

STREET SMART

STREET SMART NJ FACT SHEET

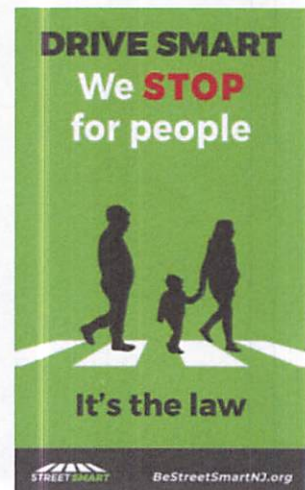
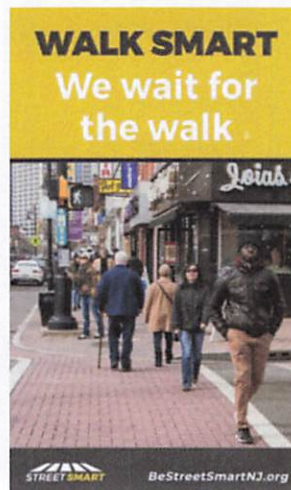
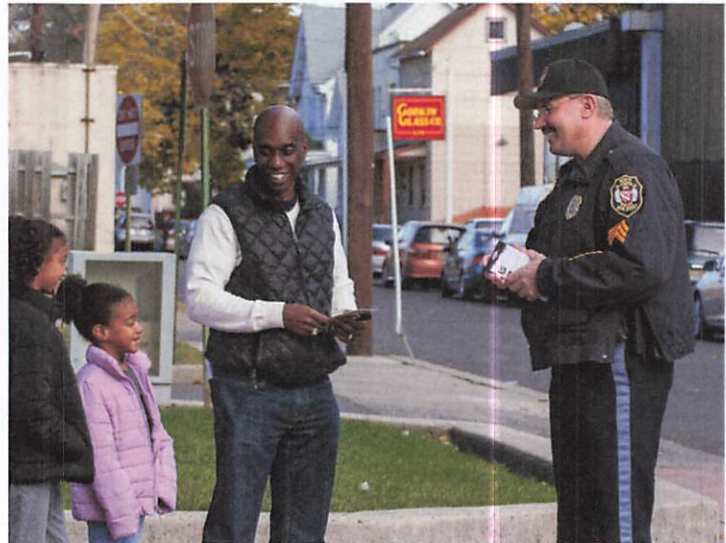
What is Street Smart NJ?

Street Smart NJ is a public education, awareness and behavioral change pedestrian safety campaign created by the North Jersey Transportation Planning Authority (NJTPA). The campaign combines grassroots public awareness efforts with social media, public outreach efforts and law enforcement to address pedestrian safety.

There are a number of different ways communities can participate. Nearly all campaigns enlist the involvement of community leaders, businesses and organizations and ask police to step up enforcement of pedestrian safety laws. Some campaigns have an evaluation component, including pre- and post-campaign surveys and observations at crash prone locations. Smaller campaigns may be limited to handing out information at community events and displaying signage around town.

More than 250 communities have participated in Street Smart NJ in some way since the program's inception in 2013. The more communities that participate, the more we can raise awareness about this important issue. Communities everywhere are invited to use the strategies and materials on the Street Smart NJ website, bestreetsmartnj.org, to create their own campaigns. The website includes a 'How To' guide, printable materials, social media posts and a sample press release among other resources.

The NJTPA's staff is available to meet with interested municipalities to discuss how to bring Street Smart NJ to that community.



Why do we need Street Smart?

Part of the impetus behind Street Smart NJ was that the Federal Highway Administration had identified New Jersey as a pedestrian “focus” state due to the high incidence of pedestrian injuries and fatalities. While the state no longer has that designation, New Jersey still experiences a high number of pedestrian-vehicle crashes, resulting in fatalities and serious injuries. In 2023, 173 pedestrians died as a result of pedestrian-vehicle crashes in New Jersey, according to the NJ State Police. There were also 26 cyclists killed in crashes with vehicles that year. Overall there were 576 crashes resulting in 608 fatalities.



The Street Smart NJ campaign urges motorists and pedestrians to keep safety in mind when traveling. The program’s core message is “Walk Smart – Drive Smart – Be Street Smart,” with specific messages for motorists and pedestrians including: Heads up, phones down; We slow down for safety; We stop for people – it’s the law; We use crosswalks; We cross at corners; We cross at the light; We wait for the walk; We move over for safety and We look before crossing. In 2022, a new message, “We move over 4 feet – it’s the law,” was added to reflect New Jersey’s Safe Passing Law, which was enacted that year. These messages are incorporated into safety tip cards, posters, banners, outdoor signs, coasters, tent cards and coffee cup sleeves.

Police Enforcement

One of the keys to Street Smart NJ’s success is law enforcement participation. Police officers engage and educate, rather than simply issue citations. In many communities that participate in Street Smart NJ police have issued warnings rather than citations and even rewarded good behavior with coupons, gift cards and free t-shirts. Street Smart NJ public awareness efforts are often conducted in conjunction with this increased enforcement.



Contact:

Will Yarzab
Street Smart Coordinator
(973) 877-8120
wyarzab@njtpa.org

Follow us on social media & help spread our safety messages!