

STREET SMART

Garwood, NJ



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Executive Summary

Street Smart NJ is a public awareness and behavioral change pedestrian safety campaign. Since its creation in 2013, more than 165 communities have participated in Street Smart NJ. The campaign is coordinated by the North Jersey Transportation Planning Authority (NJTPA) and is supported by federal and state funds, with additional funding/in-kind contributions from local partners, including the state's eight Transportation Management Associations.

New Jersey has been designated a "Pedestrian and Bicycle Focus State" by the federal government due to its high rate of pedestrian injuries and fatalities. The Street Smart NJ campaign aims to raise public awareness, educate drivers and pedestrians about safe travel, and change unsafe behavior through collaboration between public, private, and non-profit organizations.

EZ Ride worked with NJTPA, the NJ Division of Highway Traffic Safety, the Garwood Police Department, the Borough of Garwood, and Garwood School District to conduct a Street Smart NJ campaign starting in spring 2021 to raise awareness of NJ traffic laws and safe driving and walking practices among residents, including special programming for students. Street Smart activities began with pre-campaign observations at the intersection of South Avenue and Center Street on March 30, 2021. Garwood Police Department selected this intersection because of its crash history. In addition to the intersection observations, NJTPA and EZ Ride developed a brief online survey.

The survey included questions about driving and walking conditions in Garwood, driver and pedestrian behavior, and knowledge of traffic laws. Community leaders shared the survey on social media and it was also distributed electronically to students' families and other members of the community. The School District sent out the Street Smart pre-campaign survey in mid-March and the post campaign survey in mid-May.

The Street Smart campaign kicked off with a press conference at Police Headquarters on April 14, 2021. Speakers included Mayor Sara Todisco, Chief of Police James Wright, Superintendent Dr. Teresa Quigley, and EZ Ride Deputy Director of Bike and Pedestrian Programs, Lisa Lee.

EZ Ride partnered with the Garwood School District to deliver two virtual Green Talks at Lincoln School that day, which included bike and pedestrian safety tips. Pedestrian safety talks were also held for eight senior citizens at The Pointe on May 12 (virtual) and 22 senior citizens at The Village at Garwood on June 28 (in-person).

During the duration of the campaign, street signs, posters, safety tip cards and other educational materials were distributed throughout the community. In addition, several stores near the focus intersection supported the campaign by displaying Street Smart posters in their storefront windows and distributing tip cards or coffee cup sleeves with the safety messages.

The Garwood Police Department conducted enforcement efforts for two weeks from April 29 to May 13. During that time, the officers issued 20 summonses and 28 warnings to drivers and pedestrians.

Following the educational and enforcement activities, a team from EZ Ride returned to the focus intersection to complete post-campaign observations on Wednesday May 19.

The program was evaluated through pre- and post-campaign intersection observations and surveys. While not statistically significant, these quantitative measures provide an indication of the short term impact of the campaign. Analysis revealed:

- The campaign helped raise public awareness of Walk Smart and Drive Smart messages.
- Following the campaign, there was a 31 percent increase in the number of survey respondents who said they read, saw, or heard the Street Smart messages.
- Campaign information was best spread using three methods: posters and signs while driving or walking, social media, and safety tip cards distributed at school or work.
- More education and training is needed on the meaning of the flashing hand and flashing don't walk signals because 18.6 percent (pre-campaign) and 26.1 percent (post campaign) of survey participants thought these signals meant it's safe to cross.
- Awareness that pedestrians can be ticketed for crossing the street in an unsafe manner increased 5.5 percent following the campaign.
- A significant reduction in the following non-compliant behaviors:
 - Pedestrians crossing against the red signal.
 - Turning drivers who did not stop for pedestrians at the red signal
 - Drivers who didn't stop for pedestrians in the crosswalk

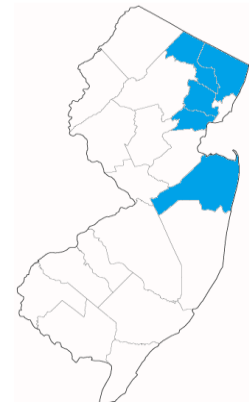
Post campaign surveys showed an increase in awareness that pedestrians could be ticketed for crossing in an unsafe manner however surveys didn't show an increased awareness that drivers are to stop for pedestrians in crosswalks or before making turns. This shows that additional education efforts are needed and important. Additional recommendations and infrastructure suggestions can be found in the Summary on page 47-49.

1. Street Smart Overview

Street Smart NJ is a public awareness and behavioral change pedestrian safety campaign. Street Smart NJ emphasizes educating drivers, pedestrians and bicyclists through community outreach and targeted enforcement. Police officers focus on engaging and educating, rather than simply issuing citations. Street Smart NJ complements, but doesn't replace, other state and local efforts to build safer streets and sidewalks, enforce laws, and better educate roadway users. In 2019, Street Smart NJ revamped its campaign, updating posters and making the key educational messages and visuals simpler to read and understand.

Street Smart NJ was developed in response to the Federal Highway Administration (FHWA) designating New Jersey a pedestrian focus state due to the high incidence of pedestrian injuries and fatalities. On average, one pedestrian is killed every two days in New Jersey and 12 are injured daily. New Jersey ranked 18th in the nation in pedestrian fatalities per 100,000 people in 2018, and pedestrians comprised 32 percent (176 people) of the 558 people killed in vehicle crashes in New Jersey in 2019, nearly double the national average of 17 percent, according to the National Highway Traffic Safety Administration (NHTSA). The Street Smart Campaign has four goals:

- Change pedestrian and motorist behavior to reduce the incidence of pedestrian injuries and fatalities in New Jersey.
- Educate motorists and pedestrians about their responsibility to safely share the road.
- Increase enforcement of pedestrian safety laws and roadway users' awareness of laws.
- Develop and evaluate a program that can be implemented statewide.



The Street Smart NJ program was piloted in five communities — Newark, Jersey City, Woodbridge, Hackettstown and Long Beach Island — in 2013 and 2014. These communities were selected to incorporate the state's diverse landscape of urban, suburban, rural, and shore regions. The program has since expanded to more than 165 communities throughout the state, including Garwood in 2021.

1.1 EZ Ride's Street Smart Program

The NJTPA has partnered with the eight Transportation Management Associations (TMAs) to expand the number of Street Smart NJ campaigns across the state. A TMA is an organization

that provides transportation solutions to reduce traffic congestion and air pollution. Each TMA was invited to assist with the program implementation by providing information, conducting intersection observations, and building relationships with municipalities to further partnerships and generate local support.

As shown in the blue areas of the map of New Jersey, EZ Ride delivers transportation solution services in Passaic, Essex, Union, Monmouth, and Bergen Counties. Besides Garwood, EZ Ride has initiated Street Smart NJ campaigns in Asbury Park, Bloomfield, Cranford, Elizabeth, Highlands, Hackensack, Linden, Newark, Paterson, Rutherford, and West Orange. Community outreach was also supported by distributing tip cards at schools and municipalities, including Garfield, Long Branch, Teaneck, and Westwood.

1.2 Garwood, Union County, New Jersey

Named after Samuel Garwood, the first president of the Garwood Land and Improvement Company, Garwood is a borough in Union County, New Jersey and was incorporated on March 19, 1903, from portions of Cranford Township and the town of Westfield. As Garwood evolved into a neighborhood of the larger Westfield and Cranford communities, its own identity improved through its attractiveness to manufacturing industries such as the Central Railway of NJ, Thatcher Furnace, Aeolia Organ, and Hercules Tubeworks. The decision to secede occurred as Garwood leadership realized it could get more value from the taxes it was paying by managing itself.

Garwood is approximately 15 minutes away from Newark Liberty International Airport and has an area of .65 square miles with a population density of 6,685 people per square mile. As of May 2010, Garwood had a total of 13.9 miles of roadways, of which 11.9 miles were maintained by the municipality, 1.02 miles by Union County, and 0.96 miles by the New Jersey Department of Transportation.

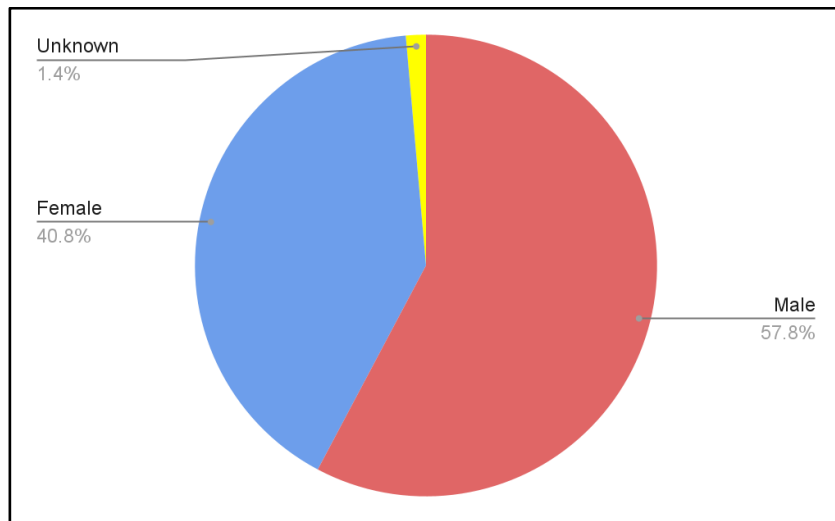
With 4,348 people, Garwood is the 206th largest city in New Jersey (500 total cities) and its population ranks 20th out of 21 in Union County. Garwood's population peaked in 1960 (5,426), steadily declined to 4,183 in 2000, but has since increased to 4,226 today. Its racial demographics consist of: White (91 percent); Asian (4 percent); two or more races (2 percent); and Black or African American (1.15 percent). Garwood's total crime rate is well below both the national and state averages and people who live in Garwood generally consider the central part of the borough to be the safest. Garwood's median household income (\$88,892) exceeds the New Jersey state average (\$82,545).

1.3 Garwood Crash Analysis

EZ Ride used NJ Safety Voyager, NJ Department of Transportation’s crash analysis program, to examine crash data and create the following charts for this report. This tool provides details about crashes in a specific area reported by NJ State Police. In Garwood, there were 71 pedestrian/cyclist crashes and 1363 motor vehicle crashes from 2010-2019.

The following charts were created using NJ Safety Voyager’s report generator. This tool helps break down details about crashes in a specific area that are reported by NJ Police. The data collected can be used to inform future education and safety campaigns in Garwood.

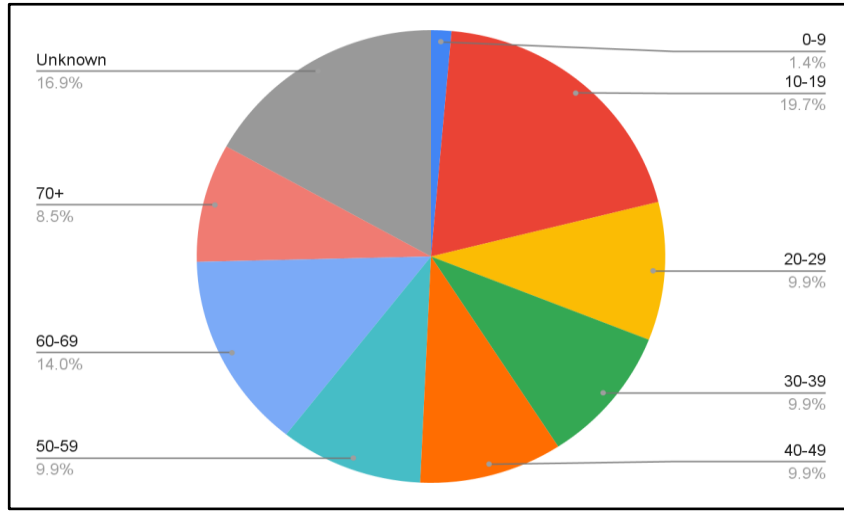
Chart 1: Garwood Pedestrian Crashes by Victim’s Gender



Source: NJ Safety Voyager (2010-2019)

Males make up the majority of pedestrians involved in crashes from 2010 to 2019. This information is useful for outreach/campaign purposes.

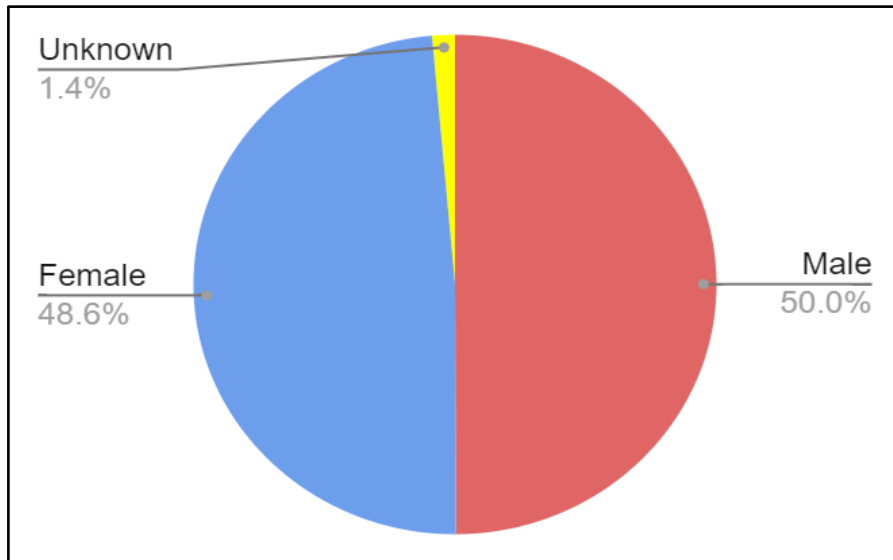
Chart 2: Garwood Pedestrian Crashes by Victim's Age



Source: NJ Safety Voyager (2010-2019)

Pedestrians ages 10-19 were the largest age group (19.7 percent) involved in crashes with motor vehicles. This data illustrates the importance of providing education to students in grades 3 and above.

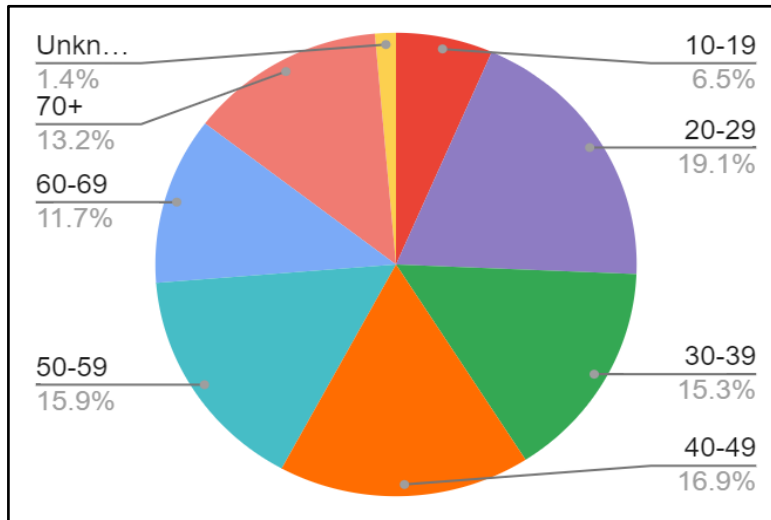
Chart 3: Garwood Vehicle Crashes By Driver's Gender



Source: NJ Safety Voyager (2010-2019)

Fifty percent of crashes between the years of 2010-2019 involved male drivers, 48.6 percent involved female drivers, and 1.4 percent of crashes did not report the gender. This information is useful for outreach/campaign purposes.

