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 Bureau.1

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.

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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 Bureau. 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**

- 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**

- 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

- 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

- 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
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 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
• 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)

- Speeding/aggressive driving / Exceso de velocidad/conducción agresiva
- Driving under the influence of alcohol / Manejar borracho
- Driving under the influence of a drug / Manejar bajo la influencia de drogas
- Drowsy driving / Manejar soñoliento
- Seat belt use / Uso de cinturón de seguridad
- Distracted driving / Distracción al conducir
- Pedestrian safety / Seguridad Peatonal
- Bicycle safety / Seguridad en bicicleta
- None of the above / Ninguno de los anteriores

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…

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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)

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**Radio / Radio**
- April/abril 2021: 7%
- July/julio 2021: 5%

**Streaming radio / Radio por medio del internet**
- April/abril 2021: 3%
- July/julio 2021: 2%

**Television / Televisión**
- April/abril 2021: 6%
- July/julio 2021: 13%

**News / Noticias**
- April/abril 2021: 6%
- July/julio 2021: 12%

**On posters or signs you have seen while driving / Señales o carteles mientras manejando**
- April/abril 2021: 40%
- July/julio 2021: 63%

**On posters or signs you have seen while walking / Señales o carteles mientras caminando**
- April/abril 2021: 24%
- July/julio 2021: 43%

**On posters or signs at transit stations and on or in buses / Señales o carteles en las estaciones de tren o en los autobuses**
- April/abril 2021: 11%
- July/julio 2021: 11%

**On table tent cards / En materiales sobre mesas**
- April/abril 2021: 1%
- July/julio 2021: 1%

**Safety tip cards or fact sheets distributed by your places of employment or schools / Carteles con sugerencias de seguridad...**
- April/abril 2021: 4%
- July/julio 2021: 1%

**Social media sites (e.g., Facebook, Twitter, and Instagram) / Plataformas de redes sociales (Facebook, Twitter y Instagram)**
- April/abril 2021: 38%
- July/julio 2021: 26%

**Internet advertising / Anuncios del internet**
- April/abril 2021: 3%
- July/julio 2021: 17%

**Other / Otra**
- April/abril 2021: 13%
- July/julio 2021: 19%

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**Emails from your employer or school / Correos electrónicos de su trabajo o escuela**
- April/abril 2021: 3%
- July/julio 2021: 3%

**Emails from friends, family, community organizations or businesses / Correos electrónicos de amigos, familiares, organizaciones...**
- April/abril 2021: 8%
- July/julio 2021: 7%

**Newsletters distributed by your employer or school / Anuncios o boletines distribuidos por su trabajo o escuela**
- April/abril 2021: 9%
- July/julio 2021: 2%

**Newsletters distributed by community organizations or places of worship / Boletines distribuidos por organizaciones comunitarias o...**
- April/abril 2021: 5%
- July/julio 2021: 8%

**Local newspapers / Periódicos locales**
- April/abril 2021: 4%
- July/julio 2021: 14%

**Social media sites / Las redes sociales**
- April/abril 2021: 54%
- July/julio 2021: 60%

**Other / Otra**
- April/abril 2021: 29%
- July/julio 2021: 27%
Do you recall seeing videos about safe walking and driving on social media similar to the following? / ¿Has visto videos acerca de cómo caminar y conducir de una manera segura en las redes sociales similar a lo siguiente?

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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 policía con el fin de imponer la seguridad peatonal? (Marque todos los que apliquen)

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1. Police issuing tickets or warnings for people who crossed the street in an unsafe manner (crossing midblock or against the pedestrian signal) / Avisos o multas enviados por la policía hacia personas que cruzaron la calle de manera peligrosa
2. Police issuing tickets or warnings to drivers for “Not stopping for pedestrians in crosswalks” / Avisos o multas enviados por la policía hacia conductores por no ceder el paso a los peatones en los pasos de peatones
3. Never / Nunca
4. Other / Otro

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Graphs showing the percentage of responses for each option.
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

- For crossing against the walk signal or when don’t walk is displayed
- Crossing the street in an unsafe manner outside of a crosswalk
- Using a hand-held cell phone while crossing the street
- Not stopping for pedestrians in a crosswalk
- Using a hand-held mobile device while driving
- Failing to stop for a person crossing when turning

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)

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<th>Mode</th>
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<tbody>
<tr>
<td>Bicycle / Bicicleta</td>
<td>10%</td>
<td>6%</td>
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<tr>
<td>Bus / Autobús</td>
<td>4%</td>
<td>7%</td>
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<tr>
<td>Car / Coche</td>
<td>87%</td>
<td>92%</td>
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<tr>
<td>Commuter boat, Ferry / Transbordador</td>
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<td>Commuter rail / Tren</td>
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<td>Motorcycle or Moped / Motocicleta o ciclomotor</td>
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<td>Personal Transportation Device (Mobility Scooter,...)</td>
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<td>Subway / Metro</td>
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<td>Walk / A pie</td>
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<td>Other / Otro</td>
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What is your gender? / ¿Cual es su género?

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<th>Gender</th>
<th>April/abril 2021</th>
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<tr>
<td>Male / Hombre</td>
<td>32%</td>
<td>31%</td>
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<td>Female / Mujer</td>
<td>66%</td>
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<td>Rather not say / Preferiría no decir</td>
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<td>Other / Otro</td>
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What is your age? / ¿Cuántos años tiene?

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<td>55-64</td>
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<td>65-74</td>
<td>13%</td>
<td>6%</td>
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<td>75 years and over / 75 años y más</td>
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<tr>
<td>Preferiría no decir</td>
<td>2%</td>
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What is your ethnicity? / ¿Cuál es su etnia?

- Hispanic or Latino / Hispano/a o Latino/a
  - April: 68%
  - July: 59%
- Not Hispanic or Latino / Ni hispano/a ni latino/a
  - April: 24%
  - July: 31%
- Rather not say / Preferiría no decir
  - April: 9%
  - July: 10%

What is your race? (Check all that apply) / ¿Cuál es su raza? (Marque todos los que apliquen)

- White or Caucasian
  - April: 67%
  - July: 68%
- Black or African American
  - April: 3%
  - July: 2%
- Asian
  - April: 0%
  - July: 0%
- American Indian
  - April: 0%
  - July: 0%
- Alaska Native
  - April: 0%
  - July: 0%
- Native Hawaiian
  - April: 0%
  - July: 0%
- Other Pacific Islander
  - April: 0%
  - July: 0%
- Rather not say
  - April: 13%
  - July: 13%
- Other (please specify)
  - April: 4%
  - July: 4%

Do you speak any languages besides English at home? / ¿Habla otro idioma en casa a parte del inglés?

- No
  - April: 37%
  - July: 45%
- Yes
  - April: 63%
  - July: 55%
- If Yes (please specify)
  - April: 51%
  - July: 47%
What is the highest level of education you have completed? / ¿Cuál es su mayor nivel educativo?

- Less than a high school diploma/equivalent: 9% in April, 5% in July.
- Some high school or high school graduate: 29% in April, 29% in July.
- Some college: 24% in April, 20% in July.
- Associates' degree: 6% in April, 5% in July.
- Bachelor's degree: 18% in April, 27% in July.
- Advanced degree: 14% in April, 14% in July.

Are you enrolled in any type of education institution like university, college, community college or technical training program? / ¿Está inscrito usted en cualquier institución educativo como, por ejemplo, la universidad, el colegio universitario comunitario, o un programa de escuela técnica?

- Yes, full time: 88% in April, 91% in July.
- Yes, part time: 7% in April, 3% in July.
- No: 3% in April, 5% in July.