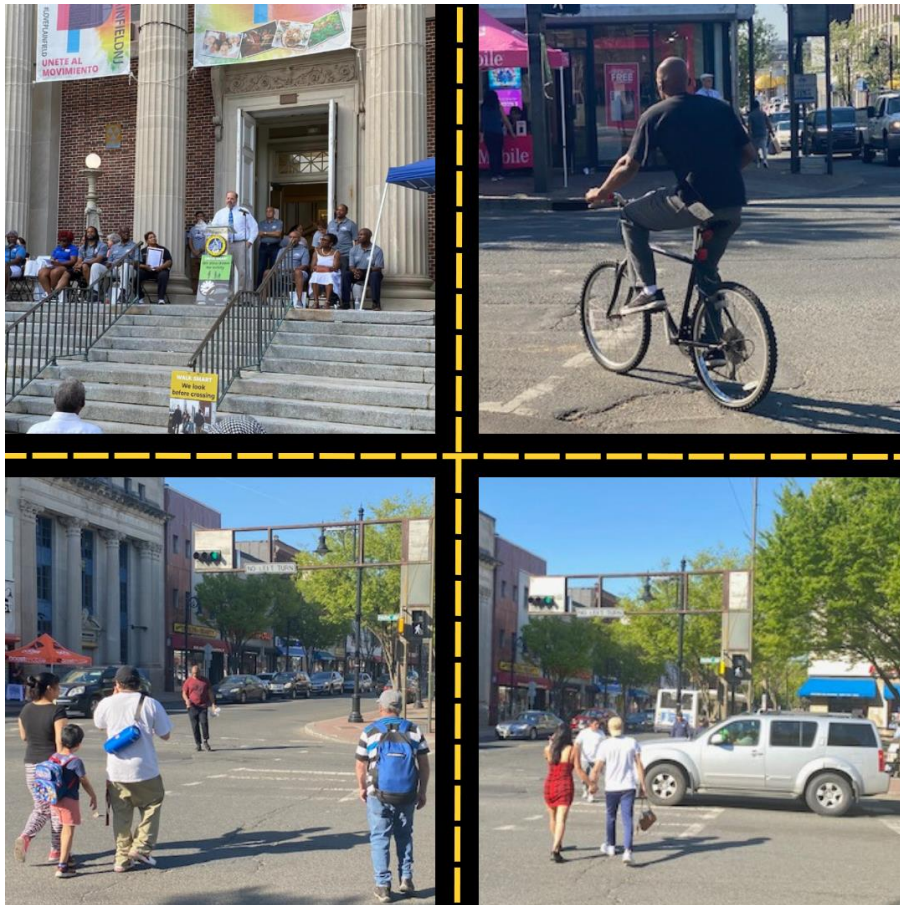


STREETSMART

Plainfield, NJ



EZ Ride

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August 8, 2023



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Executive Summary

Street Smart NJ is a public awareness and behavioral change pedestrian safety campaign. Since its creation in 2013, 235 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.

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 Plainfield Police Department, and the City of Plainfield to conduct a Street Smart NJ campaign starting in the summer of 2022 to raise awareness of pedestrian safety. Plainfield police worked with City and County officials, EZ Ride, and the school district to educate students, employees, and residents about safe driving and walking practices and to enforce driver and pedestrian-related laws.

Street Smart activities began with pre-campaign intersection observations at the intersection of East Front Street and Park Avenue on June 23, 2022. This intersection was selected by the City of Plainfield 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 Plainfield, driving and pedestrian behavior, and knowledge of traffic laws. The survey was advertised via social media by community leaders in the City of Plainfield and electronically sent out to other community members.

The Street Smart campaign kicked off on August 2, 2022, with a press conference at Plainfield's National Night Out event at City Hall. Speakers were Mayor Adrian Mapp, Police Captain Christopher Fortunka, Public Schools Superintendent Diana Mitchell, Union County Commissioner Bette Jane Kowalski, NJTPA Executive Director David Behrend, and EZ Ride Deputy Director of Bike and Pedestrian Programs Lisa Lee.

EZ Ride partnered with the Plainfield Public School District to speak with all Plainfield Public teachers on August 16, 2022, about the Street Smart campaign and to offer safety talks for all schools during the school year. In addition to safety talks done at Queen City Academy Charter School, EZ Ride made pedestrian, bicycle, and driving safety talks at Jefferson Elementary School, Dewitt D. Barlow Elementary School, Maxson Middle School, Plainfield High School, Plainfield Academy for the Arts and Advanced Studies, and Frank J. Hubbard Middle School. We

also conducted a pedestrian and driving safety talk on April 13, 2023 at the Plainfield Senior Center.

During the duration of the campaign, street signs, posters, safety tip cards, and other educational materials were distributed throughout the community. EZ Ride also distributed complimentary educational materials about cyclist safety. In addition, nine stores in the downtown East Front Street area supported the campaign by posting Street Smart posters in their storefront windows.

Typical Street Smart enforcement efforts run for two weeks. The Plainfield Police Department held enforcement efforts for three months, from February 1 to April 30, 2023. During that time, the City Police Office issued a total of 197 summons and warnings to pedestrians and drivers.

The program was evaluated through pre- and post-campaign intersection observations and surveys. EZ Ride returned to the selected intersection to complete post-campaign observations on Thursday, April 13, 2022. The post-campaign survey was conducted April 12-30, 2023. While not statistically significant, these quantitative measures provide an indication of the short-term impact of the campaign. Analysis revealed:

- The average percentage of people who saw police enforcement prior to the campaign was 68.6 percent, while the percentage of people who saw enforcement after the campaign was 69.1 percent. Typically, the more police enforce traffic laws, the more awareness increases.
- About 79 percent of participants indicated they saw Street Smart messages pre-campaign, and 78 percent of respondents indicated they saw Street Smart messages post-campaign. This difference is not statistically significant; however, the results show the majority of respondents saw the safety messages, which is a positive outcome.
- While Street Smart does not aim to educate or prevent DUI and Drowsy Driving, survey questions asked if participants recalled safety messages about DUI alcohol, speeding/aggressive driving, and DUI drugs. Surveys showed pre-campaign respondents recalled seeing messages about DUI alcohol, speeding/ aggressive driving, and DUI drugs. Post-campaign respondents remembered seeing messages about DUI alcohol, drowsy driving, speeding/aggressive driving, and distracted driving.
- There was a significant decrease in drivers who failed to stop for pedestrians in the crosswalk based on pre- and post-campaign observations.
- There was also a significant decrease in drivers holding phones in hand while driving.
- There was a significant decrease in cyclists riding against traffic and riding on sidewalks.

It can be concluded the campaign was successful in changing some illegal and unsafe behavior of cyclists and drivers. EZ Ride suggests the City consider infrastructure improvements to further enhance safety, including repainting the crosswalks and stop bars as they are faded in the intersection and making the "No Left Turn" signs larger and more prominent.

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 train better 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.

While total traffic fatalities in the US declined by 0.2 percent in the first nine months of 2022 compared with the same period in 2021, fatalities in the NJ, CT, NY, and PA regions increased by 4 percent as per NHTSA and NJ was among the top 10 states with increased traffic fatalities. New Jersey's pedestrian fatality rate in the first half of 2022 (January-June) was 0.85 or 23rd among all states, according to the Governors Highway Safety Association (GHSA). However, pedestrians comprised 28 percent of all people killed in fatal NJ crashes, while the national average is only 17 percent. According to police reports compiled by the NJ State Police, 383 drivers, 102 passengers, 192 pedestrians, and 17 bicyclists died in fatal crashes in New Jersey, a 4 percent decline from 2021 but a 19 percent increase from 2020.

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 roles and responsibilities to safely share the road
- Increase police enforcement of pedestrian safety laws and roadway users' awareness of that effort
- 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 235 communities throughout the state, including Plainfield in 2022.

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



1.2 Plainfield, Union County, New Jersey

The City of Plainfield was named after its scenic location. The City is located in Union County and bordered by North Plainfield, South Plainfield, Fanwood, Scotch Plains, Watchung, Piscataway, Edison, Dunellen, and Green Brook Township. Its slogan is: "The Queen City". Originally the slogan was "Colorado of the East", however as Denver, Colorado was known as the "Queen City of the Plains", the slogan for Plainfield eventually became "The Queen City." Plainfield is approximately 6 square miles with a population of 54,936 and a population density of 9,202 people per square mile. Plainfield is home to the oldest arts school in New Jersey, the duCret Center of Art, originally known as the Van Emburgh School of Art and was founded in 1926. Plainfield's reputation as the Queen City was jeopardized after the Racial Riots of 1967. Ever since then, Plainfield's road toward recovery has been a slow, but steady one, paved smoothly by annual allotments of more than \$4 million dollars from Federal and State agencies. Changes are being made through many facets, perhaps most interesting of which being what has been coined "The Plan." This includes much needed call to action for the improvement of streets, curbs, sidewalks, and drainage facilities, the widening of street pavements and the removal of conflicting elements at

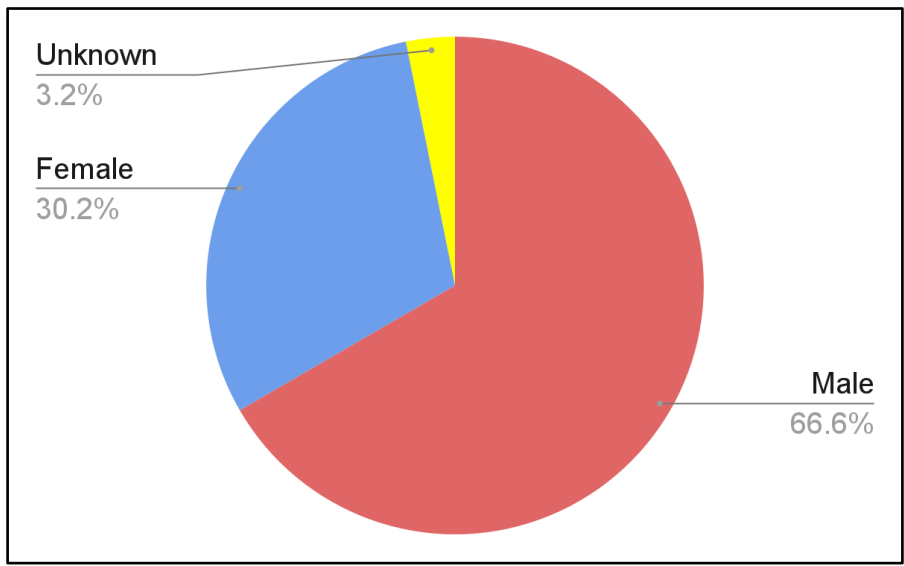
intersections. Rt. 28 runs through Plainfield and Rt. 27 is the eastern terminus of the road which leads to Elizabeth. NJ TRANSIT has two train stations in Plainfield and Rt. 22 passes 300 feet north of the city limits. As a consequence, many NJ commuters who use Rt. 22 or Rt. 28 often cut through the city to avoid traffic.

1.3 Plainfield Crash Analysis

EZ Ride used Safety Voyager, NJ Department of Transportation's crash analysis program, and Numetric, NJ Division of Highway Traffic Safety's crash analysis program, to examine crash data for this report. In Plainfield, there were 672 pedestrians/cyclists involved in motor vehicle crashes from 2011-2021. Breaking down the data even further, these crashes resulted in seven fatalities and 546 injured individuals. This data was used to help select an intersection to use as the focus of the campaign.

The following charts were created using NJ Safety Voyager's report generator and NJDHTS Numetric's Chart tool. These tools help 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 Plainfield.

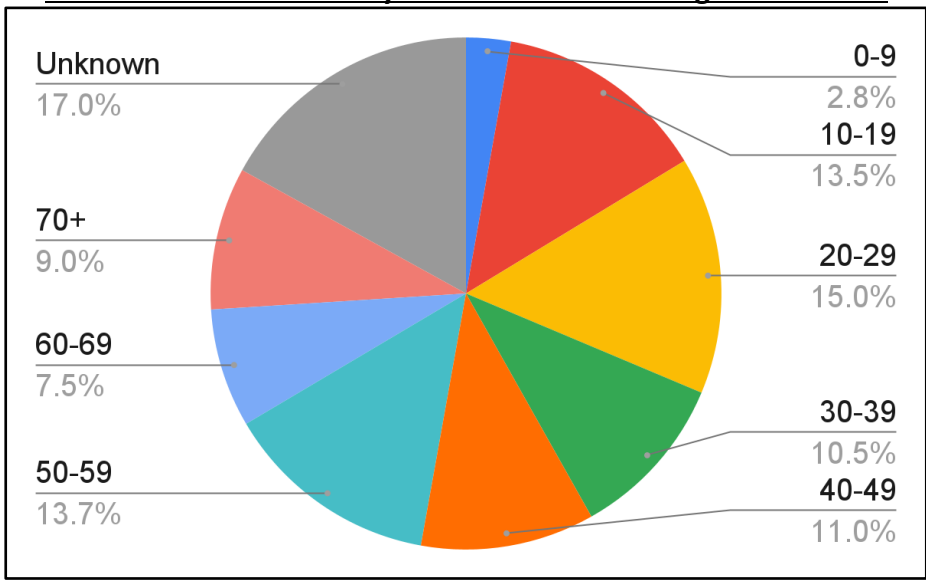
Chart 1: Pedestrian Crash Statistics: Gender Breakdown



Source: NJ Safety Voyager (2011-2020)

According to Safety Voyager's Plainfield Report, 66.6 percent of crashes between the years of 2011-2020 involved male pedestrians, 30.2 percent involved female pedestrians, and 3.2 percent were of unknown gender.

