Marketing Street Smart NJ:

Employing Best Practices to Improve Pedestrian Safety

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New Jersey ranks among the worst states in the nation for pedestrian fatalities. On average, from 2009 through 2018, pedestrians accounted for almost 30 percent of all roadway fatalities — 160 out of 580 deaths. The percentage of pedestrians among overall fatalities in New Jersey is often nearly double the national average (see Appendix A). New Jersey is one of only two states (the other is New York) that ranked in the top five in the country for its fatality rate every year between 2014 and 2018, according to the National Highway Traffic Safety Administration (NHTSA). While the numbers are less bleak when looking at fatality rates per 100,000 people — New Jersey had the 18th highest pedestrian fatality rate among states in 2018 — they are still cause for concern.

In 2004 the Federal Highway Administration (FHWA) began designating "pedestrian safety focus states and cities," which have the highest number of pedestrian fatalities and fatality rates. (In 2015 this designation was revised to also include cyclists.) New Jersey has been on the list from the onset. In 2005, in response to this designation, the New Jersey Department of Transportation (NJDOT) published, *Pedestrian Safety Management in New Jersey: A Strategic Assessment*, which included more than 100 recommendations. Since that time, NJDOT has been working with the New Jersey Division of Highway Traffic Safety (NJDHTS) and other partners to address pedestrian safety. This work has included changes to laws and public education campaigns. In 2010, the state changed its law from yield to stop for pedestrians in crosswalks. In 2013, with funding from a federal grant, the North Jersey Transportation Planning Authority (NJTPA) launched the Street Smart NJ campaign to aid in the state's effort to reduce pedestrian fatalities. The program began as a partnership with the FHWA, NJDOT and NJDHTS. Street

Smart NJ is based on national best practices, which combine education and enforcement to change the behaviors that contribute to crashes (Cosgrove, Chaudhary and Reagan, 2011). NJDHTS continues to be a key partner, providing grants for municipalities to pay for police enforcement and educational materials.

Street Smart NJ's initial slogan was "Check Your Vital Signs," to convey that pedestrian safety is vital to everyone's well-being. The campaign focused on four core behaviors: getting drivers to reduce speeds and stop for pedestrians; and reminding pedestrians to use crosswalks and wait for walk signals. In 2016, the "Heads Up, Phones Down" message was added to remind both drivers and pedestrians to avoid distractions.

The Street Smart NJ brand was updated in 2019 to eliminate confusion created by the initial slogan, which sometimes caused people to mistake it for a public health campaign. The slogan was changed to "Drive Smart. Walk Smart. Be Street Smart." The messaging was updated to incorporate social norming by using the term "we," as in "We slow down for safety," and "We use crosswalks." Kivvit based this branding on the Theory of Planned Behavior and explained using "we" or "I" urges "people to take actions congruent to their peers" (Kivvit, 2018).

Although the branding was updated, the core messages were not reexamined to determine whether they were still relevant and should remain the focus of the campaign. This project sought to determine whether the core messages still address the primary factors that contribute to crashes and explored best practices that could be used to increase the campaign's effectiveness in changing these behaviors.

The COVID-19 pandemic also presented an opportunity to expand the Street Smart NJ campaign to incorporate elements of complete streets, a growing movement that emphasizes

making streets safe and comfortable for all travelers, regardless of mode or ability level. Several active transportation initiatives in New Jersey, including bike and scooter-share programs, were analyzed to develop recommendations for including more messaging that relates to cycling, scooter riding and sharing the road — which are all elements of complete streets.

Background

The Street Smart NJ pedestrian safety campaign has been working since 2013 to change the behaviors that contribute to pedestrian-vehicle crashes by combining public education and high-visibility enforcement. The campaign uses social media to regularly remind people to keep safety in mind when driving and walking. Street Smart NJ partners with law enforcement, municipalities, counties, non-profits and community groups to conduct campaigns in individual communities, at workplaces and on college campuses.

Local police departments are responsible for the enforcement portion of the campaign, which can include speed enforcement and pedestrian decoy programs, during which a police officer dressed in regular clothing attempts to cross in a crosswalk. Drivers that fail to stop for the officer are issued a warning or citation and educated about New Jersey's pedestrian-related laws. In New Jersey failing to stop for a person in a crosswalk can result in a $200 fine and two points (Street Smart NJ, n.d.).

Street Smart NJ campaigns can be conducted at varying levels. Some communities will focus on education without enforcement, while others will do both. Combining education and enforcement are a national best practice with a proven effectiveness, and therefore this is normally preferred (Cosgrove, Chaudhary, and Reagan, 2011). Every few years the NJTPA will partner with municipalities to conduct campaigns and evaluate their effectiveness. The last

evaluation was conducted from May 2018 through May 2019 (Jalayer, Szary, Patel, and Khaki, 2019). The NJTPA also works with the state's eight Transportation Management Associations, providing funding for them to conduct campaigns with evaluations annually.

To evaluate effectiveness, a target intersection is selected for each community and pre- and post-campaign observations are conducted at the intersection to gather data on driver and pedestrian behaviors. The 2018-2019 evaluation of eight municipal campaigns found on average there was a 60 percent improvement in drivers stopping for people crossing before turning right at a red light or stop sign; a 45 percent reduction in drivers running a red light or stop sign; a 40 percent improvement in vehicles stopping for people crossing before turning at a green light or an unsigned intersection; and a 21 percent reduction in the number of people crossing unsafely, either against a signal or outside of a crosswalk (Jalayer, Szary, Patel, and Khaki, 2019). As part of the evaluations, surveys are also distributed to gather data on participants' knowledge of New Jersey's pedestrian-related laws. This campaign model works well, and this project does not suggest changing it.

This research focuses on the marketing aspects of the Street Smart NJ initiative. The NJTPA develops and provides campaign materials and print-ready files to partners. This includes outdoor signs, posters, safety tip cards, cup sleeves, table tent cards and coasters that are used to share safety messages with a wide audience. Street Smart NJ also provides pre-written social media posts with corresponding images and videos for partners to share. Street Smart NJ posts to Facebook and Twitter daily, Monday through Friday.

Partner communities are encouraged to post on social media and send email blasts to constituents explaining the campaign and highlighting safety tips. In addition, some communities use additional marketing tools, such as banners across roads, billboards and television or radio

public service announcements. Street Smart NJ provides artwork for the banners and billboards and has pre-recorded public service announcements, including one featuring the NJ Devils, which was developed as part of the 2019 rebranding.

