



**STREET SMART
DOVER 2021**

TransOptions

SUMMARY

Street Smart NJ campaign efforts were conducted in Dover in the spring of 2021. While in-person activities were suspended due to the COVID-19 pandemic, TransOptions continued to provide education virtually by developing paid targeted social media video advertisements. Videos were launched and targeted in both English and Spanish to reach Dover's population.

Efforts were evaluated using online surveys that were launched both before and after the campaign. The surveys were available in both English and Spanish. The survey results showed positive increases in awareness of pedestrian safety messaging and the presence of the Street Smart NJ campaign in the community.

STREET SMART NJ OVERVIEW

TransOptions partnered with the Dover Police Department to implement Street Smart NJ efforts in May 2021. Street Smart NJ is a statewide public education, awareness and behavioral change campaign that was developed by the North Jersey Transportation Planning Authority (NJTPA), the metropolitan planning organization for the 13-county northern New Jersey region, and piloted in 2013. The NJTPA, along with the Federal Highway Administration (FHWA), the New Jersey Department of Transportation (NJDOT), NJ TRANSIT, NJ Division of Highway Traffic Safety (NJDHTS), and the Transportation Management Associations (TMAs) worked with numerous community partners to develop and pilot the Street Smart NJ program. The campaign is funded through U.S. Department of Transportation resources.

TRANSOPTIONS

TransOptions is a nonprofit organization and is one of eight TMAs in New Jersey. The TMAs are tasked with implementing strategies and programs that address traffic congestion, economic development, air quality, roadway user safety and livability issues.

Each TMA is responsible for a designated service area, with TransOptions being responsible for the northwestern area of the state. This area encompasses all of Morris, Warren and Sussex counties, as well as suburban Essex, Passaic and Union counties.

DOVER, NEW JERSEY

The Town of Dover is located in Morris County, New Jersey. Dover had a population of 18,460 as of April 1, 2020, according to the United States Census Bureau¹.

Between 2015 and 2019, 84 pedestrians were involved in crashes, making Dover the municipality with the second highest number of pedestrians involved in crashes in Morris County. Of these crashes in Dover, two resulted in a pedestrian fatality and five pedestrians had suspected serious injuries.

STREET SMART NJ EFFORTS IN DOVER

Starting in May 2021, TransOptions and the Dover Police Department launched efforts to increase awareness of safe walking and driving behaviors to advance pedestrian safety in the community. Street Smart NJ efforts had previously been conducted in Dover in 2017 and the town displayed campaign street signs in 2019 and 2020.

Due to the COVID-19 pandemic, in-person outreach and contact was suspended. Campaign street signs and targeted social media advertisements were used to increase awareness and provide safety education to the community. The Dover Police Department increased interactions related to pedestrian safety laws. TransOptions provided a pre- and post-campaign survey that was promoted online by Dover to evaluate impact.

¹ United States Census Bureau. (2021). *QuickFacts Dover town, New Jersey*. www.census.gov/quickfacts/fact/table/dovertownnewjersey

Throughout the year, TransOptions also focused on in-school education related to pedestrian and bicycle safety by providing virtual programs to East Dover Elementary School and Dover Middle School. The following programs were conducted by TransOptions for students in Dover:

- Chalk Your Walk: Students decorated their walk to school with chalk designs encouraging everyone to have a fun, safe summer and keep walking and biking. Families participating virtually were encouraged to decorate their sidewalk or driveway.
- Ready to Walk and Roll: This virtual program covers common street signs, safe ways to approach intersections, ABC Quick Check and proper helmet fitting. Through video stop motion storytelling on a miniature streetscape, students are able to visualize various safety hazards and safe choices when walking or biking to school
- Walking and Biking Safety Program: Program for teachers to use as an alternative to our PE lesson created for 3rd-8th grade students. This program focuses on talking to students about the rules of the road, how to be visible and predictable while walking or biking, common street signs, proper helmet fit, and why walking or biking is good for the environment and our bodies.
- Winter Wellness Week: Schools incorporated bike and pedestrian safety videos, movement wellness breaks into their PE curriculum. TransOptions provided educational videos via YouTube.
- Streetscape Sweepstakes Bookmark contest: Students participated in a contest to design a bookmark that captures a positive message about creating a perfect neighborhood street environment (infrastructure, sights, signs, safety) to walk, ride or roll.

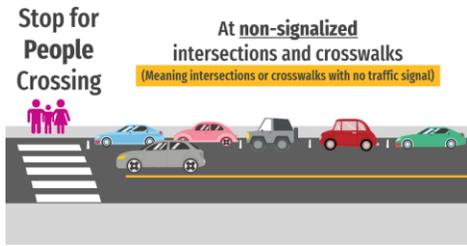
PAID SOCIAL MEDIA ADVERTISEMENT RESULTS

TransOptions developed a series of eight educational videos that address specific driving and walking behaviors associated with Street Smart and general pedestrian safety behavioral needs. Each video advertisement was one-minute or less in length. Advertisements were posted weekly over eight weeks on Facebook and Instagram with target audiences of people who reside in or had recently visited Dover and the surrounding area. Many videos included photos of specific roadway locations in Dover to provide local examples of areas where certain safe walking and driving behaviors are necessary.

Dover is home to a high population of people of Hispanic and Latino origins (68%), according to the United States Census Bureau¹. Advertisements were developed in both English and Spanish and targeted social media users using the platforms in both languages.

Below are the topics addressed in the video advertisement series and the reach results for each video. Reach is defined as the number of people who saw the ad at least once.

VIDEO 1: STOP FOR PEDESTRIANS | PARE Y DE PASO A LOS PEATONES



STOP FOR PEDESTRIANS
At crosswalks in Dover like:



E. Blackwell Street & Essex Street



PARE Y DE PASO A LOS PEATONES
En cruces peatonales en Dover como:

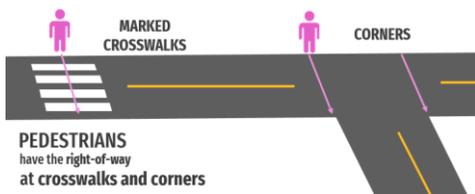


E. Blackwell Street & Essex Street

- Reviewed the need for people driving to stop for pedestrians at non-signalized intersections
- Video highlighted specific locations in Dover where there are non-signalized intersections where drivers must stop for pedestrians
- 2,015 reached in English | 1,814 reached in Spanish

VIDEO 2: CROSS AT CROSSWALKS AND CORNERS | SE DEBE CRUZAR LA CALLE EN EL CRUCE PEATONAL Y LAS ESQUINAS

WHERE SHOULD YOU CROSS THE STREET?



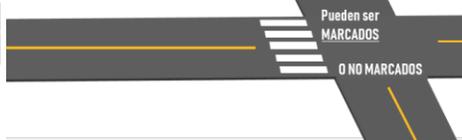
All Corners are CROSSWALKS



IN DOVER: N. Bergen Street & E. Clinton Street



Todas las esquinas son CRUCES PEATONALES



EN DOVER: N. Bergen St. & E. Clinton St.



