



STREET SMART



Elizabeth, NJ

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Executive Summary

Street Smart NJ is a public education, awareness and behavioral change campaign developed by the North Jersey Transportation Planning Authority (NJTPA) and funded with U.S. Department of Transportation and Highway Traffic Safety (HTS) resources, as well as with substantial local in-kind contributions. 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 Elizabeth Police Department and the City of Elizabeth to conduct a Street Smart NJ campaign in August 2019 to January 2020. Elizabeth 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.

The program was evaluated through pre- and post-campaign intersection observations and surveys by NJTPA. The Elizabeth Police Department selected the intersection of Rahway Avenue and Cherry Street as the focus of the campaign. The pre-campaign intersection observations were conducted August 2.

In addition to the intersection observations, NJTPA and EZ Ride developed a brief 20 question survey using Survey Monkey. The survey included questions about safe driver and pedestrian behavior, safety messages, and knowledge of traffic laws. The survey was advertised via social media by community leaders and the survey link was electronically sent out to City staff, County staff, local businesses, residents, and members of the YMCA and Shaping Elizabeth coalition.

The Street Smart Elizabeth campaign kicked off with a brief news conference at National Night Out in Carteret Park on August 6, 2019. The Mayor and Elizabeth City Council of Elizabeth Police Department’s Traffic Division, the NJ Division of Highway Traffic Safety, NJTPA, EZ Ride participated. Hundreds of residents attended the National Night Out event. The news conference announced the upcoming campaign and alerted residents that police would be stepping up enforcement efforts with a goal to improve driver and pedestrian behavior and safety.

EZ Ride’s team partnered with the Elizabeth School District to present pedestrian and bike safety talks with Street Smart messages to students at Joseph Battin School 4, Jerome Dunn

School 9, Dr. Antonia Pantoja School 27, Sonia Sotomayor School 25, Reagan School 30, William F. Halloran School 22, Benjamin Franklin School 13, Donald Stewart Early Childhood Center School 51, Juan Pablo Duarte School 28, Mabel G. Holmes School 5, and iPrep Academy School 8, throughout 2019 and early 2020.

During the campaign, Street Smart outdoor signs, posters, safety tip cards and other educational materials were distributed and displayed in the community. Elizabeth police posted Street Smart signs at the target intersection to encourage safe behavior and EZ Ride assisted by distributing bilingual tip cards to pedestrians on August 14th and September 18th and provided posters and tent cards in Spanish to local businesses.

The Elizabeth Police Department increased enforcement efforts from September 5-19 as part of the 2019 campaign. During that time, the Police Department issued 106 summons and warnings to pedestrians and drivers along with Street Smart tip cards. Following the educational and enforcement activities, EZ Ride's team returned to the target intersection to complete post-campaign observations on October 9, 2019.

The pre- and post-campaign evaluations and survey responses were compared to assess the campaign's effectiveness. While not statistically significant, these quantitative measures provide an indication of the short-term impact of the campaign. Analysis revealed:

- The campaign helped raise public awareness of the law and violations such as distracted driving and failing to stop for pedestrians in crosswalks
- Survey respondents who recognized Street Smart messages increased from 19 percent to 26 percent following the campaign
- There was an increase in recollection of pedestrian and bicycle safety messages post-campaign
- The number of drivers who failed to stop for pedestrians in the crosswalk decreased following the campaign
- There was a decrease in drivers who failed to stop for pedestrians before they made a right turn following the campaign
- There was a decrease in pedestrians crossing against a red signal following the campaign

It can be concluded the campaign was successful in changing some illegal and unsafe driver, pedestrian and cyclist behaviors.

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 FHWA designating New Jersey a pedestrian focus state due to the high number 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.

In 2017, there were 368 pedestrians and cyclists killed and 729 seriously injured in the state, which ranked the state 23rd in the nation for pedestrian fatalities. While New Jersey was 49th in the nation when considering fatality rates per 100 million vehicle miles travelled, NJ's proportion of pedestrian fatal crashes was 29 percent, nearly double the national average of 16 percent. For this reason, the FHWA continues to consider New Jersey a pedestrian focus state.

The Street Smart NJ 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 140 communities throughout the state. Elizabeth hosted campaigns in 2016 and 2019.

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 Elizabeth, EZ Ride has initiated full Street Smart NJ campaigns in Asbury Park, Cranford, Highlands, Hackensack, Paterson, and Rutherford. Community outreach was also supported by handing out tip cards at schools and in cities such as Bloomfield, Elizabeth (2016), Garfield, Linden, Long Branch, Newark, Teaneck, and Westwood.

1.2 Elizabeth, Union County, New Jersey

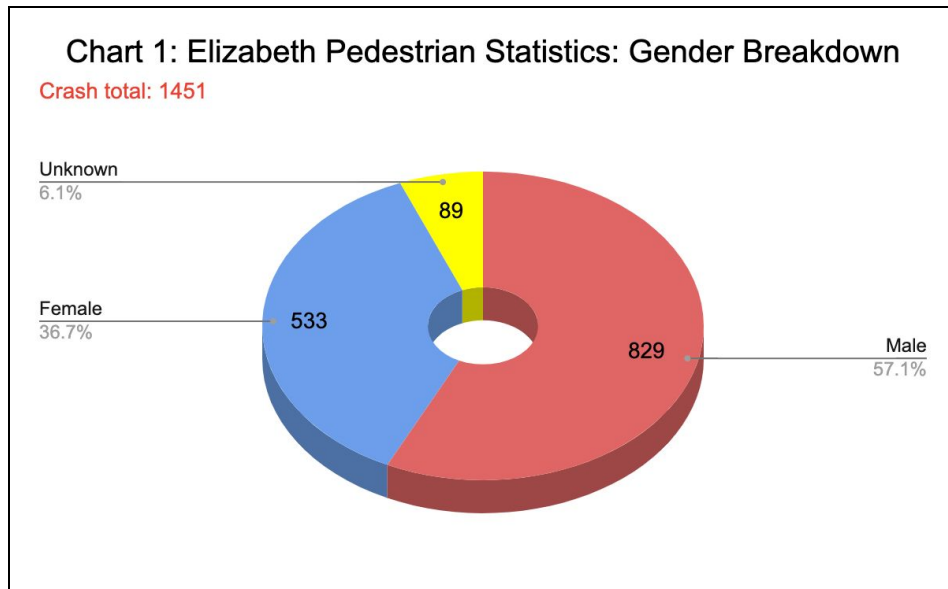
The City of Elizabeth, in Union County, was founded in 1664. It was originally named "Elizabethtown" after the wife of George Carteret, one of the original proprietors of the New Jersey Colony. It was from Elizabethtown that George Washington sailed to Manhattan for his inauguration on April 30, 1789 as the first U.S. President. Elizabeth was the first capital of New Jersey and is now the fourth largest city in the state based on population. Some of its earliest industries include the Singer Sewing Machine Company, the first two electric car manufacturers, and an electric boat company which made submarines. Elizabeth is 13.5 square miles with a population density of roughly 10,000 individuals per square mile. Elizabeth has 128, 885 residents, according to the US Census estimate for 2018 and is home to the Port of Elizabeth. The Port attracts import/export companies, cruise ships, and brings a lot of large trucks transporting shipping containers. As the County seat, Elizabeth houses many important County service agencies and American Revolution historical sites including the two Union County Courthouses, Warinanco Park, Liberty Hall Museum, and the Boxwood Hall State Historic Site. Its proximity to sister city Newark and the Newark Liberty International Airport also brings a lot of traffic through the City which is bisected by I-95 and RT 1-9.

