

# **STREET SMART**



## West Orange, NJ

EZ Ride  
144 Park Place East  
Wood-Ridge, NJ 07075  
(201) 939-4242  
[www.ezride.org](http://www.ezride.org)

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## **Executive Summary**

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

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

EZ Ride worked with NJTPA, the NJ Division of Highway Traffic Safety, the West Orange Police Department, and the Township of West Orange to conduct a Street Smart NJ campaign starting in late fall 2020 to raise awareness of pedestrian safety. West Orange police worked with Township leaders and 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 Eagle Rock Avenue (County Route 611)/Main Street (County Route 659) and Harrison Avenue on November 10, 2020. West Orange officials selected this intersection because of its infrastructure challenges and high traffic volume.

In addition to the intersection observations, NJTPA and EZ Ride developed a brief online survey that was used to gather public input before and after the campaign. The survey included questions about driving and walking conditions in West Orange, driving and pedestrian behavior, and knowledge of traffic laws. The survey was advertised via social media by community leaders in the Township of West Orange, and electronically sent out to school families and other members of the community.

The Street Smart campaign kicked off on December 15, 2020 with a press conference at the Town Council Virtual Meeting. Speakers were Councilman and Head of Pedestrian Safety Advisory Board Jerry Guarino, Street Smart NJ Coordinator Will Yarzab, Superintendent of Schools Dr. Scott Cascone, Officer Scott Smarsh, and Assistant Coordinator of Bike and Pedestrian Programs from EZ Ride, Zachery Calle.

EZ Ride partnered with the West Orange School District PE Department and met virtually with the Superintendent and PE Supervisor on December 21, 2020 to discuss the Street Smart campaign and plans to make bike, pedestrian, and driver safety presentations for schools during the school year. Fifteen virtual pedestrian/driver safety presentations were made for the West Orange High School Driver's Education/PE/Health classes in March-May along with 13 virtual pedestrian and bike safety presentations for Hazel Elementary School, St. Cloud Elementary School, Redwood Elementary School, and Kelly Elementary School. We also conducted a pedestrian safety talk for Seniors on May 26, 2021. The following in-person events were held at Redwood Elementary for the Township on May 1 and 2, 2021: five bike rodeos, five community rides, five bike safety presentations, and one Learn to Ride workshop.

During the duration of the campaign, street signs, posters, tip cards, and other educational materials were distributed to residents, students and throughout the community. In addition, nearly a dozen stores in the area supported the campaign by posting Street Smart posters in their storefront windows.

The West Orange Police Department conducted enforcement from April 12 to April 13, 2021. During that time, the Township Police Office issued a total of 14 summons, 23 Stops and 12 warnings to pedestrians and drivers.

Following the educational and enforcement activities, an observation team from EZ Ride returned to the selected intersection to complete post-campaign observations on Tuesday April 27, 2021.

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

- Survey results suggest the majority of participants understood the meaning of pedestrian signals (Walk, Flashing Hand, Countdown, Don't Walk Sign).
- Survey results indicate the messages which saw increases in recognition post-campaign were "Heads Up, Phones Down, Wait for the Walk, and Slow Down for Safety."
- The percentage of participants that saw Street Smart messaging did not change greatly from pre-campaign to post-campaign based on survey results. However, COVID-19 and work/study from home factors likely impacted the number of people out and about.

- Campaign messages were best remembered from posters and signs seen while driving or walking and via social media.
- Direct emails from employers and schools were the best method of reaching participants during the campaign.
- Surveys showed the most recollection of safety messages about distracted driving, speeding/aggressive driving, and driving under the influence of alcohol
- While there was a slight decrease from pre- to post-campaign in the number of pedestrians observed who were distracted by hand-held phones and who crossed on red, it was not deemed to be a significant change.

It can be concluded the campaign was minimally successful in changing some illegal and unsafe behavior of pedestrians, but that more education and enforcement needs to be done.

Infrastructure recommendations by EZ Ride are to paint high visibility crosswalks, paint the word “Stop” before stop bars, to hang “No Turn on Red” signs on the traffic signal arms directly in front of drivers, to relocate Pedestrian Crossing signs so they are more visible and not blocked by other signs, to add a Leading Pedestrian Interval phase before cars are allowed to turn, to re-install the “Warning Signal Ahead” sign on Eagle Rock Avenue as drivers are coming down the hill. The signs which exist on posts on the sidewalks are not as visible, especially for vehicles which are stopped in front of the stop bars.

## **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.

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. New Jersey ranked 9th in the nation in total pedestrian fatalities for 2014-2018 with 857 pedestrian fatalities and 15th in the nation for pedestrian fatalities per capita according to the National Highway Traffic Safety Administration (NHTSA).

On average, one pedestrian is killed every two days in New Jersey and 12 are injured daily. New Jersey ranked 18th in the nation in pedestrian fatalities per 100,000 people in 2018, and pedestrians comprised 32 percent (176 people) of the 558 people killed in vehicle crashes in New Jersey in 2019, nearly double the national average of 17 percent, according to NHTSA. The Street Smart Campaign has four goals:

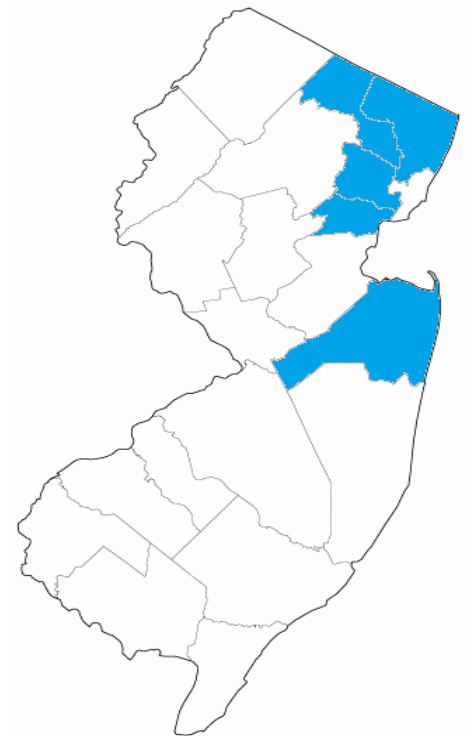
- Change pedestrian and motorist behavior to reduce the incidence of pedestrian injuries and fatalities in New Jersey.
- Educate motorists and pedestrians about their roles and responsibilities to safely share the road.
- Increase police enforcement of pedestrian safety laws and roadway users' awareness 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 more than 165 communities throughout the state, including West Orange in 2020-21.

### 1.1 EZ Ride's Street Smart Program

The NJTPA has partnered with the eight Transportation Management Associations (TMAs) to expand the number of Street Smart NJ campaigns across the state. A TMA is an organization that provides transportation solutions to reduce traffic congestion and air pollution. Each TMA was invited to assist with the program implementation by providing information, conducting intersection observations, and building relationships with municipalities to further partnerships and generate local support.

As shown in the blue areas of the map of New Jersey, EZ Ride delivers transportation solution services in Passaic, Essex, Union, Monmouth, and Bergen Counties. Besides Linden, EZ Ride has initiated full Street Smart NJ campaigns in Asbury Park, Bloomfield, Cranford, Elizabeth, Highlands, Hackensack, Paterson, and Rutherford. 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 West Orange, Essex County, New Jersey**

West Orange is a suburban township in Essex County with history dating back to 1862 and is well-known as having been the home of Thomas Edison. West Orange is both an inner suburb of Newark (New Jersey's largest city and the seat of Essex County) and a commuter suburb of New York city as it is 12 miles west of Manhattan. West Orange is 12 square miles with a population density of approximately 3,836 people per square mile. This ranks West Orange 160th of 522 municipalities in New Jersey and 14th out of 22 municipalities in Essex County.

As of May 2010, West Orange had a total of 114.5 miles of roadways, of which 89.6 miles were maintained by the municipality, 19.5 miles by Essex County and 5.5 miles by the New Jersey Department of Transportation. The Essex Freeway (Interstate 280) is the main limited access road that passes through from east to west. Route 10 passes through in the western area and has its eastern terminus at CR 577 and CR 508 traveling the municipality from east to west.

As of 2019 US Census estimates, West Orange has a population of 47,563 which is an increase from both 2010 (46,207) and 2000 (44,943). West Orange is the 5th largest municipality out of 22 within Essex County. Its largest racial/ethnic groups consist of White (42.1 percent), Black (27.3 percent) and Hispanic (19.9 percent). The median household income of West Orange is \$110,226 compared to the New Jersey state average of \$82,545.

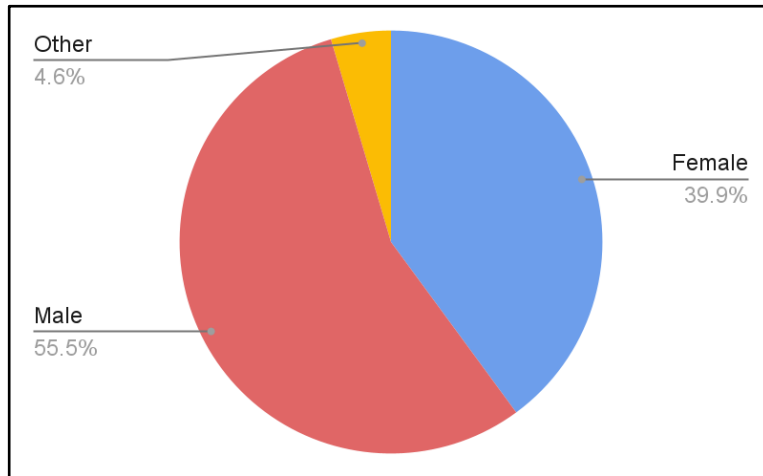
West Orange Township has an 11-member Pedestrian Safety Advisory Board (PSAB) that was established in May 2015. Each member is a resident of the Township and is appointed by the Mayor for a three-year term. The Board investigates and analyzes issues affecting pedestrian safety and then recommends the appropriate initiatives and policies. In December 2020, the PSAB joined several community partners such as EZ Ride and the police to implement the Street Smart NJ safety campaign. PSAB assisted with the distribution of educational messages and materials.

In April 2021, the Nikhil Badlani Foundation (NBF) Youth Advisory Board (YAB) conducted a Distracted Driver Awareness Campaign and posted lawn signs throughout the Township. The YAB is led by a High School Junior who lost his brother in an auto crash with a distracted driver in 2011. The YAB works with the Township of West Orange, has made recommendations to the PSAB, and initiated a town-wide survey in December 2020 to solicit resident input about safety issues.

### 1.3 West Orange Crash Analysis

EZ Ride used NJ Safety Voyager, NJ Department of Transportation’s crash analysis program, to examine crash data and create the following charts for this report. This tool provides details about crashes in a specific area reported by NJ State Police. In West Orange, there were 218 pedestrian/cyclist crashes from 2010-2019.

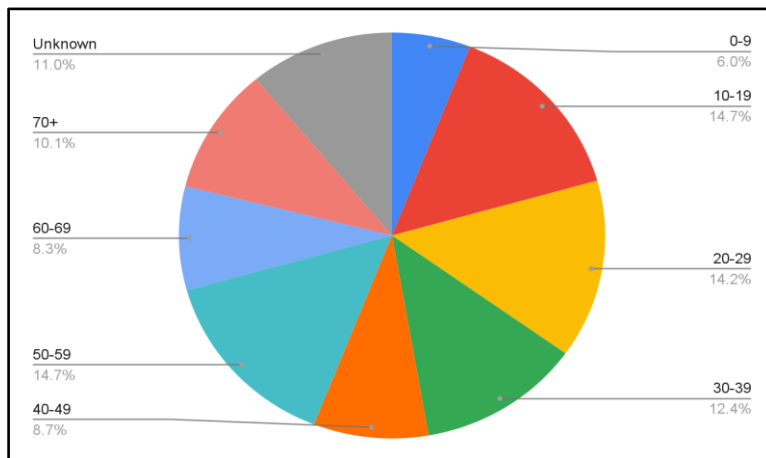
**Chart 1: West Orange Pedestrian Crashes by Gender**



Source: NJ Safety Voyager (2010-2019)

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

**Chart 2: West Orange Pedestrian Crashes - Age Breakdown**

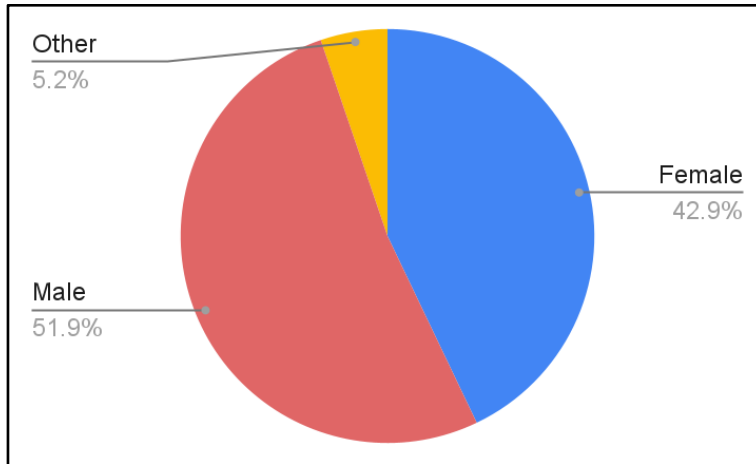


Source: NJ Safety Voyager (2010-2019)



While 11 percent of cases did not report age of victims, the most reported pedestrian crash cases involved pedestrians who were in the age brackets of 10-19 (14.7 percent), 50-59 (14.7 percent) and 20-29 (14.2 percent). This information may be useful for future outreach and campaign purposes.

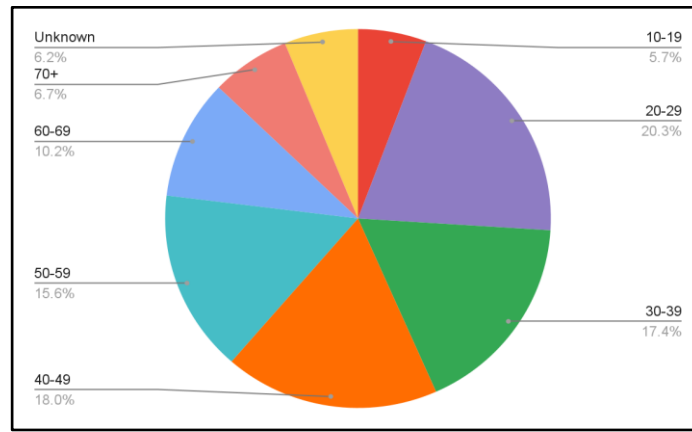
**Chart 3: West Orange Driver Crash Statistics By Gender**



Source: NJ Safety Voyager (2010-2019)

The majority of drivers involved in crashes with pedestrians between 2010 and 2019 were male. This information is useful for outreach/campaign purposes.