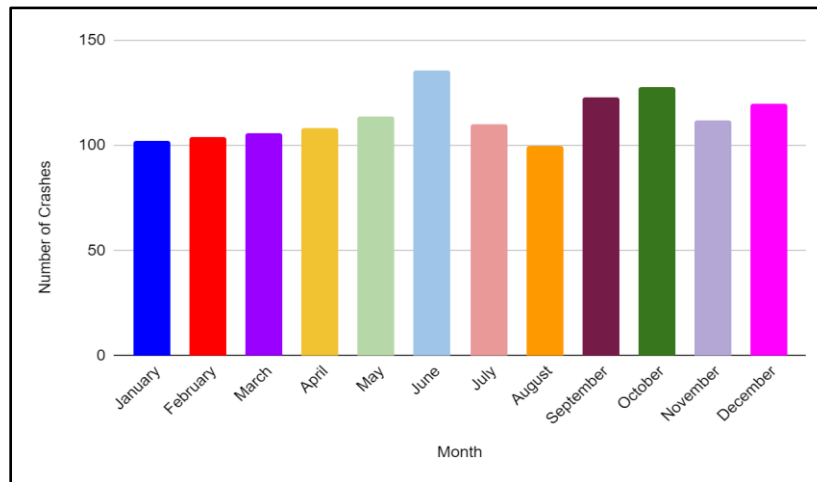
Chart 4: Garwood Vehicle Crashes by Driver Age



Source: NJ Safety Voyager (2010-2019)

Drivers between the ages of 20-29 comprised the largest age group involved in crashes (19.1 percent). However, the 30-39 (15.2 percent), 40-49 (16.9 percent) and 50-59 (15.8 percent) age brackets also reported a high amount of cases. This information is useful for outreach/campaign purposes.

Chart 5a: Garwood Vehicle Crash Statistics by Month

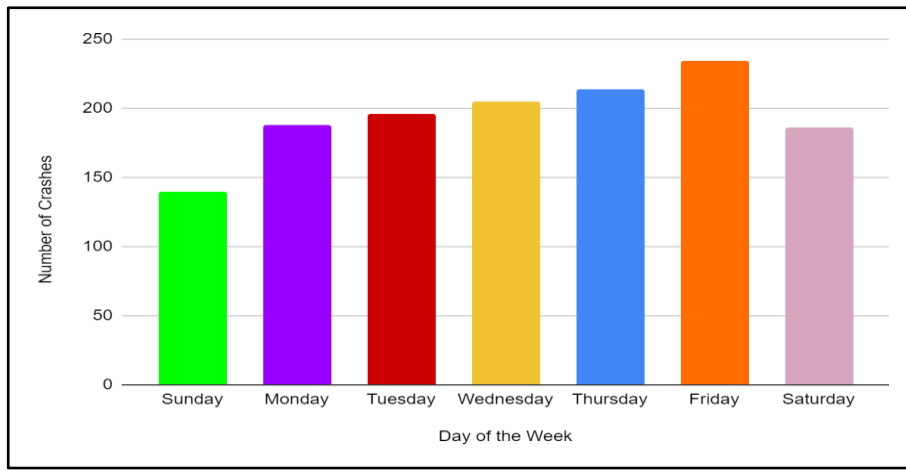


Source: NJ Safety Voyager (2010-2019)

Looking at a 10-year snapshot of crash data from 2010-2019, the month of June had the most crashes (136). The remaining months were relatively evenly distributed, with October (128) and September (123) the next highest and August (100), January (102), and February (104) the lowest. There may have been more crashes in June due to the end of school and the start of

summer with better weather, which encourages more walking and cycling, and in the fall when school resumes.

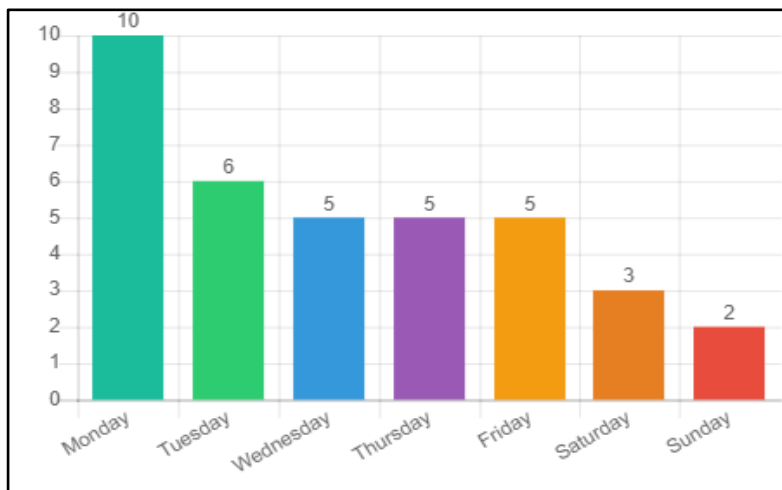
Chart 6a: Garwood Vehicle Crash Statistics by Day



Source: NJ Safety Voyager (2010-2019)

Looking at days of the week for the period from 2010-19, there was a gradual peak in motor vehicle crashes from lowest (140) on Sundays to the highest (234) on Fridays and then dipping back down on Saturdays (186). It is common for there to be more crashes when the weekend starts and drivers may be driving under the influence of alcohol and less careful. Data also showed that the most frequent times of crashes are at 12 p.m. (132) during the lunch hour and at 3 p.m. (130) and 4 p.m. (137) when school lets out and rush hour begins.

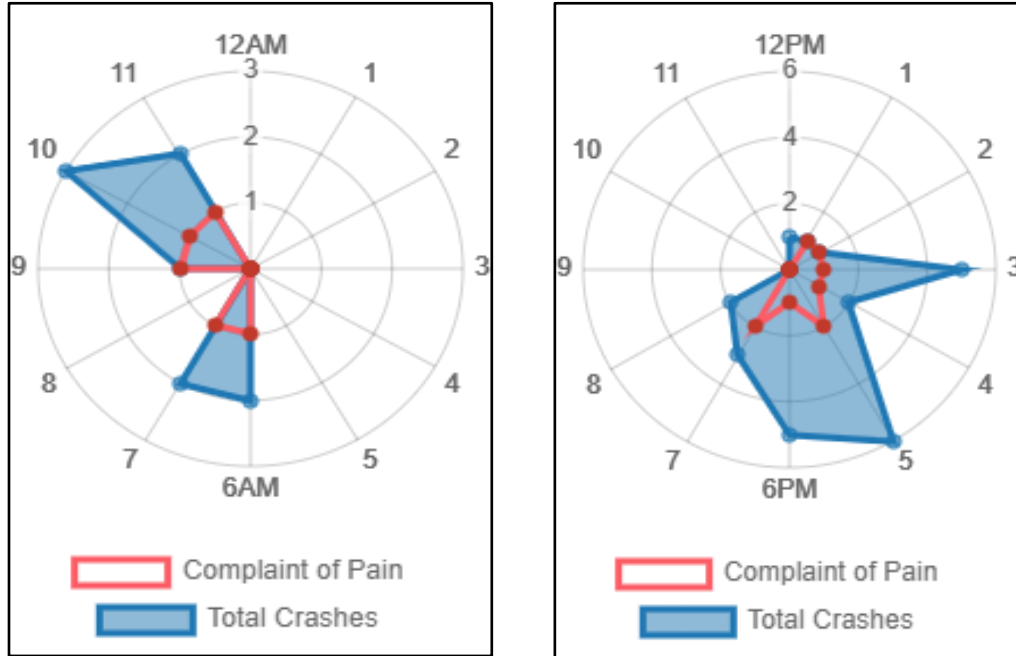
Chart 6b: Garwood Pedestrian Crash Statistics by Day



Source: Safety Voyager (2013 - 2019)

Chart 6b shows Mondays have the largest number of pedestrian crashes.

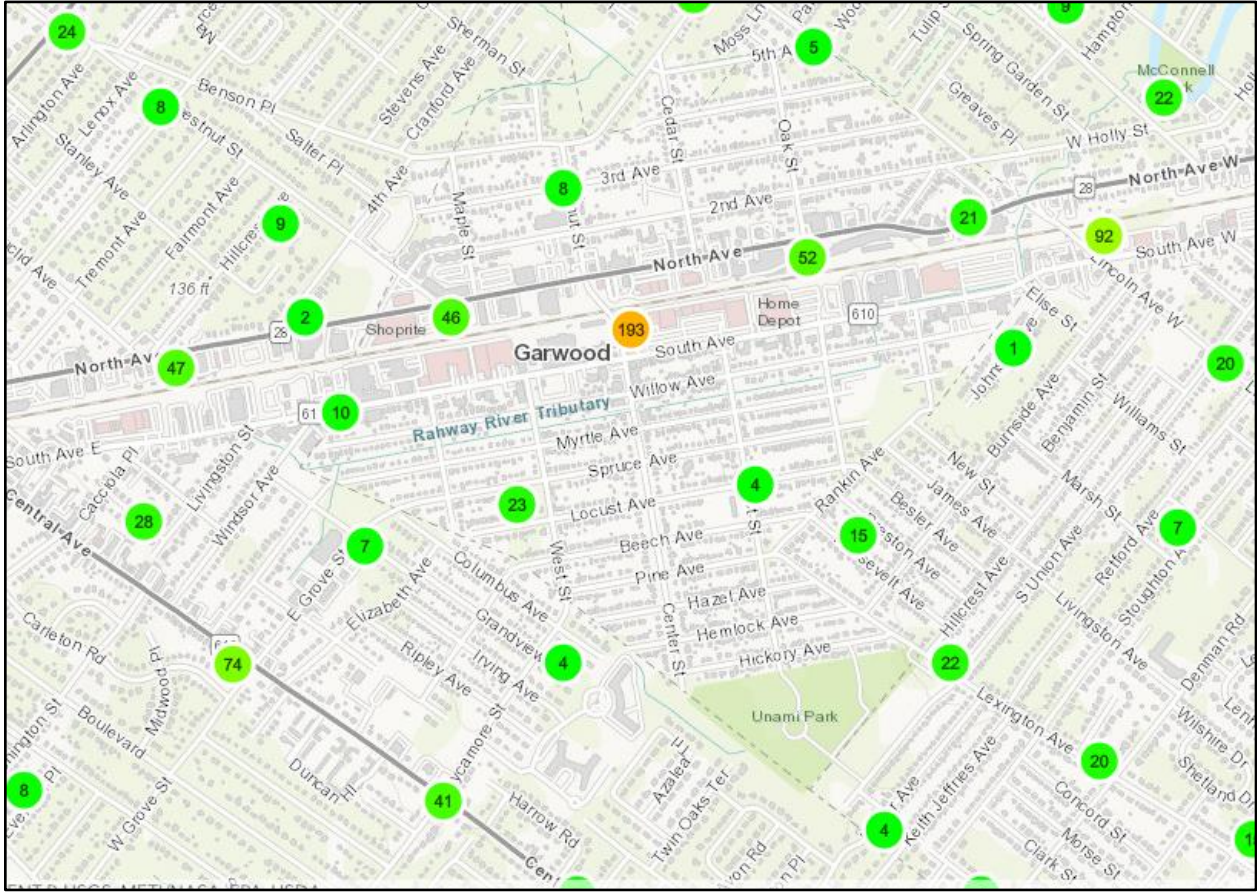
Chart 6c: Garwood Pedestrian Crashes by Time of Day



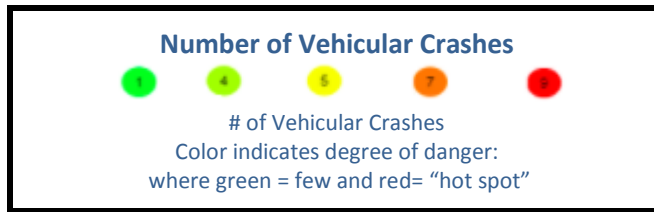
Source: Safety Voyager (2013 - 2019)

From 2013 through 2019, 10 Pedestrian crashes occurred from 12 a.m.-11:59 a.m. and 26 crashes from 12 p.m.- 11:59 p.m. The largest number of crashes occurred between 3 p.m.-7:59 p.m. (18) with the 5 p.m.-6:59 p.m. timeframe having the most frequent (11). During morning hours, 10 a.m. had the largest number with three crashes. Maps 1, 2, and 3 were generated with the NJDOT Safety Voyager crash analysis tool. Safety Voyager uses a color-coded system to display hot spot areas where multiple crashes occur. The number of crashes at each location is labeled on each colored circle. Fewer crashes are indicated by a green dot; higher numbers of crashes are indicated by a yellow, orange, or red dot.

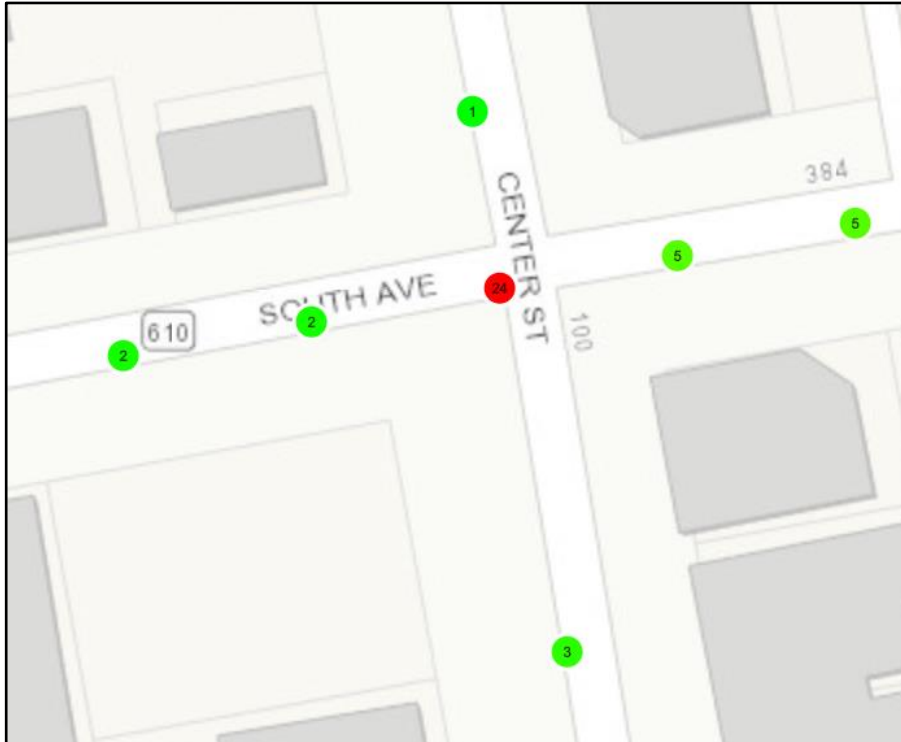
Map 1: Garwood Vehicular Crashes



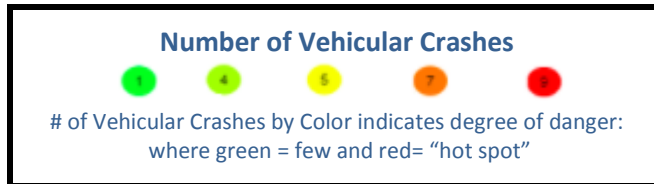
Source: NJ Safety Voyager, 2010-2019



Map 2: Garwood Vehicular Crashes at Target Intersection
(South Avenue & Center Street)



