



NJ 2020 SHSP

Pedestrian and Bicyclists Emphasis Area

Completed Priority Action 1.C.4.a.

Performance-based, statewide implementation plan for Street Smart Program.



June 30, 2022





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**Strategic Highway Safety Plan Implementation
Bicycle and Pedestrian Emphasis Area Team
Action 1.C.4.a - Performance-Based Statewide Street Smart NJ Implementation
Draft Final Report**

INTRODUCTION

The Pedestrian and Bicycle Emphasis Area Team for the 2020 Strategic Highway Safety Plan (SHSP) implementation phase outlined several priority actions, including the development of a performance-based statewide implementation of Street Smart NJ. The action team for this collaborative task includes members of the North Jersey Transportation Planning Authority (NJTPA), the Transportation Management Associations (TMAs), the Jersey Shore Regional Trauma Center for Hackensack Meridian Health, and the Brain Injury Alliance of New Jersey, with input from other SHSP partners.

A primary model for improving safety on public roads relies on a complementary use of engineering, enforcement, education, encouragement, evaluation, and equity – the 6E’s of safety programming. Each element plays an important role in shaping behaviors of all roadway users to improve safety outcomes. In support of this multi-pronged approach, the NJTPA developed Street Smart NJ, a statewide public education, awareness and behavioral change campaign program to address a relatively high pedestrian crash rate in New Jersey. This educational campaign program combines grassroots public awareness efforts in participating communities – street signs and posters, teams handing out safety tip cards, events at schools and senior centers, etc. – together with traditional and social media messaging and police enforcement of pedestrian safety laws. The campaign, created in 2013, has primarily focused on providing education and enforcement in communities interested in participation. However, in recent years the NJTPA has been proactively encouraging communities with high pedestrian and cyclist (fatal and serious injury) crash rates, or those that have physical safety improvement projects through NJTPA programs, to participate. A performance-based implementation should build on these efforts to consider crash data, community need and tie campaigns to planned infrastructure improvements.

Street Smart NJ was first piloted in five communities in northern and central New Jersey. Through the NJTPA’s outreach efforts and work with the TMAs, the program has worked with 200 community partners throughout the state. Since the inception of Street Smart NJ, the NJTPA’s management of the program has emphasized performance evaluation to measure the impacts of pedestrian safety campaigns on both pedestrian safety awareness and behavioral change. In addition to performance evaluation reports for individual campaigns throughout the state, the NJTPA has analyzed aggregated outcomes of multiple campaigns occurring across the NJTPA region.

Goal:

The goal of Action 1.C.4.a is to establish a plan for strengthening and institutionalizing Street Smart NJ program elements by integrating with design-related safety programming, applying performance-based metrics for recruiting partner communities, improving community-based partnerships and leadership, and seeking additional funding opportunities to support a statewide program within a safe systems model for improving safety outcomes.

Scope of Work

Action 1.C.4.a will provide a framework for expanding core elements of the Street Smart NJ program to maximize the program’s coordinated participation, deployment and positive impacts on pedestrian safety throughout the state. While the NJTPA has developed the program and shared resources across MPO jurisdictions, most of the program’s growth and deployment has taken place in the NJTPA region. The reach of the NJTPA and TMAs is limited by funding and staff time. Instituting performance-based



statewide implementation would require additional partners, such as the other MPOs or other entities that could work with communities outside the NJTPA region. This includes broadening diverse partnerships and using a broader set of statewide resources to integrate the program into design-oriented safety initiatives that operate seamlessly across municipal, county, and regional boundaries.

This memo outlines the advancement of the following objectives.

1. Enhance the program's support for a [Safe System model](#) across the state
2. Develop performance-based metrics, goals, and objectives
3. Prioritize underserved locations based on equity, with local assistance
4. Outline communication mechanisms to support statewide implementation
5. Address how campaigns can enhance community-based leadership
6. Add other MPOs as partners to target outreach for campaigns in underserved municipalities with high numbers of pedestrian injury and fatal crashes
7. Diversify funding resources

Action Team Members:

- Lead: Keith Hamas (NJTPA)
- Will Yarzab, Aimee Jefferson (NJTPA)
- Laura Cerutti, Dan Callas (TransOptions TMA)
- Tara Shepherd, Ryan Fisher (goHunterdon TMA)
- Kate O'Connor (Brain Injury Alliance of NJ)
- Tracy Nerney (Jersey Shore Regional Trauma Center Hackensack Meridian Health)
- Amy Kaminski (FHWA)
- Trish Sanchez (VTC)
- Lisa Lee (EZ Ride TMA)

Task 1: Develop performance-based metrics, goals, and objectives to support statewide implementation

The emphasis area team has identified the following strategies and performance-based criteria for inclusion in the Street Smart NJ selection and evaluation process.

- **Program Integration:** Establishing stronger connections between Street Smart NJ and other Planning and Engineering programs can enhance program continuity. One example of this is Local Safety Program (LSP) projects. The NJTPA is working to formalize coordination between communities awarded LSP projects and Street Smart NJ, to introduce the program and encourage communities to implement campaigns before and after scheduled engineering improvements. This type of coordination can help ensure that federal Highway Safety Improvement Program (HSIP) funding and other pedestrian safety improvements work in conjunction with education and enforcement. Because infrastructure improvements tend to require multiple phases of coordinated planning, concept development, design and engineering before installation, the existing safety problem can often sit unresolved for years. The action team recommends introducing Street Smart NJ campaign options during the project development phases for HSIP-funded projects to incorporate education and enforcement activities into the project schedule. The NJTPA and other MPOs can formalize this program



integration within their annual Unified Planning Work Program (UPWP) for any upcoming LSP projects that involve pedestrian safety improvements. Street Smart NJ could follow the same model to integrate into other design-oriented programs and initiatives such as Transportation Alternatives Set-Aside (TAP) projects, Complete Streets initiatives, Demonstration Project Materials Library, Safe Routes to School (SRTS) educational programs and infrastructure projects, demonstration projects, Road Safety Audits (RSAs), and other pedestrian safety improvement programs throughout the state. Additional evaluation opportunities and insights can emerge from program integration along with additional support from the NJDOT Safety Resource Center.