1.3 Elizabeth Crash Analysis

EZ Ride used Safety Voyager, the New Jersey Department of Transportation's crash analysis program, to examine crash data for the City of Elizabeth. There were 1,451 crashes involving

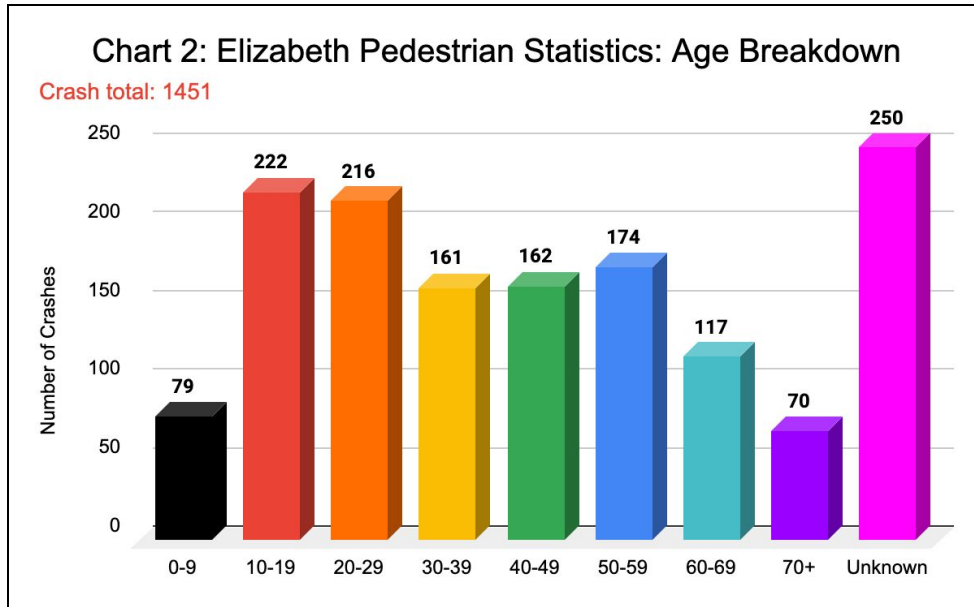
pedestrians and cyclists from 2010-2019. Overall there were 52,767 motor vehicle crashes. These crashes resulted in 8,810 injuries and 35 fatalities.

The charts show comparisons both by gender and age.



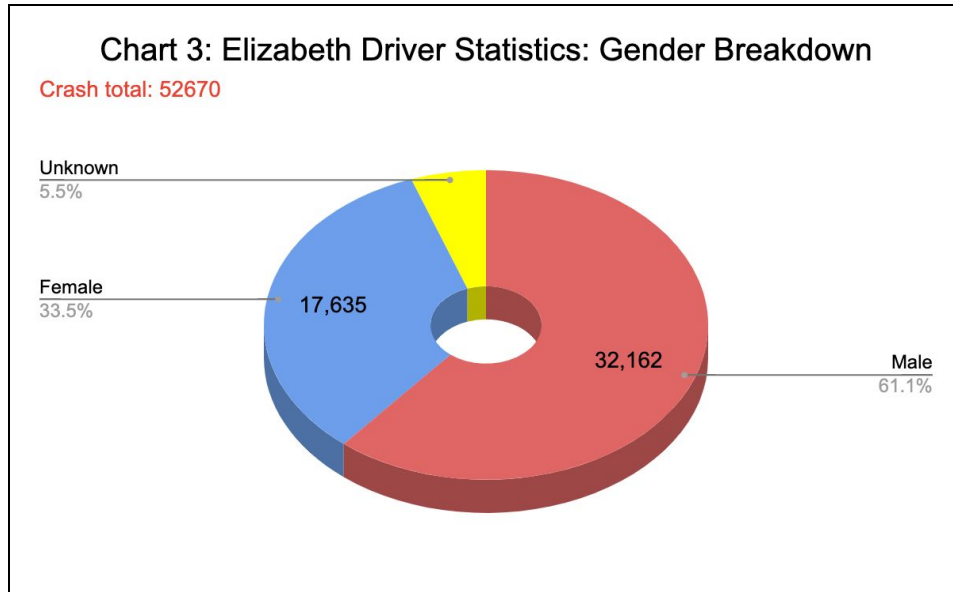
Source: Safety Voyager, 2010-2019 Comparison Summary

According to Safety Voyager’s Crashes by Gender report for Elizabeth, 829 male pedestrians (57.1 percent) and 533 female pedestrians (36.7 percent) were injured in crashes from 2010-2019). In 89 (6.1 percent) of the crashes, the gender of the victim was not reported.



