

Check your vital signs

Wait for the walk



Use crosswalks



Stop for pedestrians



Obey speed limits



## Street Smart NJ Report and Campaign Results

2013-2014 Pedestrian Safety Education and Enforcement Campaign





# Table of Contents

<b>Executive Summary</b>	<b>3</b>
<b>New Jersey is a “Pedestrian Safety Focus State”</b>	<b>8</b>
<b>About the Street Smart NJ Campaign Pilot</b>	<b>8</b>
<b>A Collaborative Effort</b>	<b>10</b>
<b>Funding Organizations and Supporters</b>	<b>10</b>
<b>Research – Literature Review And Crash Data Analysis</b>	<b>11</b>
<b>Campaign Message – “Vital Signs”</b>	<b>12</b>
<b>The Target Audience</b>	<b>12</b>
<b>Message Delivery</b>	<b>13</b>
<b>Paid Campaign Elements</b>	<b>15</b>
<b>Free Added Value Media</b>	<b>18</b>
<b>Law Enforcement</b>	<b>20</b>
<b>Media and Community Outreach</b>	<b>21</b>
<b>Campaign Events</b>	<b>22</b>
<b>Grassroots Partner Contributions</b>	<b>23</b>
<b>Campaign Evaluation</b>	<b>27</b>
<b>Recommendations</b>	<b>29</b>
<b>Next Steps</b>	<b>31</b>
<b>Appendices</b>	
Appendix A – Tactical Partners Per Pilot Location	
Appendix B – Pedestrian Safety Education Campaign Data Analysis	
Appendix C – Pedestrian Safety Education Campaign Literature Review	
Appendix D – NJTransit Bus Maps	
Appendix E – Observational Evaluation of November 2013 <i>Street Smart NJ</i> Pedestrian Safety Campaign	

## Executive Summary

*Street Smart NJ* is a public education, awareness and behavioral change campaign managed by the North Jersey Transportation Planning Authority (NJTPA) and funded through the Highway Safety Improvement Program (HSIP) and State Pedestrian Safety Education and Enforcement Fund administered by the New Jersey Division of Highway Traffic Safety (NJDHTS). The campaign is a collaborative effort between public, private and non-profit organizations. The NJTPA, along with the Federal Highway Administration (FHWA), the New Jersey Department of Transportation (NJDOT), NJTRANSIT, NJDHTS, and the Transportation Management Associations (TMAs) worked with numerous community partners to develop and pilot the *Street Smart NJ* campaign.

*Street Smart NJ* was developed in response to New Jersey's designation by FHWA as a pedestrian "focus" state and Newark as a "focus" city due to a high incidence of pedestrian injuries and fatalities. New Jersey's pedestrian fatality rate (24.3% in 2013) is nearly double the national average (14%). From 2009-2013, 697 pedestrians were killed and more than 22,000 injured on the state's roadways. On an annual basis, nearly 6,000 pedestrians are injured and 139 killed in motor vehicle crashes statewide.



The campaign has three main goals:

- ◆ Change pedestrian and motorist behavior to reduce the incidence of pedestrian injuries and fatalities on New Jersey's roadways.
- ◆ Educate motorists and pedestrians about their roles and responsibilities for safely sharing the road.
- ◆ Increase enforcement of pedestrian safety laws and roadway users' awareness of that effort.

*Street Smart NJ* was piloted in five geographically (rural, urban, suburban, beach) and ethnically diverse communities in the NJTPA's 13-county region in November 2013 (Newark, Jersey City, Hackettstown, and Woodbridge) and July/August 2014 (Long Beach Island). Paid and earned<sup>1</sup> media, grassroots public outreach and high visibility enforcement were used to encourage motorists and pedestrians to "Check your vital signs" by adhering to posted signage, resulting in safer travel for all roadway users. Four key messages were developed and promoted:

- ◆ Obey speed limits
- ◆ Stop for pedestrians
- ◆ Wait for the walk
- ◆ Use crosswalks

All paid advertising (transit, outdoor, online) and collateral materials (posters, sidewalk vinyls, palm cards, window clings, e-mail blasts) used a graphically simple yet compelling visual – street signs coupled with a heart rate monitor – to remind motorists that lives are on the line. The message also conveys that walking is good for your health and the community's well-being, but it can also be dangerous if drivers and pedestrians don't check – and follow – vital traffic safety signs. The rejoinder message is a reminder that police are enforcing pedestrian laws for the safety of all roadway users.

During the campaign, police agencies conducted enforcement details in each of the pilot municipalities. The enforcement was directed at hot spot crash intersections and corridors, and focused efforts on motorists adhering to New Jersey's stop for pedestrians in the crosswalk law and pedestrians who jaywalk. Law enforcement also contributed to the campaign's success by dedicating 1,070 hours to enforcing pedestrian safety and other motor vehicle laws during the 2013 and 2014 pilots. A total of 1,580 warnings and 1,733 summonses were issued to both motorists and pedestrians resulting in 3,313 interactions. Failure to stop for pedestrians accounted for the greatest number of warnings (548) and citations (506) issued to motorists, followed by violations of "other" (454) motor vehicle laws and the state's hand-held cell phone/texting ban (301). Police also issued 126 citations to pedestrians. Police officers also addressed speeding, illegal turns and distracted and inattentive driving and walking, which contribute to pedestrian-motor vehicle crashes.



<sup>1</sup> Earned media is campaign awareness not directly generated by the NJTPA, but rather by other entities such as the public or journalists. Examples of earned media include retweets, Facebook status updates, news articles, and mentions in media outlets. Typically earned media is generated at no cost to the sponsoring agency.



Community partners – businesses, non-profits, neighborhood associations, health care providers, schools and colleges, local media, individual citizens – displayed and distributed collateral materials in addition to contributing significant resources to promote the *Street Smart NJ* messages. From large screen video board messages, newsletter articles and e-blasts, to street banners, community presentations, and public service announcements at school and athletic events, grassroots public outreach was an essential component of the campaign.



## Results:

To assess campaign effectiveness in changing motorist and pedestrian behavior, pre- and post-observations were conducted at four intersections during the November 2013 pilots as well as pre- and post-intercept surveys of 740 participants who were traveling within the pilot communities. Video cameras were used during the pre- and post-observations to record:

- ◆ pedestrians jaywalking and crossing against the signal,
- ◆ failure of turning motorists to yield to pedestrians crossing parallel to their vehicle’s approach, and
- ◆ failure of motorists turning right on red to properly yield to pedestrians.

The observational analysis found a statistically significant reduction in risky non-compliant behavior at three of the four sites (Newark, Jersey City, and Woodbridge) following implementation of the *Street Smart NJ* campaign. At the intersections in the cities of Newark and Jersey City, pedestrians and drivers improved their behaviors across all proxy measures following pilot completion. Additionally, a significant reduction in the rate of pedestrians jaywalking and crossing against the signal was observed in Woodbridge (26% decrease) and Jersey City (8% decreased).

Pedestrians were also asked immediately before and after the campaign to complete an online survey that assessed their awareness of the campaign, the pedestrian safety message and the increased pedestrian safety enforcement, along with their propensity to engage in safe walking behaviors. The survey showed positive results from pre- to post-campaign including an:

- ◆ 18% increase in awareness of the campaign and/or pedestrian safety message.

- ◆ 10% increase in awareness of educational and enforcement interactions/activities (street teams, police or others who communicated messages).
- ◆ Crossing against the signal self-reported behavior showed significant improvement, which correlates directly with the *Street Smart NJ* message “wait for the walk.”

Overall, the campaign was successful in changing pedestrian and motorist behaviors and raising awareness of the pedestrian safety messages. For sites with high rates of risky pedestrian and motorist behaviors, similar to Newark and Jersey City, the effects are likely to be favorable. Awareness and behavior in the suburban environment of Woodbridge also showed improvement.

The results were mixed in the rural location of Hackettstown, however. This may be due to a smaller sample size of non-compliant motorists and pedestrians before the campaign began. The rates of non-compliance were already low and further improvement may be difficult to measure statistically. Additionally, the same pedestrians may not use the intersection on a regular basis and/or people who saw the campaign messages did not use the intersection again.

## Recommendations:

Key lessons learned from the campaign include:

### *Media and Collateral Materials:*

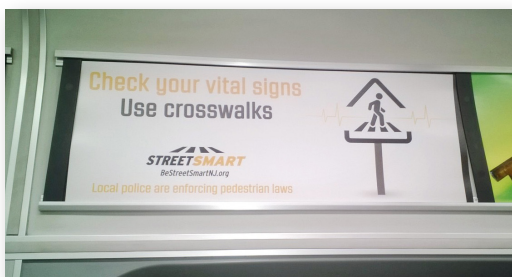
- ◆ The five pilot locations – Woodbridge (suburban), Jersey City and Newark (urban), Hackettstown (rural), and Long Beach Island (shore) – represented a diverse mix of communities with varying roadway characteristics and pedestrian and motorist traffic. This diversity suggests that while the overall campaign message should remain consistent, it may also need to be tailored to better meet the needs of a particular community. For example, the motorist messages may need to be given a higher priority in suburban and rural settings such as Woodbridge and Hackettstown where there’s less foot traffic. In more urban settings, such as Newark and Jersey City, where populations are heavily dependent upon transit and walking to reach their destination, the message may need to be more pedestrian-centric. It is important to note, however, that regardless of where a motorist is driving or a pe-





pedestrian is walking, the best practices and laws promoted via the *Street Smart NJ* campaign are applicable.

- ◆ The pedestrian safety zone motorist signs had a high recall rate during the 2014 pilot, but they should be enlarged and the information simplified to ensure optimal visibility and readability. This may help increase motorists' ability to see and process the message while stopped at an intersection.
- ◆ The pilot communities found the sidewalk vinyls to be the least successful collateral material due to adherence issues. Moving forward, power washing the sidewalk is recommended before laying down the vinyls. A better application may be to place them indoors adjacent to exterior exits.
- ◆ The 2013 and 2014 awareness results show high levels of respondents who drive alone on a weekly basis. This supports the use of out-of-home (exterior transit/billboards) and radio advertising, budgets permitting, to reach motorists who may interact with pedestrians. While interior transit ads (inside buses, trains, stations) reach pedestrians, ads on the exterior of buses are mobile billboards and provide an excellent means to reach drivers. Traditional billboards, if available, also reach motorists especially when purchased in corridors with a high incidence of pedestrian-motor vehicle crashes. Northern New Jersey is in the New York media market, so traditional radio can be expensive. Seeking out discounted or free ads on local networks should be explored along with ads on streaming radio such as Pandora or iHeart radio, which traditionally have lower ad rates. Streaming radio also has the potential to reach both pedestrians (individually on a mobile device) and motorists (when a mobile device is connected to a vehicle's sound system).



- ◆ To ensure the best possible pricing (non-profit, government rates), media buys should be handled by the sponsoring agency (i.e., NJTPA, local police department) rather than the consultant. During the 2014 pilot, NJTPA received nearly a 50% discount off the regular rate for interior cards on NJ TRANSIT buses.
- ◆ Communities should seek to identify key partners who can provide in-kind support in addition to and/or in lieu

of paid advertising. For example, NJ TRANSIT posted window clings at Newark Penn Station and included *Street Smart NJ* messaging on station monitors at no cost. The Prudential Center posted campaign messages valued at \$45,000 in multiple areas inside and outside the arena at no cost to NJTPA and the City of Newark.