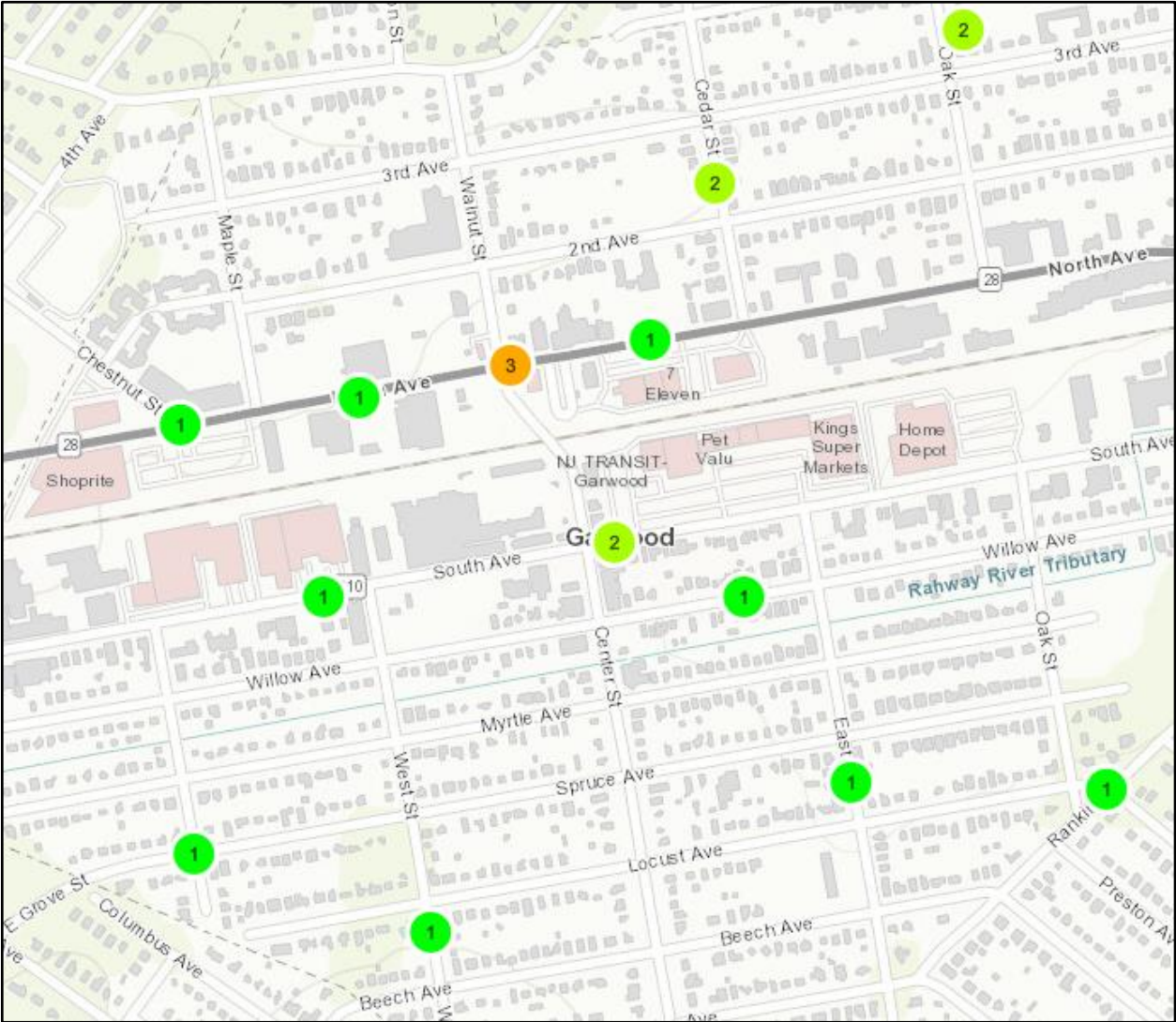
Source: NJ Safety Voyager, 2010 – 2019



Map 2 shows 24 vehicle crashes occurred at the target intersection between 2010-19.

Maps 3 displays **pedestrian and cyclist** crashes in Garwood, NJ from 2015 to 2019. During January 2015-December 2019 there were 13 pedestrian crashes and 7 bicycle crashes in Garwood. Only 18 of the crashes can be seen on the map.

Map 3: Garwood Pedestrian & Cyclist Crashes



Source: NJ Safety Voyager, 2015 – 2019

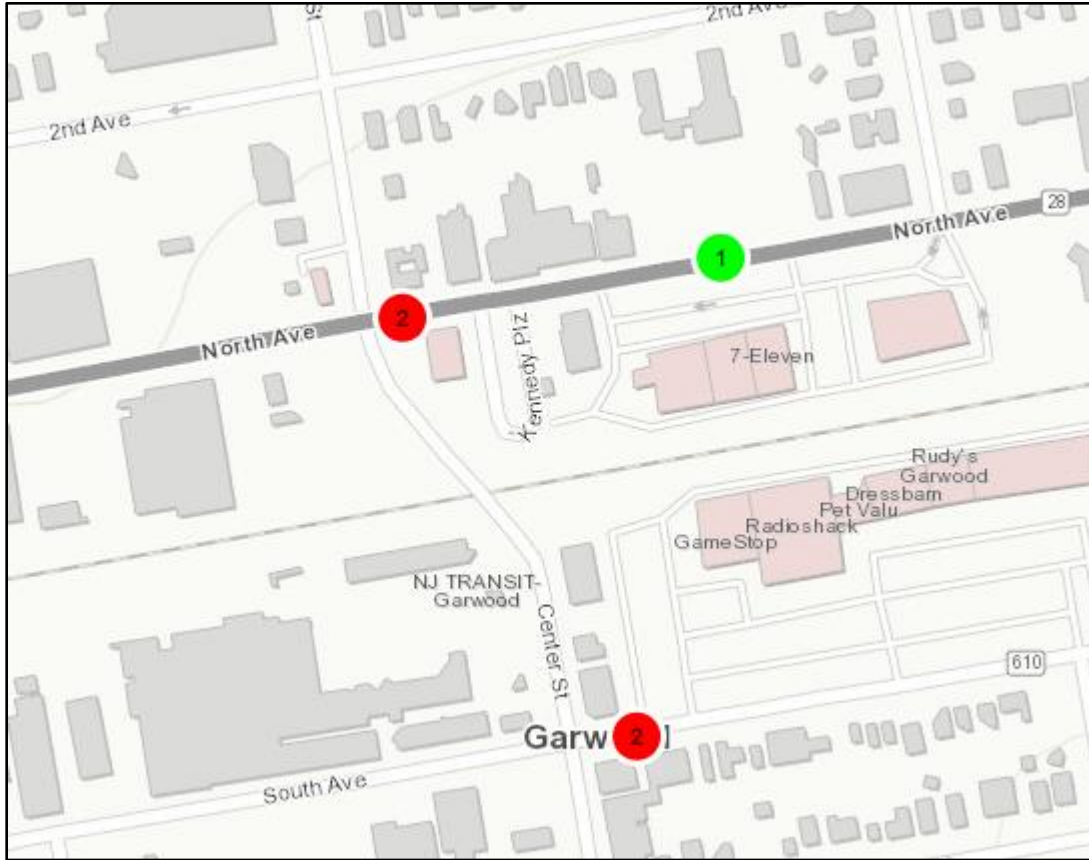
Number of Pedestrian & Cyclist Crashes

●
●
●
●

of Pedestrian & Cyclist Crashes by Color indicates degree of danger: where green = few and red= "hot spot"

Map 3 shows that North Avenue has the highest incidence of pedestrian and bicyclist crashes.

Map 4: Garwood Pedestrian Crashes at Selected Intersection
(South Avenue and Center Street)



Source: Safety Voyager, 2015 – 2019



Map 4 shows that there were two pedestrian crashes near the target intersection between 2015-19. One was at the intersection and the other was at the exit of the strip mall. There were also two pedestrian crashes at the intersection of North Avenue and Central Street.

2. Campaign Overview

Table 1: Campaign Schedule

Pre-Campaign Observations	Tuesday, March 30, 2021
Pre-Campaign Survey	Mon. March 15 - Mon. March 29, 2021
Campaign Kick-Off	Wednesday, April 14 2021
Education Period	Wed. April 14 - Wed. April 28, 2021
Enforcement Period	Thurs. April 29 - Friday May 14, 2021
Post Campaign Observations	Wednesday, May 19, 2021
Post Campaign Survey	Mon. May 17 - Mon. May 31, 2021
Report Development	June 2021
Report Submission to NJTPA	July 28, 2021
NJTPA Review	July - August 2021
Final Report Submission	August 9, 2021

2.1 Campaign Selected Intersection

The Borough selected South Avenue and Center Street as the focus intersection due to the high volume of pedestrian traffic, the history of pedestrian-vehicle crashes and its proximity to the train station. Pre- and post-campaign observations were conducted at the intersection, along with public education and police enforcement.

South Avenue and Center Street

The intersection of South Avenue and Center Street is bordered on one corner by the Garwood Borough Hall & Police Department. Next to them are Maher and Maher Attorneys, RC Kids Preschool, and Golden Scissors Hairstylists. Across South Avenue is a new Vermella Housing Development that is under construction. Across Center Street from Vermella are The Station Bar & Grill, which is part of the Garwood Mall, a large shopping plaza that includes Better Life Pharmacy, Crunch Fitness, AutoZone, GNC, Liquor Vault, and Kings Food Market. Across Center Street from the Police Department are several small businesses including Loaded Burgers 'N BBQ, Jerzey Cutz, Mama's Pizzeria, Gala Hair Artistry, Bella Rococo, L & J Wine & Liquors, and Lorenzo's Restaurant. The Garwood Train Station is located one block north of the intersection. The Post Office is located one block southeast of Borough Hall on Center Street at Willow Avenue. Crossing guards are posted at the intersection between 7:45 and 8:45 a.m. and after school from 3 to 4 p.m. as the public school is located two blocks north at Walnut Street and

Second Avenue. The school houses grades K-8 students and the Garwood Public Library is located behind the school on the corner of Walnut Street and Third Avenue. This intersection is a crossing point for many students and residents walking to and from the school, library, train station, Post Office and shops. There are decorative pedestrian lights on each corner, good sidewalks, high visibility crosswalks (parts are faded), pedestrian signal heads and push buttons to activate the signals. There is a bench for the NJ TRANSIT bus stop in front of the Vermella development and a bus shelter stop in front of Loaded Burgers. There are no bicycle lanes on either side of either street. Cars are able to make right and left turns. There are “No Right Turn on Red signs on all four corners.

Figure 1. Aerial View - South Avenue & Center Street



Figure 2a and b. Intersection of South Avenue & Center Street - Partly Faded Crosswalks



Looking east on South Avenue at Police Department Looking west on South Avenue at Garwood Mall

Figure 3 Intersection of South Avenue & Center Street



View of rail bridge near the train station

Figure 4a. and b. NJ TRANSIT Bus Stops



NJ TRANSIT bus stops on South Avenue - one with bench and one with bus shelter

2.2 Pre-Campaign Survey

The pre-campaign survey was sent out as a study being conducted by Garwood and EZ Ride in partnership with the NJTPA. The survey included questions about driving and walking conditions, driving and pedestrian behavior, and knowledge of traffic laws in Garwood. The pre-campaign survey was used to assess respondents' knowledge of traffic laws, understanding of pedestrian signals, awareness of safety messages, and general demographic information. The online survey link was sent out via email to Borough and County employees and other members of the community. The pre-campaign survey garnered 425 responses. Results can be found in section 3.2 of the report.

2.3 Pre-Campaign Intersection Observation

EZ Ride staff conducted pre-campaign observations of driver, pedestrian and cyclist behavior at the focus intersection on Tuesday March 30, from 8:30 a.m. to 10 a.m. The team counted the total number of vehicles, cyclists, and crossing pedestrians and observed and counted the number who displayed unsafe behaviors including:

- vehicles failing to stop for pedestrians in crosswalk
- vehicles failing to stop for pedestrians before turning right at a red light
- distracted drivers who held phones or food in their hands as they drove
- pedestrians who failed to use crosswalks or crossed against a red signal
- distracted pedestrians who used phones as they crossed
- distracted cyclists who used phones as they rode

- cyclists not wearing a helmet or riding against traffic

Results can be found in section 3.2 of the report.

Figure 5a and b: Pedestrian Not Using Crosswalk Pedestrian Looking at Phone, Not Traffic



Figure 6a and b: Truck Stopped Past Stop Bar and Car Stopped in Crosswalk



Figure 6: South Avenue and Center Street



Dome pad is angled incorrectly - leads a visually impaired person into the intersection, not the crosswalk

Figure 7: Pedestrian Crossing



Pedestrian crossing against red hand, but with green signal

2.4 Campaign Kickoff

The Borough of Garwood held a press conference to officially start the Street Smart campaign on Wednesday, April 14 at 2 p.m. in front of the Police Department near Borough Hall. Various media outlets wrote articles about the campaign, which are included in the Appendix. There were several speakers at the kickoff who addressed the community about the goals of the campaign, including:

- Sara Todisco, Mayor of Garwood
- Chief James Wright, Garwood Police Department
- Dr. Teresa Quigley, Garwood Schools Superintendent
- Lisa Lee, EZ Ride Deputy Director of Bike & Pedestrian Program

The kickoff was held for the media to raise awareness and let the community know that the Borough takes pedestrian and driver safety laws seriously. The campaign was held to educate residents, enforce the law, and to change the behaviors that contribute to crashes. The focus was to decrease the number of pedestrians hit by cars and traffic violations and bring awareness to a serious issue in the community.

Figure 6: Street Smart Garwood Kickoff



Mayor Sara Todisco speaking about Street Smart Garwood

Figure 7: Street Smart Garwood Kickoff



Chief James Wright Speaking about Street Smart

Figure 8: Street Smart Garwood Kickoff



Superintendent Teresa Quigley

Figure 9: Street Smart Garwood Kickoff



Deputy Director Lisa Lee from EZ Ride

2.5 Education & Enforcement Campaign

Education Campaign

The education and public outreach campaign began immediately following the kickoff event. EZ Ride staff and Garwood Community Police Officers distributed safety tip cards and Heads up, Phones down postcards to pedestrians, cyclists, and drivers at the focus intersection. Local businesses also displayed posters, coasters, and coffee cup sleeves. The goal was to raise awareness of safe driver and pedestrian behaviors. The campaign key messages were as follows:

Table 2: Messages Displayed on Street Smart Posters

Driver Messages:	Pedestrian Messages:
Drive Smart: “We Slow Down for Safety”	Walk Smart: “We Look Before Crossing” and “We Wait for the Walk”
Drive Smart: “We Stop for People in Crosswalks”	Walk Smart: “We Use Crosswalks” and “We Cross at Corners”
Drive Smart: “Heads Up, Phones Down”	Walk Smart: “Heads Up, Phones Down”

Outdoor signs and posters were displayed around the focus intersection, as well as other intersections with a high number of pedestrian and vehicle traffic.

