



**STREET SMART
LITTLE FALLS**

TransOptions

EXECUTIVE SUMMARY

Street Smart campaign efforts were conducted in Little Falls, New Jersey in the spring of 2021. While in-person activities were suspended due to the COVID-19 pandemic, TransOptions continued to provide education virtually by developing paid targeted social media video advertisements. Videos were launched and targeted at social media users in Little Falls 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 positive increases in awareness of pedestrian safety messaging and the presence of the Street Smart campaign in the community.

STREET SMART NJ OVERVIEW

TransOptions partnered with the Little Falls Police Department to implement Street Smart NJ efforts in March 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, and piloted in 2013. The NJTPA, along with the FHWA, the New Jersey Department of Transportation (NJDOT), NJ Transit, NJ Division of Highway Traffic Safety (NJDHHS), 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.

LITTLE FALLS, NEW JERSEY

The Township of Little Falls is located in Passaic County, New Jersey. Little Falls had a population of 13,360 as of April 1, 2020, according to the United States Census Bureau¹.

Between 2015 and 2019, Little Falls has had 35 pedestrians involved in crashes. Of these crashes, one resulted in pedestrian fatality and three pedestrians had suspected serious injuries².

STREET SMART NJ EFFORTS IN LITTLE FALLS

Starting in March 2021, TransOptions and the Little Falls 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 Little Falls Police Department increased enforcement of pedestrian safety laws. TransOptions provided a pre- and post-campaign survey that was promoted online by Little Falls to evaluate impact.

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

² New Jersey Division of Highway Traffic Safety Crash Analysis Tool. (2021). njdhhs.numeric.com

SOCIAL MEDIA ADVERTISEMENT RESULTS

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

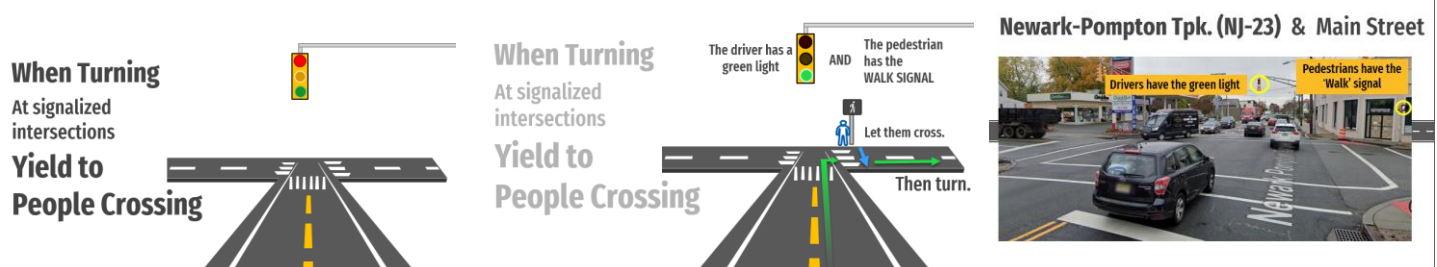
Below are the topics addressed in the video advertisement series and the reach results for each video. Reach is defined as the number of people who saw the ad at least once.

VIDEO 1: STOP FOR PEDESTRIANS



- Reviewed the need for people driving to stop for pedestrians at non-signalized intersections
- Video highlighted specific locations in Little Falls where there are non-signalized intersections where drivers must stop for pedestrians
- 3,557 reached

VIDEO 2: 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 Little Falls where signalized intersections are present and emphasized the need for drivers to yield to pedestrians crossing before turning at those locations
- 4,096 reached

VIDEO 3: USE CROSSWALKS

WHERE SHOULD YOU CROSS THE STREET?



MARKED CROSSWALKS

CORNERS

PEDESTRIANS have the right-of-way at crosswalks and corners

All Corners are CROSSWALKS

They can be **MARKED** OR **UNMARKED**

IN LITTLE FALLS: Main Street & Montclair Avenue



- 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 Little Falls where there are both marked and unmarked crosswalks
- 2,571 reached

VIDEO 4: MIDBLOCK CROSSING

Use CROSSWALKS



It is safer to cross at CROSSWALKS

Instead of crossing mid-block



PEDESTRIANS have the right-of-way at **CROSSWALKS AND CORNERS**

IF A CROSSWALK OR CORNER is too far away You can cross midblock



BUT YOU MUST GIVE DRIVERS THE RIGHT-OF-WAY

- 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
- 2,415 reached

VIDEO 5: PEDESTRIAN SIGNALS

Like drivers, **PEDESTRIANS** should also follow traffic signals



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



WAIT FOR THE WALK SIGNAL



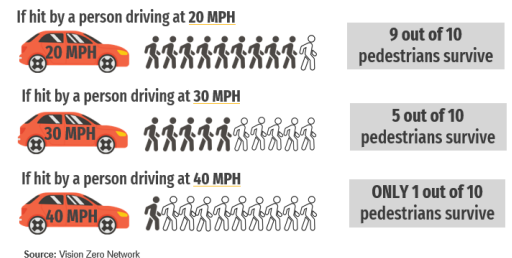
- Reviewed types of pedestrian crossing signals at signalized intersections and need for pedestrians to follow signals
- Video highlighted specific locations in Little Falls where pedestrian signals are present
- 3,158 reached

