



STREET SMART **MORRISTOWN 2021**

 **TransOptions**

SUMMARY

Street Smart NJ campaign efforts were conducted in Morristown from July through December of 2020 and again in the summer of 2021. While in-person activities were suspended due to the COVID-19 pandemic, TransOptions continued to provide education virtually by developing paid targeted social media videos. Videos were launched and targeted in both English and Spanish to reach Morristown's population.

Efforts were evaluated using an online survey after the campaign was completed. The surveys were available in both English and Spanish. The survey results showed an overall awareness of pedestrian safety messaging and the presence of the Street Smart NJ campaign in the community, positive self-reported behaviors, and knowledge of laws related to pedestrian safety.

STREET SMART NJ OVERVIEW

TransOptions partnered with the Town of Morristown and the Morristown Police Department to implement Street Smart NJ efforts. Street Smart NJ is a statewide public education, awareness and behavioral change campaign that was developed in 2013 by the North Jersey Transportation Planning Authority (NJTPA), the metropolitan planning organization for the 13-county northern New Jersey region. The NJTPA, along with the Federal Highway Administration (FHWA), the New Jersey Department of Transportation (NJDOT), NJ TRANSIT, NJ Division of Highway Traffic Safety (NJDOTS), and the Transportation Management Associations (TMAs) worked with numerous community partners to develop and pilot the Street Smart NJ program. The campaign is funded through U.S. Department of Transportation resources.

TRANSOPTIONS

TransOptions is a nonprofit organization and is one of eight TMAs in New Jersey. The TMAs are tasked with implementing strategies and programs that address traffic congestion, economic development, air quality, roadway user safety and livability issues.

Each TMA has a designated service area, with TransOptions serving the northwestern area of the state. This area includes all of Morris, Warren and Sussex counties, as well as suburban Essex, Passaic and Union counties.

MORRISTOWN, NEW JERSEY

The Town of Morristown is located in Morris County, New Jersey. Morristown had a population of 20,180 as of April 1, 2020, according to the United States Census Bureau¹.

Between 2018 and 2020, 75 pedestrians were involved in crashes, making Morristown the municipality with the highest number of pedestrians involved in crashes in Morris County. Of these crashes in Morristown, two resulted in a pedestrian fatality and nine pedestrians had suspected serious injuries.

STREET SMART NJ EFFORTS IN MORRISTOWN

In 2020 and 2021, TransOptions partnered with Morristown to conduct efforts to increase awareness of safe walking and driving behaviors to advance pedestrian safety in the local community. TransOptions and Morristown have worked on Street Smart NJ and pedestrian safety efforts consistently since 2016.

Due to the COVID-19 pandemic, in-person outreach and contact was suspended in 2020 and 2021. Campaign street signs and targeted social media advertisements in English and Spanish were used to increase awareness and continue to provide safety education in the



Street Smart NJ Campaign signage in Morristown

¹ United States Census Bureau. (2021). *QuickFacts Morris County, New Jersey; Morristown town, New Jersey*. www.census.gov/quickfacts/fact/table/morriscountynewjersey,morristowntownnewjersey/PST045219

community. TransOptions also provided an online community survey that was promoted online by Morristown to evaluate impact.

PAID SOCIAL MEDIA ADVERTISEMENT CAMPAIGNS AND RESULTS

TransOptions developed two series of educational videos that address specific driving and walking behaviors associated with Street Smart and general pedestrian safety behavioral needs. The first series of videos were piloted in Morristown between September 2020 and February 2021 to continue promoting pedestrian safety in Morristown during the COVID-19 pandemic. These videos were shared as boosted posts on TransOptions' Facebook and Instagram pages and were in English only. Each video was one-minute or less in length. The boosted posts targeted people who reside in or had recently visited Morristown and the surrounding area. Many videos included photos of specific roadway locations in Morristown to provide local examples of areas where certain safe walking and driving behaviors are necessary.

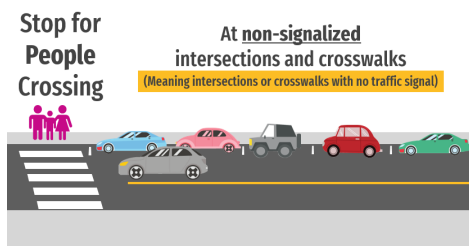
After the successful distribution of the safety videos using social media in Morristown, the videos were replicated and launched as social media advertisements in other communities in northwestern New Jersey that were participating in Street Smart NJ pedestrian safety activities in 2021.

In summer 2021, the first series of videos were translated into Spanish and targeted at Spanish-speaking social media users in Morristown each week over an eight-week period. According to the United States Census Bureau, Morristown's population is approximately 30% Hispanic-Latino, a higher percentage compared to the Morris County (14%) percent) average¹.

In addition, a second series of five educational video advertisements were developed in English and targeted in Morristown alongside the Spanish versions of the first series of advertisements.

Below are the topics addressed in the video advertising campaigns and the reach results for each video. Reach is defined as the number of people who saw the ad at least once.

STOP FOR PEDESTRIANS | PARE Y DE PASO A LOS PEATONES



STOP FOR PEDESTRIANS
At crosswalks in Morristown like:



**Morris Street
+ King Street**



PARE Y DE PASO A LOS PEATONES
En cruces peatonales en Morristown como:



**Morris Street
y King Street**

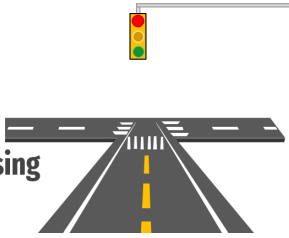
- Reviewed the need for people driving to stop for pedestrians at non-signalized intersections
- Video highlighted specific locations in Morristown where there are non-signalized intersections where drivers must stop for pedestrians
- 396 reached in English | 989 reached in Spanish

YIELD TO PEDESTRIANS WHEN TURNING | CEDE EL PASO A PEATONES CUANDO ESTÁS GIRANDO

When Turning

At signalized intersections

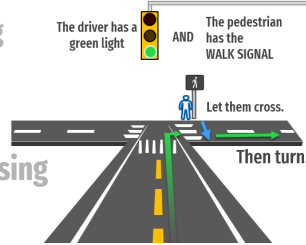
Yield to People Crossing



When Turning

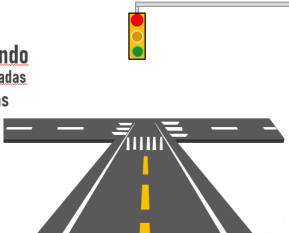
At signalized intersections

Yield to People Crossing

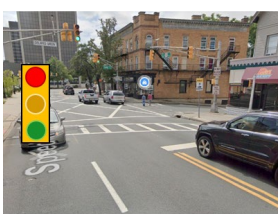


Speedwell Ave.
+ Early Street

Cuando estás girando en intersecciones señalizadas
Cede el paso a personas que están cruzando



Cuando estás girando en intersecciones señalizadas
Cede el paso a personas que están cruzando

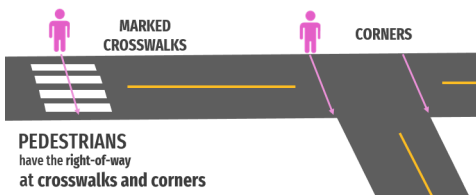


Speedwell Ave.
y Early Street

- Reviewed the need for people driving to give pedestrians the right-of-way when turning at signalized intersections
- Reviewed the relationship between traffic lights for drivers and pedestrian crossing signals
- Video highlighted specific locations in Morristown where signalized intersections are present and emphasized the need for drivers to yield to pedestrians crossing before turning at those locations
- 473 reached in English | 1,040 reached in Spanish

CROSS AT CROSSWALKS AND CORNERS | SE DEBE CRUZAR LA CALLE EN EL CRUCE PEATONAL Y LAS ESQUINAS

WHERE SHOULD YOU CROSS THE STREET?