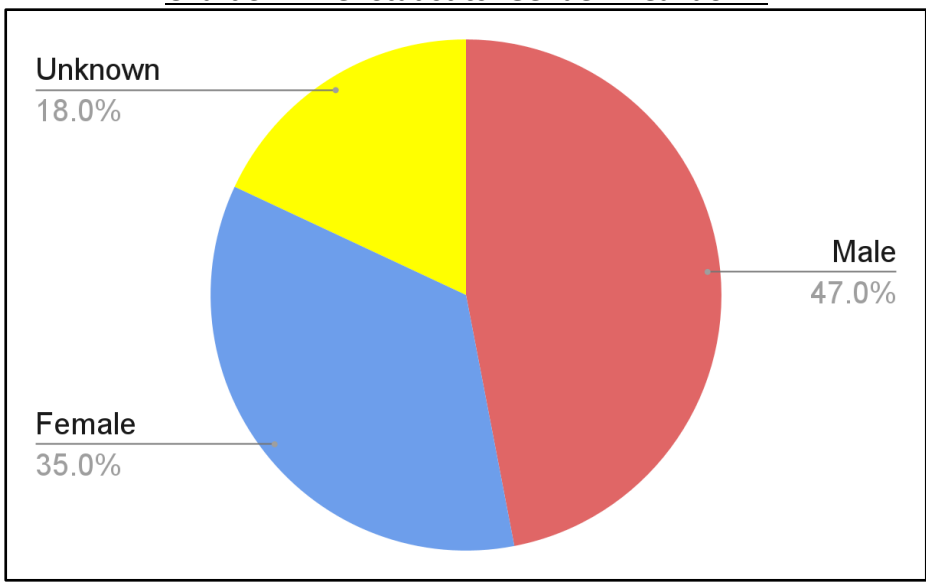
Chart 2: Pedestrian & Bicyclist Crash Statistics: Age Breakdown



Source: NJ Safety Voyager (2011-2020)

According to Safety Voyager, while 18 percent of cases did not report the age of victims, the most reported pedestrian crash cases involved pedestrians in the age bracket of 20-29 followed by those ages 10-19. However, age brackets 40-49, 50-59, and 60+ also reported a high amount of cases.

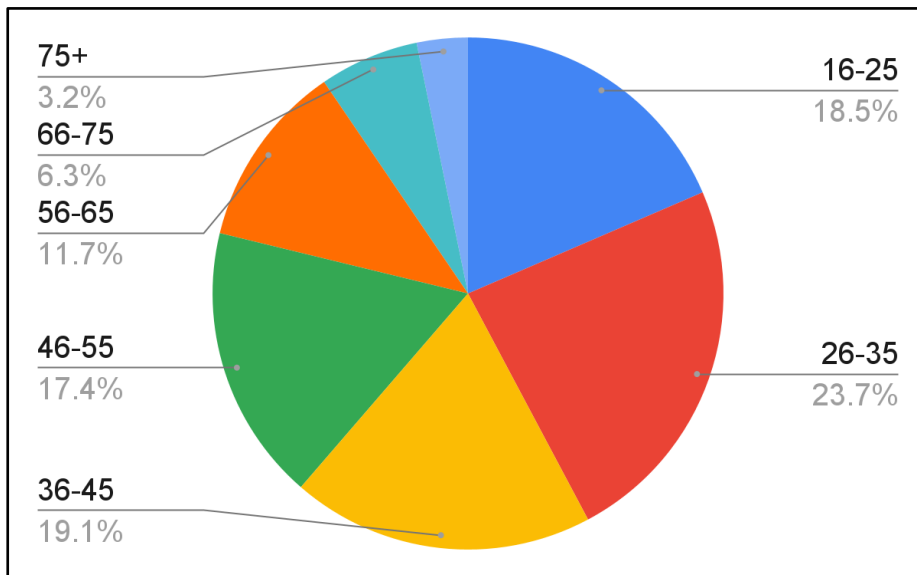
Chart 3: Driver Statistics: Gender Breakdown



Source: NJDHTS Numetric (2011-2021)

According to Numetric's Plainfield Report, 47 percent of crashes between the years of 2011-2021 involved male drivers, 38.3 percent involved female drivers, and 8.7 percent of crashes did not report the gender of pedestrian crash victims.

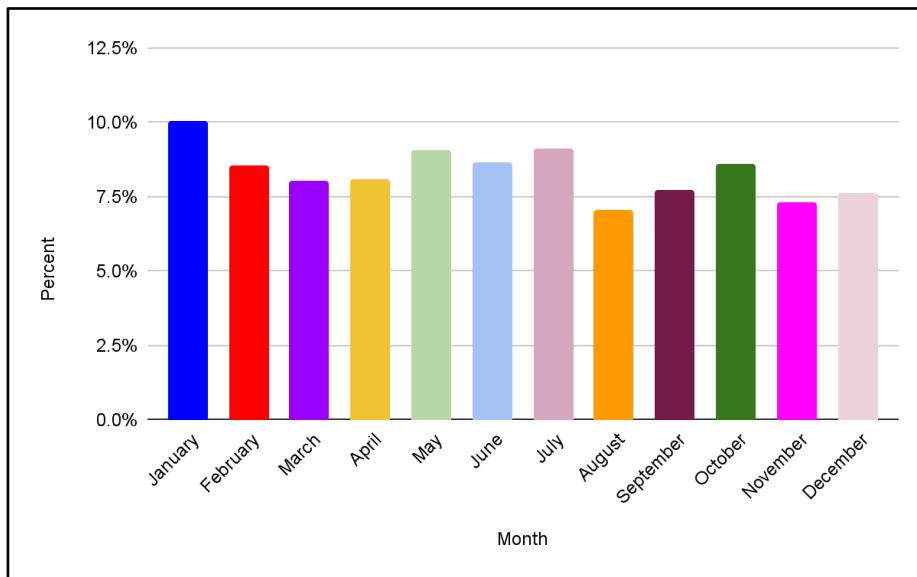
Chart 4: Driver Statistics: Driver Age



Source: NJDHTS Numetric (2011-2021)

According to Numetric, crashes occurred most frequently for drivers between the ages of 26-35. However, the 16-25 and 36-55 age brackets also reported a high amount of cases. The above demographic data in Charts 1 through 4 is useful for outreach/campaign purposes.

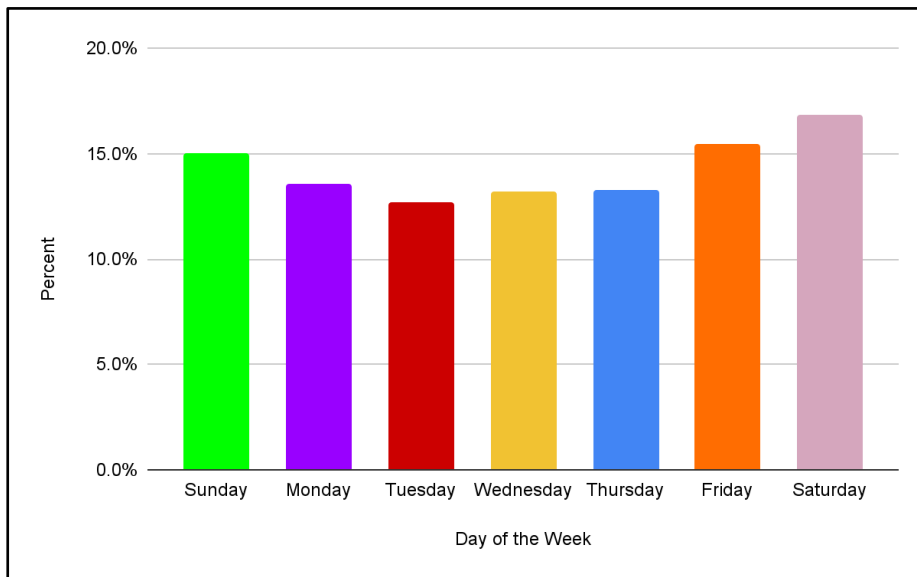
Chart 5: Plainfield Crash Statistics by Month



Source: NJDHTS Numetric (2011-2021)

According to Numetric, January and July were the months with the most crashes. There may have been more crashes due to more extreme weather. Acclimation to extreme heat and cold could have an effect on people's driving proficiency.

Chart 6: Plainfield Crash Statistics by Day

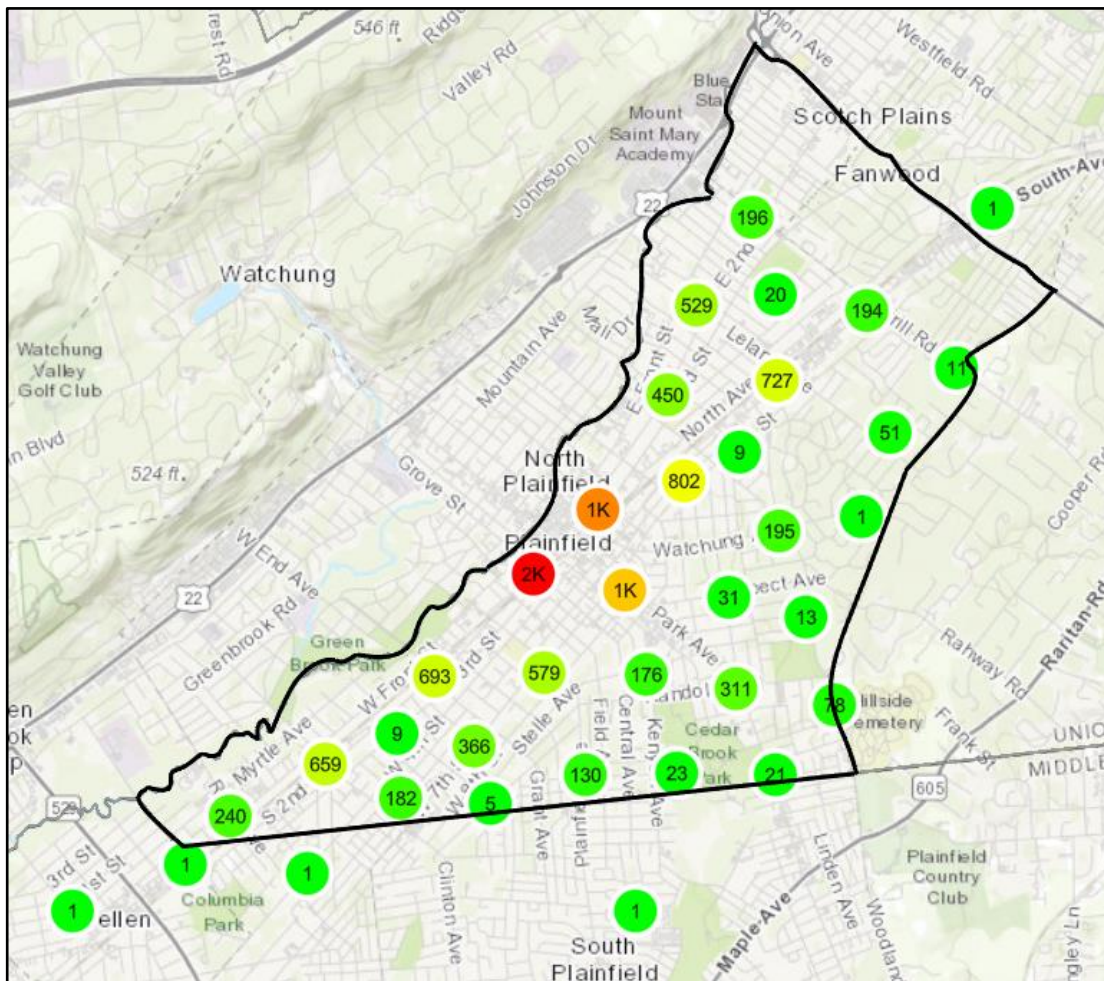


Source: NJDHTS Numetric (2011-2021)

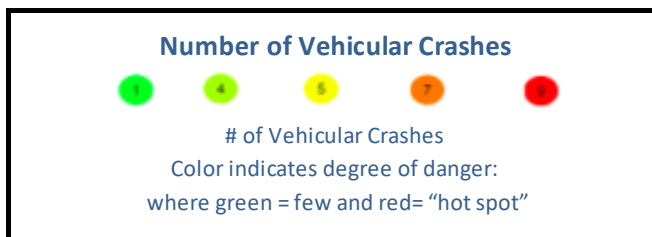
According to Numetric, crashes are split fairly evenly amongst the seven days. However, it should be noted that Saturdays, Fridays, and Sundays have the greatest number of crashes. This could be a result of weekend behaviors.

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 actual number of crashes at each location is labeled on each colored circle. A green dot indicates fewer crashes; a yellow, orange, or red dot indicates higher numbers of crashes.

Map 1: Plainfield Vehicular Crashes



Source: NJ Safety Voyager (2011-2021)

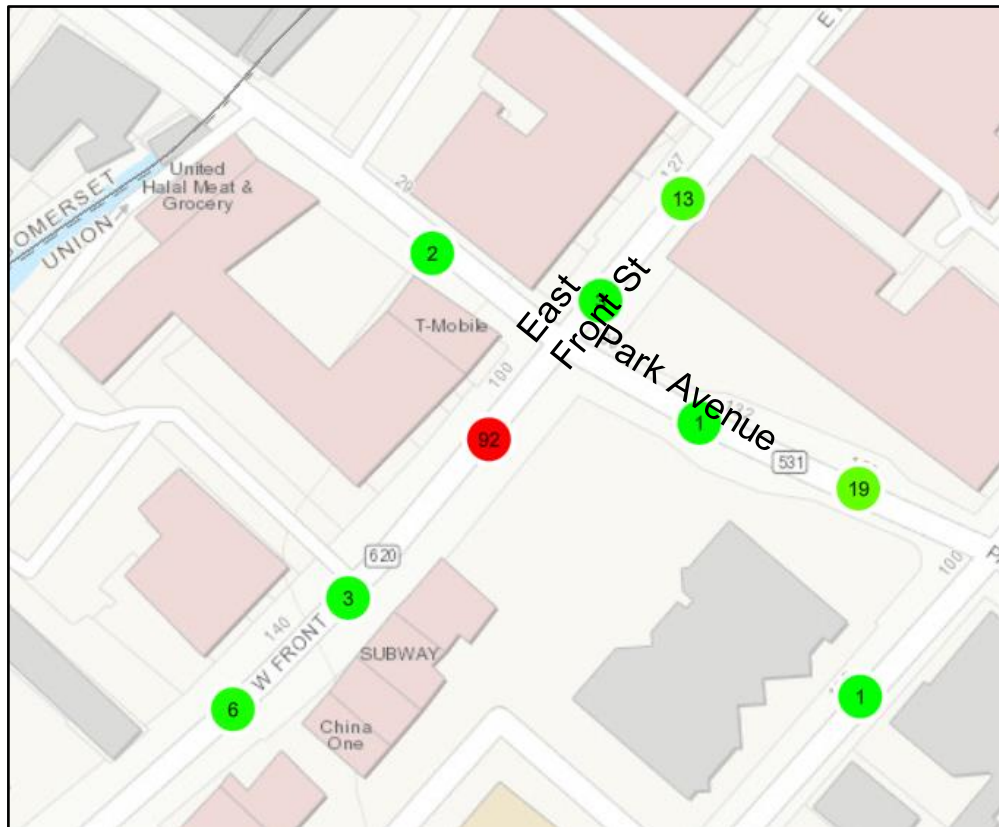


As shown in Map 1, the number of crashes involving cars ranges from 1-10,000+ depending on the area and intersections. After reviewing Plainfield crash data, it is evident that a large number of crashes occurred in the northern Plainfield area and many of these crashes were located at the East Front Street and Park Avenue intersection near the red and orange hotspots on Map 1. A Union County Social Services building located on Park Avenue contributes to a high volume of pedestrian traffic in the area. The high number of crashes and the high volume of

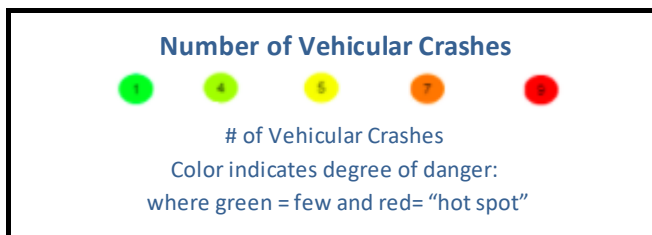
pedestrian traffic in the area led the project team to identify East Front Street and Park Avenue as the target intersection.

