



# **STREET**SMART

## HIGHLANDS BOROUGH, NJ



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December 14, 2017



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### Executive Summary

New Jersey has been designated a Pedestrian and Bicycle Safety Focus State by the federal government due to its large number of pedestrian fatalities. The Street Smart NJ Campaign raises public awareness and educates drivers and pedestrians on safe travel through a collaborative effort of public, private, and non-profit organizations. Street Smart was a pilot program implemented in five municipalities in 2013 - 2014 and has expanded to more than 50 New Jersey municipalities, including Highlands Borough in 2017.

EZ Ride partnered with the Borough of Highlands to conduct a walkability audit in June 2016 and provided a pedestrian safety presentation at Highlands Elementary School through the Safe Routes to School Program on December 16<sup>th</sup>, 2016. On December 21<sup>st</sup>, 2016 EZ Ride team members met with North Jersey Transportation Planning Association (NJTPA), Highlands Borough Police and town officials to plan a full Street Smart Campaign in the spring of 2017. EZ Ride worked with the NJTPA to develop a positive and collaborative relationship with Highlands Borough, the Borough Police Department, and the Highlands Borough Public School District. The spring Street Smart NJ campaign began with a pre-campaign intersection observation at the selected intersection of Shore Drive and Waterwitch Avenue on April 24<sup>th</sup>, 2017. This intersection was selected because of its location near the Sea Streak Ferry Terminal, Highlands Elementary School, proximity to Bay Avenue stores and restaurants, and due to crash and driver behavior analysis. The campaign officially kicked off on May 3<sup>rd</sup>, 2017 during the City Council meeting at the Highlands Recreation Center. The Educational Campaign consisted of posters and signs on display, and approximately 410 Street Smart tip cards and 720 "Heads up, Phones down" post card materials were distributed by the Highlands Police Department, EZ Ride team members, and the Henry Hudson Regional High School S.A.D.D. club between May 8<sup>th</sup> and May 21<sup>st</sup>, 2017 at the schools, in town and at the Sea Streak Ferry terminal. The enforcement campaign began May 22<sup>nd</sup> through June 2<sup>nd</sup>, 2017 during which the Highlands Borough Police Department stopped 219 vehicles and wrote 19 summons for violations. A final post campaign selected intersection observation was held on June 28<sup>th</sup>, 2017 to evaluate any change in pedestrian or driver behavior.

The evaluation revealed a decrease in some unsafe driver or pedestrian behaviors and showed an increase in other unsafe driver or pedestrian behavior. When comparing the observations, we found there were fewer instances of cars speeding, distracted driving, and distracted walking. However, there were more instances of cars not stopping for pedestrians and pedestrians jaywalking. These results suggest that some people of Highlands became more aware of their responsibilities as pedestrians and/or drivers as a result of the campaign. The Street Smart campaign seemed to contribute to raising awareness about driver and pedestrian responsibilities and encouraging safer driver and pedestrian behavior.

## 1. Street Smart NJ Overview

Street Smart NJ is a public education, awareness and behavioral change campaign developed and funded by the North Jersey Transportation Planning Authority (NJTPA) and with supplemental funding from the State Pedestrian Safety Education and Enforcement Fund administered by the New Jersey Division of Highway Traffic Safety (NJDOTS).

The campaign is a collaborative effort among public, private and non-profit organizations. The NJTPA, along with the Federal Highway Administration (FHWA), the New Jersey Department of Transportation (NJDOT), NJ Transit, NJDOTS, and the Transportation Management Associations (TMAs) work with numerous community partners to develop and implement the Street Smart NJ campaign.

Street Smart NJ was developed in response to New Jersey's designation by FHWA as a pedestrian focus state due to the high incidence of pedestrian injuries and fatalities. According to 2014 data from the National Highway Traffic Safety Administration, the State of New Jersey ranked 6th in the nation in pedestrian fatalities. From 2010 - 2014, 750 pedestrians were killed and 17,000 were injured on the state's roadways equaling one pedestrian death every 2.5 days and 11 pedestrian injuries every day.

The campaign has three main goals:

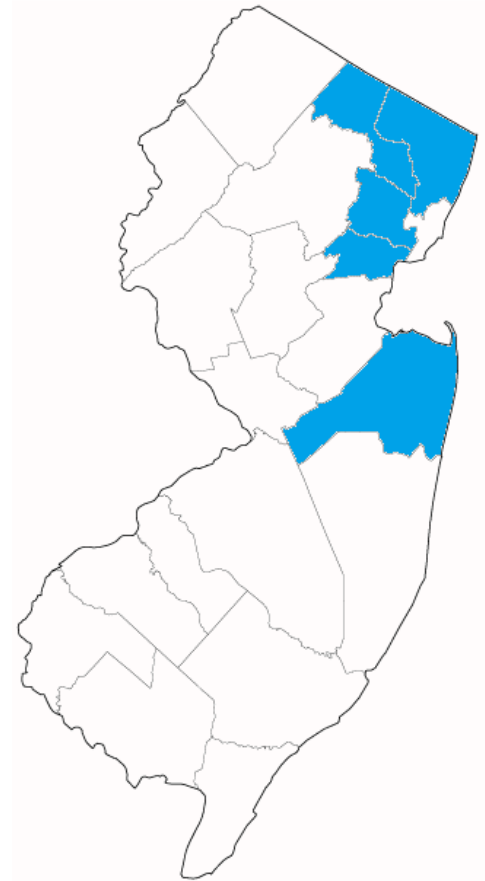
- Change pedestrian and motorist behaviors to reduce the incidence of pedestrian injuries and fatalities in New Jersey.
- Educate motorists and pedestrians both about their roles and responsibilities for safely sharing the road.
- Increase enforcement of pedestrian safety laws and roadway users' awareness of that effort.

The Street Smart NJ program was piloted in five communities in New Jersey in 2013 and 2014. The pilot programs were conducted in Newark, Jersey City, Woodbridge, Hackettstown, and Long Beach Island. These five communities were selected in order to incorporate the state's diverse landscape of urban, suburban, rural, and shore regions. The program was later expanded to additional municipalities in 2015 and 2016. EZ Ride has initiated Street Smart NJ campaigns in Asbury Park, Bloomfield, Cranford, and Highlands. Campaigns will be carried out in Hackensack, Teaneck and Paterson in fall 2017.

## 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.

EZ Ride delivers transportation solution services to Essex, Union, Monmouth, Bergen, and Passaic counties. Highlands Borough was approached to conduct a full Spring Street Smart pedestrian safety awareness campaign in December 2016. After meeting with officials and community stakeholders, it was decided to officially kickoff the full campaign on May 3<sup>rd</sup>, 2017.



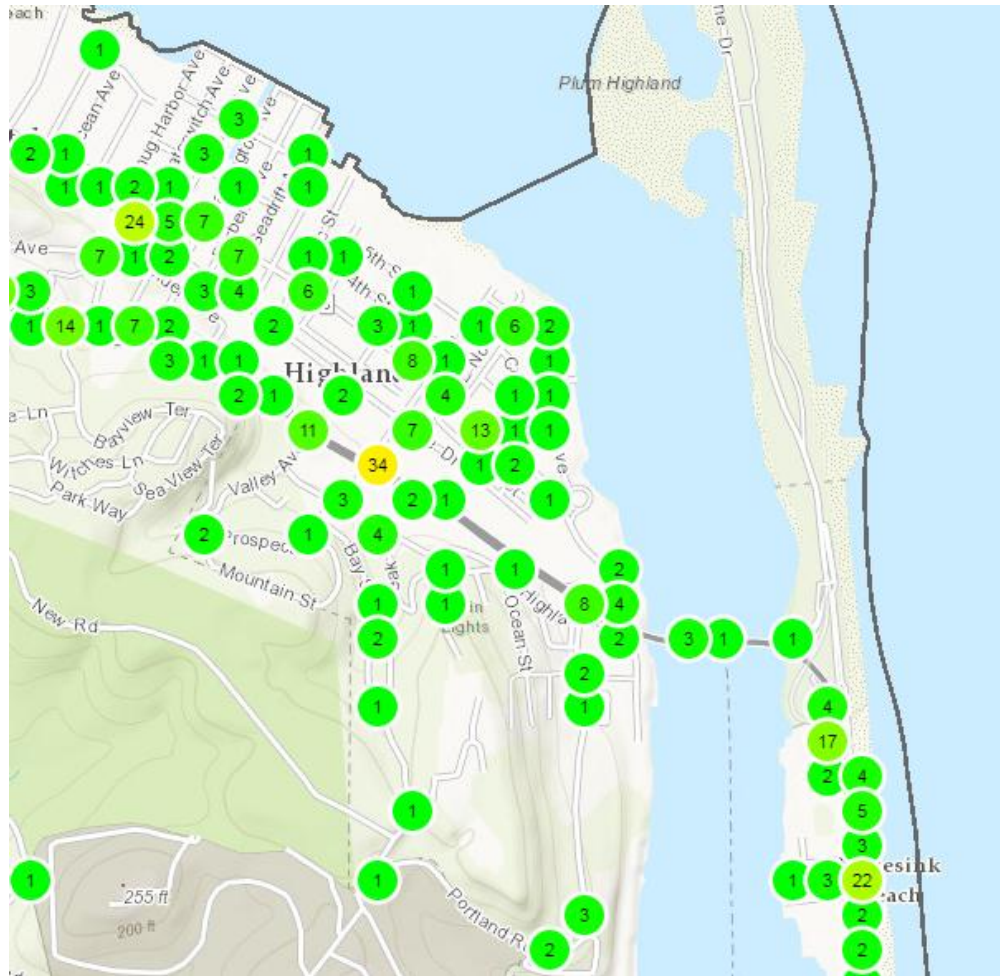
## 1.2 Highlands Borough, Monmouth County, New Jersey