VIDEO 6: SAFE WALKING AND DRIVING AT NIGHT



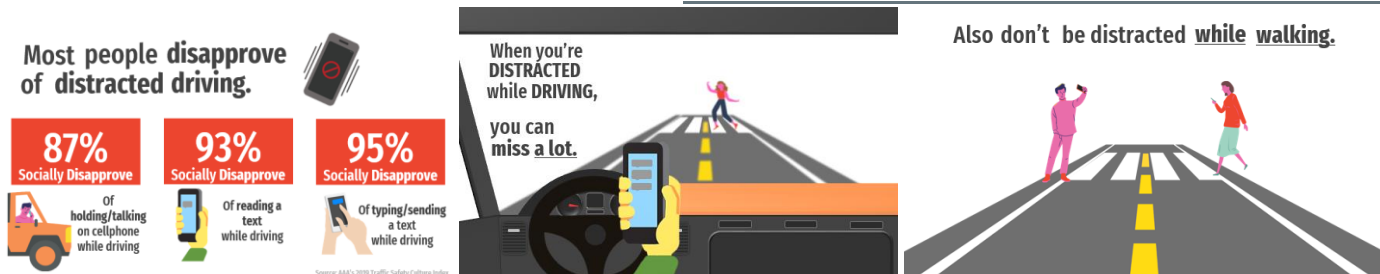
- Video informed viewers that the most serious pedestrian crashes occur at night
- Encouraged drivers to slow down and be careful when traveling night as well as encouraged pedestrians to try to be seen when walking at night.
- Video reviewed the benefits of using reflective items when walking at night
- 3,562 reached

VIDEO 7: SPEED AND PEDESTRIAN SAFETY



- 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 reduced pedestrian crash survivability
- 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 crashes³
- 1,997 reached

VIDEO 8: DISTRACTED DRIVING AND PEDESTRIAN SAFETY



- 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
- 3,467 reached

³ National Highway Traffic Safety Administration. (2020). Traffic Safety Facts: 2018 Data. Speeding. <https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/812932>

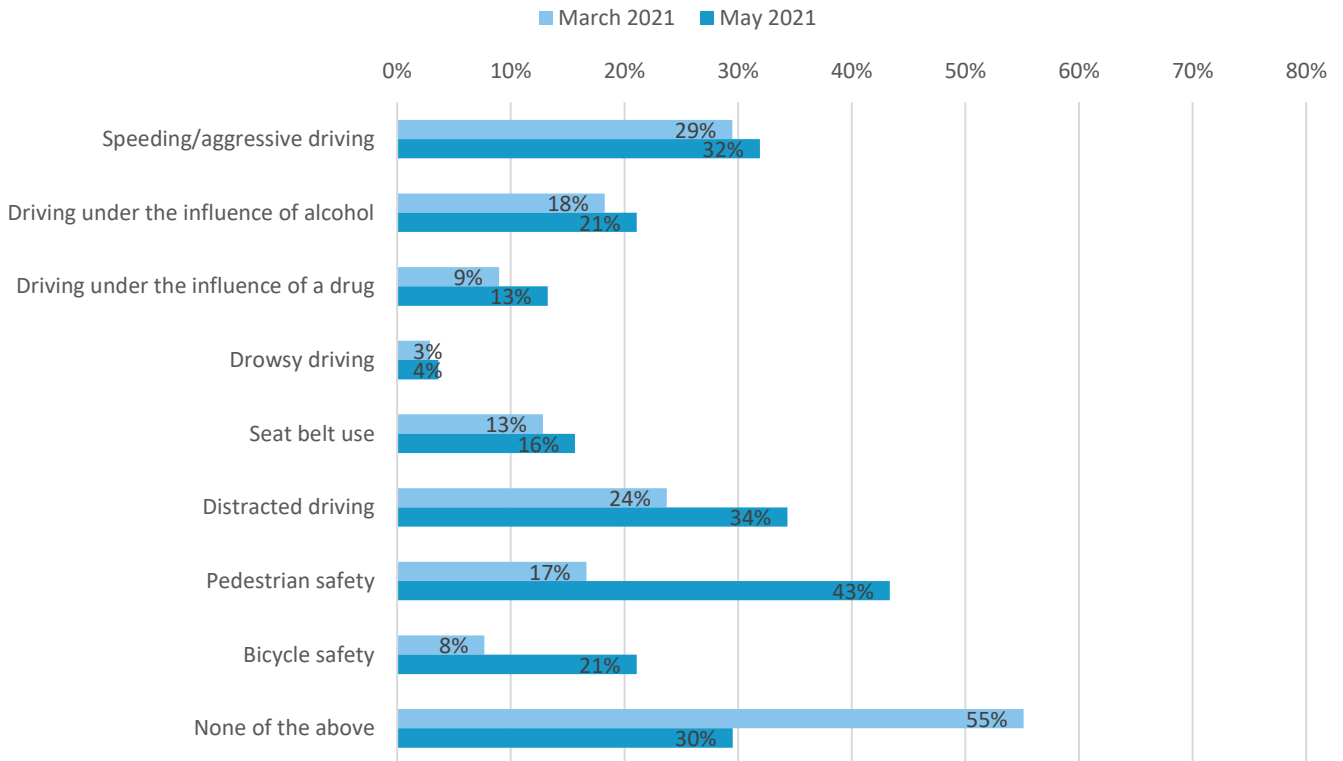
SURVEY RESULTS

Pre- / post-campaign surveys were used to gauge the impact of Street Smart NJ activities in Little Falls, NJ. The surveys were available in both English and Spanish. The Little Falls 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 March 2021 and received 315 responses. The post-campaign survey was launched in May 2021 and received 169 responses.