Map 2: Plainfield Vehicular Crashes at Target Intersection

(East Front Street and Park Avenue)



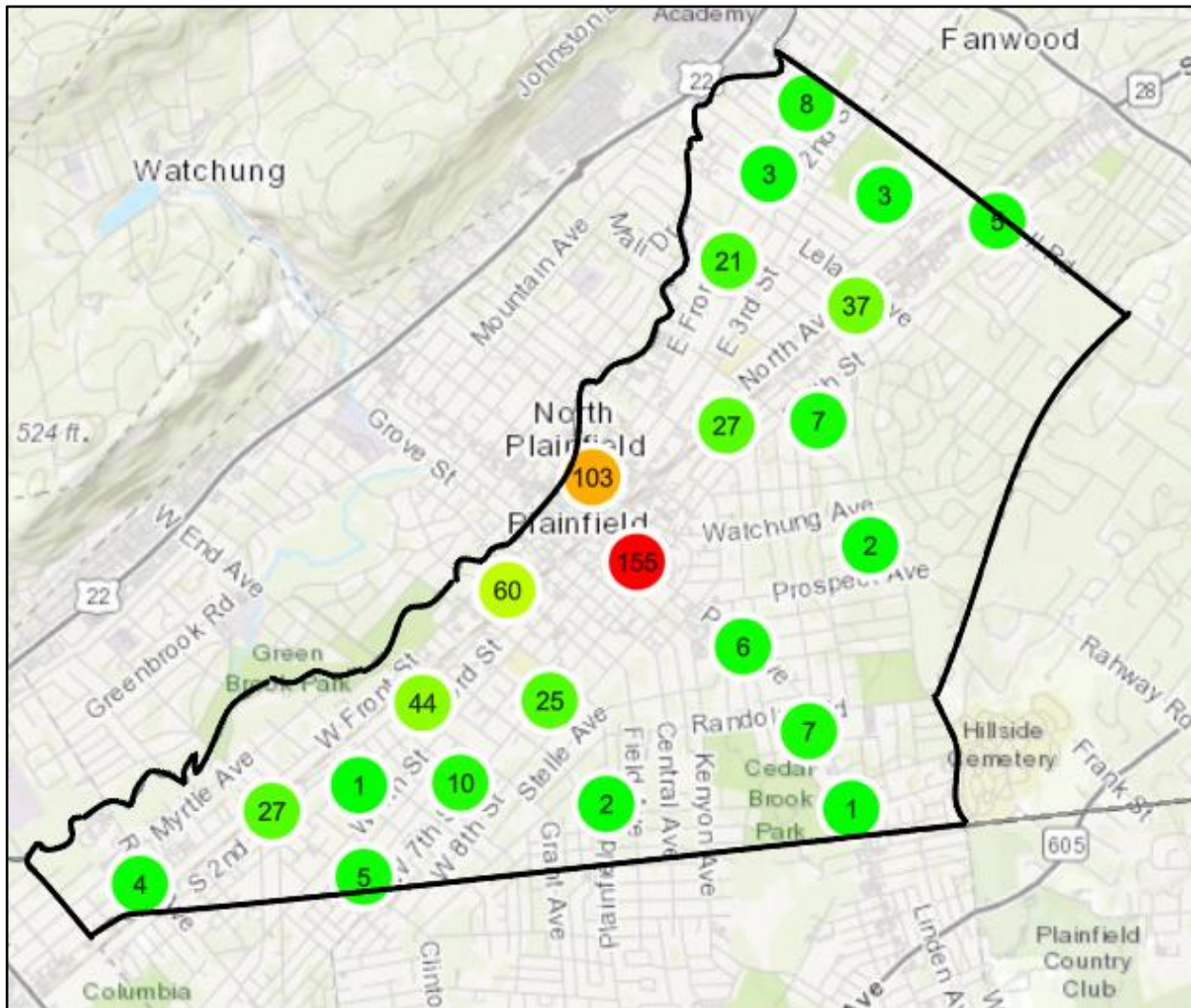
Source: NJ Safety Voyager (2011 – 2021)



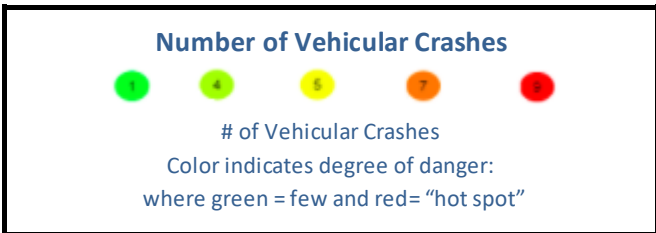
Street Smart activities began with pre-campaign intersection observations at the intersection of East Front Street and Park Avenue on June 23, 2022. The intersection of East Front Street and Park Avenue was selected as the focus of the campaign because of its high number of crashes and the high volume of pedestrian traffic in the area. Map 2 shows 92 vehicle crashes occurred at the target intersection from 2011 to 2021.

Maps 3-4 display pedestrian and cyclist crashes in Plainfield, NJ from 2011 to 2021. These maps were also generated with Safety Voyager.

Map 3: Plainfield Pedestrian & Cyclist Crashes



Source: Safety Voyager (2011 – 2021)



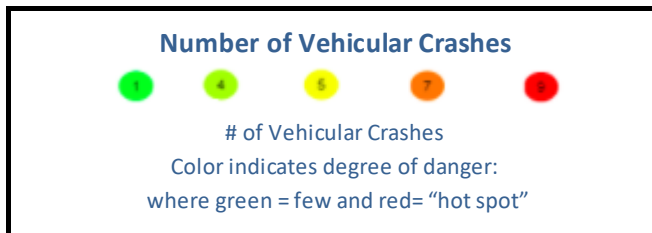
Map 3 clearly shows that the second highest number of pedestrian and cyclist crashes were near the target intersection of East Front Street and Park Avenue (location of the orange hot spot)

spot). The location with the highest number of crashes was a block away, but this intersection was selected by the municipality as it has a higher volume of pedestrian traffic.

Map 4: Plainfield Pedestrian and Cyclist Crashes at Selected Intersection
(East Front Street and Park Avenue)



Source: NJ Safety Voyager (2011 – 2021)



Map 4 shows that there were 12 bike or pedestrian crashes on West Front Street and three pedestrian crashes at the target intersection.

2. Campaign Overview

Table 1: Campaign Schedule

Pre-Campaign Observations	Tuesday, June 23, 2022
Pre-Campaign Survey	July 20 to August 1, 2022
Campaign Kick-Off	Tuesday, August 2, 2022
Education Period	June 22, 2022 to July 8, 2023
Enforcement Period	February 1 to April 30, 2023
Post-Campaign Observations	Thursday, April 13, 2023
Post-Campaign Survey	April 12- 30, 2023
Report Development	February 3, 2023 to June 20, 2023
Report Submission to NJTPA	June 23, 2023
NJTPA Review	June 26-July 25, 2023
Final Report Submission	August 9, 2023

*** A typical Street Smart Campaign includes a two week Enforcement Period.*

2.1 Campaign Selected Intersection

The focus intersection for the campaign, East Front Street and Park Avenue, was selected by the city due to the high volume of pedestrian traffic and the history of pedestrian-vehicle crashes. Pre- and post-campaign observations were conducted at this intersection, along with public education and police enforcement.

East Front Street and Park Avenue

The intersection of East Front Street and Park Avenue is located three blocks away from the NJ Transit train station, near a luxury apartment/condominium development, and several businesses along East Front Street and West Front Street. Some of these businesses include a T-Mobile dealership, a chicken wings restaurant, a church, a busy laundromat, Healthwell Community Pharmacy, and Furia Musical Multiservice's LLC, a corner store. In addition, there are also several government offices located near this intersection, including Union County

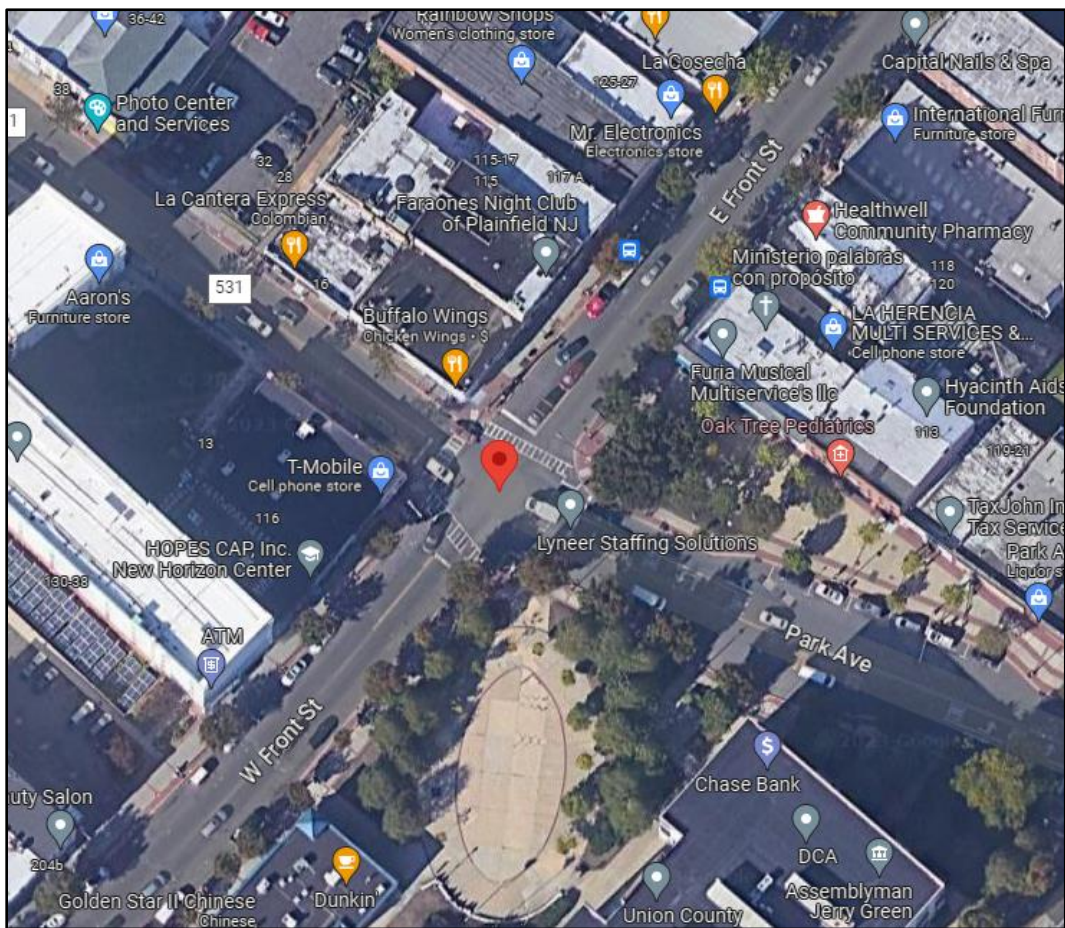
Social Services, Plainfield Municipal Utilities Authority, the office of Assemblyman Jerry Green, and the Plainfield Workers Compensation Court. All of these businesses have frequent foot traffic and bring a high number of vehicles, pedestrians, and cyclists to this intersection.

This intersection is a crossing point for many students and parents walking to and from schools in the area. There are NJ TRANSIT bus stops along both Park Avenue, East Front Street, and West Front Street. There are many restaurants along East Front Street and Park Avenue, bringing more traffic from cars and pedestrians. Both East Front Street and Park Avenue have traffic moving in both directions, with parking available along both streets. Both streets have sidewalks, pedestrian lighting, and there are pedestrian signal heads, but there are no bicycle lanes on either side of either street. The crosswalks available are very faded. Only cars going Northwest on Park Avenue are able to make left turns, however cars are allowed right turns in all other directions. Park Avenue has one dedicated left turn lane and left turn signal. Many drivers did not stop behind the stop bars and were observed stopping in the crosswalks. Cars are permitted to turn right on red.

Figure 1: Intersection of East Front Street and Park Avenue



Figure 2: Intersection of East Front Street and Park Avenue, Plainfield



Source: Google Maps

2.2 Pre-Campaign Survey

The pre-campaign survey was conducted in English and Spanish between July 20 and August 1, 2022, by Plainfield and EZ Ride. The survey included questions about driving and walking conditions, driving and pedestrian behavior, and knowledge of traffic laws in Plainfield. The pre-campaign survey assessed 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 City and County employees and other members of the community. 442 participants (438 English, 4 Spanish) responded to the pre-campaign survey. Results can be found in section 3.2 of the report.

2.3 Pre-Campaign Intersection Observation

Pre-campaign intersection observations of pedestrian, driver, and cyclist behavior were conducted by EZ Ride staff on Thursday, June 23, 2022 from 3:30 pm to 5:00 pm at the target intersection of East Front Street and Park Avenue. The team counted the total number of

vehicles, cyclists, and crossing pedestrians and observed and counted the number who displayed unsafe behaviors including:

- vehicles that failed to stop for pedestrians in the crosswalk
- vehicles that failed to stop for pedestrians at red lights before turns
- distracted drivers who held phones or food in their hands as they drove
- pedestrians who failed to use crosswalks or crossed despite a red signal
- distracted pedestrians who used phones as they crossed
- distracted cyclists who used phones as they rode
- cyclists not wearing a helmet, riding on the sidewalk, or riding on the left-facing traffic

Results can be found in section 3.2 of the report.