- **Equity screening:** Regional equity data alongside bicycle and pedestrian crash data should be used to help identify high crash underserved locations for Street Smart NJ implementation. The SHSP equity and data emphasis area teams advised incorporating an equity screening methodology. The action team analyzed Census demographic data to develop a list of high crash underserved communities that are most in need of Street Smart NJ implementation, accounting for the share of low income and minority populations at the block group level. The action team also considered how the resulting primary screening list aligned with pedestrian and cyclist crash data across the state. Task 2 describes the methodology that the action team used for overlaying bicycle and pedestrian crash data with equity data to develop a statewide list of these communities for Street Smart NJ implementation.
- **Campaign Selection:** While crash data and environmental justice (EJ) characteristics are important criteria, it is equally important that the local community demonstrates interest and commitment to support Street Smart NJ campaign activities. Local support can be gauged by demonstrated ability of campaign leadership to engage and coordinate with local government, law enforcement, community organizations and volunteer groups. Active grants and funding availability also help demonstrate the level of interest and commitment among communities (e.g., Division of Highway Traffic Safety (DHTS) pedestrian safety grants, grant performance history, SRTS, health-related grants, safety-related training such as Pedestrian Decoy Program, and NJTR-1 Training).

The TMAs have been critical partners for Street Smart NJ program implementation and have some resources and partnerships available to bolster local community engagement. Street Smart NJ campaigns are an eligible activity under the Safety Goal Area and the optional Supplemental Safety Goal Area of the statewide TMA Program. TMAs should adopt the action team's recommended equity screening and selection process as part of their core and supplemental support activities. With limited resources, TMAs must be selective with where to implement "full campaign" efforts, including pre- and post-campaign evaluations, as compared to simpler and less rigorous outreach campaigns. The program evaluation requirements should continue to be required only for "full campaigns" where they are needed most, allowing simpler efforts elsewhere to still promote a broader program reach.

- **Campaign Evaluation Metrics:** Performance metrics for the Street-Smart NJ program should continue to include the following:
 - Educational awareness – [Campaign surveys](#) measure changes in awareness of pedestrian safety laws from pre- to post-campaign. Updates to pedestrian and bicycle safety laws should be incorporated into campaign messaging to bolster educational awareness, including the 2022 Safe Passing Law.



- Enforcement – partners in the police department contribute through high-visibility enforcement efforts, often using pedestrian safety grant funding that already requires activity reporting. Tracking enforcement metrics can include quantifying police interactions as well as warnings and summonses issued (as deemed appropriate).
- Program delivery – measures typically include tracking social media, collateral materials, and conventional media to promote education and awareness messages. Program reach can also include tracking the activities of campaign community partners (e.g., schools, hospitals). Measuring program impact focuses on changes in behavior and awareness from pre- to post-campaign.
- Behavior change – relies on observational data analyses for selected intersections and pre- and post- surveys. Campaign implementers follow a program methodology that analyzes four core proxy behaviors (and supplemental behaviors as deemed appropriate) using a statistical significance calculator worksheet. The action team noted an additional behavior for consideration, which involves non-turning vehicles stopping at all crosswalks, which current proxies do not evaluate. Campaign implementers issue pre- and post-campaign surveys to analyze whether the campaign activities have led to increased knowledge of pedestrian safety laws and perceived community compliance.

Shifting to statewide program implementation can provide an opportunity to reassess program evaluation metrics. For example, statewide program resources could support longitudinal campaign evaluation studies to analyze six-month post-campaign observations. It is also increasingly evident that speeding is a primary cause of overrepresented pedestrian fatal and serious injury crashes and underlies all crash severity data. Speed could be a high-impact and primary focus of program metrics if the local police, TMAs, or other implementing partners have ready access to speed monitoring equipment. Program implementers should explore options for borrowing or procuring automated speed monitoring equipment, such as the radar feedback signs used by some TMAs. Radar feedback signs, when operated with the feedback display turned off, can collect valuable baseline data on driver speeds prior to the implementation of a Street Smart NJ campaign.

Task 2: Prioritize locations based on equity and crash data.

As of the end of 2021, Street Smart NJ has been implemented (to varying degrees) with over 200 partners located throughout 181 municipalities statewide, or roughly 30 percent of the total municipalities in the state. With an expanded statewide focus, the Street Smart NJ program can continue increasing its partnerships while prioritizing communities that experience disproportionate impacts in terms of social equity and pedestrian and bicyclist crashes. This section describes the methodology for analyzing equity and crash data to develop a list of municipalities where Street Smart implementers should focus future efforts.



Street Smart NJ High Crash Underserved Communities Identification Methodology

The Street Smart NJ list of high crash underserved communities consists of a total of 63 municipalities that meet ALL of the following criteria:

1. In the Top 100 Weighted Pedestrian Crash municipalities list (see appendix for full list)
2. In the Top 100 Weighted Bicyclist Crash municipalities list (see appendix for full list)
3. Contain Census block group(s) that are ≥ 50 percent on the Demographic Index (DI) – a total 145 municipalities (see appendix for full list)
 - *[Demographic Index is an EPA indicator](#) that calculates the average percent of “Minority” and “Low Income” populations in each Census block group $((\%Min + \%LI)/2)$.