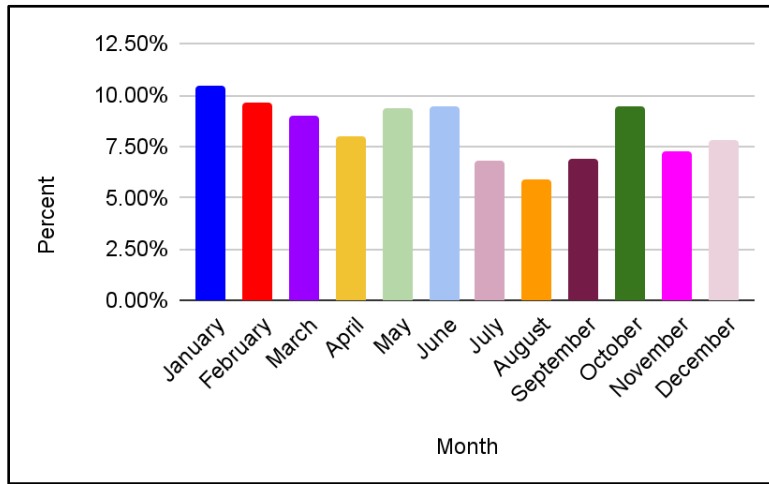
**Chart 4: West Orange Crashes by Driver Age**



Source: NJ Safety Voyager (2010-2019)

Crashes occurred most frequently for drivers between the age of 20-29 (20.3 percent). However, the 30-39 (17.4 percent) and 40-49 (18.0 percent) age brackets also reported a high amount of cases. This information is useful for outreach/campaign purposes.

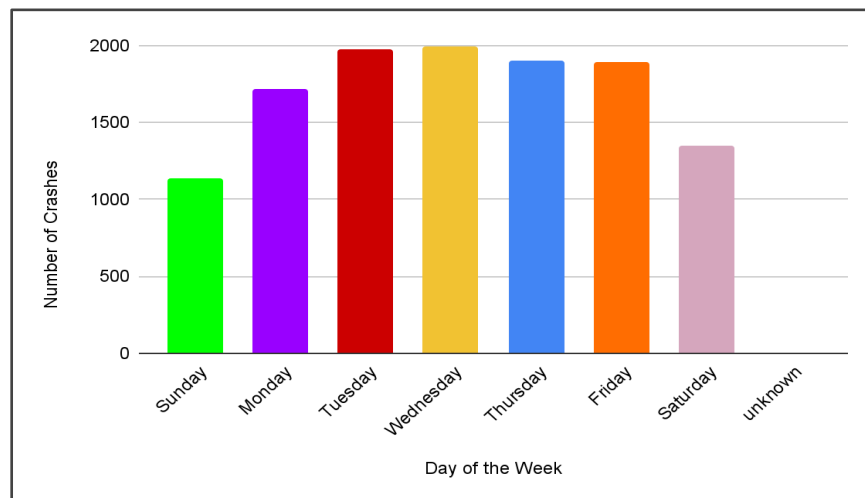
**Chart 5: West Orange Crash Statistics by Month**



Source: NJ Safety Voyager (2010-2019)

There were 11,967 crashes in West Orange Township from 2010 - 2019. The months of January (10.4 percent, February (9.6 percent), and October (9.4 percent) had the highest percentages. The most frequent times of the day were 8 am (8.5 percent) and 3 pm (8.1 percent) around rush hour and school arrival/dismissal. There may have been more crashes during these months as a result of increased sun glare due to lack of foliage or increased darkness due to daylight savings.

**Chart 6: West Orange Crash Statistics by Day**

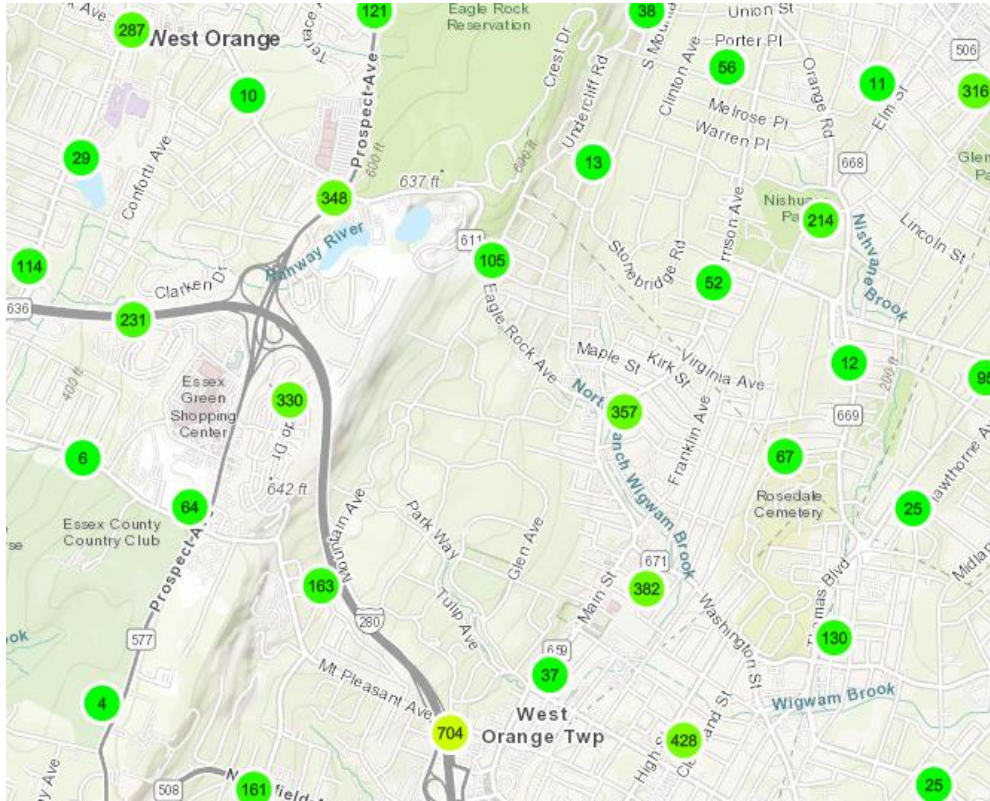


Source: NJ Safety Voyager (2010-2019)

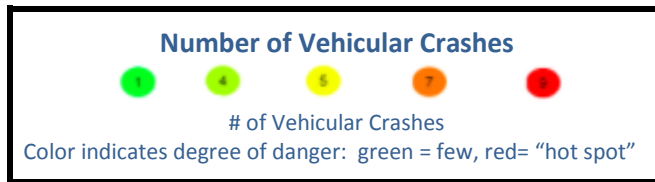
All crashes are split fairly evenly from Tuesday to Friday with Wednesdays (1,992) and Tuesdays (1,979) having the largest numbers followed by Thursdays (1,901) and Fridays (1,893). The

weekends had the least number of crashes with Saturdays having a total of 1,349 and Sundays 1,133 during that same time period.

**Map 1: West Orange Township Vehicular Crashes**

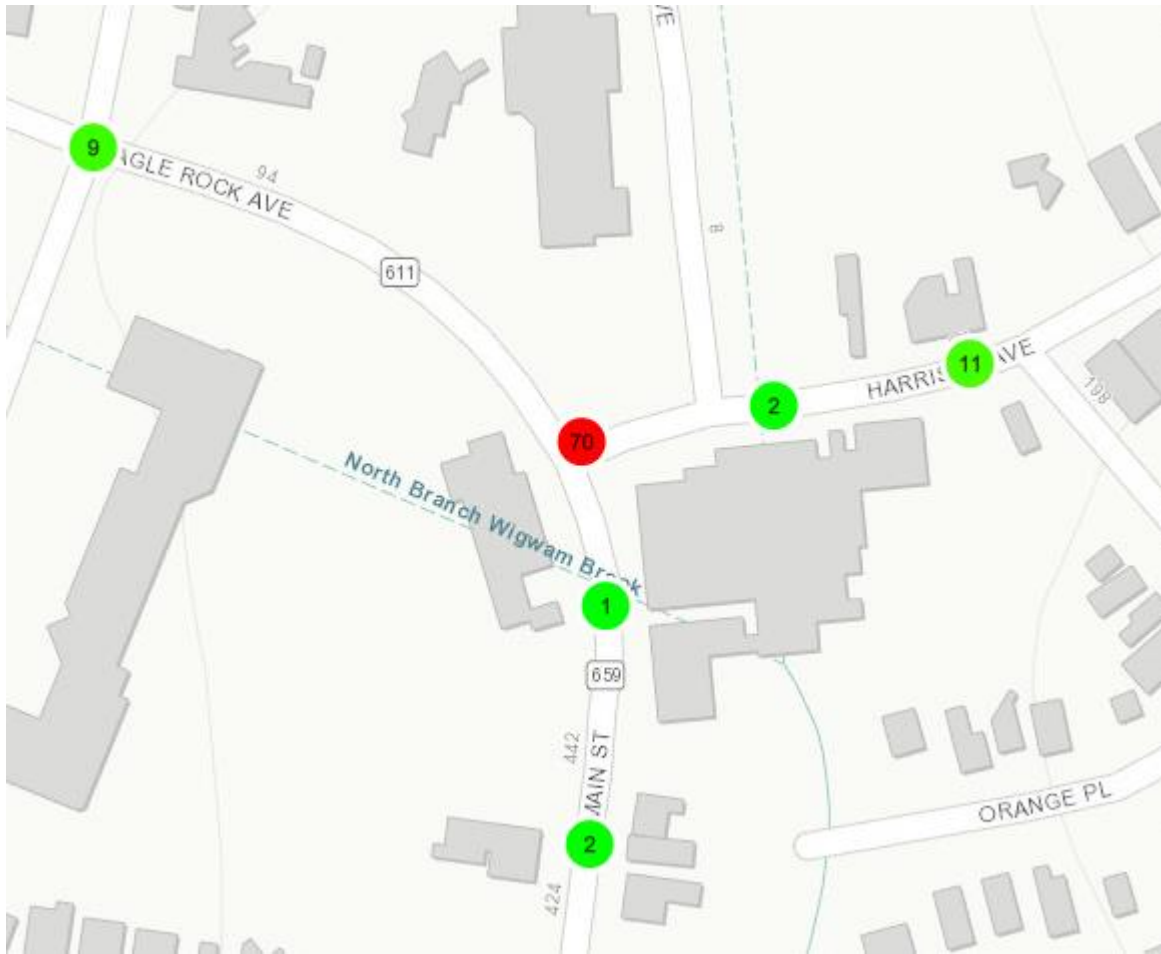


Source: NJ Safety Voyager, 2014-2019

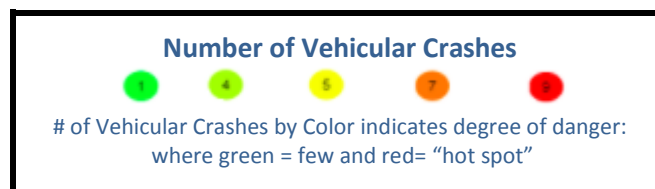


As shown in Map 1, the number of crashes involving cars ranges from 1-3,000+ depending on the area and intersections.

**Map 2: West Orange Vehicular Crashes at Target Intersection**  
(Eagle Rock Ave/Main St & Harrison Ave)



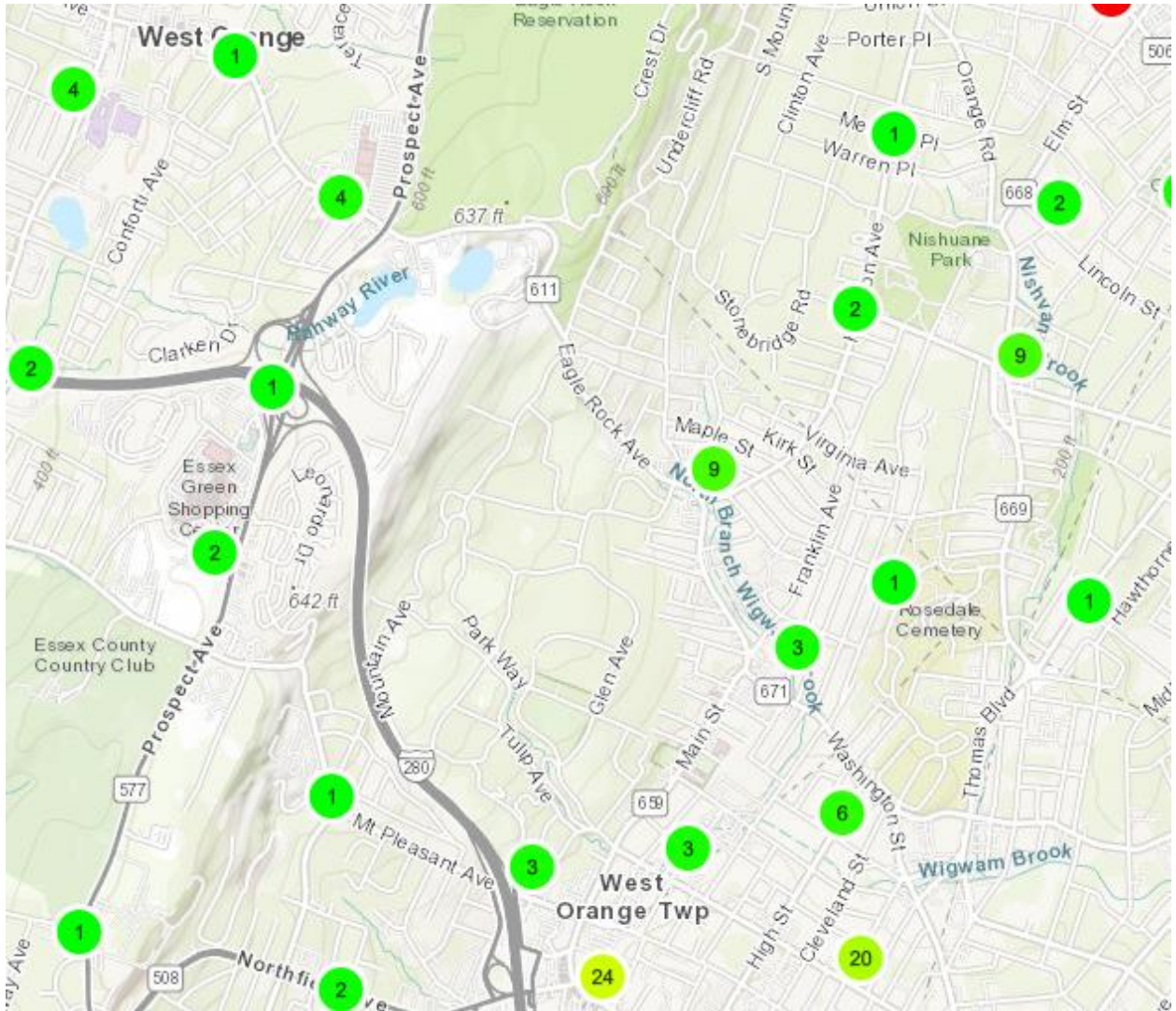
Source: NJ Safety Voyager, 2014 – 2019



Map 2 shows 70 vehicle crashes occurred at the target intersection from 2014-2019.

