website, [bestreetsmartnj.org](http://bestreetsmartnj.org), to create their own campaigns. The website includes a 'How To' guide, printable materials, social media posts and a sample press release among other resources.

NJTPA staff are available to meet with interested communities to discuss how to bring Street Smart NJ to their municipality, county or college campus.



## Why do we need Street Smart?

New Jersey's pedestrian fatality rate is nearly double the national average. In 2021, 212 pedestrians died as a result of pedestrian-vehicle crashes in New Jersey, according to the National Highway Traffic Safety Administration. From 2017 to 2021, 914 pedestrians were killed and thousands were injured on New Jersey's roads. That translates to about one death every two days.

## Campaign Messages

The Street Smart NJ campaign urges pedestrians and motorists to keep safety in mind when traveling. The program's core message is "Walk Smart – Drive Smart – Be Street Smart" with specific messages including We Stop for People; Heads Up, Phones Down; We Slow Down for Safety; We Move Over for Safety; We Look Before Crossing; We Use Crosswalks; We Wait for the Walk. These messages are incorporated into safety tip cards, posters, banners, outdoor signs, coasters, tent cards and coffee cup sleeves.

## Police Enforcement

One of the keys to Street Smart NJ's success is law enforcement participation. Police officers engage and educate, rather than simply issue citations. In many communities that participate in Street Smart NJ police have issued warnings rather than citations and even rewarded good behavior with coupons, gift cards and free t-shirts. Street Smart NJ public awareness efforts are often conducted in conjunction with this increased enforcement.



## Results

Evaluations of previous Street Smart NJ campaigns have shown positive results. There was a 28 percent reduction in pedestrians jaywalking or crossing against the signal and a 40 percent reduction in drivers failing to yield to crossing pedestrians or cyclists following campaigns the NJTPA managed in March 2016.

### Contact

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