All Corners are CROSSWALKS



IN MORRISTOWN: Elm Street & Altamont Court



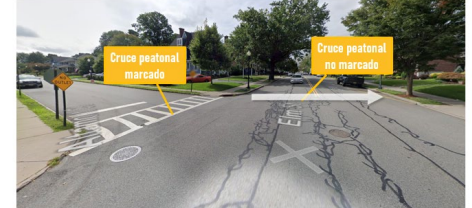
¿ADÓNDE DEBES CRUZAR LA CALLE?



Todas las esquinas son CRUCES PEATONALES



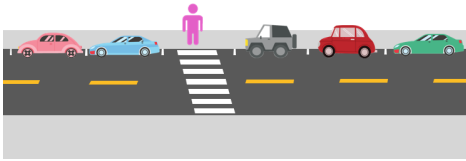
EN MORRISTOWN: Elm Street y Altamont Court



- Reviewed the need for pedestrians to use crosswalks and informed viewers that corners are considered unmarked crosswalks
- Informed viewers that pedestrians have the right-of-way at corners and crosswalks and drivers should stop for pedestrians attempting to cross in these areas
- Video highlighted specific locations in Morristown where there are both marked and unmarked crosswalks
- 372 reached in English | 1,115 reached in Spanish

MIDBLOCK CROSSING | CRUZANDO POR LA MITAD DE LA CALLE

Use CROSSWALKS



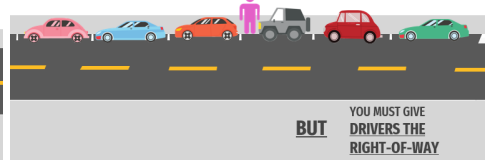
It is safer to cross at **CROSSWALKS**



Instead of crossing mid-block

PEDESTRIANS have the **right-of-way** at **CROSSWALKS AND CORNERS**

IF A CROSSWALK OR CORNER is too far away You can cross midblock



BUT YOU MUST GIVE **DRIVERS THE RIGHT-OF-WAY**

Use los cruces peatonales



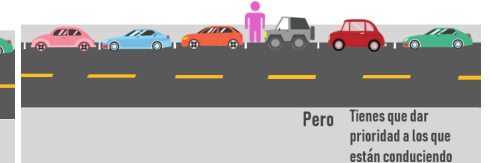
Es más seguro cruzar en los **cruces peatonales**



En vez de cruzar por la mitad de la calle

Peatones tienen la prioridad en cruces peatonales y las esquinas

Si el cruce peatonal o la esquina están muy lejos Puedes cruzar por la mitad de la calle

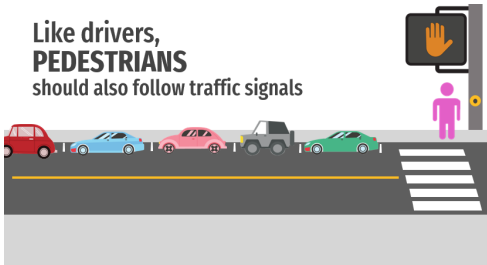


Pero Tienes que dar prioridad a los que están conduciendo

- Video encouraged crossing at crosswalks and corners
- Reviewed midblock crossing and the appropriate way to cross midblock if a crosswalk or corner is not available
- Informed viewers that pedestrians can cross mid-block but they must yield the right-of-way to approaching drivers
- 1,825 reached in English | 959 reached in Spanish

PEDESTRIAN SIGNALS | SEÑALES PARA PEATONES

Like drivers, **PEDESTRIANS** should also follow traffic signals



DON'T START CROSSING if the signal is **FLASHING** OR **COUNTING DOWN**



WAIT FOR THE **WALK SIGNAL**



Presiona el **botón** Espera la señal de caminar



NO EMPIECES A CRUZAR SI LA SEÑAL ESTÁ **PARPADEANDO**

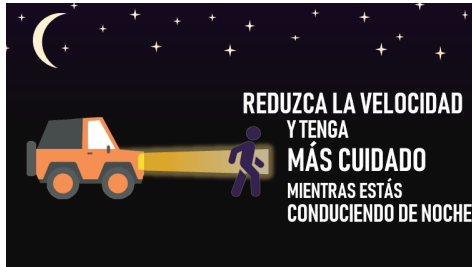


ESPERA LA SEÑAL **PARA CAMINAR**



- Reviewed types of pedestrian crossing signals at signalized intersections and need for pedestrians to follow signals
- Video highlighted specific locations in Morristown where pedestrian signals are present
- 1,695 reached in English | 1,050 reached in Spanish

SAFE WALKING AND DRIVING AT NIGHT



- Video informed viewers that the most serious pedestrian crashes occur at night
- Encouraged drivers to slow down and be careful when traveling at night as well as encouraged pedestrians to try to be seen when walking at night.
- Video reviewed the benefits of using reflective items when walking at night
- 2,533 reached in English | 911 reached in Spanish

SPEEDWELL AVENUE PEDESTRIAN SIGNAL | SEÑAL PEATONAL SPEEDWELL AVENUE

MORRISTOWN has a Pedestrian HAWK Signal on Speedwell Avenue

These signals are used to make drivers **STOP** so pedestrians can **CROSS SAFELY**

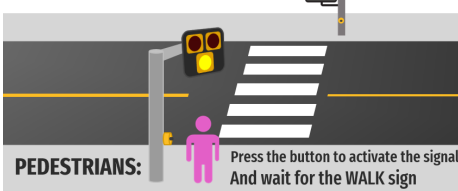


MORRISTOWN tiene una señal de cruce peatonal activado de alta intensidad en la **avenida Speedwell**

Estas señales se utilizan para asegurarnos de que conductores se detengan para que **peatones puedan cruzar de manera segura**



The signal will begin flashing **YELLOW**
DRIVERS SHOULD PREPARE TO STOP



La señal va a mostrar luces intermitentes **amarillas**
Conductores deben estar preparados para **detenerse**