Highlands Borough is located in Monmouth County and is rich with historical significance as well as a part of the famous "Jersey Shore". Highlands is home to the oldest route to the eastern coast via the Minisink Trail that ends at the Navesink River. During the American Revolutionary War, the town was in a unique position to help with defense as residents could observe enemy arrivals by sea. More recently, Highlands Borough is a part of the Bayshore Regional Strategic Plan, an effort to revitalize shore towns' economies through redevelopments of downtowns, neighborhoods, rich maritime history, and the Jersey Shore. As of the 2010 United States Census, Highland Borough's population was 5,005. The city covers approximately 1.4 square miles with only 0.8 square miles of land.

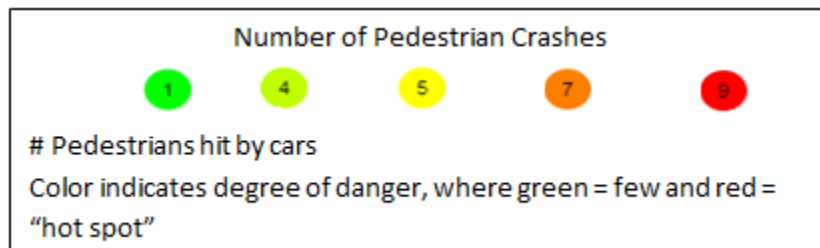
# Street Smart Highlands Borough

Using the New Jersey Department of Transportation’s crash analysis program Safety Voyager, EZ Ride analyzed several crash types in Highlands Borough between 2010 and 2015. During this time frame, Highlands Borough had 769 crashes.

Map 1. Highlands Borough Vehicular Crashes Locations



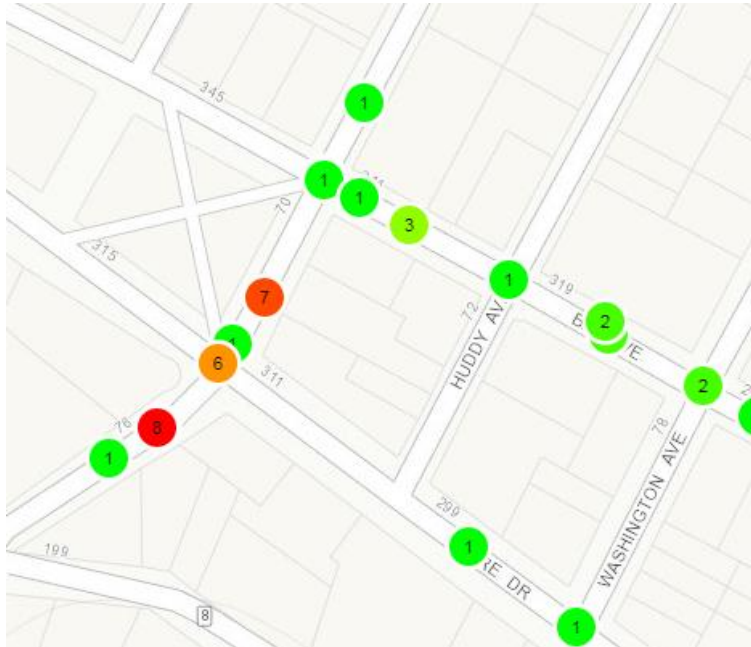
Source: 2010 – 2015, NJ Safety Voyager Crash Analysis Program



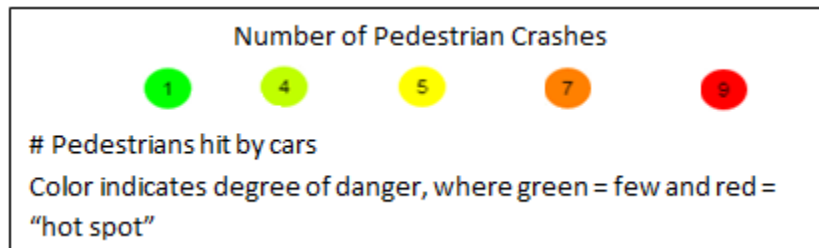
## Street Smart Highlands Borough

As Map 2 shows below, the Waterwitch Avenue and Shore Drive intersection has experienced six car crashes at the focus intersection, one crash a little further north, and seven more in front of the Waterwitch Coffee and Tea Company. There were also nine crashes along Waterwitch Avenue toward Highlands Elementary School. The next street over, there were several crashes all along Washington Avenue.