Fig. 3a: Pedestrian Not Using Crosswalk



Fig. 3b: Cyclist- No Helmet



Fig. 4a: Car Not Stopping for Cyclist



Fig. 4b: Pedestrians Crossing on Red



Fig. 5a: Car past Stop Bar



Fig. 5b: Pedestrians Crossing on Red



2.4 Campaign Kick Off

The City of Plainfield held a news conference to officially kick off the Street Smart Campaign on August 2, 2022. Various media outlets wrote articles about the campaign, which are included in the Appendix. There were several speakers at the kick-off who addressed the community about the goals of the campaign. Those speakers included:

- Mayor Adrian Mapp
- Council President Charles McRae
- Captain Christopher Fortunka - Traffic Bureau Commander, Plainfield
- Diana Mitchell - Superintendent of Plainfield Public School District
- Lisa Lee - Deputy Director, Bike & Ped Programs, EZ Ride TMA
- Bette Jane Kowalski, Union County Commissioner and NJTPA Trustee
- David Behrend - Executive Director, NJTPA

The kickoff was held to let the community know that pedestrian and driver safety laws are taken seriously by the police department as well as the Mayor's office. The campaign was done to educate residents, enforce the law, and to change behavior. The focus was to decrease the number of pedestrians and cyclists hit by cars, to reduce traffic violations and unsafe pedestrian, driver, and cyclist behavior, and to bring awareness to a serious issue in the community.

Fig. 6a and b: Street Smart Plainfield Kickoff



NJTPA Executive Director David Behrend



County Commissioner Bette Jane Kowalski

Fig. 7a and b: Street Smart Plainfield Tables



Keith Hamas, NJTPA Principal Planner



Lisa Lee, EZ Ride, and two local students

Fig. 8a and b: Views of Plainfield Street Smart Kickoff Participants



During the campaign kick-off, both EZ Ride and the NJTPA had tables to promote safety for the community. NJTPA handed out 25 Street Smart coasters, 25 Street Smart cup sleeves, and 40 Street Smart bilingual safety tip cards. EZ Ride gave out 31 Street Smart bilingual tip cards, 31 “Heads Up, Phones Down” cards, 30 pedestrian safety flyers, 30 bike safety flyers, 30 helmet fit flyers, and 28 bicycle helmets.

2.5 Education & Enforcement Campaign

Education Campaign

The education and public outreach campaign began on Monday, September 23, 2022 following the kickoff event at City Hall. EZ Ride staff and Plainfield 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’s 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" and "We Stop at Red Lights Before Turning"	Walk Smart: "We Use Crosswalks" and "We Cross at Corners"
Drive Smart: "Heads Up, Phones Down"	Walk Smart: "Heads Up, Phones Down"

Street signs and posters were displayed around the selected intersection, the library, post office, public schools, and municipal offices. The Plainfield Police Department also distributed over 1,000 tip cards at the community education events listed below:

Table 3: Community Safety Outreach by Plainfield Police Department

DATES	EVENTS
May 29, 2022	New Jersey State Championship Bicycle Race: Officers assisted with street closures for the race and focused on pedestrian safety for the event.
April 27, 2023	Month of the Young Child Family Fun Fair at Plainfield High School: Discussed pedestrian safety with youth and adults and had a Touch a Police Car event.
May 5, 2023	Plainfield Health Center event: The Plainfield Police Department worked with AAA to hand out driving safety material and car seat safety information.
May 13, 2023	Albert T. Morris - Youth Partnership Educational program: Officers from Plainfield Police Department participated in an educational campaign to teach driver safety to young adults, common violations while driving, and how to interact with law enforcement during vehicle stops.
May 28, 2023	New Jersey State Championship Bicycle Race: 37 officers assisted with street closures for the race and focused on pedestrian safety for the event.

In addition, the Plainfield Police Department worked with several businesses in the target area to distribute Street Smart educational materials. They gave out 806 Heads Up, Phones Down cards, 750 Street Smart tip cards, 150 cup sleeves, and 61 posters to local businesses in the area. They hung 42 outdoor Street Smart signs around the target intersection. All of the businesses were located on East Front Street, West Front Street or Park Avenue near the target intersection. Traffic Detective John Franklin communicated closely with Plainfield's Board of Education to remind them of the importance of safety. The Traffic Unit usually does enforcement when children are arriving and leaving school due to the large number of vehicles in the area at these times.

EZ Ride also did outreach at the focus intersection of East Front Street and Park Avenue in Plainfield on October 26, 2022, from 2:30 pm until 4:30pm. The EZ Ride Bike and Pedestrian

team posted Street Smart Posters at nine local businesses and handed out 300 Bilingual Street Smart Tip Cards and 300 Heads Up, Phones Down Tip Cards to passersby.

Fig. 9: Street Smart Coffee Cup Sleeves Given to Store by EZ Ride



Fig. 10a and b: Street Smart Road Signs on Park Avenue



Fig. 11a and b: Street Smart Posters in Local Business Windows



EZ Ride's Safe Routes to School team worked in Plainfield schools during and after the Street Smart campaign. The team conducted one Driving Safety Presentation, 13 Pedestrian Safety Presentations (PSPs) and 14 Bike Safety Presentations (BSPs) to 4,457 participants. The team distributed 20 tip cards to Emerson School, and 37 tip cards and 37 Heads Up, Phones Down postcards to Plainfield Senior Citizen Center.

Table 4: EZ Ride Safety Activities:

(PSP= Ped Safety Talk, BSP = Bike Safety Talk, L2R = Learn to Ride class, DSP = Driving Safety Talk)

Activity	Location	Date	# of Participants
1 BSP	Plainfield City Hall Lot	May. 21, 2022	3
1 Bike Rodeo	Plainfield City Hall Lot	May. 21, 2022	3
1 L2R	Plainfield City Hall Lot	May. 21, 2022	5
Bike Ride	Plainfield City Hall Lot	May. 21, 2022	5
Safety Fair	Plainfield Helmet & Street Smart Info Giveaway	Aug. 2, 2022	32
2 PSPs	Queen City Academy Charter School	Jan. 20, 2023	319
2 BSPs	Queen City Academy Charter School	Jan. 20, 2023	319
1 PSP	Dewitt D. Barlow Elementary School	Jan. 30, 2023	70

Street Smart Plainfield

1 BSP	Dewitt D. Barlow Elementary School	Jan. 30, 2023	70
1 PSP	Maxson Middle School	Jan. 30, 2023	230
1 BSP	Maxson Middle School	Jan. 30, 2023	230
1 BSP	Plainfield High School	Jan. 31, 2023	60
1 DSP	Plainfield High School	Jan. 31, 2023	60
1 PSP	Plainfield Senior Citizen Center	Apr. 13, 2023	37
1 DSP	Plainfield Senior Citizen Center	Apr. 13, 2023	37
3 PSPs	Plainfield Academy for the Arts & Advance Studies	Apr. 28, 2023	356
3 BSPs	Plainfield Academy for the Arts & Advance Studies	Apr. 28, 2023	356
3 PSPs	Frank J. Hubbard Middle School	Apr. 28, 2023	730
3 BSPs	Frank J. Hubbard Middle School	Apr. 28, 2023	730
2 PSPs	Jefferson Elementary School	May 4, 2023	475
2 BSPs	Jefferson Elementary School	May 4, 2023	475

Table 5: EZ Ride's Meetings in Plainfield

Location	Date	# of Participants	Type
Schools Superintendent Meeting - Plainfield	Jul. 14, 2022	2	Virtual
Street Smart Plainfield Meeting	Jul. 20, 2022	12	Virtual
Plainfield School Administrators Meeting About Street Smart and SRTS	Aug. 16, 2022	63	Meeting
Plainfield Demo Project Planning	Sep. 6, 2022	5	Meeting
Plainfield Demo Project Concept Meeting	Sep. 20, 2022	4	Meeting
Plainfield CSTA Bike/Corridor Network	Oct. 20, 2022	11	Meeting

Planning			
Plainfield Superintendent Meeting to Schedule School Safety Talks	Jan. 12, 2023	2	Meeting

The Plainfield Police Department distributed 1,767 educational materials, including posters, street signs, flyers and tip cards to residents and various local businesses. Table 6 documents the quantities of materials distributed.

Table 6: Street Smart Education Materials Distributed

Material	
Tip Cards Given Out By Police	750
Tip Cards Given out by NJTPA at Kickoff	40
Tip Cards Given Out by EZ Ride - Bilingual Tip Cards - Heads Up, Phones Down cards	756
Heads Up Cards Given Out by Police	806
Cup Sleeves Given Out by Police	150
Cup Sleeves given Out by EZ Ride	100
Posters Given Out by Police	61
Posters Given Out by EZ Ride	9
Street Signs Hung at Intersections by Police	42

Fig. 12a and b: Intersection of East Front St. & Park Ave



Street Smart Sign Posted at Target Intersection, EZ Ride staff passes out Tip Cards

Street Smart Enforcement Campaign - Violations

The Plainfield Police Department conducted its enforcement efforts from February 1, 2023 to April 30, 2023 within the 100 block to the 300 block on Park Avenue. Table 7 contains a breakdown of the violations and warnings issued.

Table 7: Enforcement Results: February 1, 2023 to April 30, 2023

VIOLATIONS TYPE	NUMBER	VIOLATIONS TYPE	NUMBER
Improper Turn at Controlled Intersection	5	Obstructing Traffic	3
Driving without License	1	Failure to Stop at Traffic Light	3
Reckless/Careless Driving	2	Driver Use of Handheld Phone/Texting	1
Failure to Stop for Pedestrian in Crosswalk	3	Failure to Report Crash	1
Parking Violation at Corner	178		

Source: Plainfield Police Department

2.6 Post-Campaign Survey

The post-campaign survey was conducted between April 12- 30, 2023 by EZ Ride in partnership with Plainfield and the NJTPA and distributed by the city via email, newsletter, and website. The survey was identical to the pre-campaign survey, and included questions about signals, safety messages, knowledge of traffic laws, and demographic questions. 1,115 participants (1,114

English, 1 Spanish) completed the post- campaign survey. The survey was used to evaluate the effectiveness of the Street Smart NJ Pedestrian safety education campaign program. Results can be found in section 3.2 of the report.

2.7 Post-Campaign Intersection Observations

EZ Ride's Bike and Pedestrian team members returned to the selected intersection on Thursday, April 13, 2023 from 3:30 pm until 5:00 pm to observe cyclist, pedestrian, and driver behavior. The team monitored pedestrians and motorists: noting whether vehicles stopped for pedestrians in the crosswalk, whether pedestrians used the crosswalk or crossed against red signals, and whether drivers or pedestrians were distracted by hand-held phones.

Fig. 13a and b: Campaign Observations



Pedestrian crossing Park Ave. against traffic



Vehicle has stopped beyond the stop bar

Fig. 14a and b: Pedestrians Distracted by Phones, Even While Crossing the Street



Pedestrians distracted by phones



Pedestrian distracted by phone while crossing

Fig. 15a and b: Cyclist Riding on Left Side of Street, Facing Traffic



Cyclist & Pedestrians crossing on red

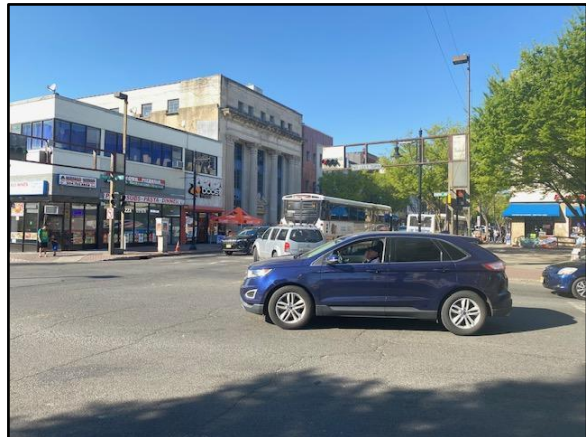


Cyclist riding on sidewalk (left)

Fig. 16a and b: More Observations



Crosswalk is not fully painted



Driver waiting to cross W. Front St while in crosswalk

Fig. 17a and b: More Observation



Distracted pedestrians not in crosswalk



Cyclist riding on sidewalk without helmet

Fig. 18a and b: More Observations



Turning vehicle failed to stop for pedestrians



Youth cyclists riding on left without helmets

Fig. 19a and b: Cyclist Observations



Cyclist holding phone while riding on sidewalk



Cyclist riding without a helmet

Fig. 20a and b: More Observations



Distracted driver using phone



Cyclist not using helmet riding on left side

3. Evaluation

3.1 Significance of Behavioral Intersection Observations

Behavioral observations were tallied and counts were compared pre- and post-campaign using an Observational Study Calculator provided by the NJTPA. The calculator determines whether 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. 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. A decrease in the rate of non-compliance at a magnitude calculated by the formula is considered statistically significant.