- Reviewed the need for pedestrians to use crosswalks and informed viewers that corners are considered unmarked crosswalks
- Informed viewers that pedestrians have the right-of-way at corners and crosswalks and drivers should stop for pedestrians attempting to cross in these areas
- Video highlighted specific locations in Dover where there are both marked and unmarked crosswalks
- 2,029 reached in English | 1,813 reached in Spanish

VIDEO 3: SPEED AND PEDESTRIAN SAFETY | VELOCIDADES SEGURAS Y SEGURIDAD PEATONAL

DOVER is a walkable community

YOUR DRIVING SPEED MATTERS on every road

Especially in towns like **DOVER**



When you drive, you are protected by



the body of the vehicle airbags
seat belts other safety features

If hit by a person driving at 20 MPH




9 out of 10 pedestrians survive

If hit by a person driving at 30 MPH




5 out of 10 pedestrians survive

If hit by a person driving at 40 MPH




ONLY 1 out of 10 pedestrians survive

Source: Vision Zero Network

DOVER es una comunidad transitada y transitable

TU VELOCIDAD AL CONDUCIR IMPORTA en cada calle

Especially in pueblos como **DOVER**



Cuando estás conduciendo, estas protegido por



el cuerpo de tu carro bolsas de aire
tus cinturones de seguridad y otras características de seguridad

Personas que están caminando y andando en bicicleta son vulnerables en la calle



Si está golpeado por alguien conduciendo a 20 MPH




9 de 10 peatones sobrevivirían

Si está golpeado por alguien conduciendo a 30 MPH




5 de 10 peatones sobrevivirían

Si está golpeado por alguien conduciendo a 40 MPH



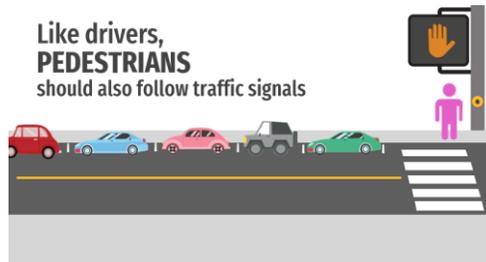

SOLAMENTE 1 de 10 peatones sobrevivirían

Source: Vision Zero Network

- Informed viewers how speed impacts pedestrian safety and the need to slow down on local roadways where pedestrians and bicyclists are present
- Informed viewers of the relationship between increased speed and decreased pedestrian crash survivability
- 2,148 reached in English | 1,859 reached in Spanish

VIDEO 4: PEDESTRIAN SIGNALS | SEÑALES PARA PEATONES

Like drivers, PEDESTRIANS should also follow traffic signals



DON'T START CROSSING if the signal is **FLASHING** OR **COUNTING DOWN**



WAIT FOR THE WALK SIGNAL




Presiona el botón Espera la señal de caminar



DESPUÉS PUEDES CRUZAR

NO EMPIECES A CRUZAR SI LA SEÑAL ESTÁ **PARPADEANDO**




ESPERA LA SEÑAL PARA CAMINAR




- Reviewed types of pedestrian crossing signals at signalized intersections and need for pedestrians to follow signals
- Video highlighted specific locations in Dover where pedestrian signals are present
- English: 2,028 reached in English | 2,082 reached in Spanish

VIDEO 5: DISTRACTED DRIVING AND PEDESTRIAN SAFETY | DISTRACCIONES EN LA CALLE

Most people disapprove of distracted driving.

87%
Socially Disapprove

Of holding/talking on cellphone while driving

93%
Socially Disapprove

Of reading a text while driving

95%
Socially Disapprove

Of typing/sending a text while driving

Source: AAA's 2019 Traffic Safety Culture Index

When you're **DISTRACTED** while **DRIVING**, you can miss a lot.

Also don't be distracted **while walking**.

La mayoría de las personas desaprueba la conducción distraída

87% Desaprueba Socialmente

De tener el teléfono en la mano y hablar por teléfono al conducir

93% Desaprueba Socialmente

De leer un texto al conducir

95% Desaprueba Socialmente

De escribir y mandar un mensaje de texto al conducir

Source: AAA's 2019 Traffic Safety Culture Index

Quando estás **DISTRAÍDO** mientras estás conduciendo, Es fácil descuidarse y no ver algo importante.

Y también no camines con distracciones

- Informed viewers that most people disapprove of varying forms of cellphone use while driving
- Reviewed how distracted driving can cause drivers to miss pedestrians on the road
- Reminded viewers that it is not safe to cross the street while distracted by a cellphone
- 1,905 reached in English | 2,162 reached in Spanish

VIDEO 6: MIDBLOCK CROSSING | CRUZANDO POR LA MITAD DE LA CALLE

Use CROSSWALKS

It is safer to cross at **CROSSWALKS** Instead of crossing mid-block

PEDESTRIANS have the right-of-way at **CROSSWALKS AND CORNERS**

IF A CROSSWALK OR CORNER is too far away You can cross midblock

Use los cruces peatonales

Es más seguro cruzar en los **cruces peatonales** En vez de cruzar por la mitad de la calle

Peatones tienen la prioridad en cruces peatonales y las esquinas

Si el cruce peatonal o la esquina están muy lejos Puedes cruzar por la mitad de la calle

BUT YOU MUST GIVE **DRIVERS THE RIGHT-OF-WAY**

Pero Tienes que dar prioridad a los que están conduciendo

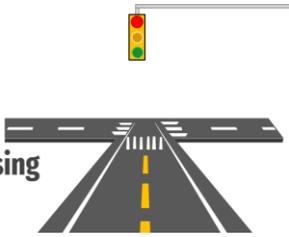
- Video encouraged crossing at crosswalks and corners
- Reviewed midblock crossing and the appropriate way to cross midblock if a crosswalk or corner is not available
- Informed viewers that pedestrians can cross mid-block but they must yield the right-of-way to approaching drivers
- 2,408 reached in English | 2,033 reached in Spanish

VIDEO 7: YIELD TO PEDESTRIANS WHEN TURNING | CEDE EL PASO A PEATONES CUANDO ESTÁS GIRANDO

When Turning

At signalized intersections

Yield to People Crossing



When Turning

At signalized intersections

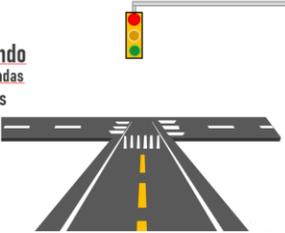
Yield to People Crossing



Blackwell Street & Morris Avenue



Cuando estás girando en intersecciones señalizadas
Cede el paso a personas que están cruzando



Cuando estás girando en intersecciones señalizadas
Cede el paso a personas que están cruzando

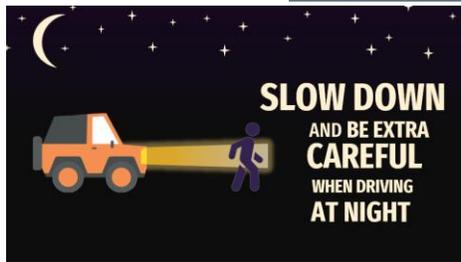


Blackwell Street & Morris Avenue



- Reviewed the need for people driving to give pedestrians the right-of-way when turning at signalized intersections
- Reviewed the relationship between traffic lights for drivers and pedestrian crossing signals
- Video highlighted specific locations in Dover where signalized intersections are present and emphasized the need for drivers to yield to pedestrians crossing before turning at those locations
- 2,355 reached in English | 2,169 reached in Spanish

VIDEO 8: SAFE WALKING AND DRIVING AT NIGHT



- Video informed viewers that the most serious pedestrian crashes occur at night
- Encouraged drivers to slow down and be careful when traveling at night as well as encouraged pedestrians to try to be seen when walking at night.
- Video reviewed the benefits of using reflective items when walking at night
- 2,272 reached in English | 2,158 reached in Spanish

