



***STREET SMART
WAYNE 2021***



TransOptions

EXECUTIVE SUMMARY

Street Smart NJ campaign efforts were conducted in Wayne in the summer of 2021. While in-person activities were suspended due to the COVID-19 pandemic, TransOptions provided education virtually by developing paid social media video advertisements. Videos were launched and targeted at social media users in Wayne and the surrounding area.

Efforts were evaluated using online surveys that were launched both before and after the campaign. The surveys were available in both English and Spanish. The survey results showed increases in awareness of pedestrian safety messaging, the presence of the Street Smart NJ campaign in the community, as well as improvements in knowledge of pedestrian safety laws and traffic signals.

STREET SMART NJ OVERVIEW

TransOptions partnered with the Wayne Police Department to implement Street Smart NJ efforts in July 2021. Street Smart NJ is a statewide public education, awareness and behavioral change campaign that was developed by the North Jersey Transportation Planning Authority (NJTPA), the metropolitan planning organization for the 13-county northern New Jersey region, in 2013. The NJTPA, along with the Federal Highway Administration (FHWA), the New Jersey Department of Transportation (NJDOT), NJ TRANSIT, NJ Division of Highway Traffic Safety (NJDHTS), and the Transportation Management Associations (TMAs) worked with numerous community partners to develop and pilot the Street Smart NJ program. The campaign is funded through U.S. Department of Transportation resources.

TRANSOPTIONS

TransOptions is a nonprofit organization and is one of eight Transportation Management Associations (TMAs) in New Jersey. The TMAs are tasked with implementing strategies and programs that address traffic congestion, economic development, air quality, roadway user safety and livability issues.

Each TMA is responsible for a designated service area, with TransOptions being responsible for the northwestern area of the state. This area encompasses all of Morris, Warren and Sussex counties, as well as suburban Essex, Passaic and Union counties.

WAYNE, NEW JERSEY

The Township of Wayne is located in Passaic County, New Jersey. Wayne had a population of 54,838 as of April 1, 2020, according to the United State Census Bureau¹. Between 2015 and 2019, Wayne had 77 pedestrians involved in crashes. Of these crashes, eight resulted in pedestrian fatalities and eight pedestrians had suspected serious injuries.

STREET SMART NJ EFFORTS IN WAYNE

Starting in July 2021, TransOptions and the Wayne Police Department launched efforts to increase awareness of safe walking and driving behaviors to advance pedestrian safety in the local community.

Due to the COVID-19 pandemic, in-person outreach was limited. Campaign street signs and targeted social media advertisements were used to increase awareness and provide safety education to the community. The Wayne Police Department increased interactions associated with pedestrian safety laws. TransOptions provided a pre- and post-campaign survey that was promoted online by Wayne to evaluate the initiative's impact.

As part of efforts to increase pedestrian safety education and awareness in the community, TransOptions conducted a virtual education program in May for fifth and sixth graders at Immaculate Heart of Mary School to teach students about safe walking and biking. A program for older adults was also conducted virtually in

¹ United States Census Bureau (2021) www.census.gov/quickfacts/waynetownshippassaiccountynewjersey

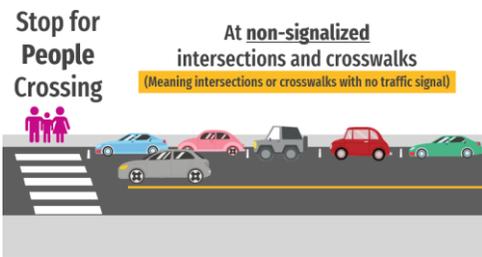
September in association with the Wayne Public Library to introduce Street Smart NJ and pedestrian safety education.

PAID SOCIAL MEDIA ADVERTISEMENT RESULTS

TransOptions developed a series of eight educational videos that address specific driving and walking behaviors associated with Street Smart NJ and general pedestrian safety behavioral needs. Each video advertisement was one-minute or less in length. Paid advertisements were launched weekly over eight weeks on Facebook and Instagram with target audiences being people who reside in or had recently visited Wayne and the surrounding area. Many videos included photos of specific roads in Wayne to provide local examples of areas where certain safe walking and driving behaviors are necessary.

Below are the topics addressed in the video advertisement series and the reach results for each video. Reach is defined as the number of people who saw the ad at least once.

VIDEO 1: STOP FOR PEDESTRIANS

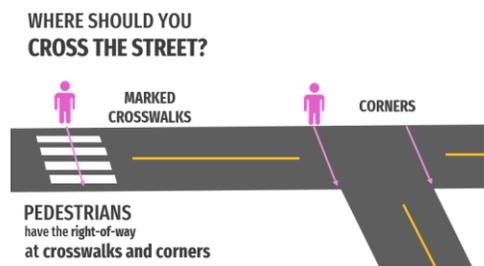


STOP FOR PEDESTRIANS
At crosswalks in Wayne like:

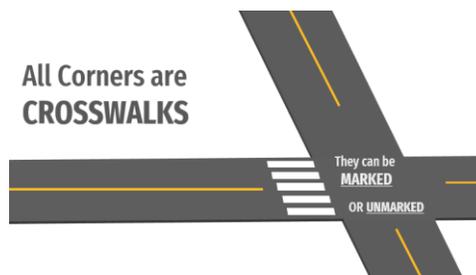


Valley Road & Woodstock Drive

- Reviewed the need for people driving to stop for pedestrians at non-signalized intersections
- Video highlighted specific locations in Wayne where there are non-signalized intersections where drivers must stop for pedestrians
- 2,539 reached



All Corners are CROSSWALKS



VIDEO 2: USE CROSSWALKS



IN WAYNE: Alps Road & Waling Driver

- Reviewed the need for pedestrians to use crosswalks and informed viewers that corners are considered unmarked crosswalks
- Informed viewers that pedestrians have the right-of-way at corners and crosswalks and drivers should stop for pedestrians attempting to cross in these areas
- Video highlighted specific locations in Wayne where there are both marked and unmarked crosswalks
- 2,567 reached

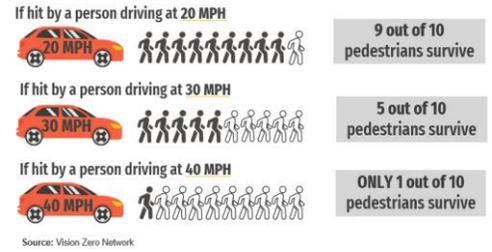
VIDEO 3: SPEED AND PEDESTRIAN SAFETY



When you drive, you are protected by

- the body of the vehicle
- airbags
- seat belts
- other safety features

People walking and biking are vulnerable on the road



- Informed viewers how speed impacts pedestrian safety and the need to slow down on local roadways where pedestrians and bicyclists are present
- Informed viewers of the relationship between increased speed and increased chances of pedestrian death
- Video was targeted at males ages 18 to 34. According to the National Highway Safety Administration (NHTSA), young male drivers are the population most likely to be speeding at the time of fatal crashes²
- 1,959 reached

VIDEO 4: PEDESTRIAN SIGNALS



DON'T START CROSSING
if the signal is **FLASHING**
OR **COUNTING DOWN**



- Reviewed types of pedestrian crossing signals at signalized intersections and need for pedestrians to follow signals
- Video highlighted specific locations in Wayne where pedestrian signals are present
- 2,472 reached

VIDEO 5: DISTRACTED DRIVING AND PEDESTRIAN SAFETY

Most people disapprove of distracted driving.