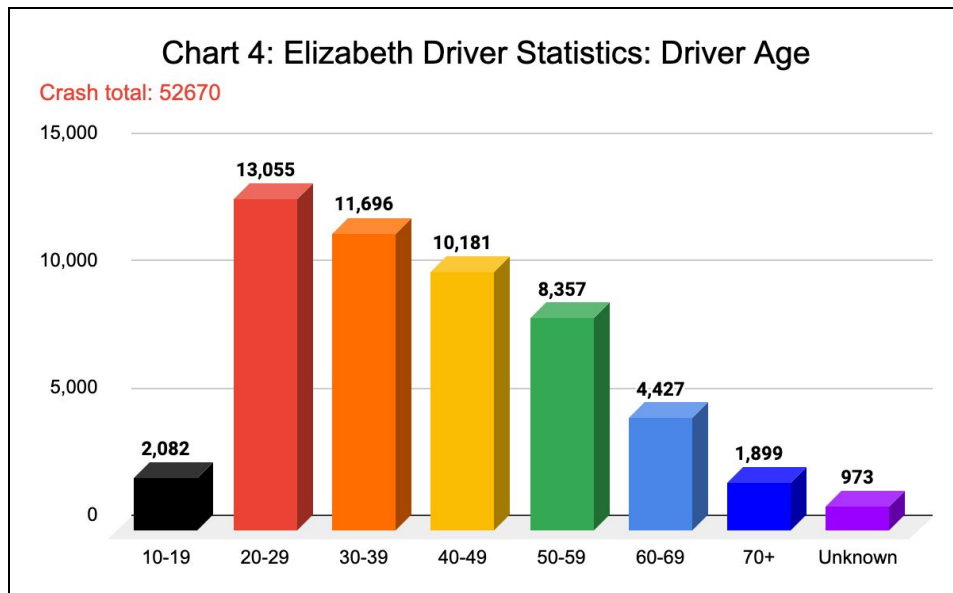
Source: Safety Voyager, 2010-2019 Comparison Summary

Chart 2 shows pedestrian crashes in Elizabeth by age from 2010 to 2019. According to Safety Voyager, 321 or 22.1 percent of the pedestrian crashes involved children and youth aged 0-19 and the second highest age group involved were those aged 20-29 (216 crashes or 15 percent). Pedestrians aged 60-70+ account for 187 or 13 percent of the total crashes. Unfortunately, in 250 or 17.2 percent of the crashes, police officers did not report the age of the crash victims. It's suggested that Traffic Officers record all pertinent data on the traffic incident reports. More complete data would provide a greater understanding of who is most vulnerable, which can be used to target education efforts in the future.



Source: Safety Voyager 2010-2019 Comparison Summary

The percentage of male drivers involved in crashes in Elizabeth was almost double the number of female drivers involved in crashes (61.1 percent male vs 33.5 percent female). The driver’s gender was not reported in 5.5. percent of the crashes. Future educational efforts should consider targeting men with the goal of reducing unsafe driving behavior.



Source: Safety Voyager 2010-2019 Comparison Summary

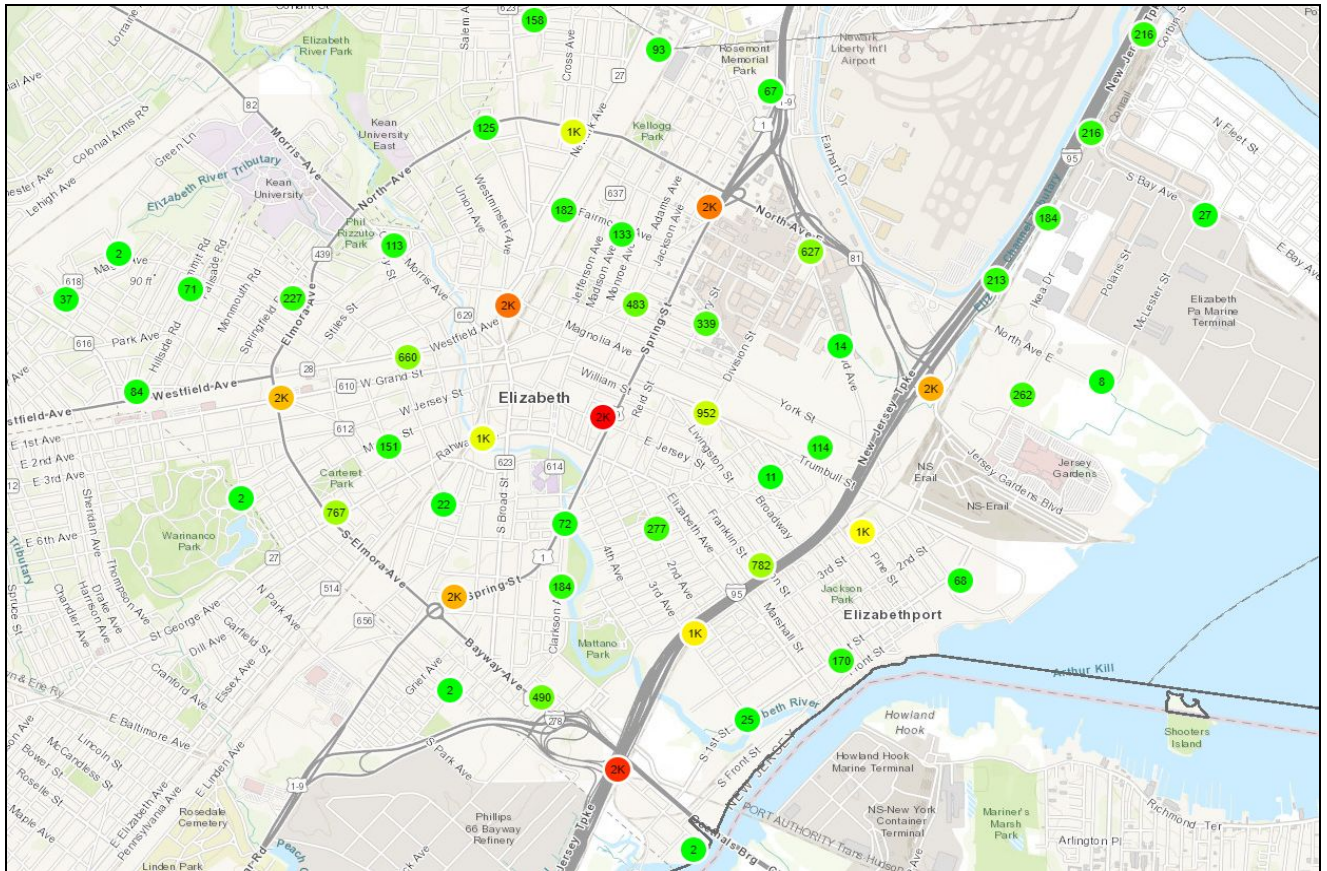
Chart 4 illustrates that drivers ages 20 to 29 were involved in the highest number of crashes (13,055), according to Safety Voyager. They were followed by 30-39-year-olds with 11,696 crashes, and 40-49-year-olds with 10,181 crashes.