SURVEY RESULTS

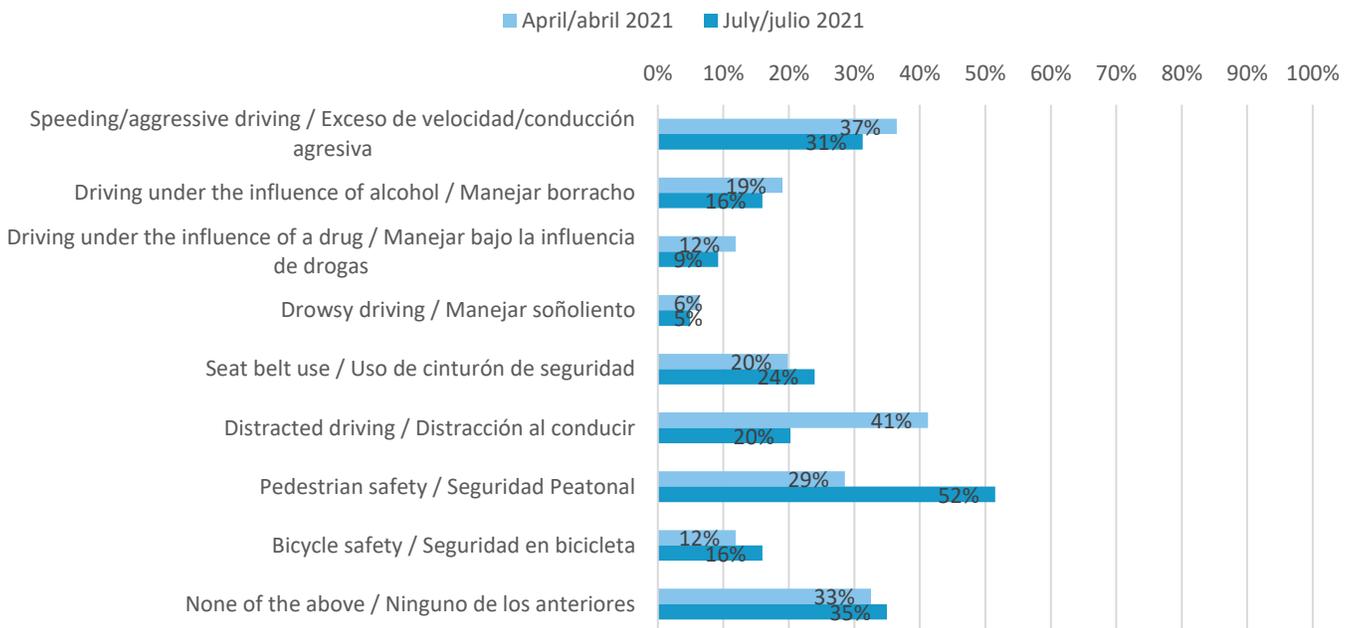
Pre- and post-campaign surveys were used to gauge the impact of Street Smart NJ activities in Dover. The surveys were available in both English and Spanish. The Dover Police Department assisted in distributing the survey on social media and other forms of town-based digital communications. The pre-campaign survey was distributed in April 2021 and received 145 responses (75 responses in English, 70 responses in Spanish). The post-campaign survey was distributed in July 2021 and received 164 responses (134 in English, 30 in Spanish).

The survey results showed positive increases in awareness of pedestrian safety messaging and the presence of the Street Smart NJ campaign in the community. Future evaluation efforts should focus on increasing survey participation and obtaining appropriate sample sizes in both English and Spanish. Educational efforts should focus on improving knowledge of pedestrian safety laws.

CAMPAIGN AWARENESS RESULTS

IN THE LAST 30 DAYS, HAVE YOU READ, SEEN OR HEARD ANY MESSAGES ADDRESSING THE FOLLOWING...

(SELECT ALL THAT APPLY) / EN LOS ÚLTIMOS 30 DÍAS, HA LEÍDO, VISTO, O OÍDO UNOS MENSAJES PUBLICADOS EN LA CALLE O EN LAS REDES SOCIALES QUE SE TRATAN DE... (ELIGE TODOS QUE SE APLICAN)

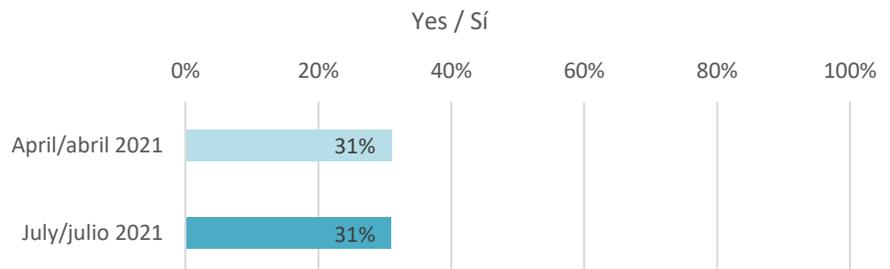
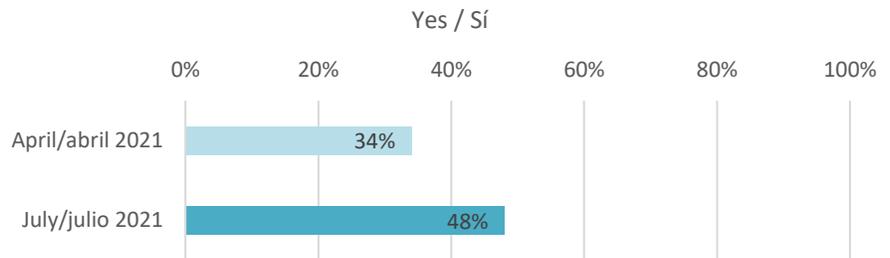
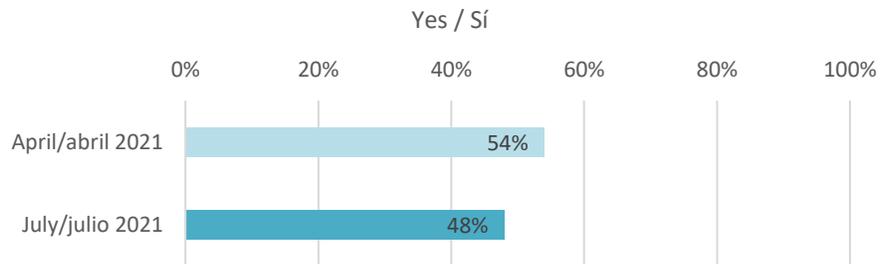
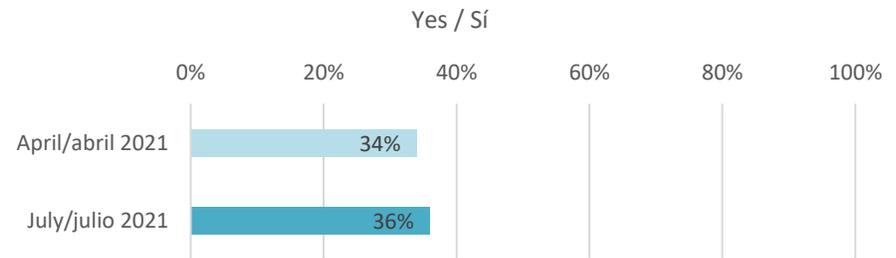
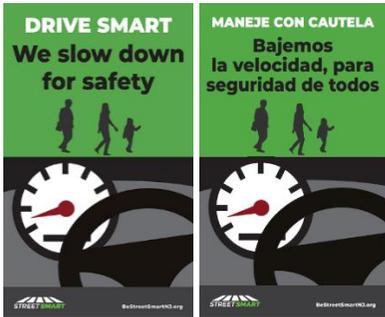
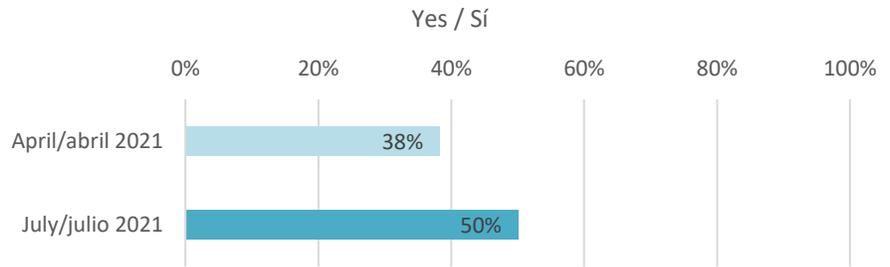