When the signal begins flashing **RED**



Cuando la señal cambie a luces **rojas intermitentes**



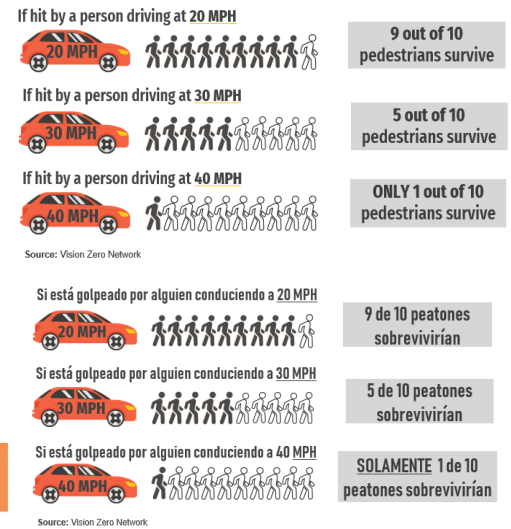
La señal peatonal comenzará a contar

The pedestrian will also have a walk signal

El peatón también tendrá una señal para caminar

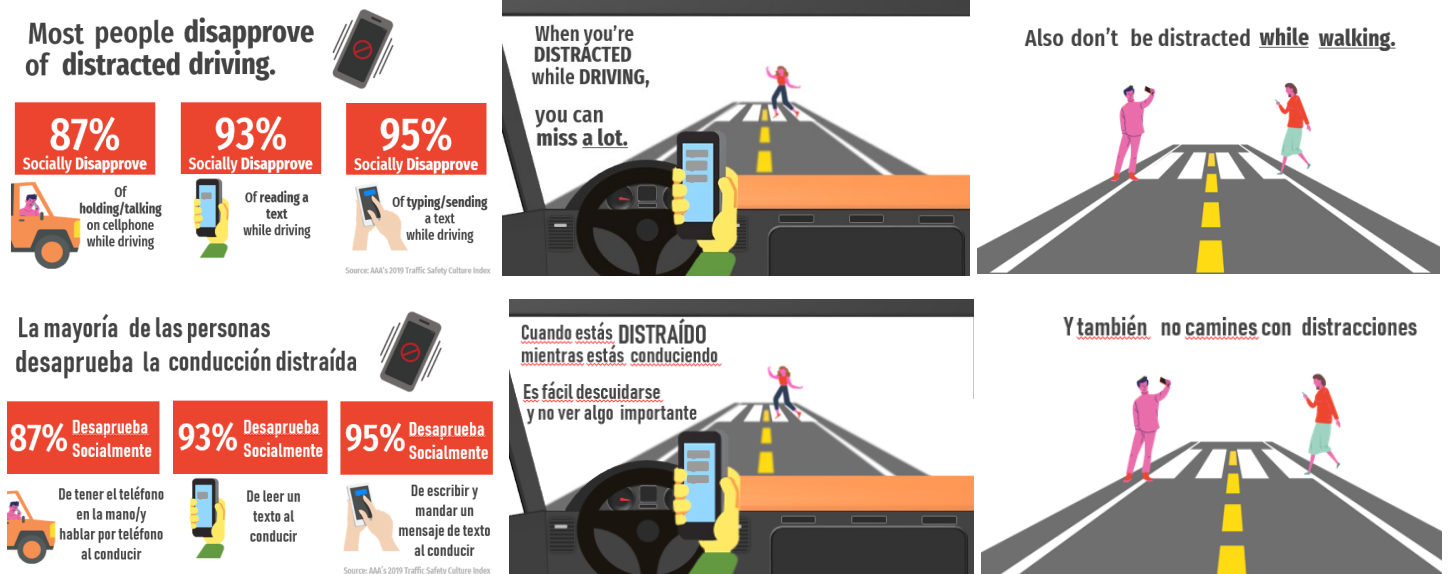
- Morristown Police Department requested a video to increase understanding and compliance of a Pedestrian Hybrid Beacon (PHB) / High-Intensity Activated crossWalk (HAWK) signal that was recently installed on Speedwell Avenue
- The video provided an overview of this type of traffic signal and proper behaviors for both people driving and walking
- 2,794 reached in English | 1,668 reached in Spanish

SPEED AND PEDESTRIAN SAFETY | VELOCIDADES SEGURAS Y SEGURIDAD PEATONAL



- Informed viewers how speed impacts pedestrian safety and the need to slow down on local roadways where pedestrians and bicyclists are present
- Informed viewers of the relationship between increased speed and decreased pedestrian crash survivability
- 2,092 reached in English | 884 reached in Spanish

DISTRACTED DRIVING AND PEDESTRIAN SAFETY | DISTRACCIONES EN LA CALLE



- Informed viewers that most people disapprove of varying forms of cellphone use while driving
- Reviewed how distracted driving can cause drivers to miss pedestrians on the road
- Reminded viewers that it is not safe to cross the street while distracted by a cellphone
- 914 reached in English | 910 reached in Spanish

SECOND SOCIAL MEDIA ADVERTISEMENT CAMPAIGN - SUMMER 2021

A second series of social media advertisement videos were piloted in Morristown in the summer of 2021. Each of these videos were 30 seconds or less in length and used local photos to connect audiences to areas in the community. Like the first series of advertisements, these messages were also targeted at people who reside in or had recently visited Morristown and the surrounding area.

The messaging for most of these videos were developed using the Theory of Planned Behavior (TPB), a theory often used in public health approaches to motivate behavior change. TPB suggests targeting the underlying beliefs associated with a target audience's attitudes, subjective norms, and perceived behavioral control to increase intentions of performing the desired behavior.

SAFE DRIVING AROUND OPEN STREETS & OUTDOOR DINING



- Video called attention to how more roadway space was being used to accommodate outdoor dining in Morristown during the COVID-19 pandemic
- Reminded the audience that if they had a positive view of increased outdoor dining options in the community, they should also drive slowly and eliminate distractions to maintain safety in these areas
- 2,565 reached



- Video was specifically targeted at young males ages 18 to 34 who reside in or had recently visited Morristown and the surrounding area. This population was selected because, young male drivers are the population most likely to be speeding at the time of fatal crashes, according to the National Highway Safety Administration (NHTSA)²
- Messaging addressed common beliefs held by the target audience related to how they value their driving skills
- Informed target audience that good driving skills can be accomplished by slowing down
- 1,588 reached

² National Highway Traffic Safety Administration. (2020). Traffic Safety Facts: 2018 Data. Speeding. <https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/812932>

STOP FOR PEDESTRIANS

**IN A SURVEY,
MOST PEOPLE IN MORRISTOWN
REPORTED**



**THAT THEY
STOP FOR PEDESTRIANS**

**We STOP
for people**

- Video featured a live action video of drivers stopping for a pedestrian in Morristown
- Messaging addressed social norms by referring to a 2019 Street Smart NJ survey conducted in Morristown where most participants reported that they stop for pedestrians while driving
- 2,725 reached

PHONES DOWN

**IN A SURVEY,
MOST PEOPLE IN MORRISTOWN
REPORTED**

**THAT THEY
NEVER
USE THEIR PHONE
WHILE DRIVING**



**YOU'RE A
BETTER DRIVER
WITHOUT
YOUR PHONE**



- Messaging addressed social norms by referring to a 2019 Street Smart NJ survey conducted in Morristown where most participants reported that they never use their phone while driving to increase beliefs related to social norms
- 2,406 reached

WALK SIGNAL

**LIKE DRIVERS
PEDESTRIANS
SHOULD ALSO FOLLOW
TRAFFIC SIGNALS**

**WAIT
FOR THE
WALK
SIGNAL**

**We wait
for the walk**

- Video made connection between roadway signals for both people driving and walking
- Messaging encourages people walking to also follow traffic signals and cross with the walk signal
- 2,451 reached