Data-Driven Messages

As noted earlier, Street Smart NJ used data to develop its core messages in 2013. The campaign has focused on reducing speeding, getting drivers to stop for people crossing; getting people to cross in crosswalks or at intersections and cross with the green light or walk signal; and eliminating distractions. An analysis of New Jersey State Police (NJSP) fatal crash data from 2009-2018 shows that driver inattention, pedestrian violations, unsafe speeds and failure to yield or stop for pedestrians continue to be leading causes of crashes (Appendix A). The data on contributing behaviors does specify what constitutes "pedestrian violations," however NJSP provides additional charts with information on pedestrian behaviors at the time of crashes, which show that crossing where prohibited is the leading factor.

In addition to contributing behaviors, it is also important to consider where crashes are happening and demographics of those involved when developing messaging for a behavioral change campaign. Considering that speed is a top contributor to crashes, it may not be surprising that the data shows most crashes are happening on county and state roads, which have higher average speeds than municipal roads. This data can be used to select target locations for safety campaigns. Similarly, demographic data can help determine who is involved in crashes and then marketing can target those individuals. Most drivers (73 percent) and pedestrians (77 percent) involved in fatal crashes from 2009-2018 were men. Age varies among drivers and pedestrians. Driver's ages 50-64 comprised the highest number of those involved in fatal crashes (21 percent), followed by 30-39 (17 percent), and 40-49 and 65+ (each 16 percent). NJSP data uses

different age groupings for pedestrians. More than a third of pedestrian crash victims were 45-64 (35 percent), followed by pedestrians ages 25-44 (27 percent), those older than 75 (13 percent) and ages 65-74 (12 percent). This data should be used to target key behaviors and demographic groups in future Street Smart NJ marketing materials.

Branding

As noted above the branding was updated in 2019. The initial brand, launched in 2013 under the slogan "Check Your Vital Signs," incorporated a heart rate monitor image to tie pedestrian safety to overall health (Figure 1). The new branding more clearly conveys the campaign's overarching goal of getting people to make smart decisions when driving and

Figure 1

Figure 2

walking. The new branding also incorporates photographs of people. The outdoor signs aimed at drivers continue to use graphics, to ensure they are simple enough for a driver to see and understand from a distance without being overly distracting. But even these graphics use realistic

silhouettes of people, rather than the walk sign stick figure featured on the 2013 signs (Figure 2). These updates were the result of discussions with partners and community organizations on ways to improve the campaign (Kivvit, 2019). Overarching themes raised during these discussions were the need to better connect with real people and use social norming in its messaging.

The NJTPA has not conducted an evaluation since the new branding was launched, and detailed state crash data for 2019 is not yet available, so it is unclear what effect the changes have had, if any, on pedestrian safety. Because the rebranding was completed so recently, this project proposes keeping the slogan, look and feel of the new brand. However, the text used in social media messaging should be updated to incorporate best practices from other behavior change campaigns, including using infographics to better educate people about the state's pedestrian safety issue, and framing marketing to clearly show what people have to gain by being safer when travelling (Millar and Millar, 2000).

Literature Review

There are numerous factors that contribute to fatal crashes and specifically pedestrian fatalities. Nationwide in 2018, the most recent year for which data is available, the leading factors in fatal crashes included drunk driving (10,511 deaths), speeding (9,378 deaths) and distracted driving (2, 841 deaths), according to NHTSA. The federal agency has launched marketing campaigns to combat all of these. They include "Drive Sober or Get Pulled Over" and "Buzzed Driving is Drunk Driving;" "Obey the Sign or Pay the Fine" and "Stop Speeding Before Speeding Stops You;" and "U Drive. U Text. U Pay" and "Phone in One Hand, Ticket in the Other." These media campaigns are often combined with high visibility enforcement, which is considered a best practice for changing behaviors.

While distracted driving can be more challenging for law enforcement to detect than speeding, campaigns that combine behavioral change marketing and high visibility enforcement have proven to be successful (Cosgrove, Chaudhary, and Reagan, 2011). An analysis of two "Phone in One Hand, Ticket in the Other," campaigns in Harford, Connecticut and Syracuse, New York found a significant decrease in hand-held cell phone use following the campaigns (57 percent and 32 percent, respectively). But several studies note that campaigns must be repeated and widespread in order to be effective. For example, "Click It or Ticket" campaigns are conducted annually, with about 10,000 law enforcement agencies across the country participating, according to NHTSA. Professors Melanie A. Wakefield, Barbara Loken and Robert C. Hornik (2010), researched several mass media campaigns, including "Click It or Ticket" and attributed success to the frequency and law enforcement involvement. "Law enforcement and repeated cycles of short-term mass media exposure seem, therefore, to have been important components of road safety campaign effectiveness," they wrote.

Using Fear to Change Behaviors

Several studies explore the use of fear in marketing campaigns aimed at changing behaviors. Fear appeals have been used to encourage people to get vaccinated, quit smoking, practice safe sex, and improve safety of young drivers, among other things. A meta-analysis of 248 samples found that fear appeals can be effective, but it can depend on the campaign's messaging and the behaviors being targeted (Tannenbaum, Hepler, Zimmerman, Saul, Jacobs, Wilson and Albarracin, 2015). The study did not find any instances where fear appeals backfired to produce worse outcomes. However, there are several factors that can enhance the effectiveness of fear appeals, including using higher amounts of fear and stressing susceptibility and severity of the issue being addressed. The research also notes that fear appeals were most

effective when targeting one-time behaviors, like getting a vaccine, as opposed to behaviors that must be repeated over a long period of time, like dieting and exercising to improve health.

But the results of research into using fear appeals for safe driving campaigns are mixed. Some studies show that fear could successfully change the behavior of young drivers, who are often overrepresented in crashes. A study that used a survey to gauge the effectiveness of two anti-speeding public service announcements, found that evoked fear and threat had a positive impact on attitudes toward speeding and anti-speeding intention among young drivers (Cauberghe, DePelsmacker, Janssens and Dens, 2008). Another study on anti-speeding campaigns, this one targeting drivers aged 18 to 25 in Australia, found that messages that conveyed severity and vulnerability were the most effective (Glendon and Walker, 2013). For example, participants responded more favorable to the messages "Kill your speed, not yourself," "Kill your speed, not your passengers," and "Don't kill your mates," than they did to "Every K over is a killer," "Speeding wrecks lives," and "Don't fool yourself — speed kills."

