



# ***STREETSMART***

***BeStreetSmartNJ.org***

The Planning Exchange

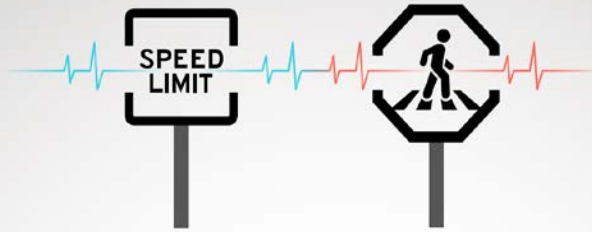
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# Street Smart NJ Guidebook

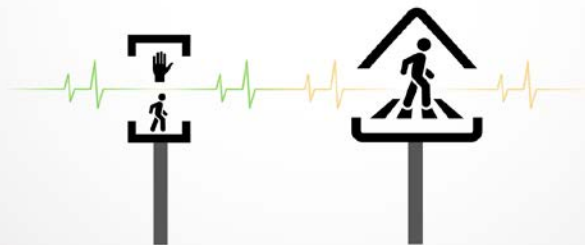


Obey speed limits

Stop for pedestrians

*How to Implement the Street Smart NJ*

*Pedestrian Safety Campaign in Your Community*



Wait for the walk

Use crosswalks



Available at:

[www.bestreetsmartnj.org](http://www.bestreetsmartnj.org)

Has a checklist that includes:

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

# Collateral Materials: Tip Cards

## Check your vital signs

Local police are enforcing pedestrian laws



### Drivers:

Motorists in New Jersey MUST stop for pedestrians in a marked crosswalk. Failure to observe the law may subject you to one or more of the following:

- 2 points
- \$200 fine (plus court costs)
- 15 days community service
- Insurance surcharges

(C.39:4-36)

### 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.

(C.39:4-32 and 33)

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## Check your vital signs

Your life is on the line

- ▶ 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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# Collateral Materials: Posters and Street Signs

## Pedestrian safety zone



**Check your vital signs**  
Obey speed limits  
Stop for pedestrians

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Local police are enforcing pedestrian laws



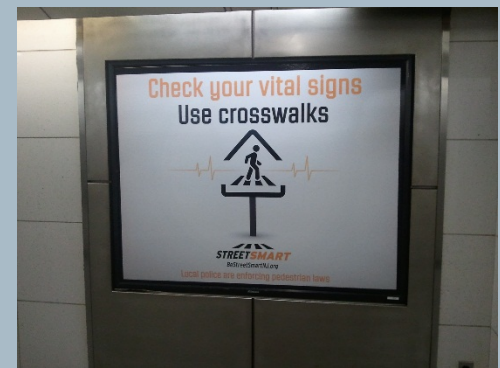
# Collateral Materials: Paid and Earned Media

Check your vital signs  
Obey speed limits



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Local police are enforcing pedestrian laws



# Social Media Outreach

**STREETSMART**  
NEW JERSEY'S PEDESTRIAN SAFETY PROGRAM

As you commute to and from work, to make it home safely. **Be street smart: Obey speed limit signs, cross walk signs.**

When you heed these signs you're helping your family and community who share the road around you. Obey the law, drive and walk safely.

Be a leader. Check for signs.

**Obey speed limits** **Stop for pedestrians**

**To learn more visit**

**STREETSMART**  
NEW JERSEY'S PEDESTRIAN SAFETY PROGRAM

Check for signs.

**Obey speed limits** **Stop for pedestrians**

STREETSMART is a new public education, awareness and behavior change campaign in Hackettstown, Jersey City, Long Beach Island, Newark, and Trenton, along with grassroots public awareness efforts and law enforcement.

**EDUCATION**  
What's the central goal of STREETSMART? To make sure that all roadway users – drivers, pedestrians, bicyclists – know and understand their duties and responsibilities for sharing the road safely. Numerous partners are collaborating to spread the word.

**ENFORCEMENT**  
Traffic safety officers in the five communities are employing best practices in enforcing pedestrian-related traffic laws. They are focusing on opportunities to engage and educate, rather than simply issuing citations.

**EVALUATION**  
Pre- and post-campaign surveys are being used to measure awareness and attitudes among drivers, bicyclists and pedestrians. Surveys also assess awareness of the STREETSMART campaign and its messages.

**SPONSORS/FUNDING ORGANIZATIONS**

Federal Highway Administration

**Street Smart NJ**  
@njstreetsmart

Street Smart is NJ's first statewide pedestrian safety campaign to educate pedestrians & motorists about making safety a priority whether walking or driving.

43 Photos and videos

**ETSM** **eetSmart.NJ**

**facebook**

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Check for signs.

**Obey speed limits** **Stop for pedestrians** **Wait for the walk** **Use crosswalks**

StreetsmartNJ is on Facebook.

To connect with StreetsmartNJ, sign up for Facebook today.

**Sign Up** **Log In**

StreetsmartNJ Education

Timeline About Photos Likes Videos

PEOPLE

51 likes

ABOUT

Street Smart is New Jersey's first statewide pedestrian safety campaign to educate pedestrians and motorists about making safety a priority whether walking...

READ MORE

<http://www.bestreetsmartnj.org/>

PHOTOS

StreetsmartNJ shared New Jersey DHTS's photo. October 30, 2014

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# Campaign Evaluation

## Two Approaches to Campaign Evaluation:

1. Pre and Post Observational Study by Rutgers CAIT
2. Pre and Post Intercept Surveys by PROvuncular



**iPad Giveaway!**

Give us your feedback to help make New Jersey safer for pedestrians. The North Jersey Transportation Planning Authority (NJTPA) as part of the Street Smart Pedestrian Safety Campaign is conducting this survey to improve pedestrian safety in New Jersey. Your answers will remain confidential.

To enter go to <http://ipadgiveawaynj.com> and complete the online survey.

**Simply take a brief online survey to enter!!**

**iPad giveaway rules:**

1. No purchase necessary.
2. You must be 18 years of age or older in order to enter.
3. Five locations in New Jersey are part of this survey - Newark, Jersey City, Woodbridge, Hackettstown and Long Beach Island.
4. The first 400 surveys from each location will qualify.
5. Five iPads will be awarded - one per location.
6. One survey per address, email address or phone number.
7. All winners will be notified via US Mail, email or phone. All contact information will be deleted once notification is verified.
8. The iPad for the Newark, Jersey City, Woodbridge and Hackettstown surveys will be awarded no later than December 20, 2013. The iPad for the Long Beach Island survey will be awarded no later than July 18, 2014.
9. The iPad giveaway will be executed using a random selection of qualified entrants in the survey database.