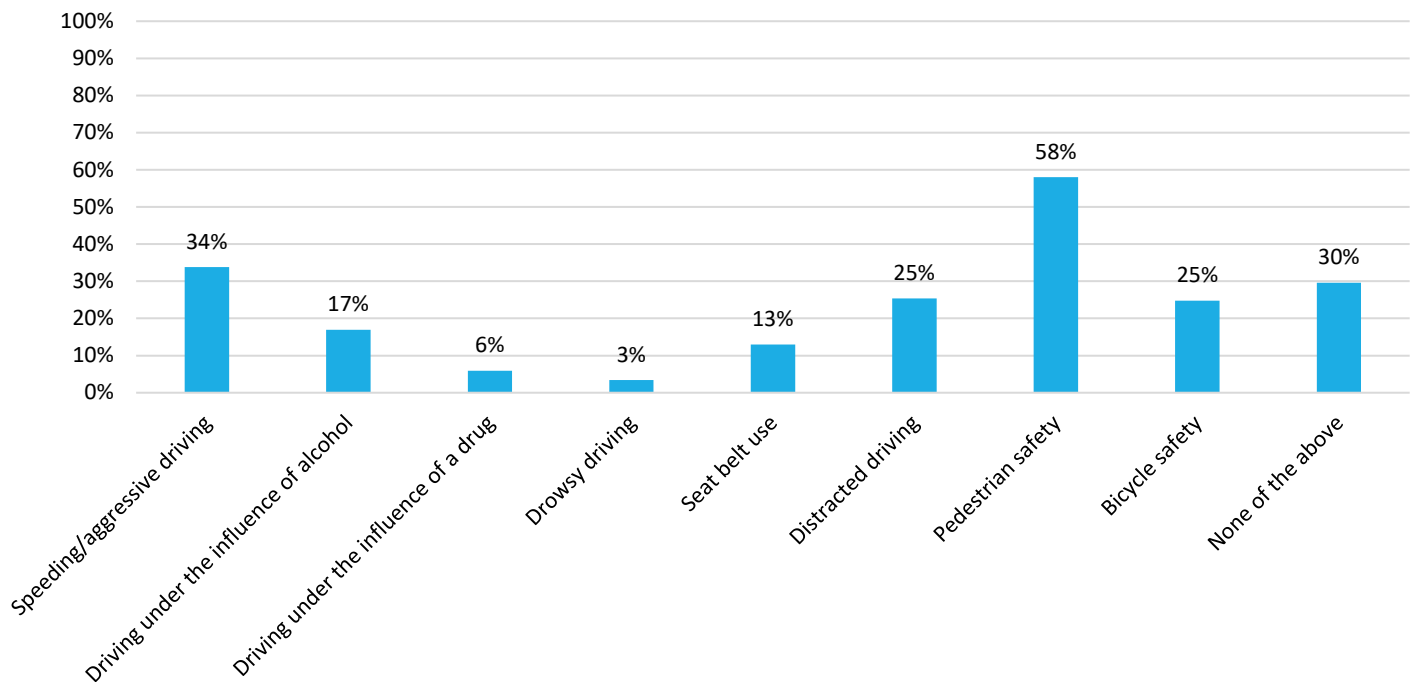
SURVEY RESULTS

A Street Smart NJ survey was distributed in Morristown in August 2021 to gauge the impact of Street Smart NJ activities. The survey was available in both English and Spanish. The Town of Morristown and the Morristown Police Department assisted in distributing the survey on social media and other forms of town-based digital communications. There were 355 survey participants, with only five of those participants responding to the survey in Spanish. A goal for future surveys is to increase Spanish survey responses.

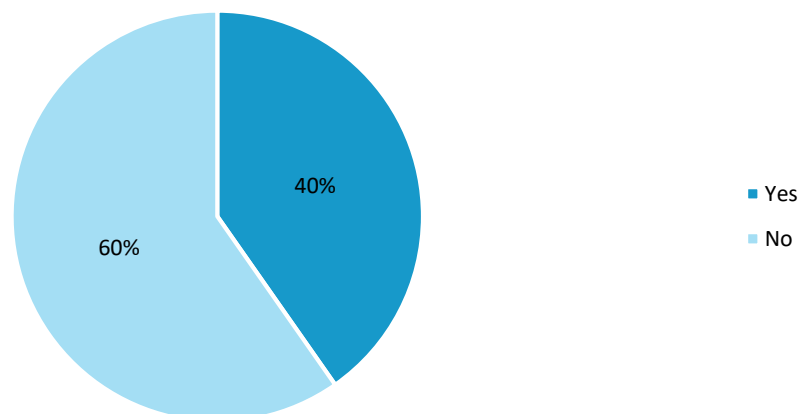
It is anticipated that another pedestrian safety survey will be repeated in 2022 to track progress related to pedestrian safety and Street Smart NJ activities in Morristown.

CAMPAIGN AWARENESS RESULTS

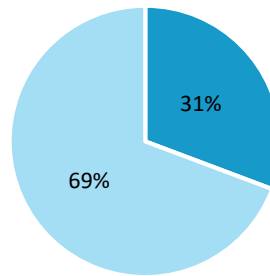
**IN THE LAST 30 DAYS, HAVE YOU READ, SEEN OR HEARD ANY MESSAGES ADDRESSING THE FOLLOWING...
(SELECT ALL THAT APPLY)**



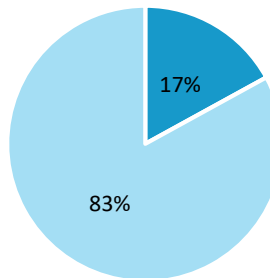
HAVE YOU READ, SEEN OR HEARD ANY MESSAGE OR SIGNAGE THAT MENTIONS "STREET SMART"?



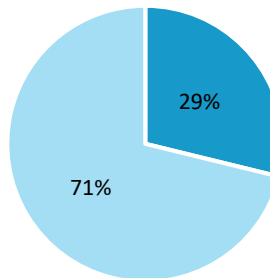
IN THE LAST 30 DAYS, HAVE YOU READ, SEEN OR HEARD ANY MESSAGES SIMILAR TO THE FOLLOWING...