But a study that aimed to address distracted driving among college students found that participants reported being more likely to engage in dangerous behaviors after watching two public service announcements (Lennon, Rentfro and O'Leary, 2010). However, some participants said they would be less likely to drive distracted if there were enforceable laws that prohibited it. (Note that since 2010, many states have enacted laws to address distracted driving – and in some cases distracted walking – which could also affect driver behaviors.) The study used two videos from the Los Angeles Department of Transportation's "Watch the Road" program, which are described at low- to moderate-strength PSAs. The researchers suggest that videos with higher fear appeals may produce better results in changing behaviors.

New York City has used fear to market its Vision Zero program. The initial marketing campaign, “Your Choices Matter,” which ran from 2014 to 2017, used graphic images to convey the consequences of speeding and other actions (New York City, n.d.). One example is an image of a broken bicycle in a crosswalk, implying a crash, that reads, “He wasn’t racing. The driver was.” This was replaced with the more positive “Signs” campaign in 2018, which showed people holding different road signs (yield and 25 mph) to convey the campaign’s tagline, “Driving isn’t easy, but saving a life is.” However, in the summer of 2019, the city rebranded and again used fear and threat of consequences. The latest campaign, “Was it Worth It?,” targets young male drivers to highlight the consequences of unsafe driving. One advertisement shows a broken walker in a crosswalk and a young male distraught driver in the foreground. It reads, “Was it Worth It? Turn slowly” (Figure 3).

Figure 3

New York does not appear to provide data on why it switched to more positive messaging in 2018 and went back to a more fear-based emotional campaign in 2019, however a press release notes that the previous two campaigns focused on the victims, while this one targets drivers (New York City DOT, 2019). “We know that drivers involved in fatal crashes feel enormously deep regret – often coupled with guilt, fear, and emotional pain,” DOT Commissioner Polly Trottenberg said in the press release announcing the new branding. “With this new campaign, we are trying to capture that deeply scarring moment — with the goal of preventing motorists from ever having to endure one.”

Social marketing is just one component of New York City's Vision Zero program, which uses data to determine which driver behaviors to target, identify the top crash sites and develop strategies for addressing them (New York City, n.d.). The program includes infrastructure improvements, such as bicycle lanes and raised crosswalks; technology upgrades, such as signals that give pedestrians a dedicated crossing cycle, and tracking software on city buses that monitors for crashes and safe driving; as well as high-visibility enforcement. In addition, a key component to the program's success was the implementation of a 2014 law that reduced the speed limit on unsigned roads from 30 mph to 25 mph. There was a notable decline in crashes two years after the law changed (Mammen, Shim, and Weber, 2020).

It is unclear what role social marketing has played in the city's effort to make streets safer. New York City has used surveys to measure campaign awareness and gather self-reported input on the campaign's effect on changing behaviors, however the city does not appear to conduct observational analysis to determine if any behaviors improved. A study of the program's performance metrics from 2015-2018 found that of the 1,000 New Yorkers surveyed, 79 percent of drivers were aware of Vision Zero (Kaucic, 2019). In addition, 82 percent identified driver behavior as the primary cause of fatal crashes and 86 percent said they knew they were required to yield to pedestrians in crosswalks. Without an observational evaluation of the effectiveness of fear marketing, it's difficult to determine whether Street Smart NJ could benefit from employing this strategy in its marketing efforts.

Framing the Messages

Research on the framing hypothesis shows that people are more likely to avoid risks when they are focused on what they can gain by doing so (Millar and Millar, 2000). This study found that people who were interested and invested in the topic of road safety, such as those who

had previously been in a crash, were more likely to change their behaviors after viewing messaging that used gain framing. Millar and Millar acknowledge that there are other studies that contradict their findings, however, they note many of those studies related to public health, such as being tested for an illness, which could be perceived as a risky behavior, explaining why loss framing was effective in that case. Another study found that gain was more effective than loss framing messaging in reducing the speeds of drivers travelling on an eight-lane highway in France (Chaurand, Bossart and Delhomme, 2015). The study used variable message signs that displayed control, gain- and loss-framed messaging and measured the speed of vehicles before and after they passed the signs.

With so many campaigns turning to graphic and fear-based appeals, positive campaigns may be perceived as "weak" (Guttman, 2015). However, positive ads have had huge success, such as Sussex Safer Roads' "Embrace Life" advertisement, which encourages seat belt use. There is no talking in the ad, which shows a man sitting in his living room pretending he is driving. As his body language indicates that he is about to crash, his family rushes to him and becomes his physical seat belt, with his wife mimicking a shoulder strap and his daughter holding onto his waist. Their grip prevents him from flying out of his chair. The YouTube video, posted in 2010, has more than 20 million views.

While Millard and Millard found that gain-based messaging was more effective in changing the behaviors of people engaged in the issue, it can also be beneficial to incorporate some loss-framed messaging (Kaye, White and Lewis, 2013). People who are more sensitive to potential punishments have been shown to respond better to loss-framed messages, while those focused on rewards respond better to gain-framed messaging. Kaye, White and Lewis conclude,

> By targeting messages according to personality types, this practice may increase the likelihood that more individuals may be persuaded to adopt safer driving behaviours specifically as well as other healthier/safer practices more broadly.

Because personality types are unlikely to change, it is important to consider both views when developing marketing campaigns so that the messaging relates to a broad audience.

Expanding Street Smart's Messaging

Street Smart NJ has an opportunity to incorporate the above strategies to better connect with the public, but also to broaden the campaign's scope in the wake of the COVID-19 pandemic. When New Jersey Governor Phil Murphy issued stay-at-home orders in March, there was a significant decrease in the number of vehicles on the roads. Through the spring and summer, communities throughout the state anecdotally saw an uptick in the number of people using more active modes of travel, such as bicycles. Some communities even closed roads to vehicular traffic to create more space for bicycling, walking and outdoor dining. Unfortunately, the state has seen an uptick in cyclist fatalities this year, with 20 as of November 28 compared to 12 in all of 2019 and 18 in 2018 (NJSP). Additional information on the circumstances surrounding these fatal crashes is not yet available. However, this data shows there is an opportunity to expand the Street Smart NJ program, to serve as an umbrella for other safety messaging, by incorporating messages related to bicycles, e-bikes and e-scooters. These messages can be tested on social media before incorporating them into other campaign materials.

Incorporating Active Transportation and Micromobility

In recent years municipalities across New Jersey have been implementing bicycle and scooter share programs. In many cases, these programs rent out people-powered bikes, but some

communities also offer shared electric bicycles, called e-bikes, and electric scooters or e-scooters. People-powered modes, such as walking and cycling, are grouped together under the umbrella of active transportation. E-bikes and e-scooters are also often referred to as micromobility.