Table 1 below lists the municipalities, using the above criteria.

Table 1: Street Smart NJ High Crash Underserved Municipalities Top 20 pedestrian crash municipalities are in **Bold**.

High Crash Underserved Communities WITH Street Smart Engagement			
Asbury Park	Edison	Linden	Piscataway
Atlantic City	Elizabeth	Lodi	Rahway
Bayonne	Englewood	Montclair	Red Bank
Belleville	Fairview	Morristown	Summit
Bergenfield	Fort Lee	Neptune	Teaneck
Bloomfield	Garfield	Newark	Toms River
Camden	Hackensack	New Brunswick	Trenton
Cliffside Park	Hamilton (Mercer)	North Bergen	Union
Clifton	Harrison	North Plainfield	Union City
Collingswood	Hasbrouck Heights	Passaic	Vineland
East Brunswick	Irvington	Paterson	West New York
East Orange	Jersey City	Perth Amboy	Woodbridge
Franklin (Somerset)	Lakewood		
High Crash Underserved Communities WITHOUT Street Smart Engagement			
City of Orange	Gloucester	Middle Twp	Pleasantville
Egg Harbor Twp.	Hoboken	Millville	Roselle
Ewing	Kearny	North Brunswick	Weehawken
		Plainfield	

The bold text municipalities in Table 1 represent the top 20 pedestrian crash municipalities in New Jersey. These 20 municipalities accounted for approximately 60 percent of all pedestrian crashes (2015-2019) in the state and, therefore, should remain the highest priority for new or continued Street Smart NJ engagement and safety improvements. All municipalities in Table 1 meet the three prioritization criteria and are further organized by existing status of Street Smart NJ participation. “Engaged” communities have previously implemented campaigns to some extent, while “Not Engaged” denotes municipalities without any previous participation in the program. Among those 63 communities, Street Smart NJ has been previously implemented in 50 municipalities (nearly 80 percent). Additionally, those 50 high crash underserved communities with previous implementation represent 28 percent of all 181 Street Smart partner municipalities (see full list in Table 2 below) that have implemented the program. (Note that while



more than 200 program partners have implemented Street Smart NJ, some have been in the same municipality in multiple years). Future implementation efforts should focus on targeted outreach to the remaining 13 high crash underserved communities that have not participated in Street Smart NJ programming. Figure 1 on the following page displays these high crash underserved municipalities on a statewide map.

Note that although the Demographic Index metric pertains to specific Census block groups, this report extrapolates the containing municipality as the unit of analysis to align with both the Top 100 lists and the conventional Street Smart NJ operation, which typically involves partnerships at the municipal level. More detailed demographic data at the Census block group level is available upon request for deeper analysis. When selecting and engaging municipalities, Street Smart NJ implementers should prioritize high crash intersections or corridors within the specific qualifying block groups (i.e., ≥ 50 percent DI) to ensure that campaign activities align with equity screening results.

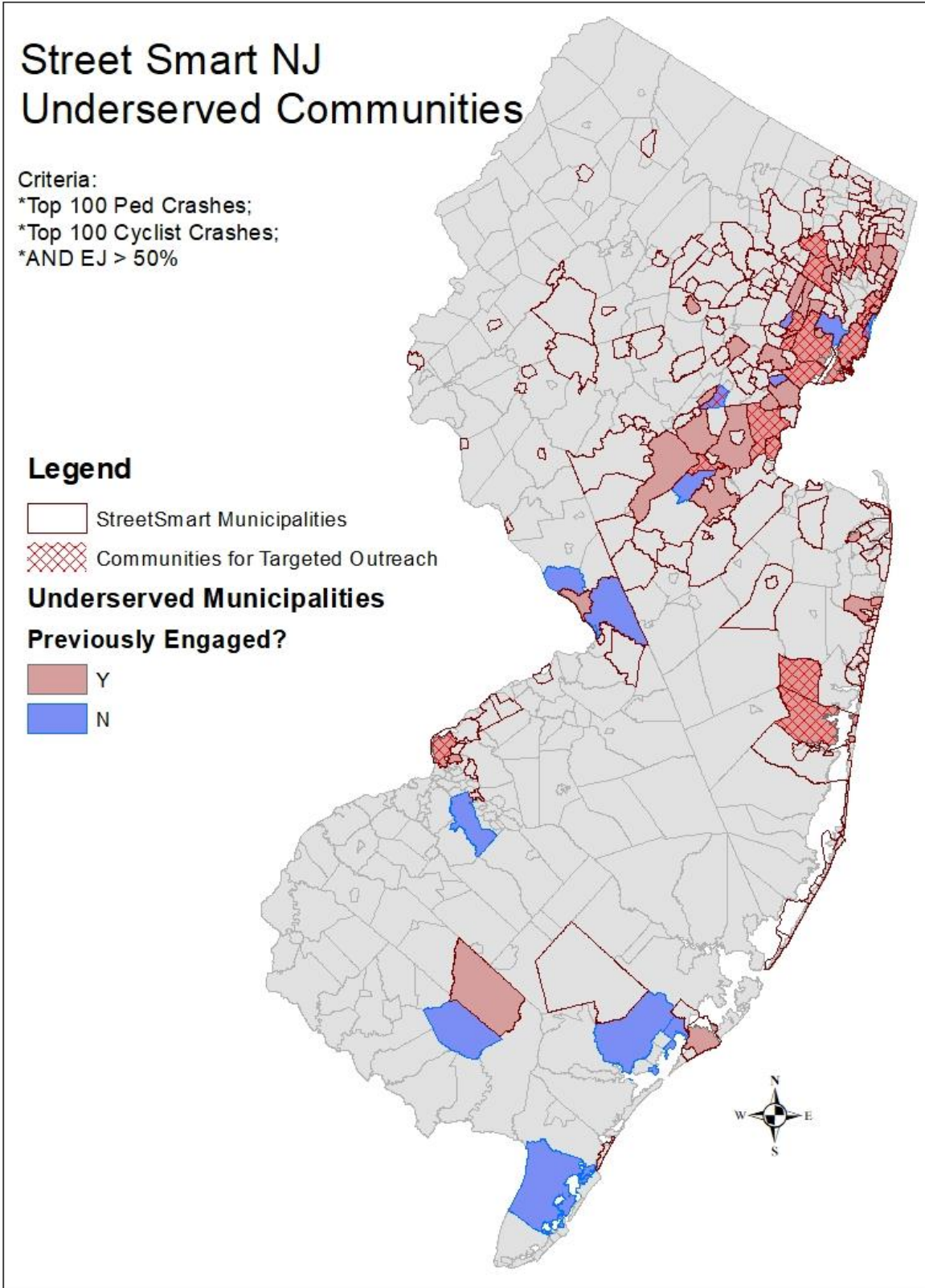
Figure 1 reveals that the geographic distribution of the state’s high pedestrian crash underserved communities is primarily concentrated in the urban core of the NJTPA region, which is largely consistent with population and development density. Nonetheless, statewide implementation of Street Smart NJ can help achieve greater safety outcomes with a focus on implementing standalone campaigns in high pedestrian crash underserved municipalities and supplementing the state’s design-oriented safety programs (i.e., HSIP, complete streets, RSAs) as they deploy resources elsewhere throughout the state. Street Smart NJ program managers should continue to promote free resources that are available for ANY community-driven efforts, regardless of the municipality’s crash and equity data status.