- ◆ The *Street Smart NJ* materials were printed in English, Spanish and Portuguese based on the demographics of the pilot sites. However, the demand for Spanish and Portuguese materials was lower than expected. Moving forward, printing larger quantities of English language materials is recommended. However, consideration should be given to ensuring that an adequate supply of Spanish-language materials are available and to printing smaller quantities of materials in other languages if warranted.



- ◆ Awareness survey results highlighted two areas that should be explored for future campaign messaging. First, participants had high awareness of others engaging in a wide range of unsafe practices, but were less likely to report doing so themselves. Does this suggest that these pedestrians are practicing safe walking techniques or that they do not view their behaviors – even those that are unlawful or dangerous – as unsafe? Second, while public knowledge of laws is high, there is room for improvement, particularly when it comes to unlawful pedestrian practices of jaywalking and crossing against the signal.
- ◆ Communities that implement the campaign should be encouraged to add their name to the Street Smart brand (i.e., Street Smart Woodbridge) and include partner logos on collateral materials where appropriate. This localization may help to bolster participation and long-term adoption of the campaign.

#### *Campaign Outreach:*

- ◆ Building and expanding the *Street Smart NJ* campaign presence on Facebook, Twitter and other social media sites should be a priority. Each execution of the campaign has prompted growth in social media as demonstrated by increased likes, posts, tweets, re-tweets, etc. Moving forward, all partners should be encouraged to leverage their social media networks to disseminate the campaign messages. Another consideration is to treat Facebook not only as an earned media outlet, but also as a paid media outlet. Funds could be allocated to boost

campaign posts to a larger audience, sponsor content on network contact pages or even place ads. This is a low cost tactic (as little as \$20-30 per boost) that could potentially expand the campaign's reach by thousands, depending on the approach.

- While paid advertising was used to convey the *Street Smart NJ* message, the campaign received a tremendous boost thanks to the efforts of dozens of local grassroots organizations including businesses, schools/universities, public health and faith-based agencies, non-profits, and more. This public/private partnership was critical to the campaign's success and should be emulated by all communities seeking to implement the *Street Smart NJ* program. Inviting potential partners representing a variety of sectors (business, education, non-profit, public health, government, service/civic clubs, tourism, advocacy) to attend an informational meeting, hosted by a key community official/organization, is a critical first step in generating grassroots support. Attention should be given to holding the meeting at a time that is conducive to all representatives (i.e., weekday evening versus workday morning). Once partners are on board, identifying and leveraging their distribution channels should be the next step. Grassroots efforts that include e-blasts, social media posts, tip card distribution, displaying posters, and the inclusion of messaging in newsletters aid in expanding campaign message reach. These efforts work best when done collectively rather than individually.

- Including high school and college students in campaign outreach is critical. An analysis of 2009-2012 pedestrian crash data for Newark and Jersey City, found that pedestrians 10-19 years of age, followed by 20-29 year olds, were more likely than any other age groups to be involved in crashes.
- Woodbridge successfully engaged its high schools (announcements at all sporting events) and a local college (material distribution to students and local merchants) to promote the *Street Smart NJ* messages. All communities

should be encouraged to adopt these best practices and develop their own.

- The *Street Smart NJ* message should be conveyed to students and parents through the Safe Routes to School program. Although, SRTS only captures students in grades K-8th and additional outreach beyond the SRTS program should be encouraged.



- The Transportation Management Associations are a valuable resource in supporting the *Street Smart NJ* Campaign. Meadowlink, Keep Middlesex Moving, TransOptions, Hudson, and Greater Mercer distributed collateral materials, assisted with grassroots outreach, offered educational programs, and conducted social media outreach. Every effort should be made to ensure that communities seeking to implement the *Street Smart NJ* program work with their local TMA since they can provide guidance, manpower and access to resources.

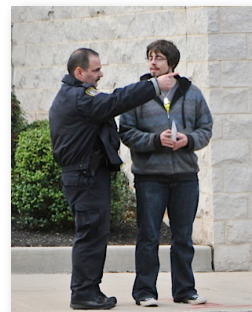
- "Street" teams are an effective means to engage pedestrians and talk about safe crossing/walking practices. Communities are encouraged to identify volunteers who

- could serve as campaign ambassadors and interact with pedestrians at hot spot intersections. Particular attention should be given to using bilingual volunteers to convey the *Street Smart NJ* message. Native Spanish- and Portuguese-speaking pedestrians engaged by Street team members during the pilots expressed appreciation for receiving the information in their native tongue.



*Enforcement:*

- Enforcement of pedestrian safety laws is an essential component of the *Street Smart NJ* program. Communities seeking to implement the campaign should partner with local law enforcement to ensure that all roadway users know and



**CLARION** Volume 30, Issue 11 - December 2013

**"We Still Have Each Other"**  
Ohio Couple Celebrates 10th Wedding Anniversary at University Hospital

These wedding vows were put into action on October 22 when Bridget, a self-employed track driver, was severely injured in a landing truck accident in Newark. It took over two weeks to get her home, and her mother, Bryan Barrientos, drove from Ohio to University Hospital in Newark where she was rushed after the accident.

The accident would require Bridget to stay in the hospital, along with her mother and wife, for nearly a month.

During their stay, Susan Walsh, CRNA, a nurse practitioner at University Hospital, heard Mrs. Barrientos insist that she and her husband would never separate their 10th wedding anniversary in the hospital. Hundreds of miles away from home, I contacted public relations for help.

"I got stuck on reading the newspaper," Walsh said. "They're so far from home, and it's the anniversary 10th wedding anniversary."

That something was a surprise visit on November 10, 2013, their 10th wedding anniversary. I got stuck on reading the newspaper, Walsh said. "They're so far from home, and it's the anniversary 10th wedding anniversary."

Partnership: University Hospital and various community groups used their network channels to promote this message to pedestrians and motorists throughout the community.

David H. Livingston, MD, FAHA, Chief of Trauma Surgery, New Jersey Trauma Center at University Hospital, and Wendy J. Stone, Professor of Trauma Surgery, Rutgers New Jersey Medical School, spoke at the ceremony launch and was moderated by WJML. See the news story by <http://www.wjml.com/news/2013/11/10/pedestrian-safety-campaign/>

**"Be Street Smart" will Encourage Motorists and Pedestrians to "Check Your Vital Signs" to Improve Their Safety on the Road**

In November 1, Acting Newark Mayor and Municipal Council President Luis A. Chirba and Engineering Director Mahdi Mousalimas announced a pilot program to participate in a nationwide pedestrian safety education campaign pilot program to address the high volume of pedestrian motor vehicle crashes in New Jersey. The campaign, "Be Street Smart NJ" is a collaborative effort between public, private and non-profit organizations to educate pedestrians and motorists about making safety best practices vehicle walking or driving.

The campaign urges pedestrians and motorists to "Check Your Vital Signs" to improve their safety on the road. The vital signs for motorists are "Obey posted speed limits" and "Keep the road clear for pedestrians." The campaign also includes a nationwide pedestrian safety education campaign pilot program to address the high volume of pedestrian motor vehicle crashes in New Jersey. The campaign, "Be Street Smart NJ" is a collaborative effort between public, private and non-profit organizations to educate pedestrians and motorists about making safety best practices vehicle walking or driving.

Recent statistics point to why "The Street Smart NJ" is desperately needed. The state ranks 14th in the nation in pedestrian fatalities with 27% of all deaths in New Jersey involving pedestrians. This is double the national average.

**Check your vital signs**

**SPEED LIMIT**  
Obey speed limits

**STOP FOR PEDESTRIANS**  
Stop for pedestrians

**WAIT FOR THE WALK**  
Wait for the walk

**ONE CROSSING**  
One crossing

To learn more visit [www.beststreetmartnj.org](http://www.beststreetmartnj.org)



understand their duties and responsibilities for sharing the road safely. While tickets are likely to be issued, the primary focus should be on engaging and educating motorists and pedestrians.

- ◆ Police departments should be encouraged to partner with high school and college groups to disseminate pedestrian safety information to teens and young adults in conjunction with foot patrols.
- ◆ A mix of enforcement tactics (i.e., decoys, saturation and roving patrols) should be deployed at hot spot locations determined through crash data analysis. The results of enforcement details (i.e., number of warnings and citations issued to motorists and pedestrians, type of detail, number of officers/man hours) including demographic information (i.e., zip code, sex) for all motorists and pedestrians cited for pedestrian safety violations should be captured and analyzed. This information can help inform future enforcement details, messaging and outreach channels.



#### Evaluation:

- ◆ Pre- and post-evaluation was conducted to measure the impact (awareness, behavioral change) of the 2013 and 2014 *Street Smart NJ* pilots. Evaluation is essential for determining campaign impact and future investment by local, state and federal agencies. It should be grounded in valid statistical methods and fully documented for ease of replication. In addition, controls should be in place to ensure consistent conditions during monitoring periods so that the results aren't distorted. For example, during pre- and post-observations the traffic signal patterns, times of day/week, and campaign material display/distribution should be consistent.

#### Engineering:

- ◆ Linking infrastructure investments with the *Street Smart NJ* Campaign is essential. At a minimum, all intersections where campaign materials are posted should be checked to ensure crosswalks are visible and pedestrian signals are operational. Communities should make regular monitoring of pedestrian safety infrastructure a key component of their *Street Smart NJ* campaign.







## New Jersey is a “Pedestrian Safety Focus State”

The Federal Highway Administration has identified New Jersey as a pedestrian “focus” state and Newark as a “focus” city due to a high rate of pedestrian fatalities<sup>2</sup>.

- ◆ From 2009-2013, 697 pedestrians were killed and more than 22,000 injured on New Jersey’s roadways.
- ◆ Annually, nearly 6,000 pedestrians are injured and 139 killed in motor vehicle crashes statewide.
- ◆ New Jersey’s pedestrian fatality rate (24.3% in 2013) is nearly double the national average (14%).
- ◆ Newark leads the state in pedestrian deaths (32 from 2009-2013).<sup>3</sup>

In response, the NJTPA and its partners are investing in improving pedestrian infrastructure on local, county and state roads. But crash data analysis confirms that engineering improvements alone will not reduce the incidence of pedestrian-motor vehicle crashes. Leveraging the three E’s of traffic safety – engineering, education and enforcement – is essential for changing behaviors that result in a safety gain.

That is why the NJTPA worked with its federal, state, and local partners to develop, pilot and evaluate the *Street Smart NJ* pedestrian safety education and enforcement campaign targeted at all roadway users.

<sup>2</sup> Cities were identified in 2011 by FHWA as pedestrian focus cities if they had more than 20 average annual pedestrian fatalities or a pedestrian fatality rate greater than 2.33 per 100,000 population. States with a focus city were automatically identified as focus states

<sup>3</sup> 2014 Plan4Safety, Rutgers Center for Advanced Infrastructure and Transportation

## About the *Street Smart NJ* Campaign Pilot



The following is a report of activities and results of the *Street Smart NJ* pedestrian safety education and enforcement campaign conducted in November 2013 and July/August 2014.

*Street Smart NJ* is a public education, awareness and behavioral change campaign targeting drivers and pedestrians. It was developed by the North Jersey Transportation Planning Authority (NJTPA), in partnership with the New Jersey Department of Transportation (NJDOT), the Federal Highway Administration (FHWA) and the New Jersey Division of Highway Traffic Safety (NJDHTS), in an effort to improve safety for all roadway users. Similar campaigns have been conducted in other Mid-Atlantic States.