Table 8: Counts of Compliant and Non-Compliant Behaviors at the Target Intersection

Non-Compliant Behavior Type	Compliant Count	Non-Compliant Count	Rate of Non-Compliance	Change in Rate of Non-Compliance (%) (+:increased) (-:decreased)	Significance Test
Improper Crossing/ Failed to Use Crosswalk	<u>Pre-Count: 555</u>	<u>Pre-Count: 32</u>	<u>Pre-Count: 0.0545</u>	3.34	Statistically Insignificant
	<u>Post-Count: 602</u>	<u>Post-Count: 58</u>	<u>Post-Count: 0.0879</u>		
Pedestrians Crossing Against the Red Signal	<u>Pre-Count: 506</u>	<u>Pre-Count: 81</u>	<u>Pre-Count: 0.138</u>	25.29	Statistically Insignificant
	<u>Post-Count: 402</u>	<u>Post-Count:258</u>	<u>Post-Count: 0.391</u>		
Distracted Pedestrian (Holding Phone) While Crossing	<u>Pre-Count: 553</u>	<u>Pre-Count: 34</u>	<u>Pre-Count: 0.058</u>	0.88	Statistically Insignificant
	<u>Post-Count: 616</u>	<u>Post-Count: 44</u>	<u>Post-Count: 0.067</u>		
Distracted Driver (holding phone) While Driving	<u>Pre-Count: 1027</u>	<u>Pre-Count:72</u>	<u>Pre-Count: 0.0655</u>	-6.10	Statistically Significant
	<u>Post-Count:2209</u>	<u>Post-Count: 10</u>	<u>Post-Count: 0.0045</u>		

Drivers Failed to Stop for Pedestrians in Crosswalk	<u>Pre-Count: 1089</u>	<u>Pre-Count: 10</u>	<u>Pre-Count: 0.009</u>	-0.91	Statistically Significant
	<u>Post-Count: 2219</u>	<u>Post-Count: 0</u>	<u>Post-Count: 0.0</u>		
Turning Drivers Failed to Stop For Pedestrians at Red Signal	<u>Pre-Count: 1066</u>	<u>Pre-Count: 33</u>	<u>Pre-Count: 0.0300</u>	-2.82	Statistically Significant
	<u>Post-Count: 2215</u>	<u>Post-Count: 4</u>	<u>Post-Count: 0.0018</u>		
Cyclists Not Wearing Helmet	<u>Pre-Count: 1</u>	<u>Pre-Count: 51</u>	<u>Pre-Count: 0.981</u>	-3.08	Statistically Insignificant
	<u>Post-Count: 2</u>	<u>Post-Count: 38</u>	<u>Post-Count: 0.95</u>		
Cyclists Riding On Left Facing Traffic	<u>Pre-Count: 5</u>	<u>Pre-Count: 47</u>	<u>Pre-Count: 0.904</u>	-40.38	Statistically Significant
	<u>Post-Count: 20</u>	<u>Post-Count: 20</u>	<u>Post-Count: 0.50</u>		
Cyclists Riding On Sidewalk	<u>Pre-Count: 3</u>	<u>Pre-Count: 48</u>	<u>Pre Count: 0.941</u>	-11.62	Statistically Significant
	<u>Post-Count: 7</u>	<u>Post-Count: 33</u>	<u>Post-Count: 0.825</u>		

The results of the observations suggest that increased police enforcement, or traffic controllers at the intersection, may have helped to deter and decrease some of the non-compliant behavior. Based on our observations post-campaign, there was a reduction in the following non-compliant behaviors:

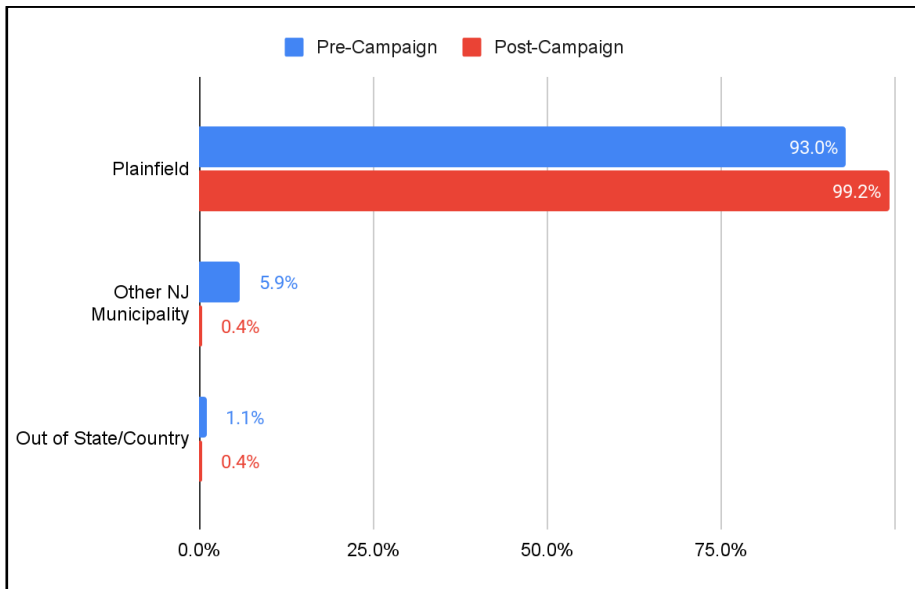
- Drivers who failed to stop for pedestrians in the crosswalk
- Distracted drivers holding phones in hand while driving
- Cyclists riding against traffic, and riding on sidewalks

3.2 Pre-Campaign and Post-Campaign Survey Results

In addition to the observational evaluation, people who lived, worked, or regularly frequented Plainfield were surveyed about their knowledge, behavior, and perceptions of pedestrian safety. 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 442

survey participants, while post-campaign, there were 1,115 participants.

Chart 7: Where Do You Live?



Question one, presented in Chart 7, demonstrates that most participants were from Plainfield, NJ. Surveys showed that 93 percent of pre-campaign survey participants lived in Plainfield, and 99 percent of post-campaign participants were Plainfield residents.

Chart 8: Indications of When It's Safe to Cross

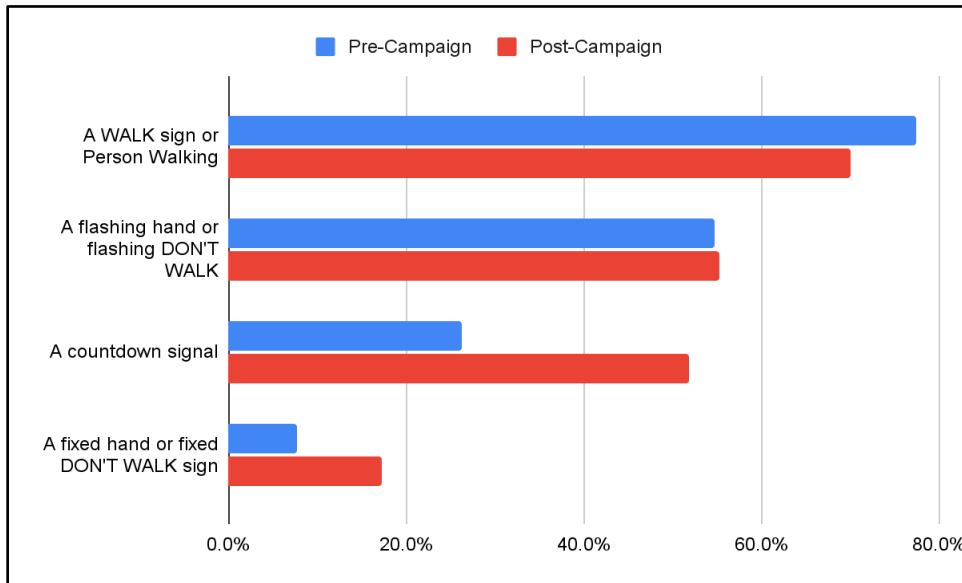


Chart 8 shows participants' understanding of which signals meant it was safe to cross. Pre-campaign and post-campaign data is similar, suggesting that the Street Smart campaign did not impact this specific data. Fortunately, in terms of following signals, data suggests the majority of participants understand the meaning of the signals and when it is safe, or not safe, to cross.

The most concerning response was that fifty-five percent of respondents thought it was safe to cross with a flashing hand or flashing DON'T WALK signal. This indicates education is needed to help pedestrians recognize that crossing on a flashing hand or flashing DON'T WALK signal may put them at risk of not making it across the intersection before vehicles get a green light.

Chart 9: Select Actions for Which You Can Receive a Ticket in New Jersey

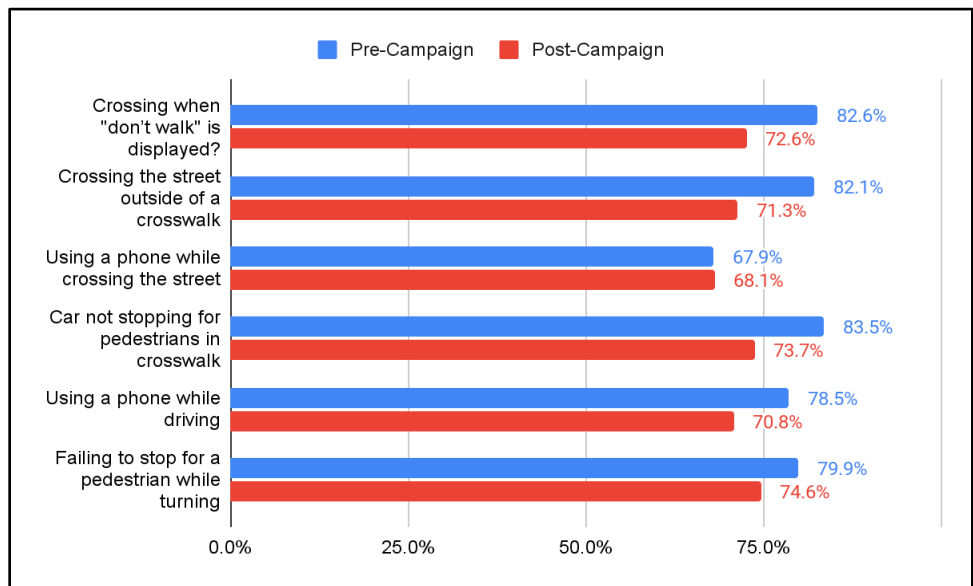


Chart 9 shows participants' understanding of actions for which they can receive a ticket in New Jersey. As seen in the chart, there is a notable difference between answers pre-campaign and post-campaign. The data shows that more education is needed to inform survey takers about the law against driving while holding a phone and the need to stop for pedestrians in the crosswalks and when making turns.

Chart 10: Have You Read, Seen, or Heard Any Messages Addressing...

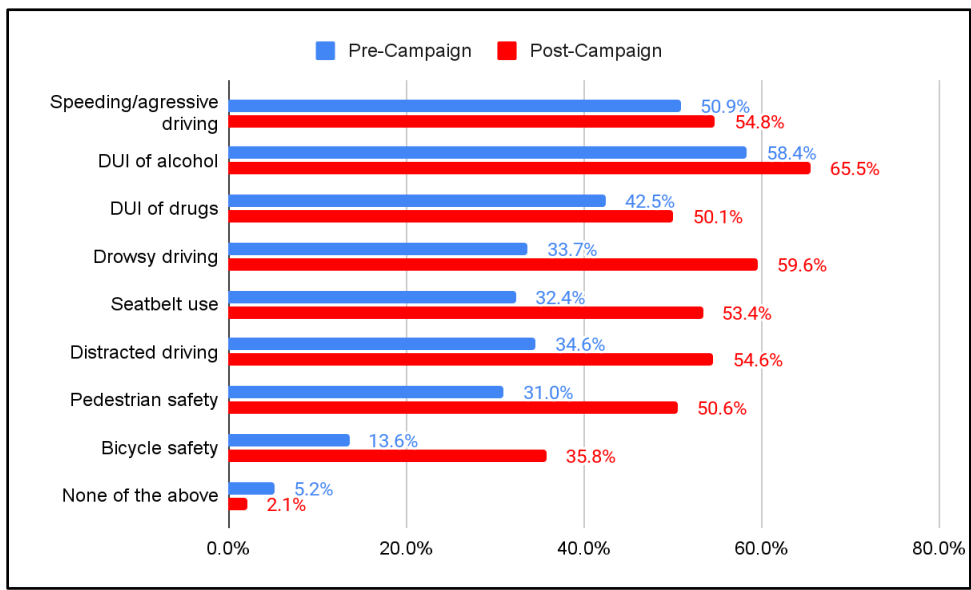


Chart 10 shows if participants read, saw, or heard any messages regarding driving and pedestrian laws and safety. As the chart shows, there are some major differences between pre- and post-campaign answers. The data shows that Plainfield's survey participants remembered and were most aware of safety messages about the importance of avoiding driving while under the influence, speeding/aggressive driving, and drowsy driving. Bicycle and pedestrian safety were among the messages they noticed least.

Chart 11: Have you Read, Seen, or Heard any "Street Smart" Messages?