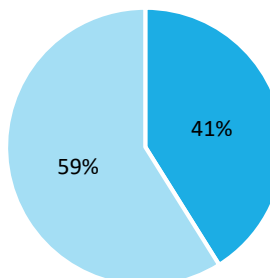
■ Yes
■ No



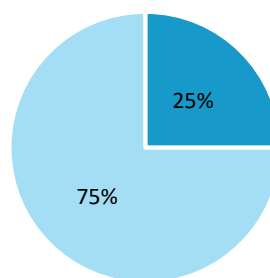
■ Yes
■ No



■ Yes
■ No

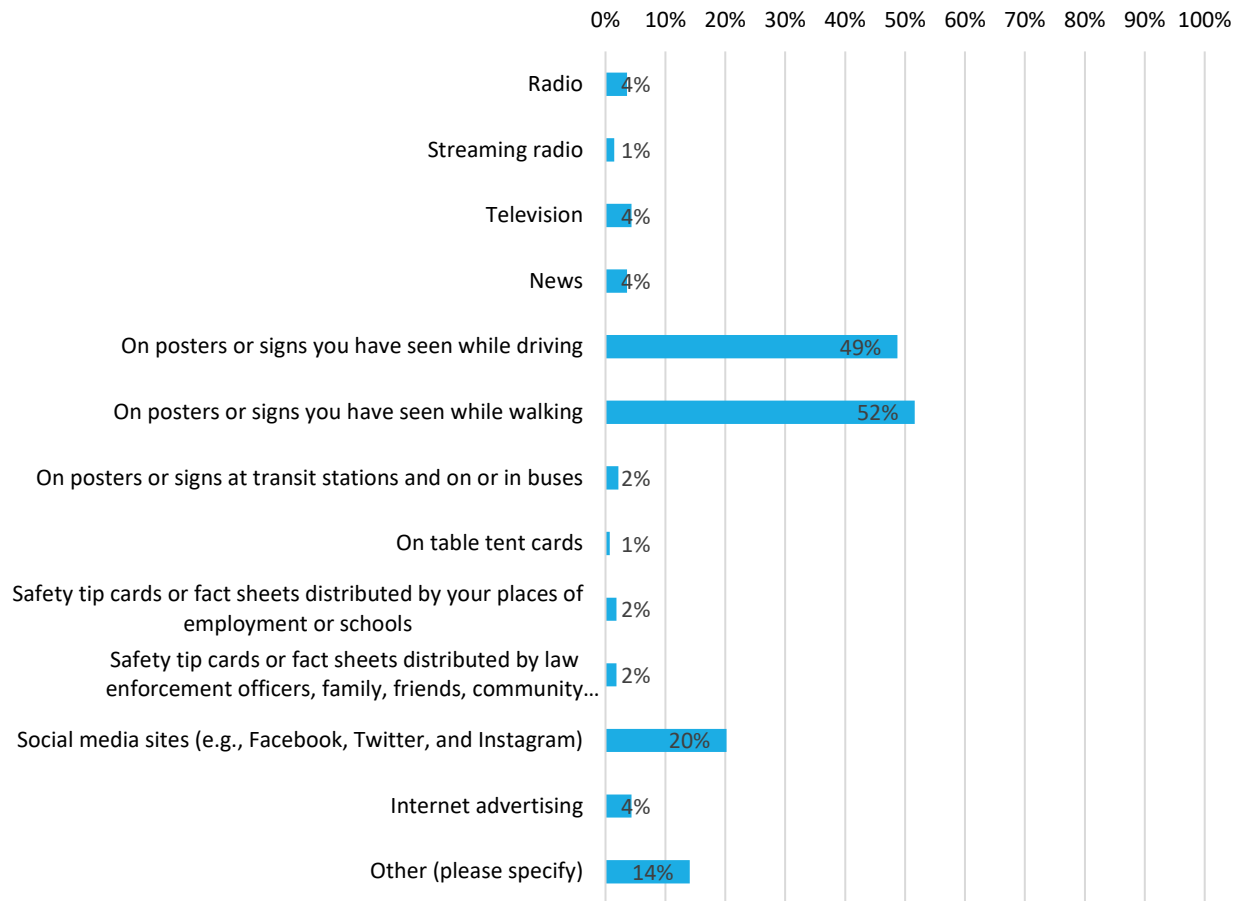


■ Yes
■ No

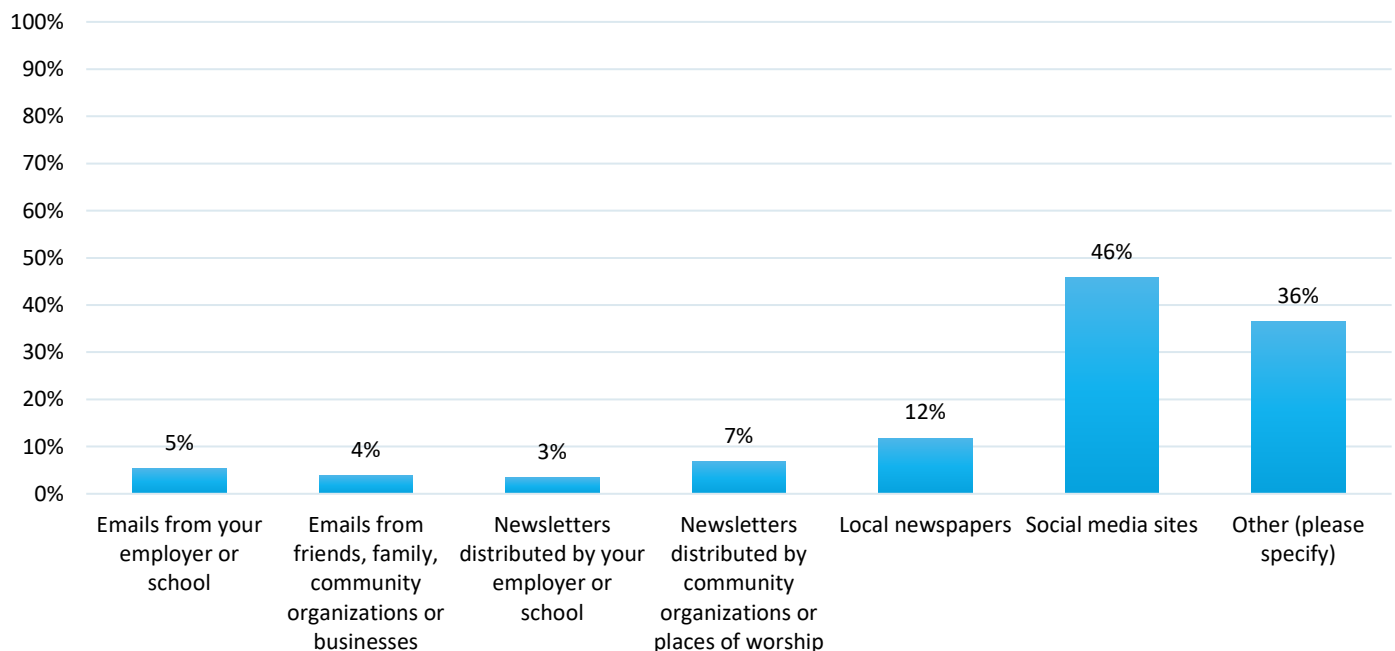


■ Yes
■ No

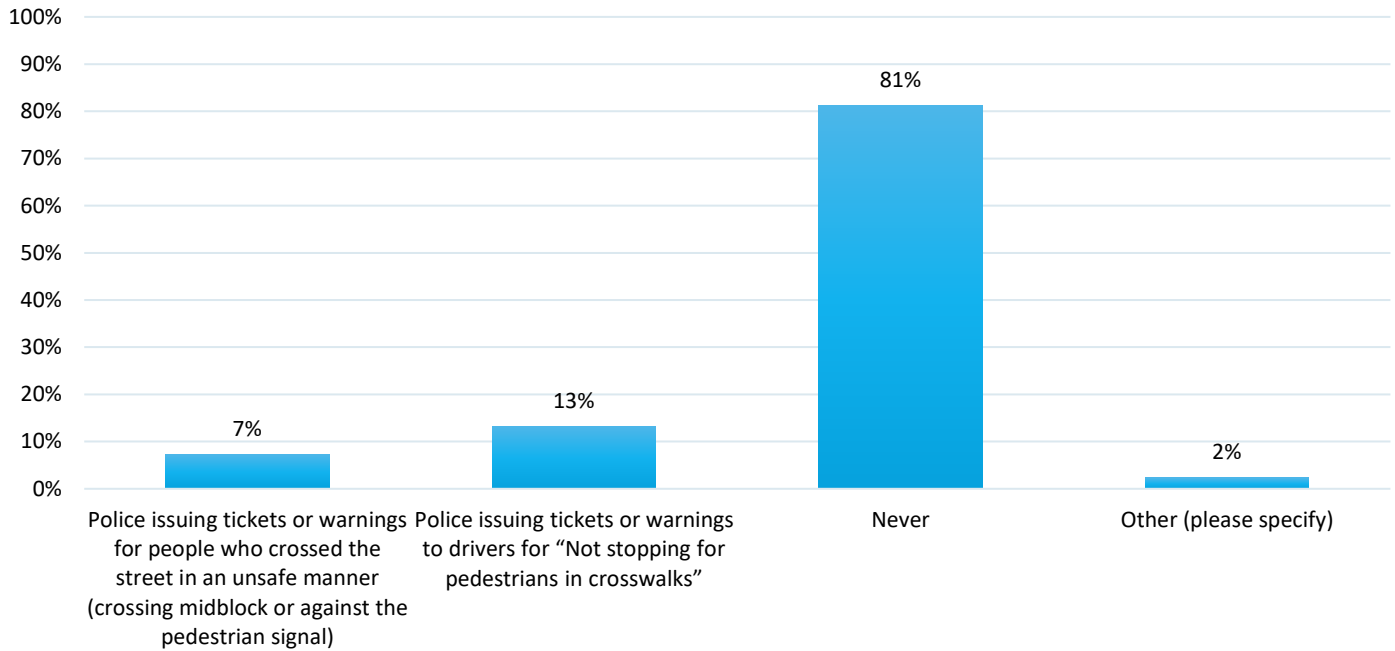
IF YOU SAW OR HEARD ANY OF THE MESSAGE FROM THE PREVIOUS QUESTIONS, WHERE DID YOU SEE OR HEAR THEM? (SELECT ALL THAT APPLY).