87% Socially Disapprove	93% Socially Disapprove	95% Socially Disapprove
Of holding/talking on cellphone while driving	Of reading a text while driving	Of typing/sending a text while driving

Source: AAA's 2019 Traffic Safety Culture Index

When you're DISTRACTED while DRIVING, you can miss a lot.

Also don't be distracted while walking.

- Informed viewers that most people disapprove of varying forms of cellphone use while driving
- Reviewed how distracted driving can cause drivers to miss pedestrians on the road
- Reminded viewers that it is not safe to cross the street while distracted by a cellphone
- 2,795 reached

National Highway Traffic Safety Administration. (2020). Traffic Safety Facts: 2018 Data. Speeding. <https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/812932> ²

VIDEO 6: MIDBLOCK CROSSING



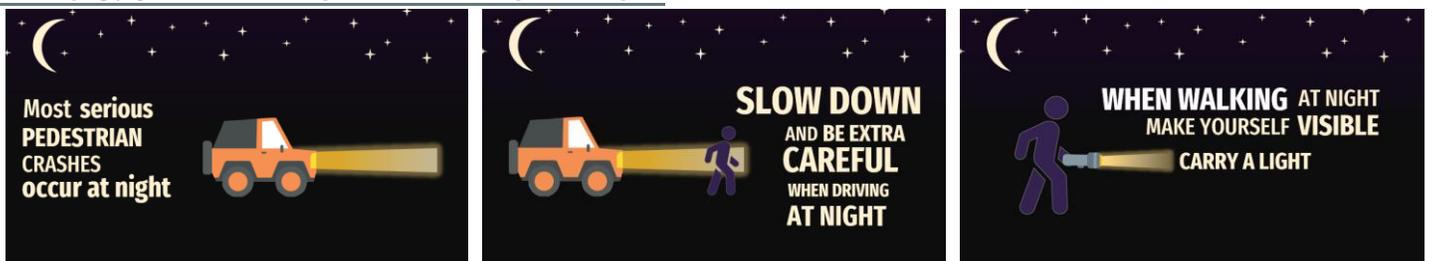
- Video encouraged crossing at crosswalks and corners
- Reviewed midblock crossing and the appropriate way to cross midblock if a crosswalk or corner is not available
- Informed viewers that pedestrians can cross mid-block but they must yield the right-of-way to approaching drivers
- 2,728 reached

VIDEO 7: YIELD TO PEDESTRIANS WHEN TURNING



- Reviewed the need for people driving to give pedestrians the right-of-way when turning at signalized intersections
- Reviewed the relationship between traffic lights for drivers and pedestrian crossing signals
- Video highlighted specific locations in Wayne where signalized intersections are present and emphasized the need for drivers to yield to pedestrians crossing before turning at those locations
- 2,606 reached

VIDEO 8: SAFE WALKING AND DRIVING AT NIGHT



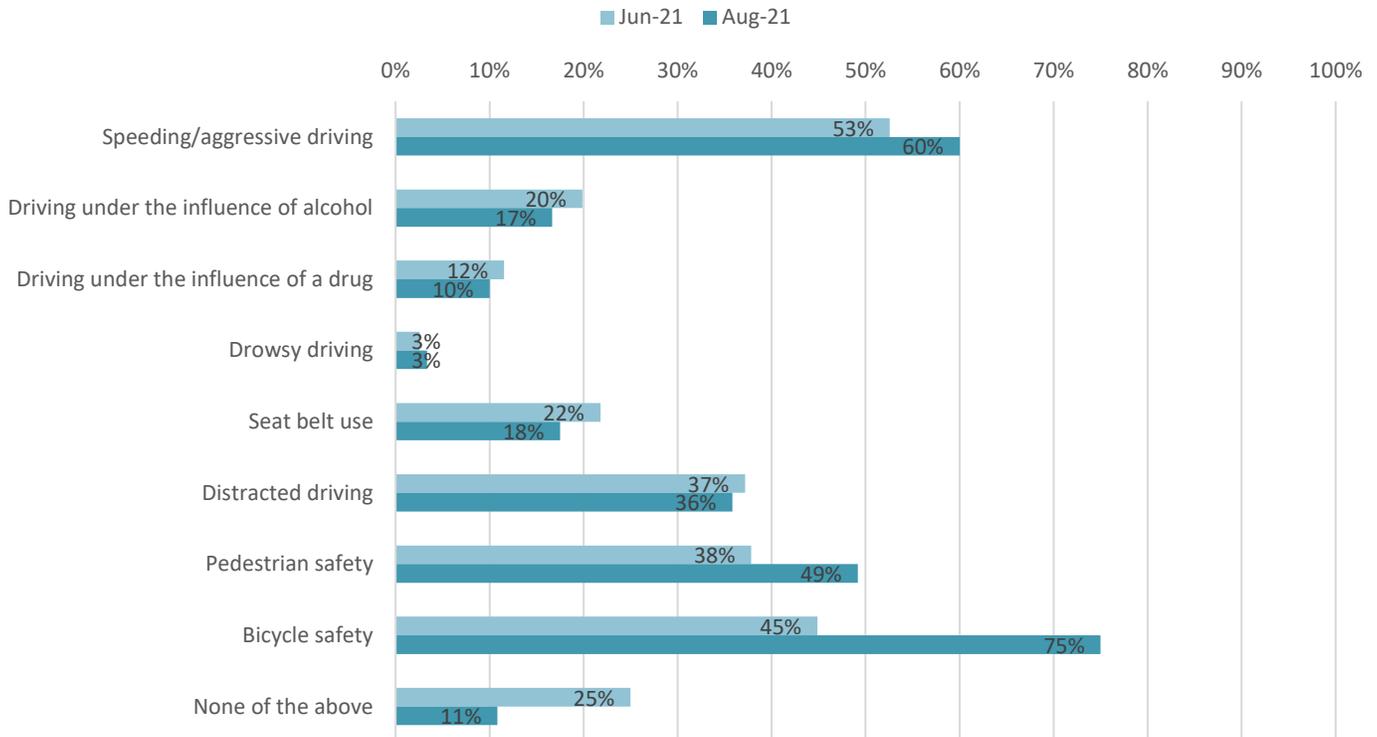
- Video informed viewers that the most serious pedestrian crashes occur at night
- Encouraged drivers to slow down and be careful when traveling at night as well as encouraged pedestrians to try to be seen when walking at night.
- Video reviewed the benefits of using reflective items when walking at night
- 2,605 reached