Map 2. Highlands Borough: Crashes at Waterwitch Avenue & Shore Drive



Source: 2010 – 2015, NJ Safety Voyager Crash Analysis Program

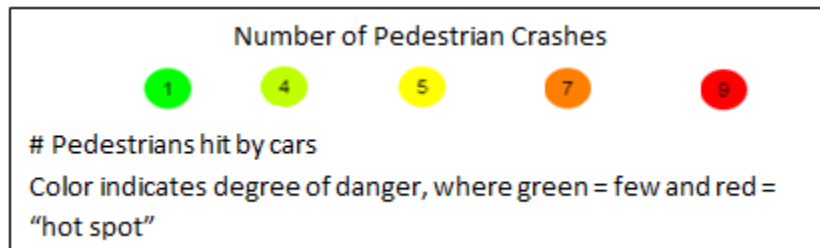


Of the 769 crashes, eight were pedestrian crashes where a pedestrian was struck. Of these eight pedestrian crashes, four occurred on local roads. None of these pedestrian crashes involved bicycles. Thankfully, no pedestrians were killed in these pedestrian crashes. Map 3 below shows the locations of the eight crashes.

Map 3. Highlands Borough Pedestrian Crash Locations



Source: 2010 – 2015, NJ Safety Voyager Crash Analysis Program



### 1.3 Campaign Selected Intersection

The intersection selected by the Borough and the Police Department was Shore Drive and Waterwitch Avenue. It is near Huddy Park, the Highlands Elementary School, the Sea Streak Ferry Terminal and several local businesses such as Kranky Cycles and Waterwitch Coffee and Tea Company. Many students cross the intersection to get to school, residents visit local businesses, and commuters drive through the intersection every day to reach the Sea Streak Ferry terminal to get to New York City. A crossing guard is stationed at the selected intersection afterschool and informed EZ Ride team members that many of the issues he has observed are drivers (especially commuters) speeding through the intersection, drivers not stopping for pedestrians, drivers not stopping at the stop sign, and drivers using the shoulder in front of the Valley National Bank as a right turn lane. He also noted that pedestrians often cross mid-block to get to the businesses, pedestrians are distracted with phones or games, and cyclists are not adhering to proper bike safety guidelines.



### 1.4 Pre-Campaign Intersection Observation

Pre-Campaign intersection observations were scheduled for Monday, April 24<sup>th</sup>, 2017 from 2:30 pm to 4:00 pm. Team members from EZ Ride arrived and observed pedestrian and driver behavior at Shore Drive and Waterwitch Avenue in Highlands Borough. The intersection is not signalized. EZ Ride members tracked the number of cars not stopping for pedestrians in the crosswalk, distracted drivers, pedestrians crossing mid-block or jaywalking, and distracted pedestrians.



**Focus Intersection in front of Valley National Bank**

Police Chief Robert Burton informed EZ Ride team members that a major issue with drivers was the illegal use of the Waterwitch Avenue shoulder as a right turn lane in front of the Valley National Bank.

### 1.5 Education and Enforcement Campaigns

The education portion of the campaign ran from May 8<sup>th</sup> to May 21<sup>st</sup> during which Henry Hudson High School Students Against Destructive Decisions (S.A.D.D) club students, the Highlands Borough Police Department, EZ Ride team members, and local merchants distributed Street Smart tip cards and “Heads Up, Phones Down” post cards to residents and passersby. Street signs, banners, table tents, and/or posters were displayed in several locations including the focus intersection and around the Highlands Elementary School by the Department of Public Works and S.A.D.D. students. Coffee cup sleeves with the theme were also distributed to the local cafes and merchants to display.

## Street Smart Highlands Borough



S.A.D.D. students pass out Street Smart tip cards to parents afterschool



EZ Ride Bike & Pedestrian Team Manager, Lisa Lee, speaks with residents about Street Smart

The enforcement campaign took place from May 22<sup>nd</sup> to June 2<sup>nd</sup> by the Highlands Borough Police Department. Each participating town's enforcement campaign is approached differently as some prefer to issue warnings, citations, or even reward positive/safe pedestrian and driver behaviors. The Highlands Borough Police Department stopped 219 vehicles and issued 19 citations during their enforcement campaign.

### 1.6 Post Campaign Intersection Observation

After the Education and Enforcement portions of the campaign were concluded, the team from EZ Ride returned to Shore Drive and Waterwitch Avenue on June 28<sup>th</sup>, 2017 to observe the effect the campaign had on pedestrian and driver behavior. Once again we observed driver and pedestrian behaviors noting the number of cars which did not stop for pedestrians, the number of pedestrians who jaywalked/crossed mid-block, and the number of distracted pedestrians.



As shown in the photo on the previous page, Police Chief Burton decided to place cones blocking the shoulder in front of Valley National bank to prevent illegal right turns after the date of our initial Pre-Campaign Intersection observations. This decision actually improved safety by reducing the number of illegal right turns. A more permanent solution of installing bollards is soon to be implemented. The City could investigate the feasibility of installing a protected bike lane within the bollards along Shore Drive.