### *Street Smart NJ* Goals:

- ◆ Change pedestrian and motorist behavior to reduce the incidence of pedestrian injuries and fatalities on New Jersey’s roadways.
- ◆ Educate motorists and pedestrians about their roles and responsibilities for safely sharing the road.
- ◆ Increase awareness of pedestrian safety laws and encourage driving and walking behaviors that allow for safely sharing the road.
- ◆ Develop and evaluate a program that can be implemented statewide.

### A Three-Pronged Approach:

The campaign used a three-pronged approach to educate and engage motorists and pedestrians:

1. Earned, owned, and paid media
2. Grassroots public outreach
3. High visibility enforcement (HVE)

The enforcement component of the campaign was funded by the NJDHTS, which provided state and federal grants to the pilot sites.

### Implementation among five campaign pilot locations:

To address pedestrian safety, the NJTPA developed and piloted the *Street Smart NJ* education and enforcement campaign in the geographically and demographically diverse

communities of Newark, Hackettstown, Jersey City, and Woodbridge in November 2013. The campaign was also piloted on Long Beach Island in July and August 2014. These locations were selected based on their pedestrian injury and fatality rates as well as the unique place characteristics of each community (i.e., urban, suburban, rural, beach/vacation community, ethnically diverse, large transit rider population, presence of active grassroots partners).

On November 1, 2013, a campaign kick-off event was held at the New Jersey Institute of Technology (NJIT) in Newark, followed by a kick-off in Hackettstown on November 6, 2013, to introduce *Street Smart NJ* and generate media coverage and public excitement. All four of the November pilot locations (Newark, Hackettstown, Jersey City, and Woodbridge) have a public transit presence, both bus and rail. This resulted in NJ TRANSIT and PATH media buys. The *Street Smart NJ* campaign message was advertised on the inside and outside of NJ TRANSIT buses and light rail, as well as NJ TRANSIT and PATH transit stations. Messaging also included roadway billboards and on-line media. Municipal partners posted temporary street signs in their downtown or main streets, to encourage motorists to “obey speed limits” and “stop for pedestrians”. In addition, more than 100 tactical partners in the four pilot communities distributed tip cards, posters, tweets, and/or e-blasts encouraging pedestrians to “use crosswalks” and “wait for the walk” and motorists to comply with speed limits and the state’s stop for pedestrians in the crosswalk law.

On June 18, 2014, Long Beach Island kicked-off the *Street Smart NJ* campaign in Long Beach Township by demonstrating the potentially lethal effects of speed when a pedestrian and motor vehicle collide. The event, which used a moving car and a child-sized dummy to drive home the point, generated significant media coverage. Ocean County and Long Beach Township officials played a large role in the success of the kick-off event. Due to the large influx of vacationers (non-residents) to the Island, the campaign used strategically placed paid advertising (i.e., billboards, a wrapped jitney, aerial beach banner ads, NJ.com, Pandora radio) to promote the *Street Smart NJ* message. Additionally, realtors and hotel/motel and bed and breakfast owners across the Island distributed tip cards and displayed window clings to engage vacationers. Faith-based organizations, the local media, homeowner’s associations, and beach patrols were also instrumental in spreading the word.

## Evaluation

In addition to development and implementation, *Street Smart NJ* included an evaluation component. A pre- and post-campaign observational analysis was conducted at pedestrian crash hot spots (intersections) in the four pilot locations of Hackettstown, Jersey City, Newark, and Woodbridge. An online survey assessing awareness of the campaign and whether pedestrians changed their behavior as a result of hearing and/or seeing the safety messages was also used to measure impact.

## Post-Campaign Analysis

The observational analysis, conducted by Rutgers Center for Advanced Infrastructure and Transportation (CAIT), showed a statistically significant reduction in non-compliant risky behaviors among the three urban and suburban pilot locations of Newark, Jersey City, and Woodbridge. See the November 2013 *Street Smart NJ* Pedestrian Safety Campaign report (Appendix E) for additional information.

According to an analysis of the on-line survey results, there was an increase in awareness of the campaign and/or a pedestrian safety message (18% increase) as well as stepped up pedestrian safety enforcement (12% increase) among the four 2013 pilot locations when comparing the pre- and post-survey findings. Overall, almost a third of all survey participants were aware of the *Street Smart NJ* brand after the four week campaign, with Newark (58% increase) and Woodbridge (36% increase) showing significant gains.

## A Collaborative Effort

*Street Smart NJ* is a collaborative effort between public, private and non-profit organizations. For a complete list of partners by pilot site, see Appendix A.

The NJTPA is the metropolitan planning organization for the 13 northern and central counties in New Jersey. The NJTPA, along with the Federal Highway Administration (FHWA), NJ TRANSIT, Transportation Management Associations (Meadowlink, Keep Middlesex Moving, TransOptions, Hudson, and Greater Mercer), NJDOT, and NJDHTS, worked with numerous community partners to develop and pilot the *Street Smart NJ* pedestrian safety education and enforcement campaign.



U.S. Department of Transportation  
**Federal Highway Administration**



## Funding Organizations and Supporters

The *Street Smart NJ* pilot program was funded by FHWA. Highway Safety Improvement Program (HSIP) funds, which are typically earmarked for infrastructure projects, were flexed for this initiative. Additionally, NJDHTS provided grants to law enforcement agencies in the five pilot sites. County and municipal government, community-based organizations, public health entities, schools and universities, and businesses provided in-kind support.

The following provides an example of *Street Smart NJ* supporters and how they contributed to the campaign in all five pilot locations. A detailed list of partners and their campaign contributions, either through free media or grassroots outreach, is highlighted in this report's "Free Added Media" and "Grassroots Partner Contributions" sections on pages 18 and 23.

- ◆ Newark's Division of Traffic and Signals purchased banners that were displayed on light poles in the Newark Downtown District.
- ◆ Free advertising was provided by the Port Authority of NY & NJ at PATH stations in Jersey City, Newark, Harrison, Hoboken, and New York.
- ◆ The Prudential Center displayed the *Street Smart NJ* message on both its outdoor and indoor arena video boards as well as promoted the *Street Smart NJ* message in event e-blasts to ticketholders.
- ◆ M&M Mars produced metal *Street Smart NJ* signs for display on Hackettstown's Main Street.
- ◆ Realtors on Long Beach Island included tip cards in thousands of rental packages.
- ◆ The Woodbridge School District made *Street Smart NJ* public service announcements at all sporting events.
- ◆ New Jersey Institute of Technology (NJIT) student government representatives and public safety staff partnered to distribute *Street Smart NJ* information to students and faculty.

These and many other partners contributed significant resources (i.e., staff support, collateral material production and distribution, time, financial) to the campaign and were essential to its success. These partners have indicated a willingness to continue to promote the *Street Smart NJ* message through outreach, education and enforcement.



# Research – Literature Review and Crash Data Analysis

The *Street Smart NJ* team analyzed crash data and conducted a literature review before designing and undertaking the pilot programs. For a copy of each report, see Appendix B and C.

## Pedestrian Safety Education Campaign Literature Review

The review contains a collection of brief case studies describing education, enforcement and comprehensive pedestrian safety programs implemented in the U.S. and abroad. See [http://BeStreetSmartNJ.org/wp-content/uploads/2014/10/NJTPA\\_PedSafety\\_LitReview.pdf](http://BeStreetSmartNJ.org/wp-content/uploads/2014/10/NJTPA_PedSafety_LitReview.pdf) to access the Pedestrian Safety Education Campaign Literature Review report on-line.

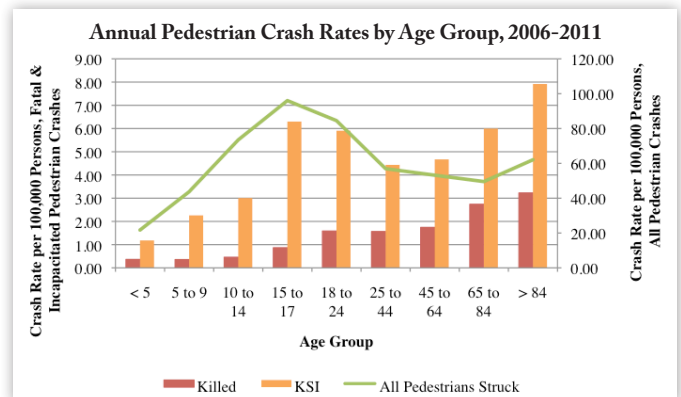
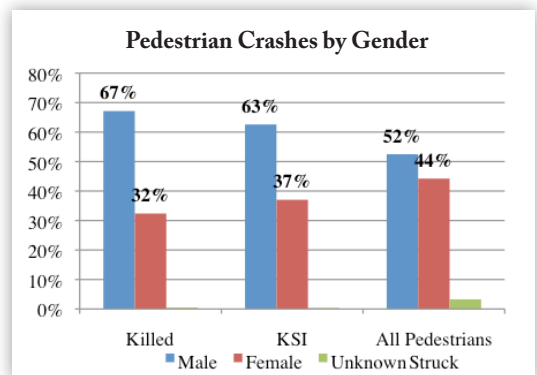
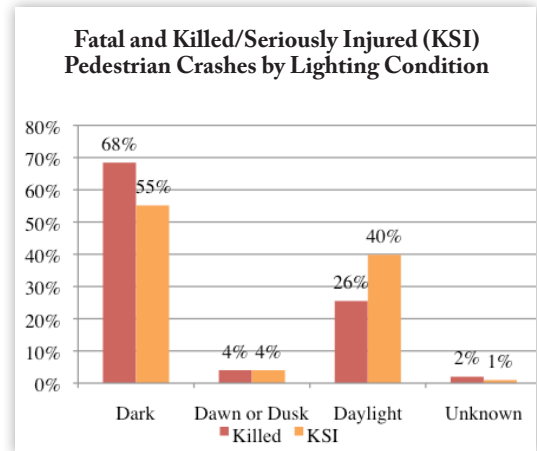
## Pedestrian Safety Education Campaign Data Analysis

The analysis examines the location of hot spot pedestrian crash intersections, characteristics of the pedestrian crash, crash date and time, lighting conditions, driver age and gender, pedestrian age, and causation factors among the five pilot locations. Data was mined from a variety of sources including the National Highway Traffic Safety Administration (NHTSA) and the Plan4Safety database maintained by Rutgers CAIT. See <http://BeStreetSmartNJ.org/wp-content/uploads/2013/10/SSNJPedSafetyDataAnalysis.pdf> to access the Pedestrian Safety Education Campaign Data Analysis report on-line.

The crash data analysis was critical to the development of the *Street Smart NJ* safety messages, selection of the target audience, and determination of hot spot locations for enforcement details and campaign analysis:

- ◆ A majority of the crashes occurred during the afternoon/evening rush hour (3-7 p.m.), with the exception of Woodbridge, which had a spike in pedestrian crashes during lunchtime hours.
- ◆ Driver inattention was a primary contributing factor.
- ◆ More than half of the crashes with a “pre-crash pedestrian action” indicated that pedestrians were struck outside of a marked crosswalk.
- ◆ Males 10-59 years of age were overrepresented in pedestrian/vehicle conflicts.