Table 2: Street Smart NJ Municipal Partners to Date

Street Smart NJ Partner Municipalities (as of March 1, 2022)					
1 Absecon	31 Clifton	61 Frenchtown	91 Long Beach	121 Old Bridge	151 Ship Bottom
2 Asbury Park	32 Clinton	62 Garfield	92 Long Branch	122 Oradell	152 Somerdale
3 Atlantic City	33 Closter	63 Garwood	93 Long Hill	123 Palisades Park	153 Somerville
4 Atlantic Highlands	34 Collingswood	64 Glen Ridge	94 Lyndhurst	124 Paramus	154 South Amboy
5 Avon-by-the-Sea	35 Cranbury	65 Hackensack	95 Madison	125 Park Ridge	155 South Orange Village
6 Barnegat Light	36 Cranford	66 Hackettstown	96 Manasquan	126 Parsippany-Troy Hills	156 Spring Lake
7 Bay Head	37 Cresskill	67 Haddonfield	97 Mantoloking	127 Passaic	157 Summit
8 Bayonne	38 Delran	68 Haledon	98 Manville	128 Paterson	158 Surf City
9 Beach Haven	39 Denville	69 Hamilton (Atlantic)	99 Maplewood	129 Peapack and Gladstone	159 Teaneck
10 Belleville	40 Dover	70 Hamilton (Mercer)	100 Metuchen	130 Pennsauken	160 Tewksbury
11 Belmar	41 Dunellen	71 Hanover	101 Middlesex	131 Perth Amboy	161 Toms River
12 Bergenfield	42 East Brunswick	72 Harrison	102 Milltown	132 Phillipsburg	162 Trenton
13 Berkeley	43 East Hanover	73 Harvey Cedars	103 Monmouth Beach	133 Piscataway	163 Union
14 Bernardsville	44 East Newark	74 Hasbrouck Heights	104 Monroe	134 Plainsboro	164 Union Beach
15 Bloomfield	45 East Orange	75 Helmetta	105 Montclair	135 Point Pleasant	165 Union City
16 Bogota	46 Edgewater	76 High Bridge	106 Montville	136 Point Pleasant Beach	166 Upper Saddle River
17 Boonton	47 Edison	77 Highlands	107 Morris Plains	137 Pompton Lakes	167 Ventnor City
18 Bordertown	48 Elizabeth	78 Hillsborough	108 Morristown	138 Princeton	168 Verona
19 Bradley Beach	49 Elmwood Park	79 Hillsdale	109 Mountainside	139 Rahway	169 Vineland
20 Brielle	50 Emerson	80 Hillside	110 Neptune	140 Raritan	170 Wallington
21 Burlington	51 Englewood	81 Holmdel	111 New Brunswick	141 Red Bank	171 Washington
22 Caldwell	52 Fair Haven	82 Irvington	112 New Milford	142 Ridgefield Park	172 Washington
23 Califon	53 Fair Lawn	83 Jersey City	113 New Providence	143 Rochelle Park	173 Wayne
24 Camden	54 Fairfield	84 Lakewood	114 Newark	144 Roseland	174 West Caldwell
25 Carteret	55 Fairview	85 Lambertville	115 Newton	145 Roselle Park	175 West New York
26 Cedar Grove	56 Flemington	86 Leonia	116 North Arlington	146 Rumson	176 West Orange
27 Chester	57 Fort Lee	87 Linden	117 North Bergen	147 Rutherford	177 West Windsor
28 Chesterfield	58 Franklin (Somerset)	88 Little Falls	118 North Plainfield	148 Sea Bright	178 Westfield
29 Cinnaminson	59 Franklin Sussex)	89 Little Silver	119 Nutley	149 Sea Girt	179 Westwood
30 Cliffside Park	60 Freehold	90 Lodi	120 Oceanport	150 Sea Isle City	180 Woodbridge
					181 Wyckoff



Figure 1: Street Smart High Pedestrian Crash Underserved Municipalities Map



Task 3: Develop enhanced communication mechanisms



Efficient communication mechanisms need to be in place to coordinate statewide deployment of Street Smart NJ resources among varying partner agencies, programs, and jurisdictions. The existing [How-To-Guide](#) and [Checklist](#) offer useful guidance for identifying and organizing the multiple program components, including community partnerships, data and evaluation factors, messaging distribution, and educational outreach. The action team will develop recommendations to enhance the program's communication mechanisms to enable a broader statewide implementation.