Safety Voyager Crash Map Data: Elizabeth City, Union County

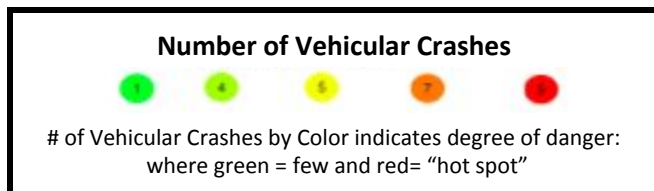
The following four maps were generated with the NJDOT Safety Voyager's crash analysis tool, which uses a color-coded system to display "hot spot" areas where multiple crashes occur. The colored circles include the number of crashes at each location. The lowest number of crashes are typically indicated by a green dot, while yellow, orange and red indicate areas where more crashes occurred. The maps include data from 2010-2018.

Map 1: Elizabeth Vehicle Crash Map

Street Smart Elizabeth

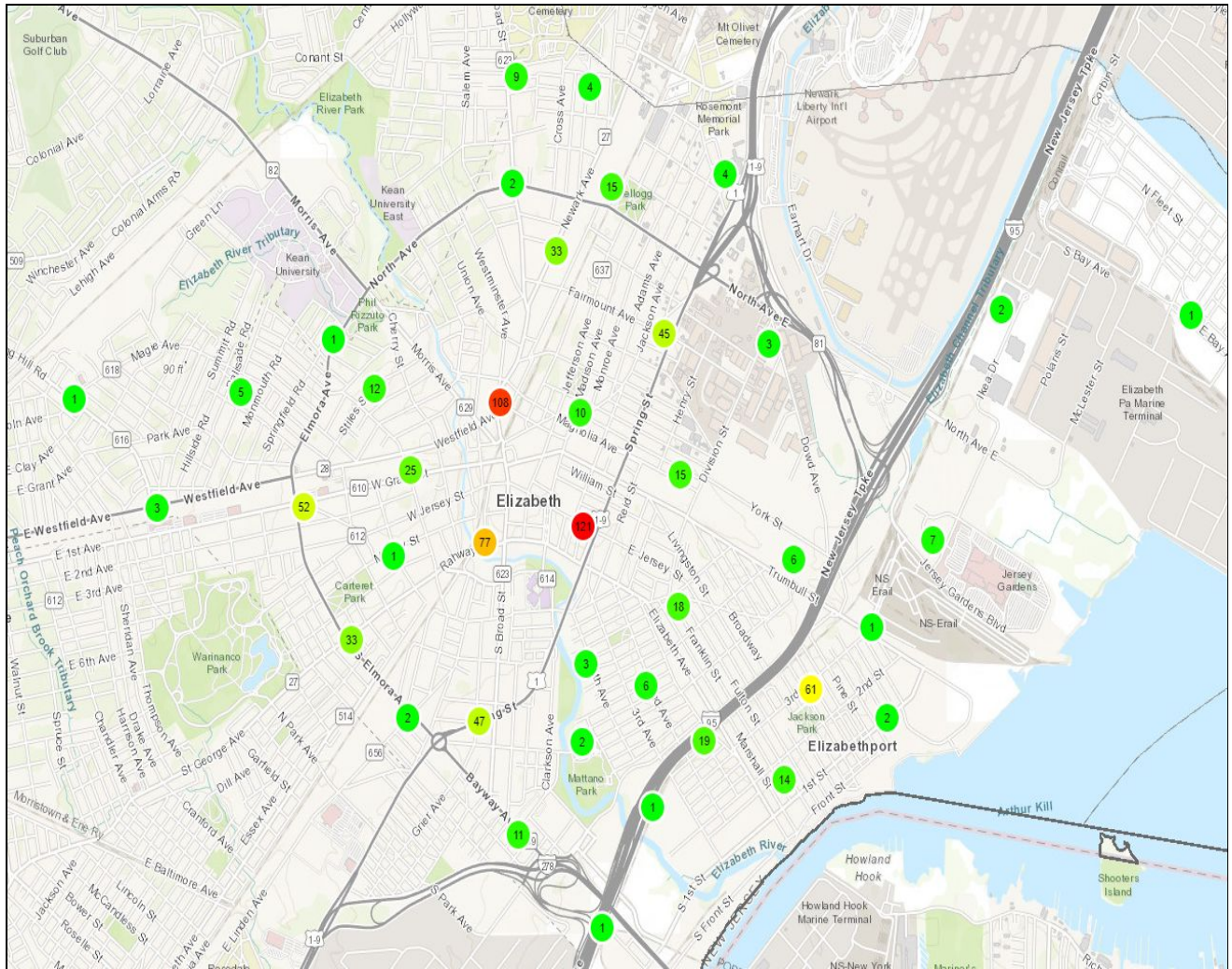


Source: Safety Voyager 2010-2018

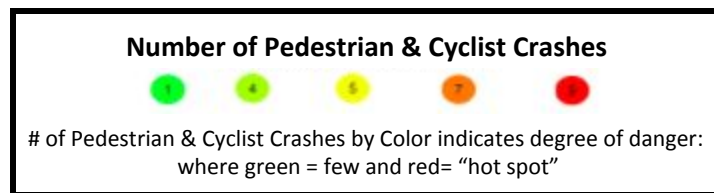


In Map 1, the hot spot areas with the highest number of crashes are Spring Street & East Jersey Street (red); Westfield Avenue & North Broad Street (red); New Jersey Turnpike Elizabeth 439/1&9 North exit (red); and North Avenue, Spring Street, & US Route 1-9 (orange). The orange and red circles account for more than 2,000 crashes from 2010-2018.