- ◆ Fifty-four percent (54%) of drivers and 26% of pedestrians involved in pedestrian crashes in Newark come from zip codes outside of the city and are likely commuters. This “commuting” or “out-of-town” element is common to Jersey City, Woodbridge and Long Beach Island.<sup>4</sup>



<sup>4</sup> 2012 Pedestrian Safety Tracking Report, New Jersey Bicycle and Pedestrian Resource Center, Rutgers University

## Campaign Message – “Vital Signs”



The *Street Smart NJ* message complements the campaign goals to change pedestrian and motorist behavior, reduce the incidence of pedestrian injuries and fatalities on New Jersey’s roadways and educate roadway users about their roles and responsibilities for safely sharing the roadway. The message also reminds motorists and pedestrians that police are enforcing state pedestrian safety laws.

The “Vital Signs” message was developed to connect specific street signage and enforceable laws to pedestrian safety. “Check Your Vital Signs” is designed to encourage both drivers and pedestrians to pay attention and adhere to posted signage, which makes travel safer for all roadway users.

### Four Key Messages

Based on research and analysis, four key calls to action were identified. These correlate to existing traffic signage for speed signs, stop signs, traffic signals, and crosswalks:

- ◆ Obey speed limits
- ◆ Stop for pedestrians
- ◆ Wait for the walk
- ◆ Use crosswalks

### Graphic Elements

A graphically simple yet compelling visual of a heart rate monitor is combined with street signs to remind motorists and pedestrians that obeying street signs keeps people alive.

The message also conveys that walking is good for your health and the community’s well-being, but it can also be dangerous if drivers and pedestrians don’t check – and follow

**“Whether you’re walking, driving or cycling, check your vital signs – speed limit and stop signs, crosswalks, walk and don’t walk signals.”**

– Hudson County Executive Thomas A. DeGise  
NJTPA Chair

– vital traffic safety signs. The rejoinder message is a reminder that police are enforcing pedestrian laws for the safety of all roadway users.

### Enforcement

Police agencies in the pilot communities concentrated on crash hot spot intersections and focused efforts on motorists adhering to New Jersey’s stop for pedestrians in the crosswalk law and pedestrians who jaywalk. Police officers also addressed speeding, illegal turns and distracted and inattentive driving and walking, which contribute to pedestrian-motor vehicle crashes. See Appendix C of this report for more information.

### The Target Audience

While the data analysis found that males 10-59 years of age are disproportionately represented in pedestrian-motor vehicle crashes, the campaign targeted all drivers 18-59 years of age and all adult and school-aged pedestrians.

# Message Delivery

Via an extensive network of public, private and grassroots outreach in the pilot communities, *Street Smart NJ* urged motorists and pedestrians to check their vital signs to ensure their safety on the road. Media and outreach materials were developed to convey the campaign message. These efforts included:

- ◆ Outdoor advertising (bus, rail, stationary/mobile billboards, airplane banners, jitney wraps)
- ◆ Internet advertising (Pandora, banner ads on NJ.com and through the Undertone Network that includes sites such as webmd.com, dailycaller.com, intouchweekly.com, and townhall.com in Hudson, Essex, Middlesex and Warren counties)
- ◆ Social media outreach among various tactical partners such as the Newark Regional Business Partnership, NJPAC, Jersey City Medical Center Safe Kids, JCFamilies, Keep Middlesex Moving, and TransOptions
- ◆ Collateral materials (street signage, sidewalk vinyls, posters, window decals, tip cards, banners)
- ◆ Earned media materials (fill-in-the-blank press releases, op-eds, church bulletin messages)
- ◆ *Street Smart NJ* outreach teams who encouraged compliant pedestrian and motorist behaviors and disseminated educational tips in multiple languages
- ◆ A campaign website (www.BeStreetSmartNJ.org) and social media (Facebook, Twitter, eblasts)

## Radio Spots

The following 30-second radio Public Service Announcement (PSA) in English and Spanish was developed and placed on the “resources tab” of the www.BeStreetSmartNJ.org website for use by partners:

### “Vital Signs” (with music and sound effects mimicking a heartbeat monitor)

*There are vital signs all around you. Vital ROAD signs that exist for ONE reason - to save lives. Posted speed limits and pedestrian crosswalk signage are two of the vital signs that save lives every day. So check your vital signs - obey speed limits and stop for pedestrians.*

*Not only is it the law, but lives are on the line. Local police will be out reminding you as well. They will be enforcing the law. Street Smart NJ - New Jersey's Pedestrian Safety Program. Learn more at BeStreetSmartNJ.org.*



## Website - BeStreetSmartNJ.org

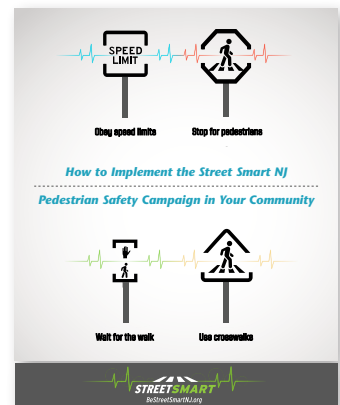
A campaign website – BeStreetSmartNJ.org – featuring program information, pedestrian safety laws, and tips for motorists and pedestrians as well as bicyclists was developed for the campaign.

On the website are downloadable versions of all campaign resources, including out-of-home advertising, radio spots, collateral materials, social media content (tweets/posts/images), press releases, a fact sheet, a PowerPoint and video, and imagery that can be used in emails.

## Special Web Resources

### “Information on How to Create a Street Smart NJ Campaign in YOUR Community”

A “how to” guide was developed to assist communities, in addition to the pilot sites, implement the *Street Smart NJ* campaign in their communities. Downloadable from the BeStreetSmartNJ.org website and on the NJDHTS website (njsafereads.com), the booklet addresses crash data analysis, enforcement, public outreach and media engagement, implementation, resources, and evaluation. The NJTPA and NJDHTS are collaborating to encourage all law enforcement agencies receiving pedestrian safety grants from the latter to adopt the *Street Smart NJ* campaign.





## Collateral Materials



**Posters:** 11" x 14", 4-color, 2-sided campaign posters were developed in English, Spanish and Portuguese. A total of 10,000 posters were produced for the campaign, and an estimated 8,400 were displayed.



**Tip Cards:** This multi-purpose, 4-color, 2-sided card offers simple and specific information on various pedestrian and driver laws and tips. The 3.5" x 8" cards were printed in English, Spanish and Portuguese. A total of 300,000 total tip cards were produced of which an estimated 228,000 were used.



**Window Clings:** The 8.5 x 11", 4-color, 2-sided clings included the campaign message and were printed in English, Spanish and Portuguese. A total of 5,000 were produced and an estimated 3,500 were used.



**Street Signs:** 18" x 30", 4-color signs featured driver and pedestrian messages in English, Spanish and Portuguese. Five hundred were produced.



**Sidewalk Vinyls:** Two feet by two feet (2' x 2') pedestrian-oriented messages were produced on non-skid vinyls in English, Spanish and Portuguese. Five hundred vinyls were produced and an estimated 200 were used. (The pilot communities found this collateral material least successful because they had issues with it adhering to the sidewalk. Moving forward, a power wash treatment to the sidewalk is recommended to adhere the vinyl to the sidewalk. The vinyl was successful for indoor use.)

## Social Media Pages

*Street Smart NJ* had a presence on Facebook at StreetSmart-NJ and on Twitter @njstreetsmart with safety messages and other information tweeted at @njstreetsmart throughout Campaign implementation. Results of these efforts show that the *StreetSmartNJ* Facebook page generated interest over the two waves of the campaign, with:

- ◆ 49 “Likes”,
- ◆ messages reaching more than 2,000 Facebook users,
- ◆ 102 messages posted, and
- ◆ 130 Facebook users “Liked” a post that was added to the Facebook page.

This resulted in the post being shared by the person who “Liked” the post on their wall for their “friends” to see.

Twitter results for @njstreetsmart during the two waves of the campaign included:

- ◆ 119 people “Followed” @njstreetsmart
- ◆ 111 Tweets were posted
- ◆ *Street Smart NJ* was mentioned 48 times in other Tweets.



## Paid Campaign Elements

### In Newark:

- ◆ High visibility enforcement details were conducted at key intersections including Warren Street and MLK Boulevard, MLK Boulevard and Market Street, McCarter Highway and Raymond Boulevard, Washington and Bleeker Streets, Van Buren and Nichols Streets, Lyons Avenue and Aldine Street, Ferry and Congress Streets, Broad and Market Streets, Mulberry Street, and Bloomfield Avenue.
- ◆ Ultra Super King exterior signs were placed on five NJ TRANSIT buses running out of the Orange, Big Tree and Hilton garages.\*
- ◆ Interior bus cards were placed on 125 NJ TRANSIT buses from the Orange, Big Tree and Hilton garages.\*
- ◆ Exterior Kings (sides) were placed on 30 NJ TRANSIT buses from the Orange, Big Tree and Hilton garages.\*



- ◆ Four 2-sheet posters were placed in the Harrison and Penn PATH stations.
- ◆ Temporary street signs highlighting campaign messages geared towards motorists were displayed in the Downtown and Ironbound Business Districts, and various neighborhoods.

- ◆ On November 13, 2013, from 2:30-6:30 p.m., *Street Smart NJ* outreach teams interacted with pedestrians at the intersection of Raymond Boulevard and McCarter Highway promoting and encouraging safe pedestrian behaviors and disseminating 2,300 tip cards. It should be noted that this area has a diverse linguistic population and members of the outreach teams had many opportunities to converse with pedestrians in Spanish and Portuguese





as well as English. Native Spanish and Portuguese speakers appreciated receiving information in their native language.

*\*See Appendix D for area coverage maps of NJ TRANSIT bus routes.*

### In Jersey City:

- ◆ High-visibility enforcement was conducted at the intersections of Christopher Columbus Drive and Marín Boulevard, JFK Boulevard and Tonnelle Avenue, Bergen Avenue and Vroom Street, Congress Street and Palisade Avenue, Newark and Jersey Avenues, West Side and Communipaw Avenues, JFK Boulevard and Danforth Avenue, and Montgomery Street. Additionally, roving patrols were deployed throughout the campaign.

- ◆ Four banners were displayed throughout the city at locations such as Hudson County Community College and Christ Hospital.

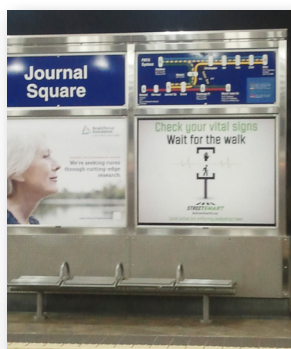


- ◆ Ultra Super King exterior signs were placed on three NJ TRANSIT buses running out of the Greenville garage.\*

- ◆ 50 Hudson Bergen Light Rail (HBLR) interior cards (11x28) were displayed.



- ◆ Interior cards were placed on 50 NJ TRANSIT buses from the Greenville garage.\*
- ◆ Exterior Kings (sides) were placed on 15 NJ TRANSIT buses from the Greenville garage.\*
- ◆ Six, 2-sheet large posters were displayed in the Grove Street, Journal Square and Newport PATH stations.
- ◆ 4 HBLR two-sheet posters at Jersey Ave (2 posters), Marín Blvd (1 poster), and Liberty State Park (1 poster) stations were displayed.



- ◆ On November 14, 2013, from 2:30-6:30 p.m., *Street Smart NJ* outreach teams interacted with pedestrians at the intersection of Christopher Columbus Drive and Marín Boulevard, Grove Street and Columbus Drive (PATH Grove Street entrance), and Jersey and Newark Avenues. Teams promoted safe pedestrian behaviors and handed out more than 2,000 tip cards.