## 2. Evaluation

### 2.1 Pre-Campaign and Post-Campaign Intersection Observations

The EZ Ride team conducted the pre-campaign observations at Shore Drive and Waterwitch Avenue in Highlands Borough on Monday, April 24<sup>th</sup>, 2017 from 2:30 p.m. to 4:00 p.m. and post-campaign observations on June 28<sup>th</sup>, 2017 between 2:30 to 4:00 p.m. Shore Drive is a one lane road that runs East to West through the Henry Hudson Trail, the ferry, and across town. Waterwitch Avenue runs from Route 36 next to Highlands Elementary and intersects with Shore Drive and continues through to residential streets near the waterfront. The intersection is not signalized and has stop signs on Shore Drive. The team observed both driver and pedestrian behaviors and tallied how often they occurred. Table 1 displays the difference in the number of observed actions during the Pre-Campaign and Post-Campaign intersection observations.

During the Pre-Campaign Observations, EZ Ride team members spoke with a crossing guard that was stationed at the intersection. He spoke of how many drivers, especially commuters, don't practice safe driving habits. He informed the team that speeding, sharp turns, and using the shoulder in front of Valley National Bank to make right turns was very common.

Table 1. Pre-Campaign and Post-Campaign Results

Pre-Campaign		Post-Campaign	
Cars Not Stopping	2	Cars Not Stopping	3
Distracted Drivers	28	Distracted Drivers	27
Jaywalking	19	Jaywalking	26
Distracted Walkers	6	Distracted Walkers	8

As Table 1 above demonstrates, the driver and pedestrian behavior results compared pre-campaign and post-campaign were mixed. The number of cars that did not stop, the number of distracted walkers, and those who crossed midblock actually increased. Distracted driving was essentially the same. Therefore, despite the number of citations issued during the enforcement period and increased awareness of safe behavior, the campaign was not very successful in actually changing pedestrian and driver behavior at the intersection. Regular Safe Routes to School programming and an annual StreetSmart Highlands campaign coupled with increased communication to residents, tourists, and ferry commuters will hopefully result in behavioral change.

## 3. Campaign Overview

### 3.1 Campaign Kick Off

Highlands Borough held a Campaign Kickoff Meeting on May 3<sup>rd</sup> at the City Council meeting notifying residents that the Street Smart NJ campaign was being conducted. The Council Meeting and Street Smart presentation made by the Police Department, NJTPA and EZ Ride's Bike and Pedestrian Safety Manager was recorded and uploaded as a YouTube video and live streamed on UStream for the community to reference.

### 3.2 Education Campaign

For the educational component of the campaign, EZ Ride staff, police officers and volunteers distributed safety tip cards to pedestrians, motorists and cyclists. Local businesses displayed signs, and street signs with the various safety messages were placed along the corridor. The goal of the education campaign was to raise awareness of safe driver and pedestrian behaviors and reduce the prevalence of unsafe or illegal behavior. Street Smart materials encourage drivers to obey the speed limit, stop for pedestrians in crosswalks, avoid distractions by keeping their heads up and phones down, and to obey traffic signals. Street Smart tip cards and posters encourage pedestrians to use crosswalks, obey traffic lights/pedestrian signals, and avoid distractions while walking. Street signs were put up at the selected intersection, Street Smart Tip Cards and "Heads Up, Phones Down" postcards were handed out to residents, high school students, pedestrians, and commuters at the Sea Streak Ferry terminal. Table Tent cards, small posters and cup sleeves were distributed at The Girls Café, In the Garden, Valley National Bank, Waterwitch Coffee & Tea Company, Welsh Farms, Chilangos, Katz, Et Al Fine Foods, Francesco's Pizzeria, Andy's Shore Bar, Driftwood Bar and Liquors, American Legion Post 143, and at the Sea Streak Ferry terminal.



## Street Smart Highlands Borough

As Table 2 below shows, at least 410 people were given Street Smart tip cards, and 720 were given “Heads Up, Phones Down” postcards and received increased awareness of driver and pedestrian safe behavior awareness. Residents and commuters were informed through 14 small posters, 2 street signs, and 81 table tents that were distributed to local businesses who served as outreach partners.

Table 2. Street Smart Material Distribution

Street Smart Education Materials Distributed	
Street Smart Tip Cards	410
Street Smart Small Posters	14
Heads Up, Phones Down Postcards	720
Street Smart Tent Cards	81
Coffee Cup Sleeves	130
Coasters	380

The two street signs with different Street Smart NJ safety messages were placed at or near the selected intersection. It would be better in future for the municipality to put up many more signs around town at busy intersections to get the messages across more effectively.



