

STREET SMART

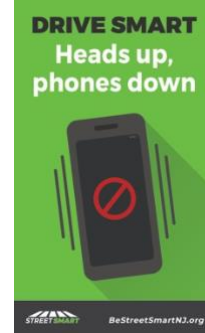
How to Implement the Street Smart NJ Pedestrian Safety Campaign In Your Community





The Street Smart NJ pedestrian safety campaign described in this guide was coordinated by the North Jersey Transportation Planning Authority (NJTPA) in partnership with the Federal Highway Administration (FHWA), New Jersey Department of Transportation (NJDOT) and New Jersey Division of Highway Traffic Safety (NJDOTS). Street Smart NJ uses public education and enforcement to promote safe travel behavior by people driving and walking. The campaign was first piloted in 2013 and 2014 in Hackettstown, Jersey City, Long Beach Island, Newark and Woodbridge. Since that time dozens of communities across the state have joined this initiative. Evaluations of the pilot sites and other locations show that Street Smart NJ is successful in changing the behaviors that contribute to crashes, including drivers failing to stop for people crossing and people walking crossing outside of crosswalks and against traffic signals.

This guide is intended to help communities apply the insights gained in past campaigns in designing their own Street Smart NJ initiative.



Promoting Pedestrian Safety

On average, one pedestrian is killed in New Jersey every two days. In 2017, there were 184 pedestrians killed in motor vehicle crashes. Even one fatality is too many. Everyone can help New Jersey reach its goal of zero pedestrian fatalities.

This guide provides information to help communities create a pedestrian safety campaign targeting both people driving and walking. It draws on insights gained during earlier Street Smart NJ initiatives, including pilot campaigns in 2013 and 2014. The campaign has been successful in encouraging people to change the behaviors that can lead to crashes. It combines high visibility enforcement with paid and earned media—a proven strategy for increasing seat belt use (Click It or Ticket) and preventing drunk driving (Drive Sober or Get Pulled Over).

About the Campaign

Street Smart NJ encourages people to keep safety in mind when driving and walking. The campaign underwent a rebranding effort in 2019 to emphasize the fact that everyone has a role to play in making New Jersey's roads safer. The campaign's messages remind people that together we can make a difference. The new slogan, "Drive Smart – Walk Smart – Be Street Smart," reminds everyone that following these common sense safety measures is the smart move.

The campaign focuses on five core behaviors – drivers speeding and failing to stop for people crossing; people crossing outside of crosswalks and against signals; and distracted driving and walking.

The campaign uses social norming, combining images of people exhibiting safe driving and walking behaviors with phrases that encourage people to do the right thing, such as “We use crosswalks” and “We stop for people.”

The campaign is both important and timely. New Jersey ranked 17th in the nation in pedestrian fatalities in 2017 and has been designated a “focus state” by the Federal Highway Administration because of the high rate of pedestrian fatalities and injuries. From 2013 to 2017, 825

pedestrians were killed and more than 22,000 injured on the state’s roadways. That translates to one death every 2.2 days and 12 injuries daily. In 2018, 564 people died in motor vehicle crashes in New Jersey—31 percent of those killed were pedestrians.



Implementing a Campaign

Successful campaigns require careful planning and partnerships. To help communities prepare for their campaign, we have developed a planning checklist, available at the end of this guide.

Campaigns are typically a month long (though communities can choose to implement shorter or longer campaigns to best meet their needs), but the groundwork will begin months beforehand. Here are some things to consider when launching a campaign.

