



SAMPLE CAMPAIGN PLANNING CHECKLIST

This checklist is to be used as a pre-campaign planning tool to help evaluate the viability of a Street Smart campaign in a local community. The scoring is useful when evaluating multiple opportunities. However, as every campaign and community are different, there is no “ideal” score to predict the success of a campaign. Rather, this is a planning tool used to identify factors in a community that can help create a successful campaign outcome. Once a community is chosen a full campaign plan should be developed.

DATA FACTORS	YES	NO
Complete and useful crash data is available		
Infrastructure improvements are planned		
Local experience with a recent safety incident		
Community has received local grant funding		
Local history of pedestrian safety efforts		
CAMPAIGN PARTNERS	YES	NO
Commitment from local elected officials		
Commitment from local police		
Local community spokesperson(s) participation		
Statewide advocacy group participation		
Transportation management agency participation		
COMMUNITY GROUP PARTICIPATION	YES	NO
Pedestrian safety groups		
Bicyclist safety groups		
Complete Streets advocates		
Local businesses		
Local schools		
Youth/teen groups		
Other Groups		
CAMPAIGN ACTIVATION	YES	NO
A highly visible location has been identified		
Street Smart NJ signage can be properly displayed		
Businesses willing to incentivize campaign		
Third party groups willing to disseminate information		
Opportunities to align around community/holiday events		
TOTAL		