Historically roads have been designed to move vehicles, however, with more people walking, cycling and riding scooters, communities are considering a more holistic approach to road design called complete streets. Eight counties and 169 municipalities in New Jersey have adopted complete streets policies according to the New Jersey Bicycle and Pedestrian Resource Center at Rutgers University. Complete streets policies aim to accommodate all modes – walking, biking, cars, trucks and public transportation.

One way to address complete streets through Street Smart NJ is developing messaging that encourages everyone to share the road. This can help educate drivers about the rights of cyclists to take a lane and ride in the road. But it's also important to address e-bike and e-scooter safety. While only a few municipalities have e-bike and e-scooter programs, New Jersey enacted a law in 2019 that allows residents to purchase and operate these devices throughout the state (New Jersey Bicycle and Pedestrian Resource Center, 2019). If the e-bikes and e-scooters do not exceed 20 mph, the state does not require users to have a driver license or register them with the Motor Vehicle Commission. Riders under age 17 are required to wear a helmet. New Jersey's law does not prohibit use of e-bikes or e-scooters on sidewalks, and instead leaves that to municipalities to regulate.

The cities of Hoboken and Asbury Park can serve as case studies for e-bike and e-scooter use. Hoboken launched a pilot program in 2019 and has yet to renew it. During the six-month pilot, more than 82,000 unique users took a total of 673,990 scooter trips, according to a report

compiled by the City of Hoboken. This includes more than 12,000 users who took at least 10 trips each. A post-program survey found that most users said scooters made it easier to get around and connect to public transit, however, they also expressed a need for better regulation. Hoboken experienced issues with scooter users riding on the sidewalk, even though the city prohibits it, and with people riding while intoxicated (McGeehan, 2019).

Asbury Park launched an e-scooter program in August 2019. During the first month, the program had 15,169 rides and 5,806 unique users (Manzella, 2020). Like Hoboken, Asbury Park prohibits riding on sidewalks. A survey of users found that 82 percent reported they rode exclusively in the street. In addition, 70 percent said they would ride on the street more often if there were more bicycle lanes. Forty-eight percent of users said they rode scooters to dining or entertainment and 38 percent used them to access public transit. In addition, 31 percent of users reported that they had never ridden a bicycle or had not ridden one in more than a year. Asbury Park's program requires riders to be at least 18 years old. They must scan an identification card, such as a driver's license, into an app to verify their age before they can rent a scooter. Asbury Park initially capped the maximum speed at 15 mph, but reduced it to 12 mph (Bogues, 2019). While the city's e-scooter program was growing in popularity, it was suspended in March due to the COVID-19 pandemic and the vendor, SPIN, went out of business. The city is exploring other options (Strunsky, 2020).

Both Hoboken and Asbury Park experienced issues with e-scooter parking. At times parked scooters clogged sidewalks, blocking pedestrian access (McGeehan, 2019; Strunsky, 2020). Messaging can be developed to address safe e-scooter use, such as riding on roads, and the need to keep sidewalks clear. In addition, riders may not be aware that they can get cited for driving while intoxicated if they use an e-scooter or e-bike after they have been drinking.

Marketing Analysis

The Street Smart NJ campaign maintains a website, BeStreetSmartNJ.org, a Facebook page and a Twitter profile. The campaign has 955 followers on Twitter and 1,952 on Facebook. The website traffic has dramatically declined in 2020, with 3,269 users and 8,454 pageviews as of November 26, according to Google Analytics. For comparison, in 2019, there were 12,898 users and 24,108 pageviews. While this can be attributed in part to a decrease in campaigns during 2020 due to the pandemic, the website could also benefit from more regular content updates (this is discussed further in the Updating the Website section).

The NJTPA shares Street Smart NJ videos on its YouTube channel. The NJTPA has only 92 YouTube subscribers. The Street Smart stopping distance demonstration video, posted in 2014, has garnered over 5,000 views and is the second most popular video on the channel. Street Smart NJ may benefit from having its own YouTube channel.

NJTPA staff maintain the Street Smart NJ social media accounts and post at least once a day, Monday through Friday each week. Data from Facebook shows that about 1,400 of the page's followers are logged in each day. During the morning, the highest number of followers is logged on around 10 a.m. In the evening, there is a peak between the hours of 3 and 6 p.m. NJTPA staff typically post to the page in the morning (between 8 and 10 a.m.) and rarely in the afternoon.

As previously mentioned, the campaign uses a variety of materials and advertising formats, including social media, to raise awareness and change behaviors. Partners who are hosting campaigns strategically place outdoor signs and posters to remind people of the correct behaviors, and discourage dangerous behaviors, at the point of their decision making (in

downtowns near intersections and crosswalks). Table tent cards and cup sleeves are on display at local businesses and police officers and campaign volunteers distribute safety tip cards. Partners and the NJTPA have also purchased billboard advertising space on key corridors. In addition, the NJTPA typically purchases advertisements on NJ TRANSIT trains and at stations along the North Jersey Coast Line to coincide with a summer safety campaign along the Jersey Shore. Due to COVID-19, the NJTPA instead advertised on the outside of buses during the summer of 2020 because train ridership and shore tourism were down during the pandemic.

The Street Smart NJ campaign has two key audiences — the general public and partners/prospective partners. While partners may wish to share general posts that encourage the public to travel more safely, Street Smart NJ can also develop a marketing initiative to better engage partners, which in turn can help the campaign reach more members of the public (Ryan, 2020).

Updating the Website

The Street Smart NJ website was redesigned in 2019 (Kivvit, 2019). The new site design incorporated an interactive map that allows visitors to select a county to see a list of campaign partners, as well as any evaluation reports available for campaigns in that county. The hero image across the top of the page and call to action, “Even one fatality is too many. Help us reach zero deaths,” has not been updated since spring 2019 when the new site launched. The homepage also features a calendar of events, the most recent blog posts and news updates.

While the map allows visitors to see where campaign partners are, it doesn’t convey the depth of the Street Smart NJ initiative. Replacing this map with one that shows pins or points in each of the more than 165 partner locations would better illustrate how many municipalities are

participating in the campaign. Instead of selecting a county, visitors can select one campaign to learn about which partners were involved and to view evaluation reports, if they were completed for that campaign.