HAVE YOU READ, SEEN OR HEARD ANY MESSAGE OR SIGNAGE THAT MENTIONS "STREET SMART"? / HA LEÍDO, VISTO, O OÍDO UNOS MENSAJES O SEÑALES QUE MENCIONAN "STREET SMART"?

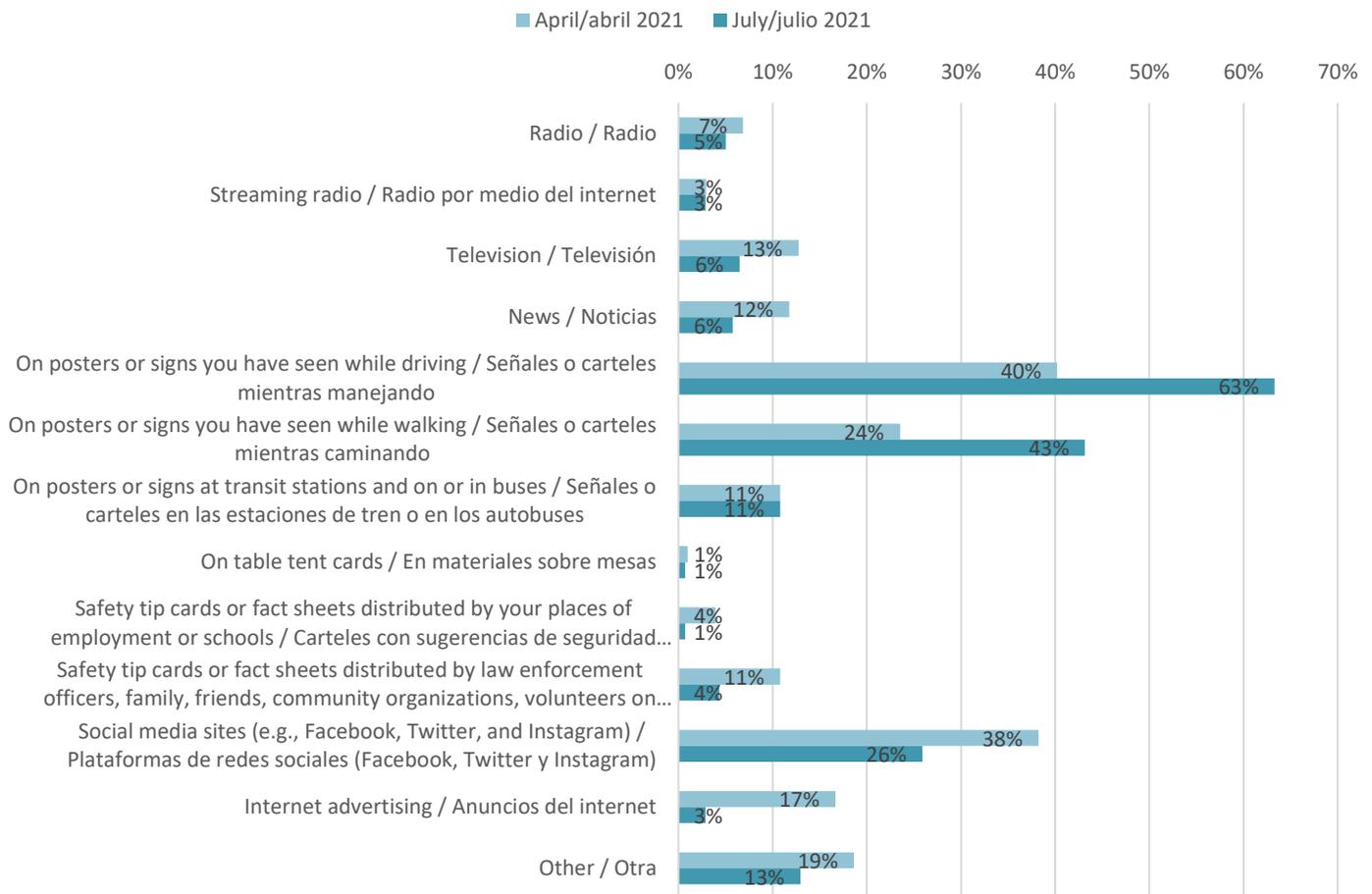
Yes / Sí



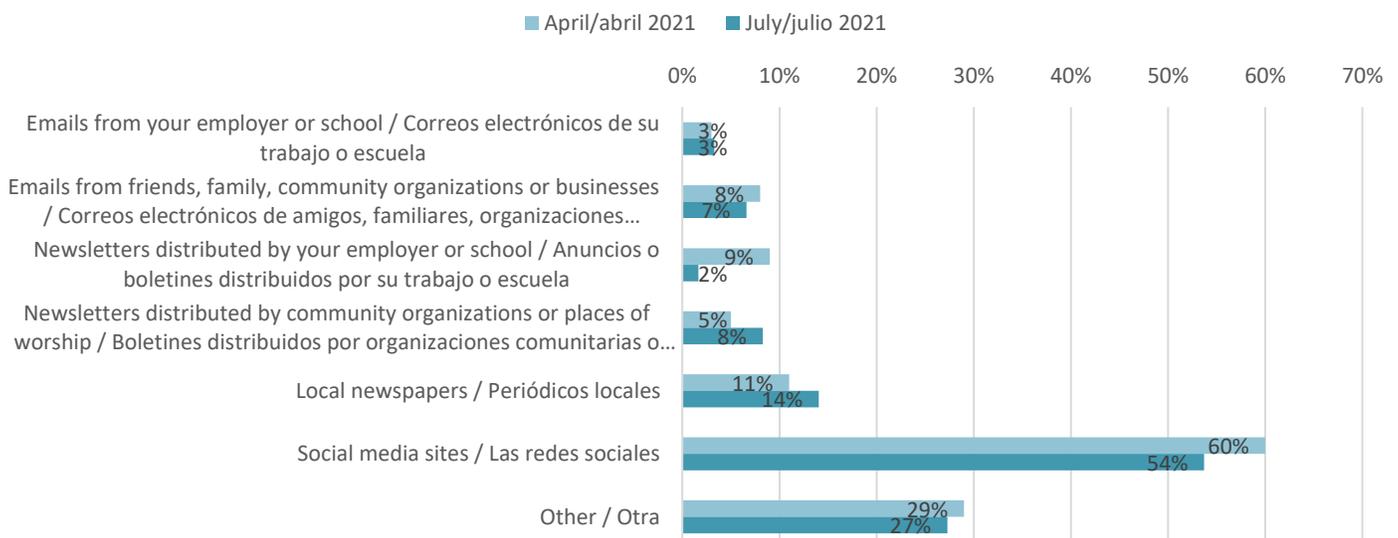
IN THE LAST 30 DAYS, HAVE YOU READ, SEEN OR HEARD ANY MESSAGES SIMILAR TO THE FOLLOWING... /
 EN LOS ÚLTIMOS 30 DÍAS, HA LEÍDO, VISTO O OÍDO UNOS MENSAJES QUE VEAN SIMILAR A...