SURVEY RESULTS

Pre- and post-campaign surveys were used to gauge the impact of Street Smart NJ activities in Wayne. The surveys were available in both English and Spanish. The Wayne Police Department assisted in distributing the survey on social media and other forms of town-based digital communications. The pre-campaign survey was launched in June 2021 and received 156 responses. The post-campaign survey was launched in August 2021 and received 121 responses. The responses are detailed below.

CAMPAIGN AWARENESS RESULTS

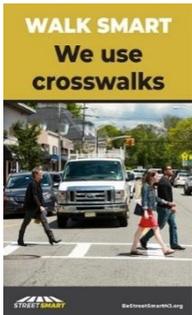
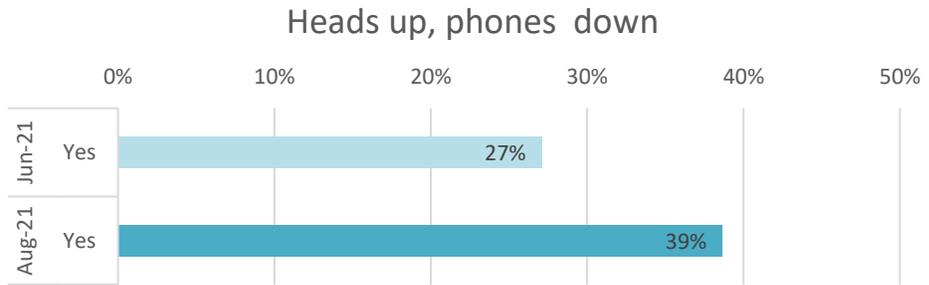
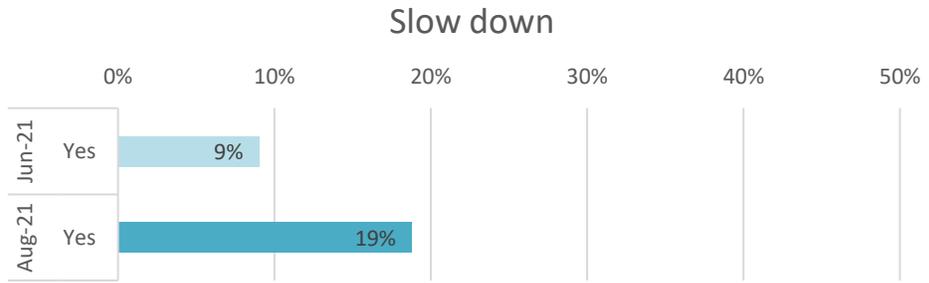
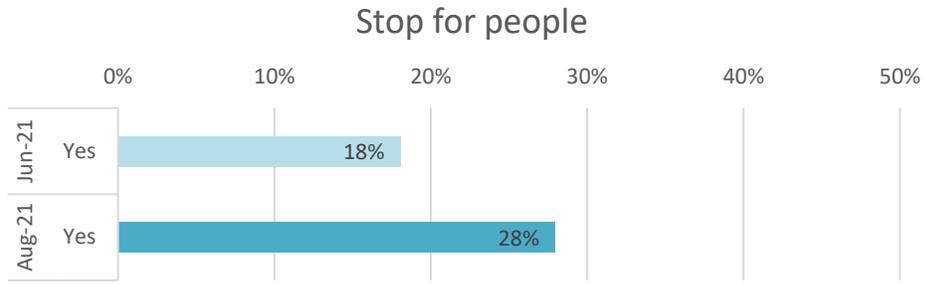
**IN THE LAST 30 DAYS, HAVE YOU READ, SEEN OR HEARD ANY MESSAGES ADDRESSING THE FOLLOWING...
(SELECT ALL THAT APPLY)**



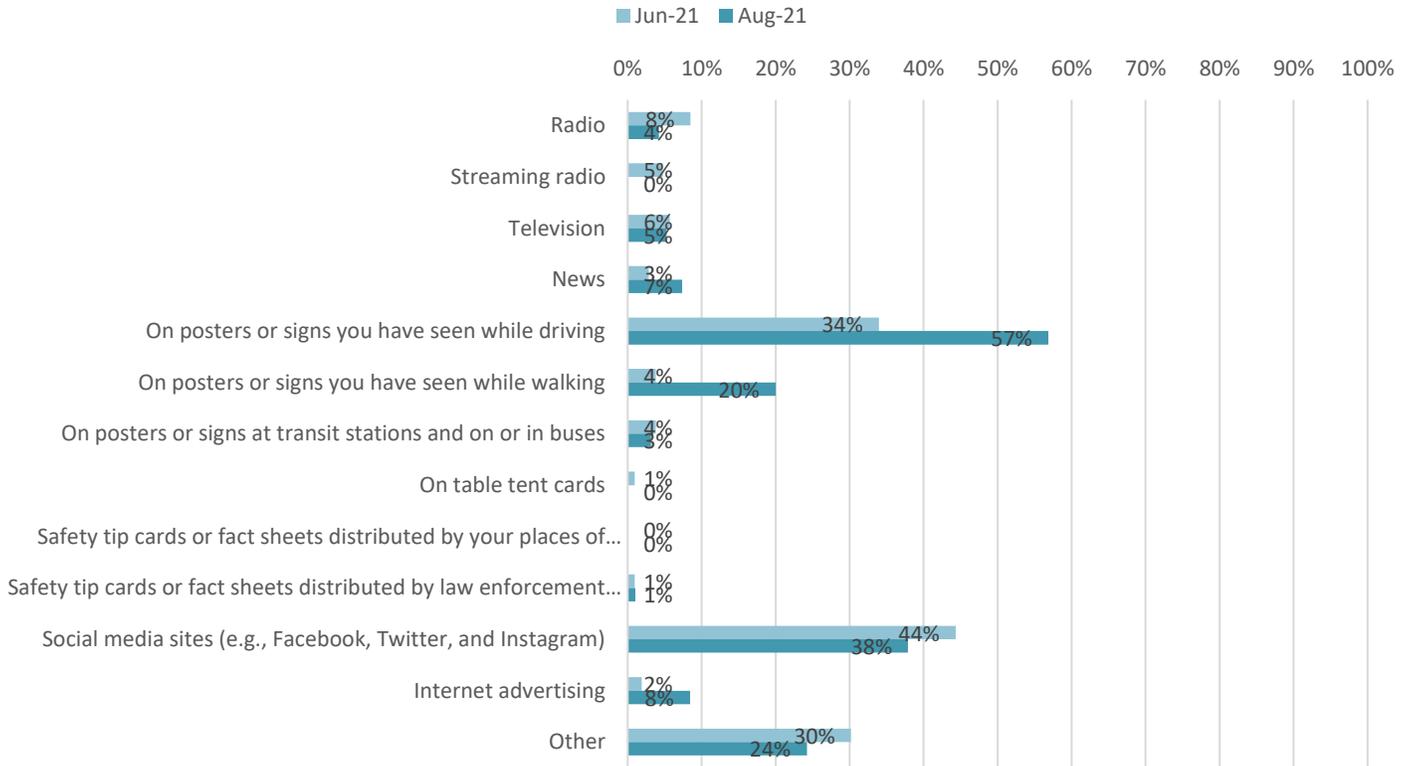
HAVE YOU READ, SEEN OR HEARD ANY MESSAGE OR SIGNAGE THAT MENTIONS “STREET SMART”?