- Interagency Coordination – Program integration (Task 1) can expand opportunities for connecting Street Smart NJ education and enforcement elements with engineering initiatives through the development of statewide HSIP-funded projects as well as non-HSIP sources. Street Smart NJ can be introduced to municipalities participating in TAP, Safe Routes and LSPs to encourage them to implement campaigns before and after scheduled pedestrian and bicycle safety infrastructure improvements. Early project action meetings set up project teams and communication protocols. These meetings can also be an appropriate forum for introducing the Street Smart NJ program into the process and connecting program implementers with Local Aid project team leaders at the local level. Statewide agencies can also explore coordinating public safety messages related to driver behavior or zero-based initiatives and streamlining approval for including Street Smart NJ branding. Additional opportunities for integrating Street Smart NJ into existing programs can also be explored to connect with public health initiatives, school-based safety and health programs, or other education or social service based programs.
- Rapid response – The NJTPA has helped drive Street Smart NJ program growth through a variety of outreach and communication mechanisms. One strategy that has successfully generated new partnerships is to engage communities that have experienced recent bicycle and pedestrian serious injuries and fatal crashes to offer program resources. Statewide program implementation can help formalize this rapid response approach to enhance program communications with communities that are most in need. The action team recommends that the state, MPO or other partners help to formalize a rapid response communication process following serious or fatal crash incidents. One potential strategy is to leverage state support in expediting delivery of serious injury or fatal bicycle and pedestrian crash reports (redacted) to enable Street Smart NJ program implementers to informally assess the location(s) or set out to organize a safety campaign.
- Data-Driven Response – Engaging high crash communities and EJ communities is a central part of program communications. The NJDOT's network screening lists provide weighted analysis methods for determining the state's top crash corridors, intersections, and communities. A growing statewide movement (and focus area of the SHSP) is also emphasizing consideration of socioeconomic and access-related equity factors to prioritize communities of concern for transportation safety improvement programming. A formal statewide Street Smart NJ program should establish a communication process for notifying communities of concern about the program resources and recommending communities for campaign implementation. Street Smart implementers often engage local law enforcement or community officials to initiate discussions about where the data shows a need for safety interventions. Additional data-driven equity analyses should facilitate engagement of community and health-related organizations at the local level. The NJ Trauma Council holds its quarterly meetings with Trauma Centers throughout the state to discuss important topics in their specialty areas such as Trauma Injury Prevention Coordinators (TIPCs). Engagement with these groups can facilitate advancement of zero fatality programs through data sharing (i.e., crash data and community health assessments).



- Develop a Statewide Communications Plan – The nature of educational awareness programming relies on consistent communications and messaging to keep broad, interagency partnerships actively involved in ongoing ways. One potentially effective strategy to do this is for an interagency task force with state agency partnerships to be formed. It would develop and execute a statewide communications plan to merge messaging across statewide programs and keep Street Smart NJ messaging at the forefront of statewide pedestrian safety education. State agency involvement (and ultimately leadership) can enable expanded messaging and program resources to capture a broader set of partners and a wider audience to maximize program impacts on safety culture and outcomes. A greater focus on statewide social media messaging can increase public awareness. For example, a “thunderclap” is part of the social media toolkit and can enable statewide partners to schedule programmatic messages on social media platforms in a synchronized manner to maximize the reach of safety education and awareness messages. The communications plan should include quarterly task force meetings to track ongoing program activities across the state and periodic evaluations to consider new or revised messages across all media, including collateral materials, social media, and conventional advertising.

Task 4: Address how campaigns should operate in community-based ways

Since the original pilot in 2013-2014, the vision for the Street Smart NJ program was to provide a statewide public education, awareness and behavioral change campaign that combines grassroots public awareness efforts with traditional and social media messaging and community outreach and, as needed, enforcement of pedestrian safety laws. The existing [How-To-Guide](#) and [Checklist](#) emphasize community-based partnerships and leadership as the ideal setup for Street Smart NJ campaign effectiveness. While Street Smart NJ also relies on a data-driven approach to prioritize implementation, the social programming component affirms the ethos that it is more effective when implementing WITH a community rather than FOR a community. In that respect, the level of community-based support has varied widely, depending on the level of organization, leadership, availability of resources, and effective communication channels. Many of the TMAs have a wealth of community partnerships and resources that they have tapped to implement successful campaigns. Similarly, a statewide program should enhance existing community-level partnerships and resources into program integration efforts (Task 1). A combination of the following factors can bolster community support for campaign implementation:

- Community Kickoff Meetings – The [How-To-Guide](#) recommends creation of a committee to coordinate and develop strategic approaches for education campaigns. Scheduling early coordination meetings with campaign communities can help address building community support. These meetings should coordinate the development of multi-disciplinary teams to pledge commitment to campaign implementation tasks, including assistance with message distribution and reporting back on campaign activities and outcomes.
- Seek Broad and Diverse Community Participation – Existing program guidance strongly urges establishing broad and diverse community teams. A statewide program should build on existing program connections with community organizations, schools, religious, cultural, and recreational community institutions, including YMCAs, Scouts, etc. to identify and engage with the community’s unique demographic profile through a variety of methods to identify and connect with those segments. Street Smart relies on community-based communications and



relationships to promote safety education messages. Campaign partners should work with diverse community liaisons to gain the participation and perspectives of campaign communities in terms of race, ethnicity, languages, age, disability, income, or other distinctions.