*\*See Appendix D for area coverage maps of NJ TRANSIT bus routes.*

### In Woodbridge:

- ◆ High-visibility enforcement details were conducted at the intersections of Rahway Avenue and Main and Green Streets, Rahway Avenue and Pollion Street, Rahway and Crampton Avenues, and Main and Pearl Streets. Additionally, roving patrols were dispatched in support of the campaign.

- ◆ Ultra Super King exterior signs were placed on four NJ TRANSIT buses from the Middlesex, Plainfield, and Ironbound garages.\*

- ◆ Interior cards were displayed on 50 NJ TRANSIT buses from the Middlesex, Plainfield, and Ironbound garages.\*

- ◆ Exterior Kings (sides) were placed on 15 NJ TRANSIT buses from the Middlesex, Plainfield, and Ironbound garages.\*



- ◆ Two, 2-sheet posters were displayed at the Woodbridge Train Station.

- ◆ Two, 2-sheet posters were displayed at the Metro Park Train Station.



- ◆ Two billboards were purchased along Route 1 at Hyatt Street and St. Georges Avenue at Remsen Avenue.

- ◆ Temporary street signs highlighting driver focused campaign messages were posted along Main Street near the Woodbridge Train Station.

- ◆ On November 15, 2013, from 11:30 a.m. to 2:30 p.m., *Street Smart NJ* outreach teams interacted with pedestrians at the intersections of Main and School





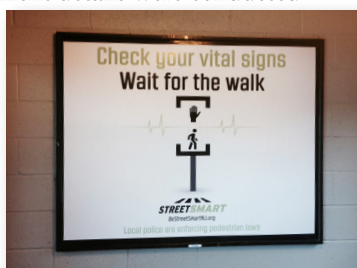
Streets, Main Street and Rahway Avenue (Berkeley College), and Rahway Avenue and Green Street, promoting safe pedestrian behaviors and handing out 500 tip cards.



\*See Appendix D for area coverage maps of NJ TRANSIT bus routes.

### In Hackettstown:

- ◆ High-visibility enforcement details were conducted along Route 46 (Main Street) and the intersection of Grand Avenue and Washington Street.
- ◆ One commuter 2-sheet poster was displayed at the Hackettstown Train Station.
- ◆ One billboard was purchased at 46 & Tannery Road.
- ◆ Temporary street signs highlighting driver focused campaign messages were placed along Main Street.
- ◆ On November 11, 2013, from 11:30 a.m. to 2:30 p.m., *Street Smart* outreach teams interacted with pedestrians at the intersection of Main and East Plane Streets as well as on the campus of Centenary College promoting safe pedestrian behaviors and handing out 540 tip cards.

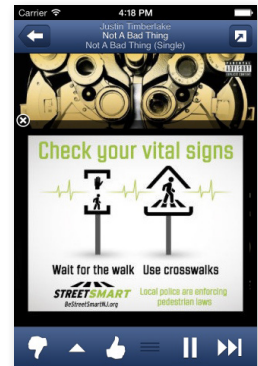


### In Long Beach Island (Summer 2014):

- ◆ A free shuttle bus that traveled the length of the island was wrapped with the *Street Smart NJ* message for the entire 2014 season.



- ◆ High-visibility enforcement details were conducted on Long Beach Boulevard, the island's main thoroughfare.
- ◆ Two digital outdoor billboards were purchased at Routes 72 and 9 adjacent to the causeway that leads onto the island (only entry and exit point to the Island).
- ◆ High-exposure airplane banner messages were seen during 20 flyovers of the beach/island.
- ◆ Online messages were placed on NJ.com generating an estimated 1 million impressions.
- ◆ Digital spots were placed on Pandora Internet radio generating an estimated 400,000 impressions.
- ◆ Sidewalk and street signs focusing on pedestrian safety laws and tips were displayed across the island.
- ◆ On July 11 and July 21, 2014, from 11 a.m. to 5 p.m., *Street Smart NJ* outreach teams interacted with pedestrians at locations across the Island promoting safe pedestrian behaviors and handing out about 2,400 tip cards. Locations included: Barnegat Light (10th Street and Central Avenue, Light House Area of 4th and Broadway, 7th Street and Broadway), Harvey Cedars (Salem and Long Beach Boulevard, 76th Street and Long Beach Boulevard, 80th Street and Long Beach Boulevard), Long Beach Township (68th Street and Long Beach Boulevard, 132nd Street and Long Beach Boulevard, 40th Street and Long Beach Boulevard), Surf City (North 3rd and Long Beach Boulevard, 8th Street and Long Beach Boulevard), Ship Bottom (28th Street and Long Beach Boulevard, 14th Street and Long Beach Boulevard, Central and 9th Street), and Beach Haven (Taylor and Bay Avenues, 2nd and Bay Avenues). The outreach team was assisted by volunteers from Rutgers University's Ambassadors in Motion program as well as NJTPA staff. The teams received positive feedback from most people, especially the children they encountered, with many inquiring about safe bicycling and walking/riding at night information.



**Total spending, media purchasing and production costs, for all locations was estimated at: \$175,000**

## NJ.com and The Undertone Network

For the November pilots, online messages were placed on NJ.com and through the Undertone Network on sites such as webmd.com, dailycaller.com, intouchweekly.com, and townhall.com in Hudson, Essex, Middlesex, and Warren Counties. Across the four counties, NJ.com delivered about 1 million media impressions, while Network delivered 2.5 million.



## Free Added Value Media

Since the campaign is conducted as a public service, there were several bonus placements of various media. The campaign also benefitted from extra days in which media messages were in front of the intended audiences – above and beyond days that were paid for in the original media buy.

Media vendors were asked for more information and reports on placements that went beyond the paid buy. While vendors were able to report on the number of days a placement remained in place beyond the paid buy, no additional information on particular locations was available.

Dollar value amounts were calculated by applying the advertising rates to the number of days an ad message remained in place.

Added value media messages included:

- Prudential Center Arena displayed the *Street Smart NJ* message on both its outdoor (\$15,000-\$20,000 per month) and indoor arena video boards (\$25,000 per month) as well as promoted the message in event e-blasts to ticketholders for a total added value of \$45,000.





- ◆ Twelve ultra-king messages remained on buses for 60 days beyond the paid buy for an added value of approximately \$52,000.

- ◆ A total of 250 interior bus cards remained in place for nine days beyond the paid buy for an added value of an estimated \$2,000.

- ◆ Twenty-five bus kings remained in place for five days beyond the paid buy, 19 remained in place for 45 days beyond the paid buy, and six remained in place for 60 days beyond the paid buy for a total added value of approximately \$26,000.



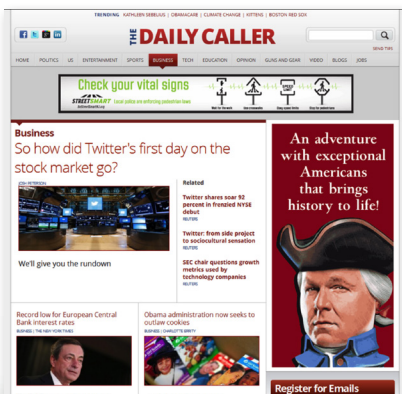
- ◆ Four, 2-sheet posters remained in place for 18 days beyond the paid buy, one remained in place for 30 days beyond the paid buy, and seven remained in place for 60 days beyond the paid buy for a total added value of about \$9,000.

- ◆ Fifty light rail interior posters remained in place for nine days beyond the paid buy for an added value of about \$400.

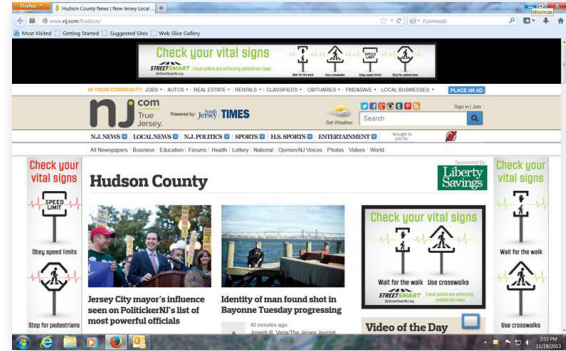
- ◆ Three outdoor boards remained in place for 30 days beyond the paid buy for an added value of approximately \$2,000.



- ◆ Online banner ads generated an additional 350,000 bonus impressions for an added value of approximately \$5,000.



- ◆ NJ.com generated an additional 594,817 bonus impressions for an added value of about \$9,000.



- ◆ Additional bonus impressions were generated from Pandora Radio and the LBI Shuttle Bus wrap (not measured at this time).

**Total Free Added Value Media Estimation: \$150,000**

Added value also included non-quantified value of other pro bono messages with NJ TRANSIT and the Port Authority of New York & New Jersey (PATH) including:

- ◆ Tip cards were provided to NJ TRANSIT bus garage operators for distribution to bus operators.
- ◆ Twenty-five posters were displayed at the Journal Square, Grove Street and Newport PATH stations.
- ◆ Display ads were placed on PATH VISION station monitors at the Newark, Harrison, Journal Square, Grove Street, Exchange Place, Newport, and Hoboken PATH stations in New Jersey and at the World Trade Center, Christopher Street, 9th Street, 14th Street, 23rd Street, and 34th Street stations in New York City.



- ◆ Campaign messages were retweeted on the PATH Twitter feed.
- ◆ PATH provided a link to the campaign website.



# Law Enforcement



Traffic safety agencies in the five communities employed best practices in enforcing pedestrian-related traffic laws during the pilot. They focused on opportunities to engage and educate, rather than simply issue citations.

## Participating police agencies included:

- ◆ Essex County Sheriff's Office
- ◆ New Jersey Institute of Technology Public Safety
- ◆ Rutgers University Police Department
- ◆ Newark Police Department
- ◆ Essex County College Police
- ◆ Woodbridge Police Department
- ◆ Hackettstown Police Department
- ◆ Jersey City Police Department
- ◆ Long Beach Township Police Department

All officers were trained to deploy the pedestrian decoy or Cops in the Crosswalk program, which has been used in New Jersey since 2009. Officers monitor driver and pedestrian behavior at selected crossings for periods of several days over an extended period of time. Observing officers note violations and call ahead to waiting officers, who stop and warn or ticket all offenders. Officers use the stops to educate drivers and pedestrians about their duties and responsibilities under the law.

While the focus is on ensuring that motorists are aware of and adhere to New Jersey's stop for pedestrians in the crosswalk law and pedestrians do not jaywalk, police also addressed speeding, illegal turns and distracted and inattentive driving and walking, which contribute to pedestrian-motor vehicle crashes in the state. Additionally, the participating police agencies also reported citing motorists for other violations (i.e., no seat belt, disregarding traffic signals, outstanding warrants).

Law enforcement contributed to the campaign's success, dedicating 1,070 hours to enforcing pedestrian safety and other motor vehicle laws during the 2013 and 2014 pilots. A total of 1,580 warnings and 1,733 summonses were issued to both motorists and pedestrians resulting in 3,313 interactions. Failure to stop for pedestrians accounted for the greatest number of warnings (548) and citations (506) issued to motorists, followed by violations of "other" motor vehicle laws (454) and the state's hand-held cell phone/texting ban (301). Police also issued 126 citations to pedestrians for jaywalking.