### 3.3 Enforcement Campaign

The Highlands Borough Police Department stopped 219 vehicles during the Enforcement Campaign. As a result, a total of 19 tickets were issued to residents and/or commuters who violated traffic laws.

### 4. Summary of Campaign Results

The goal of Street Smart NJ is to reduce avoidable traffic fatalities to zero through a public awareness campaign that aims to improve driver and pedestrian behavior. This is accomplished through educating the public on the law and their responsibilities, raising awareness of multiple modes of transportation, and increasing enforcement to deter unsafe behaviors often associated with traffic accidents.

Based on intersection observations, we noted a slight decrease in distracted drivers when compared pre-campaign and post-campaign. However, we also noted increases in cars not stopping for pedestrians, jaywalking instances, and distracted walkers.

The education campaign saw approximately 1,700 Street Smart materials distributed to residents and commuters. The tent cards, small posters, and large street signs were viewed by many more people, walking, or driving. The campaign did not have as positive of an impact as was hoped, but it was successful in raising awareness and encouraging safe travelling behavior. Additional campaigns or pedestrian safety programming may improve these behaviors further.

#### 4.1 Recommendations

- Conduct additional Street Smart campaigns to encourage safe driving and walking
- Put up more Street Signs all around town to get the message across to drivers and pedestrians
- Work with Sea Streak ferry to put posters and table tents on their boats. Try to get the videos displayed on the ferry TV system for commuters and to get the message sent to their email customers
- Send out town email blasts with the campaign e-blasts and promote the campaign in the local paper
- Increase Safe Routes to School Programs to discourage students' distracted walking
- Work with the SADD club at the High School to promote less distracted walking and driving by students and family members
- Place "Stop for Pedestrians in Crosswalk" signs at Waterwitch Avenue & Shore Drive
- Install permanent bollards in front of Valley National Bank to prevent illegal turns
- Increase police enforcement to discourage speeding, distracted walking and jaywalking by issuing more warnings and/or citations
- Put up warning signs regarding speeding on Waterwitch Avenue Ferry and in parking lot
- Consider adding a traffic/pedestrian signal at Waterwitch Avenue & Shore Drive
- Investigate feasibility of adding bike lane along Shore Drive & Waterwitch Avenue