- Engaging law enforcement – Engaging local police departments has been central to the growth and reach of the Street Smart NJ program. The role of enforcement can vary among communities and should play to the strengths of each community and the individual police departments and their relationships within the communities they serve. Street Smart NJ could be a vehicle for launching new and strengthening existing police and community partnerships.

Street Smart NJ has partnered with Division of Highway Traffic Safety (DHTS) to connect police departments with DHTS grant funding opportunities to support education, outreach, and enforcement activities. Regardless of funding source, campaign communities can also leverage the 3 Ps of community policing (positive interaction, partnerships, and problem solving) to address the most pressing local safety concerns. Community policing strategies for Street Smart NJ can include bicycle patrols, educational interactions with pedestrians to distribute program materials, positive reinforcement to reward good behavior (e.g. distributing locally sponsored coupons to pedestrians who use safe crossing practices), educational presentations to schools, Scouts or other community groups about pedestrian and bicycle safety (independently or in partnership with TMAs), and high-visibility enforcement at focus intersections to issue warnings and citations to violators. All police activity should continue to be consistent with the roles that best suit the individual department (i.e., other partners can emphasize schools or community outreach if police are not set up to do so) and to the community's relationships with their police departments.

- Incentivize Local Coalition-Building – State level partners (such as NJDOT, DHTS, Sustainable Jersey, NJ Trauma Center, BIANJ, Safe Kids) should coordinate to incentivize local coalition-building. In the grant funding environment, state programs should consider additional scoring criteria to offer some competitive advantage for municipalities that are able to demonstrate the effective establishment of safety-related groups or citizen action committees. The ability of communities to self-organize is an indicator for local support and effectiveness in implementing community-based programs like Street Smart NJ. Local action-oriented groups or committees can bring active residents, community organizations, business stakeholders and health centers together as peers with local government representatives and police to prioritize community actions around safety and health. Engaging additional regional partners such as the New Jersey Trauma Center at University Hospital in Newark and the Pedestrian Injury Prevention Partnership (PIPP) of Essex County also supplements local community organization efforts. Leveraging partnerships with high profile community organizations and events can also help promote safety messaging to much larger audiences on a statewide scale (see Task 2 Communications).
- TMA Support – The TMAs are supported by the NJTPA to conduct and support Street Smart NJ campaigns across the state. Going forward, Street Smart messaging should be incorporated into other educational programs such as SRTS school- and community-based pedestrian and bicycle safety programs. Integration of Street Smart messaging across other statewide programs can help diversify TMA resources available to support Street Smart NJ efforts and utilize them where appropriate. Partners may wish to identify and provide alternative funding sources if they want TMAs to broaden their outreach as part of performance-based statewide implementation.



Task 5: Diversify funding sources.

While Street Smart NJ offers a suite of free and publicly available [resources](#) for any community, the practical reality of implementing a campaign involves organizational costs for the time and effort involved in collaboration, planning, and team building as well as hard costs for campaign materials and professional services. Some of the communities with the greatest need for campaigns, based on the data analysis discussed above, may lack needed human and capital resources to support a campaign. Some of the following actions should be explored for strengthening and broadening financial support for the program.

- Division of Highway Traffic Safety – Continue strengthening partnerships with DHTS to help law enforcement in high crash underserved communities obtain pedestrian safety grant funding. This can include continued presentations at training classes such as the Data Driven Countermeasures for Traffic Safety classes, which are funded by DHTS and presented by Rutgers CAIT to provide grantees information that helps apply for, manage, and evaluate grant-funded initiatives, including Street Smart NJ campaigns. The DHTS grants can also support grantees in developing new and innovative ideas on how to reach more community members.
- NJDOT (HSIP funding) – Work with NJDOT to incorporate Street Smart NJ outreach and educational activities into existing programs such as TAP, SRTS and RSAs, LSP or other programs that receive federal HSIP funding (See Task 1: Program Integration and Task 2: Interagency Coordination for related details). Street Smart NJ can be introduced at project kickoff meetings and communities can be encouraged to implement campaigns before and after engineering improvements are completed. For programs that have outreach and communications components, Street Smart NJ messaging could be incorporated into project materials.
- Engage Coalitions – Enlist support of multi-disciplinary groups such as transportation safety committees and forums (e.g., BPAC, BIANJ, NJBWC, PIPP, NJPBS, Safe Kids) to identify additional funding opportunities. Many community or regional safety-oriented groups include local residents, business owners, and civic-minded members that can have unique insights or connections to potential funding partners. Street Smart NJ artwork can be adapted to include additional logos, which can incentivize local sponsors.
- Health Partnerships – Forge partnerships with medical centers and public health sector agencies such as NJ Trauma Council to incorporate messaging into existing education programs, including PSAs or conventional media safety ads. Public health and transportation safety agencies share common goals of eliminating or reducing serious health consequences and fatalities. Stronger partnerships among these groups can align the messaging and educational methods for achieving those goals. Local hospitals, trauma centers, transportation safety groups, and community centers can strengthen alliances to find available funding to support Street Smart messaging, advertising, campaign events or activities and educational initiatives in the community.
- Private Sector Support – Forge partnerships with local business enterprises and major employers to sponsor Street Smart messaging. Develop a list of major employers statewide to facilitate this action. Companies that are located within high pedestrian and bicycle crash communities have a vested interest in keeping their employees and/or customers safe. TMAs have major employer lists and contacts that could be a useful starting point for developing a statewide list. Municipal partners can supplement chambers of commerce or other business partnership lists. Creating new partnerships with these employers can facilitate broader outreach to those who work in communities as well as those who reside there. Community groups, TMAs, municipalities, and other



eligible recipients should also seek grants from the non-profit funding community to support Street Smart NJ activities as appropriate.