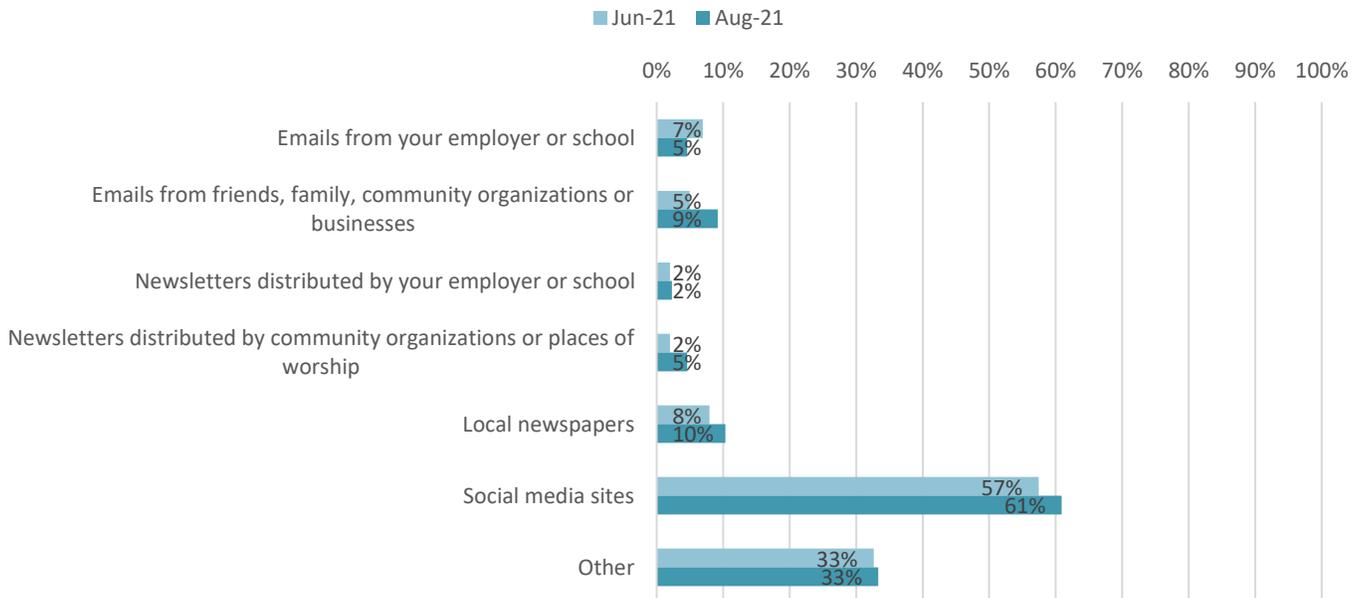
IN THE LAST 30 DAYS, HAVE YOU READ, SEEN OR HEARD ANY MESSAGES SIMILAR TO THE FOLLOWING...



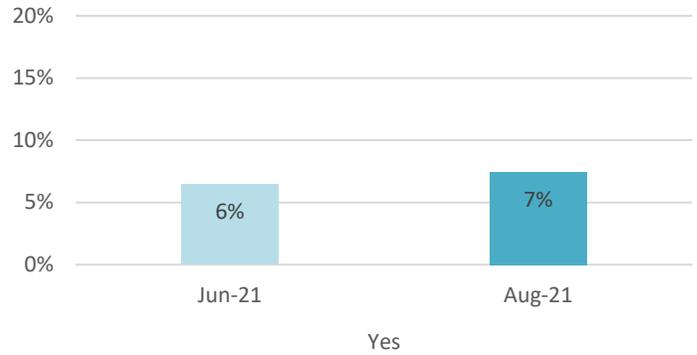
IF YOU SAW OR HEARD ANY OF THE MESSAGE FROM THE PREVIOUS QUESTIONS, WHERE DID YOU SEE OR HEAR THEM? (SELECT ALL THAT APPLY).