## 5. Appendix

### 5.1 Charts and Tables

Chart 1. Pre-Campaign vs. Post-Campaign Observations

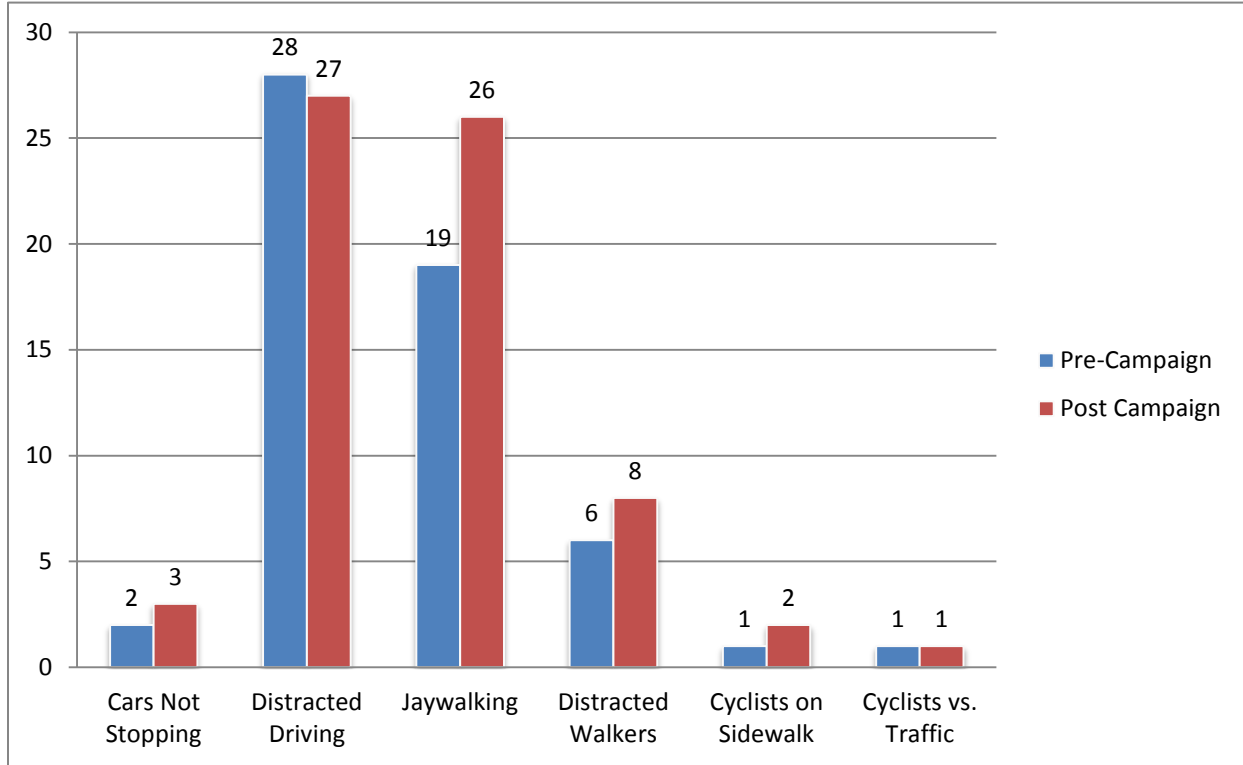


Table 3. Percentage Change in Observed Actions

	Pre-Campaign	Post-Campaign	Change
Cars Not Stopping	2	3	50% increase
Distracted Drivers	28	27	4% reduction
Jaywalking	19	26	37% increase
Distracted Walkers	6	8	33% increase



### **5.2 EZ Ride Community Outreach**

#### Safe Routes to School Program

EZ Ride helped to raise awareness of pedestrian and driver safety by providing pedestrian safety presentations to Highlands Elementary School students via the Safe Routes to School Program. The safety presentations introduced the four safety rules to cross a street, “Stop, Look, Listen, and Think” and promoted safe walking and cycling to school. Students were taught to dress to be seen, and to obey traffic laws, signs and signals. 200 Highlands Elementary students received this programming and participated in a poster contest on Friday Dec. 16, 2016. EZ Ride also conducted a walk audit on June 13, 2016 and wrote a School Travel Plan report for the Highlands Elementary School. The School Travel Plan and SRTS activities qualified Highlands Elementary School for Gold Level SRTS Recognition Status in 2017. Street Smart tip cards were provided to each student to take home to share with their families.

## 5.3 Street Smart Educational Materials

**Pedestrian Safety Zone**

### OBEY SPEED LIMITS



**SPEED LIMIT**

Check your vital signs.  
Police are enforcing the law.

**STREETSMART**  
BeStreetSmartNJ.org

**TOWARD ZERO DEATHS**

**Pedestrian Safety Zone**

### STOP FOR PEDESTRIANS



Check your vital signs.  
Police are enforcing the law.

**STREETSMART**  
BeStreetSmartNJ.org

**TOWARD ZERO DEATHS**

**Avoid Distractions**



- ▶ Distracted walking contributed to 4,200 pedestrian deaths and 70,000 injuries nationwide in 2010.
- ▶ 53 percent of adult cellphone owners have had a distracted walking encounter.
- ▶ In the time it takes to read a text message, your car can cover the length of a football field.
- ▶ Driver inattention caused nearly half of the 3 million crashes in NJ with 1,600 fatalities, 2004-2013.

Check your vital signs.  
Police are enforcing the law.

**STREETSMART**  
BeStreetSmartNJ.org

**TOWARD ZERO DEATHS**

**HEADS UP, PHONES DOWN**

Check your vital signs.  
Police are enforcing the law.

**TOWARD ZERO DEATHS**

**STREETSMART**  
BeStreetSmartNJ.org



**STREETSMART**  
BeStreetSmartNJ.org

**TOWARD ZERO DEATHS**

**CHECK YOUR VITAL SIGNS**  
Your life is on the line

- ▶ Stop for pedestrians in marked crosswalks or where the driver has the right-of-way.
- ▶ Stop for pedestrians in unmarked crosswalks in residential areas.
- ▶ Stop for pedestrians in unmarked crosswalks in business and downtown areas.
- ▶ Stop for pedestrians in unmarked crosswalks in school zones.
- ▶ Stop for pedestrians in unmarked crosswalks in residential areas.
- ▶ Stop for pedestrians in unmarked crosswalks in business and downtown areas.
- ▶ Stop for pedestrians in unmarked crosswalks in school zones.

**STREETSMART**  
BeStreetSmartNJ.org

**TOWARD ZERO DEATHS**

**Pedestrian Safety Zone**

### USE CROSSWALKS



Check your vital signs.  
Police are enforcing the law.

**STREETSMART**  
BeStreetSmartNJ.org

**TOWARD ZERO DEATHS**

**Pedestrian Safety Zone**

### HEADS UP PHONES DOWN



Check your vital signs.  
Police are enforcing the law.

**STREETSMART**  
BeStreetSmartNJ.org

**TOWARD ZERO DEATHS**

**CHECK YOUR VITAL SIGNS**  
Local police are enforcing pedestrian laws

- ▶ **Drive:** Motorists in New Jersey MUST stop for pedestrians in a marked crosswalk. Pedestrians have the right-of-way. If you are subject you for a traffic violation, you may be subject to a fine, license suspension, insurance surcharge.
- ▶ **Wait for the walk:** Wait for the walk sign to turn green.
- ▶ **Pedestrians:** The law in NJ states, pedestrians must obey pedestrian signals and use crosswalks at signalized intersections. Both carry a \$64 fine for failure to observe the law.
- ▶ **Avoid distractions** when driving or walking.