CAMPAIGN AWARENESS RESULTS

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

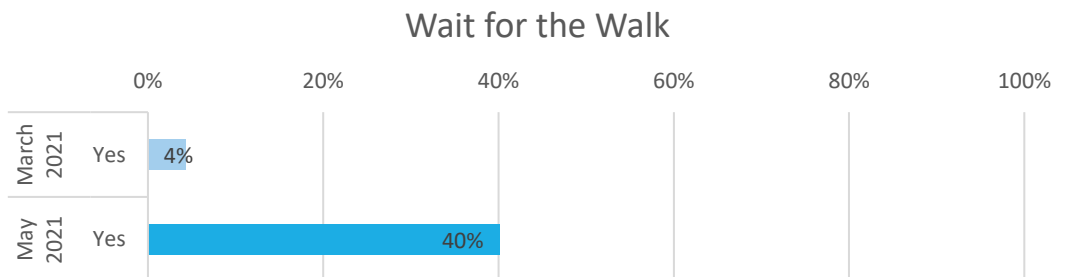
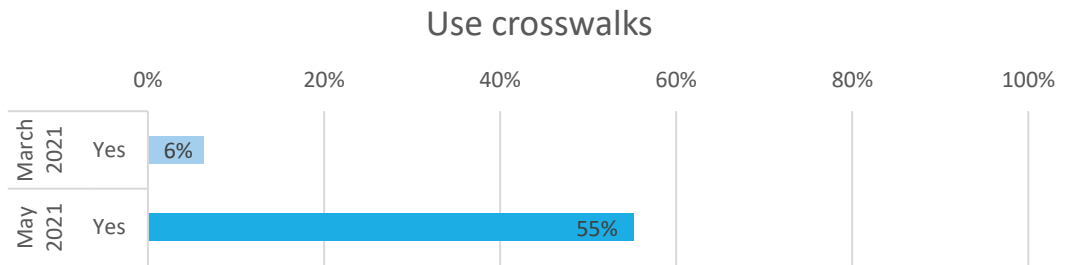
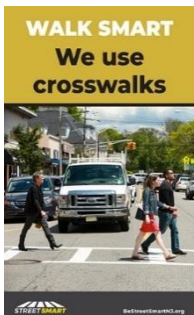
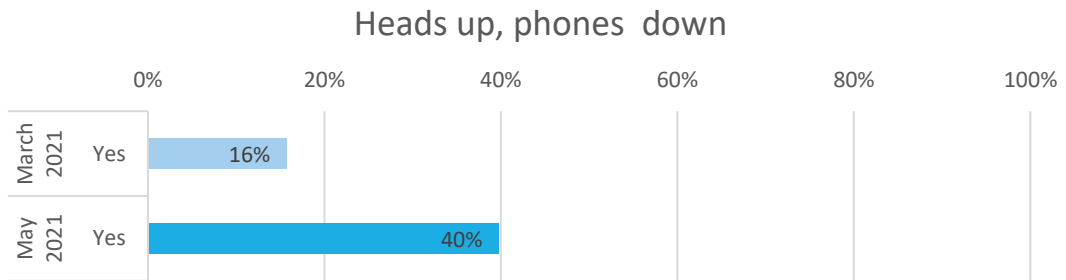
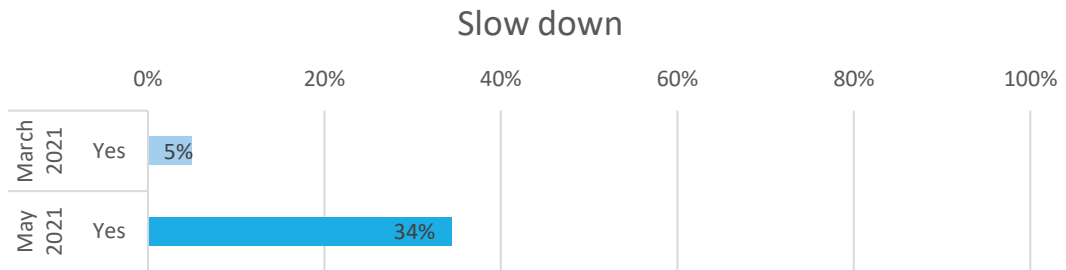
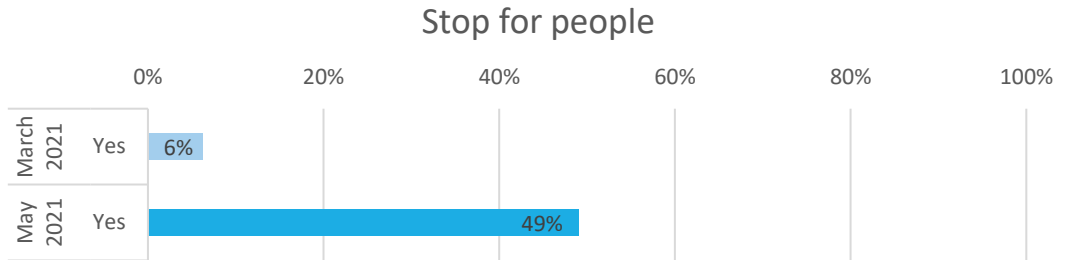
In the last 30 days, have you read, seen or heard any messages addressing the following... (select all that apply).



