How to Implement the Street Smart NJ

Pedestrian Safety Campaign in Your Community

- Obey speed limits
- Stop for pedestrians
- Wait for the walk
- Use crosswalks

Available at: www.bestreetsmartnj.org

Has a checklist that includes:

- Problem Identification (Pre-Campaign)
- High Visibility Enforcement Planning, Implementation & Evaluation
- Public Outreach Planning, Implementation & Evaluation
- Problem Identification
Collateral Materials: Tip Cards

Check your vital signs
Local police are enforcing pedestrian laws

Drivers:
- Motorists in New Jersey MUST stop for pedestrians in a marked crosswalk. Failure to observe the law may subject you to one or more of the following:
  - 2 points
  - $200 fine (plus court costs)
  - 15 days community service
  - Insurance surcharges
  (C.39:4-86)

Pedestrians:
The law is clear, pedestrians must obey pedestrian signals and use crosswalks at signalized intersections. Both carry a $54 fine for failure to observe the law.
(C.39:4-32 and 33)

Cross at corners and intersections. Use marked crosswalks where available.
Before crossing look left, right, then left again.
Use pedestrian buttons and begin crossing the street on the “Walk” signal.
Use sidewalks or walk facing traffic where there are no sidewalks.
Watch out for vehicles turning right on red.
Be visible at night and in inclement weather.
Walk sober.
Eliminate all distractions.
Collateral Materials: Posters and Street Signs

Pedestrian safety zone

Check your vital signs
Obey speed limits
Stop for pedestrians

Local police are enforcing pedestrian laws

STREETSMArt
BeStreetSmartNJ.org

Pedestrian safety zone

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Collateral Materials: Paid and Earned Media

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Pedestrian Safety Zone

Prudential Center

Check your vital signs
Use crosswalks
Social Media Outreach

StreetSmart NJ
@StreetSmartNJ

Street Smart NJ is NJ's first statewide pedestrian safety campaign to educate pedestrians & motorists about making safety a priority whether walking or driving.

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Education

51 likes

About

StreetSmart is New Jersey's first statewide pedestrian safety campaign to educate pedestrians and motorists about making safety a priority whether walking.

Photos

Share

New Jersey DMTS's photo

October 31, 2014

Whether walking or dining, lives are on the line. Obey the law & be Street Smart this Halloween.
Two Approaches to Campaign Evaluation:

1. Pre and Post Observational Study by Rutgers CAIT
2. Pre and Post Intercept Surveys by PROvuncular