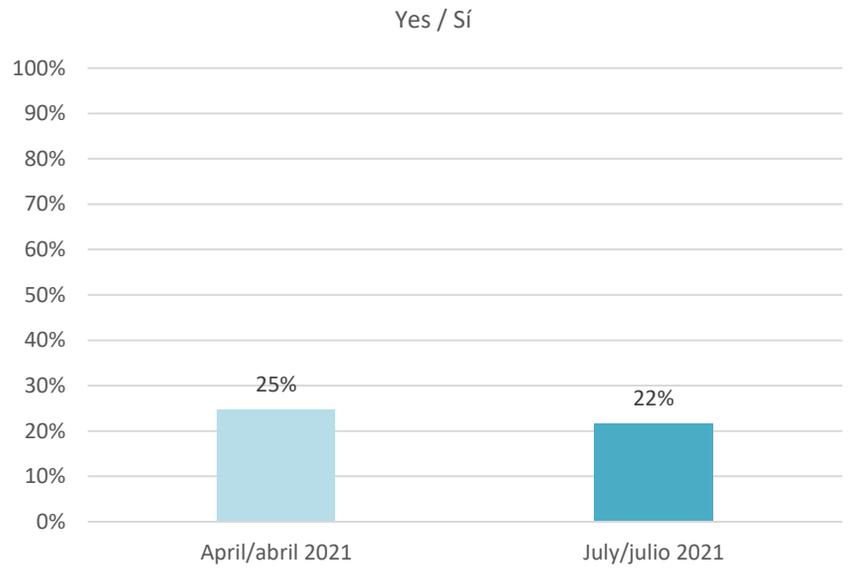
IF YOU SAW OR HEARD ANY OF THE MESSAGE FROM THE PREVIOUS QUESTIONS, WHERE DID YOU SEE OR HEAR THEM? (SELECT ALL THAT APPLY). / ¿SI HABÍA VISTO ALGUNOS DE LOS MENSAJES DE LA PREGUNTAS ANTERIORES ¿DÓNDE LOS VIO? (MARQUE TODOS LOS QUE APLIQUEN)



IN THE PAST MONTH, HAVE YOU SEEN OR RECEIVED INFORMATION ABOUT PEDESTRIAN SAFETY FROM ANY OF THE FOLLOWING SOURCES? (CHECK ALL THAT APPLY) / ¿EN EL ÚLTIMO MES, HA VISTO O RECIBIDO INFORMACIÓN SOBRE LA SEGURIDAD PEATONAL DE CUALQUIERA DE LAS SIGUIENTES FUENTES? (MARQUE TODOS LOS QUE APLIQUEN)



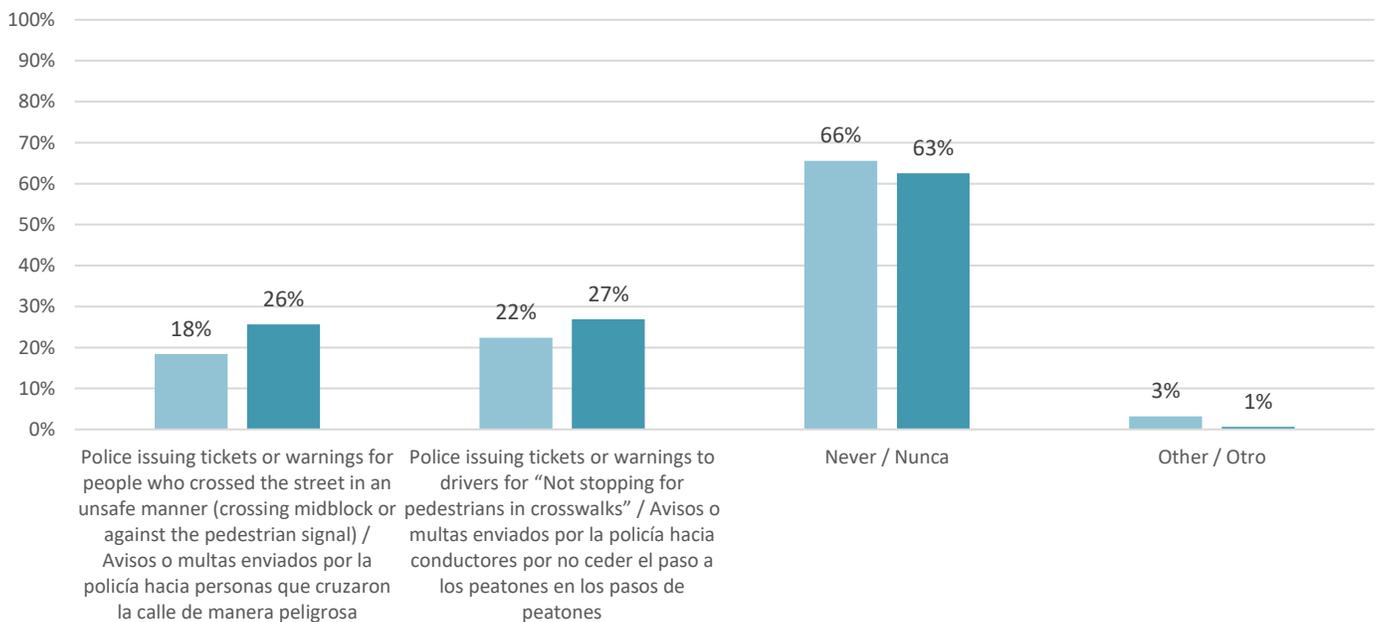
**DO YOU RECALL SEEING VIDEOS ABOUT SAFE WALKING AND DRIVING ON SOCIAL MEDIA SIMILAR TO THE FOLLOWING? /
¿HAS VISTO VIDEOS ACERCA DE COMO CAMINAR Y CONDUCIR DE UNA MANERA SEGURA EN LAS REDES SOCIALES
SIMILAR A LO SIGUIENTE?**



**HAVE YOU RECENTLY READ, SEEN OR HEARD ABOUT THE FOLLOWING POLICE EFFORTS TO ENFORCE PEDESTRIAN SAFETY LAWS?
(CHECK ALL THAT APPLY) / HA LEÍDO, VISTO, ¿U OÍDO RECIENTEMENTE DE LOS SIGUIENTES ESFUERZOS POR PARTE DE LA
POLICIA CON EL FIN DE IMPONER LA SEGURIDAD PEATONAL? (MARQUE TODOS LOS QUE APLIQUEN)**