Maps 3-4 display **pedestrian and cyclist** crashes in West Orange, NJ from 2014-2019. These maps were generated with Safety Voyager.

**Map 3: West Orange Pedestrian & Cyclist Crashes**

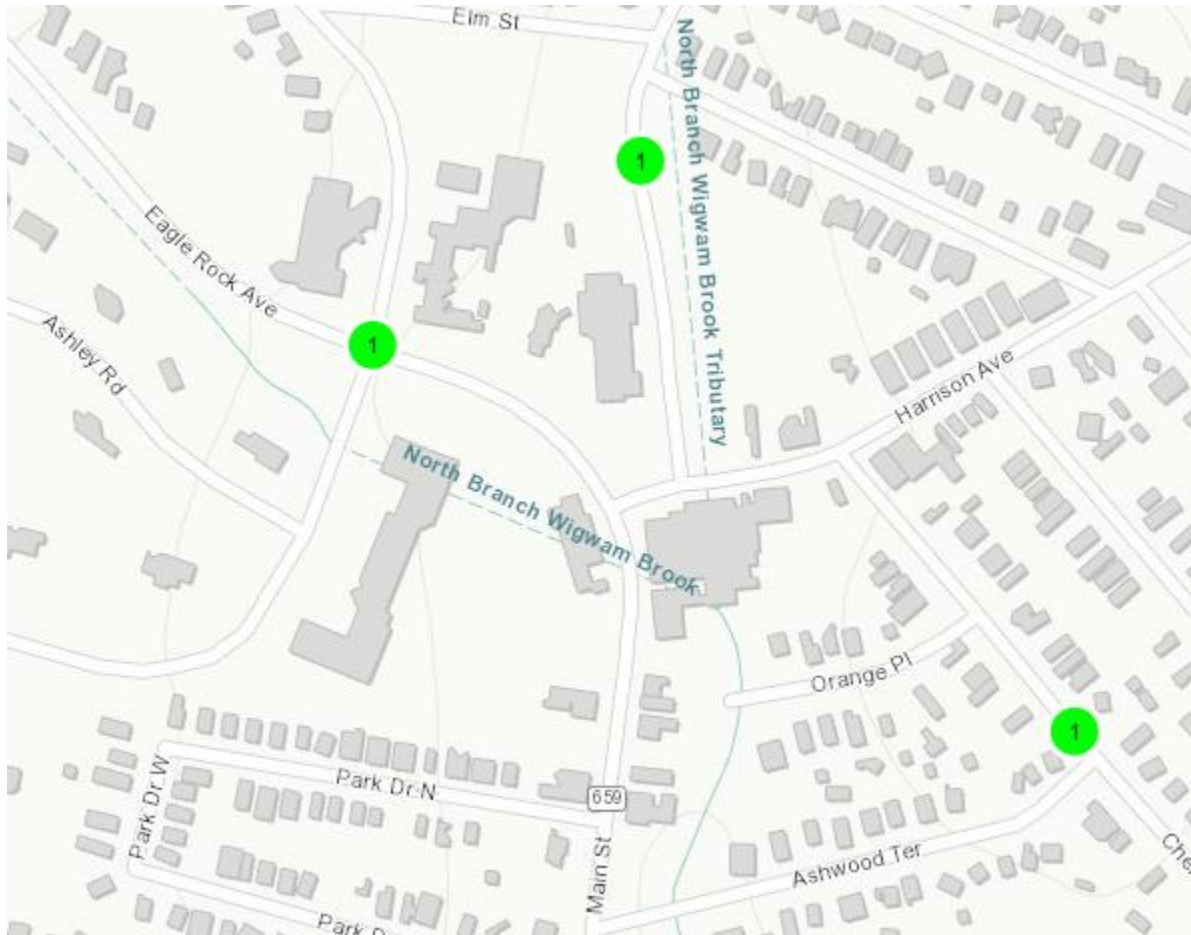


Source: Safety Voyager, 2014 – 2019

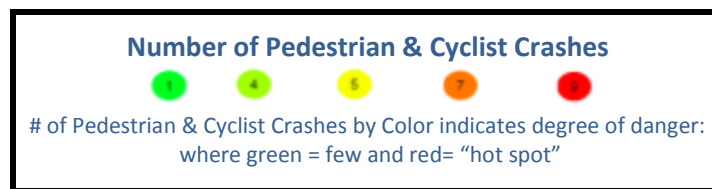


The highest number of pedestrian crashes occurred near Main Street, as shown at the bottom of Map 3.

**Map 4: West Orange Pedestrian and Cyclist Crashes at Selected Intersection**  
(Eagle Rock Ave/Main St. & Harrison Ave)



Source: NJ Safety Voyager, 2014 – 2019



From 2014 - 2019 there were 106 crashes at the targeted intersection. None of these crashes involved pedestrians or cyclists. Driver inattention was cited as the leading cause of crashes at this location. Although none of the crashes involved pedestrians, the Police Department and Pedestrian Safety Advisory Board said there are many near-misses at the intersection, which is also near a senior housing building. Map 4 shows there were three pedestrian crashes nearby

that occurred within crosswalks (intersections of Rainbow Terrace and Eagle Rock; Harrison Avenue and Maple Avenue; and Mississippi Avenue and Kirk Street). Two other crashes involved pedestrians crossing Franklin Avenue and Main Street mid-block and not using crosswalks. One crash occurred at the corner of Eagle Rock Avenue and Valley Way and not within a crosswalk.

## 2. Campaign Overview

**Table 1: Campaign Schedule**

Pre-Campaign Observations	Tuesday, November 10, 2020
Pre-Campaign Surveys	Monday Nov. 9 - Tuesday Dec. 15, 2020
Campaign Kick-Off	Tuesday, December 15, 2020
Education Period	Wed. Dec. 16, 2020 - Sun. Mar. 28, 2021
Enforcement Period	Monday April 12 - Tuesday April 13, 2021
Post Campaign Observations	Tuesday April 27, 2021
Post Campaign Surveys	Monday April 19 - Monday May 10, 2021
Report Development	May - June 2021
Report Submission to NJTPA	June 21, 2021
NJTPA Review	June 21 -28, 2021
Final Report Submission	June 28, 2021

### 2.1 Campaign Selected Intersection

The Police Department and the Pedestrian Safety Advisory Board focused the campaign on the intersection of Eagle Rock Avenue/Main Street and Harrison Avenue due to the high volume of vehicle traffic, crash history and close calls with pedestrians. Pre- and post-campaign observations were conducted at this intersection, along with public education and police enforcement. The group also asked EZ Ride to observe the behavior at Harrison Avenue and Mississippi Avenue.

### **Eagle Rock Avenue/Main Street & Harrison Avenue**

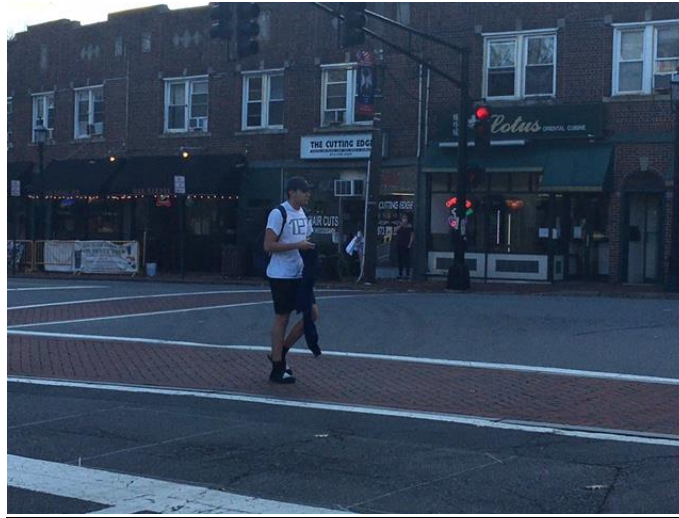
The intersection of Eagle Rock Avenue/Main Street and Harrison Avenue is at the base of a steep hill where faster moving traffic must slow down upon entering a business and senior residence area. Eagle Rock Avenue and Main Street are both County routes. Our Lady of Lourdes Roman Catholic Church sits between Eagle Rock Avenue and Mississippi Avenue. Across the street, the West Orange Family Pharmacy was open when the campaign began, but has since closed and moved. Local businesses include the Oak Tree Salon, Liquor Lobby, Esperanza Christian Church, Cutting Edge Salon, Vida Hair and Nail Salon, Nicholas Anthony's Family Kitchen, the Oak Barrel Pub, and Lotus Oriental Cuisine. As mentioned, there is a large senior housing building nearby and many of the pedestrians who cross at the intersection are seniors walking to get to the mailbox or laundromat/dry cleaner on the opposite side of the street. Drivers are not permitted to make right turns on a red signal as per the signage. EZ Ride also observed the intersection of Mississippi Avenue and Harrison Avenue. Both intersections have low visibility crosswalks, pedestrian lights, pedestrian signal heads, and pedestrian crossing signs. However, EZ Ride observed some issues, which are noted in Section 2.3.

**Figure 1. Aerial View of Eagle Rock Avenue/Main St. & Harrison**





**Figure 2. Intersection of Eagle Rock Avenue/Main Street & Harrison - Pedestrian Crossing**



## **2.2 Pre-Campaign Survey**

The pre-campaign survey was sent out as a study being conducted by the Township of West Orange and EZ Ride in partnership with the NJTPA. The survey included questions about driving and walking conditions, driving and pedestrian behavior, and knowledge of traffic laws in West Orange. The pre-campaign survey was used to assess respondent's knowledge of traffic laws, understanding of pedestrian signals, awareness of safety messages, and general demographic information. The online survey link, sent out via email to Township and County employees and other members of the community, generated 125 participants for the pre-campaign survey. Results can be found in section 3.2 of the report.

## **2.3 Pre-Campaign Intersection Observations**

EZ Ride staff observed pedestrian, driver, and cyclist behavior at the target intersection on Tuesday, November 10, 2020 from 3 to 5 pm. As part of these pre-campaign observations, the team counted the total number of vehicles, cyclists, and crossing pedestrians and noted the number who displayed unsafe behaviors including:

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

- cyclists not wearing a helmet, riding on sidewalk, or riding on the left facing traffic

Results can be found in section 3.2 of the report. The team also observed the infrastructure at the intersection. As shown in Figure 7a, the No Right Turn on Red signs block the Pedestrians Crossing Sign on Main Street and on Eagle Rock Avenue going the opposite direction. These signs should be relocated to improve their visibility. EZ Ride noted the street lights turned on between 4:45 - 5:05 pm after it had been dark for almost 20 minutes and that one of the pedestrian signal buttons didn't work to activate the walk signal from Our Lady of Lourdes Church to Nicholas Anthony's Family Kitchen. The team also observed that a few seniors had a hard time crossing Main Street before the signal turned red and suggested more time be added to the signal. The majority of the cars proceeded safely through the intersection, however, there were a number of vehicles, including a NJ TRANSIT bus, which made right turns from Main Street to Harrison Avenue on the red light even though signs clearly stated it is prohibited. EZ Ride also saw many vehicles make fast left turns coming down the hill from Eagle Rock Avenue onto Harrison Avenue and from Harrison Avenue onto Main Street, and staff observed a few drivers come dangerously close to crossing pedestrians. While most cars slowed and waited for pedestrians to cross, there were a few close calls where cars turned and missed pedestrians by 1-2 feet. It's suggested that a leading pedestrian interval phase be implemented so that pedestrians have time to start crossing before cars are allowed to turn. This improves pedestrian visibility and safety.

**Figure 3a: Pedestrian Not Using Crosswalk**



**Figure 3b: Pedestrian Not Using Crosswalk**



**Figure 4a. Pedestrian Not Using Crosswalk**



**Figure 4b. Pedestrian Not Using Crosswalk**



**Figure 5a and b: Turning Cars Not Stopping for Pedestrians Crossing in Crosswalk**



**Fig. 6a: Double-Parked Car Past Stop Bar Fig.6b: Cyclist Turning Left from Right Lane**



**Fig. 7a: Pedestrian Using Hand Held Phone**

**Fig. 7b: Pedestrian Crossing Mid-Block on Red**



**Fig. 8a: No Turn on Red Sign Obstructs Ped Sign**



**Fig. 8b: Bus Turning on Red Light**



**Fig. 9a: Car Stopped Past Stop Bar/Turning on Red**



**Fig. 9b: Pedestrian Crossing Mid-Block**



**Fig. 10a: NJ Transit Bus Stop**



**Fig. 10b: Car Stopped in Crosswalk on Harrison Ave.**



**Fig.11a: Sign & Pole Block Pedestrian Crossing Sign**



Poor Placement of Sign on Eagle Rock

**Fig. 11b: Pedestrian Lights Not Lit at Dusk**



Lights Should Be Lit Earlier for Pedestrian Visibility

## 2.4 Campaign Kick Off

The Township of West Orange held a press meeting to officially kick off the Street Smart Campaign on December 15, 2020. 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:

- Jerry Guarino, Councilman & Head of Pedestrian Safety Advisory Board
- Will Yarzab, Street Smart NJ Coordinator, NJTPA
- Dr. J. Scott Cascone, Superintendent of Schools
- Officer Scott Smarsh, Traffic Bureau
- Zachery Calle - Bike & Pedestrian Programs, EZ Ride TMA

The kickoff was held for the press 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 hit by cars, reduce traffic violations, and bring awareness to a serious issue in the community.