**STREETSMART**  
BeStreetSmartNJ.org

**TOWARD ZERO DEATHS**

**CHECK YOUR VITAL SIGNS**  
Pedestrian Safety Tips

- ▶ Cross at corners and intersections. Use marked crosswalks where available.
- ▶ Before crossing look left, right, then left again.
- ▶ Use pedestrian buttons and begin crossing the street on the "Walk" signal.
- ▶ Use sidewalks or walk facing traffic where there are no sidewalks.
- ▶ Watch out for vehicles turning right on red.
- ▶ Be visible at night and in inclement weather.
- ▶ Walk sober.
- ▶ Eliminate all distractions.

**STREETSMART**  
BeStreetSmartNJ.org

**TOWARD ZERO DEATHS**

**Pedestrian Safety Zone**

### WAIT FOR THE WALK



Check your vital signs.  
Police are enforcing the law.

**STREETSMART**  
BeStreetSmartNJ.org

**TOWARD ZERO DEATHS**

**Pedestrian Safety Zone**

### OBEY SPEED LIMITS



Check your vital signs.  
Police are enforcing the law.

**STREETSMART**  
BeStreetSmartNJ.org

**TOWARD ZERO DEATHS**

**Pedestrian Safety Zone**

### STOP FOR PEDESTRIANS



Check your vital signs.  
Police are enforcing the law.

**STREETSMART**  
BeStreetSmartNJ.org

**TOWARD ZERO DEATHS**

## 5.4 Media Coverage

### Street Smart NJ Pedestrian Safety Program Comes to Highlands

**Details:**

Written by Highlands Police Department

Category: Local News

Published: 08 May 2017



To reduce pedestrian-motor vehicle crashes

HIGHLANDS, NJ - Chief Joseph Blewett announced on May 3, 2017 that Highlands will be conducting a Street Smart NJ pedestrian safety education campaign aimed at reducing pedestrian-motor vehicle crashes in New Jersey from May 8, 2017 – June 5, 2017.

The Street Smart NJ campaign is a collaborative effort between public, private and non-profit organizations. Local police will be enforcing pedestrian laws in Highlands and working with several partners – including local Businesses to educate motorists and pedestrians throughout the campaign.

The campaign comes at a significant time. New Jersey was ranked 15th in the nation in pedestrian fatalities in 2015, according to a recent report from The Governor's Highway Safety Association. The federal government has designated New Jersey a "focus" state – placing an extra emphasis on aiding the state in combating its higher-than-average pedestrian fatality rate and providing funding for this campaign.

During the duration of the campaign you will see street signs, posters, flip cards and other educational materials throughout the community. Our campaign and its partners will also be sending e-blasts in an effort to raise additional awareness about our pedestrian safety efforts. Street Teams – groups of professionals and volunteers – will be out in Highlands distributing safety tips at busy intersections.

The Highlands Police will be interacting with motorists to make sure they know and obey the law and stop for pedestrians in the crosswalk. We will also be reminding pedestrians to use crosswalks and to cross at intersections and not jaywalk.

Officers will also address speeding and distracted driving and walking, which often contribute to crashes involving pedestrians.

Pedestrian safety is an ongoing challenge in New Jersey. In 2015, 170 pedestrians died as a result of pedestrian-vehicle crashes, according to the most recent data available from the New Jersey State Police. From 2011 through 2015, 765 pedestrians were killed on New Jersey's roads and more than 17,000 were injured, according to the National Highway Traffic Safety Administration. That translates into one death every 2.4 days and 11 injuries daily.

The statewide Street Smart NJ campaign is managed by the North Jersey Transportation Planning Authority (NJTPA) and began in 2013. The campaign urges pedestrians and motorists to "Check Your Vital Signs" to improve safety on the road. Motorists are urged to obey the speed limit and stop for pedestrians in crosswalks.

Pedestrians are told to use crosswalks and wait for the walk signal where applicable. In 2015 a fifth message, "Heads Up, Phone Down," was added to the

campaign to combat distracted driving and walking.

Businesses, organizations and individuals interested in helping to promote the Street Smart NJ message in Highlands, should contact Captain Robert Burton at (732) 872-1156 or [rburton@highlandsborough.org](mailto:rburton@highlandsborough.org). To learn more about the campaign, visit [bestreetsmartnj.org](http://bestreetsmartnj.org). The campaign is also on Facebook ([StreetSmartNJ](https://www.facebook.com/StreetSmartNJ)) and Twitter ([@streetsmartnj](https://twitter.com/streetsmartnj)).