## Highlights of the enforcement activities included:

- ◆ Police agencies that participated in the November 2013 and July/August 2014 pilots conducted 69 enforcement details over a total of 1,000 man-hours.
- ◆ Hackettstown Police focused on two high-crash locations with decoys and patrols from November 7-21, 2013, issuing 34 total warnings and 51 summonses.
- ◆ Newark law enforcement focused on ten areas with decoys from November 5-27, 2013, issuing 258 warnings and 468 summonses.
- ◆ Jersey City Police used patrols and decoys in several high-crash areas from November 1-22, 2013, issuing 331 warnings and 360 summonses.
- ◆ Woodbridge Police dispatched patrols and decoys at four high-crash locations and also used roving patrols from November 1-30, 2013, issuing 185 warnings and 558 summonses.
- ◆ Long Beach Island issued a significant number of warnings to pedestrians (67%). The Island had the highest number of law enforcement interactions (1,068), both warnings and summonses, among all pilot locations.



# Media and Community Outreach



## Earned Media Outreach

Local kick-off meetings were conducted in each of the pilot sites to enlist the support of grassroots partners. Representatives from large businesses and business groups, community and neighborhood associations, non-profits, public health agencies, schools and universities, faith-based entities, and individual advocates were invited to attend.

These meetings were extremely valuable in developing relationships with public outreach tactical partners who could leverage their networks to disseminate the campaign message. During these meetings, the *Street Smart NJ* team brainstormed with these organizations to identify creative ways to deliver the safety message along with other partners who could be enlisted to help.

## Community Outreach

*Street Smart NJ* enjoyed the support of more than a hundred public, private and grassroots organizations during the November 2013 and June to August 2014 pilots. To take advantage of these networks, the campaign made a concerted effort to maximize the messaging value to the particular audiences.

Officials from local governments, law enforcement, BIDs/Chambers of Commerce, employers, schools and universities, local media, hospitals, faith-based organizations, and local community groups were offered public speaking training. The goal was to strengthen speaking skills, encouraging them to engage their audiences and enhance the methods they use when presenting the *Street Smart NJ* message.

Twenty-three participants took advantage of the public speaking training in September and October, 2013. Participants delivered campaign presentations in their respective communities through radio, print, social media, community events, and at meetings.

## Street Outreach Teams

Haas Media of Jersey City was contracted to provide education outreach services at the five pilot locations. During the week of November 11, 2013, Haas Media team members spent one day in each of the four pilot locations (Newark, Jersey City, Woodbridge, Hackettstown) conducting education outreach at specific intersections determined by the NJTPA and pilot site representatives. Team members interacted with pedestrians distributing 5,365 tip cards. The tip cards, available in English, Spanish and Portuguese, featured safe walking tips for pedestrians on one side and information about New Jersey's pedestrian safety laws for drivers and pedestrians on the other side.

Outreach on Long Beach Island was conducted over two days in July 2014 at several pedestrian "hot spots," during which outreach team members distributed about 2,400 campaign tip cards to residents and vacationers. Students from Rutgers University's Ambassadors in Motion Program provided volunteer outreach services at this location along with Haas Media and the NJTPA staff.

Feedback from the outreach teams found that public response to the campaign and outreach was overwhelmingly positive. Pedestrians and drivers were pleased that the initiative was being undertaken and appreciated the work of the *Street Smart NJ* team members.



# Campaign Events

## Newark Press Conference – November 1, 2013

This event, held at the New Jersey Institute of Technology, generated TV, radio, and print media coverage for the northern NJ region. Guest speakers included the Executive Director of NJTPA, the Acting Essex County Prosecutor, the Trauma Director at Newark University Hospital, and a pedestrian safety victim advocate. The event was well attended by pilot campaign representatives, pedestrian safety advocates and law enforcement. The Newark event was covered by NJ.com, Jersey Tribune, LehighValleyLive.com, Long Valley Patch, Newark Patch, The New Jersey Herald, New Jersey 101.5, NorthJersey.com, Walk Bike Jersey, WBGO, WFMS, WMBCTV, and WRNJ Radio.



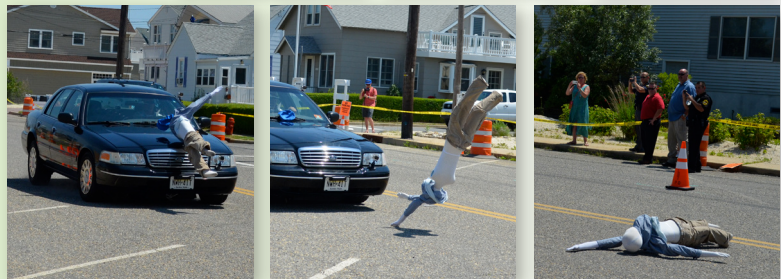
## Hackettstown Press Conference – November 6, 2013

Town and county officials joined with local partners and the NJTPA to hold a press conference on Main Street to kick off the Hackettstown pilot. Afterward, TransOptions TMA staff joined with police and the NJTPA staff to walk along Main Street and handout window clings and information for merchants, as well as tip cards to pedestrians. The Hackettstown event was covered by The Express-Times, Hackettstown Patch, Jersey Tribune, New Jersey Herald, Warren Reporter, WFMZ-TV 69 News, and WRNJ Radio.



## Campaign Kick-Off, Long Beach Island - June 18, 2014

To garner media coverage and awareness of the campaign and pedestrian safety, a press event was held in Long Beach Township, with Ocean County and NJTPA staff. A speed stopping distance demonstration was conducted at 63rd Street and Long Beach Boulevard in Brant Beach. Following the event, the NJTPA staff distributed tip cards and posters to realtors and hoteliers across the Island. Media coverage included The Asbury Park Press, Berkeley Patch, Brick Patch, Frequency.com, NBC Philadelphia, New Jersey 101.5, NJ.com, News 12 New Jersey, Newsworks.org, The Sand Paper, Topix.com, and WBGO.





# Grassroots Partner Contributions

The *Street Smart NJ* campaign pilots were a collaborative effort between public, private and non-profit organizations. The campaign received a tremendous boost thanks to the efforts of dozens of local grassroots organizations, businesses, schools/universities, public health and faith-based agencies, and more.

See a complete list of campaign partners in Appendix A.

In all five pilot locations, impactful and far-reaching activities included:



- ◆ Distribution of window clings with campaign messaging to local businesses and organizations.
- ◆ Coordination with Department of Public Work's staff to install street signage on traffic sign/light poles and/or vinyl graphics on sidewalks with campaign messaging.

- ◆ Distribution of weekly e-blasts to their contacts, including universities, hospitals, businesses, and community groups, faith-based groups, etc. Approximately 188,840 people were reached via the four e-blasts disseminated by various partner organizations during the November 2013 campaign.

## In Newark:

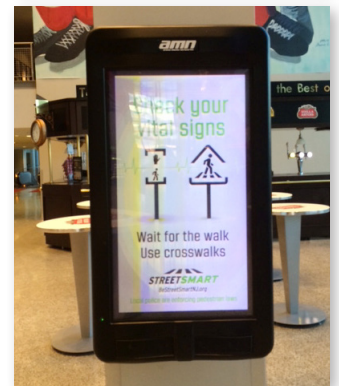
- ◆ Campaign graphics and information were posted on the city's website.
- ◆ A press release was issued by City Hall on November 1 to all Newark-area media.
- ◆ Jack Nata, Manager of the Newark Division of Traffic and Signals, had a letter to the editor published in *The Star-Ledger* ([http://blog.nj.com/ledgerletters/2013/11/letters\\_newark\\_pedestrians\\_sna.html](http://blog.nj.com/ledgerletters/2013/11/letters_newark_pedestrians_sna.html)).
- ◆ The Newark Regional Business Partnership featured campaign graphics and information on their website, included two mentions in their e-newsletter and in blogs, and sent e-blasts about the campaign to members.



- ◆ A total of 75 light pole banners were produced and displayed throughout downtown Newark and remain in place as of December 2014.

- ◆ The *Street Smart NJ* message was well supported by the Prudential Center.

- Outdoor jumbotron (front entrance)
- Ads placed on interior monitors
- Tip cards placed at the box office
- Web banner included on Prudential Center and Devils eblasts
- Two-day eblasts to ticket buyers per show, targeting email ticket holders of Disney on Ice (estimated 25,000) and the Pink and Rod Stewart concerts.



- ◆ The NJ Performing Arts Center provided information about the campaign to its employees via e-blasts, tip cards and posters.
- ◆ A full-page article appeared in the Essex County Community Traffic Safety Program monthly newsletter.
- ◆ The Tri-State Transportation Campaign highlighted the Newark campaign in its weekly e-newsletter.
- ◆ Meadowlink TMA Transportation Management Association featured the campaign in emails and its newsletter. They sent the weekly email blasts to Gateway, Panasonic, PSE&G, NJ TRANSIT, Newark Regional Business Partnership, and Horizon Blue Cross-Blue Shield offices. The email blast also included teachers, superintendents, and parents of 65 schools in Newark. In addition, Meadowlink TMA's Safe Routes to School staff discussed pedestrian safety with the third graders at McKinley Academy and used *Street Smart NJ* materials. Campaign literature and flyers were distributed by the New Jersey Historical Society at their Newark site.
- ◆ A feature story and photo were included in the *Ironbound Update* Newsletter.

- ◆ The Ironbound Business Improvement District (IBID) featured the campaign on its Facebook page and on GoIronbound.com as well as distributed the weekly e-blasts. The IBID also distributed campaign materials to business owners in the community through partnerships with the Ironbound Community Corporation and local schools.



- ◆ University Hospital ran an article in the Clarion community newspaper and posted it on the bulletin board in the Trauma Department. They also sent out e-blasts twice during the campaign to the Pedestrian Injury Prevention Partnership, and internal communication was disseminated to faculty, staff and students.
- ◆ Mack Cali put up four posters in the lobby and entrance to the parking garage at One Newark Center, and sent e-blasts to employees and customers in the building.

- ◆ The NJIT Public Safety Department partnered with the Student Senate to distribute tip cards to students, faculty and administrators. They also sent the e-blast to all staff, faculty and students.



- ◆ The NJIT Strategic Communications Department presented the campaign to organizations on campus including the Student Senate, Residence Life, Dean of Students, Commuter Students, Inter Fraternity/Sorority Council, International Students, Residence Hall Association, Greek Life, and Community Policing Unit. Executive members of the organization helped promote the campaign by asking student volunteers to assist with material distribution. Two officers were assigned to assist with the Sheriff Department's education and enforcement component. NJIT implemented the program during the first semester of 2014.
- ◆ Rutgers University Police Department (Newark Division) sent an e-blast to staff, faculty and students.
- ◆ E-blasts were sent to the Essex County Prosecutor's Office's 100 employees, City of Newark employees, La Casa de Don Pedro (members and businesses), and Covanta Essex Company employees.

- ◆ The Mt. Prospect Avenue Partnership distributed posters and window clings to local businesses.
- ◆ The Newark Downtown District sent e-blasts to member businesses and employees and distributed tip cards and window clings to businesses.
- ◆ High Park Terrace Apartments distributed posters and tip cards.
- ◆ The Newark Public Library distributed tips cards and displayed posters.
- ◆ Tip cards were provided to eight Newark police precincts and placed at front desk areas to educate the public.

### In Jersey City:

- ◆ Four banners were posted throughout the city at locations such as Hudson County Community College and Christ Hospital.
- ◆ The Jersey City Police Department website featured campaign graphics and information.