**Figure 12: Street Smart West Orange Virtual Kickoff**



*Councilman & Head of Pedestrian Safety Advisory Board Jerry Guarino*

**Figure 13: Street Smart West Orange Virtual Kickoff**



*Dr. J. Scott Cascone, Superintendent of Schools Speaking about Street Smart*

**Figure 14: Street Smart West Orange Virtual Kickoff**



*The Street Smart Virtual Kickoff took place at the West Orange Town Council Virtual Meeting*



## 2.5 Education & Enforcement Campaign

### Education Campaign

The education and public outreach campaign began on December 15, 2020 after the virtual Kickoff held during the Township Council meeting. EZ Ride staff and West Orange 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 and helped to distribute tip cards to their customers. The goal was to raise awareness of safe driver and pedestrian behaviors. The campaign key messages were as follows:

**Table 2: Messages Displayed on Street Smart Posters**

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

Eight Street Smart signs were displayed at the focus intersection. EZ Ride’s team asked merchants around the target intersection area to support the campaign by posting 11x14 inch posters in their storefront windows.

**Figure 15a and 15b: Street Smart Road Posters in Local Merchants on Main Street**



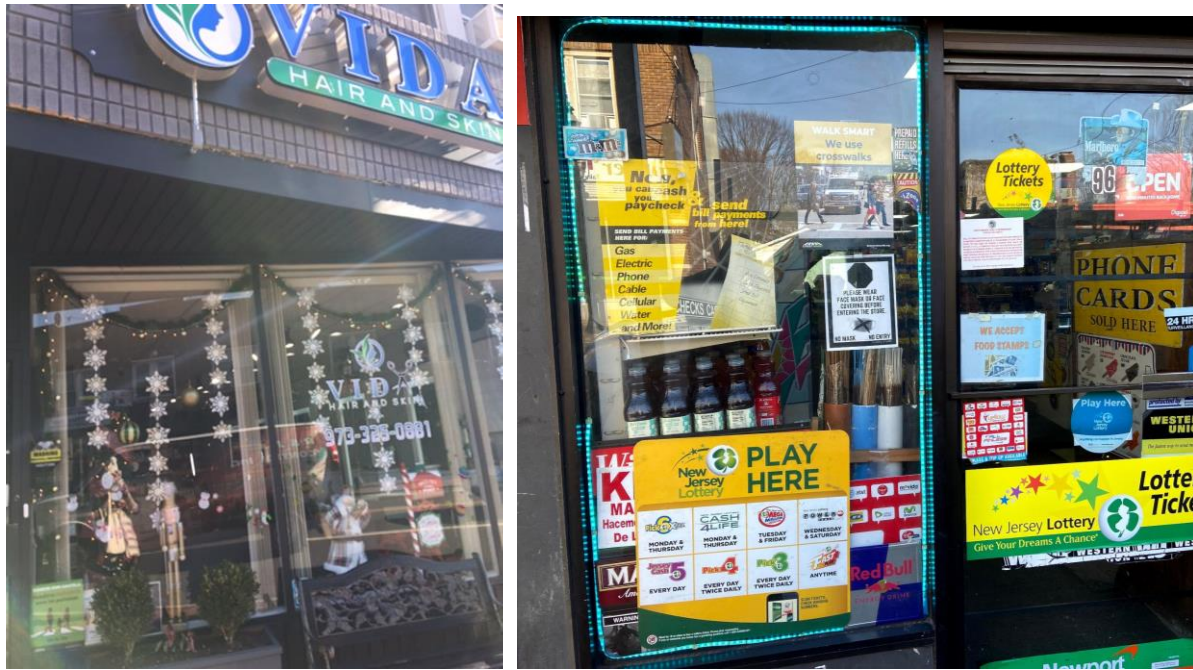
**Figure 16a and 16b: Street Smart Road Signs on Main Street**



**Figure 17a and 17b: More Street Smart Posters in Local Business Windows**



**Figure 18a and 18b: More Street Smart Posters in Local Business Windows**



The West Orange Police Department also distributed 580 tip cards at the intersection as noted:

**Table 3: Community Outreach By West Orange Police Department**

DATES	EVENTS	POLICE PARTICIPANTS
3/19/2021	Provided 6 posters and tip cards at businesses	2
4/12/2021	Traffic Education & Enforcement Detail	6
4/13/2021	Traffic Education & Enforcement Detail	6

In addition, EZ Ride asked several businesses in the focus intersection area to put up posters and give away Street Smart educational materials. We gave flyers and tip cards to businesses such as Yin’s Laundromat and Dry Cleaner, Xpresiones Nail Salon, Vida Hair and Skin Salon,

West Orange Pharmacy, Yin’s Laundry Depot, and Liquor Lobby. All of these businesses are located within a block of the target intersection.

The West Orange Police Department also partnered with EZ Ride at the May 1-2 Pop Up Bike Lane Event to help with safe bike skills classes and to offer a police escort as the students rode around Redwood Elementary School and in the Pop Up Bike Lane on Woodland Avenue.

EZ Ride's Bike and Pedestrian safety team worked in the schools of West Orange during and after the Street Smart campaign. We also presented to a group of West Orange Seniors about Pedestrian Safety on May 26, 2021.

The team conducted thirteen virtual Pedestrian and Bike Safety Presentations (BSP/PSPs) to four elementary schools and we also made fourteen Driver’s Safety presentations to West Orange High School about how to drive safely around pedestrians and cyclists. The team distributed bike and pedestrian safety worksheets to 170 students and their families.

**Table 4: EZ Ride's Safe Routes to School and HTS Presentations:**

School	Date	# of Students	Type
West Orange HS Driver’s Safety Class - Around Bikes/Pedestrians	March 15, 2021	27	Driver Safety/PSP
West Orange HS Driver’s Safety Class - Around Bikes/Pedestrians	March 15, 2021	20	Driver/PSP
West Orange HS Driver’s Safety Class - Around Bikes/Pedestrians	March 16, 2021	26	Driver/PSP
West Orange HS Driver’s Safety Class - Around Bikes/Pedestrians	March 16, 2021	24	Driver/PSP
West Orange HS Driver’s Safety Class - Around Bikes/Pedestrians	March 18, 2021	25	Driver/PSP
West Orange HS Driver’s Safety Class - Around Bikes/Pedestrians	March 18, 2021	26	Driver/PSP
West Orange HS Driver’s Safety Class - Around Bikes/Pedestrians	April 5, 2021	27	Driver/PSP
West Orange HS Driver’s Safety	April 5, 2021	28	Driver/PSP

<b>Class - Around Bikes/Pedestrians</b>			
<b>West Orange HS Driver's Safety Class - Around Bikes/Pedestrians</b>	<b>April 6, 2021</b>	<b>24</b>	<b>Driver/PSP</b>
<b>West Orange HS Driver's Safety Class - Around Bikes/Pedestrians</b>	<b>April 26, 2021</b>	<b>27</b>	<b>Driver/PSP</b>
<b>West Orange HS Driver's Safety Class - Around Bikes/Pedestrians</b>	<b>April 26, 2021</b>	<b>27</b>	<b>Driver/PSP</b>
<b>West Orange HS Driver's Safety Class - Around Bikes/Pedestrians</b>	<b>April 26, 2021</b>	<b>27</b>	<b>Driver/PSP</b>
<b>West Orange HS Driver's Safety Class - Around Bikes/Pedestrians</b>	<b>April 29, 2021</b>	<b>24</b>	<b>Driver/PSP</b>
<b>West Orange HS Driver's Safety Class - Around Bikes/Pedestrians</b>	<b>April 29, 2021</b>	<b>26</b>	<b>Driver/PSP</b>
<b>West Orange HS Driver's Safety Class - Around Bikes/Pedestrians</b>	<b>May 4, 2021</b>	<b>20</b>	<b>Driver/PSP</b>
<b>Hazel Elementary School</b>	<b>March 16, 2021</b>	<b>23</b>	<b>2 BSPs/PSPs</b>
<b>Hazel Elementary School</b>	<b>March 17, 2021</b>	<b>11</b>	<b>1 BSP/PSP</b>
<b>St. Cloud Elementary School</b>	<b>March 22, 2021</b>	<b>27</b>	<b>2 BSPs/ PSPs</b>
<b>St. Cloud Elementary School</b>	<b>March 23, 2021</b>	<b>30</b>	<b>3 BSPs/ PSPs</b>
<b>Kelly Elementary School</b>	<b>March 23, 2021</b>	<b>15</b>	<b>1 BSP/PSP</b>
<b>Redwood Elementary School</b>	<b>March 26, 2021</b>	<b>64</b>	<b>4 BSPs/PSPs</b>
<b>Senior Pedestrian Safety Presentation</b>	<b>May 26, 2021</b>	<b>6</b>	<b>1 PSP</b>

EZ Ride conducted educational outreach twice at the focus intersection of Main Street/Eagle Rock Avenue and Harrison Avenue on December 15, 2020 from 10:30 am to 12:30 pm and March 30, 2021 from 11 am until 12:30 pm. The EZ Ride Bike and Pedestrian team hung 16 English posters and four Spanish posters at local businesses and distributed 600 Street Smart

Tip Cards, 300 Heads Up, Phones Down cards, and 30 Warning cards at businesses or to passersby.

The West Orange Police Department distributed approximately 580 tip cards to local residents and local businesses and displayed six English posters and two Spanish posters. Table 5 documents the quantities of materials distributed.

<b>Table 5: Street Smart Education Materials Distributed</b>	
Tip Cards Given Out By Police	550
Tip Cards Given out by Police at Kickoff	30
Tip Cards Given Out by EZ Ride	600
Heads Up, Phones Down Cards Given Out By EZ Ride	300
Street Signs hung at intersections	8
English Posters Displayed at Businesses	22
Spanish Posters Displayed at Businesses	6

**Figure 19: Street Smart Sign at Intersection of Harrison Avenue & Mississippi Avenue**



*Street Smart Sign Reminds Pedestrians to Wait for the Walk Signal*

## Enforcement Campaign

The West Orange Police Department increased enforcement from Monday, April 12, 2021 through Tuesday, April 13, 2021 as part of the campaign. During these two days of enforcement, officers performed a total of 23 Stops which led to 12 warnings and 14 summonses being issued. Table 6 contains a breakdown of the violations and warnings issued. EZ Ride suggests West Orange consider conducting longer periods of increased enforcement in the future. Typically Street Smart NJ campaigns include two weeks of stepped up enforcement.

**Table 6: Enforcement Results: April 12 to April 13**

VIOLATIONS TYPE	NUMBER	VIOLATIONS TYPE	NUMBER
Summons: Delaying/Obstructing Traffic	2	Summons: Driver Use of Handheld Cell Phone/Texting	5
Summons: Reckless/Careless Driving	1	Warnings	12
Summons: Failure to Provide Documents	6	Total Stops	23

Source: West Orange Police Department

### 2.6 Post-Campaign Intersection Observation

After the education and enforcement portions of the campaign were concluded, team members from EZ Ride’s Bike and Pedestrian team returned to the selected intersections on Tuesday, April 27, 2021 from 3 to 5 pm for final observation to observe pedestrian and driver behavior. The team once again monitored pedestrians and motorists: noting whether vehicles stopped for pedestrians in the crosswalk, whether pedestrians used the crosswalk, and whether drivers or pedestrians were distracted.

**Figures 20a and 20b: Pedestrians Not Using Crosswalk Post-Campaign**



**Figures 21a and 21b: Pedestrians Crossing in Crosswalk Post-Campaign**



*Pedestrian Using Crosswalk*



*Pedestrian Using Crosswalk*

**Figure 22a and 22 b: Youth Cyclist Crossing Eagle Rock Avenue Mid-Block to Friends**



Observers Had to Tell Youth to Ride on Right or Use Sidewalk on Right for Safety



**Figure 23: Distracted Pedestrian On Phone Crossing Main Street Using Crosswalk**



**Figure 24: Senior on Scooter in Area**



**Figure 25: Turning Bus Almost Hits Pedestrian**



## **2.7 Post-Campaign Survey**

The survey was sent out as a study being conducted by EZ Ride in partnership with West Orange and the NJTPA. The survey was identical to the pre-campaign survey, and included questions about signals, safety messages, knowledge of traffic laws, and demographic questions. A total of 258 participants responded to the post campaign survey. The survey was used to evaluate the effectiveness of the Street Smart NJ campaign. Results can be found in section 3.2 of the report.

## **3. Evaluation**

### **3.1 Pre-Campaign and Post-Campaign Intersection Observations**

Pre-campaign observations were conducted in the focused intersection at Eagle Rock Avenue, Main Street and Harrison Avenue on the morning of Tuesday November 10, 2020 where the team observed the intersection from 3 to 5 pm. The team returned to the intersection to conduct post-campaign observations on April 27, 2020 from 3 to 5 pm. The team observed driver, pedestrian and cyclist behavior and tallied how often each behavior occurred.