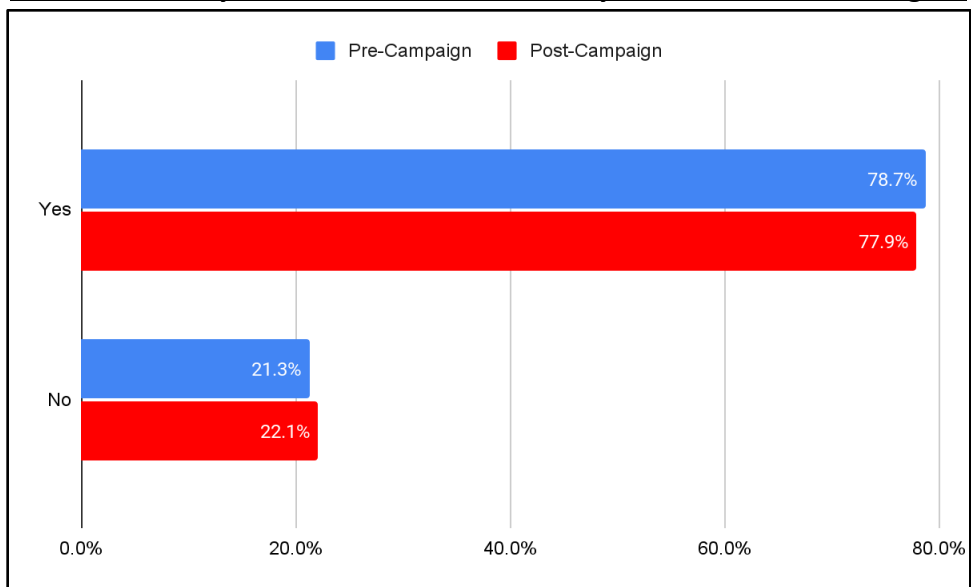
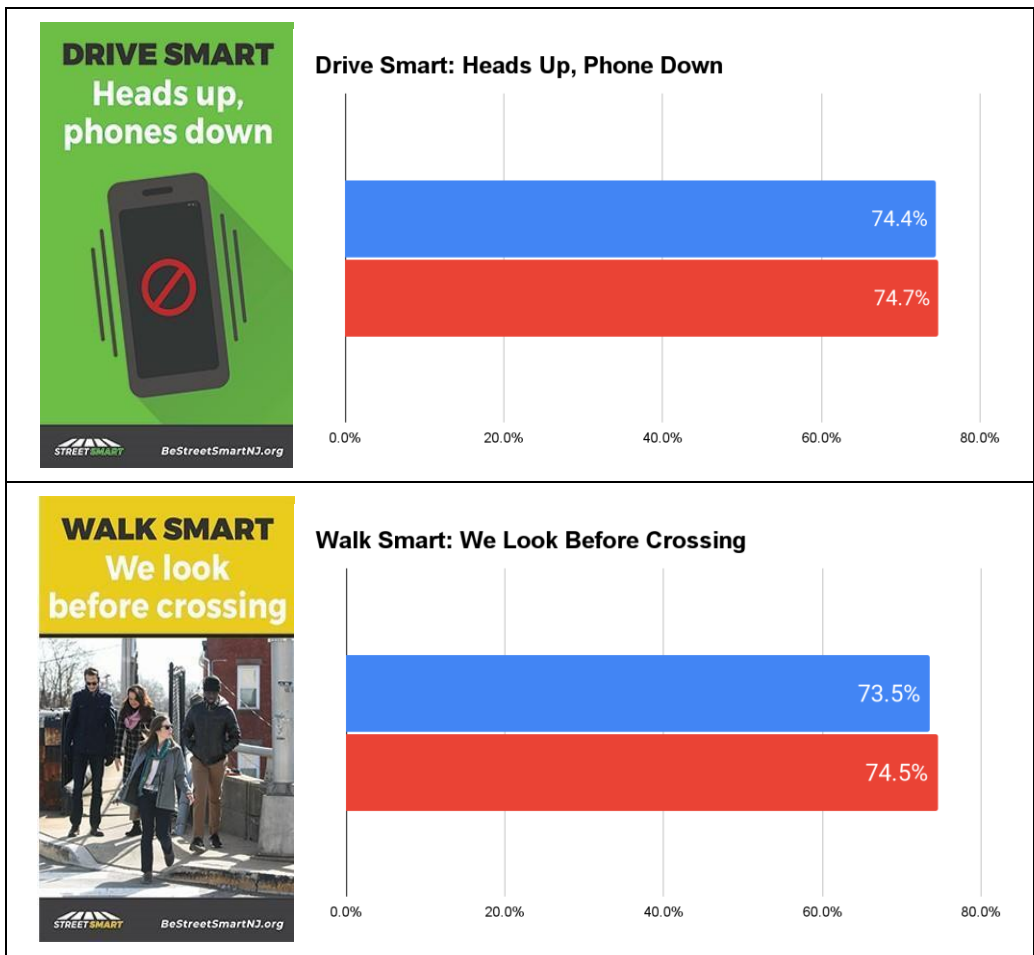
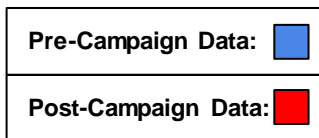
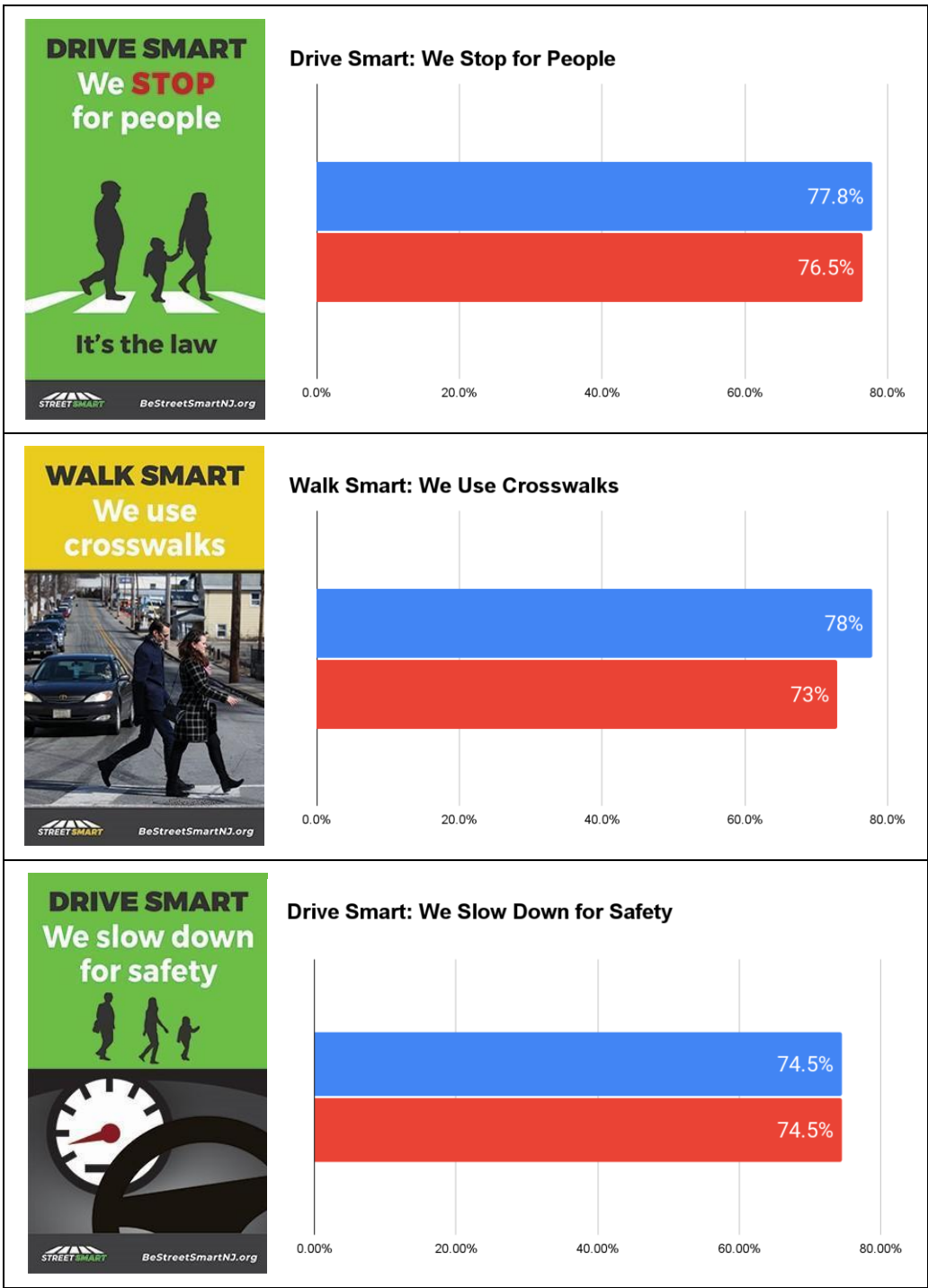


Chart 11 shows the results when participants were asked if they have read, seen, or heard any messages that mention Street Smart. As seen in the chart, there is not a major difference

between answers pre-campaign and post-campaign. About 79 percent of participants indicated they had seen the messages pre-campaign, and 78 percent of people indicated they had seen the posters post-campaign. This difference is not statistically significant; however, the results show the majority of respondents saw the safety messages.

Chart 12: Have You Read, Seen or Heard These Street Smart Messages:
(Bar chart indicates percent of people who read, saw, or heard the sign)





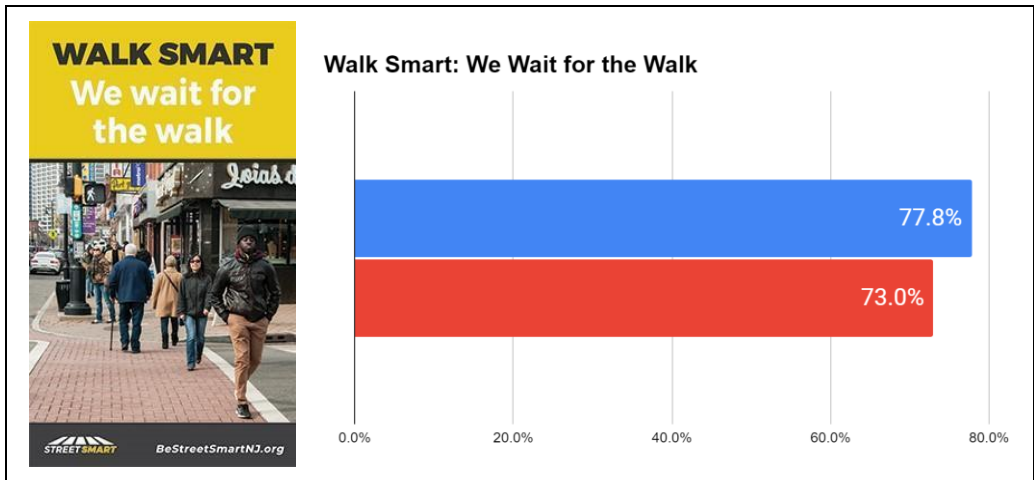


Chart 12 takes a closer look at specific messages used during the Street Smart Campaign and whether survey respondents noticed them. Data shows that Plainfield's Street Smart Campaign resulted in a large number of people who saw or heard the messages. The difference between pre- and post-campaign data was statistically negligible. However, unlike the other messages, "Walk Smart: We Use Crosswalks" and "Walk Smart: We Wait for the Walk" showed a small decrease in the amount of people who had seen or heard the message post-campaign. This could indicate people were already familiar with the message or that they did not notice or hear this message as often as they did the others. In future Street Smart Campaigns, it's suggested to post more of these signs and to stress the importance of being alert and not using phones while driving or walking across intersections.

Chart 13: Where Did You See or Hear Street Smart Messages?

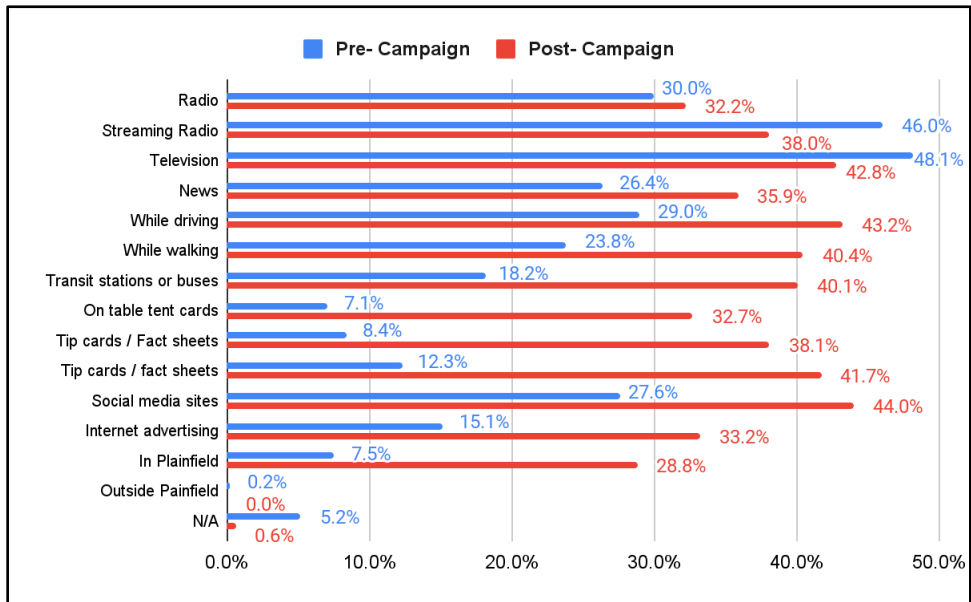


Chart 13 takes a closer look at ways in which participants received messages during the Street Smart Campaign. Data shows that Plainfield's Street Smart Campaign was best spread using television, streaming radio, social media, Street Smart tip card distribution, and Street Smart signage. This information is important for relaying future messages.

Chart 14: In the Past Month, Have You Seen or Received Information about Ped. Safety?

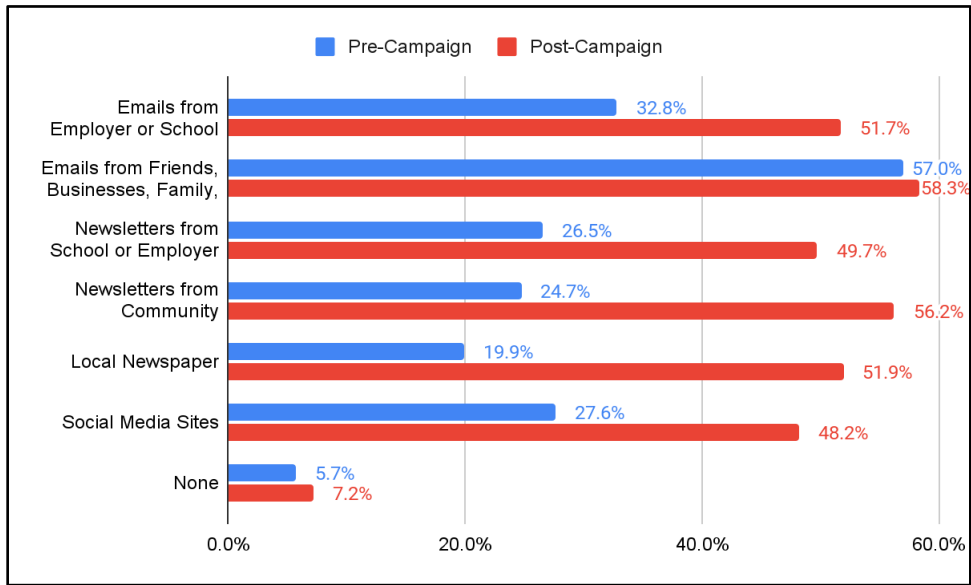


Chart 14 portrays the success of community outreach. There was a notable increase in the number of people exposed to pedestrian safety information when comparing pre- and post-

campaign data. The greatest contributors of pedestrian safety Information distribution were personal and school emails, community and school newsletters, and the local newspaper.

Chart 15: Have You Read, Seen, or Heard About Police Efforts to Enforce Ped. Safety Laws?

