



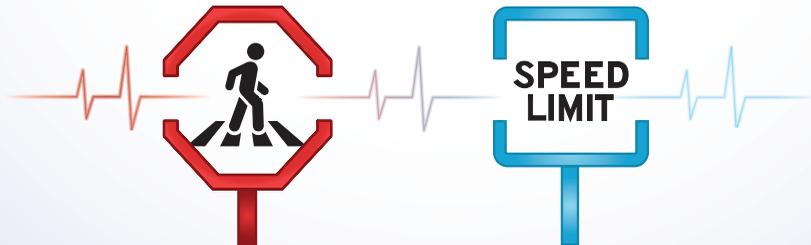
WAIT FOR THE WALK

USE CROSSWALKS

HEADS UP,
PHONES DOWN

How to Implement the Street Smart NJ

Pedestrian Safety Campaign in Your Community



STOP FOR PEDESTRIANS

OBEY SPEED LIMITS





The **Street Smart NJ Safety Campaign**

described in this booklet is 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 (NJDHTS).

The campaign was first piloted in 2013 in response to the Federal Highway Administration identifying New Jersey as a “focus” state and Newark a “focus” city due to the high incidence of pedestrian injuries and fatalities. Street Smart NJ aims to help New Jersey move toward zero deaths through a combination of education and enforcement activities.

The initial pilot communities were Hackettstown, Jersey City, Newark, Woodbridge and Long Beach Island. Since its inception, dozens of communities have participated in the Street Smart NJ effort.

Evaluations conducted during the early campaign efforts show the campaign is successful and has helped improve behaviors, including reductions in jaywalking and crossing against traffic signals by pedestrians, and a reduced number of motorists who failed to yield to pedestrians.

This booklet is intended to help communities interested in launching their own campaign by offering insights and advice gained since first launching Street Smart NJ in 2013.



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





Promoting Pedestrian Safety

This booklet provides information to help communities create a pedestrian safety campaign targeting both pedestrians and drivers. It draws on insights gained during pilot tests of the *Street Smart NJ* campaign (beststreetsmartnj.org). By promoting voluntary *compliance with lifesaving traffic safety laws*, this campaign has proven extremely effective. 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

The campaign urges motorists and pedestrians to *check your vital signs* to improve safety on the road. The vital signs for motorists are *obey posted speed limits* and *stop for pedestrians in crosswalks*, while pedestrians are urged to *use crosswalks* and *wait for the walk signal*. In 2016, the campaign added the *heads up, phones down* message to combat distracted walking and driving.

Graphically simple yet compelling visuals—street signs coupled with a heart rate monitor—are used to remind motorists and pedestrians that *lives are on the line*. The campaign recognizes that walking is good for your health but can be dangerous if

drivers and pedestrians do not check—and follow—vital traffic safety signs. To add even more urgency to the message, the public is reminded that *police are enforcing pedestrian laws for the safety of all roadway users*.

The campaign is both important and timely. New Jersey ranks 14th in the nation in pedestrian fatalities and is an FHWA-designated focus state. Between 2011 and 2014, 591 pedestrians were killed and more than 17,000 injured on the state's roadways. That translates to one death every 2.5 days and 11 injuries daily. In 2015, 562 people died in motor vehicle crashes in New Jersey—30 percent of those killed were pedestrians.

The campaign pilots were conducted in urban (Newark and Jersey City), suburban



(Woodbridge) and rural (Hackettstown) locales. As this publication was being prepared, planning was underway for an additional pilot at the New Jersey shore on Long Beach Island during summer 2014. Paid advertising, grassroots public awareness and law enforcement were used to address pedestrian safety. Community groups joined with businesses, schools, churches, hospitals, and non-profit organizations to post and distribute information including pedestrian safety tip cards for all roadway users.



Police officers in the pilot communities used a variety of strategies—roving patrols, the Cops in the Crosswalks (pedestrian decoy) program, engagement details—to enforce pedestrian safety laws. They focused on motorists who failed to obey New Jersey’s stop for pedestrians in the crosswalk law, as well as pedestrians who jaywalked. They also addressed speeding, illegal turns, and distracted and inattentive driving and walking, which contribute to pedestrian-motor vehicle crashes.

