

RED BANK CATHOLIC'S

Just Drive Campaign 2024





We Want To Make
RED BANK READY.

But What Does This Mean?



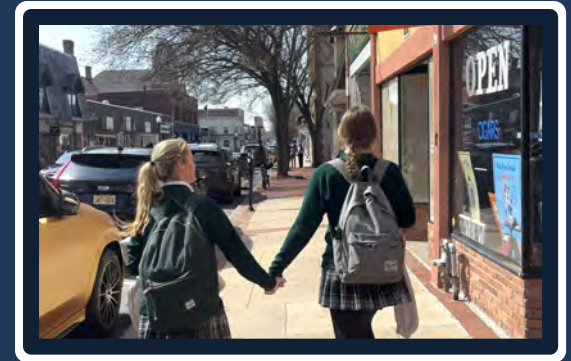
Getting RED BANK READY.

In broad terms, Getting Red Bank Ready means:

- Smarter Driving
- Safer Roads

In our project, we are focusing on the following:

- Creating safer parking lots for students and citizens
- Educating and enforcing the “**Move Over Law**” to ensure emergency vehicles can safely navigate through Red Bank
- Making sure that drivers in Red Bank abide by **crosswalk guidelines** and stop for pedestrians.





The Problem:



The parking lots in Red Bank can get very chaotic, especially when students are arriving/leaving school.

Drivers are quick to rush out, **putting themselves and others at risk.**

Unfortunately, this has led to many accidents within the Red Bank Catholic student body.



The Solution:

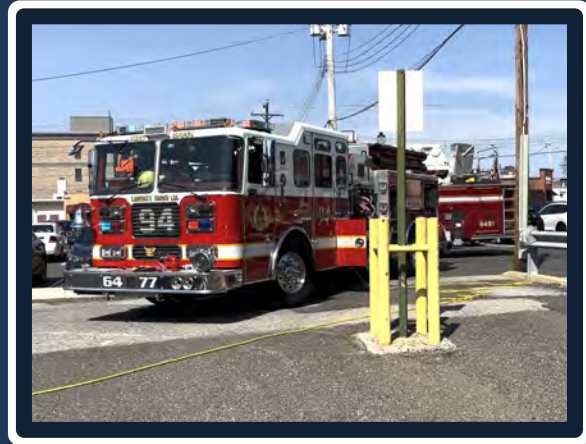


When school lets out, we have been **interviewing upperclassmen students** and talking to them about the parking lots.

Through these interviews, we have encouraged students to drive with **more caution** and have gotten **great feedback** on how we can transform the parking lots into **safer spaces.**



The Problem:



The Solution:

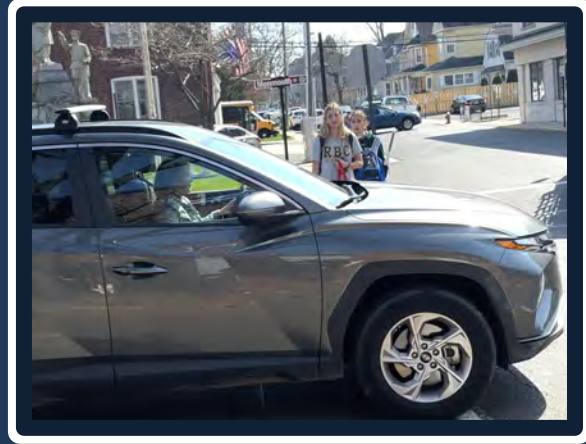


The streets in Red Bank can become very clogged with traffic, which poses a **great risk to emergency services**. When people do not properly move over to make space for emergency vehicles on the roads, they delay them from reaching their destination. The result of this hindrance can be **fatal**.

The Move Over Law, which requires drivers to exercise extra precaution when driving past emergency vehicles, is essential in maintaining safe roads. In order to promote this, we partnered with the police department and staged a scene in which a police car was stopped in the shoulder of the road. We recorded two videos—one demonstrating the right thing to do, and the other showcasing what not to do. We included this footage in the video portion of our campaign.



The Problem:



Thousands of people—including all of the students at Red Bank Catholic and St. James—use the crosswalks to get to school. Unfortunately, many drivers in Red Bank **don't stop at crosswalks**, putting pedestrians at risk. We knew that this **needed to end**.

The Solution:



In order to protect our community, we partnered with the **Red Bank Police Department** to teach the students at St. James how to safely navigate across the streets. These students received **road safety-themed coloring books** and were given a supervised walkthrough across the crosswalk. Through our campaign, we have inspired many Red Bank drivers to **join our mission** and rightly stop for pedestrians.



Uniting the COMMUNITY.





Uniting the **COMMUNITY.**

First, we knew that we had to come together as a school.

No matter what town we come from, Red Bank has become a **second home** to all of us students.

So, we began our campaign by assembling a team of passionate students to spearhead the movement.

We met several times after school to discuss our ideas for the campaign and how we could make a **genuine impact** on our community.

Getting Stylish

After agreeing on a theme for our campaign, we designed t-shirts that supported our cause.

Once they were delivered, we set up an information table and organized a school-wide sale.

Selling these t-shirts brought our entire student body together and transformed our campaign into something much bigger than the original team.





Uniting the **COMMUNITY.**

Now, it was time to unite the town.

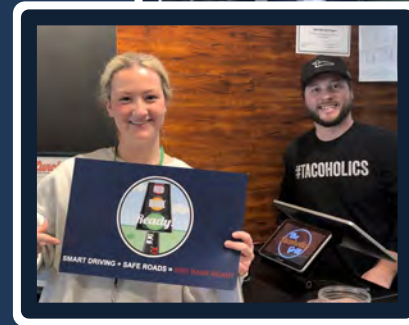
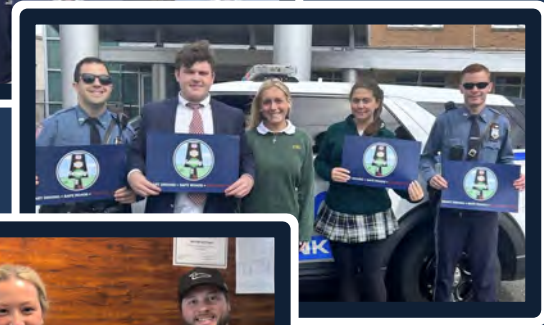
In order to advance our campaign into a town-wide effort, we designed posters and banners to advertise around Red Bank.

We affiliated with several local businesses owners to promote our cause in their stores.

Spreading the Word

Our next step was presenting the campaign.

First, we organized a meeting with Red Bank's Deputy Mayor Kate Triggiano. We discussed our goals and she helped facilitate communication with the police department and approval to hang the banner. We were very inspired by her story and her passion for serving Red Bank.





That's the End...

So together, let's make
RED BANK READY.