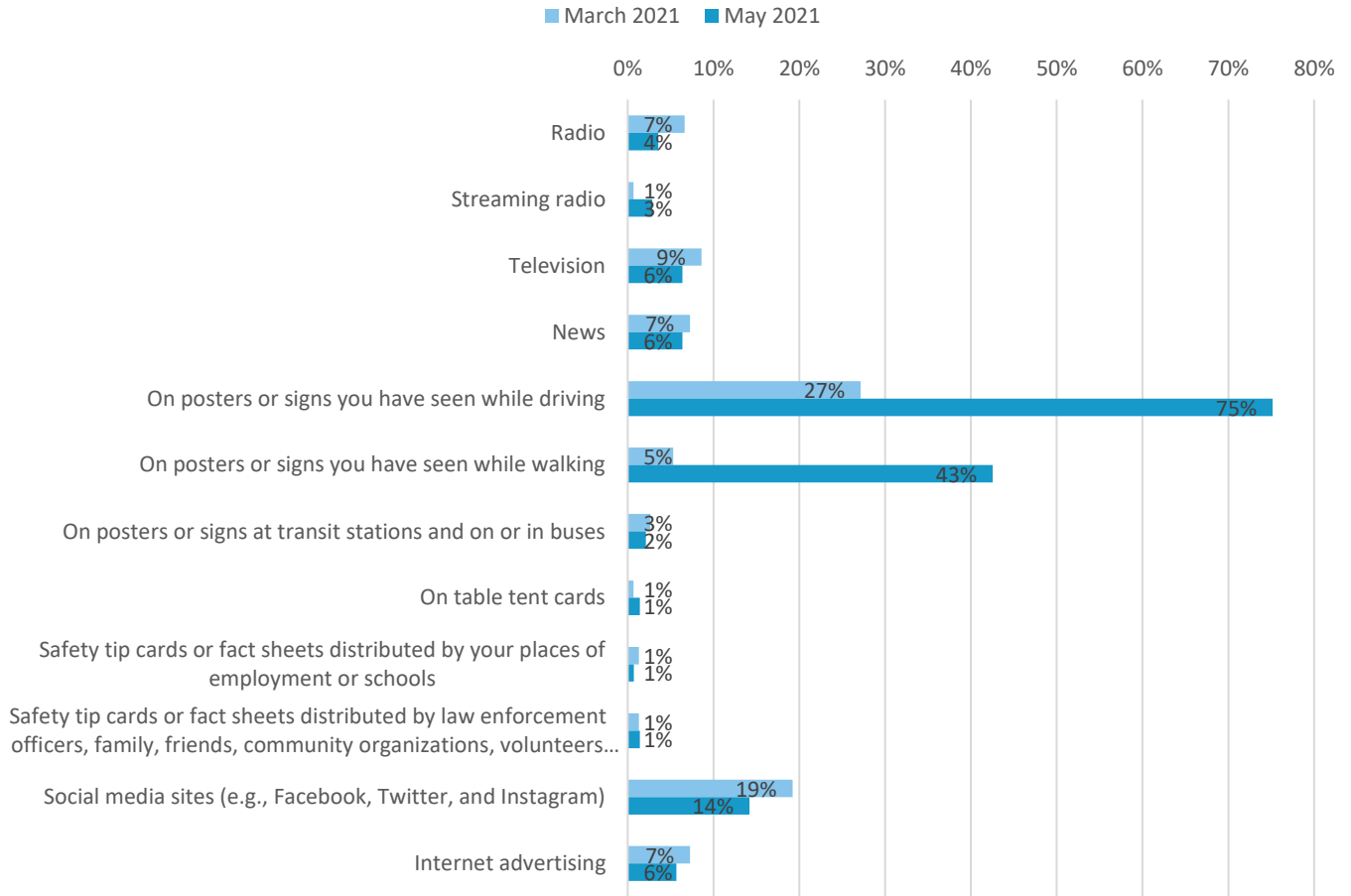
HAVE YOU READ, SEEN OR HEARD ANY MESSAGE OR SIGNAGE THAT MENTIONS “STREET SMART”?



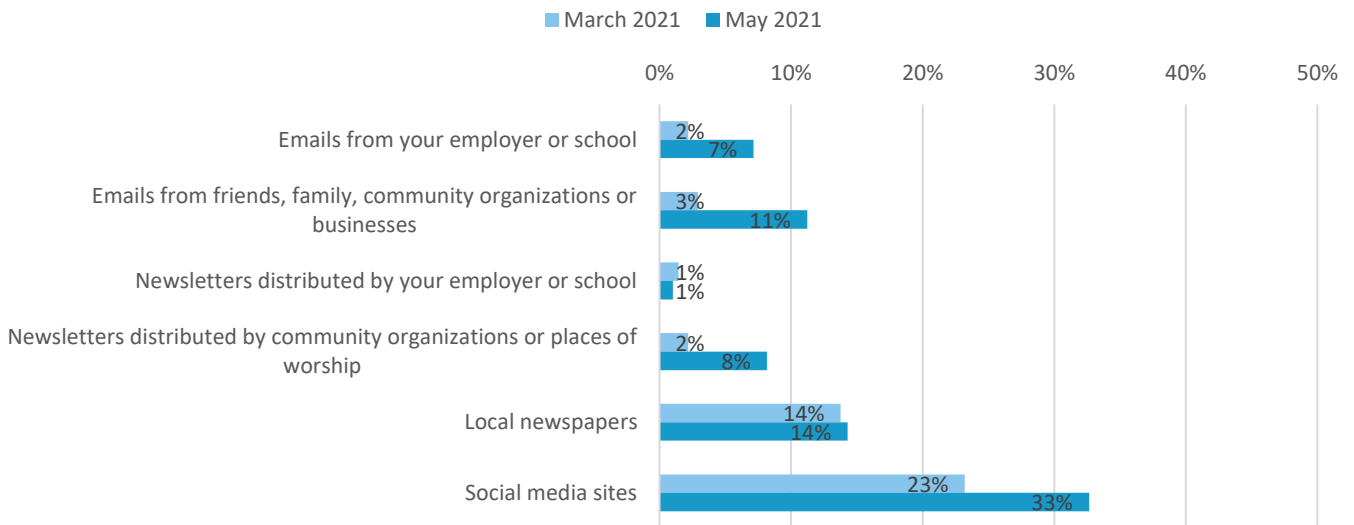
IN THE LAST 30 DAYS, HAVE YOU READ, SEEN OR HEARD ANY MESSAGES SIMILAR TO THE FOLLOWING...



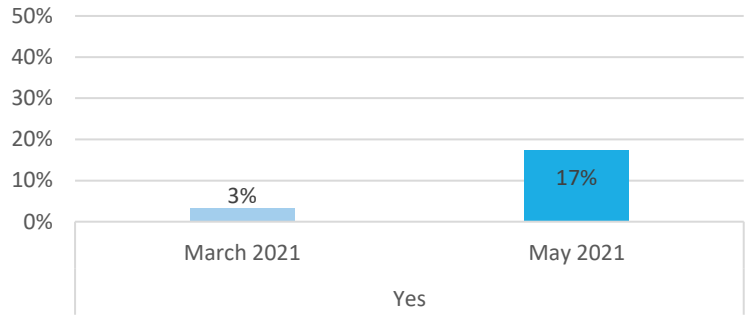
IF YOU SAW OR HEARD ANY OF THE MESSAGE FROM THE PREVIOUS QUESTIONS, WHERE DID YOU SEE OR HEAR THEM? (SELECT ALL THAT APPLY).