Implementing a Campaign

Municipalities and other entities seeking to implement a four- to six-week campaign or series of enforcement and education waves over an extended period of time (typically two weeks of education and enforcement activity, followed by several weeks to a month of no activity, followed by another two weeks of activity) should allow a *minimum* of three to five months for initial planning. It is recommended that one organization (i.e., police department, traffic engineering or planning department) serve as the lead agency for the campaign with a single point of contact (i.e., traffic safety or public information officer, municipal planner or engineer).

Forming a committee composed of key stakeholders (i.e., police, EMS, public health, chamber of commerce, schools, pedestrian/bicycling groups, service/civic clubs, elected officials, transportation providers) is also encouraged to garner community-wide support. Identifying a well-respected and highly visible safety champion who can rally support from stakeholders and the public is also a proven tactic for increasing campaign support and visibility.





How much a municipality should budget for a campaign will depend upon its length/duration and the breadth of planned activities. The New Jersey Division of Highway Traffic Safety (NJDHHS) makes federal and state grant funds available to government and traffic safety-related, non-profit entities (501c3) on an annual basis through a competitive application process. Priority is given to applicants who adopt the *Street Smart NJ* brand/message. For more information on applying for a pedestrian safety grant, visit www.nj.gov/oag/hts/grants/index.html.

Municipalities are also encouraged to visit the Resources section of the *Street Smart NJ* campaign website (beststreetsmartnj.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. Questions about the *Street Smart NJ* brand, message and artwork should be directed to Keith Hamas at khamas@njtpa.org.

Using the Checklist

This checklist, which was developed with input from the campaign pilot sites and partner agencies, is provided to help municipalities implement and evaluate high visibility enforcement, grassroots outreach, and paid/earned media initiatives that leverage the *Street Smart NJ* campaign. While it is intended to be comprehensive, users may identify other important tasks not provided on this checklist and are encouraged to share this information with the NJTPA.

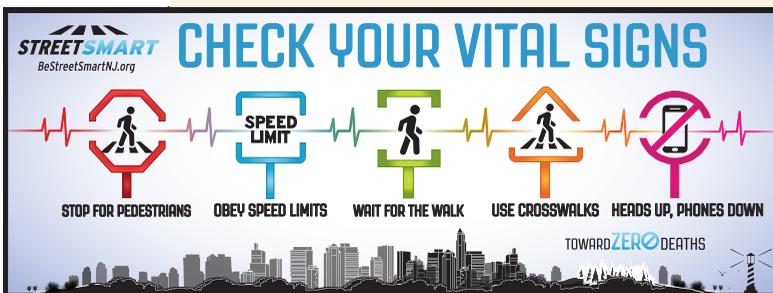
The checklist includes, but is not limited to, performing the following tasks:

- ▶ Problem Identification (Pre-Campaign)
- ▶ High Visibility Enforcement Planning, Implementation & Evaluation
- ▶ Public Outreach Planning, Implementation & Evaluation
- ▶ Problem Identification (Post-Campaign)



Problem Identification (Pre-Campaign)

- Identify and analyze all available pedestrian-motor vehicle crash, injury/fatality and citation data to identify geographic clusters (hot spots) and high-incidence corridors as well as high-incidence days, times, causal factors (i.e., speeding, inattention, alcohol, jaywalking), and key demographic information (i.e., age, gender).
- Identify locations (i.e., retail corridors, school zones, transit centers) that draw pedestrians and may pose the potential for conflict with motor vehicles.
- Query walking groups, local retailers, school officials, neighborhood association leaders, and local law enforcement officials regarding their impression of the magnitude of the pedestrian safety problem in the community, key factors influencing roadway user behaviors, and locations that may pose safety problems



for pedestrians due to high traffic volumes, roadway configuration, lack of pedestrian-friendly infrastructure, and/or other factors. Advise them that pedestrian safety is a significant issue in New Jersey and that despite

efforts to reduce pedestrian fatalities they have remained flat over the past decade. Relationships developed during this process may strengthen your efforts.

- Assess the municipal infrastructure to determine if there are any impediments to pedestrian safety (i.e., faded crosswalks, non-working signal heads, foliage or other natural sightline obstructions, broken sidewalks, poor lighting) and work with the appropriate roadway authority(ies) to address them in advance of the high visibility enforcement and outreach activities.