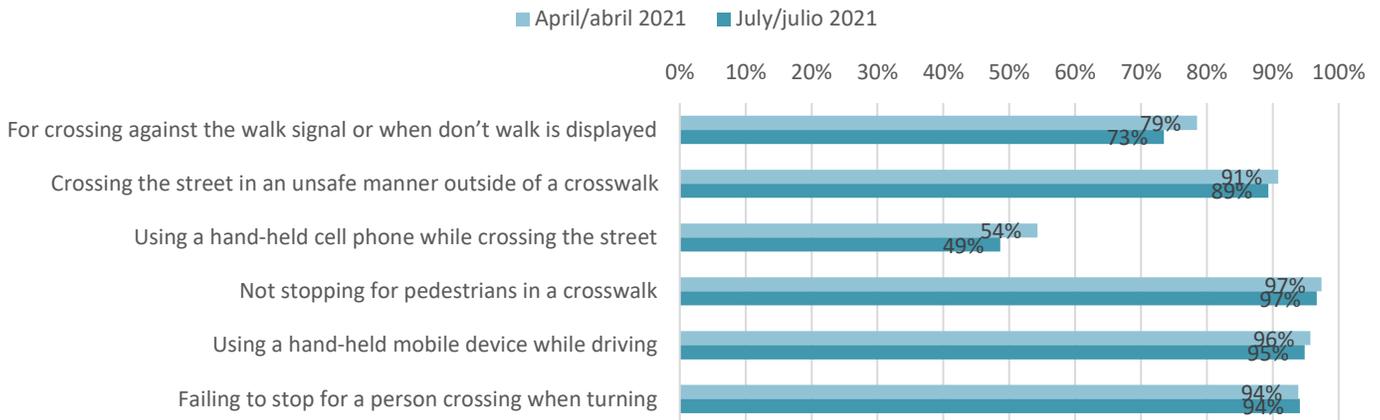
Yes / Sí

■ April/abril 2021 ■ July/julio 2021



**TO THE BEST OF YOUR KNOWLEDGE, CAN YOU RECEIVE A TICKET IN NEW JERSEY FOR... /
SEGÚN SU CONOCIMIENTO, UNO PUEDE RECIBIR UNA MULTA EN NUEVA JERSEY POR...**

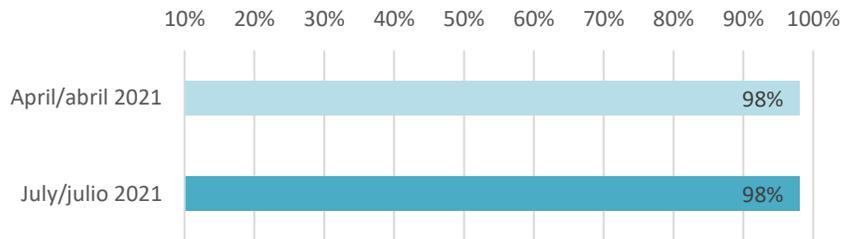
Yes / Sí



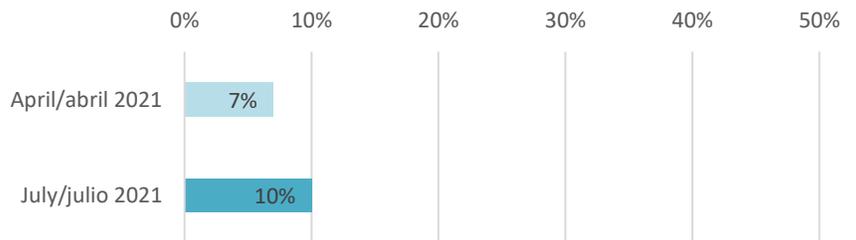
AT INTERSECTIONS WITH A TRAFFIC LIGHT AND PEDESTRIAN SIGNAL, YOU SHOULD BEGIN WALKING WHEN THE PEDESTRIAN SIGNAL SHOWS: (SELECT ALL THAT APPLY) / CUANDO LLEGA A UN CRUCE CON UN SEMÁFORO Y UNA SEÑAL PEATONAL, DEBE PASAR POR EL PASO DE PEATONES CUANDO LA SEÑAL PEATONAL MUESTRA: (SE PUEDE ELEGIR RESPUESTAS MÚLTIPLES)



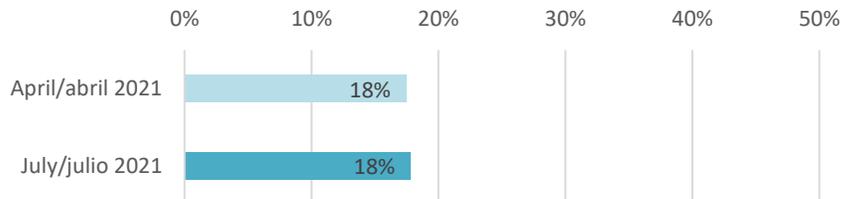
A WALK sign or person walking / Una señal que lee 'WALK' o una persona caminando



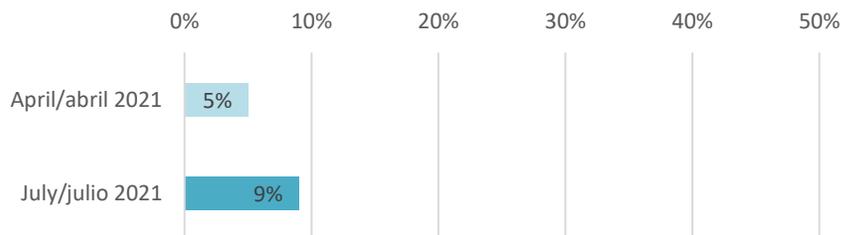
A flashing hand or flashing DON'T WALK sign / Una mano parpadeando o una señal parpadeando que lee 'DON'T WALK'