Behavioral observations were tallied and counts were compared for pre and post-campaign using an “Observational Study Calculator” provided by NJTPA. The Street Smart NJ program’s emphasis on behavior change focuses on measuring the following proxy behaviors:

1. Pedestrians crossing against the red signal or not using crosswalks
2. Failure of turning motorists to stop for pedestrians crossing parallel to their vehicles’ approach
3. Failure of motorists turning right on red or passing stop signs to properly stop for pedestrians in crosswalk

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

**Table 7: Counts of Compliant and Non-Compliant Behaviors at the Target Intersection**

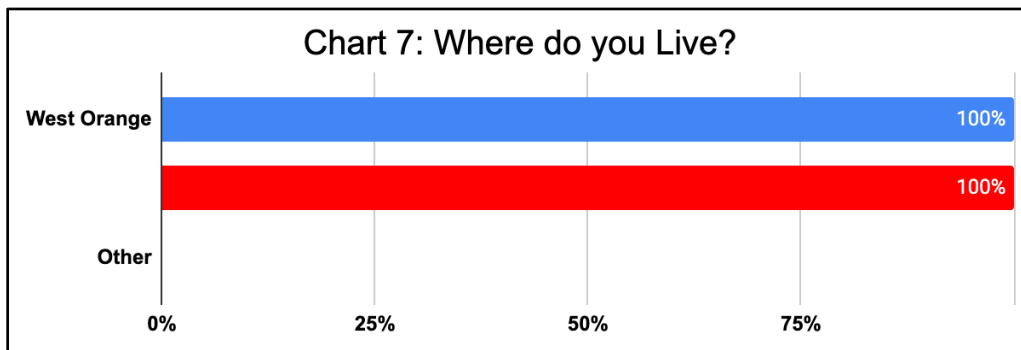
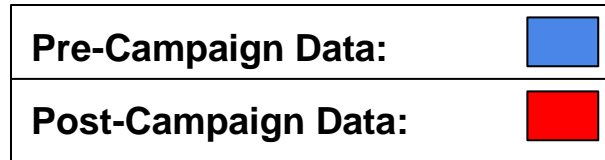
Non-Compliant Behavior Type	Compliant Count	Non - Compliant Count	Rate of Non - Compliant	Change in Rate of Non Compliant (%) (+:increased) (-:decreased)	Significance Test
Improper Crossing/ Failed to Use Crosswalk	<u>Pre Count: 42</u>	<u>Pre Count: 14</u>	<u>Pre Count: 0.250</u>	3.79	Statistically Insignificant
	<u>Post Count: 47</u>	<u>Post Count: 19</u>	<u>Post Count: 0.288</u>		
Pedestrians Crossing Against the Red Signal	<u>Pre Count: 18</u>	<u>Pre Count: 35</u>	<u>Pre Count: 0.660</u>	-3.92	Statistically Insignificant
	<u>Post Count: 25</u>	<u>Post Count: 41</u>	<u>Post Count: 0.621</u>		
Distracted Pedestrian (Holding Phone/Food) While Crossing	<u>Pre Count: 52</u>	<u>Pre Count: 4</u>	<u>Pre Count: 0.071</u>	-4.11	Statistically Insignificant
	<u>Post Count: 64</u>	<u>Post Count: 2</u>	<u>Post Count: 0.030</u>		
Distracted Driver (holding	<u>Pre Count: 1,931</u>	<u>Pre Count: 84</u>	<u>Pre Count: 0.042</u>	-0.74	Statistically Insignificant

phone, eating) While Driving	<u>Post Count:</u> 1,917	<u>Post Count:</u> 68	<u>Post Count:</u> 0.034		
Drivers Failed to Stop for Pedestrians in Crosswalk	<u>Pre Count:</u> 2,013	<u>Pre Count:</u> 4	<u>Pre Count:</u> 0.002	0.53	Statistically Insignificant
	<u>Post Count:</u> 2,041	<u>Post Count:</u> 15	<u>Post Count:</u> 0.007		
Turning Drivers Failed to Stop For Peds at Red Signal	<u>Pre Count:</u> 2,019	<u>Pre Count:</u> 14	<u>Pre Count:</u> 0.007	0.29	Statistically Insignificant
	<u>Post Count:</u> 2,021	<u>Post Count:</u> 20	<u>Post Count:</u> 0.010		
Cyclists Not Wearing Helmet	<u>Pre Count:</u> 6	<u>Pre Count:</u> 1	<u>Pre Count:</u> 0.143	35.71	Statistically Insignificant
	<u>Post Count:</u> 4	<u>Post Count:</u> 4	<u>Post Count:</u> 0.500		
Distracted Cyclists (Holding Phone)	<u>Pre Count:</u> 7	<u>Pre Count:</u> 0	<u>Pre Count:</u> 0.000	0.00	N/A
	<u>Post Count:</u> 8	<u>Post Count:</u> 0	<u>Post Count:</u> 0.000		
Cyclists Riding Facing Traffic	<u>Pre Count:</u> 7	<u>Pre Count:</u> 0	<u>Pre Count:</u> 0.000	62.50	Statistically Insignificant
	<u>Post Count:</u> 3	<u>Post Count:</u> 5	<u>Post Count:</u> 0.625		
Cyclists Not Using Crosswalk	<u>Pre Count:</u> 7	<u>Pre Count:</u> 0	<u>Pre Count:</u> 0.000	12.50	Statistically Insignificant
	<u>Post Count:</u> 7	<u>Post Count:</u> 1	<u>Post Count:</u> 0.125		

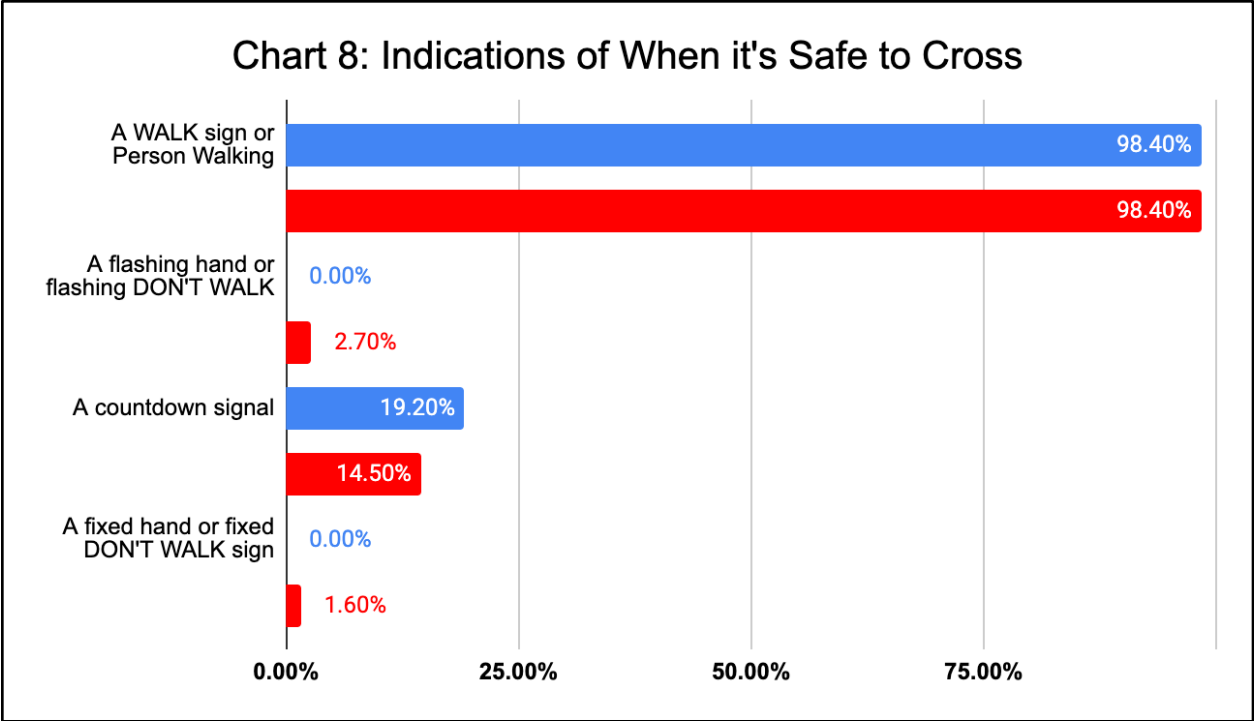
Based on our observations pre- and post-campaign, the calculator doesn't show any significant changes in behavior. The results suggest that increased education and police enforcement, or traffic controllers at the intersection, are needed to deter and decrease non-compliant behavior.

### 3.2 Pre-Campaign and Post-Campaign Survey Results

In addition to the observational evaluation, people who lived, worked, or regularly frequented West Orange 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 125 survey participants, while post campaign, there were 258 participants.



Question one, presented in chart 7, shows that all participants were from West Orange, NJ.



Question 1, shown in Chart 8, had participants identify which signals indicated it was safe to cross. Pre-campaign and post-campaign data is fairly similar, suggesting that the Street Smart campaign did not impact this specific data. Fortunately, in terms of following signals, data suggests that the majority of participants understand the meaning of each signal and that it is safe to cross on a WALK signal or when the Countdown Signal is activated.

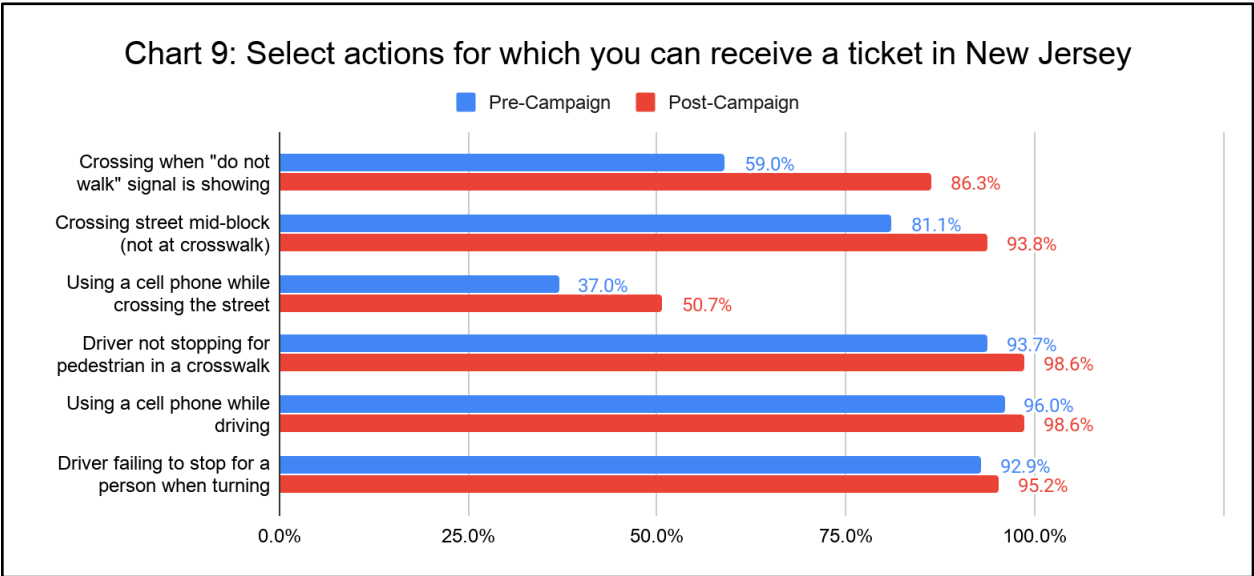


Chart 9 shows the results of participants being asked to select actions for which you can receive a ticket in New Jersey. As seen in the chart, there is a difference between answers pre-campaign and post-campaign. The data shows that West Orange’s Street Smart Campaign successfully informed survey takers about pedestrian laws.

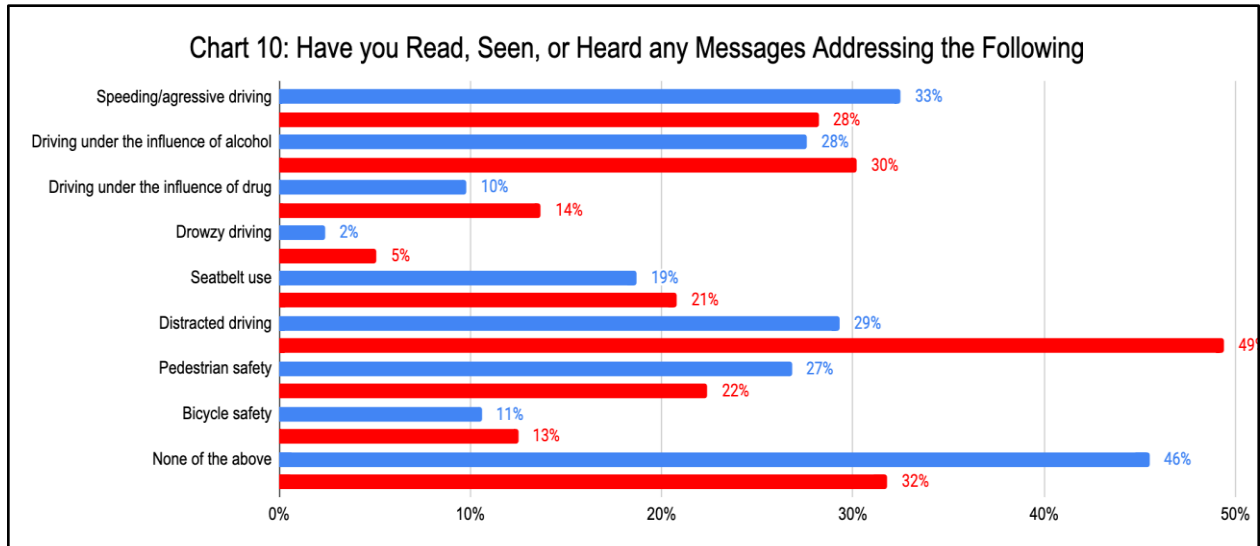


Chart 10 shows the results of participants being asked if over the course of the month, they had read, seen, or heard any messages regarding driving and pedestrian laws and safety. As seen in the chart, there are some differences between the pre-campaign and post-campaign answers. For example, West Orange residents said they had read, seen, or heard nearly double the number of distracted driving messages and fewer people saw messaging on pedestrian safety and speeding/aggressive driving.