Next Steps:

Street Smart NJ programming can supplement the objectives of a variety of agencies, programs, and projects to help achieve safer outcomes for pedestrians and bicyclists across the state. The Street Smart NJ action team’s guiding principles and recommendations – integrating with design-related safety programming, applying performance-based metrics for prioritizing partner communities, improving community-based partnerships and leadership, and seeking additional funding opportunities – provide direction for building a broader statewide program and incorporating a safe systems model that aligns with federal emphasis areas.

The SHSP Pedestrian and Bicyclist Emphasis Area Team and select members of the SHSP Steering Committee should first review the recommendations of this report and coordinate with the action team to outline a clear path for advancement during the SHSP’s Year 2 implementation. The core goal of statewide, performance-based implementation will rely on a focused approach for improving coordinated leadership and expanding the program’s reach across agency, program and jurisdictional boundaries. The next step toward implementing these recommendations is to present these findings for leadership at implementing partner agencies (for example, NJDOT, DHTS, NJDOH and others) and to refine the strategy based on their input. Ideally, these partners would formalize a commitment and action plan with clear agency roles and milestones.

The action team also recommends that a statewide Street Smart program that follows the recommendations of this report be piloted in one or two high crash underserved communities to refine the strategy prior to broader adoption.

The action team recommends scheduling a special meeting with key SHSP leadership early in Year 2 of the SHSP implementation to establish the most effective means of advancing the objectives within this action report.



Top 100 Municipalities: Pedestrian Crashes (2015-2019)

Source: NJDOT Safety Voyager

Rank	Municipality	Number Crashes	Rank	Municipality	Number Crashes
1	Newark City	2236	51	Asbury Park City	72
2	Jersey City	1404	52	Dover Township (Morris Co)	71
3	Paterson City	1107	53	Cherry Hill Township	70
4	Elizabeth City	526	54	Maplewood Township	67
5	Irvington Township	510	55	Hillside Township	66
6	Camden City	376	55	Lodi Borough	66
7	Passaic City	367	55	Millville City	66
8	Trenton City	364	55	Wayne Township	66
9	East Orange City	353	59	North Plainfield Borough	65
10	Bayonne City	324	60	Lyndhurst Township	64
11	Union City	316	61	Ridgewood Village	63
12	North Bergen Township	302	62	Old Bridge Township	62
13	Hackensack City	296	62	Roselle Borough	62
14	Atlantic City	284	62	West Orange Township	62
15	Lakewood Township	279	65	Ewing Township	61
16	New Brunswick City	276	66	Egg Harbor Township	59
17	Clifton City	256	66	Pleasantville City	59
18	Perth Amboy City	249	68	Metuchen Borough	58
19	West New York Town	209	68	Rutherford Borough	58
20	Hoboken City	194	68	South Orange Village Township	58
20	Woodbridge Township	194	71	Millburn Township	57
22	Fort Lee Borough	189	71	Westfield Town	57
23	Montclair Township	185	73	Cranford Township	56
24	Teaneck Township	159	74	Elmwood Park borough	54
25	Plainfield City	158	75	Red Bank Borough	53
26	Union Township (Union Co)	157	75	Secaucus Town	53
27	Palisades Park Borough	142	77	Galloway Township	52
28	Edison Township	139	77	Glassboro Borough	52
29	Kearny Town	133	77	Middletown Township	52
29	Linden City	133	77	Paramus Borough	52
31	City of Orange Township	132	81	Summit City	51
32	Belleville Township	125	82	East Brunswick Township	50
33	Toms River Township	120	83	Carteret Borough	49
34	Bloomfield Township	119	84	Weehawken Township	48
35	Englewood City	113	85	Livingston Township	47
36	Garfield City	106	85	Ridgefield Borough	47
37	Harrison Town	105	85	Sayreville Borough	47
38	Fair Lawn Borough	104	88	Gloucester Township	46
39	Hamilton Township (Mercer Co)	103	89	Somerville Borough	45
40	Bergenfield Borough	101	90	Brick Township	44
41	Morristown Town	99	90	North Brunswick Township	44
42	Rahway City	87	92	Guttenberg Town	42
43	Vineland City	85	92	Middle Township	42
44	Fairview Borough	79	92	Piscataway Township	42
45	Pennsauken Township	78	95	Bridgeton City	41
45	Princeton Township	78	96	North Arlington Borough	40
47	Cliffside Park Borough	76	97	Absecon City	39
47	Neptune Township	76	97	Collingswood Borough	39
49	Franklin Township (Somerset Co)	75	99	Bridgewater Township	37
49	Nutley Township	75	99	Hasbrouck Heights Borough	37



Top 100 Municipalities: Bicyclist Crashes (2015-2019)