- ◆ Jersey City Police District Community Relations Officers conducted a Pedestrian Safety Town Hall Meeting and a pedestrian safety workshop for seniors at Our Lady of Mount Carmel Church.
- ◆ Heights Hope Association pedestrian safety meeting included mention of the *Street Smart NJ* in their newsletter.
- ◆ Hudson County Community College placed tip cards at the front desks of all ten locations, hung posters in all ten locations, and posted a 3'x6' banner in a high-traffic pedestrian area.
- ◆ The Mayor's Resident Response Center handed out campaign materials at seven block association meetings, and at churches, schools, and businesses.
- ◆ Jersey City Medical Center hung a banner in its main lobby, added a link to its Safe Kids Facebook page, and distributed tip cards at a school nurse networking event.
- ◆ Jersey City Families posted information on their Facebook and Twitter pages and included tip cards in goodie bags distributed at their Annual Holiday Party.
- ◆ Temple Beth-El posted the campaign poster and included *Street Smart NJ* messaging in weekly emails to temple members.
- ◆ Mt. Sinai Temple sent out the *Street Smart NJ* website link via its list serve.





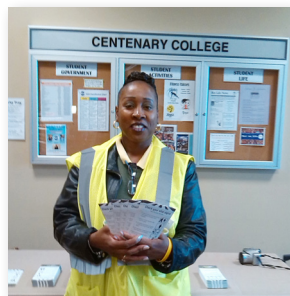
- ◆ *Street Smart NJ* information was sent to 15 neighborhood associations in Ward D, reaching approximately 40,000 people.
- ◆ Numerous merchants in the downtown area agreed to display window clings and posters as well as help distribute tip cards to customers.

### In Hackettstown:

- ◆ Warren County's Facebook page included photos, messaging, and unique content about the campaign.
- ◆ Hackettstown Police added multiple posts of content and photos on its Facebook and Twitter pages.
- ◆ Mars Chocolate of North America produced and paid for 13 permanent *Street Smart NJ* reminder signs, included information in its weekly newsletter which is distributed to approximately 1,200 staff associates and included a link to the campaign website.
- ◆ TransOptions put information on their website, had a pedestrian safety senior event in Hackettstown, and ran an article in its November 2013 e-newsletter.
- ◆ Hackettstown Regional Medical Center displayed window clings on all entrances/exits, placed English and Spanish tip cards in all common waiting areas, and mentioned the campaign in the winter issue of their newsletter which was mailed to 60,000+ homes in the area.



- ◆ Centenary College sent an email blast to the college community at the start and finish of the campaign asking for participation in the online survey. The college was also represented by its mascot, the Cyclone, at the kick-off event, placed photos on its Facebook page and assisted the *Street Smart* team in scheduling two information distribution days outside of the campus dining hall where they were able to reach many people and placed tip cards on the dining hall tables to encourage the community to participate in the online survey.



- ◆ TransOptions provided assistance with the initial launch of the campaign with an "on the street" staffer who assisted in disseminating information.
- ◆ TransOptions attended the November 6, 2013, press conference to kick off the campaign, after which TransOptions staff walked along Main Street and provided window clings and information to merchants.
- ◆ The mayor and a police sergeant appeared on WRNJ radio's weekly public affairs program to promote the campaign. The police sergeant and Warren County freeholder also appeared on WNTI public radio's community affairs program to explain the *Street Smart NJ* initiative and responsibilities of pedestrians and motorists to share the road.
- ◆ Police and TransOptions staff conducted pedestrian safety presentations for school-age students and for the residents of Health Village, a senior community.
- ◆ Two hundred (200) people stopped by the *Street Smart NJ* booth and heard about the importance of pedestrian safety and the *Street Smart NJ* campaign at the Hackettstown Street Fair on September 15, 2013.
- ◆ More than 100 students heard about pedestrian and driver safety, and were provided reflective items and information about the *Street Smart NJ* campaign at the Centenary College meeting on September 25, 2013.
- ◆ Over 300 people were informed about the importance of pedestrian safety and the *Street Smart NJ* campaign at "Hackettstown Community Day" on October 5, 2013.

### In Woodbridge:

- ◆ Keep Middlesex Moving created multiple content and photo on its Facebook and Twitter pages (several posts/tweets were shared or retweeted).
- ◆ Keep Middlesex Moving sent eblasts to members and mentioned the campaign in blogs.
- ◆ Berkley College students distributed posters to area businesses and handed out palm cards to pedestrians.
- ◆ The Woodbridge Township Police Department posted information and a link to the website on their Community Affairs Facebook page.
- ◆ The Downtown Merchants Association used its social media network to forward the weekly e-blasts to its members.





- ◆ St. Anthony's Church included campaign messaging for inclusion in its November bulletin.
- ◆ The school board furnished township high schools with content for their morning announcements and at all school sporting events.
- ◆ A Woodbridge police officer spoke at an event about pedestrian safety, where the school board gave out awards to children who wrote essays on safety.
- ◆ Sidewalk vinyls were installed throughout Woodbridge.
- ◆ Street signs were installed on Main Street and Rahway Avenue. The traffic maintenance division hung them at other sites as well.
- ◆ The town's VMS signs displayed campaign messages.
- ◆ The Avenel Fire Department placed a campaign message on their outdoor sign.
- ◆ Evergreen Seniors placed messaging on their illuminated board.
- ◆ Presentations were provided at senior centers by Woodbridge law enforcement.
- ◆ Woodbridge Police Officers discussed the *Street Smart NJ* campaign at MyCentralJersey.com ([http://www.mycentraljersey.com/apps/pbcs.dll/article?AID=2013312220044&nclick\\_check=1](http://www.mycentraljersey.com/apps/pbcs.dll/article?AID=2013312220044&nclick_check=1)) as a news story and video.



- ◆ The Long Beach Township Police Department focused on speeding, illegal turns and distracted and inattentive driving and walking through high visibility enforcement details.
- ◆ E-blasts were disseminated to the beach patrols, community centers, the health department, Lifeguard in Training programs, Loveladies Arts Foundation, the Chamber of Commerce, and neighborhood and community clubs, which, in turn, forwarded them through their email distribution channels.
- ◆ The Long Beach Township Police Department provided presentations to over 500 people and distributed 15,000 tip cards and 475 t-shirts (not branded *Street Smart NJ*, but had a pedestrian safety message).

### In Addition:

- ◆ The TMA Council of New Jersey included a campaign article in its monthly e-newsletter.
- ◆ The NJ Bicycle and Pedestrian Resource Center wrote a blog.
- ◆ An article appeared on the Together North Jersey website and in its partner outreach email.

### On Long Beach Island:

- ◆ Support from realtors, businesses, recreation companies, service and faith-based organizations, schools, and libraries across the island included the distribution of tip cards, and displaying window clings and posters. Realtors and hoteliers distributed approximately 18,000 *Street Smart NJ* tip cards.



# Campaign Evaluation

To assess the effectiveness of the campaign, the study team conducted an evaluation consisting of pre- and post-intercept surveys and observational analysis. The evaluation components showed positive results, indicating that the pilot campaign was effective in raising awareness and improving behavior. The campaign holds promise and merits continuation.

The observational analysis was conducted by Rutgers CAIT. The study team conducted pre- and post-campaign observations using video cameras at four intersections to assess whether changes occurred among three pedestrian safety behaviors, which are citable violations by regulation. The full report is attached as Appendix E to this report. The observational analysis revealed positive results as detailed in Figure 1 on page 28 and highlighted below:

- ◆ A statistically significant reduction in risky non-compliant behavior was observed at three of the four sites.
- ◆ At the urban intersections (Newark and Jersey City), pedestrians and drivers improved their behaviors across all proxy measures following completion of the campaign pilot.
- ◆ Significant reduction in the rate of “pedestrians jaywalking and crossing against the signal” was observed. (Woodbridge showed a 26% reduction followed by Jersey City at 8%.)
- ◆ No statistically significant reduction in risky non-compliant behavior was found in the rural pilot location (Hackettstown). This may be due to an insufficient sample size of non-compliant motorists and pedestrians before the campaign began. The rates of non-compliance were already low and further improvement may be difficult to measure statistically. Additionally, the same pedestrians may not use the intersection on a regular basis and/or people who saw the campaign messages did not use the intersection again.

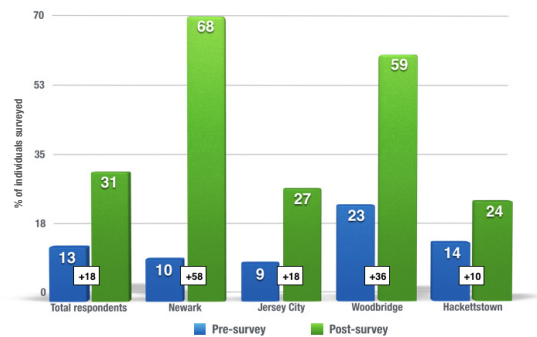
In addition to the observational analysis, before the start of the campaign and immediately following its conclusion, campaign Street Teams approached pedestrians at these same intersections and handed out intercept survey cards. A total of 740 individuals provided feedback via the online survey. Again, the survey showed positive results from pre- to post-campaign:

- ◆ 18% increase in awareness of the campaign and/or pedestrian safety.
- ◆ 10% increase in awareness of educational and enforcement interactions/activities (street teams, police or others who communicated messages).

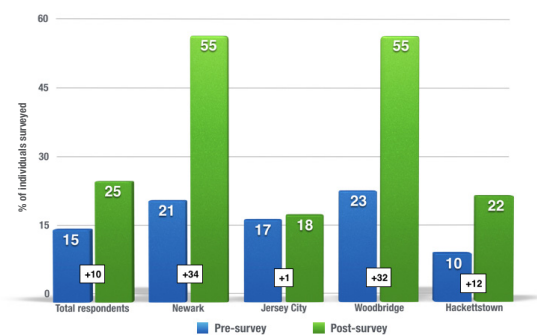
- ◆ “Crossing against the signal” self-reported behavior showed significant improvement, which correlates directly with the *Street Smart NJ* message “wait for the walk.”
- ◆ Greatest positive change in observed behavior occurred in Newark and Jersey City.

Overall, it appears that the campaign was successful in changing pedestrian and motorist behaviors and raising awareness of the pedestrian safety messages. For sites with high rates of risky pedestrian and motorist behaviors, similar to Newark and Jersey City, the effects are likely to be favorable. Awareness and behavior in the suburban environment of Woodbridge also showed improvement.