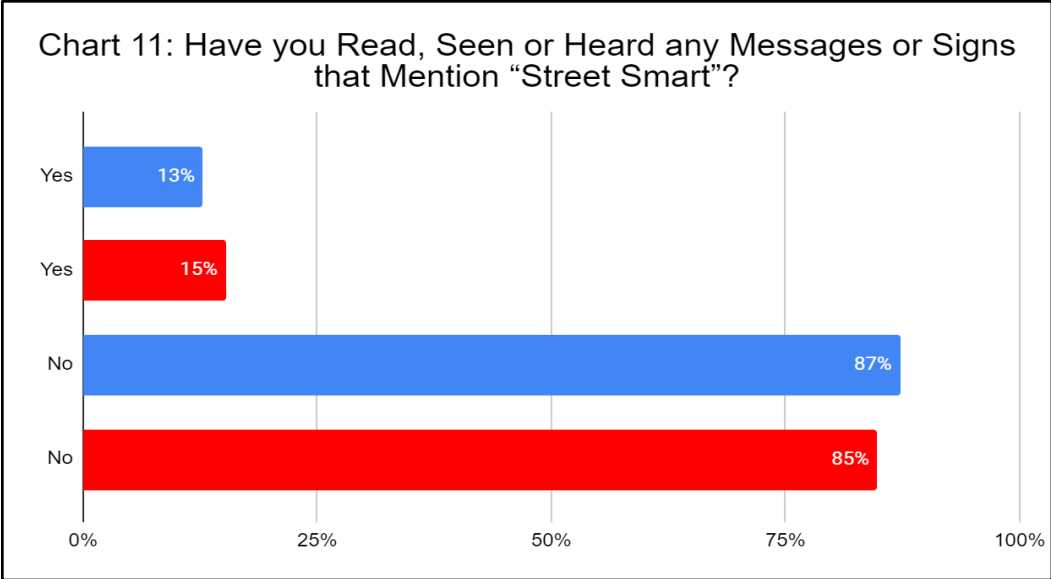


Chart 11 shows the results when participants were asked if they have read, seen, or heard any messages mentioning Street Smart. As seen in the chart, there is no major difference between answers pre-campaign and post-campaign. Only 13-15 percent of participants indicated they had seen the messages pre-campaign, but 85-87 percent of people indicated they had not seen the messages post-campaign. This data suggests that West Orange Township should put up more Street Smart signs and posters throughout the township or increase the social media and messaging/education efforts about the campaign.

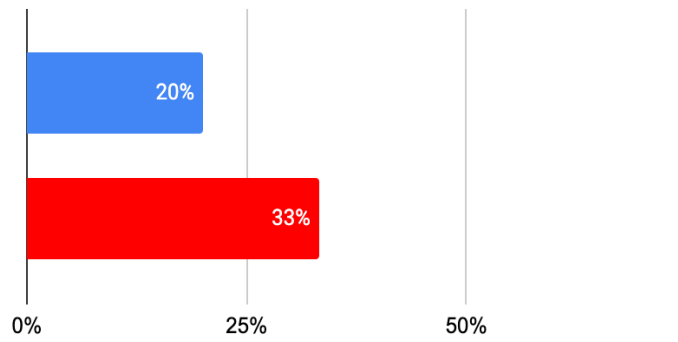
**Chart 12: Have You Read, Seen or Heard the Following Messages:**  
*(Bar chart show percent of people who read, saw, or heard the sign)*



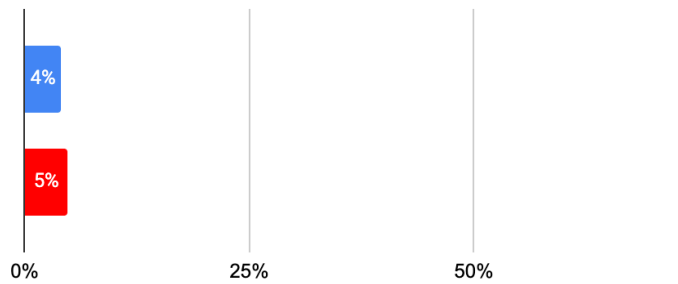




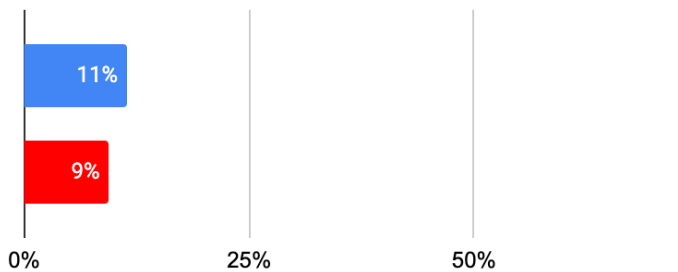
### Drive Smart: Heads Up, Phones Down



### Walk Smart: We Look Before Crossing



### Drive Smart: We Stop for People



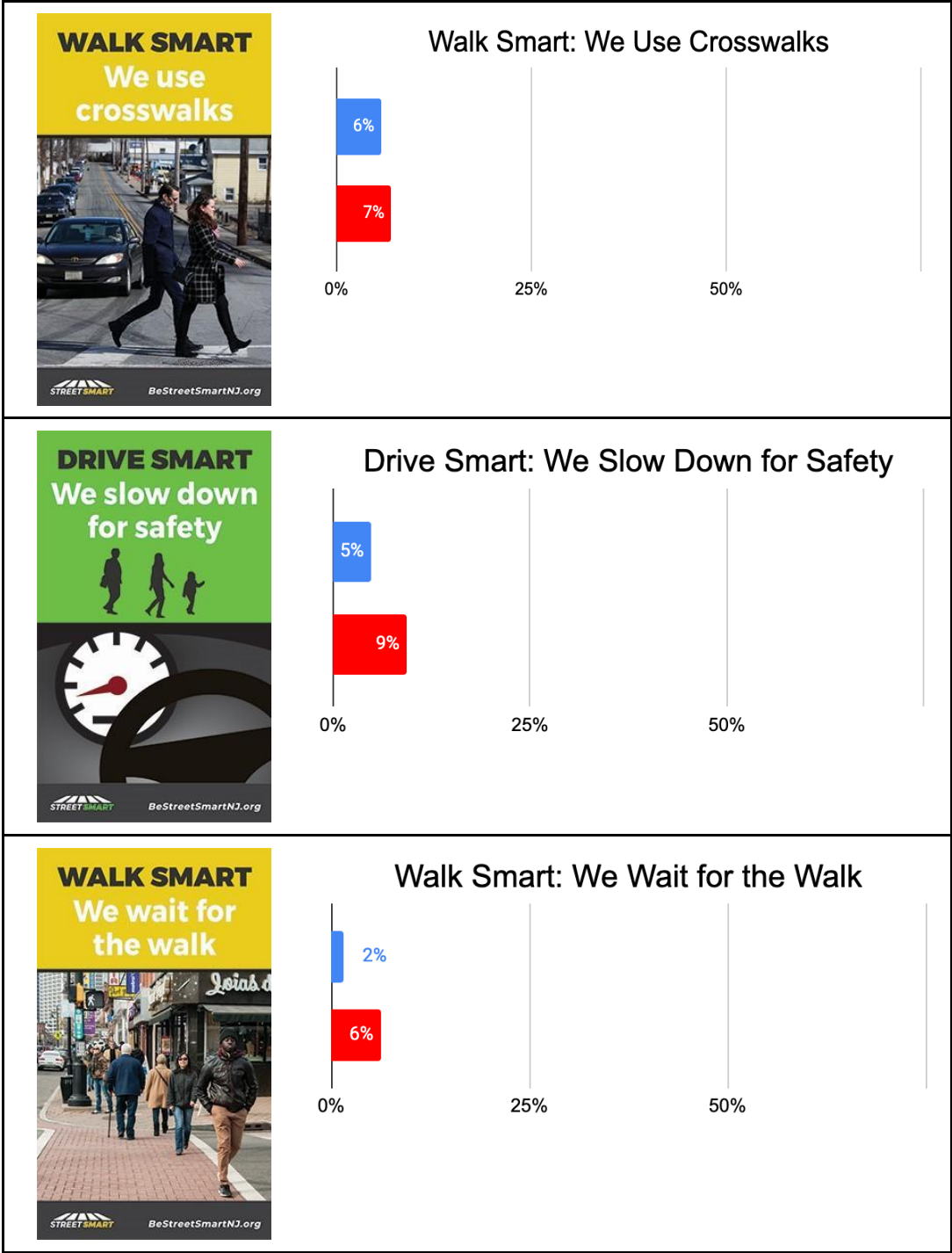


Chart 12 takes a closer look at specific messages used during the Street Smart campaign. The percentage of people who recognized the signs was less than 10 percent in most cases, except

for the Heads Up, Phones Down message, suggesting that most survey participants did not see the campaign messages in West Orange, or that the campaign could have posted more signs around the Township. With that being said, data shows that West Orange’s Street Smart Campaign was minimally successful, showing slightly higher percentages of respondents familiar with the messages after the campaign. However, unlike the other messages, “Drive Smart: We Stop for People” saw a decrease in the amount of people who saw or heard the message. This could indicate people did not notice or hear this message as often as they did the others. In future Street Smart campaigns, West Orange should post more signs throughout the Township and stress the importance of being alert and stopping for people in the crosswalk, especially since pedestrian crashes nearby involved people being hit as they crossed in a crosswalk.

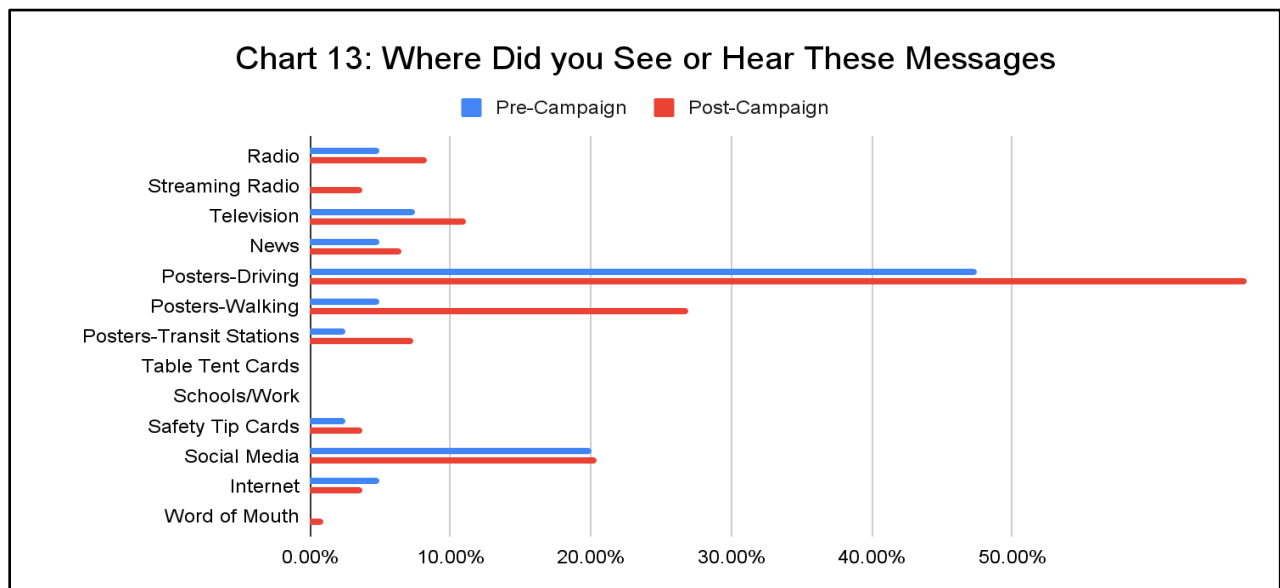


Chart 13 takes a closer look at ways in which participants received messages during the Street Smart Campaign. Data shows that West Orange’s Street Smart Campaign was best spread using four methods: posters and signs while driving, posters and signs while walking, social media and television. This information is important for relaying future messages.

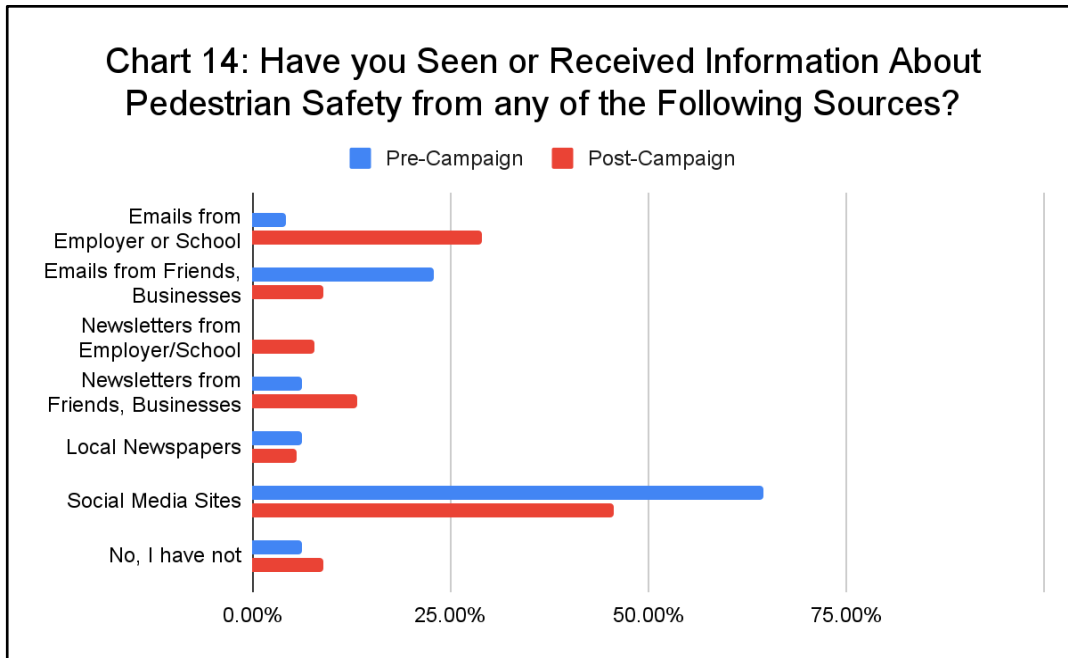


Chart 14 shows that most people saw Street Smart messaging on social media. Post-campaign data shows that emails from employers and schools were a great way to reach residents.