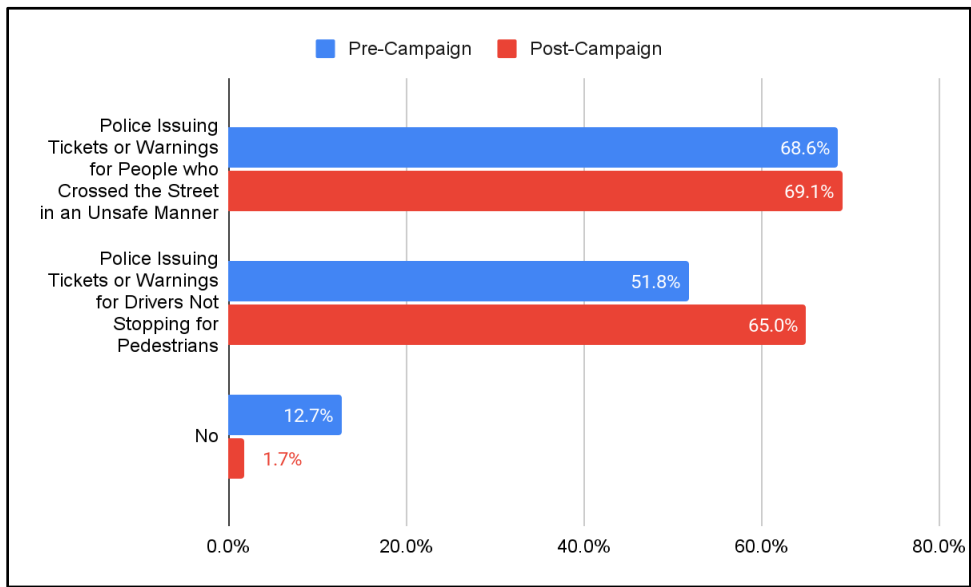


Chart 15 shows the impact the enforcement portion of the Street Smart Campaign had on survey results. The average percentage of people who saw police enforcement prior to the campaign was at 60 percent, while the percentage of people who saw enforcement after the campaign was 67 percent. This shows that the more police enforce traffic laws, the more awareness increases. It's hoped compliance will also increase as a consequence.

Chart 16: What Mode(s) of Transportation Do You Use on a Weekly Basis?

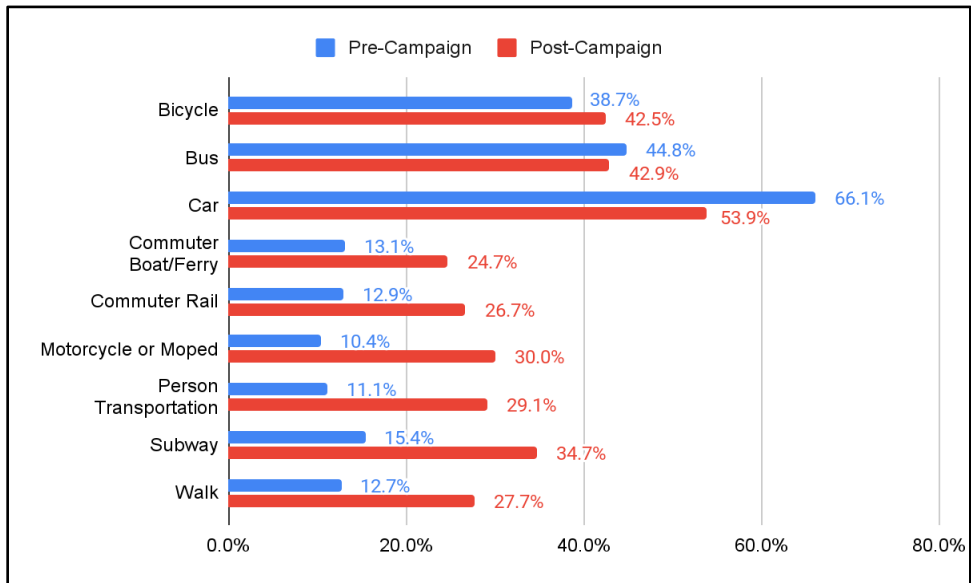
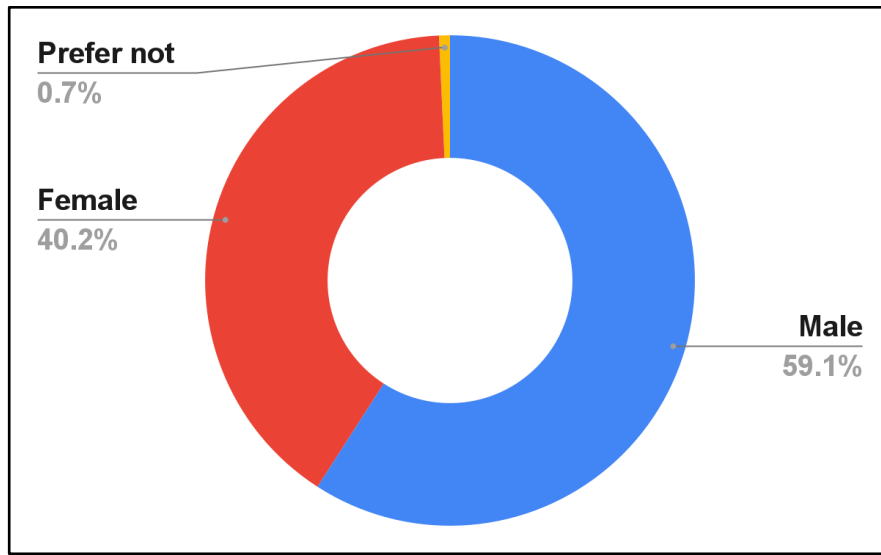


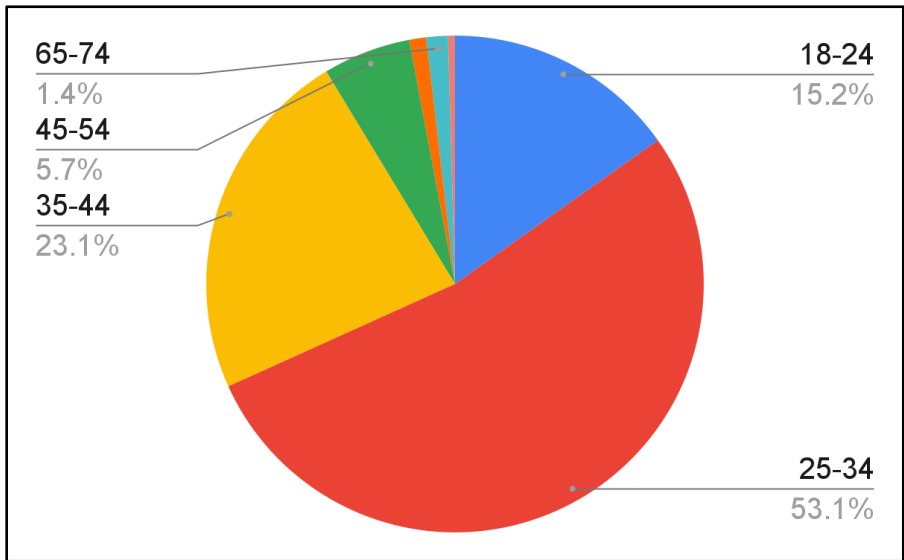
Chart 16 asks participants what form of public transportation they use on a weekly basis. There is not a big difference between pre-and post-campaign survey answers, but it's interesting to note that most people in Plainfield who responded either drive, take the bus, or bicycle. These findings show that it's important to ensure that infrastructure for pedestrians, cyclists, and bus commuters, such as sidewalks and bicycle lanes, are built and well-maintained.

Chart 17: What is Your Gender?



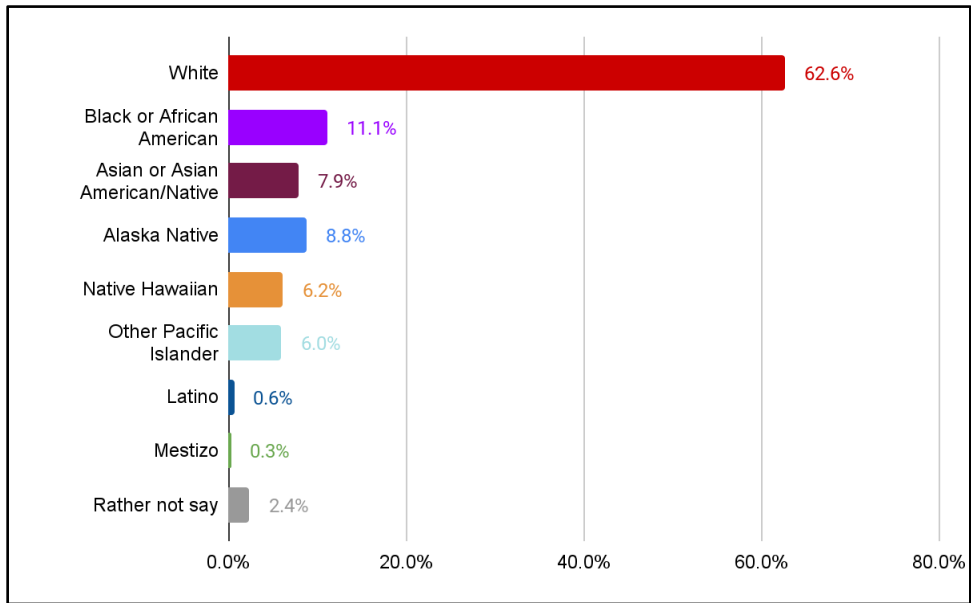
As per the 2020 US Census, for every 100 females in Plainfield, the population had 110 males. For every 100 females ages 18 and older, there were 132 males 18 and older. Our survey participants included one and a half as many males as females. In the future, surveys should be sent to groups that have a greater membership of women, to garner responses from demographics that are more representative of Plainfield.

Chart 18: What is Your Age?



Our survey respondents were primarily adults between the ages of 25 and 34. According to the 2020 US Census, the age of residents in Plainfield is dispersed with 28 percent under the age of 18, 9 percent from 18 to 24, 30 percent from 25 to 44, 22 percent from 45 to 64, and 12 percent who are 65 years of age or older. The median age is 39 years. For future surveys, it's suggested to survey some of the local high school students and more young adults to capture a more representative sample.

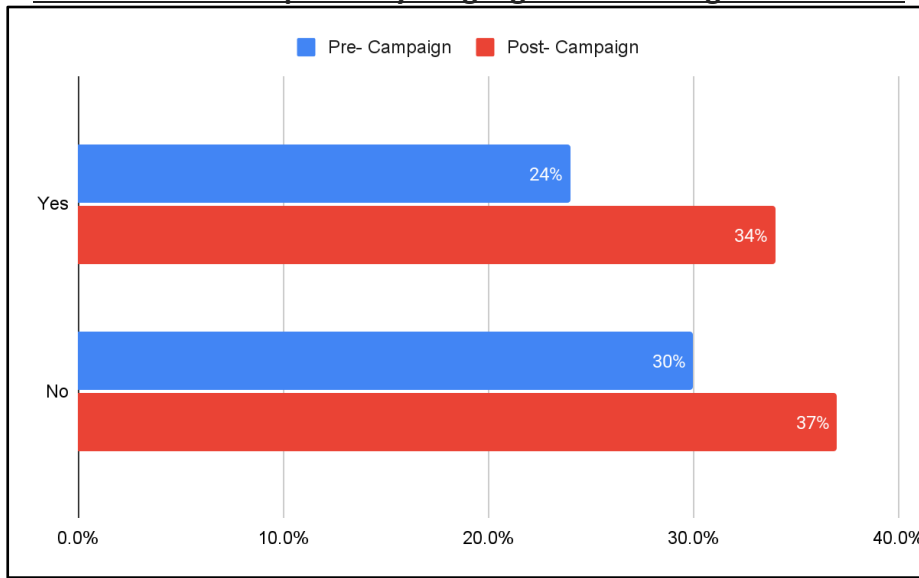
Chart 19: What is Your Ethnicity?



According to the 2020 US Census, the racial makeup of Plainfield is 17.8 percent White, 38.8 percent Black or African American, 1 percent Asian, 0.5 percent Native American, 0.01 percent

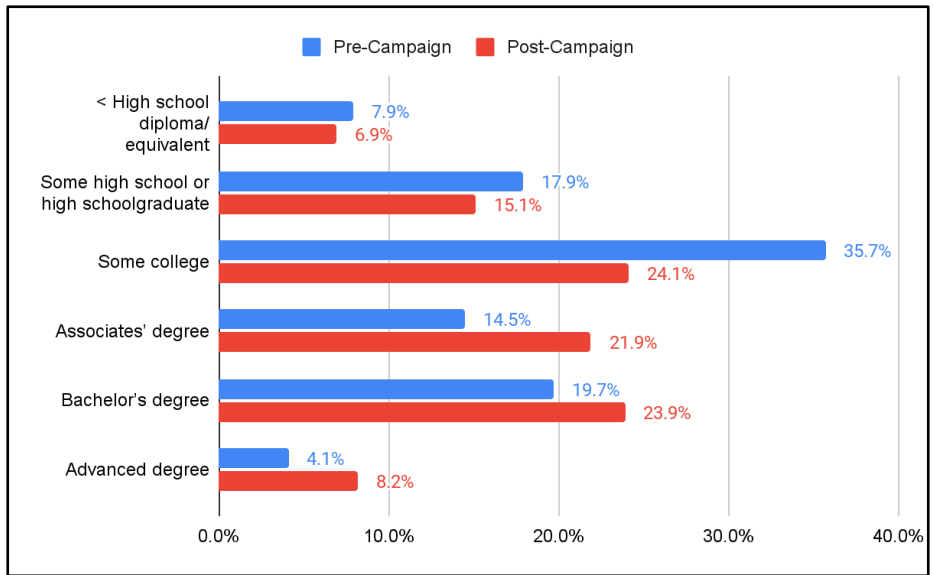
Pacific Islander, 0.5 percent from other races (3,066), and 8.4 percent from two or more races. Hispanic or Latino of any race was 51.3 percent of the population. However, there may be many other undocumented immigrant groups who live and work in Plainfield who did not fill out the Census forms. Our survey did not capture as much of the true ethnic diversity in Plainfield and future efforts should try to survey a more diverse and representative sample by surveying those who live and go to school in Plainfield. Surveying students and their families may be helpful for future campaigns.

Chart 20: Do You Speak Any Languages Besides English at Home?



Twenty-four percent of the people who completed the pre-campaign survey said they spoke a language other than English at home, compared to 34 percent who completed the post-campaign survey. English is the primary language for 49 percent of residents, followed closely by Spanish at 46 percent, according to the 2020 Census. In the future, campaign messages should be displayed in both languages to help educate and reach more of the population in Plainfield regarding traffic and pedestrian safety.

Chart 21: What is the Highest Level of Education You Have Completed?