Intersections where Street Smart signs were posted in Garwood include:

- South Avenue & Center Street
- South Avenue & East Street
- Willow Avenue & Center Street
- North Avenue & Walnut Street
- North Avenue & Cedar Street
- Second Avenue & Walnut Street

Figure 10: Will Yarzab, NJTPA and Garwood Police with Street Smart Signs



The Garwood Police Department also distributed 200 safety tip cards, 700 coffee cup sleeves, nine posters, and placed 34 Street Smart signs on street poles.

Table 3: Community Outreach By Garwood Police Department

Place & Address	Outreach
7-Eleven 309 North Ave, Garwood, NJ	Distributed Pedestrian/Driving Safety materials in multi-language formats, and hung Street Smart posters
Dunkin Donuts 323 North Ave, Garwood, NJ	Distributed Pedestrian/Driving Safety materials in multi-language formats, and hung Street Smart posters

& Grain 700 North Ave, Garwood, NJ	Hung Street Smart Posters and distributed coffee sleeves
CVS 315 North Ave, Garwood, NJ	Hung Street Smart Posters.
Shoprite 563 N Ave E, Garwood, NJ	Hung Street Smart Posters.
Kings Supermarket 300 South Ave, Garwood, NJ	Hung Street Smart Posters
Rudy's Restaurant 300 South Ave, Garwood, NJ	Hung Street Smart Posters
Garwood Laundromat 92 North Ave, Garwood, NJ	Hung Street Smart Posters
Brian's Auto Repair 50 North Ave, Garwood, NJ	Hung Street Smart Poster

As noted in Table 3, the Garwood Police Department worked with nine different local stores in Garwood who supported the Street Smart campaign by posting 11x14 posters in their storefront windows, and handing out Street Smart safety materials.

EZ Ride distributed tip cards and Heads Up Phones Down cards as listed in Table 4:

Table 4: Community Outreach by EZ Ride

Locations Where EZ Ride Distributed Street Smart Tip Cards & Materials			
NJ TRANSIT Station	Mama's Pizza	Crunch Fitness	AutoZone
Al's Prime Meat	King's Cleaners	Escapology	Rudy's Pizza
Sports Clips Hair	Schuster Orthodontics	King's Supermarket	GNC
Mooyah Burgers	Maher & Maher	Liquor Vault	Better Life Pharmacy
UCHA Care Center	Smilist Dental	Grooming Tails	L & J Wine

Jerzey Cutz	Gala Hair	Lorenzo's	Garwood Post Office
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Figure 11a and 11b: Street Smart Poster and materials at Police Department



Figure 12a and 12b: Street Smart Road Signs at Intersection



Street Smart outdoor signs posted at the focus intersection

Figure 13a and b: Street Smart Signs Near Post Office, One Block from Focus Intersection



Figure 14a: Street Smart Poster in Local Business Window



EZ Ride's Safe Routes to School team worked in the Garwood Middle School during the Street Smart campaign and conducted two virtual presentations about how our actions help or hurt the environment. We promoted biking and walking as ways to reduce pollution and traffic congestions. EZ Ride also gave one virtual and one in-person presentation at senior communities in the Borough. Table 5 shows the breakdown of each.

Table 5: EZ Ride's Safe Routes to School Presentations:

School	Date	# of Attendees	Type
Garwood Middle School	April 14, 2021	40 students	2 Green Talks
Garwood Senior Presentation	May 12, 2021	8 Seniors	Virtual PSP
Garwood Senior Presentation	June 28, 2021	22 Seniors	PSP

EZ Ride also did an outreach education session at the intersection of South Street and Center Street in Garwood on Tuesday April 27, from 12 p.m. until 1:30 p.m. The EZ Ride Bike and

Pedestrian team distributed 264 safety tip cards, 148 Heads Up Phones Down postcards and four posters to passers during the outreach event.

The Garwood Police Department distributed more than 940 educational materials, including outdoor signs, coffee cup sleeves, posters, tip cards, and warnings to local residents and various local businesses. Table 6 documents the quantities of materials distributed.

Table 6: Street Smart Education Materials Distributed

Tip Cards Given Out By Police	200
Coffee Sleeves Given Out By Police	700
Tip Cards Given out By EZ Ride	264
Head Up Phones Down Cards Given Out by EZ Ride	148
Outdoor Signs hung at intersections	34
English Posters	13
Spanish Posters	4

Figure 15: EZ Ride Virtual Pedestrian Safety Presentation



May 12, 2021 Pedestrian safety talk for seniors at The Pointe via Zoom

Figure 16: EZ Ride Pedestrian Safety Presentation



June 28, 2021 - Senior safety talk at The Village with 22 seniors

EZ Ride’s Bike and Pedestrian Safety team did a mini walking audit around The Pointe and The Village which are located near Lincoln School since two seniors were struck and killed in 2020. Our recommendations are included here and at the end of the report. Some photos below show what participants observed.

Figure 17: EZ Ride Audit on Second Avenue Near Site of Pedestrian Fatalities



Uneven sidewalk on Second Avenue between Maple & Walnut Broken dome pad causing a tripping hazard near Lincoln School

Figure 18a and b: Maple Street & Second Avenue



Recommend to paint crosswalks across Maple and install stop for pedestrians in crosswalk signs

Figure 19: Walnut Street and Second Ave



Recommend to replace faded pedestrian crossing sign and repaint faded pavement markings

Fig.20a and 20b.: Walnut Street and Second Ave



Recommend to repaint faded crosswalks, add pedestrian lighting at each corner, four-way stop signs, and paint the missing crosswalk.

Enforcement Campaign

Police departments in previous Street Smart Campaigns have typically run the enforcement period for two weeks. However, the Garwood Police Department chose to conduct a longer increased enforcement period from April 14 through May 14. Table 7 contains a breakdown of the violations and warnings issued during the month-long enforcement period.

Table 7: Enforcement Results: April 16th to May 14th			
VIOLATIONS TYPE	NUMBER	VIOLATIONS TYPE	NUMBER
Improper Crossing	9	Suspended license	3
Careless Driving	0	No Seatbelt	7

Cell Phone Use	8	Disregard of Traffic Signs/Yield Signs	0
Failure to Stop for Pedestrian in Crosswalk	4	Other Violations	9

Source: Garwood Police Department

2.6 Post Campaign Intersection Observations

After the education and enforcement portions of the campaign were concluded, EZ Ride’s Bike and Pedestrian team returned to the focus intersection on May 19 from 8:15 a.m. to 10:15 a.m. to observe pedestrian and driver behavior. The team once again noted whether vehicles stopped or if it needed to be repainted for safety. During the post-campaign observations, the team noted that more drivers stopped for pedestrians in crosswalks, however pedestrians continued to display unsafe behaviors such as crossing on the red hand signal or outside of crosswalks.

Figure 19: EZ Ride Team Conducting Observations Post Campaign



Figure 20: Cyclist Crossing in Crosswalk on Red Hand Signal



Figure 21: Cars Turning at Focus Intersection



Figure 22: Pedestrian Crossing South Avenue In Crosswalk



Figures 23a and 23b: Post Campaign Observations



Car stopped in crosswalk



Faded crosswalks

2.7 Post Campaign Survey

The survey was distributed between May 17 and 31 as a study being conducted by EZ Ride in partnership with Garwood and the Garwood Public School. The survey was identical to the pre-campaign survey, and included questions about signals, safety messages, knowledge of traffic laws, and demographic questions. The post-campaign survey garnered 218 responses. The

survey was used to evaluate the campaign’s effectiveness. Results can be found in section 3.2 of the report.

3. Evaluation

3.1 Pre-Campaign and Post-Campaign Intersection Observations

Pre-campaign observations were conducted in Garwood at the intersection on the morning of Tuesday, March 30, from 8:30 a.m. until 10 a.m. The team returned to the intersection to conduct post-campaign observations on Wednesday May 19 from 8:15 a.m. until 10:15 a.m. The team observed driver, pedestrian and cyclist behavior and tallied how often each behavior occurred.

Behavioral observations were tallied and counts were compared for pre- and post-campaign using an Observational Study Calculator provided by NJTPA. The calculator determines whether or not changes in driver, pedestrian and cyclist behavior post-campaign were statistically significant. P-value is the test that determines the likelihood that an observed difference is attributed to chance. It is not a measure of strength of the Street Smart program itself. Thus, statistical significance can be interpreted to mean that within our sample of observations, there is reasonable evidence to support that Street Smart interventions played a part in changing behavior.

Table 9: Counts of Compliant and Non-Compliant Behaviors at the Target Intersection

Behavior Type	Compliant Count	Non - Compliant Count	Rate of Non - Compliant	Change in Rate of Non Compliant (%) (+:increased) (- :decreased)	Significance Test
Crossing Mid-Block/ Failure to Use Crosswalks	<u>Pre Count: 35</u>	<u>Pre Count: 5</u>	<u>Pre Count: 0.125</u>	-1.39	Statistically Insignificant
	<u>Post Count: 16</u>	<u>Post Count: 2</u>	<u>Post Count: 0.111</u>		
Distracted Pedestrian (Holding Phone/Food) While Crossing	<u>Pre Count: 39</u>	<u>Pre Count: 1</u>	<u>Pre Count: 0.025</u>	36.39	Statistically Insignificant
	<u>Post Count: 11</u>	<u>Post Count: 7</u>	<u>Post Count: 0.389</u>		

Pedestrians Crossing Against the Red Signal	<u>Pre Count: 21</u>	<u>Pre Count: 19</u>	<u>Pre Count: 0.475</u>	-36.39	Statistically Significant
	<u>Post Count: 16</u>	<u>Post Count: 2</u>	<u>Post Count: 0.111</u>		
Distracted Driver (holding phone, eating) While Driving	<u>Pre Count: 1,515</u>	<u>Pre Count: 79</u>	<u>Pre Count: 0.050</u>	0.35	Statistically Insignificant
	<u>Post Count: 1,874</u>	<u>Post Count: 105</u>	<u>Post Count: 0.053</u>		
Drivers Failed to Stop for Pedestrians in Crosswalk	<u>Pre Count: 1,591</u>	<u>Pre Count: 3</u>	<u>Pre Count: 0.002</u>	-0.19	Statistically Significant
	<u>Post Count: 1,979</u>	<u>Post Count: 0</u>	<u>Post Count: 0.000</u>		
Turning Drivers Failed to Stop For Peds at Red Signal	<u>Pre Count: 1,937</u>	<u>Pre Count: 29</u>	<u>Pre Count: 0.015</u>	-1.48	Statistically Significant
	<u>Post Count: 1,979</u>	<u>Post Count: 0</u>	<u>Post Count: 0.000</u>		
Cyclists Used Crosswalk	<u>Pre Count: 5</u>	<u>Pre Count: 0</u>	<u>Pre Count: 0.000</u>	0.00	N/A
	<u>Post Count: 6</u>	<u>Post Count: 0</u>	<u>Post Count: 0.000</u>		
Distracted Cyclists (Headphones, Phone)	<u>Pre Count: 10</u>	<u>Pre Count: 0</u>	<u>Pre Count: 0.000</u>	0.00	N/A
	<u>Post Count: 6</u>	<u>Post Count: 0</u>	<u>Post Count: 0.000</u>		
Cyclists Riding Against Traffic	<u>Pre Count: 9</u>	<u>Pre Count: 1</u>	<u>Pre Count: 0.100</u>	23.33	Statistically Insignificant
	<u>Post Count: 4</u>	<u>Post Count: 2</u>	<u>Post Count: 0.333</u>		
Cyclists Wearing Helmet	<u>Pre Count: 5</u>	<u>Pre Count: 5</u>	<u>Pre Count: 0.500</u>	-16.67	Statistically Insignificant
	<u>Post Count: 4</u>	<u>Post Count: 2</u>	<u>Post Count: 1.333</u>		

Comparing the pre- and post-campaign observations, there was a significant reduction in the following non-compliant behaviors:

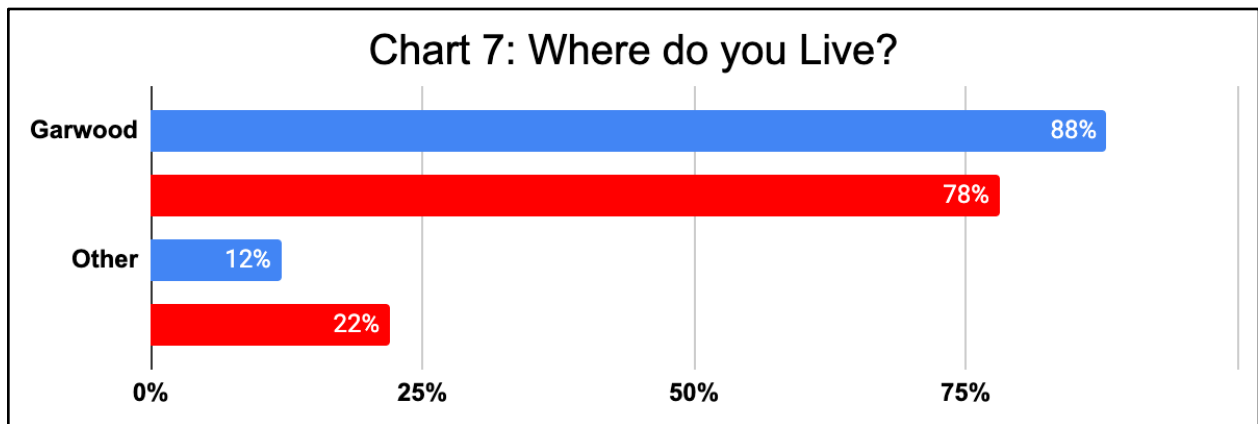
- Pedestrians crossing against the red signal

- Drivers failing to stop for pedestrians before turning at a red light
- Drivers failing to stop for pedestrians in the crosswalk

The results of the observations suggest that the education efforts and increased police enforcement at the intersection, may have helped to deter and decrease some of the non-compliant behavior. It's suggested that more efforts be made to reduce the other non-compliant behaviors including mid-block crossings, distracted driving and walking, and cyclists riding on the left against traffic and not wearing helmets.