A countdown signal / Una señal con cuenta regresiva

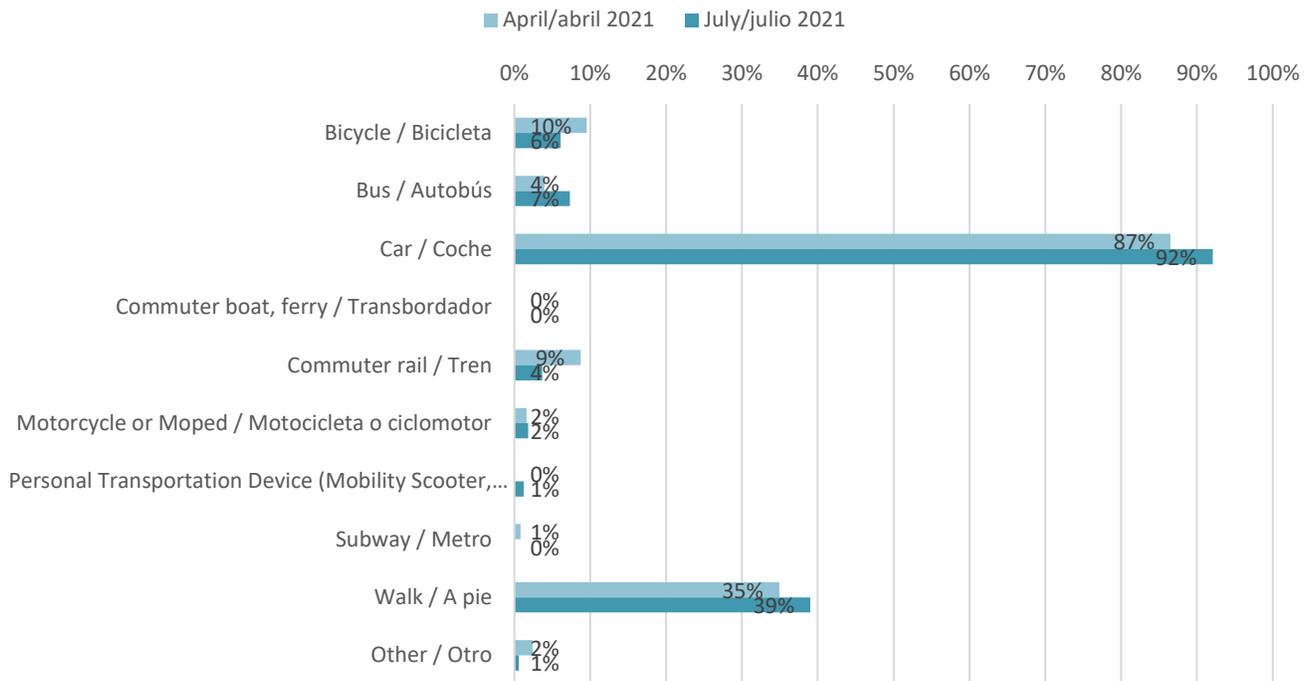


A fixed hand or fixed DON'T WALK sign (fixed means that the DON'T WALK signal is not flashing or counting down) / Una mano fijada o una señal que lee 'DON'T WALK'

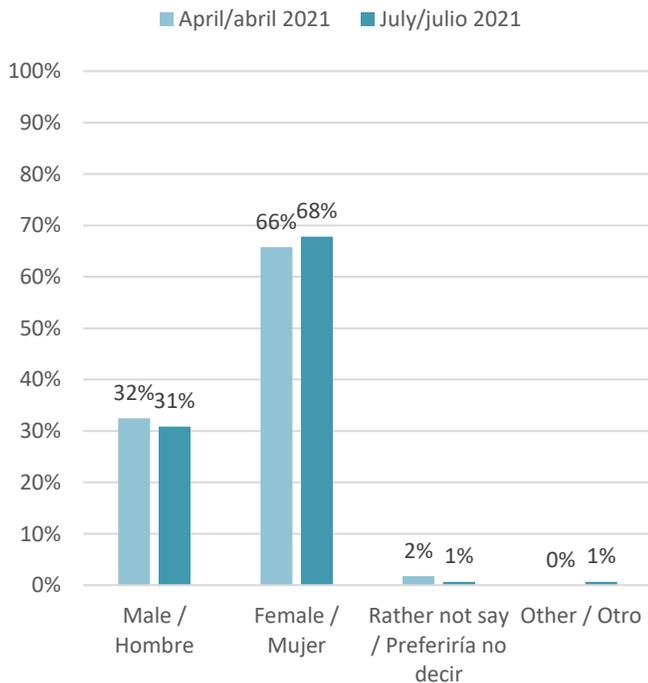


SURVEY PARTICIPANT DEMOGRAPHICS

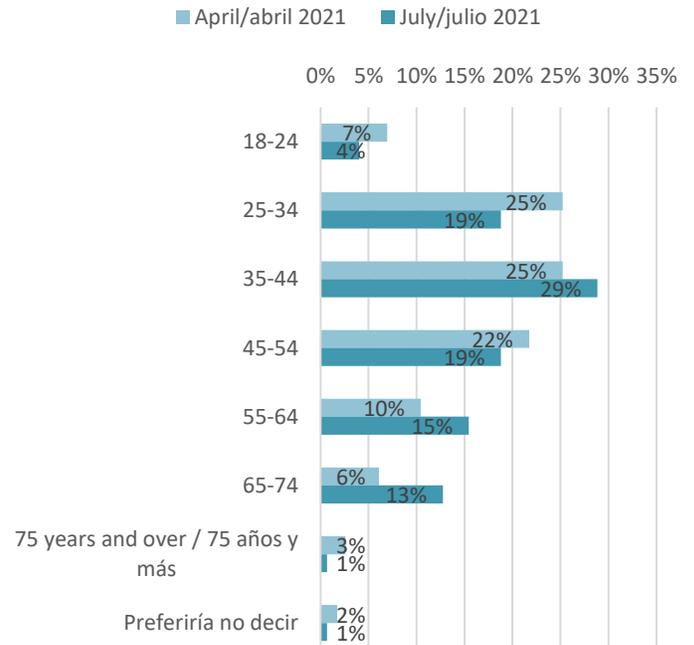
WHAT MODE(S) OF TRANSPORTATION DO YOU USE ON A WEEKLY BASIS? (CHECK ALL THAT APPLY) /
¿CUAL MODO DE TRANSPORTE UTILIZA USTED SEMANALMENTE? (MARQUE TODOS LOS QUE APLIQUEN)



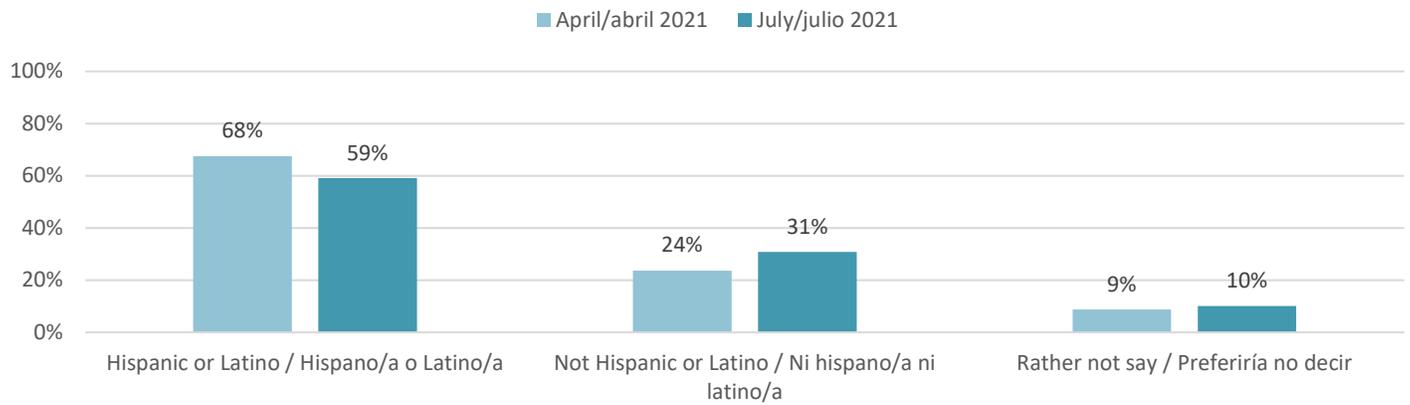
WHAT IS YOUR GENDER? / ¿CUAL ES SU GÉNERO?