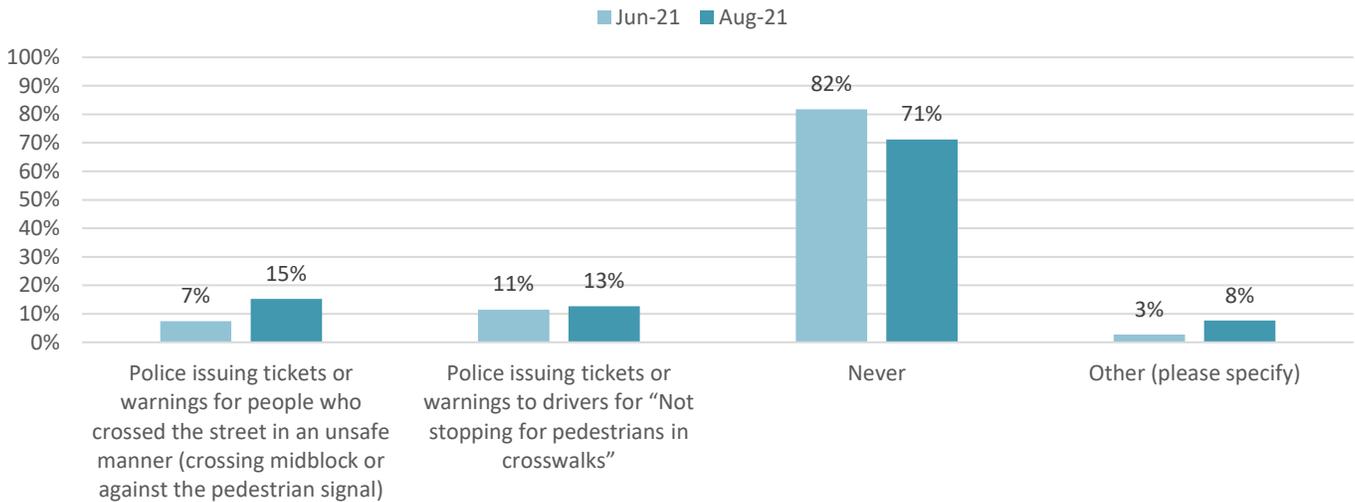
IN THE PAST MONTH, HAVE YOU SEEN OR RECEIVED INFORMATION ABOUT PEDESTRIAN SAFETY FROM ANY OF THE FOLLOWING SOURCES? (CHECK ALL THAT APPLY)



DO YOU RECALL SEEING VIDEOS ABOUT SAFE WALKING AND DRIVING ON SOCIAL MEDIA SIMILAR TO THE FOLLOWING?

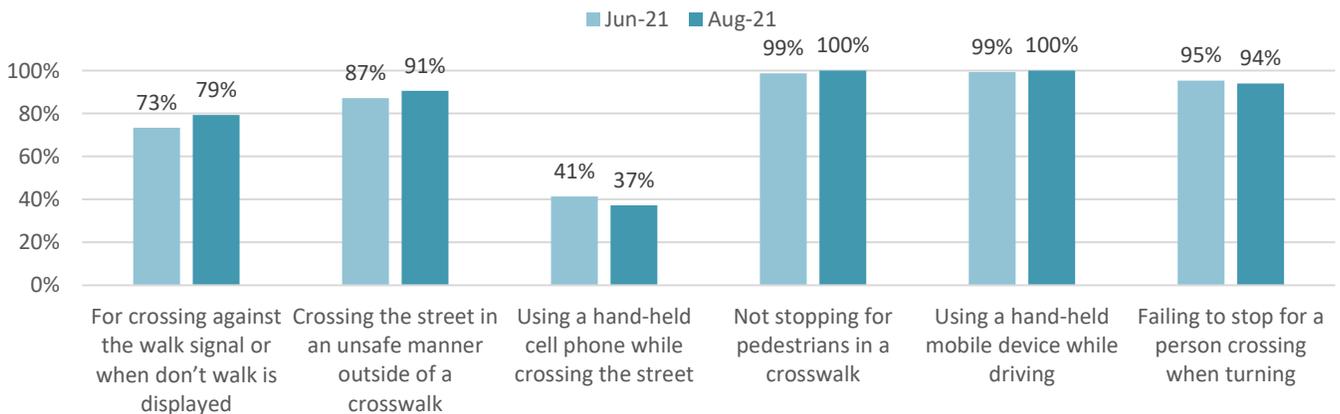


HAVE YOU RECENTLY READ, SEEN OR HEARD ABOUT THE FOLLOWING POLICE EFFORTS TO ENFORCE PEDESTRIAN SAFETY LAWS? (CHECK ALL THAT APPLY)



TO THE BEST OF YOUR KNOWLEDGE, CAN YOU RECEIVE A TICKET IN NEW JERSEY FOR...

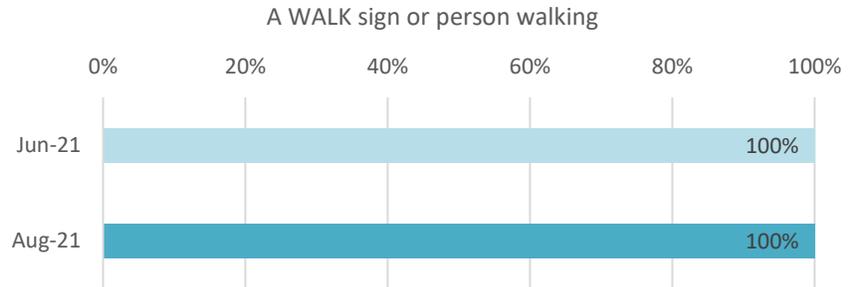
Showing responses of participants who answered "yes"



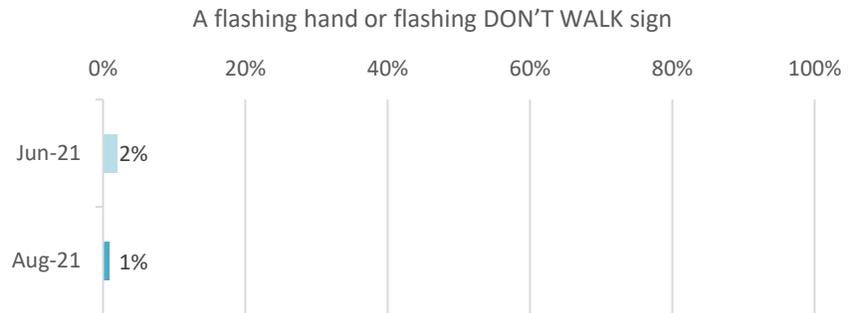
AT INTERSECTIONS WITH A TRAFFIC LIGHT AND PEDESTRIAN SIGNAL, YOU SHOULD BEGIN WALKING WHEN THE PEDESTRIAN SIGNAL SHOWS: (SELECT ALL THAT APPLY)