As mentioned earlier, page views have dropped significantly in 2020. This could be due to the pandemic. With fewer communities conducting campaigns due to social distancing requirements, partners are less likely to visit the resources page to get campaign materials. Another way to boost website traffic is to post more blog and news items and link to them on social media. For example, the Street Smart NJ campaign has several videos that demonstrate safe driving and crossing behaviors. Blog posts could be created to highlight these videos and include additional safety information. Gain-framing can be used to explain why people should employ these safer behaviors. Street Smart NJ could create one new post per week, which would also generate fresh social media content, rather than waiting to highlight a specific date (like National Pedestrian Safety Month) or to share news stories about campaigns, since there are far fewer campaigns presently.

Infographics

While Street Smart NJ's messaging is data driven, it rarely uses data in its marketing materials. For example, the campaign will sometimes note that on average one pedestrian is killed every two days in New Jersey. But there are other interesting statistics the campaign can use to raise awareness about New Jersey's high pedestrian fatality rate. For example, nearly half of fatal crashes happen on county and municipal roads, not highways (NJSP). In 2018, 31 percent of crash victims were pedestrians, which is twice the national average (NHTSA). Men might be surprised to learn that they comprise nearly 75 percent of the drivers involved in fatal crashes.

Incorporating infographics into the social media strategy can help educate the public about the state's pedestrian safety problem. This could help engage more people and get them interested in the issue, which coupled with gain-framed messaging, could help change behaviors (Millar and Millar, 2000). Figures 4 and 5 are two examples of infographics the campaign could employ. Additional infographics are included in Appendix B.

Figure 4

Figure 5

Digital Marketing Strategy

While Street Smart NJ has seen success with its community campaigns, digital marketing is one area in need of improvement. For example, the NJTPA only runs a paid social media campaign when it is working with a consultant every few years to evaluate the program's effectiveness and refresh the branding. By relying on organic social media posts between those paid campaigns, Street Smart NJ is missing an opportunity to target specific demographic groups that are overrepresented in fatal crash data.

As noted above, data from the New Jersey State Police shows that most drivers (nearly 75 percent) involved in fatal crashes are men, however only 38 percent of Street Smart NJ's Facebook followers are men. Targeted ads would allow Street Smart NJ to reach more men living in New Jersey. In addition, 21 percent of drivers involved in fatal crashes are ages 50-64, this is followed by drivers ages 30-39 (17 percent) and drivers ages 40-49 and 65+ (16 percent each). Social media may not be ideal for every demographic, for example people over the age of 65 may not be on these platforms. Other methods can be used to reach these groups, such as displaying materials at senior centers, libraries and businesses that cater to this demographic.

Digital ad campaigns should be scheduled to coincide with key dates, such as Bike and Walk to School Month in October, which is also National Pedestrian Safety Month, or Daylight Saving Time, because fatal crashes are more likely to happen after the sun sets according to sate crash data. April is another key time to launch a paid marketing campaign, as many municipalities host Street Smart campaigns in the spring as the weather gets warmer and more people are out walking and biking. Digital ads could also be used to boost the summer safety campaign at the Jersey Shore.

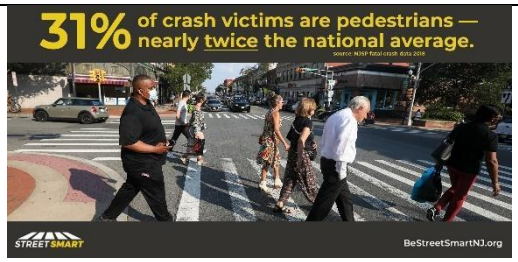
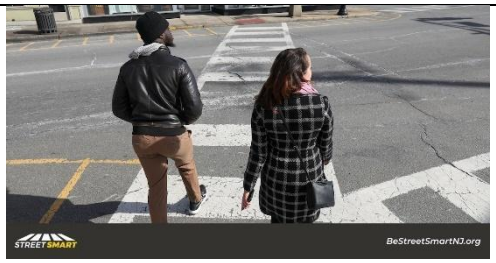
Organic Posts

As mentioned earlier, NJTPA staff post to the Street Smart NJ Twitter and Facebook accounts daily. The same messages are shared across both platforms. Based on Facebook Page Insights, Street Smart NJ is missing an opportunity to engage with a large number of followers who log in between the hours of 3 p.m. and 6 p.m. Below is a proposed one-week schedule of social media posts, which could be shared on both Facebook and Twitter. The posts incorporate infographics, complete streets themes and gain framing, by illustrating how simple safety measures can help save lives. In addition to its own hashtag, #BeStreeetSmartNJ, the Street

Smart NJ campaign should include other popular hashtags, like #itcanwait, which relates to distracted driving. This can help Street Smart NJ reach a broader audience, raise awareness about its brand and target engaged social media users (Ryan, 2020).

Sample Social Media Schedule

	Post at 10 a.m.	**Post Between 3 and 6 p.m.**
Monday	 Have you heard about #completestreets? They allow everyone to travel safely, regardless of mode or ability. Separated bike lanes, like these, are one component of complete streets. #BeStreetSmartNJ	Embed YouTube video: https://www.youtube.com/watch?v=PcBLDlLlgjk&t=5s Driving slower will save a life. Check out our stopping distance demonstration. It might make you think twice before speeding. #noneedtospeed #BeStreetSmartNJ
Tuesday	 Letting your passenger do the navigating can ensure you both arrive safely. #itcanwait #justdrive #BeStreetSmartNJ	 Corners and crosswalks are the safest place to cross because it makes it easier for drivers to see you. #BeStreetSmartNJ
Wednesday	 Roads aren't just for cars. Cyclists have a right to ride on them too. Slowing down and sharing the road can ensure the safety of you and those around you. #BeStreetSmartNJ	 Saving a life is as simple as stopping for people at crosswalks. Stopping will also help you avoid fines and points that can lead to higher insurance rates. #knowledgeispower #BeStreetSmartNJ

Thursday	 Putting away your phone will not only help you avoid a crash, it could save your life. #JustDrive #EndDD #BeStreetSmartNJ	 Planning to rent an e-scooter? Follow these tips to ensure you safely reach your destination. #BeStreetSmartNJ
Friday	 #FridayFact – Did you know that NJ's pedestrian fatality rate is nearly double the national average? Saving a life is as simple as being safe when driving and walking. Learn more at https://bestreetsmartnj.org/home/about-street-smart/#safetytips #BeStreetSmartNJ	 Cars travelling 20 mph need 45 feet to come to a full stop. Looking for nearby cars before crossing will help you get to where you're going safely. #safetyfirst #BeStreetSmartNJ

Engaging Campaign Partners

Street Smart NJ began as a pilot program in four municipalities. Since that time, it has grown to more than 165 as of November 2020. Much of this growth can be attributed to the Street Smart NJ program coordinator recruiting partners through presentations at events, such as county traffic officers association meetings and conferences. The 2019 rebranding initiative also included ads that targeted municipal officials, encouraging them to visit the Street Smart NJ website, which has a form prospective partners can complete to request information about hosting a campaign. The website emails this contact information to NJTPA staff, who maintain a

database of partners and interested parties. The Street Smart NJ program coordinator also contacts police departments in municipalities where there have been a high number of pedestrian crashes to encourage them to seek grant funding from NJDHTS for enforcement and education initiatives.