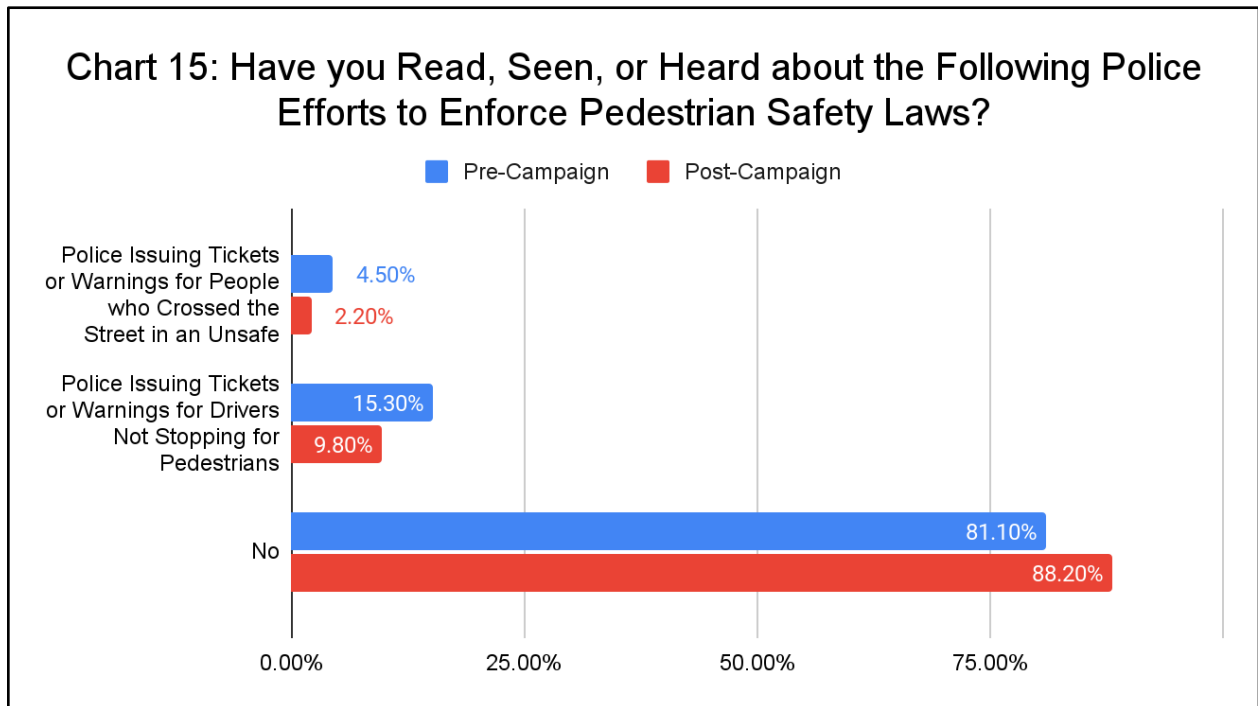


Chart 15 shows the two days of enforcement conducted for the campaign didn't have a great impact on survey results. In fact, post-campaign survey results showed fewer participants observed police enforcing pedestrian safety laws compared with pre-campaign results. This shows the police may need to increase the days of enforcement in general or for future campaigns in order to promote safer behavior. EZ Ride's post-campaign observations agreed with this finding as we saw just as many people crossing mid-block. Other campaigns have demonstrated that as enforcement increases, pedestrian awareness of pedestrian safety laws increase. It's hoped compliance will also increase as a consequence.

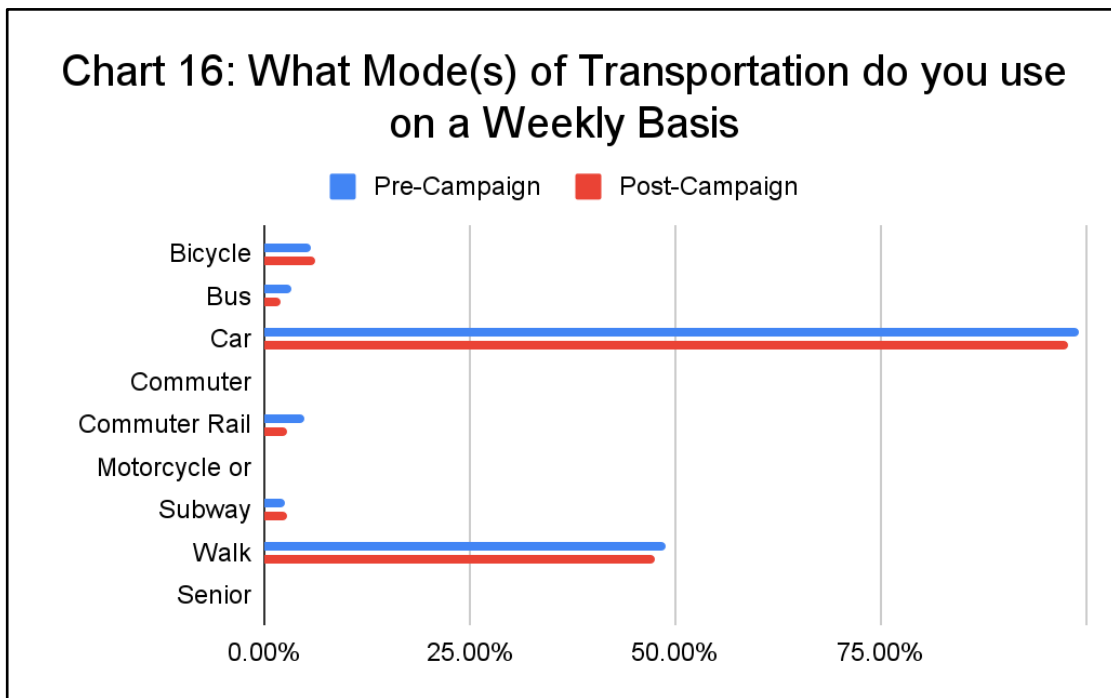
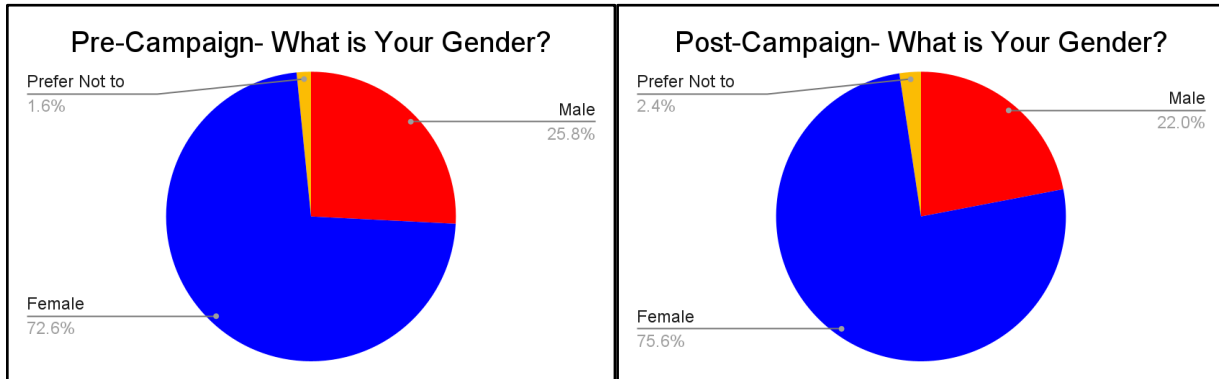
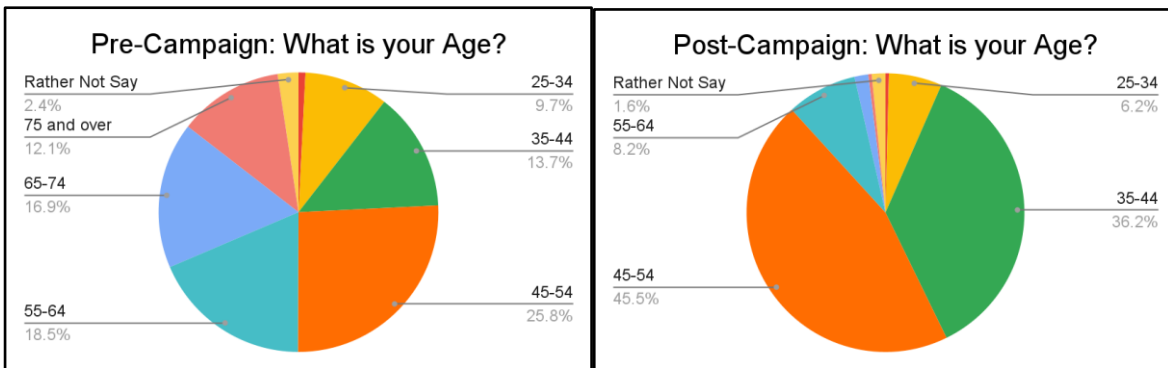


Chart 16 summarizes which form of transportation participants use on a weekly basis. There is not a big difference between pre- and post-campaign survey answers, but it's interesting to note that most people in West Orange who responded either drove, walked, or cycled. These findings show that it's important to ensure that multimodal infrastructure for pedestrians and cyclists is considered and well-maintained.

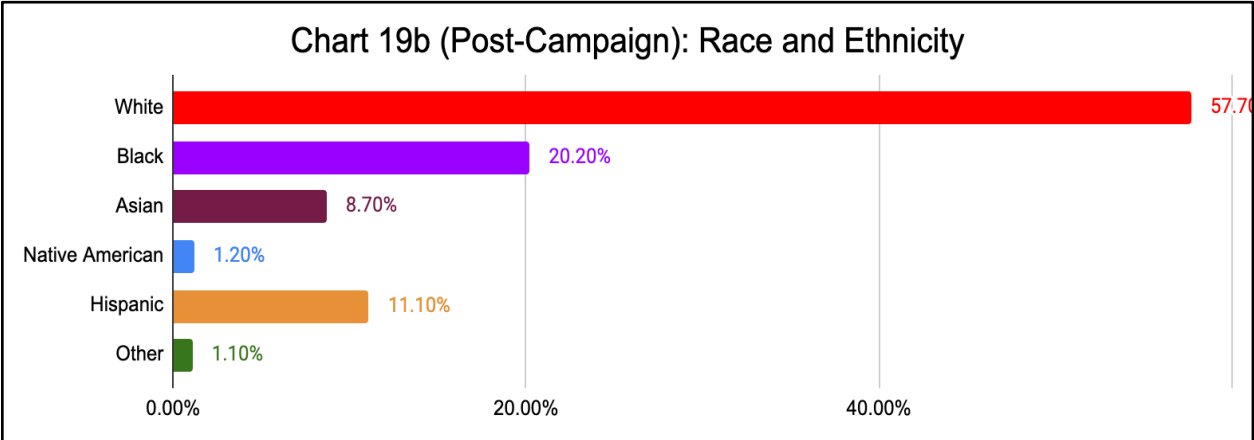
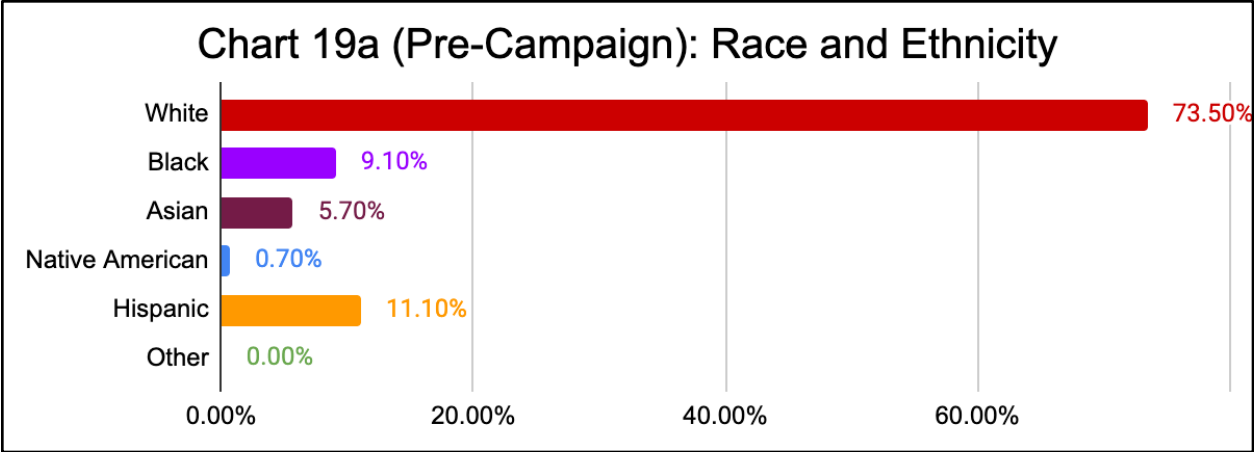
### Charts 17a and 17b



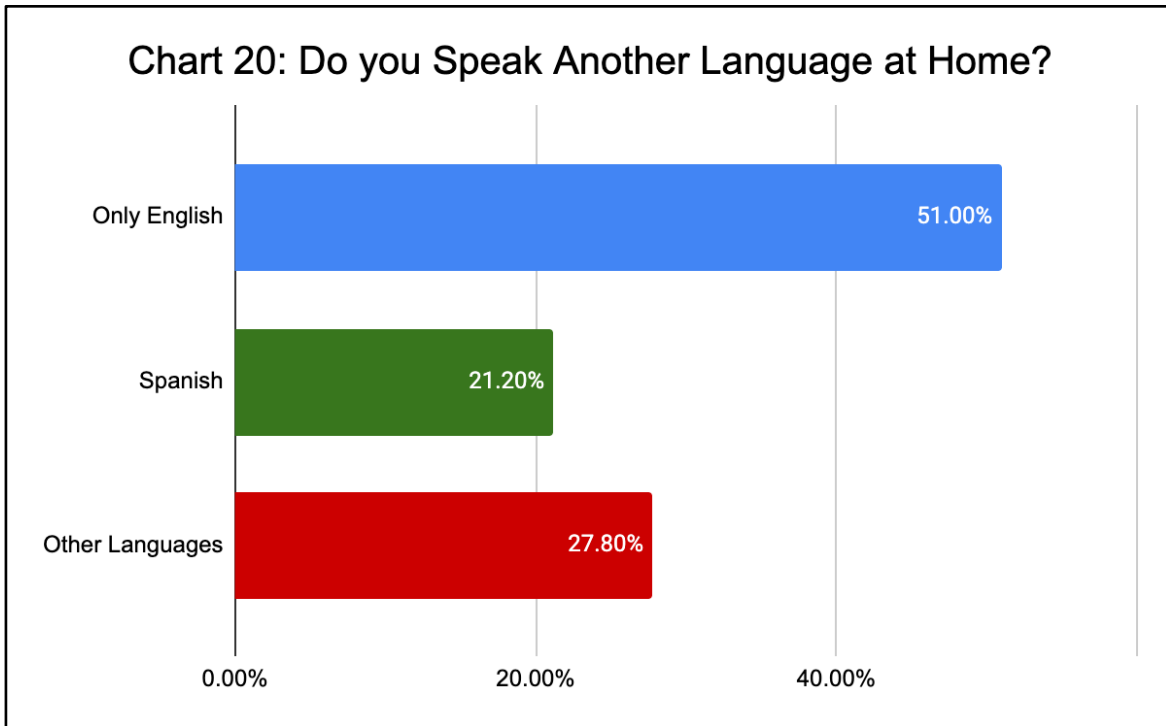
In both the pre- and post-campaign surveys, a majority of respondents were women (72-75 percent). The percentage of women in West Orange is 51.4 percent as per the US Census American Community Survey data in July 2019. Future campaigns should include efforts to get more men to participate in the surveys.