IN THE PAST MONTH, HAVE YOU SEEN OR RECEIVED INFORMATION ABOUT PEDESTRIAN SAFETY FROM ANY OF THE FOLLOWING SOURCES? (CHECK ALL THAT APPLY)



**HAVE YOU RECENTLY READ, SEEN OR HEARD ABOUT THE FOLLOWING POLICE EFFORTS TO ENFORCE PEDESTRIAN SAFETY LAWS?
(CHECK ALL THAT APPLY)**



WHEN DRIVING, HOW OFTEN DO YOU DO THE FOLLOWING?

	Never	Sometimes	Usually	Always	Does not apply - I do not driver
Drive the speed limit on local/residential streets?	2%	4%	46%	45%	3%
Stop for a pedestrian at a marked crosswalk?	1%	1%	20%	75%	3%
Use your cellphone while driving (phone call, texting, email, change music)?	47%	46%	3%	1%	3%

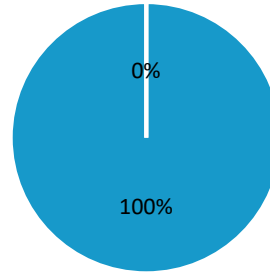
WHEN WALKING, HOW OFTEN DO YOU DO THE FOLLOWING?

	Never	Sometimes	Usually	Always
Cross the street mid-block? - Meaning you cross outside of a marked crosswalk or corner	31%	62%	4%	3%
Cross with the "walk" signal? - Meaning you do not cross the street while the signal is counting down, flashing, a solid orange hand, or says "don't walk"	4%	17%	54%	26%

AT INTERSECTIONS WITH A TRAFFIC LIGHT AND PEDESTRIAN SIGNAL, YOU SHOULD BEGIN WALKING WHEN THE PEDESTRIAN SIGNAL SHOWS: (SELECT ALL THAT APPLY)



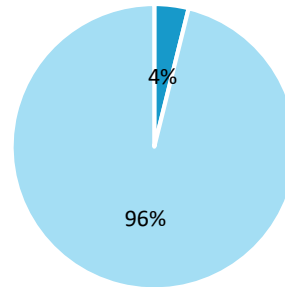
A WALK sign or person walking



■ Yes
■ No



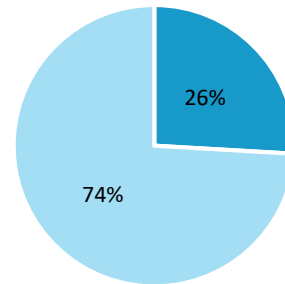
A flashing hand or flashing "DON'T WALK" sign



■ Yes
■ No



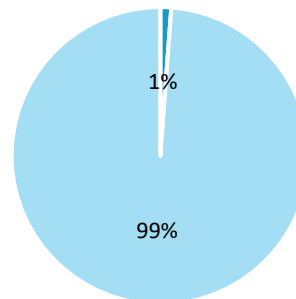
A countdown signal



■ Yes
■ No

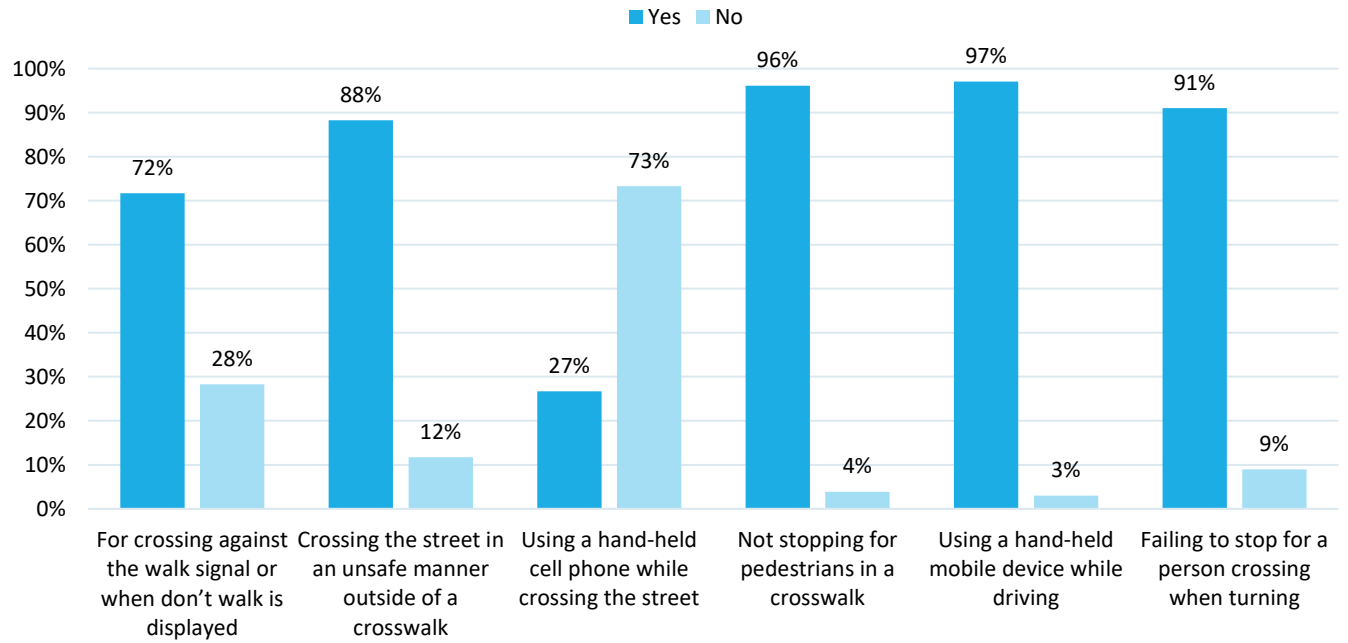


A fixed hand or fixed DON'T WALK sign (fixed means that the DON'T WALK signal is not flashing or counting down)