## Awareness of Campaign and/or Pedestrian Safety



## Awareness of Educational and Enforcement Activities



## Self-Reported Behavior - “Crossing Against the Signal”

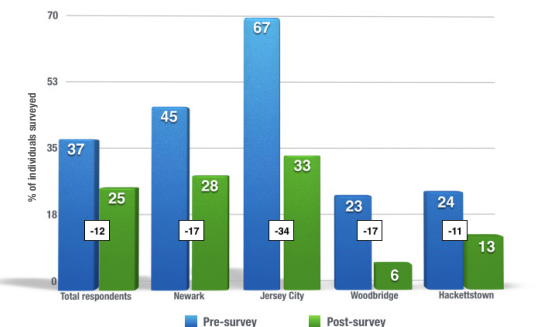




Figure 1: Observational Analysis: Pre- and Post-Campaign Behavior Change

	Pre-Campaign			Post-Campaign		
	Compliant	Not Compliant	% Non-Compliance	Compliant	Not Compliant	% Non-Compliance
<b>Newark: Raymond Blvd. &amp; Rt. 21</b>						
<i>Pedestrians jaywalking and crossing against the signal</i>	2,091	390	16%	1,205	178	13%
<i>Failure of turning motorists to yield to pedestrians</i>	4,120	255	6%	3,774	93	2%
<i>Failure of motorists turning right on red to properly yield to pedestrians</i>	298	50	14%	395	6	2%
<b>Jersey City: Columbus Dr. &amp; Marin Blvd.</b>						
<i>Pedestrians jaywalking and crossing against the signal</i>	1,849	417	18%	1,890	203	10%
<i>Failure of turning motorists to yield to pedestrians</i>	2,820	263	9%	3,395	125	4%
<i>Failure of motorists turning right on red to properly yield to pedestrians</i>	186	20	10%	128	3	2%
<b>Woodbridge: Main St. &amp; Eleanor Pl.</b>						
<i>Pedestrians jaywalking and crossing against the signal</i>	85	38	31%	291	16	5%
<i>Failure of turning motorists to yield to pedestrians crossing</i>	3,072	105	3%	6,916	72	1%
<b>Hackettstown: Main St. &amp; Plane St.</b>						
<i>Pedestrians jaywalking and crossing against the signal</i>	224	10	4%	216	13	6%
<i>Left turning vehicles failing to yield to pedestrians</i>	101	3	3%	224	0	0%
<i>Right turning vehicles failing to yield to pedestrians</i>	337	0	0%	361	1	0%

## Recommendations

### Key lessons learned from the campaign include:

#### *Media and Collateral Materials*

- ◆ The five pilot locations – Woodbridge (suburban), Jersey City and Newark (urban), Hackettstown (rural), and Long Beach Island (shore) – represented a diverse mix of communities with varying roadway characteristics and pedestrian and motorist traffic. This diversity suggests that while the overall campaign message should remain consistent, it may also need to be tailored to better meet the needs of a particular community. For example, the motorist messages may need to be given a higher priority in suburban and rural settings such as Woodbridge and Hackettstown where there's less foot traffic. In more urban settings, such as Newark and Jersey City, where populations are heavily dependent upon transit and walking to reach their destination, the message may need to be more pedestrian-centric. It's important to note, however, that regardless of where a motorist is driving or a pedestrian is walking, the best practices and laws promoted via the *Street Smart NJ* campaign are applicable.



- ◆ The pedestrian safety zone motorist signs had a high recall rate during the 2014 pilot, but they should be enlarged and the information simplified to ensure optimal visibility and readability. This may help increase motorists' ability to see and process the message while stopped at an intersection.
- ◆ The pilot communities found the sidewalk vinyls to be the least successful collateral material due to adherence issues. Moving forward, power washing the sidewalk is recommended before laying down the vinyls. A better application may be to place them indoors adjacent to exterior exits.
- ◆ The 2013 and 2014 awareness results show high levels of respondents who drive alone on a weekly basis. This supports the use of out-of-home (exterior transit/bill-

boards) and radio advertisements, budgets permitting, to reach motorists who may interact with pedestrians. While interior transit ads (inside buses, trains, stations) reach pedestrians, ads on the exterior of buses are mobile billboards and provide an excellent means to reach drivers. Traditional billboards, if available, also reach motorists especially when purchased in corridors with a high incidence of pedestrian-motor vehicle crashes. Northern New Jersey is in the New York media market, so traditional radio can be expensive. Seeking out discounted or free ads on local networks should be explored along with ads on streaming radio such as Pandora or iHeart radio, which traditionally have lower ad rates. Streaming radio also has the potential to reach both pedestrians (individually on a mobile device) and motorists (when a mobile device is connected to a vehicle's sound system).

- ◆ To ensure the best possible pricing (non-profit, government rates), media buys should be handled by the sponsoring agency (i.e., NJTPA, local police department) rather than the consultant. During the 2014 pilot, NJTPA received nearly a 50% discount off the regular rate for interior cards on NJ TRANSIT buses.
- ◆ Communities should seek to identify key partners who can provide in-kind support in addition to and/or in lieu of paid advertising. For example, NJ TRANSIT posted window clings at Newark Penn Station and included *Street Smart NJ* messaging on station monitors at no cost. The Prudential Center posted campaign messages valued at \$45,000 in multiple areas inside and outside the arena at no cost to NJTPA and the City of Newark.
- ◆ The *Street Smart NJ* materials were printed in English, Spanish and Portuguese based on the demographics of the pilot sites. However, the demand for Spanish and Portuguese materials was lower than expected. Moving forward, printing larger quantities of English language materials is recommended. However, consideration should be given to ensuring that an adequate supply of Spanish-language materials are available and to printing smaller quantities of materials in other languages if warranted.
- ◆ Awareness survey results highlighted two areas that should be explored for future campaign messaging. First, participants had high awareness of others engaging in a wide range of unsafe practices, but were less likely to report doing so themselves. Does this suggest that these pedestrians are practicing safe walking techniques or that they don't view their behaviors – even those that are unlawful or dangerous – as unsafe? Second, while public



knowledge of laws is high, there is room for improvement, particularly when it comes to unlawful pedestrian practices of jaywalking and crossing against the signal.

- ◆ Communities that implement the campaign should be encouraged to add their name to the *Street Smart* brand (i.e., Street Smart Woodbridge) and include partner logos on collateral materials where appropriate. This localization may help to bolster participation and long-term adoption of the campaign.

### Campaign Outreach

- ◆ Building and expanding *Street Smart NJ*'s presence on Facebook, Twitter and other social media sites should be a priority. Each execution of the campaign has prompted growth in social media as demonstrated by increased likes, posts, tweets, retweets, etc. Moving forward, all partners should be encouraged to leverage their social media networks to disseminate the campaign messages. Another consideration is to treat Facebook not only as an earned media outlet, but also as a paid media outlet. Funds could be allocated to boost campaign posts to a larger audience, sponsor content on network contact pages or even place ads. This is a low cost tactic (as little as \$20-30 per boost) that could potentially expand the campaign's reach by thousands, depending on the approach.
- ◆ While paid advertising was used to convey the *Street Smart NJ* message, the campaign received a tremendous boost thanks to the efforts of dozens of local grassroots organizations including businesses, schools/universities, public health and faith-based agencies, non-profits, and more. This public/private partnership was critical to the campaign's success and should be emulated by all communities seeking to implement the *Street Smart NJ* program. Inviting potential partners representing a variety of sectors (business, education, non-profit, public health, government, service/civic clubs, tourism, advocacy) to attend an informational meeting, hosted by a key community official/organization, is a critical first step in generating grassroots support. Attention should be given to



holding the meeting at a time that is conducive to all representatives (i.e., weekday evening versus workday morning). Once partners are on board, identifying and leveraging their distribution channels should be the next step. Grassroots efforts that include e-blasts, social media posts, tip card distribution, displaying posters, and the inclusion of messaging in newsletters aid in expanding campaign message reach. These efforts work best when done collectively rather than individually.

- ◆ Including high school and college students in campaign outreach is critical. An analysis of 2009-2012 pedestrian crash data for Newark and Jersey City, found that pedestrians 10-19 years of age, followed by 20-29 year olds were more likely than any other age groups to be involved in crashes.
- ◆ Woodbridge successfully engaged its high schools (announcements at all sporting events) and a local college (material distribution to students and local merchants) to promote the *Street Smart NJ* messages. All communities should be encouraged to adopt these best practices and develop their own.
- ◆ The *Street Smart NJ* message should be conveyed to students and parents through the Safe Routes to School program. Although, it should be noted that SRTS only captures students in grades K-8 and additional outreach beyond the SRTS program should be encouraged.
- ◆ The Transportation Management Associations are a valuable resource in supporting the *Street Smart NJ* Campaign. Meadowlink, Keep Middlesex Moving, TransOptions, Hudson, and Greater Mercer distributed collateral materials, assisted with grassroots outreach, offered educational programs, and conducted social media outreach. Every effort should be made to ensure that communities seeking to implement the *Street Smart NJ* program work with their local TMA since they can provide guidance, manpower and access to resources.
- ◆ "Street" teams are an effective means to engage pedestrians and talk about safe crossing/walking practices. Communities are encouraged to identify volunteers who could serve as campaign ambassadors and interact with pedestrians at hot spot intersections. Particular attention should be given to using bilingual volunteers to convey the *Street Smart NJ* message. Native Spanish- and Portuguese-speaking pedestrians engaged by Street team members during the pilots expressed appreciation for receiving the information in their native tongue.

### Enforcement

- ◆ Enforcement of pedestrian safety laws is an essential component of the *Street Smart NJ* program. Communities seeking to implement the campaign should partner

with local law enforcement to ensure that all roadway users know and understand their duties and responsibilities for sharing the road safely. While tickets are likely to be issued, the primary focus should be on engaging and educating motorists and pedestrians.

- ◆ Police departments should be encouraged to partner with high school and college groups to disseminate pedestrian safety information to teens and young adults in conjunction with foot patrols.
- ◆ A mix of enforcement tactics (i.e., decoys, saturation and roving patrols) should be deployed at hot spot locations determined through crash data analysis. The results of enforcement details (i.e., number of warnings and citations issued to motorists and pedestrians, type of detail, number of officers/man hours) including demographic information (i.e., zip code, sex) for all motorists and pedestrians cited for pedestrian safety violations should be captured and analyzed. This information can help inform future enforcement details, messaging and outreach channels.

### Engineering

- ◆ Linking infrastructure investments with the *Street Smart NJ* Campaign is essential. At minimum, all intersections where campaign materials are posted should be checked to ensure crosswalks are visible and pedestrian signals are operational. Communities should make regular monitoring of pedestrian safety infrastructure a key component of their *Street Smart NJ* campaign.

### Evaluation

- ◆ Pre- and post-evaluation was conducted to measure the impact (awareness, behavioral change) of the 2013 and 2014 *Street Smart NJ* pilots. Evaluation is essential for determining campaign impact and future investment by local, state and federal agencies. It should be grounded in valid statistical methods and fully documented for ease of replication. In addition, controls should be in place to ensure consistent conditions during monitoring periods so that the results are not distorted. For example, during pre- and post-observations the traffic signal patterns, times of day/week, and campaign material display/distribution should be consistent.



## Next Steps

By their nature, pilot programs are designed to be instructive. They provide a means to test and subsequently refine a program. The *Street Smart NJ* pilots conducted in November 2013 and July/August 2014 were highly successful, but there is opportunity to leverage what was learned to refine and grow the program.

Crash data clearly indicates that New Jersey has a pedestrian safety problem and it is well documented that taking a three E's approach to improving safety for not only pedestrians, but all roadway users, is essential. Using paid and earned media and grassroots outreach to educate roadway users about what they can do to address the problem, coupled with high visibility enforcement that focuses not just on issuing citations, but education, is proven to work. The *Street Smart NJ* campaign leverages this proven countermeasure and early results show that it is having a positive impact on motorist and pedestrian behavior.

Due to its initial success, the *Street Smart NJ* education and enforcement campaign is anticipated to continue. A *Street Smart NJ* campaign was conducted in Newark, Jersey City, Hackettstown, and Woodbridge in October 2014, and plans are underway to expand the campaign to other communities, as well as continue it in the pilot sites in the future. All partners recognize that a sustained long-term campaign can have a lasting effect in reducing pedestrian injuries and fatalities. Working with the original grassroots partners and law enforcement agencies as well as new entities, the NJTPA looks forward to building upon the success of the first pilot to reach even more roadway users with the *Street Smart NJ* message.





One Newark Center, 17th Floor  
Newark, NJ 07102