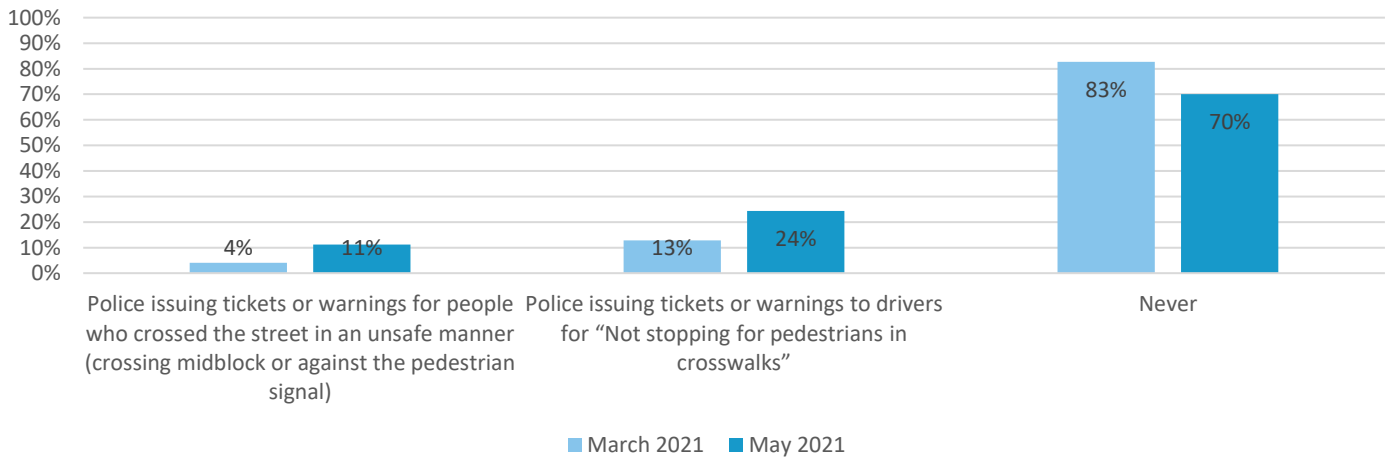
IN THE PAST MONTH, HAVE YOU SEEN OR RECEIVED INFORMATION ABOUT PEDESTRIAN SAFETY FROM ANY OF THE FOLLOWING SOURCES? (CHECK ALL THAT APPLY)



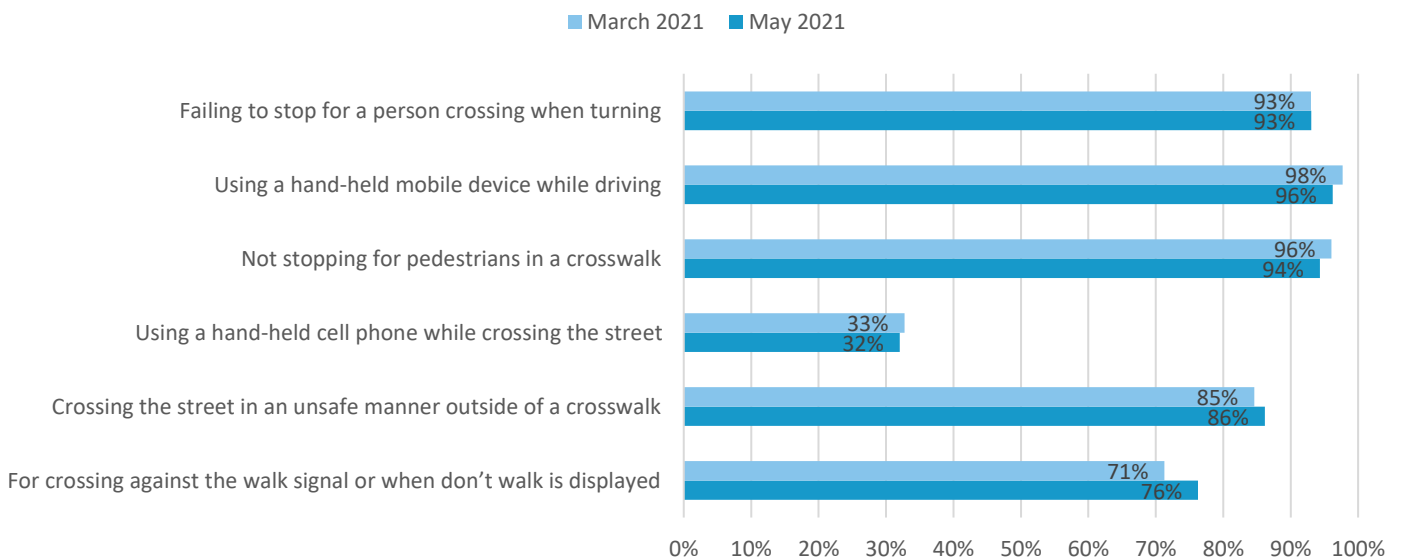
DO YOU RECALL SEEING VIDEOS ABOUT SAFE WALKING AND DRIVING ON SOCIAL MEDIA SIMILAR TO THE FOLLOWING?



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



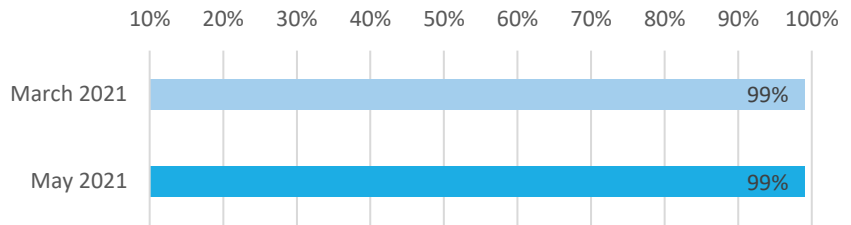
TO THE BEST OF YOUR KNOWLEDGE, CAN YOU RECEIVE A TICKET IN NEW JERSEY FOR...