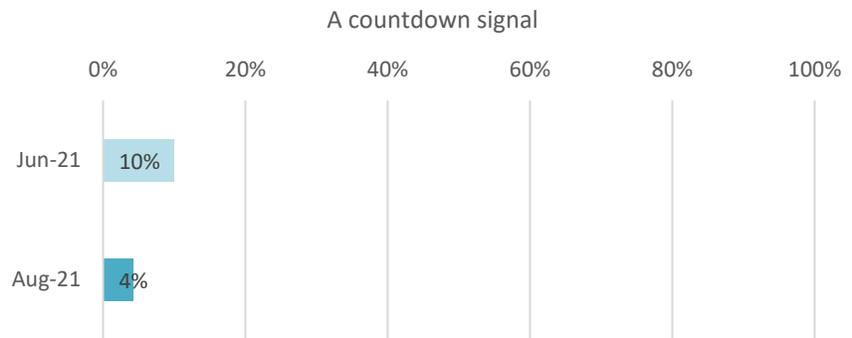
A WALK sign or person walking



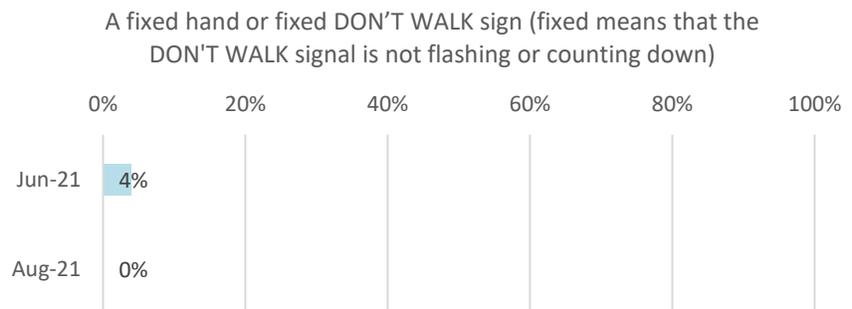
A flashing hand or flashing DON'T WALK sign



A countdown signal

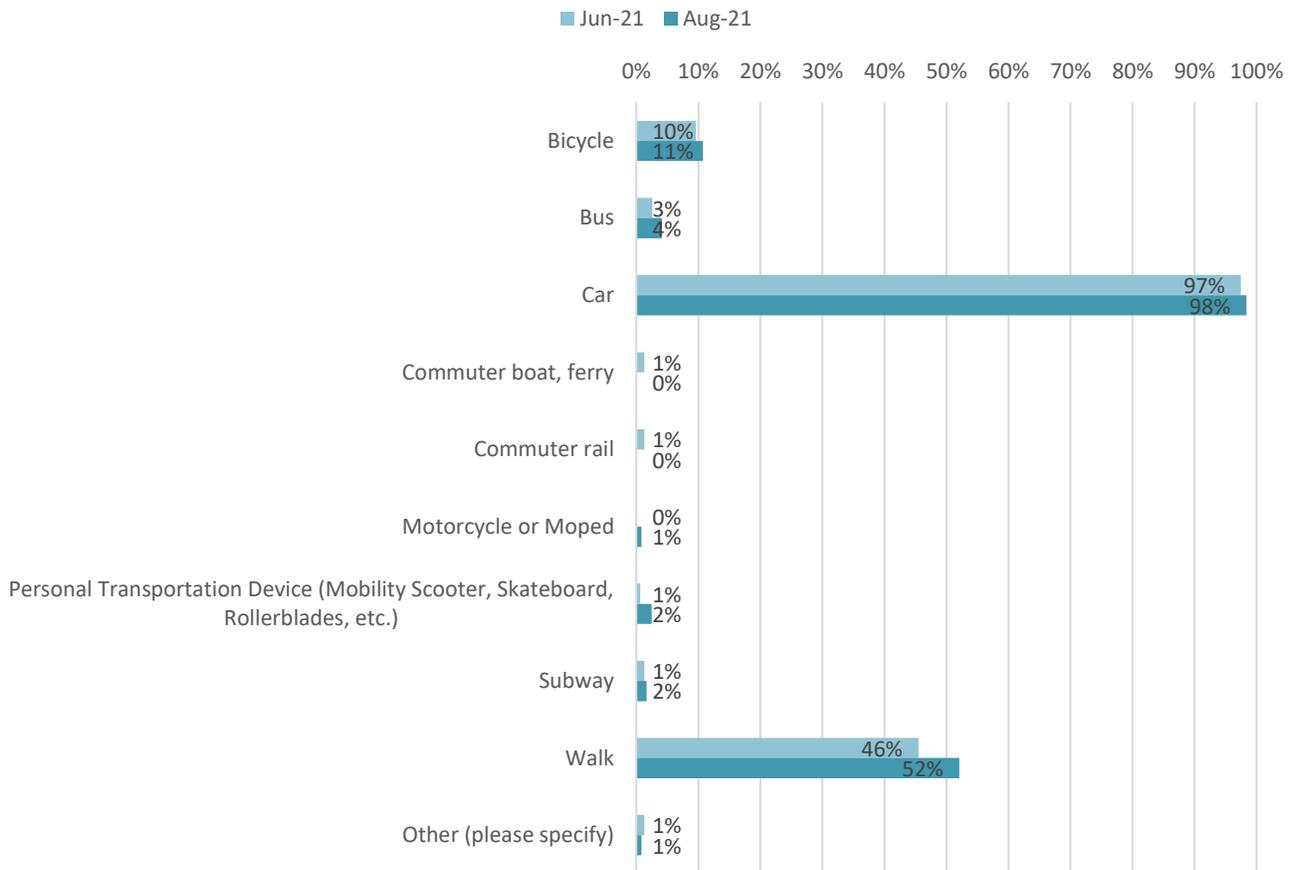


A fixed hand or fixed DON'T WALK sign (fixed means that the DON'T WALK signal is not flashing or counting down)