While some partners will share Street Smart NJ social media posts, this group is a largely untapped resource that can be used to further engage the public. If municipal partners regularly share Street Smart NJ social media posts, the campaign's safety messages will reach more people. Accomplishing this requires a different strategy from traditional social media posts. One successful method for encouraging social media posts is email reminders. The Brain Injury Alliance of New Jersey (BIANJ) received a grant from NJDHTS to coordinate weekly social media posts that are shared by a diverse group of partners each week, including the NJTPA (on its social media accounts and those of Street Smart NJ). BIANJ sends pre-formatted posts in advance via email and sends weekly email reminders encouraging partners to post that week's featured message.

Street Smart NJ should develop a monthly email campaign to contact its many partners. If partners are receptive to the emails and would like more frequent reminders Street Smart NJ can revise this schedule. These emails can be used to encourage sharing campaign messages daily, but especially during key times, for example prior to International Walk and Bike to School Day or National Pedestrian Safety Month in October. Street Smart NJ already reminds partners to share Halloween-themed safety messages a week before trick-or-treaters take to the streets. Street Smart NJ can also use these monthly emails to alert partners to state and federal enforcement periods, such as "Click It or Ticket," or "Drive Sober or Get Pulled Over" and to encourage them to host annual campaigns during times when people are out walking and cycling,

such as spring and summer, or when students return to school in September. It's important for partners to regularly host campaigns to reinforce the Street Smart NJ messaging. A sample email is included in Appendix C.

Conclusion

Street Smart NJ was created to address New Jersey's high pedestrian fatality rate. By combining enforcement and public education, Street Smart NJ has been successful in changing the behaviors that contribute to crashes. But much work remains to help New Jersey reach its goal of zero pedestrian fatalities. One successful strategy Street Smart NJ should incorporate is gain-framed messaging, which has shown to be successful in changing the behaviors that contribute to crashes. As mentioned earlier, some loss-framed messaging should also be incorporated to ensure the campaign resonates with a broad audience (Kaye, White and Lewis, 2013). Street Smart NJ should also incorporate infographics into its social media marketing to educate the public about New Jersey's pedestrian safety issue. This tactic can help get more people involved and interested in the issue, which in turn can make the messaging that focuses on positive outcomes more effective (Millar and Millar, 2000).

As discussed earlier, Street Smart NJ also has an opportunity to get involved with a larger safety discussion by incorporating complete streets elements into its campaign. This messaging may be effective in helping the state reduce the number of cyclist fatalities, which has already reached 20 (nearly double the previous year) as of late November.

Finally, Street Smart NJ has an opportunity to better engage its vast network of partners. These partners can help amplify Street Smart's marketing efforts by sharing social media posts with their followers and e-lists to reach significantly more people across the state. Because Street

Smart NJ staff already maintain a database of partner e-mails, it should develop a monthly e-mail campaign to keep partners engaged and highlight opportunities to promote pedestrian safety. These steps taken together should help Street Smart NJ expand the reach of its marketing and bolster efforts to change the behaviors that contribute to crashes.

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Appendix A

Data Analysis: Fatal Pedestrian-Vehicle Crashes in NJ, 2009-2018

On average 160 pedestrians are killed in crashes in New Jersey each year and there are 580 total fatalities resulting from crashes. This means that on average pedestrians account for 27 percent of the overall fatalities, placing New Jersey among the worst states for pedestrian fatality rates. The percentage of pedestrians among overall fatalities in New Jersey is often nearly double the national average.

When comparing state fatality rates, New Jersey and New York are the only two to rank among the top five every year between 2018 and 2014[1]. When factoring Washington, D.C. into the ranking, New York only appears in the top five list four out of the five years. In 2018, New Jersey's pedestrian fatality rate was 30.7 percent, ranking it third behind Hawaii and Washington, D.C. In 2017, the state's rate was 29.3 percent, ranking it third behind Washington, D.C. and Nevada. In 2016, at 27 percent, it ranked fourth behind New York, Washington, D.C, and Rhode Island. And in 2015 and 2014 New Jersey ranked second to Washington, D.C, with 30.3 percent and 30.2 percent respectively.

The numbers appear less bleak when taking a per capita approach to the data. When looking at the pedestrian fatality rate per 100,000 people, New Jersey ranks among the top half of the states in the country, but far lower than it does when looking at the percentage of pedestrians when compared to overall fatalities. In 2018, New Jersey had the 18th highest rate per 100,000 people, down from 13th in 2017 and 17th in 2016. New Jersey had the 13th highest rate in 2015 and 10th highest in 2014. Although New Jersey is the fourth-smallest state by land area and ranks 11th for total population, it is the most densely populated state in the country, which must be considered when looking at crash data compared to states with similar populations.

Background

In 2004 the Federal Highway Administration began designating cities and states with the highest number of pedestrian fatalities or fatality rates and in 2015 this designation was revised

[1] Fatality Analysis Reporting System (FARS). National Highway Traffic Safety Administration. 2020. https://www.nhtsa.gov/research-data/fatality-analysis-reporting-system-fars

to also include cyclists.[2] New Jersey has been on the list from the onset. In 2005, in response to this designation, the New Jersey Department of Transportation (NJDOT) published, P*edestrian Safety Management in New Jersey: A Strategic Assessment*, which included more than 100 recommendations. Since that time, NJDOT has been working with the New Jersey Division of Highway Traffic Safety (NJDHTS) and other partners to address pedestrian safety. This work has included changes to laws and public education campaigns. In 2010, the state changed its law from yield to pedestrians in crosswalks to stop for pedestrians in crosswalks.[3] In 2013, with funding from a federal grant, the North Jersey Transportation Planning Authority launched the Street Smart NJ campaign, to aid in the state's effort to reduce pedestrian fatalities. The program began as a partnership with FHWA, NJDOT and NJDHTS. Street Smart NJ is based on national best practices, which combine education and enforcement to change the behaviors that contribute to crashes. NJDHTS continues to be a key partner, providing grants for municipalities to pay for police enforcement and educational materials.