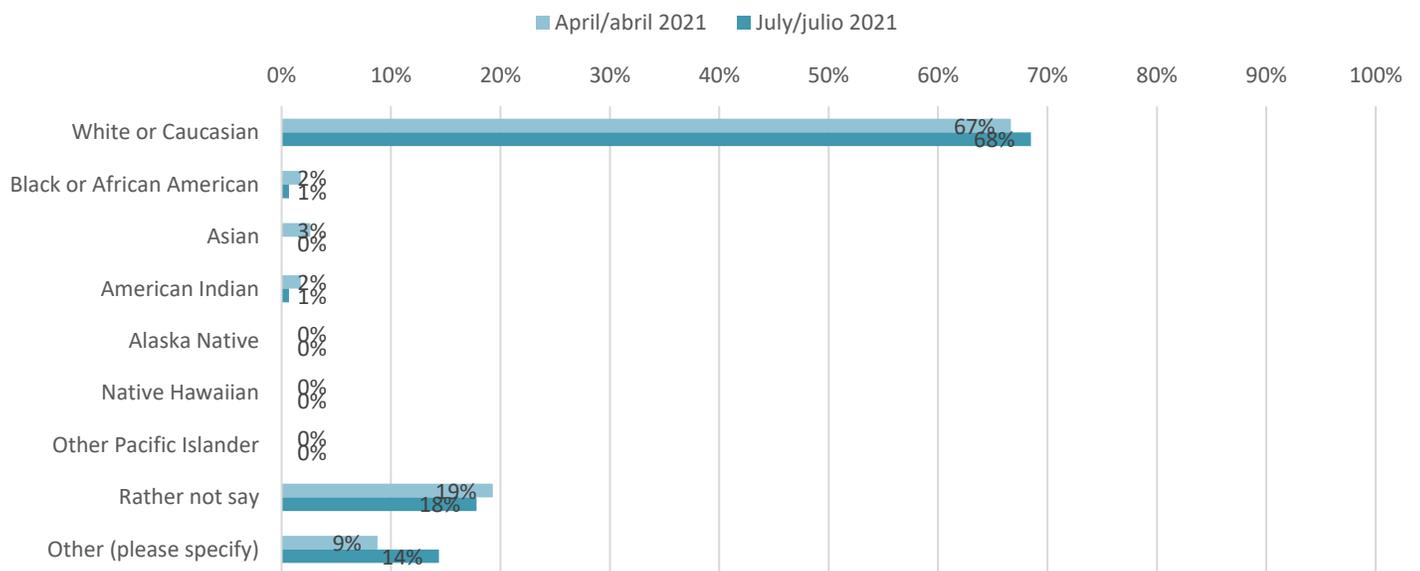
WHAT IS YOUR AGE? / ¿CUANTOS AÑOS TIENE?



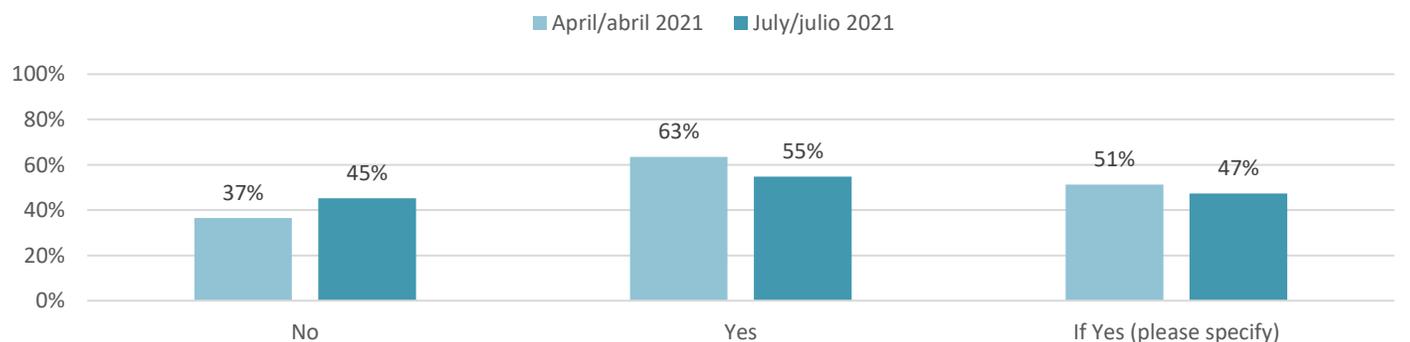
WHAT IS YOUR ETHNICITY? / ¿CUAL ES SU ETNIA?



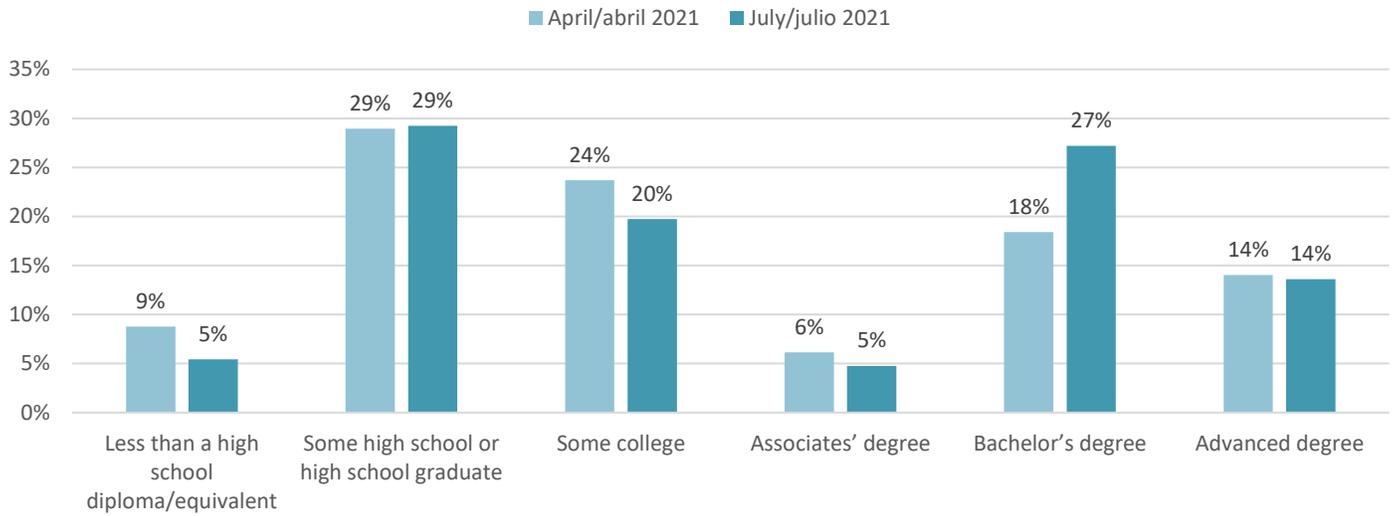
WHAT IS YOUR RACE? (CHECK ALL THAT APPLY) / ¿CUAL ES SU RAZA? (MARQUE TODOS LOS QUE APLIQUEN)



DO YOU SPEAK ANY LANGUAGES BESIDES ENGLISH AT HOME? / ¿HABLA OTRO IDIOMA EN CASA A PARTE DEL INGLÉS?



WHAT IS THE HIGHEST LEVEL OF EDUCATION YOU HAVE COMPLETED? / ¿CUAL ES SU MAYOR NIVEL EDUCATIVO?



ARE YOU ENROLLED IN ANY TYPE OF EDUCATION INSTITUTION LIKE UNIVERSITY, COLLEGE, COMMUNITY COLLEGE OR TECHNICAL TRAINING PROGRAM? / ¿ESTÁ INSCRITO USTED EN CUALQUIERA INSTITUCIÓN EDUCATIVO COMO, POR EJEMPLO, LA UNIVERSIDAD, EL COLEGIO UNIVERSITARIO COMUNITARIO, O UN PROGRAMA DE ESCUELA TÉCNICA?