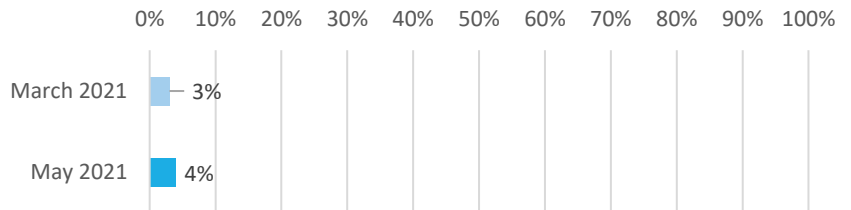
**AT INTERSECTIONS WITH A TRAFFIC LIGHT AND PEDESTRIAN SIGNAL,
YOU SHOULD BEGIN WALKING WHEN THE PEDESTRIAN SIGNAL SHOWS: (SELECT ALL THAT APPLY)**



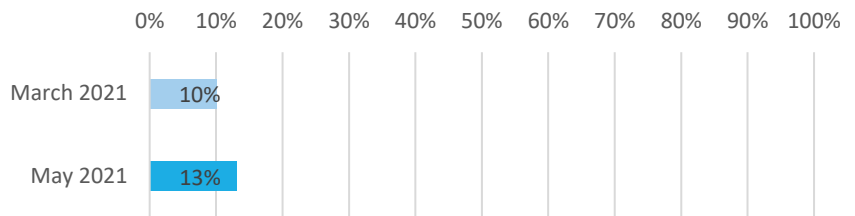
A WALK sign or person walking



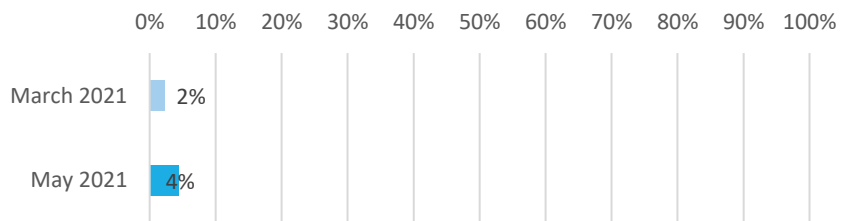
A flashing hand or flashing DON'T WALK sign



A countdown signal

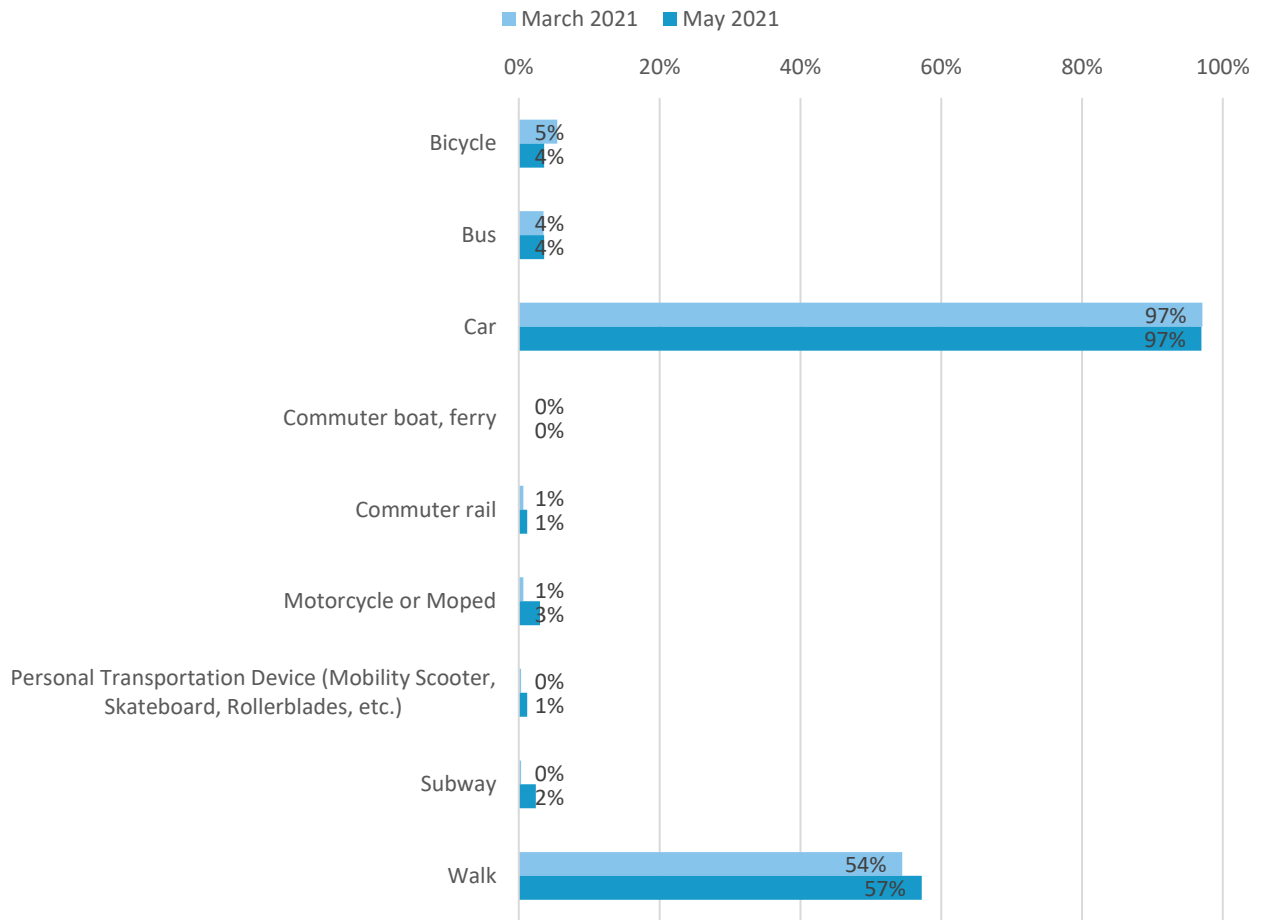


A fixed hand or fixed DON'T WALK sign (fixed means that the DON'T WALK signal is not flashing or counting down)