Street Smart NJ's initial branding focused on the theme, "Check Your Vital Signs," to convey that pedestrian safety is vital to everyone's well-being. The campaign focused on four core behaviors: getting drivers to reduce speeds and stop for pedestrians; and reminding pedestrians to use crosswalks and wait for walk signals. In 2016, as part of a messaging update, a fifth message was added, "Heads Up, Phones Down," to remind both drivers and pedestrians to avoid distractions. In 2018, the campaign was updated to eliminate confusion created by the campaign slogan, which sometimes caused people to mistake Street Smart NJ for a public health campaign. The slogan was updated to "Drive Smart. Walk Smart. Be Street Smart." The messaging was updated to incorporate the term "we," as in "We slow down for safety," and "We use crosswalks," to inject social norming into the campaign. While the branding was updated, the core messages were not reexamined to determine whether they were still relevant and should remain the focus of the campaign. This effort aims to revisit the factors that contribute to crashes to ensure Street Smart NJ's messaging remains relevant and is targeting the main behaviors that contribute to crashes.

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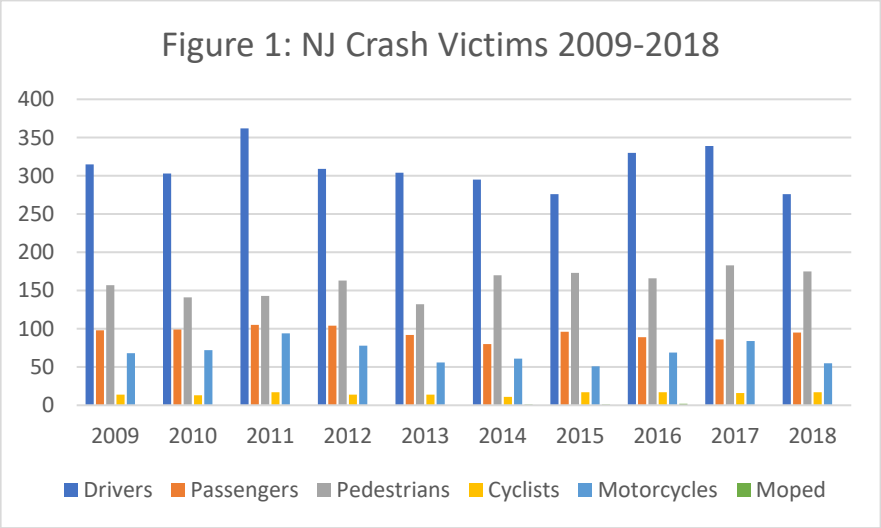
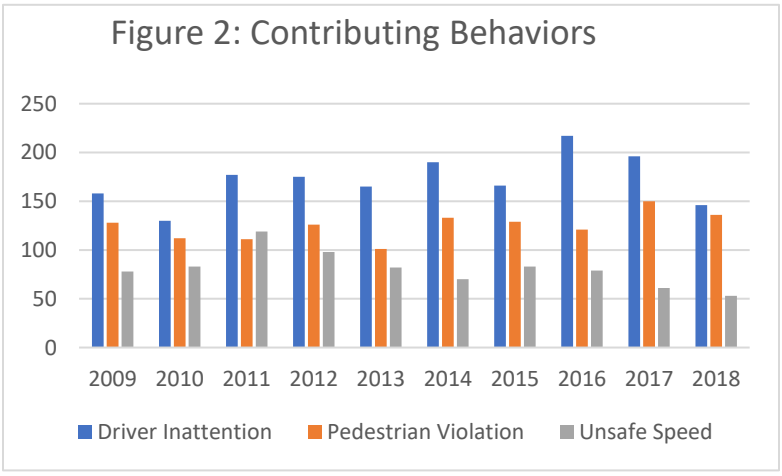
[2] Pedestrian and Bicycle Safety Focus States and Cities. Federal Highway Administration. 2015. https://safety.fhwa.dot.gov/ped_bike/ped_focus/

[3] "Stop and Remain Stopped for Pedestrians Law." Traffic Safety Bulletin, New Jersey Division of Highway Traffic Safety, 1 April 2010, https://www.nj.gov/oag/hts/downloads/ts-bulletins/TSB10-Pedestrians_In_Crosswalk.pdf

New Jersey Data

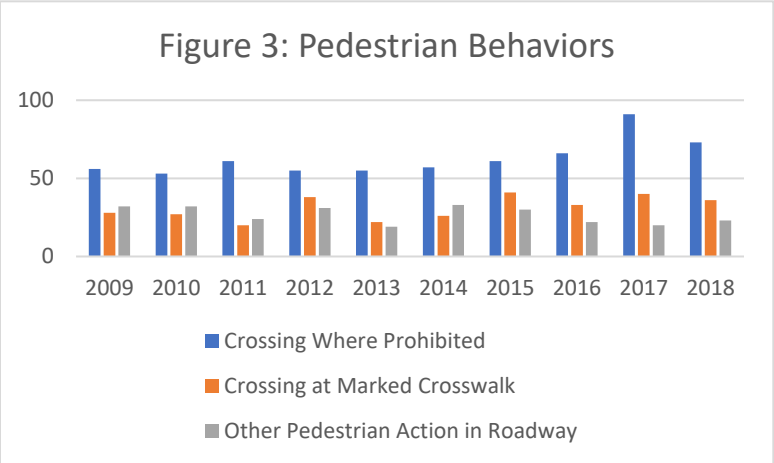


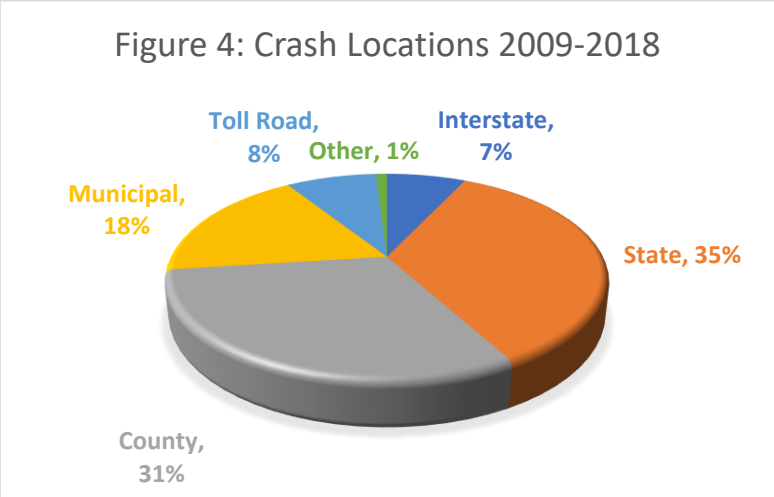
While there is a volume of data on the number of crashes, where and when they are happening, and who the victims are (Figure 1) it's not always as easy to discern the factors leading to fatal pedestrian crashes. The National Highway Traffic Safety Administration (NHTSA) breaks out data on related factors in pedestrian crashes, however these tables only associate pedestrian behaviors with these fatal crashes and do not provide a picture of what driver behaviors may have contributed. Both NHTSA and the New Jersey State Police (NJSP), which is responsible for compiling fatal crash data, provide data on driver behaviors when looking at all fatal crashes, but not specifically for the crashes resulting in pedestrian fatalities. This makes it challenging to develop an education campaign that specifically targets the behaviors that lead to pedestrian fatalities. However, it can be assumed that if speed and distraction are top contributing factors among all fatal crashes, these behaviors are also contributing to pedestrian fatalities.