High Visibility Enforcement Planning, Implementation & Evaluation



- Review the data findings with the appropriate law enforcement officials, safety organizations and stakeholder planning groups to select the location(s) of proposed high visibility enforcement activity.
- Enlist the support of law enforcement agencies based at the locations selected for the high visibility enforcement activity at the appropriate leadership levels.
- Work with the participating law enforcement agencies to determine the type of high visibility enforcement activities (i.e., roving patrols, Cops in the Crosswalks/ Pedestrian Decoy Program, education/engagement details) that will be employed to address pedestrian safety.
- Determine the number of law enforcement, other personnel and resources needed to conduct the high visibility enforcement activity.
- Identify any training and/or other resource needs of the participating law enforcement agencies. At minimum, participating officers should review state and local pedestrian safety laws (refer to bestreetsmartnj.org/laws/ for a compendium of applicable laws) prior to the start of the campaign and be given a list of pertinent statutes for easy reference when in the field. Cops in the Crosswalks/ Pedestrian Decoy Program training is also encouraged, since it provides an opportunity for officers to educate motorists, pedestrians and bicyclists about their duties and responsibilities under the law. The focus of every enforcement detail should be to engage and educate, rather than simply issue a citation. For more information on training, contact Paul Kaminsky at NJDHTS at pkaminsky@njsacop.org or (856) 334-8943.

- Invite prosecutors, who may be assigned pedestrian safety cases, to participate in all training provided to law enforcement officials.
- Inform judges and prosecutors of the upcoming high visibility enforcement activity to alert them to the possibility of an influx of pedestrian safety and other violations resulting from the increased enforcement.
- Meet with state and local elected officials to inform them of the high visibility enforcement activities and the reasons for focusing on pedestrian safety.
- Determine how and what data will be captured and reported in conjunction with the high visibility enforcement activity (this is often dictated by the funding agency). Develop a standardized reporting form (or use the ones provided on the *Street Smart NJ* website at bestreetsmartnj.org/resources/) and provide clear instructions regarding its use, including to whom it should be submitted and the submission deadline.
- If high visibility enforcement activity involves multiple agencies and/or citizen groups, hold a briefing with all participants to clarify the purpose of the enforcement activity, reiterate expectations regarding data collection, and answer any questions about the increased enforcement activities.
- Identify opportunities to make the enforcement highly visible by deploying

prominent signage (i.e., variable message boards), placing special markings on patrol vehicles (i.e., magnetic *Street Smart NJ* signs) and/or attiring officers and citizen volunteers in highly reflectorized, campaign branded vests or other approved clothing. The goal is to not only raise awareness of pedestrian safety, but to demonstrate that significant resources are being devoted to address it.



- Following each high visibility enforcement activity, analyze all collected data (i.e., pedestrian/motorist contacts, citations/warnings issued, arrests) and resources expended (i.e., staff hours, equipment used) to determine impact.
- Following each high visibility enforcement activity, debrief with law enforcement agencies and citizen volunteers to identify what worked, areas for improvement, attitudes of pedestrians and motorists, and other issues.

Public Outreach Planning, Implementation & Evaluation

- Make sure that the timing of local high visibility enforcement activities does not create a conflict with other scheduled traffic safety enforcement activities (e.g., seat belt, impaired or distracted driving crackdowns or mobilizations) and the outreach does not interfere with other paid/earned media efforts.
- Develop a one-pager discussing the pedestrian safety problem that includes both state and local data for use with potential partners, spokespersons and the media. A sample *Street Smart NJ* fact sheet can be found at bestreetsmartnj.org/news/ and may be used as a template by local communities. Consider focusing on the fact that *everyone is a pedestrian* and that *lives are on the line* every day.
- Identify and meet with potential partners who can assist in educating the public and key constituency groups about pedestrian safety. Recognize that in a crowded information marketplace, who a message comes *from* and *how* it is targeted can be more important than how widely it is disseminated. Employers, trauma centers, labor unions, community organizations (e.g., Elks, Rotary, chambers of commerce), sports teams/venues, schools, churches, and others are highly credible local sources of information whose communications are generally heard differently than others in positions of authority.



- Work with partners to identify and leverage their own communication/media channels. These may include: paycheck and bill stuffers, print or e-newsletters and e-blasts, employee cafeterias and gathering places, intranet/web and social media sites, open houses, literature racks/desk drops, in-store displays, video monitors, church bulletins, outdoor signage, PA announcements, and more.

- Identify opportunities to speak about pedestrian safety and the campaign at weekly or monthly community, service and civic organization meetings (i.e., Rotary, women's clubs, senior centers, Jaycees, PTA). A PowerPoint

presentation is available at bestreetsmartnj.org/resources/ under the Community Planning and Outreach section.