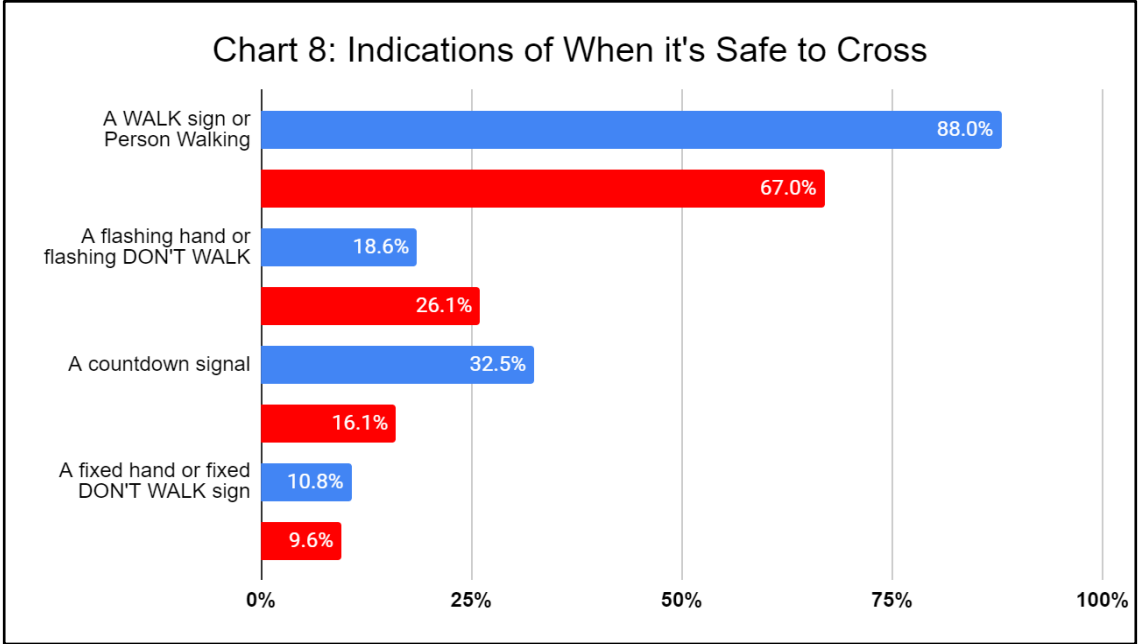
3.2 Pre-Campaign and Post-Campaign Survey Results

In addition to the observational evaluation, surveys were distributed to people who lived, worked, or regularly frequented Garwood. The online survey was designed to determine the effectiveness of the Street Smart campaign messaging and activities. A comparison of survey results pre- and post-campaign is illustrated in charts on the following pages. During the pre-campaign period there were 425 survey participants, while post-campaign, there were 218 participants. Pre-campaign data is represented by the color blue and post-campaign data is represented by the color red.

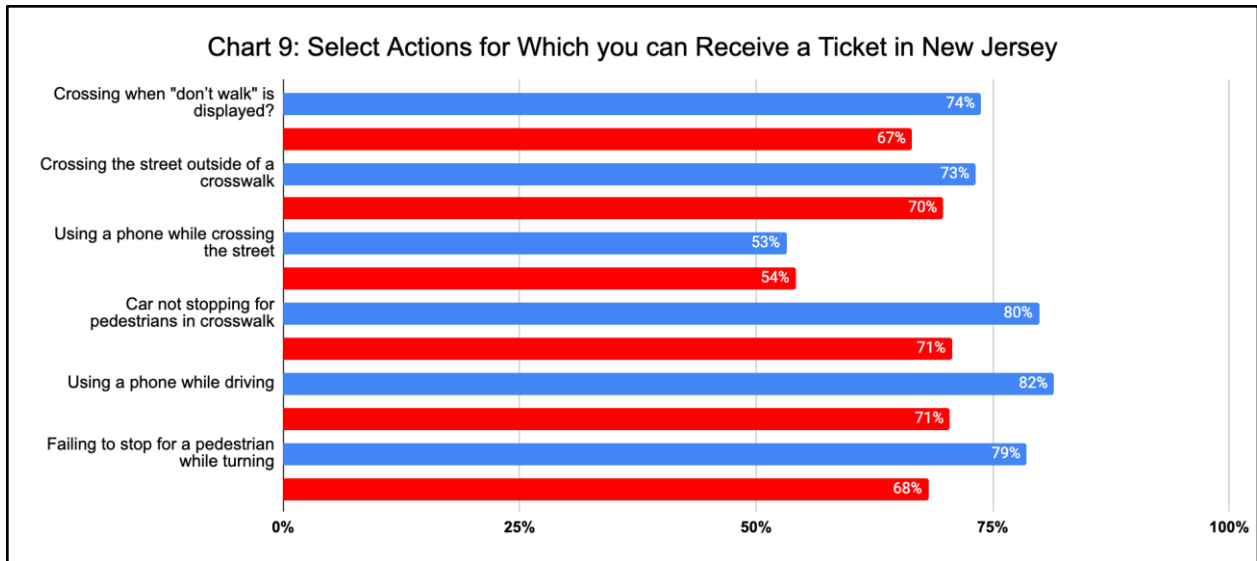


Pre-Campaign Survey Data: ■
Post-Campaign Survey Data: ■

Question one, presented in Chart 7, shows the majority of participants were from Garwood.



Question two, shown in Chart 8, had participants identify which signals indicated it was safe to cross. Pre-campaign and post-campaign data is similar, suggesting that the Street Smart campaign did not impact this specific data. Data suggests the majority of participants understand the meaning of each signal and when it is safe to cross. However, 26.1 percent (post-campaign) and 18.6 percent (pre-campaign) feel it is safe to cross the street when a flashing hand or flashing don't walk signal is displayed. Another 10 percent of respondents did not know that a red hand or don't walk signal means they should wait on the corner.



Question two, shown in Chart 9, asked participants to select actions for which you can receive a ticket in New Jersey. As seen in the chart, there is only a small difference between answers pre-campaign and post-campaign. Results suggest participants think they can be ticketed for all items.

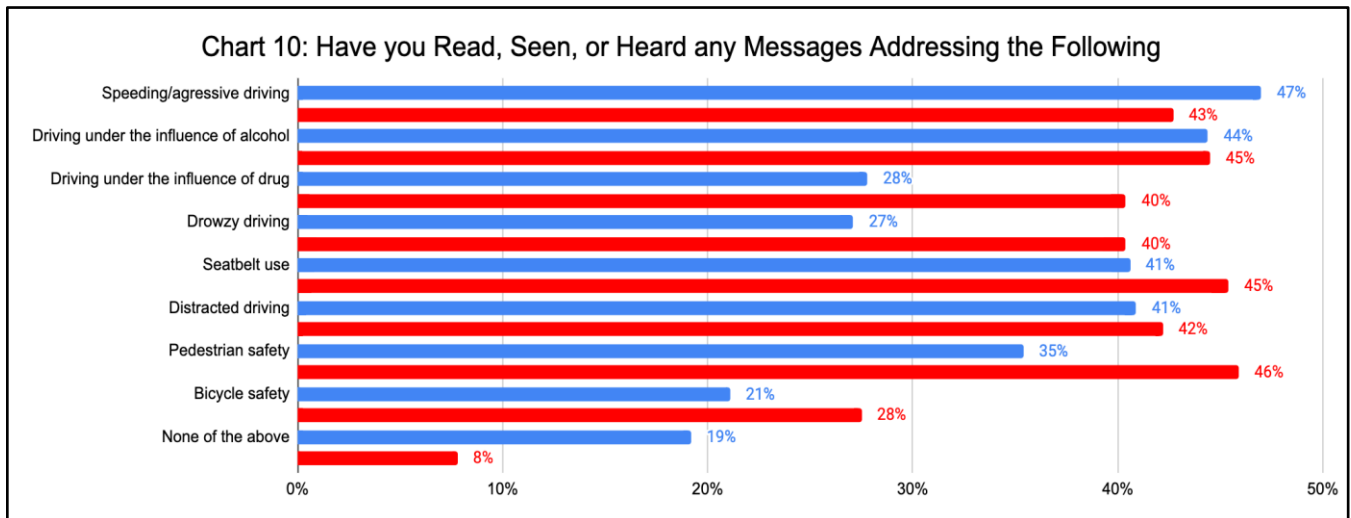


Chart 10 shows the results of participants being asked if they had read, seen, or heard any messages regarding driving, pedestrian, or bicycle safety. Results show that differences between the pre-campaign and post-campaign answers are minimal in most categories. However, the data shows the Street Smart campaign increased awareness of messages about pedestrian safety (11 percent), drowsy driving (13 percent) and driving under the influence of a drug (12 percent).

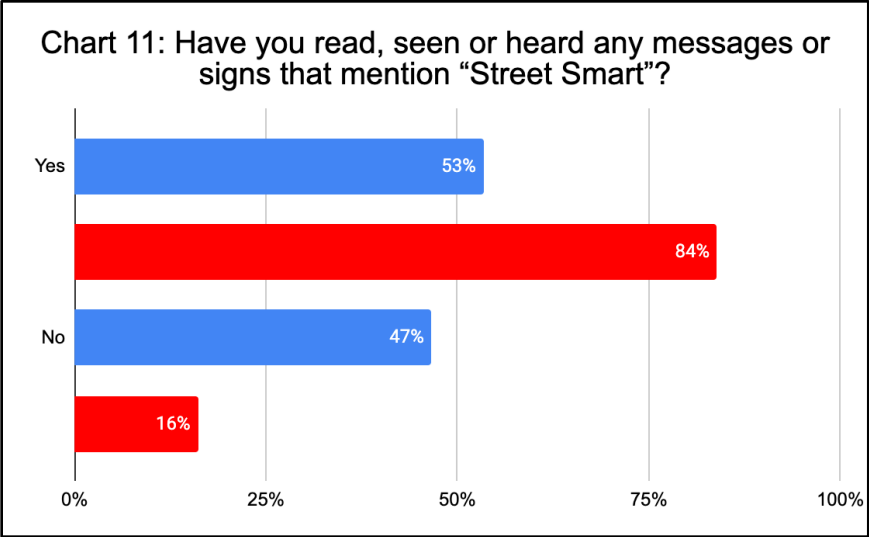
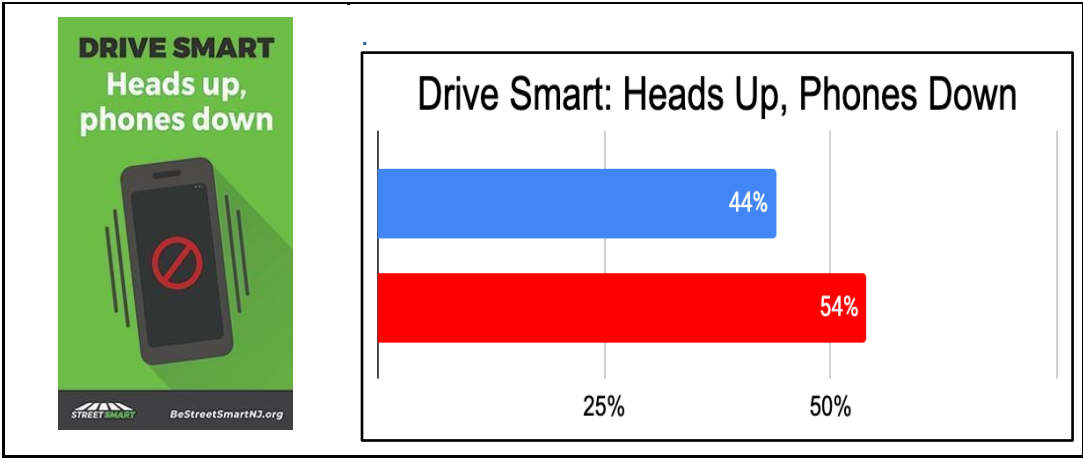


Chart 11 shows there was a 31 percent increase in people surveyed who said they read, saw, or heard Street Smart messages following the campaign.

Chart 12: Recollection of Street Smart Visuals:
(Bar chart indicates percent of people surveyed who read, saw, or heard the sign)

Pre-Campaign Survey Data: ■
 Post-Campaign Survey Data: ■

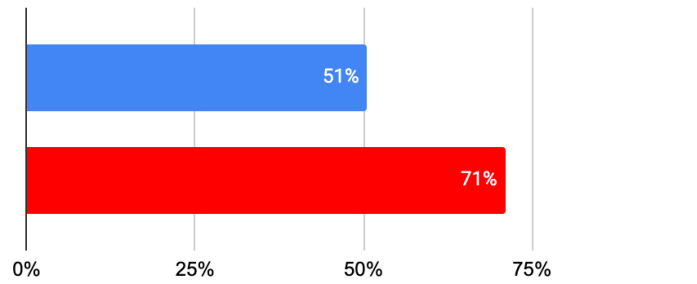


WALK SMART
We look
before crossing



STREET SMART
BeStreetSmartNJ.org

Walk Smart: We Look Before Crossing



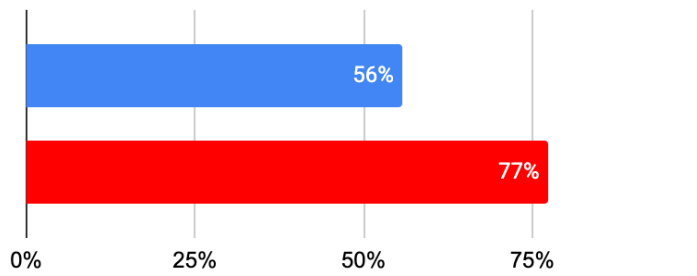
DRIVE SMART
We **STOP**
for people



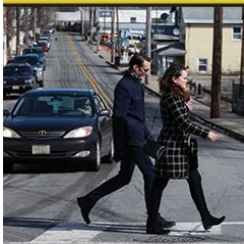
It's the law

STREET SMART
BeStreetSmartNJ.org

Drive Smart: We Stop for People

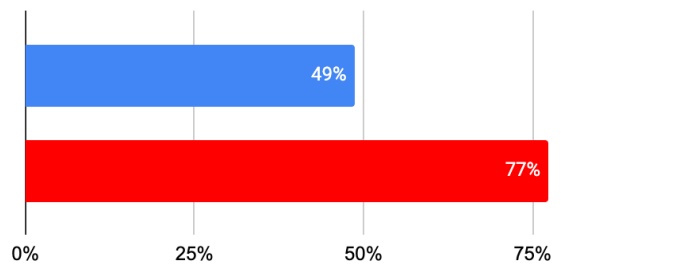


WALK SMART
We use
crosswalks



STREET SMART
BeStreetSmartNJ.org

Walk Smart: We Use Crosswalks



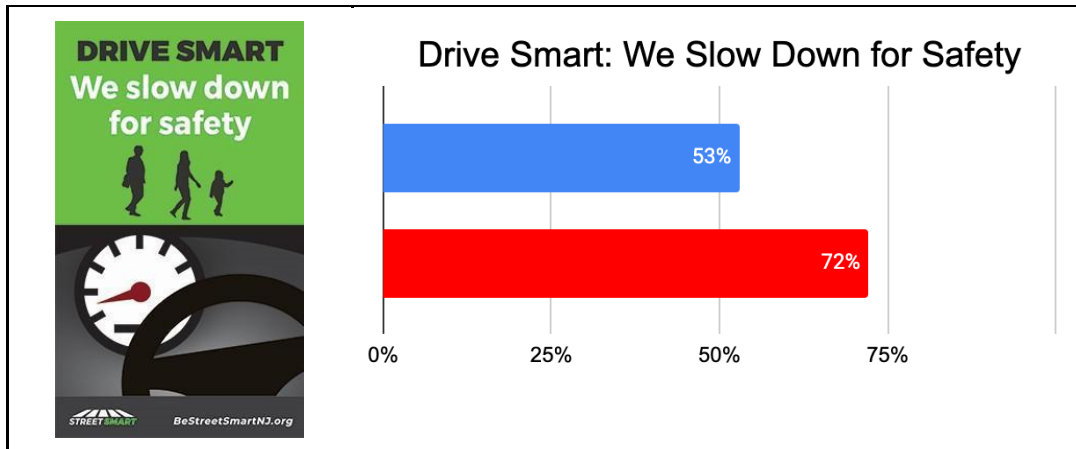


Chart 12 shows that Garwood’s Street Smart education campaign was effective and that a higher number of survey respondents were familiar with the messages after the campaign. For each outdoor sign message, the amount of people who were familiar with the posters increased after the campaign. In future Street Smart campaigns, it's suggested to post more signs and stress the importance of these key safety messages. The more Street Smart signs posted around the borough, the more people will see and remember the messages.