Map 2: Elizabeth Crash Map (pedestrian/cyclist involved)

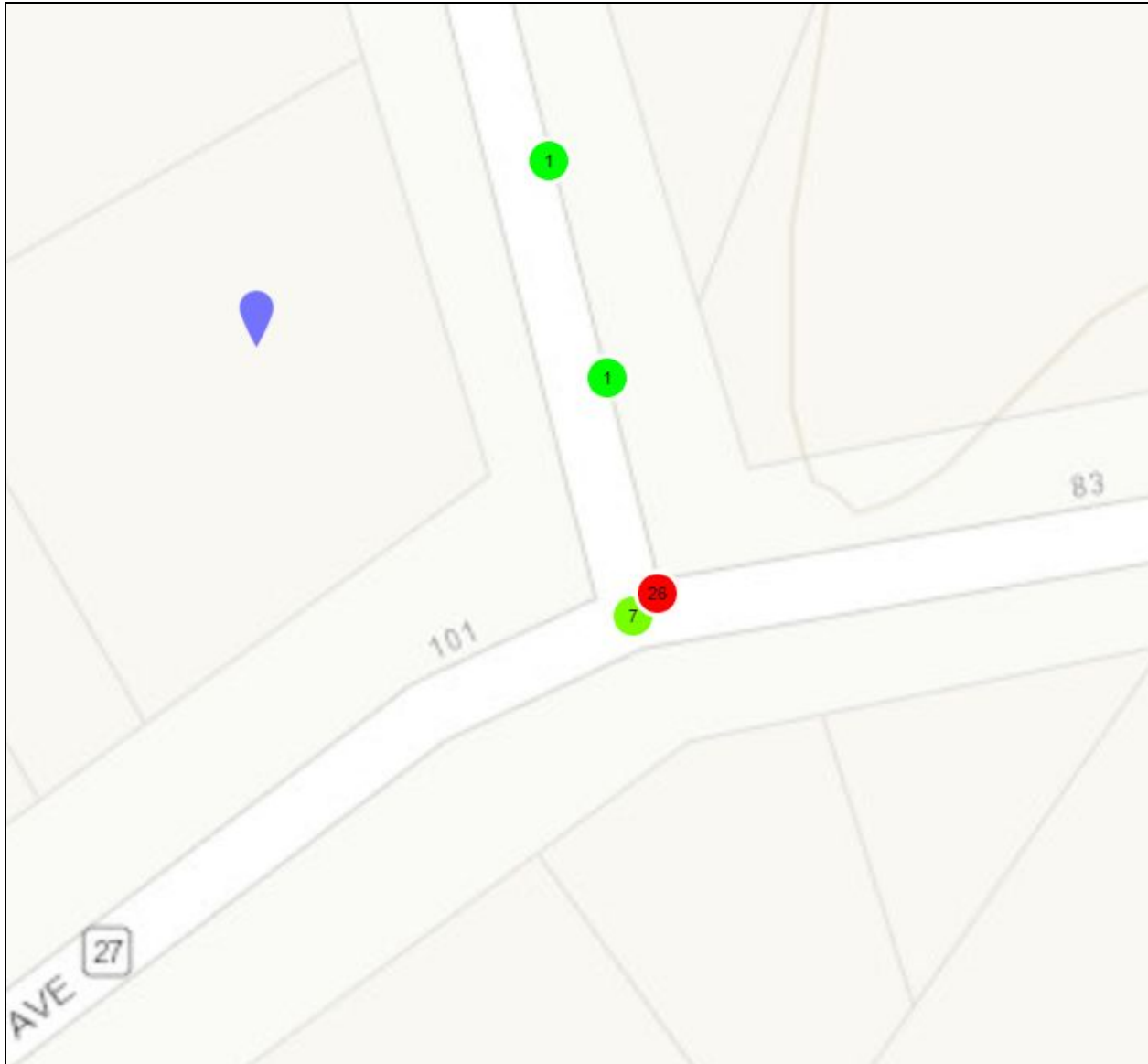


Source: Safety Voyager 2010-2018

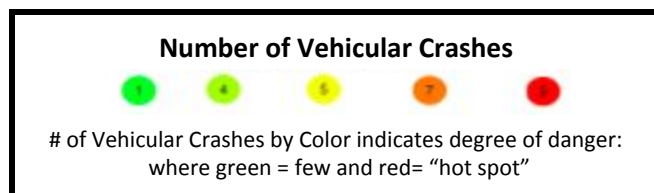


The "hot spot" intersections (red and orange) in Map 2 are Spring Street & East Jersey Street, Westfield Avenue & North Broad Street, and Rahway Avenue & South Broad Street.