When looking at fatal crash data from NJSP reports from 2018-2009, driver inattention is the leading cause of fatal crashes in the state each year, followed by pedestrian violations, unsafe speeds, failure to yield right of way, failure to keep right and failure to obey a traffic signal (Figure 2). The data on contributing behaviors does not break out the types of pedestrian

violations, however NJSP provides additional charts with data on pedestrian behaviors at the time of crashes. This data shows that the leading pedestrian behavior at the time of fatal crashes was crossing where prohibited, followed by crossing in a marked crosswalk (Figure 3). There is no explanation for the third leading cause, identified only as "Other Pedestrian Action in Roadway."





In addition to looking at contributing behaviors, it is also important to consider where the crashes are happening and the demographics of those involved when developing messaging for a behavioral change campaign. Considering that speed is a top contributor to crashes, it may not be surprising that the data shows that most crashes are happening on county and state roads, which have higher average speeds than municipal roads (Figure 4). This data can be used to select target locations for safety campaigns. Similarly, demographic data can help determine who is involved in crashes and then campaigns can be targeted to those individuals. Men comprise a majority of drivers (73 percent) and pedestrians (77 percent) involved in fatal crashes from 2009-2018. Age varies among drivers and pedestrians. Drivers age 50-64 comprised the highest number of those involved in fatal crashes (21 percent), followed by 30-39 (17 percent), and 40-49 and 65+ (each 16 percent). NJSP data uses different age groupings for pedestrians. More than a third of pedestrian crash victims were 45-64 (35 percent), followed by pedestrians ages 25-44 (27 percent), those older than 75 (13 percent) and ages 65-74 (12 percent).

Campaign Recommendations

While more detailed data on driver behaviors in pedestrian-involved fatal crashes would be useful, the above data can be used to identify trends and develop safety campaign messaging the targets changing the behaviors that contribute to fatal pedestrian crashes. Based on the above data from NJSP, it is clear the driver inattention and speed are leading causes. In addition, because pedestrians are in marked crosswalks in about a third of the fatal crashes from 2009-2018, it can be gleaned that drivers are failing to stop for them, which they are required to by law. The Street Smart NJ pedestrian safety campaign already focuses on these three driver behaviors — speeding, distracted driving and failure to stop — and based on this analysis should continue to do so.

As for pedestrians, crossing where prohibited is the leading contributing behaviors in fatal crashes. Based on the annual Fatal Motor Vehicle Crash Reports from NJSP, it's unclear if this category simply refers to pedestrians crossing at unsafe locations, or whether it covers pedestrians who cross at a crosswalk, but against the signal, which is prohibited by law. NJSP reports provide a table of contributing behaviors, which combine data on drivers and pedestrians, and on average more than a third of crashes (33.7 percent) from 2009-2018 cite "Failed to Obey Traffic Signal" as a contributing behavior. Street Smart NJ's core messages include using crosswalks and waiting for the walk signal. Social media messaging occasionally reminds drivers of their responsibility to stop before turning at a red light if pedestrians are crossing, however messaging does not address red light running or obeying signals in general. Traffic signal related messaging should be broadened to target drivers, based on this combined data.

Appendix B

Infographic Examples

Appendix C

Sample Partner Email

To: [Campaign Partner]

From: [Street Smart NJ Staff]

Subject: October is National Pedestrian Safety Month

Good morning [partner],

October is a busy month for pedestrian safety! Not only is it National Pedestrian Safety Month, we'll also recognize Put the Brakes on Fatalities Day, Halloween and the end to Daylight Saving Time. Below are some resources you can use to promote pedestrian safety throughout the month.

National Pedestrian Safety Month:

The National Highway Traffic Safety Administration has developed some resources that you can use to promote pedestrian safety on social media. You can find them here: https://www.trafficsafetymarketing.gov/get-materials/pedestrian-safety

We also put together a blog post, which includes some safety tips. We encourage you to share the link on your social media channels: https://bestreetsmartnj.org/october-is-national-pedestrian-safety-month/

Put the Brakes on Fatalities Day:

October 10 is the 25th annual Put the Brakes on Fatalities Day. The goal is to have no fatalities on this day. Since driver inattention is a leading cause of fatal crashes in New Jersey, you may want to focus on distracted driving in any of your posts. We have some additional information on our blog that you can also share: https://bestreetsmartnj.org/put-the-brakes-on-fatalities/

Halloween:

As always, we have some social media images you can use to promote pedestrian safety in the days leading up to Halloween. I'm including some sample posts below. We encourage you to also share our Halloween Safety Tips: https://bestreetsmartnj.org/tips-for-a-safe-and-happy-halloween/

Help make Halloween safer for everyone this year by avoiding distractions. #JustDrive #HeadsUpPhonesDown #EndDD #BeStreetSmartNJ

In NJ every intersection has a crosswalk even if it's not marked. It's the law to stop for people crossing in crosswalks. Be extra cautious on #Halloween and look and stop for trick-or-treaters. https://bestreetsmartnj.org/tips-for-a-safe-and-happy-halloween/ #BeStreetSmartNJ

Halloween is tomorrow. While things are different this year, many children will still be out gathering treats. Help make sure they have a safe #Halloween by following these tips: https://bestreetsmartnj.org/tips-for-a-safe-and-happy-halloween/ #BeStreetSmartNJ

Daylight Saving Time

Daylight Saving Time ends the morning of November 1. There tends to be a spike in drowsy driving related crashes due to the time change. We encourage you to share these safety tips: https://bestreetsmartnj.org/daylight-saving-time-ending/

Thanks for helping us promote pedestrian safety during the month of October!

The Street Smart NJ team