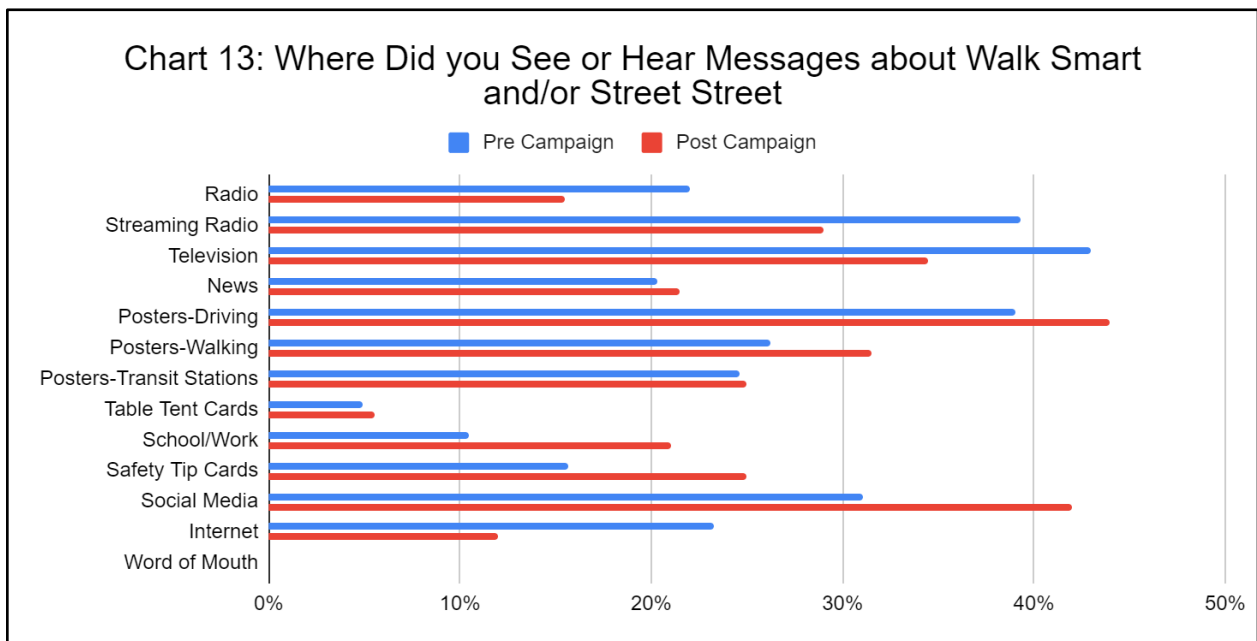


Chart 13 takes a closer look at ways in which participants received messages during the Street Smart campaign. Responses show that Garwood’s Street Smart campaign was best spread using

three methods: posters and signs while driving or walking, social media, and safety tip cards distributed at school or work. This information is important for relaying future messages.

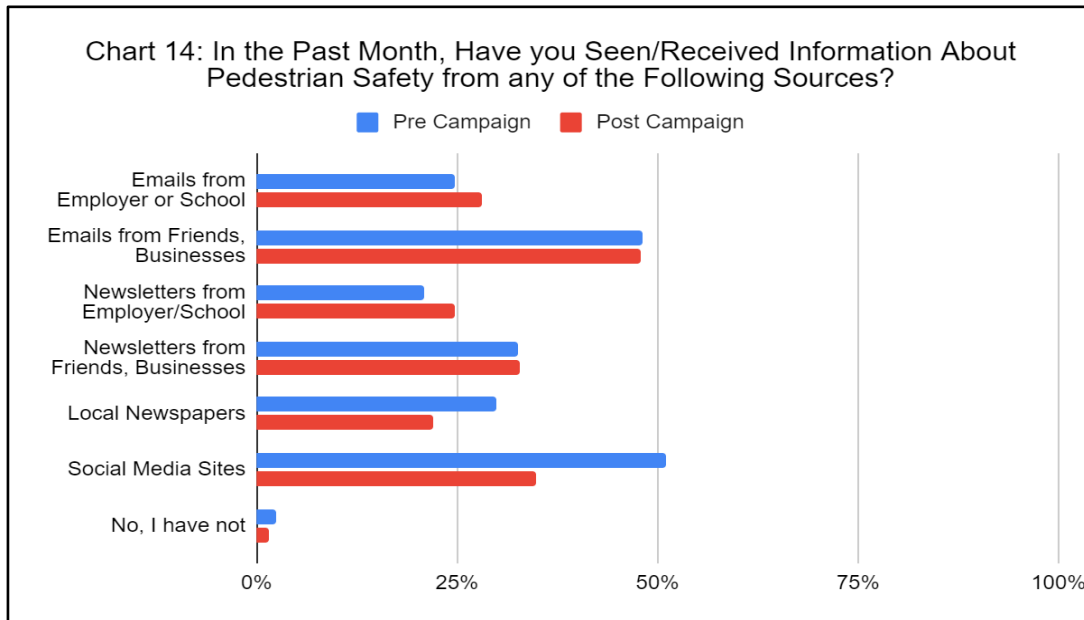


Chart 14 portrays no changes in the percentage of participants who saw or received information about pedestrian safety through the campaign. Social media and email from friends/family/community organizations/businesses are the most successful methods of raising awareness.

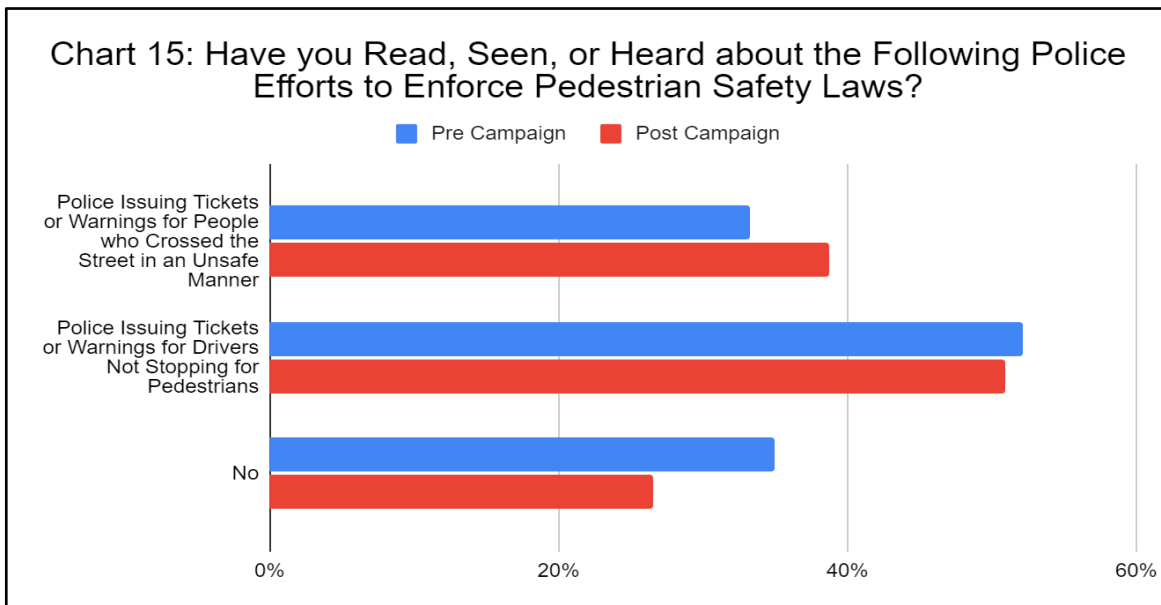
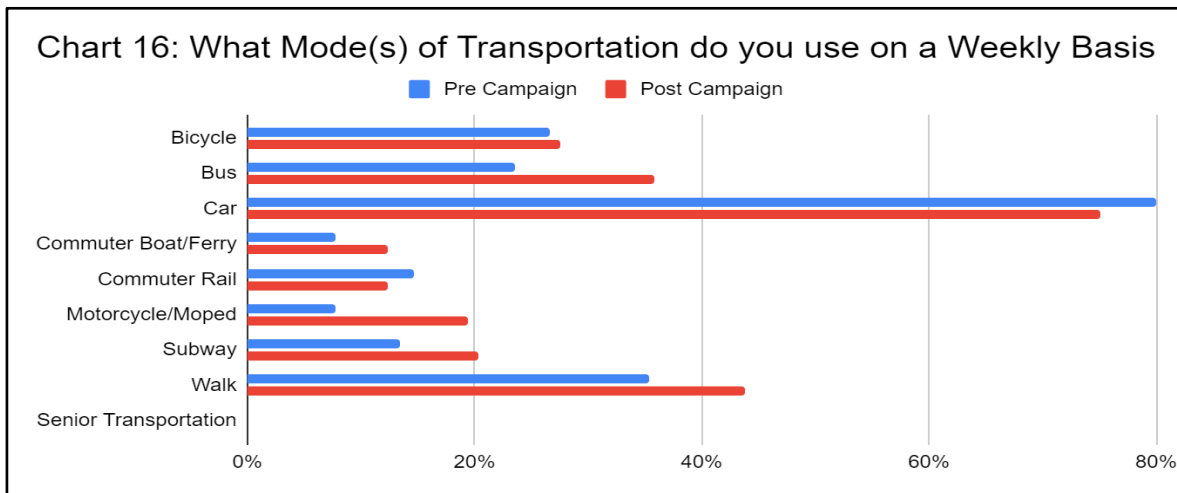
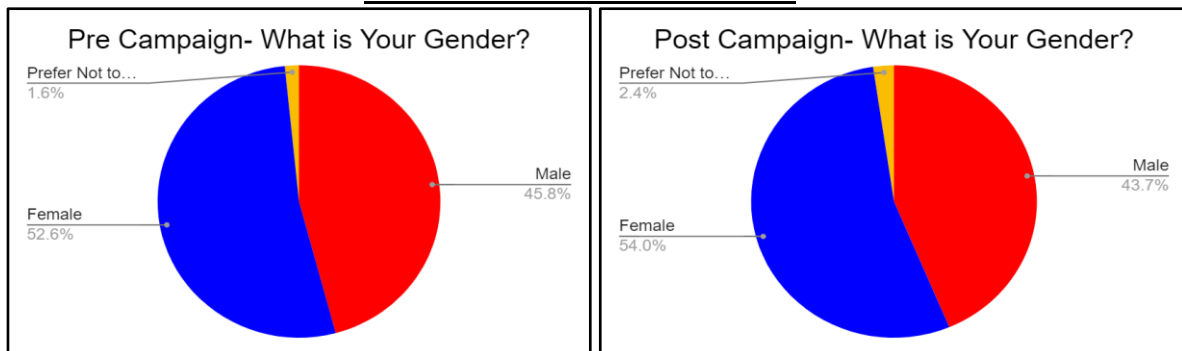


Chart 15 shows the impact of enforcement on survey responses. There was a decrease in awareness that police could ticket drivers for not stopping for pedestrians post-campaign, but awareness that pedestrians could be ticketed for crossing in an unsafe manner increased post-campaign by 5.5 percent. This shows that an intentional effort to increase education and enforcement may be helpful. The more police educate and enforce traffic laws, the more awareness increases. It's hoped compliance with the laws will also increase as a consequence. Results suggest the Garwood Police continue education and enforcement efforts among drivers.



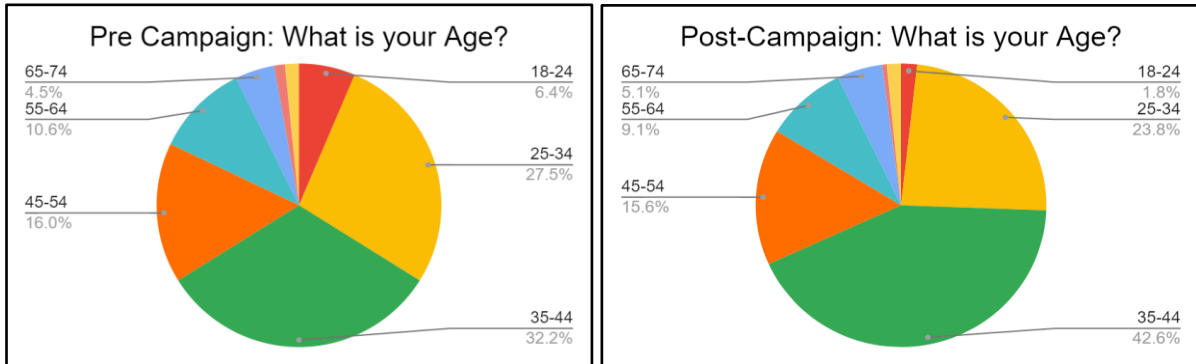
More people walked, and used the bus, motorcycle/moped, commuter boat/ferry, and subway in the post campaign survey. It's interesting to note that the most frequent modes of transportation for most people in Garwood are car, walk, bus and bicycle. These findings show it's important to ensure multimodal infrastructure for bus commuters, pedestrians, and cyclists.