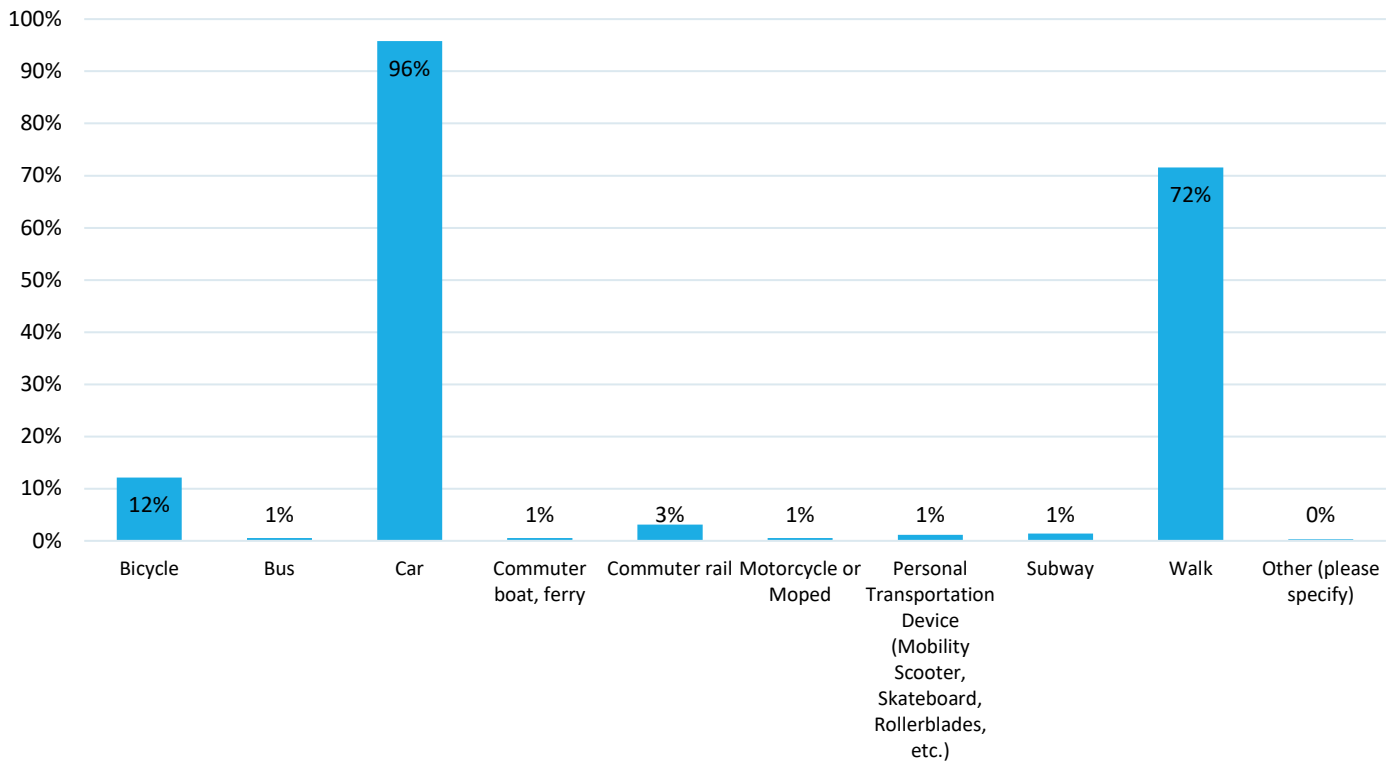
■ Yes
■ No

TO THE BEST OF YOUR KNOWLEDGE, CAN YOU RECEIVE A TICKET IN NEW JERSEY FOR...

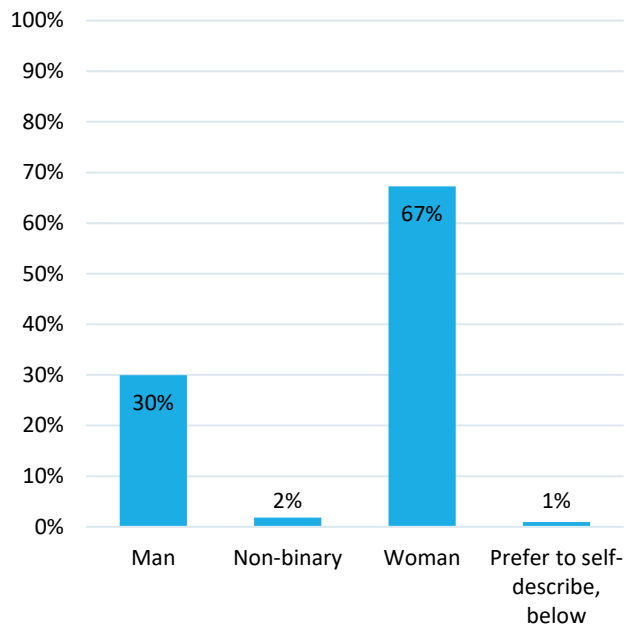


SURVEY PARTICIPANT DEMOGRAPHICS

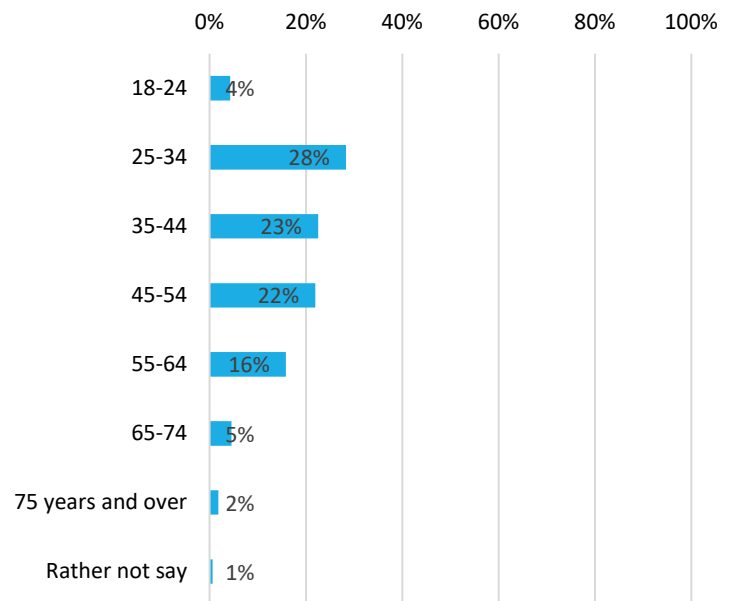
WHAT MODE(S) OF TRANSPORTATION DO YOU USE ON A WEEKLY BASIS? (CHECK ALL THAT APPLY)



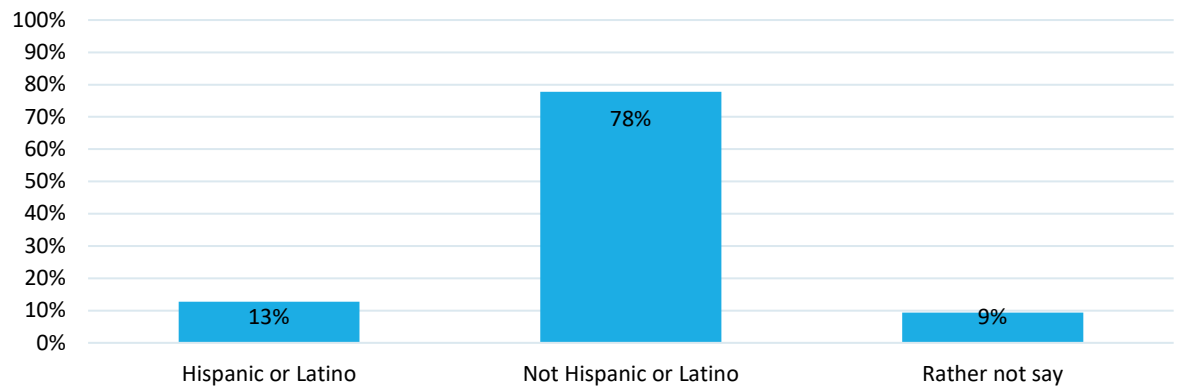
WHAT IS YOUR GENDER?



