(Municipality) Joins Statewide Pedestrian Safety Campaign

#### Street Smart NJ works to change behaviors that contribute to pedestrian-vehicle crashes

(Mayor, Police Chief, Municipal Spokesperson) announced today that (municipality) will be conducting a Street Smart NJ pedestrian safety education campaign aimed at reducing pedestrian-motor vehicle crashes in New Jersey during (month or weeks campaign is running).

Street Smart NJ is a collaborative effort between public, private and non-profit organizations. During the campaign, local police will be enforcing pedestrian laws in (municipality) and working with several partners – including (mention some groups here) – to educate people who are driving and walking.

(Municipality will kick-off/kicked-off) its Street Smart NJ campaign on (date). (Insert a paragraph detailing your municipal kick-off event, if applicable.)

(Quote about campaign from a local official)

Pedestrian safety is concern nationwide, but it is particularly important in New Jersey, were the fatality rate far exceeds the national average. Pedestrians comprised 26.7 percent (183 people) of the 685 people killed in crashes in New Jersey in 2022, while the national average is 18 percent, according to the most recent data available from the National Highway Traffic Safety Administration (NHTSA). New Jersey ranked 23rd in the nation in pedestrian fatalities per 100,000 people in 2022. On average, one pedestrian is killed almost every two days in New Jersey.

Street Smart NJ is one of many initiatives in New Jersey working to help the state reach its goal of zero pedestrian fatalities. The campaign reminds people that everyone has a role to play in making our streets safer. Drivers need to obey speed limits and stop for people crossing; people walking need to use crosswalks (marked and unmarked) and cross with the signals; and everyone needs to avoid distractions.

During the campaign educational materials will be on display throughout the community and (police/volunteers/businesses, etc.) will be distributing safety information.

The statewide Street Smart NJ campaign is managed by the North Jersey Transportation Planning Authority (NJTPA) and began in 2013. Since its inception, more than 275 municipalities, counties, colleges and organizations have hosted campaigns.

Businesses, organizations and individuals interested in helping to promote the Street Smart NJ message in (municipality), should contact (name, phone, e-mail). To learn more about the campaign, visit bestreetsmartnj.org. The campaign is also on Facebook (/StreetSmartNJ) and X (@njstreetsmart)