Charts 17a and 17b: Gender

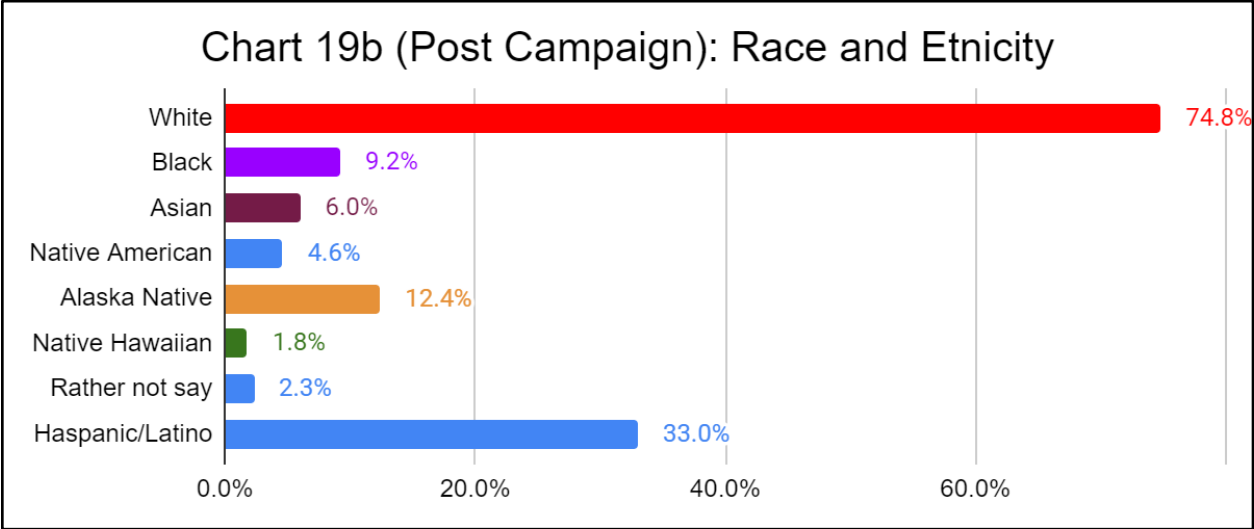
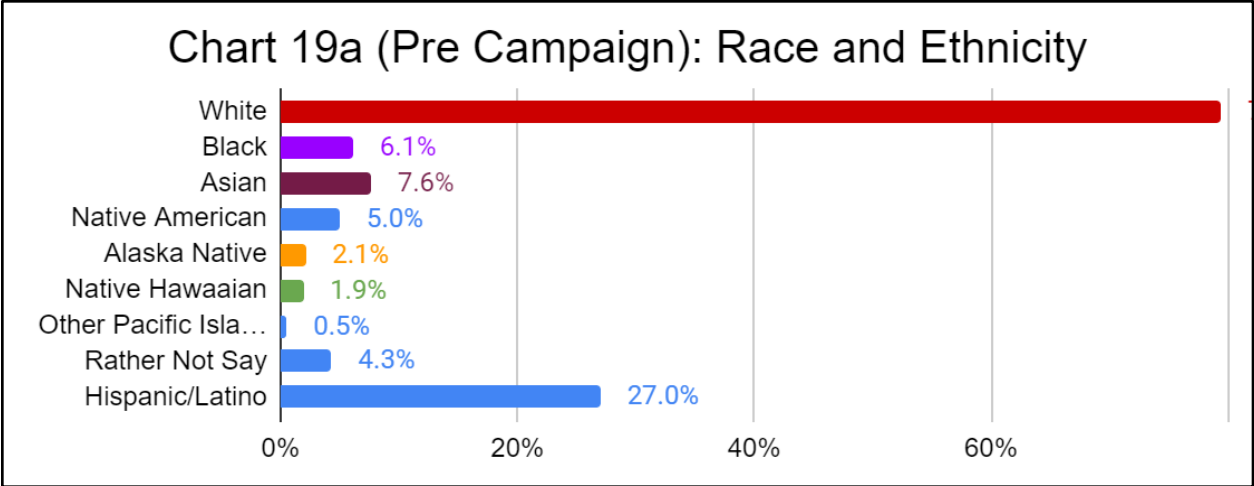


The pre- and post-campaign surveys show that an average of 53 percent of the survey respondents were women and 44 percent were men. This differs from Garwood’s 2019 demographics (city-data.com) of 52.9 percent men and 47.1 percent women. It’s suggested to get more men to complete the Street Smart survey for future campaigns.

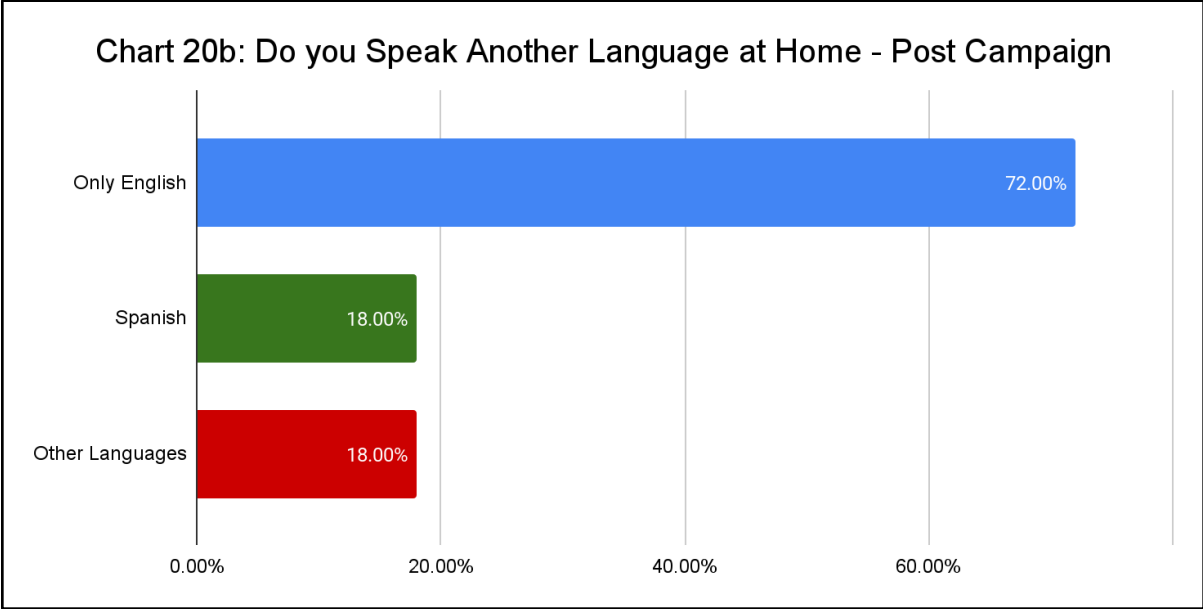
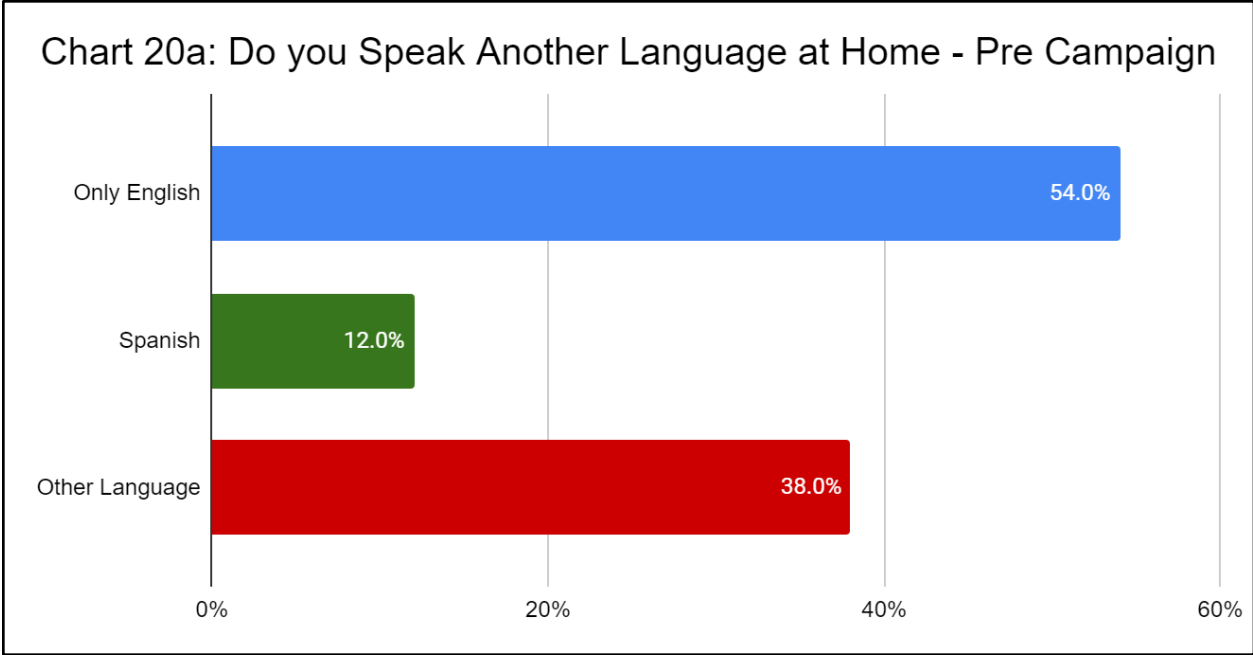
Charts 18a and 18b: Age



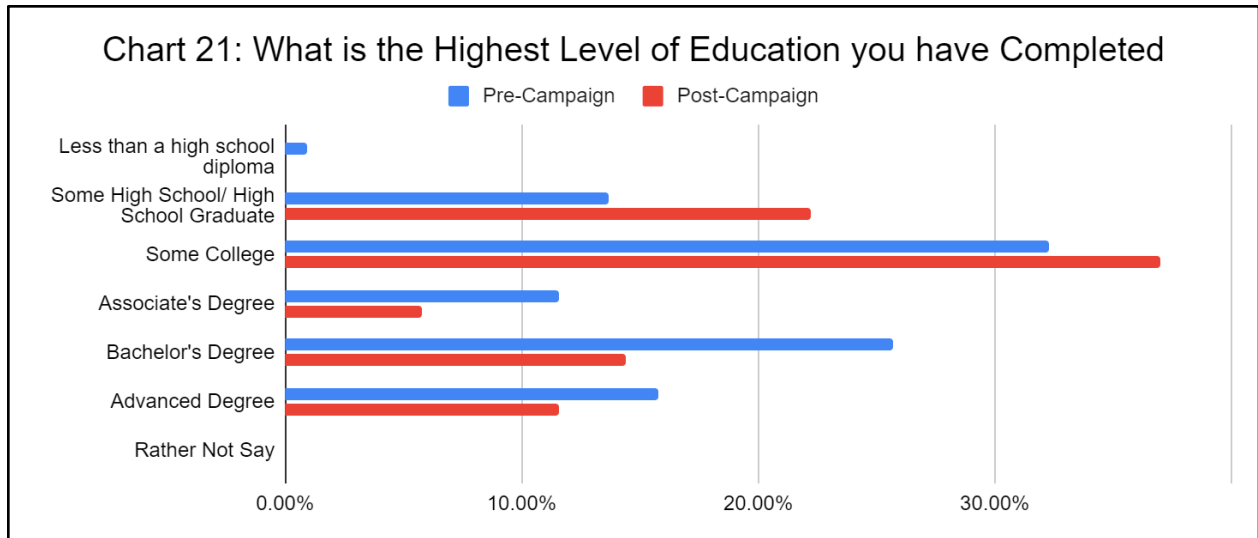
The post-campaign survey had a larger percentage of respondents in the 35-44 age group (43 percent vs. 13.70 percent) than the pre-campaign survey. In the 65-74 age group, the pre-campaign survey had a larger percentage of respondents than the post-campaign survey (16.90 percent vs. 5.10 percent). Overall, the pre-campaign had greater percentages in all other age groups. Future campaigns should make extra efforts to reach those ages 18-24 and 65-74 to encourage participation.



The pre- and post-campaign surveys show the majority of people who participated were White (79 percent and 74.8 percent respectively). It's notable that there is a larger proportion of non-white respondents compared to the population. As per most recent population data, Garwood's demographics are 91 percent White, 4.2 percent Asian, two or more races 2.1 percent, and Black or African-American 1.1 percent.



With both campaigns, English was the most spoken language at home. The most popular non-English language spoken at home is Spanish. Other languages spoken at home in Garwood include Chinese, French, Italian, Russian, and Portuguese.



The final survey question asked participants about the highest level of education they have attained. The majority of survey respondents either have some college experience, a bachelor's degree or a high school diploma.

4. Summary

The goal of Street Smart NJ is to reduce preventable pedestrian injuries and fatalities to zero, using a public awareness campaign that aims to improve driver and pedestrian behavior. The campaign focuses on educating the public about traffic laws and signals, raising awareness of safety messages and proper driver/pedestrian behavior, and enforcing the law.

- More education is needed on the meaning of both the flashing and fixed red hand and DON'T WALK signals.
- The campaign was successful in increasing awareness of pedestrian safety
- Data from 2010-2019 from Safety Voyager shows 36.9 percent of vehicle crashes resulted from driver inattention. An intentional and focused educational campaign on distracted driving should be considered and implemented.
- This campaign was successful with promoting and increasing awareness of Street Smart messaging by 31 percent among survey respondents.
- The Street Smart posters, social media, and safety tip cards were the best methods of increasing awareness about the Street Smart campaign and safe driving and walking behaviors.
- Post-campaign observations showed a significant reduction in pedestrians who crossed against the red signal, and drivers who failed to stop for people in crosswalks or at red lights before turning.
- Increased police enforcement is recommended for pedestrians who do not use the crosswalk and for drivers not stopping at a red light before making turns.

- Findings show it's important to ensure a multi-modal infrastructure approach for bus commuters, pedestrians, and cyclists.
- Schools can remind parents not to speed at pick up or drop off and near The Village and The Pointe where many seniors like to walk.
- The Borough should post "Stop for Pedestrians in Crosswalks" signs and remind residents to stop for crossing pedestrians before they make right or left turns
- Borough and County can work with the NJ Motor Vehicle Commission to teach new/renewing drivers and defensive driver course participants to stop for pedestrians in crosswalk.
 - Consider a mail insert for motorists renewing licenses/registrations
- Borough/County staff should conduct a public information campaign to reinforce that distracted driving is a ticketable offense and that the use of hand-held cell phones and headphones while walking, driving, or cycling is unsafe
- Promote crosswalk use at all intersections.
- Place Street Smart posters/signs in schools, at the NJ TRANSIT train station, and inside bus shelter/s to discourage distracted driving and walking.
- Increase police enforcement of traffic laws at other intersections with high crash rates, and issue violations to drivers and pedestrians to deter unwanted behavior.
- Police can distribute material and post signs advising cyclists to ride with traffic, on the right side of street, and encourage helmet use.
- Conduct additional Street Smart campaigns to encourage safe driving and walking.

A total of 1,363 Street Smart tip cards, outdoor signs, and other educational materials were used and distributed to residents and commuters during the community outreach and education campaign. Tip cards, coffee cup sleeves, and street signs were viewed by many people, both walking and driving.

The Garwood campaign was successful and the efforts of Borough leaders and the Police are to be commended. The safety messages and enforcement campaign made people reflect on their own and others' behavior. Results of this campaign suggest that increased awareness, education, and enforcement help to encourage safer behavior. Additional pedestrian and driver safety campaigns may improve behavior even further and it is suggested that the Borough display Street Smart signs around North Avenue & Center Street, and on Second Avenue at Walnut and Cedar streets where people have been hit and killed.

Increased education and enforcement, especially of drivers, is needed to improve safe behavior. Additional community outreach and school safety programs are recommended. Some

engineering changes would also be helpful to make the intersection safer and these are included in the following recommendation section.

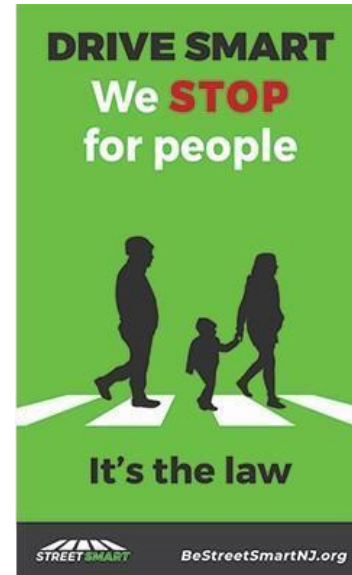
4.1 Infrastructure Recommendations

- Parts of the crosswalks at South Avenue and Center Street are faded and need to be repainted with high visibility striping.
- Stop bars will be more visible and effective if the word “Stop” is painted before the bar
- Add “ No Right Turns on Red” signs on the traffic signal post arms that hold the green, yellow and red signal — directly in front of drivers.
- Adjust signals so pedestrians get a walk signal before cars can turn so they will be more visible.
- Display Street Smart signs at other intersections where pedestrians have been hit by cars at Second Ave and Walnut Street and Second Avenue and Cedar Street.
- Add pedestrian lighting at all four corners on Second Avenue at Walnut and Cedar streets.
- Add four-way stop signs at the intersections of Second Avenue and Walnut Street and Second Avenue and Cedar Street.
- Ask local bike shops to post signs reminding cyclists to ride on the right with traffic.
- Install “Slow School Zone” signs near Lincoln School, repaint pavement markings, and post new pedestrian crossing signs
- Garwood was part of NJTPA's Complete Streets Technical Assistance Program and additional bicycle and pedestrian infrastructure improvements are recommended in the final report: https://njtpa.org/NJTPA/media/Documents/Planning/Regional-Programs/Complete%20Streets/Garwood-Report-Final_1.pdf

5. Appendix

5.1 Street Smart Educational Materials

Street Signs and Posters:



CAMINE CON CAUTELA
Nosotros cruzamos
en la esquina



STREET SMART BeStreetSmartNJ.org

MANEJE CON CAUTELA
Nosotros PARAMOS
para las personas



Es la ley

STREET SMART BeStreetSmartNJ.org

Table Tents:



Coasters:




Cup Sleeves:



5.2 Media Coverage

Garwood Survey Flyer:



STREET SMART
Make Garwood's Streets Safer!