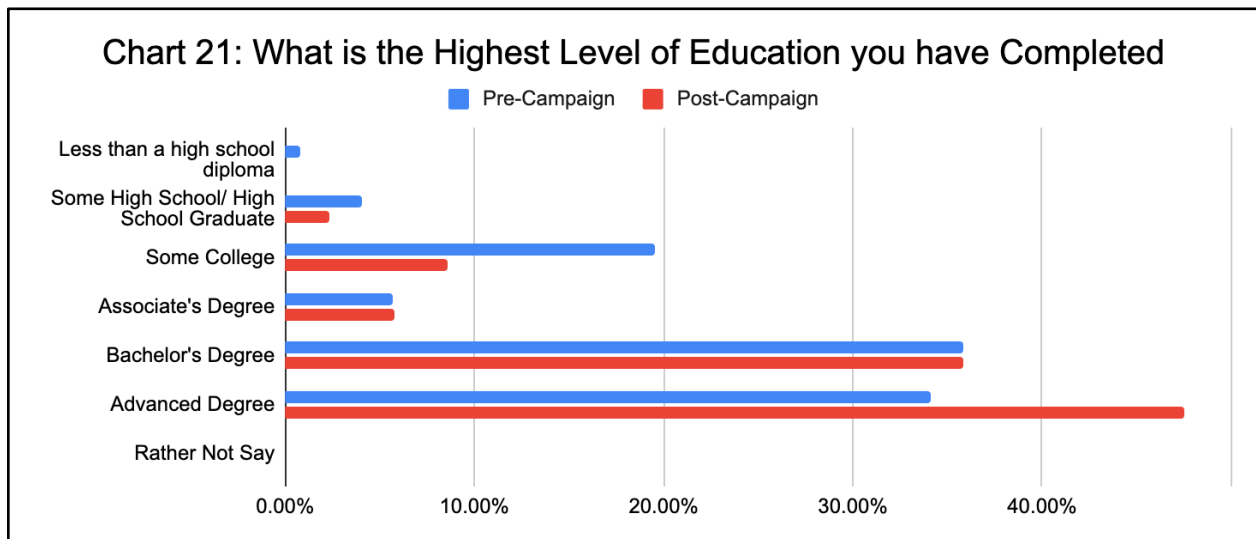
The pre- and post-campaign surveys had different age group participation. There was a substantial increase in the 35-44 years (from 13.7 percent to 36 percent) and 45-54 years (from 25.8 to 45.5 percent) age groups in the post-survey respondents compared to the pre-survey. Likewise, there was a decrease in participation in the 55-64 years (from 18.5 percent to 8 percent) and 65-74 years (from 16.9 percent to 1.6 percent) in post-campaign survey respondents compared to pre-campaign survey.



The pre- and post-campaign surveys show the survey reached a diverse group of residents in West Orange. As per the 2019 US Census, the demographics of West Orange are: 42 percent white, 28 percent Black, 20 percent Hispanic, 8 percent Asian, 2 percent is two or more races.



An average of 51 percent of people who completed the pre- and post-campaign surveys speak English only at home, while 21 percent speak Spanish and 28 percent speak another language at home. In addition to Spanish, Indo-European languages like Hindi and other Asian languages such as Mandarin are also spoken in West Orange homes, according to the US Census.





The final survey question asked participants about the highest level of education they have attained. As shown in Chart 21, the majority of West Orange residents who completed the survey had a Bachelor's Degree or Advanced Degree.

#### **4. Summary and Recommendations**

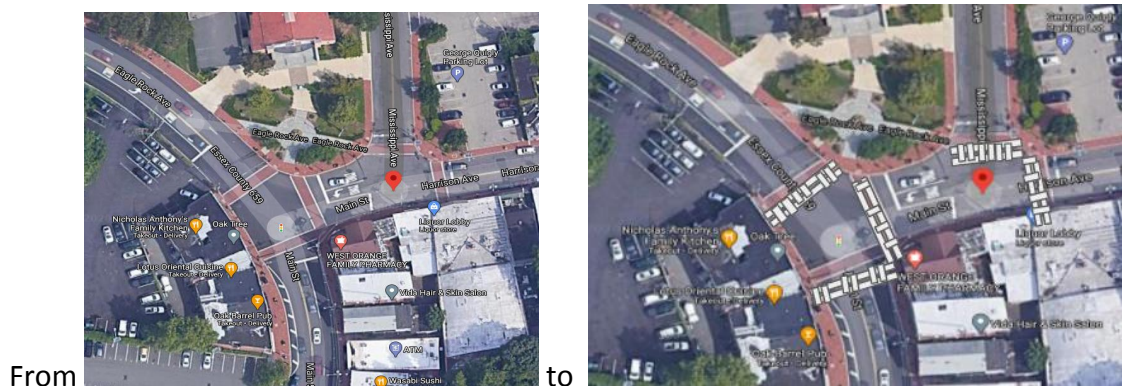
The goal of Street Smart NJ is to reduce avoidable pedestrian injuries and fatalities to zero, using a public awareness campaign that aims to improve driver and pedestrian behavior. The campaign focuses on educating the public about traffic laws and signals, raising awareness of safety messages and proper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

- The Street Smart West Orange campaign and surveys heightened people's awareness that drivers, pedestrians, and cyclists share a responsibility to obey traffic laws.
- The campaign had an impact on those who completed surveys by increasing awareness of the law and unsafe pedestrian, cyclist, and driver practices.
- Results showed the majority of survey respondents have a good understanding of pedestrian signals.
- The Street Smart street signs, posters and social media were the most effective campaign materials.
- The most recognized safety message was "Drive Smart: Heads Up, Phones Down."
- Based on intersection observations pre- and post-campaign, there needs to be a significant effort to educate drivers to stop for pedestrians in the crosswalk, for drivers to not turn right on red when prohibited, and for pedestrians to use crosswalks.

The West Orange Street Smart campaign was conducted during COVID-19 pandemic when many people were limiting their trips outside their homes. The campaign also began in winter 2020 and continued into spring 2021. There were not high volumes of people out walking during this time and only a few Street Smart NJ signs were displayed throughout the Township. This could have affected the campaign's effectiveness. The safety messages at the target intersection did help pedestrians reflect on their own and others' behavior. Results of this campaign suggest that more education and enforcement is needed to reinforce safe motorist and pedestrian behavior. Some engineering changes would also be helpful to make the intersection safer and these are included in the following recommendation section.

##### **4.1 Recommendations**

- The Township can set up "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 (see below)



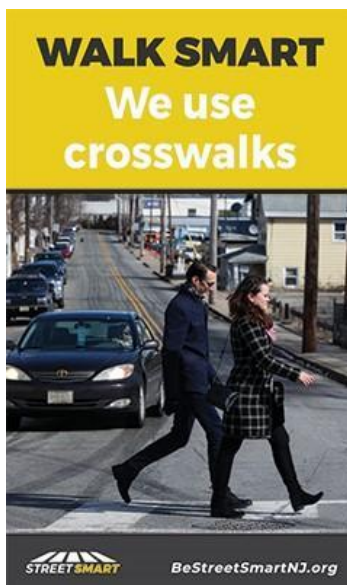
- Install a leading pedestrian interval phase signal so that pedestrians can start crossing safely before cars begin to turn so that cars will see pedestrians crossing.
- Reactivate the flashing sign on Eagle Rock Ave that says “Slow- Signal Ahead” to slow drivers coming down the hill.
- Consider reducing the speed limit of cars coming down the hill on Eagle Rock Avenue.
- Stop Bars will be more visible and effective if the word “Stop” is painted before the bar
- Hang “ No Right Turns on Red” signs on the traffic signal post arms that hold the green, yellow and red signal — directly in front of drivers.
- Re-position Pedestrian Crossing Signs so they are not blocked by other signs at intersection
- Reset pedestrians light timers at the intersection so the lights turn on at 4:30 pm in the winter and pedestrians are not crossing in the dark.
- Contact NJ TRANSIT and ensure bus drivers obey “No Right Turn on Red” signs.
- The Township should focus on educating residents and motorists about stopping for pedestrians in crosswalks and before they make right turns or left turns at an intersection.
- The Township/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.
- Install signs near the Senior Center driveway and the laundromat to discourage crossing at these locations and advise pedestrians that it is safer to cross Main Street by using the crosswalks at the corner.
- The Township should reinforce that distracted driving is a ticketable offense and that hand-held cell phones/headphones while driving, walking or cycling is unsafe
- Promote crosswalk use at all intersections.

- Place Street Smart posters/signs in schools, transit stations, bus stops to discourage distracted walking and driving.
- Increase police enforcement of driver, pedestrian and cycling laws at 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 the right side of street, and to encourage helmet use.
- Conduct additional Street Smart campaigns to encourage safe driving and walking.
- Campaigns are more effective when held during warmer weather months when more people are out walking and biking.

## 5. Appendix

### 5.1 Street Smart Educational Materials

Posters and Street Signs:





**Table Tents:**



**Coasters:**



Cup Sleeves:



Banners:



## 5.2 Media Coverage

### Press Release and Survey Flyer:



## HELP SAVE LIVES

### Make West Orange's Streets Safer!

**Join us for the Street Smart NJ Kickoff**

**When:** Tuesday, December 15, 2020 at 6:30 pm  
**Where:** Virtual Township Council Meeting

The Township of West Orange will kick off its month-long *Street Smart NJ* pedestrian safety campaign with a news conference in partnership with EZ Ride Transportation Management Association and the North Jersey Transportation Planning Authority. The Event will highlight steps drivers and pedestrians can take to make our roads safer. Visit [BeStreetSmartNJ.org](https://www.beStreetSmartNJ.org) to learn more about the campaign







## Make West Orange's Streets Safer!

**Take the Street Smart West Orange Survey**

The Township of West Orange is finishing a *Street Smart NJ* pedestrian safety campaign in partnership with EZ Ride Transportation Management Association and the North Jersey Transportation Planning Authority. Take a 5 minute online survey in English or Spanish by June 3, 2021 to help us find out how much you know about NJ traffic laws and steps that drivers and pedestrians can take to make our roads safer. All who complete the survey will be entered in a raffle for a \$100 gift card. Those who take the survey a second time will be entered twice.

**English Survey:**  
<https://forms.gle/375cNyokH5JcCqk9>  
**Spanish Survey:**  
<https://forms.gle/a1MjccA5mka1beuTA>  
 Visit [BeStreetSmartNJ.org](https://www.beStreetSmartNJ.org) to learn more





## News Articles:

Tap into West Orange. Posted December 13, 2020

### West Orange to Launch 4-Month Street Smart NJ Campaign to Improve Pedestrian Safety



WEST ORANGE, NJ — West Orange will be conducting a Street Smart NJ pedestrian safety education campaign aimed at changing unsafe behavior and reducing pedestrian-motor vehicle crashes at the intersection of Eagle Rock Avenue and Harrison Street during the next four months. Councilman Jerry Guarino made the announcement this week.

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. During the campaign, educational materials will be on display at the intersection and in the community, the township, West Orange Police, EZ Ride, the Downtown Alliance, and other community groups will be distributing and posting safety information and social media messages.

The West Orange Street Smart NJ campaign on Tuesday Dec. 15 at 6 p.m. at the virtual Council Meeting. Speakers will include Guarino, Schools Superintendent J, Scott Cascone, Officer Scott Smarsh from the Traffic Police Division, Will Yarzab from NJTPA and Zachery Calle of EZ Ride. The campaign will be part of an effort to make streets safer for everyone.

"Although my term as councilman is drawing to a close, I have long advocated for pedestrian safety," Guarino said. "The groundwork that I have helped put in motion will endure towards keeping West Orange residents safe. I leave with a great sense of satisfaction knowing that my many hours of dedicated hard work will yield positive change that I am proud to have been a part of."

Pedestrians comprised 30 percent (173 people) of the 564 people killed in vehicle crashes in New Jersey in 2018, nearly double the national average of 16 percent, according to the most recent data available from the National Highway Traffic Safety Administration (NHTSA). New Jersey ranks 18th in the nation in pedestrian fatalities per 100,000 people in 2018. On average, one pedestrian is killed every two days in New Jersey and 12 pedestrians are injured daily. There were 94 motor vehicle crashes involving pedestrians in West Orange from 2015-2019.

Street Smart NJ is one of many initiatives in New Jersey working to reduce pedestrian fatalities. Drivers obeying speed limits and stopping for people crossing; people walking using crosswalks (marked and



unmarked) and crossing with the signals; and all concerned minimizing distractions; all are objectives of the campaign.

Local police will be enforcing pedestrian laws and working with several partners, including township officials, the Pedestrian Safety Advisory Board, the Downtown Alliance, West Orange Schools, and EZ Ride, to educate people who are driving and walking.

The statewide Street Smart NJ campaign is managed by the North Jersey Transportation Planning Authority (NJTPA). EZ Ride will be helping to coordinate the local campaign in conjunction with local stakeholders.

Businesses, organizations and individuals interested in helping to promote Street Smart NJ in West Orange can contact Zachery Calle at (201) 939-4242 ext. 121, or [zcalle@ezride.org](mailto:zcalle@ezride.org). To learn more about the campaign, visit [beststreetsmartnj.org](http://beststreetsmartnj.org). The campaign is also on Facebook ([/StreetSmartNJ](https://www.facebook.com/StreetSmartNJ)) and Twitter ([@njstreetsmart](https://twitter.com/njstreetsmart)).

### **New Jersey State Laws:**

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

### **LAWS FOR MOTORISTS AROUND PEDESTRIANS**

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

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

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

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

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

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

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

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

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

## **LAWS FOR PEDESTRIANS**

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

- Every person upon a roadway at any point other than within a marked crosswalk or within an unmarked crosswalk at an intersection, shall yield the right-of-way to all vehicles. (39:4-36.a. (4))

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