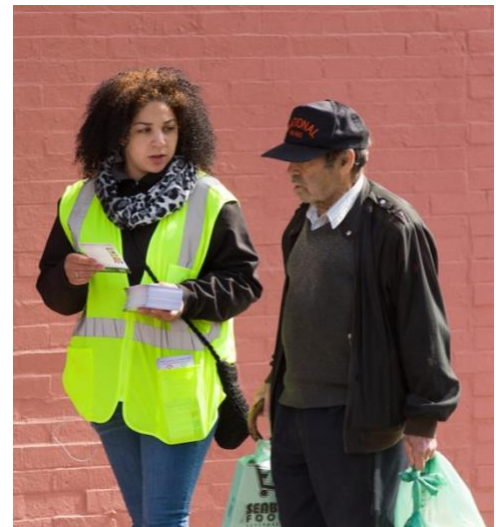
Getting Started

- Designate a lead agency or person to oversee the campaign. (This could be a municipal official, police officer or other member of the community.)
- Form a committee of key stakeholders (i.e. local officials, law enforcement, businesses, community groups, transportation providers, schools, health departments, hospitals) to support the campaign.
- Work with local law enforcement agencies to determine resources needed to participate in the campaign, which can include using officers to conduct public education and issue citations. (The New Jersey Division of Highway Traffic Safety (NJDHHS) makes federal and state grant funds available through a competitive application process. For details visit www.nj.gov/oag/hts/grants/index.html)
- Set a budget. This can include anticipated overtime costs and funding for campaign materials. Street Smart NJ may be able to provide communities with a starter kit of signs, safety tip cards and other materials. All of the Street Smart NJ materials can be downloaded for free at <http://BeStreetSmartNJ.org/Resources>.

- Talk to community partners about sponsorship opportunities (i.e. local businesses can buy banners to hang across a main street in your downtown).

Data

- Determine where crashes are occurring, what the contributing factors are and consider what areas have the highest foot traffic.
- Talk to law enforcement, community groups, businesses, municipal leaders, school officials, and other stakeholders to find out if there are any other areas where safety is a concern (i.e. locations where there are near misses that might not be in crash reports)
- Walk the area to determine whether there are impediments to pedestrian safety (i.e. faded crosswalks, poor lighting, broken sidewalks, malfunctioning signals, etc.).
- Use these factors to select an intersection or area to be the focus of your campaign and to determine when the best time for the campaign is.
- Prior to launching your campaign conduct observations at target intersection to gather data on driver and pedestrian behavior. Distribute the Street Smart NJ survey to assess community awareness of pedestrian safety laws. (This is optional if you would like to assess the effectiveness of your campaign.)



Community Support

- Reach out to community groups (pedestrian and bicycle safety organizations; businesses; schools; youth groups; religious organizations; community centers; senior groups etc.) to raise awareness about the campaign.
- Recruit community members to help educate the public about pedestrian safety. This can include distributing pedestrian safety tip cards, giving presentations at their community group meetings or displaying signage at their establishments.

Launching a Campaign

- Publicly kick-off your campaign. This could be through a press release, news conference, or announcement at a municipal meeting or public event.
- Promote the campaign on social media, the municipal website and through partners' networks.
- Identify opportunities to speak about pedestrian safety at community events, to students, local organizations etc.
- Distribute campaign materials.
- Conduct enforcement efforts.

Post-Campaign

- Conduct intersection observations at the target location to gather data on driver and pedestrian behavior. Compare the findings with the pre-campaign observations to assess campaign effectiveness. (This is optional if you would like to assess the effectiveness of your campaign)
- Circulate the Street Smart NJ survey to determine whether the campaign was successful in raising awareness about pedestrian safety. (This is optional if you would like to assess the effectiveness of your campaign)
- Report any gains in pedestrian safety to the community and local media.
- Continue analyzing data to determine whether there are changes in where incidents are occurring and whether there is a need to organize future campaigns focused on the same area or other areas.
- Talk to stakeholders to review the campaign and discuss ways to improve any future initiatives

Street Smart NJ has a number of free resources available to campaign partners (bestreetsmartnj.org/resources/).

All materials may be reproduced and used without permission, and logos and local sponsorship information may be added to all artwork. The Street Smart NJ brand, messages and visuals, however, may not be modified. The words Street Smart may precede a municipal name (e.g., Street Smart Newark) in press releases and other written materials developed by the municipality to promote the campaign's local adoption.



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		

Contact

Questions about the Street Smart NJ brand, message and artwork should be directed to Will Yarzab at wyarzab@njtpa.org.