

2025–2026 CRASH Project Advisor Evaluation Report

The Brain Injury Alliance of New Jersey (BIANJ) administers the CRASH Project (College Roads and Safety Habits), a statewide peer-to-peer transportation safety program funded through the New Jersey Division of Highway Traffic Safety. The CRASH Project challenges college students to develop and implement transportation safety campaigns on their campuses and within their surrounding communities. Through education, outreach, student leadership, and community engagement, participants address issues such as distracted driving, impaired driving, speeding, pedestrian safety, bicycle and micromobility safety, and other transportation safety concerns.

The 2025–2026 academic year was the fourth year of the CRASH Project. Ten colleges and universities from across New Jersey participated in the program. As a prerequisite for participation, colleges signed a participation agreement stating that they would participate, to the best of their ability, in an evaluation of the CRASH Project. BIANJ staff informed faculty advisors of the evaluation through email communications, technical assistance meetings, and ongoing project support.

The online advisor evaluation survey was distributed in April 2026 and remained open through the conclusion of the program year. Faculty advisors were asked to provide feedback regarding their experiences implementing the CRASH Project on their campuses, including program strengths, challenges, student engagement, transportation safety impact, and recommendations for future program improvements.

Program Participation

Ten faculty advisors completed the advisor evaluation survey, representing the following colleges and universities:

- Brookdale Community College
- Bergen Community College
- Kean University
- Montclair State University
- New Jersey Institute of Technology (NJIT)
- Passaic County Community College
- Rutgers University–New Brunswick
- Stevens Institute of Technology
- Stockton University
- UCNJ Union College of Union County, NJ

The survey consisted of both quantitative and open-ended questions designed to evaluate the effectiveness of the CRASH Project from the advisor perspective.

General Findings

Program Implementation

Overall, advisors reported positive experiences implementing the CRASH Project on their campuses.

Most advisors indicated that obtaining support from college administration, managing project finances, communicating with student team members, and planning program activities were manageable and straightforward processes.

Advisors reported that:

- 60% found obtaining support from college administration to be easy or very easy.
- 67% found managing program finances to be easy or very easy.
- 50% found communicating with student team members to be easy or very easy.
- 50% found planning program activities to be easy or very easy.

The most commonly identified challenge involved finding time to meet regularly with students due to academic schedules, competing campus commitments, and student organization responsibilities.

Student Leadership and Engagement

A major strength of the CRASH Project continues to be its emphasis on student leadership and peer-to-peer education.

Faculty advisors reported that students demonstrated strong ownership of their projects, worked collaboratively, and remained engaged throughout the program year.

Key findings include:

- 90% agreed that student team members worked cohesively together.
- 90% agreed that student leaders held regular meetings.
- 90% agreed that student team members were actively engaged in the program.
- 80% agreed that the broader student body was engaged with project activities.
- 80% agreed that surrounding communities were engaged with project activities.

Many advisors commented that student leadership was one of the most rewarding aspects of participation and that students demonstrated creativity, initiative, and commitment to improving transportation safety on their campuses.

Support from BIANJ

Advisor feedback regarding support from BIANJ staff was overwhelmingly positive.

All responding advisors reported feeling supported throughout the implementation of their projects.

Key findings include:

- 100% agreed that they felt supported by BIANJ staff.
- 100% rated their interactions with BIANJ staff positively.
- Advisors consistently praised the responsiveness, communication, flexibility, and guidance provided by program staff.

Several advisors specifically noted that regular communication and the availability of technical assistance contributed significantly to the success of their projects.

Advisor Satisfaction

Overall satisfaction with the CRASH Project remained exceptionally high.

Key findings include:

- 90% agreed that they were satisfied with their advising experience.
- 90% agreed that their interactions with student team members were positive.
- 80% agreed that project activities went as planned.
- 90% agreed that students had the resources necessary to complete their projects.

These findings indicate that advisors found the program meaningful, manageable, and worthwhile for both themselves and their students.

Transportation Safety Impact

Faculty advisors reported that participation in the CRASH Project positively impacted transportation safety awareness among students and campus communities.