Map 3: Vehicular Crashes at Cherry St. & Rahway Ave. Intersection

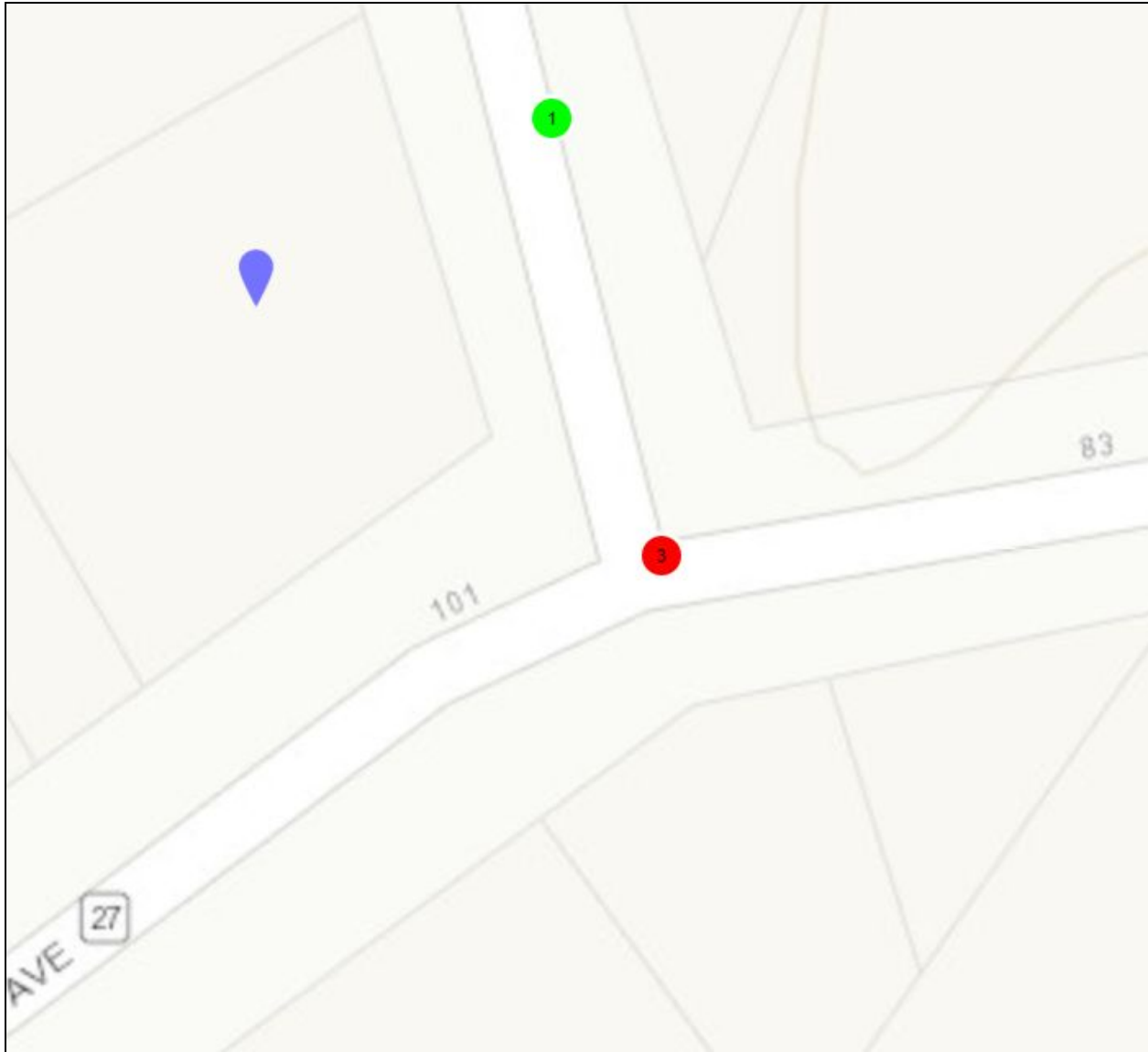


Source: Safety Voyager, 2010-2018

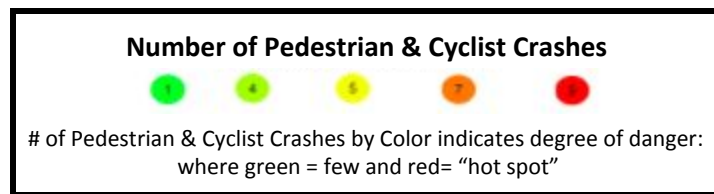


Map 3 displays all crashes at the target intersection of Cherry Street and Rahway Avenue in Elizabeth from 2010 to 2018. There was a total of 33 crashes.

Map 4: Pedestrian Involved Crashes at Selected Intersection



Source: NJ Safety Voyager, 2010 – 2018



Map 4 displays all pedestrian and cyclist crashes at the target intersection of Cherry Street and Rahway Avenue in Elizabeth from 2010 to 2018. There were a total of 3 crashes.

2. Campaign Overview

Table 1: Campaign Schedule

Pre-Campaign Observations	July 25 and August 2, 2019
Pre-Campaign Surveys	July 19 to August 6, 2019
Campaign Kick-Off at National Night Out	August 6, 2019
Education Period	August 14 to September 18, 2019
EZ Ride Tip Card Distribution	August 14 and September 18, 2019
School Safety Education	January 2019 – 2020
Enforcement Period	September 5 to September 19, 2019
Post-Campaign Observations	October 9, 2019
Post-Campaign Surveys	October 7 to October 24, 2019
Report Development	December 2019 to April 2020
Report Submitted to NJTPA	May 1, 2020
NJTPA Review	May 2020
Final Report Submission to NJTPA	June 2020

2.1 Focus Intersection

The focus intersection for the campaign was Rahway Avenue and Cherry Street. The intersection was selected by the Elizabeth Police due to the high volume of pedestrian and vehicle traffic. This is also a highly travelled road. A municipal road becomes a state highway at this intersection and it is adjacent to a County building. Pre- and post-campaign observations were conducted at the intersection, along with public education and police enforcement.

Rahway Avenue and Cherry Street

The intersection of Rahway Avenue and Cherry Street is located next to the Union County Courthouse Cherry Street Annex near a NJ TRANSIT train station and bus stop. It is a busy intersection surrounded by many businesses, including Kentucky Fried Chicken, Freddie’s Autobody shop, and the Housing Authority of the City of Elizabeth. Rahway Avenue is a municipal one-way road that begins at Broad Street where the Union County Superior Court and County Clerk’s office is located. It heads west, passes under the NJ TRANSIT railroad overpass and continues as a one-way road until it meets Cherry Street, which is the site of the Union County Courthouse Annex. At that point, drivers can continue to head southwest on Rahway Avenue (State Route 27) which is a two-way road with four lanes or turn right onto Cherry Street, which is a two-lane, one-way road and head northwest past the Housing Authority of the City of Elizabeth. The aerial picture in Map 5 shows the intersection.

Map 5. Aerial View of Rahway Avenue & Cherry Street



The Rahway Avenue approach is controlled by a push button pedestrian signal. Cherry Street has sidewalks and street parking is available near the Housing Authority. State Route 27/Rahway Avenue has sidewalks on both sides. Neither street has bike lanes. There are three county parking lots near the target intersection used by court employees.