Take the Street Smart Garwood Survey

The Borough of Garwood is working on a **Street Smart NJ** pedestrian safety campaign in partnership with EZ Ride Transportation Management Association and the North Jersey Transportation Planning Authority. Take a 5 minute online survey in English or Spanish before March 29, 2021 and find out how much you know about NJ traffic laws and steps that drivers and pedestrians can take to make our roads safer. All who complete the survey will be entered in a raffle for a \$100 gift card.

English Survey:
<https://forms.gle/KE2ECbzPsGZSH2MZA>

Spanish Survey:
<https://forms.gle/n1vZZ14FFzAQD22bA>

Visit [BeStreetSmartNJ.org](https://www.BeStreetSmartNJ.org) to learn more





STREET SMART

HELP SAVE LIVES

Make Garwood's Streets Safer!

Join us for the Street Smart Garwood Kickoff

When: Wednesday, April 14, 2021 at 2 pm

Where: Borough Hall, 403 South Ave, Garwood, NJ 07027

The Borough of Garwood will kick off its month-long **Street Smart NJ** pedestrian safety campaign with a news conference in partnership with EZ Ride Transportation Management Association and the North Jersey Transportation Planning Authority. The Event will highlight steps drivers and pedestrians can take to make our roads safer. Visit BeStreetSmartNJ.org to learn more about the campaign



News Articles:

Different media outlets wrote articles about the Street Smart Campaign, giving background on the campaign as well as letting readers know the goal of the campaign was to ultimately try and reduce pedestrian fatalities. Below are articles and a press release written or posted by the Clark-Garwood Patch, and Street Smart (BeStreetSmartNJ.org).

Clark-Garwood Patch. News posted April 12, 2021.

Garwood To Conduct Pedestrian Safety Education Campaign

The campaign is aimed at changing unsafe behavior and reducing pedestrian-car crashes at the intersection of South Avenue and Center Street.

GARWOOD, NJ — In April and May, Garwood will be conducting a Street Smart NJ pedestrian safety education campaign aimed at changing unsafe behavior and reducing pedestrian-motor vehicle crashes at the intersection of South Avenue and Center Street. "Public safety is a top priority for the Borough of Garwood," Mayor Sara Todisco said. "The Street Smart NJ campaign will help to educate drivers and pedestrians alike about the safe use of our roadways and is part of the broader set of initiatives to make our community safer."

The Borough will kick off the campaign on Wednesday at 2 p.m. Speakers will include Todisco, Police Chief James Wright, Union County Commissioner Lourdes Leon, Schools Superintendent Dr. Teresa Quigley, and Deputy Director Lisa Lee of EZ Ride.

This campaign is part of Todisco's 2021 goals of making public safety her priority for the year after two borough residents were killed in pedestrian-vehicle crashes in 2020. On Dec. 2, 2020, Catherine Flint, 81, from Garwood was fatally hit by a car while crossing the street. On Jan. 30, 2020, Nedra I. Clark, 65, from Garwood also died from her injuries she got when she was hit by a car while walking in a crosswalk.

There were also 13 motor vehicle crashes involving pedestrians and seven crashes involving bicycles in Garwood from 2015 to 2019. This issue is a state-wide issue with the National Highway Traffic Safety Administration (NHTSA) reporting on average, one pedestrian is killed every two days in New Jersey and 12 are injured daily. New Jersey ranked 18th in the nation in pedestrian fatalities per 100,000 people in 2018, and pedestrians comprised 32 percent (176 people) of the 558 people killed in vehicle crashes in New Jersey in 2019, nearly double the national average of 17 percent, according to the NHTSA.

Street Smart NJ, initiated and managed by the North Jersey Transportation Planning Authority (NJTPA) in 2013, is a statewide, collaborative effort between public, private and non-profit organizations. The campaign reminds people that everyone has a role to play in making our streets safer. Drivers must obey speed limits and stop for people crossing; people walking or biking must use crosswalks (marked and

unmarked) and cross with the signals; and everyone must avoid distractions. Street Smart NJ is one of many initiatives working to reach zero pedestrian fatalities.

EZ Ride, the Transportation Management Association that serves Union County, will manage the local campaign and will work with the Borough, school, and community partners to educate and distribute safety information. Large educational signs will be displayed at the intersection and around Garwood and local police will be enforcing pedestrian laws as part of the campaign. "Garwood has committed to making pedestrian safety a priority, and this campaign will help raise awareness about the common-sense steps we can all take to make our roads safer for everyone," Union County Commissioner Bette Jane Kowalski said.

"Drivers must avoid distractions, stop for people crossing and slow down for safety. Pedestrians should use crosswalks or cross at intersections and wait for the walk signal or green light before stepping into the road," said Commissioner Kowalski, who represents the county on the NJTPA Board of Trustees. "These simple actions will save lives."

Anyone interested in helping to promote the Street Smart NJ message in Garwood, should contact Lisa Lee at 201-939-4242 ext. 123 or LLee@ezride.org. Learn more at bestreetsmartnj.org. The campaign is also on Facebook and Twitter (@njstreetsmart).

BeStreetSmart website. Posted April 14, 2021.

Garwood Launches Pedestrian Safety Campaign. New posted April 14, 2021

Garwood kicked off a month-long Street Smart NJ pedestrian safety campaign today.

The campaign, which aims to change unsafe behavior and reduce pedestrian-motor vehicle crashes, will focus on the intersection of South Avenue and Center Street.

"Public safety is a top priority for the Borough of Garwood," Mayor Sara Todisco said in a statement. "The Street Smart NJ campaign will help to educate drivers and pedestrians alike about the safe use of our roadways and is part of the broader set of initiatives to make our community safer."

EZ Ride, the Transportation Management Association that serves Union County, is managing the campaign. EZ Ride will work with the Borough, school, and community partners to educate and distribute safety information. Local police will be enforcing pedestrian-related laws as part of the campaign.

The campaign kicked off with a 2 p.m. news conference outside Borough Hall today. There were 13 motor vehicle crashes involving pedestrians and seven crashes involving bicycles in Garwood from 2015-2019. None of those crashes were fatal. However, last year, two senior citizens were hit and killed by cars while crossing the street.

Commissioner Bette Jane Kowalski, who represents the county on the NJTPA Board of Trustees, issued a statement praising Garwood’s commitment to making pedestrian safety a priority and called on residents and visitors to help make Borough roads safer for everyone.

“Drivers must avoid distractions, stop for people crossing and slow down for safety. Pedestrians should use crosswalks or cross at intersections and wait for the walk signal or green light before stepping into the road,” she said. “These simple actions will save lives.”

Press Release:

Garwood Joins Statewide Pedestrian Safety Campaign

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

Mayor Sara Todisco announced today that in April and May, Garwood will be conducting a Street Smart NJ pedestrian safety education campaign aimed at changing unsafe behavior and reducing pedestrian-motor vehicle crashes at the intersection of South Avenue and Center Street.

“Public safety is a top priority for the Borough of Garwood,” Mayor Todisco said. The Street Smart NJ campaign will help to educate drivers and pedestrians alike about the safe use of our roadways and is part of the broader set of initiatives to make our community safer.”

Street Smart NJ, initiated and managed by the North Jersey Transportation Planning Authority (NJTPA) in 2013, is a statewide, collaborative effort between public, private and non-profit organizations. The campaign reminds people that everyone has a role to play in making our streets safer. Drivers must obey speed limits and stop for people crossing; people walking or biking must use crosswalks (marked and unmarked) and cross with the signals; and everyone must avoid distractions. Street Smart NJ is one of many initiatives working to reach zero pedestrian fatalities.

EZ Ride, the Transportation Management Association that serves Union County, will manage the local campaign and will work with the Borough, school, and community partners to educate and distribute safety information. Large educational signs will be displayed at the intersection and around Garwood and local police will be enforcing pedestrian laws as part of the campaign.

The Borough will kick-off the campaign on Wednesday April 14 at 2 p.m. Speakers will include Mayor Sara Todisco, Police Chief James Wright, Union County Commissioner Bette Jane Kowalski, Schools Superintendent Dr. Teresa Quigley, and Deputy Director Lisa Lee of EZ Ride.

Pedestrian safety is a concern nationwide, but it is particularly important in New Jersey. The federal government has designated a pedestrian safety focus state for its high rate of fatalities and injuries. On average, one pedestrian is killed every two days in New Jersey and 12 are injured daily. New Jersey ranked 18th in the nation in pedestrian fatalities per 100,000 people in 2018, and pedestrians comprised

32 percent (176 people) of the 558 people killed in vehicle crashes in New Jersey in 2019, nearly double the national average of 17 percent, according to the National Highway Traffic Safety Administration (NHTSA).

There were 13 motor vehicle crashes involving pedestrians and seven crashes involving bicycles in Garwood from 2015-2019. None of those crashes were fatal, but two senior citizens were hit and killed by cars while crossing the street in 2020.

“Garwood has committed to making pedestrian safety a priority, and this campaign will help raise awareness about the common sense steps we can all take to make our roads safer for everyone,” Union County Commissioner Bette Jane Kowalski said. “Drivers must avoid distractions, stop for people crossing and slow down for safety. Pedestrians should use crosswalks or cross at intersections and wait for the walk signal or green light before stepping into the road,” said Commissioner Kowalski, who represents the county on the NJTPA Board of Trustees. “These simple actions will save lives.”

Anyone interested in helping to promote the Street Smart NJ message in Garwood, should contact Lisa Lee at 201-939-4242 ext. 123 or LLee@ezride.org. Learn more at bestreetsmartnj.org. The campaign is also on [Facebook](#) and Twitter (@njstreetsmart).

Social Media:

**Garwood Recreation Committee Facebook Page.
Posted March 15, March 22, March 29, June 4, 2021**

The Borough of Garwood is working on a Street Smart NJ pedestrian safety campaign in partnership with EZ Ride Transportation Management Association and the North Jersey Transportation Planning Authority. Take a five minute online survey in English or Spanish before March 29, 2021 and find out how much you know about NJ traffic laws and steps that drivers and pedestrians can take to make our roads safer.

All who complete the survey will be entered in a raffle for a \$100 gift card.

English Survey: <https://forms.gle/KE2ECbzPsGZSH2MZA>

Spanish Survey: <https://forms.gle/n1vZZ14EFzAQD22bA>

Visit BeStreetSmartNJ.org to learn more.

#BeStreetSmart

Garwood Recreation Committee Facebook Page. Posted May 5, 2021

Your choices affect the lives of those around you. Drive Smart, Walk Smart and Be Street Smart. Together, we can reach a goal of zero pedestrian fatalities in New Jersey.



#BeStreetSmartNJ

Garwood Recreation Committee Facebook Page. Post May 7, 2021

Whether you're driving, walking, or biking - be Street Smart and Save a life, Together we can reach NJ's goal of zero pedestrian fatalities.



#BeStreetSmartNJ

5.3 NJ Traffic Laws

New Jersey State Laws:

Whether you're driving, walking or cycling, everyone can help make New Jersey's roads safer. By playing our part, we can work toward New Jersey's goal of zero pedestrian fatalities. It's important that everyone knows and follows the laws, and also follows common sense safety measures everyone can follow to help reduce fatalities.

LAWS FOR MOTORISTS AROUND PEDESTRIANS

- Drivers must stop and stay stopped to allow people to cross at marked crosswalks and intersections, including when turning. (39:4-36.a. (1))
- Whenever any vehicle is stopped for someone crossing the road, the driver of any other vehicle approaching from the rear shall not pass the stopped vehicle. (39:4-36.a. (3))
- A person crossing or starting to cross an intersection on a walk or green signal, but who is still within the crosswalk when the signal changes, has the right of way until they finish crossing. (39:4-32.c.)
- A driver shall exercise due care for the safety of any pedestrian upon a roadway. (39:4-32.g.; 39:4-36.a. (5))
- In the event of a collision between a vehicle and a person crossing at an intersection, there shall be a permissive inference that the driver did not exercise due care for the safety of the pedestrian. (39:4-32.h.; 39:4-36.d.)

Violations of the above laws carry a \$200 fine, two motor vehicle points and up to 15 days of community service. If the violation results in serious bodily injury to a person crossing, drivers can face fines of more than \$500, up to 25 days in jail and license suspension of up to six months.

DISTRACTED DRIVING: 39:4-97.3 Use of wireless telephone, electronic communication device in moving vehicles; definitions; enforcement.

- The use of a wireless telephone or electronic communication device by an operator of a moving motor vehicle on a public road or highway shall be unlawful except when the telephone is a hands-free wireless telephone or the electronic communication device is used hands-free, provided that its placement does not interfere with the operation of federally required safety equipment and the operator exercises a high degree of caution in the operation of the motor vehicle. For the purposes of this section, an "electronic communication device" shall not include an amateur radio.

A person who violates this section shall be fined as follows:

-for a first offense, not less than \$200 or more than \$400;

-for a second offense, not less than \$400 or more than \$600; and

-for a third or subsequent offense, not less than \$600 or more than \$800.

For a third or subsequent violation, the court, in its discretion, may order the person to forfeit the right to operate a motor vehicle over the highways of this State for a period of 90 days. In addition, a person convicted of a third or subsequent violation shall be assessed three motor vehicle penalty points pursuant to section 1 of P.L.1982, c.43 (C.39:5-30.5).

LAWS FOR PEDESTRIANS

- No pedestrian shall leave a curb or other place of safety and walk or run into the path of a vehicle which is so close that it is impossible for the driver to yield or stop. (39:4-32.a; 39:4-36.a. (2))
- Where traffic is not controlled and directed either by a police officer or a traffic control signal, people should cross in a marked crosswalk, or, in the absence of a marked crosswalk, and where not otherwise prohibited, at right angles to the roadway. (39:4-34)
- No person shall cross a roadway against the stop or red signal at a crosswalk whether marked or unmarked, unless otherwise specifically directed by a police officer or traffic control device. (39:4-32.a.)
- Every person upon a roadway at any point other than within a marked crosswalk or within an unmarked crosswalk at an intersection, shall yield the right-of-way to all vehicles. (39:4-36.a. (4))

Violation of the above laws carries a \$54 fine.