Key findings include:

- 80% agreed that the CRASH Project gave students opportunities to discuss the importance of safe driving.
- 60% agreed that students became safer drivers because of their projects.
- 60% agreed that students became safer passengers because of their projects.

Advisors noted that students became more aware of transportation safety issues affecting their campuses and developed stronger advocacy skills through campaign planning and implementation.

Open-Ended Feedback Themes

Transportation Safety Issues Identified by Advisors

Advisors identified several transportation safety concerns affecting their campuses and communities:

- Distracted driving
- Speeding
- Impaired driving
- Unsafe pedestrian behaviors
- Dangerous intersections and roadway design
- Campus traffic congestion
- Parking lot safety concerns
- Bicycle and micromobility safety

Recommended Solutions

When asked how these issues could best be addressed, advisors most frequently recommended:

- Transportation safety education and awareness campaigns
- Increased peer-to-peer outreach
- Earlier transportation safety education
- Expanded partnerships with local government and community organizations
- Infrastructure improvements
- Increased enforcement efforts
- Continued student leadership initiatives

General Conclusions from the Advisor Evaluation Surveys

Advantages of the CRASH Project

Advisors overwhelmingly identified student leadership development as one of the greatest benefits of the CRASH Project. The program provides meaningful opportunities for students to address real transportation safety concerns while developing leadership, teamwork, creativity, communication, advocacy, and project management skills.

Commonly cited advantages included:

- Developing student leadership and teamwork skills through peer-to-peer education and outreach.
- Providing real-world experience in project planning, communication, community engagement, and transportation safety advocacy.
- Encouraging civic engagement by connecting students with local government officials, law enforcement agencies, and community stakeholders.
- Increasing awareness of transportation safety issues affecting college students and their communities.
- Promoting collaboration among students, faculty advisors, public safety officials, community organizations, and campus partners.
- Creating opportunities for students to develop creative and innovative transportation safety campaigns tailored to the unique needs of their campuses.

Several advisors highlighted the opportunity for students to work directly with community leaders and transportation safety professionals while developing solutions to transportation safety concerns in their local communities.

Aspects of the Program that Worked Well

Advisors reported several factors that contributed to the successful implementation of the CRASH Project:

- Student-led campaigns increased student ownership, engagement, and enthusiasm for transportation safety initiatives.
- Transportation safety events, awareness campaigns, tabling activities, and outreach efforts successfully promoted transportation safety messages across campus communities.
- Strong student leadership teams helped maintain project momentum and participation throughout the academic year.
- Community partnerships enhanced project impact and provided valuable opportunities for student engagement.

- Advisors overwhelmingly reported feeling supported by BIANJ staff and praised the communication, flexibility, and technical assistance provided throughout the program.
- Access to project funding, resources, and educational materials helped campuses successfully implement their initiatives.
- Flexible project design allowed students to address transportation safety concerns that were most relevant to their campuses and surrounding communities.

Challenges of the CRASH Project

While advisors expressed strong overall satisfaction with the program, they also identified several common challenges.

The most frequently cited challenges included:

- Finding time to meet with students and coordinate project activities amid competing academic, extracurricular, and organizational commitments.
- Maintaining student engagement and project momentum throughout the academic year.
- Balancing CRASH Project responsibilities alongside other campus priorities and student organization activities.
- Scheduling conflicts that occasionally affected event attendance and participation.
- Coordinating community partnerships and outreach opportunities, particularly beyond established law enforcement relationships.

Despite these challenges, advisors consistently reported that the benefits of the CRASH Project outweighed the obstacles and that the program provided valuable leadership, educational, and community engagement opportunities for participating students.

Conclusion

The 2025–2026 CRASH Project Advisor Evaluation demonstrates that the program continues to be a valuable and effective transportation safety initiative for colleges and universities throughout New Jersey. Advisors reported positive experiences, strong student engagement, meaningful community impact, and increased transportation safety awareness among participating students.

The evaluation findings suggest that the CRASH Project successfully empowers students to become transportation safety advocates while providing opportunities to develop leadership, communication, and community engagement skills. Feedback from participating advisors will help the Brain Injury Alliance of New Jersey continue to strengthen and improve the CRASH Project while maintaining a proven model for peer-to-peer transportation safety education and outreach.