Map 6. Close up of Target Intersection - Aerial View

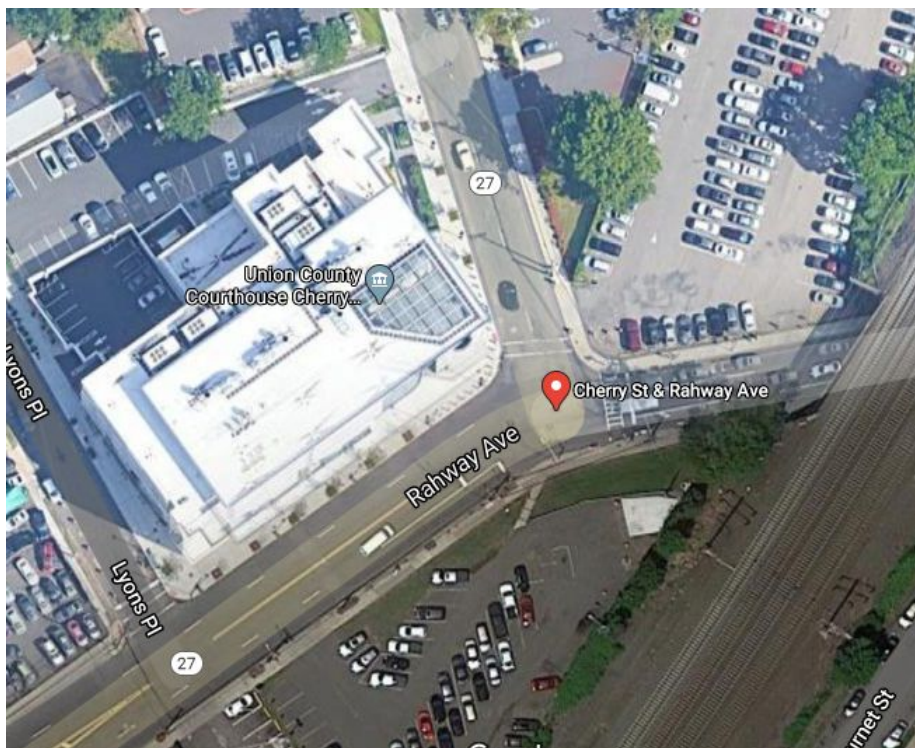


Figure 1a and 1b: Intersection of Rahway Ave (NJ Rt.27) and Cherry St



Cars Turning Left from NJ Route 27 to Cherry St. Cars Turning Left or Right onto Cherry

Data Collection

2.2 Pre-Campaign Survey

Before the City held its kick-off event, a pre-campaign survey was distributed to residents, city and county employees, staff from five public schools, members of the Shaping Elizabeth coalition and local businesses . The online survey consisted of 20 multiple choice or fill in the blank questions. A gift card raffle was used as an incentive to encourage participation. The pre-campaign survey garnered 211 responses. Primary survey goals were to:

- Assess awareness of signals, traffic laws, and ticketable offenses
- Assess awareness of the Street Smart NJ campaign and safety messages
- Understand how people best receive safety information

Both pre- and post-campaign survey results are shown in the Campaign Evaluation section.

Table 2: Street Smart Survey Participants

Survey Participants	
Joseph Battin School # 4 Staff	City of Elizabeth & Union County Employees
Mabel G Holmes School # 5 Staff	Creative New Jersey - Elizabeth members
Dr. Antonia Pantoja School # 27 Staff	The Gateway Family YMCA staff/members
iPrep Academy School # 8 Staff	Healthy Places by Design
William F. Halloran School # 22 Staff	Lead NJ

Shaping Elizabeth Health Coalition members	New Jersey Healthy Communities Network
All In Data for Community Health	New Jersey Prevention Network (NJPN)
Anti-Poverty Network of New Jersey (APN)	Wells Fargo Regional Foundation
The Build Health Challenge	Orton Family Foundation
Community Foundation of South Jersey	Council of New Jersey Grantmakers (CNJG)

2.3 Pre-Campaign Intersection Observations

The pre-campaign intersection observations were conducted on Thursday July 25, 2019 from 3:45 pm to 5:15 pm and Friday August 2, 2019 from 7:45 to 9:15 am at the target intersection. The team counted the total number of vehicles, cyclists, and pedestrians travelling through the intersection and observed and counted the number who displayed unsafe behaviors including:

- drivers who failed to stop for pedestrians in crosswalk
- drivers who 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 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

It should be noted that cyclists are prohibited from riding on sidewalks in Elizabeth. While NJ law requires cyclists 17 and under to wear a helmet, the observers could not discern the age of cyclists so all those not wearing helmets were counted. Between the hours of 7:45 and 8:45 a.m. and 4 and 5 p.m., a County Sheriff's officer was posted at the intersection to assist pedestrians to cross and his pickup truck was parked at the intersection with flashing lights to slow traffic. The officer and truck may have had an impact on driver and pedestrian behavior as well as awareness of enforcement. Results can be found in section 3.2 of the report.

Figure 2 photos show a pedestrian taking a shortcut across Rahway Avenue to get to the staff parking lot and the picture on the right shows a pedestrian not using the crosswalk although it's within a few feet of them. The pedestrian shared she has a disability and can't walk long distances. She said the only handicapped parking spaces are in the lot across from the courthouse. The county should explore designating handicapped spaces in the parking lot

behind the building so they do not have to walk so far. The County Sheriff truck is also visible in the photo on the right.

Figure 2a, b, c, d: Pre-Campaign Observation of Rahway Avenue & Cherry Street



Pedestrians not using crosswalk to get to the employee parking lot and the courthouse

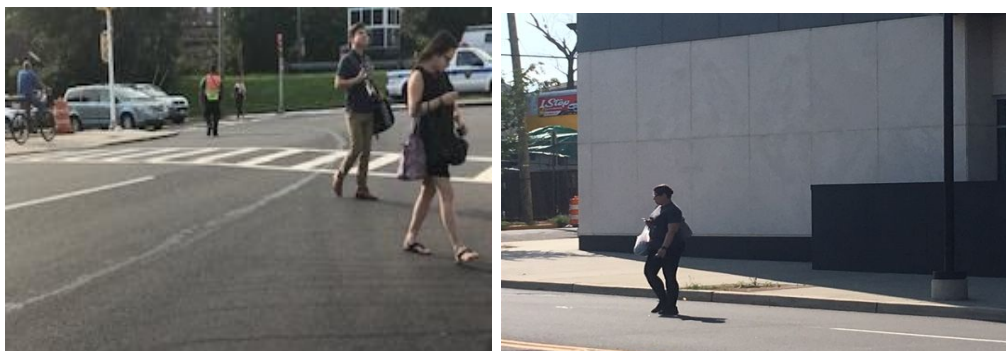
Several pedestrians shared that the crosswalk locations are not convenient or safe because they are not close to the corner, they require them to cross two streets or to walk further out of their way, and one crosswalk bisects the County Parking lot's active driveway. Several court employees also mentioned that the pedestrian signal head cannot be seen from the crosswalk entrance nearest the Family Court and is more easily seen at the corner where many of them cross.