Source: NJDOT Safety Voyager

Rank	Municipality (County)	Number Crashes	Rank	Municipality	Number Crashes
1	Jersey City (Hudson)	475	51	Wall (Monmouth)	28
2	Newark (Essex)	313	51	Cranford (Union)	28
3	Paterson (Passaic)	162	51	West Windsor (Mercer)	28
4	Lakewood (Ocean)	160	54	Lacey (Ocean)	27
5	Elizabeth (Union)	155	54	Bergenfield (Bergen)	27
6	Camden (Camden)	137	54	North Brunswick (Middlesex)	27
7	Union City (Hudson)	108	54	Roselle (Union)	27
8	Passaic City (Passaic)	103	54	Edgewater (Bergen)	27
9	Hoboken (Hudson)	99	59	Westfield Town (Union)	26
10	Atlantic City (Atlantic)	93	59	Manasquan (Monmouth)	26
11	Bayonne (Hudson)	77	59	Fair Lawn (Bergen)	26
12	Toms River (Ocean)	75	59	Bridgewater, Somerset	26
13	Plainfield (Union)	68	59	Point Pleasant (Ocean)	26
13	Woodbridge (Middlesex)	68	59	Ewing (Mercer)	26
15	Clifton (Passaic)	67	59	Piscataway (Middlesex)	26
16	Edison (Middlesex)	66	59	Glassboro, Gloucester	26
17	Hackensack (Bergen)	64	67	Red Bank (Monmouth)	25
17	West New York (Hudson)	64	67	Belmar (Monmouth)	25
19	Trenton (Mercer)	61	69	South Plainfield (Middlesex)	24
20	Fort Lee (Bergen)	59	69	Lower Township (Cape May)	24
21	New Brunswick (Middlesex)	57	69	Rahway (Union)	24
22	North Bergen (Hudson)	56	69	Weehawken (Hudson)	24
23	Princeton (Mercer)	55	69	Mount Laurel (Burlington)	24
24	Brick (Ocean)	53	69	Cliffside Park (Bergen)	24
24	Franklin, Somerset	53	69	Middle Township (Cape May)	24
26	East Orange (Essex)	52	76	Avalon (Cape May)	23
27	Asbury Park (Monmouth)	51	76	Monroe, Gloucester	23
27	Hamilton (Mercer)	51	76	Collingswood (Camden)	23
27	Irvington (Essex)	51	76	Lyndhurst (Bergen)	23
30	Union Township (Union)	49	80	Harrison Town (Hudson)	22
30	Neptune (Monmouth)	49	80	Summit (Union)	22
32	Vineland (Cumberland)	47	80	Ridgewood Village (Bergen)	22
32	Perth Amboy (Middlesex)	47	83	East Brunswick (Middlesex)	21
34	Englewood (Bergen)	46	83	Tenafly (Bergen)	21
34	Cherry Hill (Camden)	46	83	Hazlet (Monmouth)	21
36	Ocean City (Cape May)	45	83	Pemberton (Burlington)	21
36	Wildwood (Cape May)	45	83	Howell (Monmouth)	21
38	Middletown (Monmouth)	44	83	Pt Pleasant Beach (Ocean)	21
38	Teaneck (Bergen)	44	89	Glen Ridge (Essex)	20
38	Garfield (Bergen)	44	89	Willingboro (Burlington)	20
41	Millville (Cumberland)	43	89	Englewood Cliffs (Bergen)	20
42	Montclair (Essex)	42	89	Hasbrouck Heights (Bergen)	20
43	Egg Harbor (Atlantic)	40	89	Bloomfield (Essex)	20
43	Kearny Town (Hudson)	40	89	Lodi (Bergen)	20
45	Linden (Union)	39	95	Fairview (Bergen)	19
46	Pleasantville (Atlantic)	36	95	Berkeley (Ocean)	19
47	Belleville (Essex)	35	95	Gloucester (Camden)	19



NJ Municipalities Containing Census Tracts with DI \geq 50%

Source: EPA Screening Tool

Absecon	East Rutherford	Hamilton (Atlantic)	Magnolia	Parsippany-Troy Hills	South River
Asbury Park	East Windsor	Hamilton (Mercer)	Mahwah	Passaic	Summit
Atlantic City	Edgewater Park	Harrison	Manville	Paterson	Teaneck
Bayonne	Edison	Hasbrouck Heights	Maple Shade	Paulsboro	Tenafly
Belleville	Egg Harbor	Hawthorne	Maplewood	Penns Grove	Toms River
Bergenfield	Egg Harbor City	Highland Park	Maywood	Pennsauken	Totowa
Bloomfield	Elizabeth	Hillside	Middle	Perth Amboy	Trenton
Bound Brook	Elmwood Park	Hoboken	Middlesex	Phillipsburg	Union
Bridgeton	Englewood	Irvington	Millburn	Pine Hill	Union City
Burlington	Ewing	Jersey City	Millville	Piscataway	Upper Deerfield
Camden	Fairfield	Keansburg	Montclair	Plainfield	Vineland
Carteret	Fairview	Kearny	Morristown	Plainsboro	Voorhees
Chesilhurst	Flemington	Kenilworth	Mount Holly	Pleasantville	Weehawken
City of Orange	Fort Lee	Lakehurst	Neptune	Prospect Park	West New York
Clayton	Franklin	Lakewood	Neptune City	Rahway	West Orange
Clementon	Freehold	Lawnside	New Brunswick	Red Bank	Wharton
Cliffside Park	Galloway	Lawrence	New Milford	Ridgefield	Wildwood
Clifton	Garfield	Leonia	Newark	Ridgefield Park	Willingboro
Collingswood	Gloucester	Linden	North Bergen	Roselle	Winslow
Cresskill	Gloucester City	Lindenwold	North Brunswick	Roselle Park	Woodbine
Dover	Guttenberg	Little Ferry	North Plainfield	Salem	Woodbridge
Dunellen	Hackensack	Lodi	Ocean	Sayreville	Woodbury
East Brunswick	Hackettstown	Long Branch	Old Bridge	Secaucus	Woodland Park
East Orange	Haledon	Lumberton	Palisades Park	South Brunswick	Woodlynne
					Wrightstown