- Ask appropriate partners to leverage the power of their marketing efforts to support the distribution of campaign information. Support might include sponsoring local traffic reports with a joint company/campaign message, flagging or sponsoring billboards and other outdoor advertising, or tagging radio and television advertising they would place in the normal course of their business. Marketing funding is generally more available, generous and fluid than community relations funding. Sample *Street Smart NJ* transit and outdoor advertising artwork can be found at bestreetsmartnj.org/resources/.

- Develop press materials that include pre- and post-high visibility enforcement activity press releases, a fact sheet/talking points, op-ed, and a Q&A. Fill-in-the-blank and sample materials can be found at bestreetsmartnj.org/resources/ under the Earned Media section.

- Develop printed materials for dissemination to and display by key community partners. Focus on high traffic locations (i.e., post office, library, senior/community centers, town hall, restaurants, retailers, sports venues, gas stations, transit centers) to maximize reach. *Street Smart NJ* art files can be found at bestreetsmartnj.org/resources/. (Refer to page 4 of this document for guidance concerning their usage.) *Note* that the posting of signs and/or banners along county and state roadways requires prior permission/approval from the roadway authority. For county roadways contact the appropriate County Engineering Department; for state roadways contact NJDOT's Bureau of Traffic Engineering at (609) 530-3717. Any sign that includes advertising or sponsorship may be subject to outdoor advertising regulations. For guidance prior to design/production, contact NJDOT's Office of Outdoor Advertising Services at (609) 530-3337.

- Develop a radio and/or television PSA (or use the *Street Smart NJ* 30-second spots at bestreetsmartnj.org/resources/ and/or the 30-second NJDHTS pedestrian safety spot at www.nj.gov/oag/hts/downloads/video/SharedResponsibility_512K.mp4) and partner with local media outlets to air the spots and/or purchase (budget permitting) advertisements during key drive/viewing times.

- Conduct a pre-high visibility enforcement press event(s) with key partners (e.g., trauma center, pedestrian safety group, law enforcement, chamber of commerce) to call attention to pedestrian safety, announce the campaign and high visibility enforcement activities, and encourage community involvement.



- Develop tracking mechanisms to identify how partners supported the initiative (i.e., website posting, e-blast, brochure distribution, poster displays, on-air messaging) and the extent of the media coverage (i.e., radio, TV, audience reach/impressions/tones) generated by earned media materials and partner outreach. This information will be helpful when planning promotional efforts in support of future campaign activities.



Problem Identification (Post-Campaign)

- Continue to analyze all available pedestrian-motor vehicle crash, injury/fatality and citation data to identify changes in the incidence of geographic clusters (hot spots) and high-incidence corridors as well as high-incidence days, times, causal factors (i.e., speeding, inattention, alcohol, jaywalking), and key demographic information (i.e., age, gender).
- Share the findings with key stakeholders, sponsors and funders, and report gains in pedestrian safety to local media.

CHECK YOUR VITAL SIGNS

Local police are enforcing pedestrian laws



Stop for pedestrians



Obey speed limits

▶ Drivers:

Motorist in New Jersey **MUST** stop for pedestrians in a marked crosswalk. Failure to observe the law may subject you to: **2 points, \$200 fine (plus court costs), 15 days community service, insurance surcharge.**



Wait for the walk



Use crosswalks

▶ Pedestrians:

The law is clear, pedestrians must obey pedestrian signals and use crosswalks at signalized intersections. Both carry a \$54 fine for failure to observe the law.

▶ Avoid distractions when driving or walking



Heads up, phones down



STREETSMART
BeStreetSmartNJ.org

TOWARD **ZERO** DEATHS

Tip card used in
Street Smart NJ campaign.

CHECK YOUR VITAL SIGNS

Pedestrian Safety Tips

- ▶ Cross at corners and intersections. Use marked crosswalks where available.



- ▶ Before crossing look left, right, then left again.



- ▶ Use pedestrian buttons and begin crossing the street on the "Walk" signal.



- ▶ Use sidewalks or walk facing traffic where there are no sidewalks.



- ▶ Watch out for vehicles turning right on red.

- ▶ Be visible at night and in inclement weather.



- ▶ Walk sober.

- ▶ Eliminate all distractions.



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TOWARD **ZERO** DEATHS