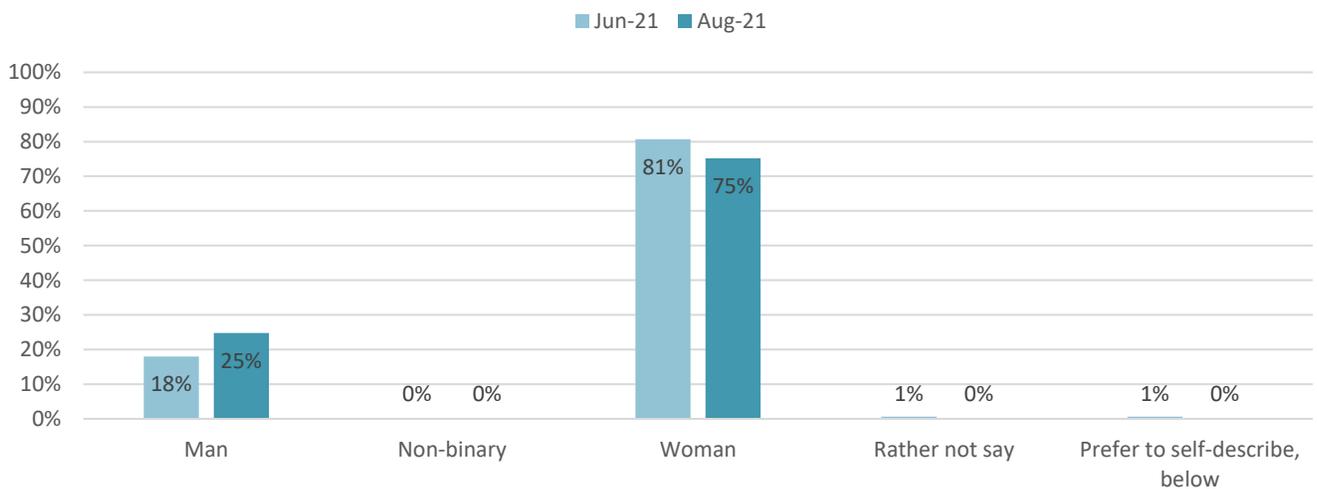


SURVEY PARTICIPANT DEMOGRAPHICS

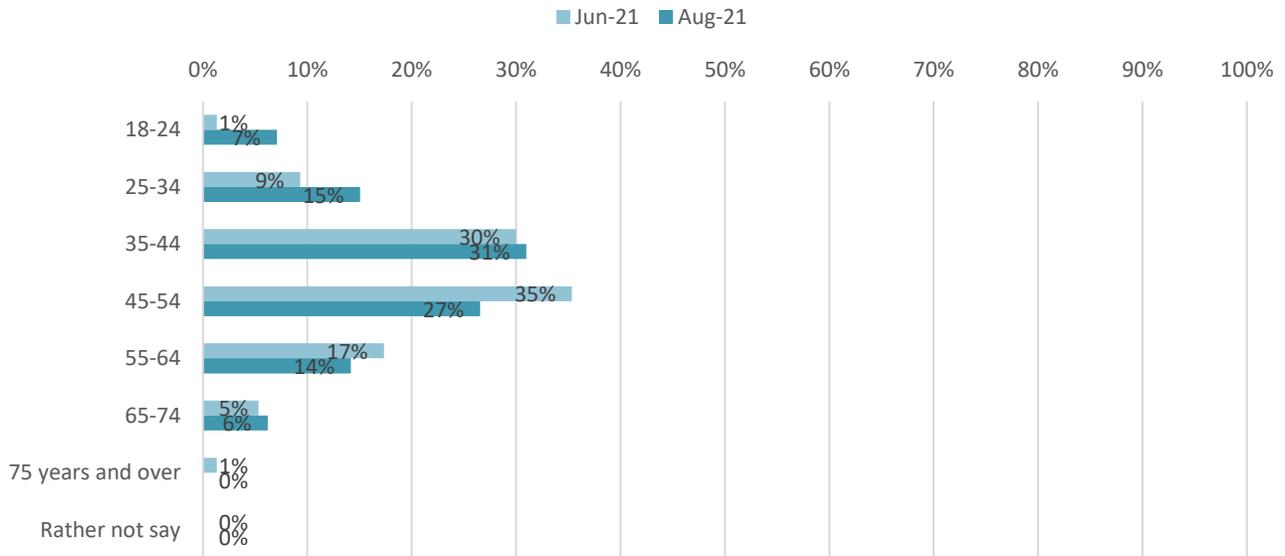
WHAT MODE(S) OF TRANSPORTATION DO YOU USE ON A WEEKLY BASIS? (CHECK ALL THAT APPLY)



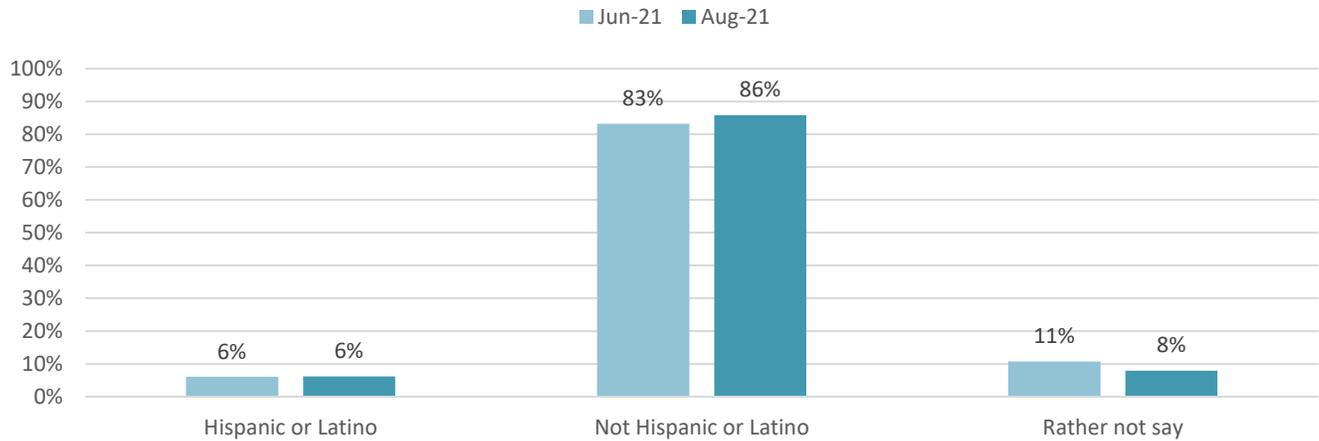
WHAT IS YOUR GENDER?



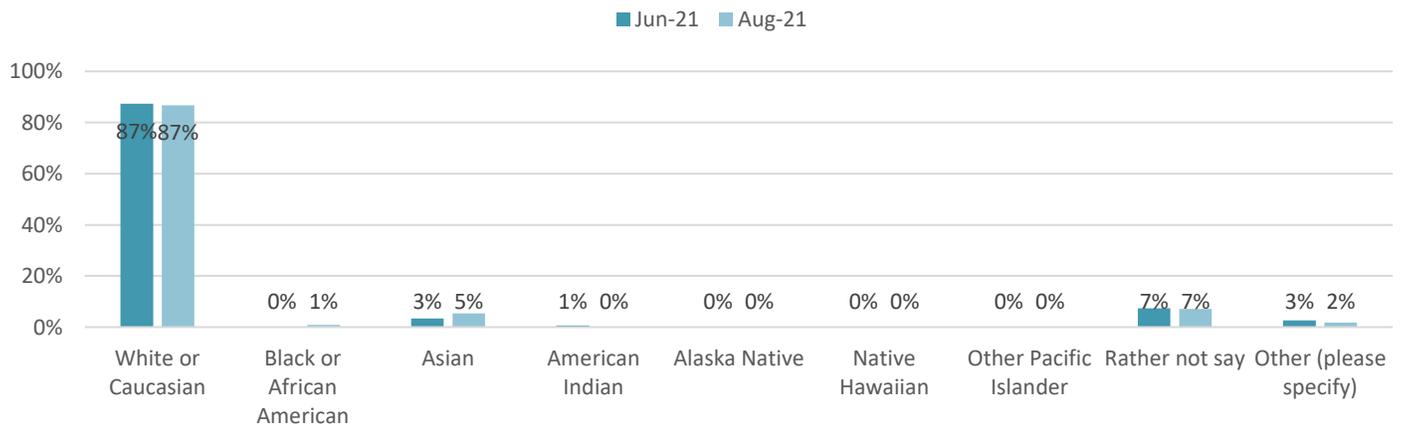
WHAT IS YOUR AGE?