The final survey question asked participants about the highest level of education they have attained. According to the 2020 U.S. Census, 35 percent of Plainfield residents have a High School education, 22 percent have some college education, 14 percent have a bachelor's degree from college or university, 7 percent have been to graduate school, and 22 percent have not graduated from high school. As shown in Chart 21, pre- and post-campaign survey respondents are slightly more educated than Plainfield demographics show based on Census 2020 data, as 15-18 percent responded they had "some high school or were high school graduates", 24 - 36 percent attended "some college", 15-22 percent have an associate's degree and 19-24 percent of those surveyed had a bachelor's degree.

4. Summary and Recommendations

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

- The data from pre- and post-campaign surveys shows that respondents feel the most serious problems are distractedness and drivers/pedestrians who disobey traffic rules.
- The Street Smart Plainfield campaign heightened people's awareness that drivers, pedestrians, and cyclists share a responsibility to obey traffic laws.
- The campaign had an impact on those who filled out surveys by increasing awareness of the law, signals, and unsafe pedestrian and driver practices
- Results showed the majority of Plainfield survey respondents have a good understanding of pedestrian signals, but many need to learn that crossing when the red

hand or don't walk signs are flashing is a risk according to the pre- and post-campaign responses.

- The post-campaign survey results showed respondents became less aware that local police are enforcing pedestrian safety laws and holding pedestrians and drivers accountable for unsafe and unlawful behavior.
- The Street Smart street signs and posters were the most effective campaign materials.
- The most recognized safety messages were "Walk Smart: We Use Crosswalks" and "Walk Smart: We Wait for the Walk".
- The "Drive Smart: We Slow Down for Safety" message needs to be promoted more in Plainfield.
- Based on intersection observations post-campaign, there was a significant reduction in the number of drivers who failed to stop for pedestrians in the crosswalk, distracted drivers holding phones in hand while driving, and cyclists riding on the left side of the road and riding on sidewalks.

6,711 Street Smart tip cards and other educational materials were distributed to residents and commuters during the community outreach and education campaign. Tip cards, coffee sleeves, store posters, and street signs were viewed by many people, both walking and driving.

The Plainfield campaign was successful and the efforts of City leaders and the Traffic 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 and enforcement help to encourage safer behavior. Additional pedestrian safety campaigns may improve behavior even further.

More education and enforcement throughout Plainfield is definitely needed to reinforce safe pedestrian and motorist behavior. Additional community outreach and school safety programs are recommended. Some engineering changes would also be helpful to make the intersection safer, which are included in the following recommendation section.

4.1 Recommendations

- City can setup "Stop for Pedestrians in Crosswalk" signs at the target intersection and other busy intersections to raise awareness
- Intersection crosswalks 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
- Hang larger "No Left Turns" signs on the traffic signal post arms that hold the green, yellow and red signal - directly in front of drivers
- Ask local bike shops to post signs reminding cyclist to ride on the right side of the street

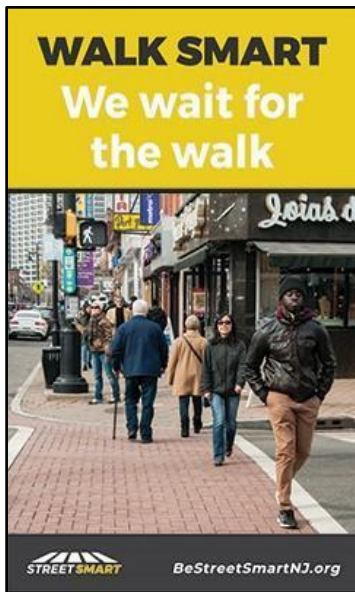
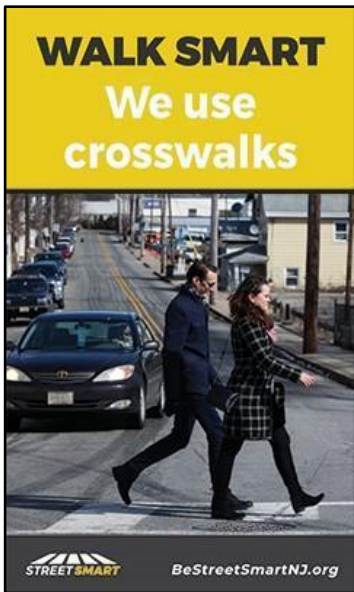
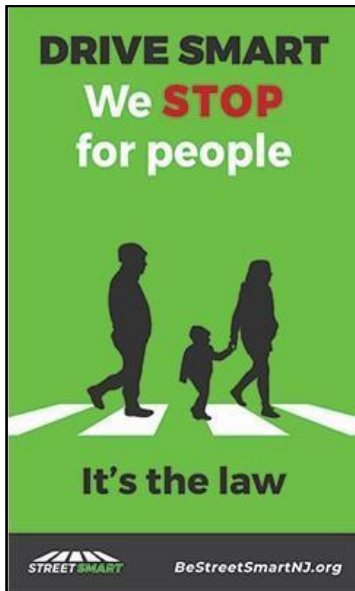
- The City can educate residents and motorists about stopping for pedestrians in crosswalks and before they make right turns or left turns at intersections
- County can work with the NJ Motor Vehicle Commission to teach new/renewing drivers and defensive driver course participants to stop for pedestrians in crosswalk
 - Consider a mail insert for motorists renewing licenses/registrations
- City staff should reinforce that distracted driving is a ticketable offense and that the use of hand-held cell phones/headphones while walking, driving or cycling is unsafe
- Promote crosswalk use at all intersections
- Place Street Smart posters/signs in schools, trains, transit stations, bus stops to discourage distracted walking and driving
- Increase police enforcement of pedestrian, driver, and cycling laws at other intersections with high crash rates, and issue violations to deter unwanted behavior
- Police can distribute material and post signs advising cyclists to ride with traffic, on right side of street, and to encourage helmet use
- Conduct additional Street Smart campaigns to encourage safe driving and walking

5. Appendix

5.1 Street Smart Educational Materials

Figures 21-41: Display Street Smart Materials; Posters Coffee Cup holders and Street Signs:

Posters:



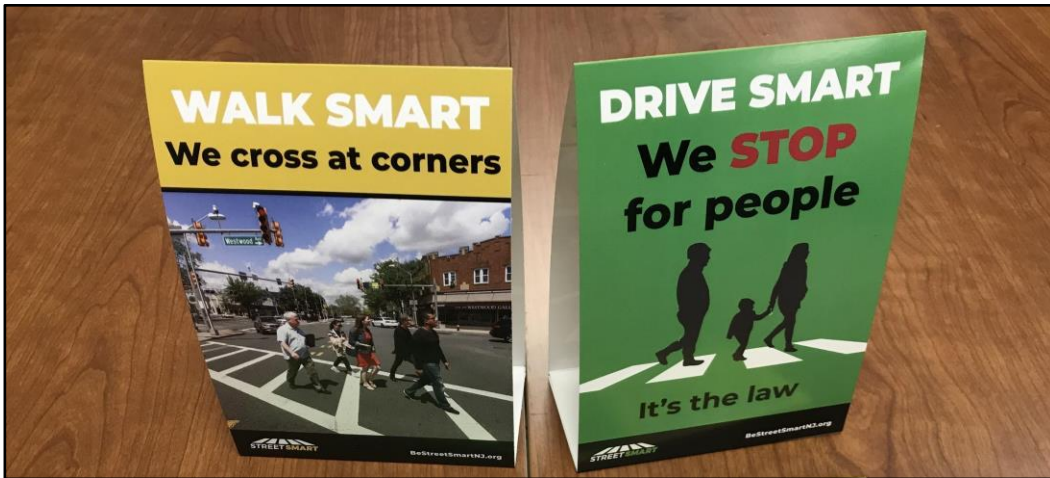


Lawn & Street Signs:





Table Tents:



Coasters:



Cup Sleeves:






Banners:



5.2 Media Coverage


Press Release:

CITY OF PLAINFIELD
 OFFICE OF THE MAYOR
 CITY HALL
 515 WATCHUNG AVENUE
 PLAINFIELD, NEW JERSEY 07060
 (908) 753-3310 (OFFICE)
 (908) 753-3634 (FAX)
 Email: adrian.mapp@plainfieldnj.gov

Media Contact
 Jazz Clayton-Hunt
 908-226-2507

Adrian O. Mapp
 Mayor



FOR IMMEDIATE RELEASE
Plainfield Joins Statewide Pedestrian Safety Campaign
Street Smart Kick-Off August 2, 2022

Mayor Adrian O. Mapp announces, "Plainfield will conduct a Street Smart NJ pedestrian safety education campaign aimed at changing unsafe behavior and reducing pedestrian-motor vehicle crashes in Plainfield, with emphasis on the intersection of Park Avenue and Front Street."

Like other municipalities, the City of Plainfield has observed a rise in pedestrian involved accidents. The city hopes to instill a greater sense of caution in individuals operating a vehicle or traveling on foot. The Street Smart NJ campaign kick-off will take place on **Tuesday, August 2, 2022, at 6:15pm** as part of Plainfield's National Night Out program at Plainfield City Hall, 515 Watchung Avenue. Speakers will include Mayor Adrian O. Mapp, City Council President Barry Goode, Assemblywoman Linda Carter, Chair of County Commissioners Rebecca Williams, Union County Commissioner Bette Jane Kowalski, Police Director James T. Abney, Plainfield Schools Superintendent Diana Mitchell, Dave Behrend, NJTPA - NJ Active Transportation Plan, and Deputy Director Lisa Lee of EZ Ride.

Street Smart NJ was developed by the North Jersey Transportation Planning Authority in 2013 and is a collaborative effort between public, private, and non-profit organizations. Pedestrian safety is a nationwide concern, but it is particularly important in New Jersey, where the federal government has designated a pedestrian safety focus state for its high fatalities and injuries. Street Smart NJ, one of New Jersey initiatives working to help the state reach its goal of zero pedestrian fatalities, reminds people that everyone has a role to play in making our streets safer. Drivers need to obey speed limits and stop for people crossing; people walking need to use crosswalks (marked and unmarked) and cross with the signals; and everyone needs to avoid distractions. Ranking 18th in the nation in pedestrian fatalities per 100,000 people, NJ Pedestrians comprised 30 percent (173 people) of the 564 people killed in vehicle crashes in New Jersey in 2018. Statewide the Street Smart NJ campaign is managed by the North Jersey Transportation Planning Authority (NJTPA), whereas EZ Ride will manage the local campaign in conjunction with city and community partners.

"Losing a community member is always devastating but the loss is compounded when it's preventable," said Mayor Adrian O. Mapp. "When we were approached with the idea of the Street Smart campaign, I didn't hesitate to give it my full support. Motor vehicle regulations and road safety rules are in place to keep both drivers and pedestrians safe. The Street Smart initiative will remind our Queen City residents that it's in everyone's best interest to follow those rules."

During the campaign, educational materials will be displayed at the intersection and around the community. The City administration, Plainfield Police, EZ Ride, and other community groups will distribute and post safety information to residents. During the campaign, local police will enforce the pedestrian laws in Plainfield and working with several partners – including City officials, North Jersey Transportation Planning Authority (NJTPA), and EZ Ride – to educate people who are driving and walking.

Businesses, organizations and individuals interested in helping to promote the Street Smart NJ message in Plainfield, should contact Maximo Vazquez at maximo.vazquez@plainfieldnj.gov or 908-753-3421. To learn more about the campaign, visit beststreetsmartnj.org. The campaign is also on Facebook (/StreetSmartNJ) and Twitter (@njstreetsmart).

News Articles:

Different media outlets wrote articles about the Plainfield 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 in the city of Plainfield with hope to bring the number to zero. Below is an article that was written by TAPinto.net about the campaign.

Article from TAP Into:

Plainfield Public Schools Join State Campaign to Keep Students Safe as they Walk, Bike to School



Photo Credit: Plainfield Public Schools

By TAPinto Plainfield Staff

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PLAINFIELD, NJ — Representatives from [EZ Ride](#), a nonprofit organization that provides the Safe Routes to Schools Program for the New Jersey Department of Transportation and North Jersey Transportation Planning Authority's Street Smart Program, visited Plainfield High School, Maxson Middle School and Dewitt D. Barlow Elementary School as part of a campaign to help keep students safe as they walk, bike or ride in cars to and from school and to avoid becoming the casualty of a traffic accident.

Lisa Lee, Deputy Director of Bike & Pedestrian Programs for EZ Ride said, "We hope the Plainfield community will be safer by our work in the schools and hope to visit the other schools in the coming few months. If other organizations would like a safety presentation, at no cost, please contact us at info@ezride.org. We have presentations for all age groups and can bring a presenter who speaks Spanish if planned beforehand."

The presentations varied depending on the age of the students. The EZ Ride team spoke to 60 sophomores at Plainfield High School in the Driver's Ed classes about driving and bike safety, about the importance of driving at slower speeds and the necessity to focus on the road and not be distracted by eating, drinking or talking on the phone.

Around 70 fourth and fifth graders at Dewitt D. Barlow Elementary School learned about walking and biking safety. The presentation focused on informing students to treat their bikes as vehicles, and obeying traffic rules — like riding on the right side of the road and signaling — that apply to cars. Students also learned ways to cross the street safely. They repeated the mantras, "Be Safe and Be Seen" and dress in bright reflective clothing to be visible to drivers.

Over 230 sixth-graders at Maxson Middle School took part in the presentation. Students modeled the turning signals for biking, learned that bicycles should ride in the same direction as cars on the road, and cyclists, like cars, must abide by New Jersey motor vehicle traffic laws. Students also learned about the importance of checking one's bike and wearing a bike helmet for protection, and that bikes need a bell at all times and white headlights and red taillights at night.

All the students learned the four safety rules of Stop, Look, Listen and Wave (Para, Mira, Escucha, and Saluda) at every intersection, and of the need to be aware of distractions and distracted drivers. The presentations were also conducted in Spanish with the assistance of translators at the middle school and high school to assist Spanish-speaking students.

Rashon K. Hasan, Acting Superintendent of Plainfield Public Schools, said, "Plainfield Public Schools are committed to partner with EZ Ride's Bike and Pedestrian team and the City of Plainfield to educate our youth and staff about the important life skills of how to travel safely to and from school and in our community.

"We support the City's StreetSmartNJ campaign that is ongoing, and we want to ensure our students and families are safe in Plainfield. To that end, we've invited EZ Ride, who provides the NJDOT Safe Routes to School programs, to bring their dynamic and interactive safety programs to our schools," Hasan added.

5.3 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.

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.