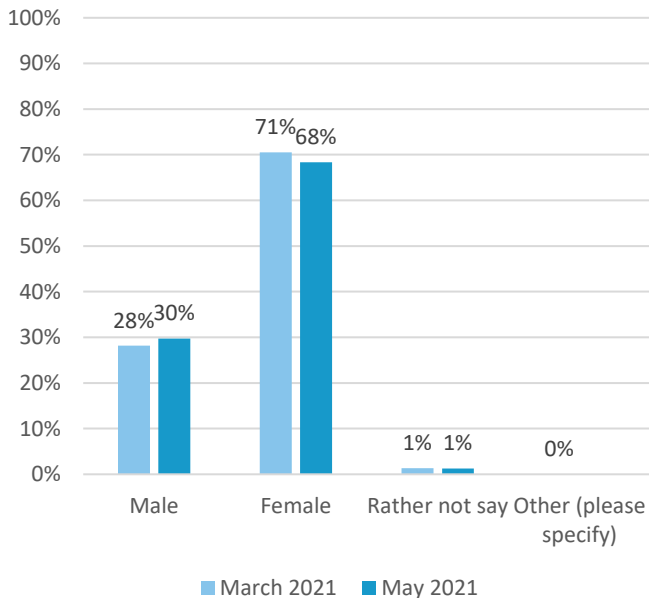


SURVEY PARTICIPANT DEMOGRAPHICS

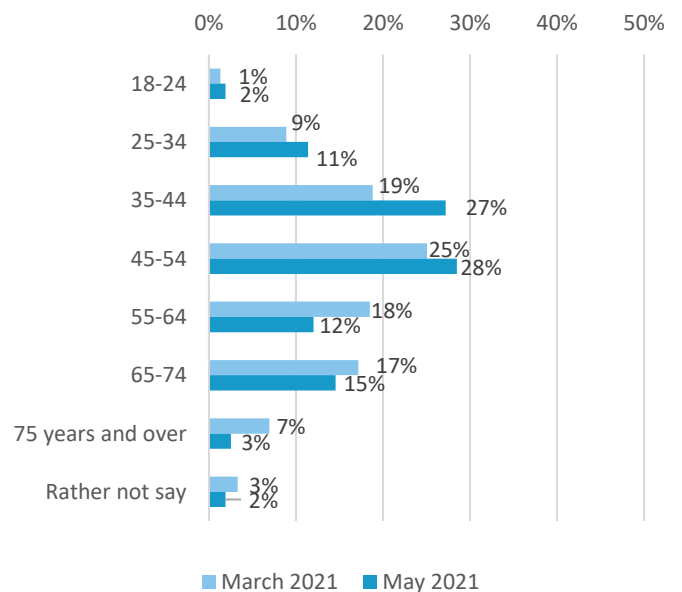
WHAT MODE(S) OF TRANSPORTATION DO YOU USE ON A WEEKLY BASIS? (CHECK ALL THAT APPLY)



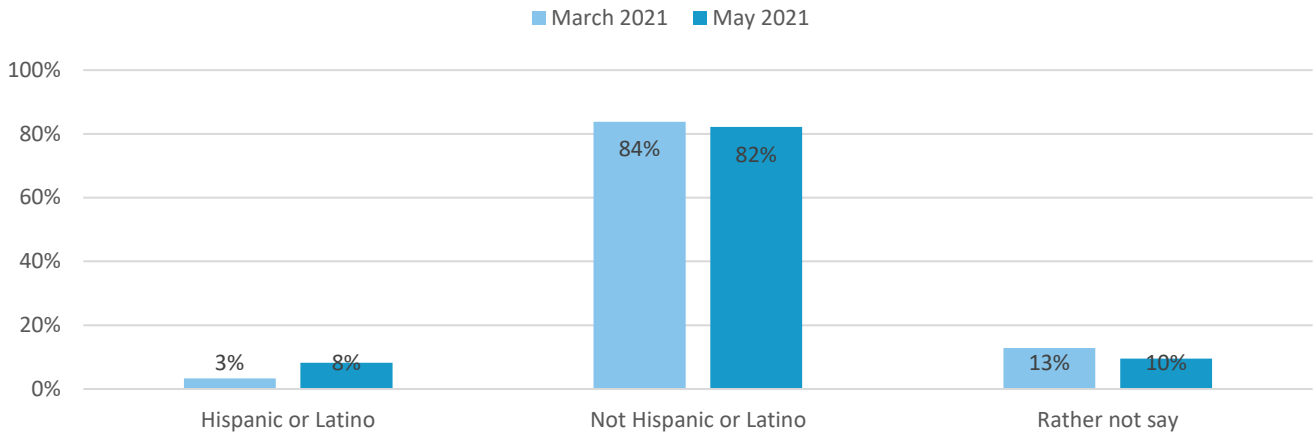
WHAT IS YOUR GENDER?