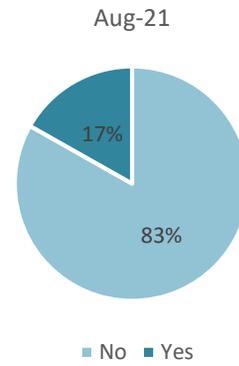
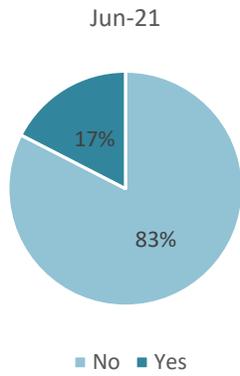
WHAT IS YOUR ETHNICITY?



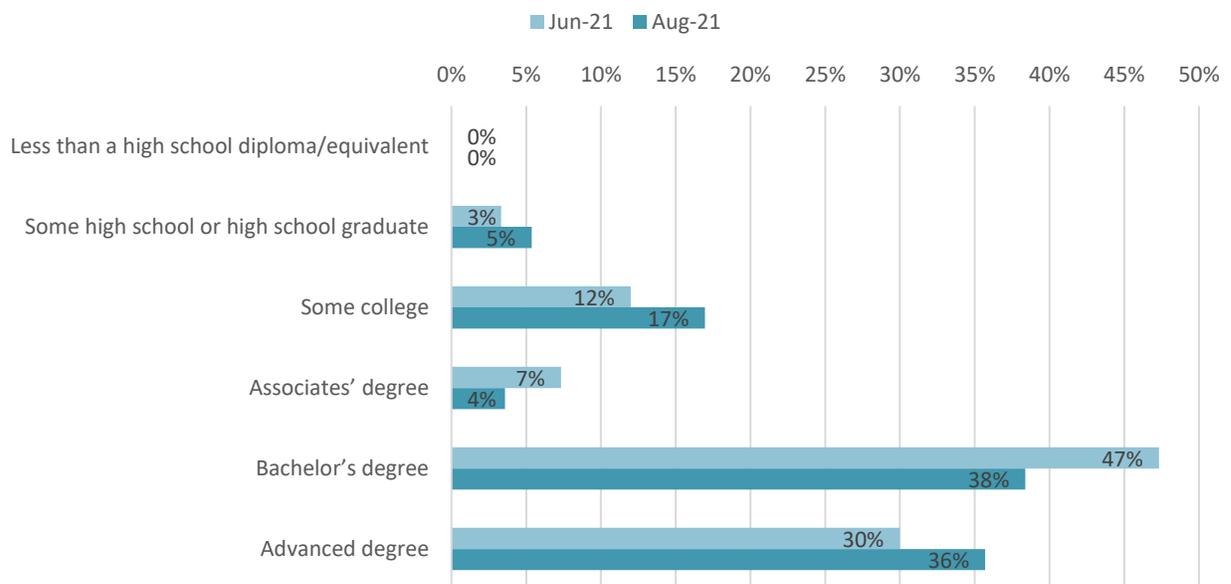
WHAT IS YOUR RACE? (CHECK ALL THAT APPLY)



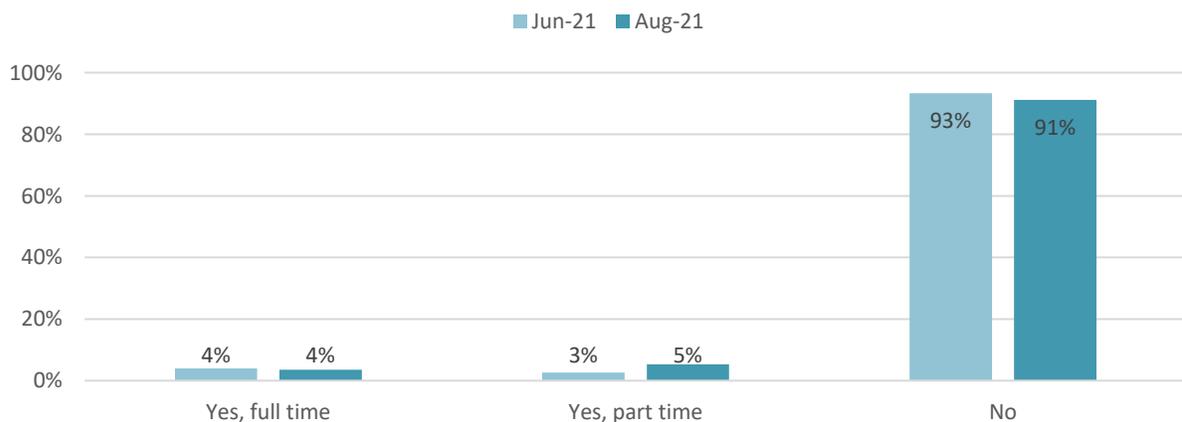
DO YOU SPEAK ANY LANGUAGES BESIDES ENGLISH AT HOME?



WHAT IS THE HIGHEST LEVEL OF EDUCATION YOU HAVE COMPLETED?



ARE YOU ENROLLED IN ANY TYPE OF EDUCATION INSTITUTION LIKE UNIVERSITY, COLLEGE, COMMUNITY COLLEGE OR TECHNICAL TRAINING PROGRAM?



CONCLUSION

Targeted educational videos on social media and Street Smart NJ campaign signage were used in Wayne to increase pedestrian safety awareness in the community. An evaluation using pre- and post-campaign surveys showed increased awareness of pedestrian safety, speeding, and bicycle safety messaging amongst participants. The survey evaluation also showed increased recognition of the Street Smart NJ campaign as well as improved knowledge of pedestrian safety laws and crosswalk signals. Walking and driving safety efforts should continue in Wayne in order to reduce and prevent serious crashes involving pedestrians.