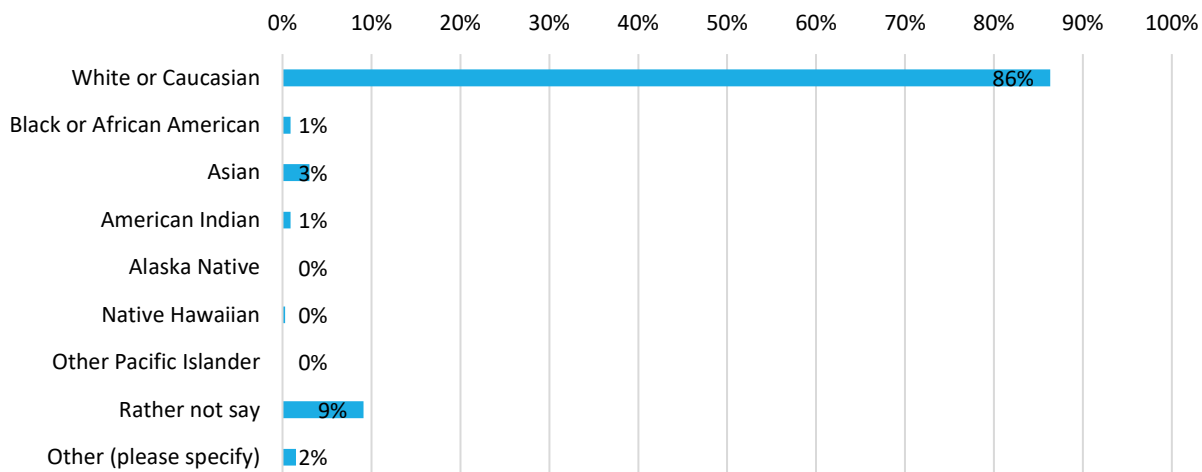
WHAT IS YOUR AGE?



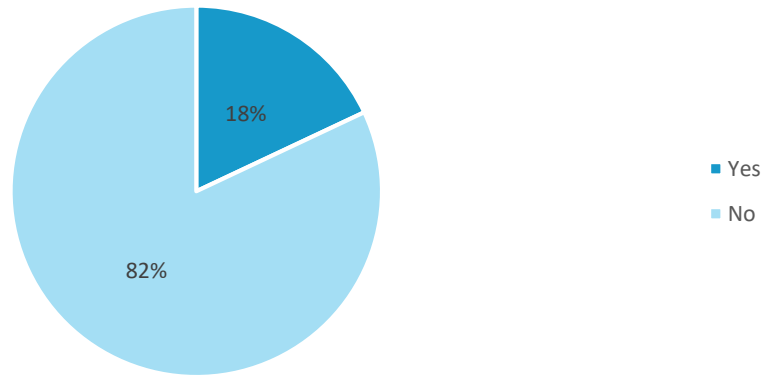
WHAT IS YOUR ETHNICITY?



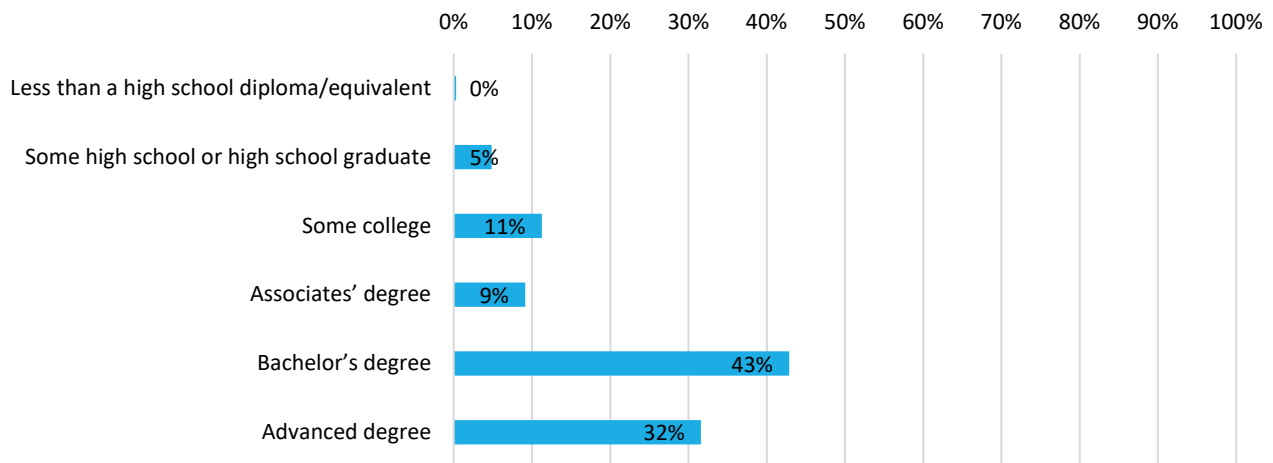
WHAT IS YOUR RACE? (CHECK ALL THAT APPLY)



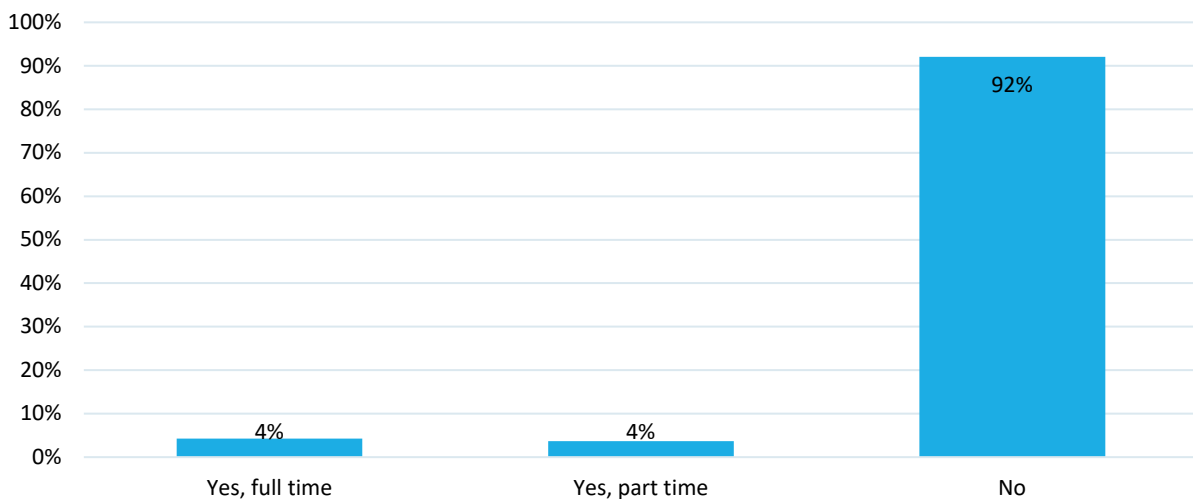
DO YOU SPEAK ANY LANGUAGES BESIDES ENGLISH AT HOME?



WHAT IS THE HIGHEST LEVEL OF EDUCATION YOU HAVE COMPLETED?



ARE YOU ENROLLED IN ANY TYPE OF EDUCATION INSTITUTION LIKE UNIVERSITY, COLLEGE, COMMUNITY COLLEGE OR TECHNICAL TRAINING PROGRAM?



CONCLUSION

The Street Smart NJ survey conducted in Morristown in 2021 showed that participants had high awareness of pedestrian safety messaging in the community (58%) with 40% reporting that they had been exposed to Street Smart NJ messaging. The 2021 survey showed that participants had high levels of knowledge of pedestrian safety laws and understanding of pedestrian signals. Participants of the 2021 survey also mostly self-reported positive walking and driving behaviors.

Targeted social media advertisements have been found to be a useful pedestrian safety education and promotion tool, especially during the ongoing COVID-19 pandemic. When comparing the two video series, more people viewed the shorter videos from Morristown's second video series compared to the longer videos from the first series. Future message development will focus on utilizing shorter videos with 30 seconds or less in length, similar to the second video series in Morristown. Messaging will also be developed to address the underlying beliefs that contribute to audience attitudes, social norms, and perceived behavioral control related to traffic safety issues. TransOptions plans to apply data from the 2021 survey to develop new messaging.

TransOptions has been working with Morristown since 2016 on pedestrian safety efforts. TransOptions plans to maintain ongoing focus on Morristown and will work with the community to address traffic safety needs.