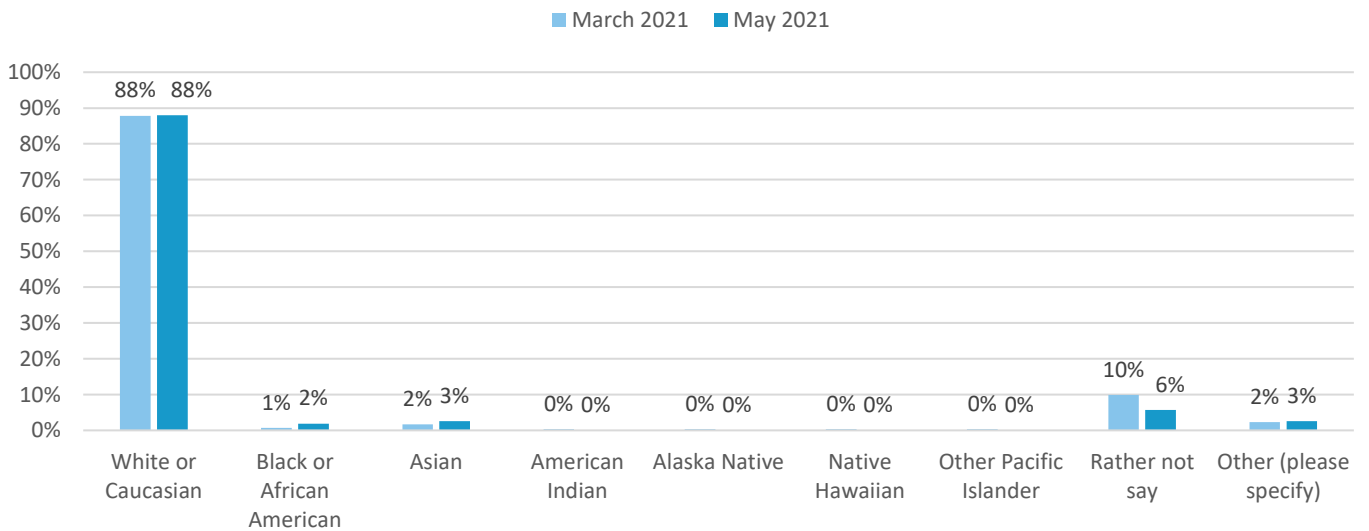
WHAT IS YOUR AGE?



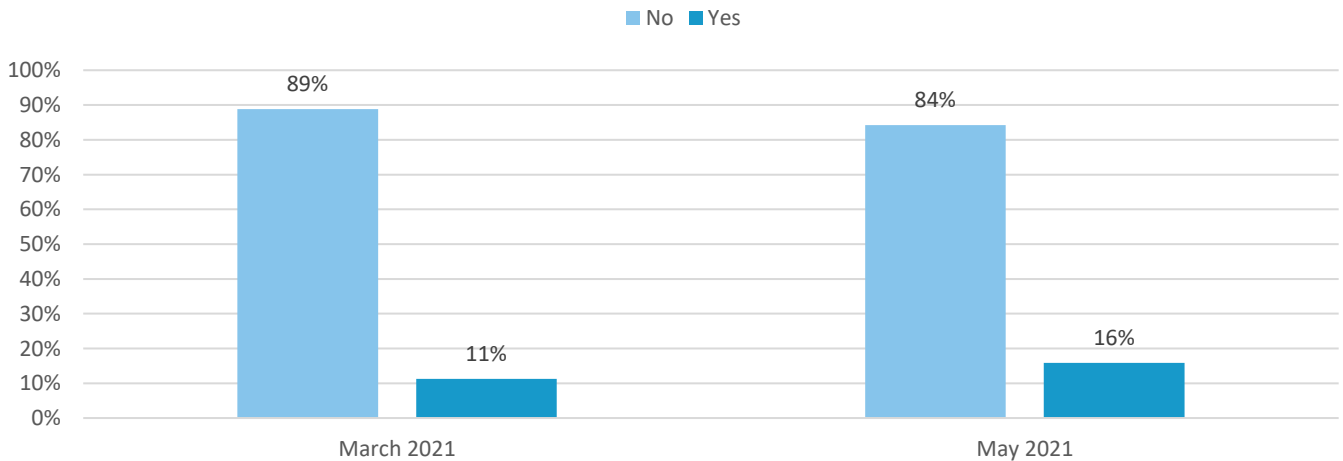
WHAT IS YOUR ETHNICITY?



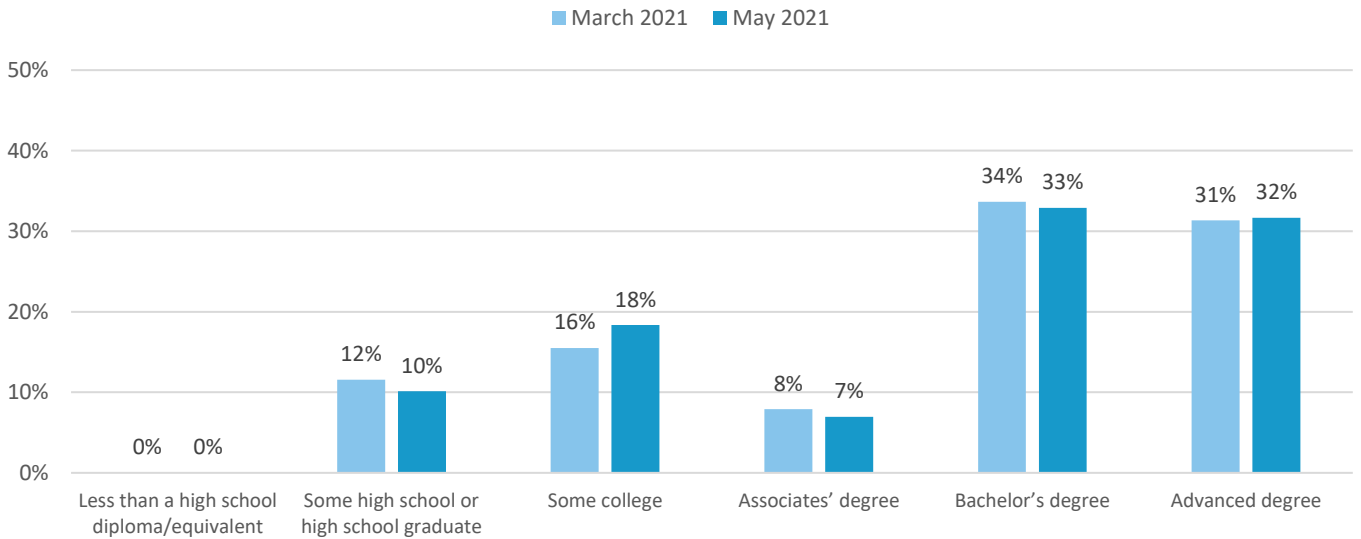
WHAT IS YOUR RACE? (CHECK ALL THAT APPLY)



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?