Figure 3a and 3b: Vehicle Exiting County Parking Lot into Crosswalk, Vehicle dropping off at Rahway Avenue & Cherry Street



Figure 3a shows a pedestrian cannot use the crosswalk because a car is exiting the parking lot and the crosswalk terminates in the driveway. The County Sheriff's officer is seen in the reflective orange and yellow vest. Figure 3b shows a driver dropping someone off and blocking both the crosswalk and driveway.

Figure 4a and 4b: Distracted Pedestrians on Phones



Pedestrians holding phones, Pedestrian not using crosswalk

Photos above show distracted pedestrians on their phones. The lady in the left photo is not only distracted by her phone but she and the man failed to walk within the crosswalk. Figure 5 shows the crosswalk is not painted at the corner, where most people cross, and that it leads pedestrians into an active parking lot driveway.

Figure 5: County Sheriff Officer and Pedestrian



County Sheriff's officer assisting pedestrians crossing at the corner, adjacent to the crosswalk

2.4 Campaign Kick-off

The Elizabeth Street Smart campaign kicked off during the National Night Out celebration at Carteret Park on August 6, 2019. City residents were invited to participate and hundreds of families came out to celebrate safety, get free incentives and information. Using an existing event, which attracts a large crowd annually, helped increase awareness of the City's campaign. Elizabeth Mayor J. Christian Bollwage, Union County Freeholder, chair of the NJTPA Board of Trustees, Police Sergeant Brian Clancy, and Ed O'Connor from the New Jersey Division of Highway Traffic Safety spoke during the brief news conference. Various media outlets wrote articles about the Elizabeth Street Smart NJ campaign, which are included in the Appendix.

Figure 6a and 6b: Street Smart Kickoff in Elizabeth



Mayor Chris Bollwage

Union County Freeholder & NJTPA Chair, Angel Estrada

Figure 7: Street Smart Elizabeth Kickoff



Ed O'Connor (NJ DHTS) speaking to the community for Street Smart Awareness

Figure 8: Community Leaders at Elizabeth Street Smart Kick-Off



Street Smart NJ table with Will Yarzab (NJTPA), Sgt. Brian Clancy and Ed O'Connor (NJDHHS)

Figure 9: EZ Ride Table at Elizabeth Street Smart Kick-Off



EZ Ride distributed free helmets and bike and pedestrian safety information

2.5 Education & Enforcement Campaign

The education portion of the campaign started at National Night Out. EZ Ride, NJTPA and the police posted Street Smart signs and distributed safety tip cards, coasters, and other materials.

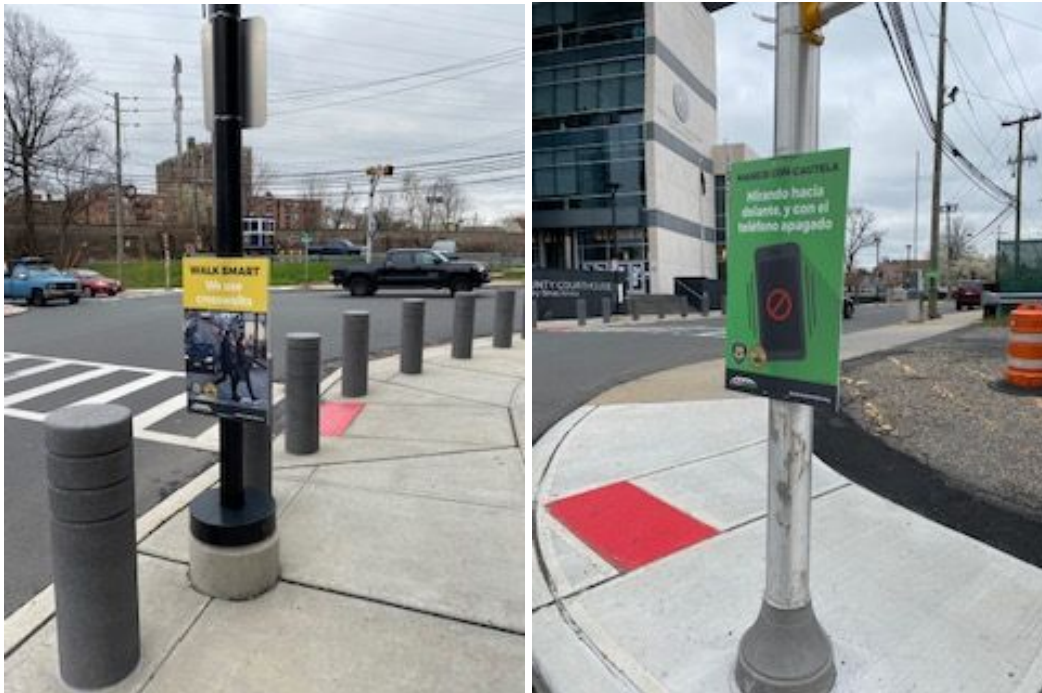
The education campaign at the target intersection began August 22, 2019. Police posted five large Street Smart outdoor signs at the intersection during the duration of the campaign. Two outdoor signs were displayed at the Union County Courthouse Cherry Street Annex near the target intersection and an additional six signs were displayed in public areas at Elizabeth Police Department. EZ Ride team members distributed bilingual Street Smart NJ safety tip cards and Heads Up, Phones Down cards, which combat distracted driving and walking, to anyone who walked through the intersection on August 14, 2019 and September 18, 2019. In addition, EZ Ride staff provided small posters in Spanish and bilingual tip cards to nearby businesses frequented by locals including Kentucky Fried Chicken, CVS and Dunkin Donuts on August 14, 2019.

The Elizabeth Police Traffic Division displayed posters and distributed tip cards at the senior citizen housing complex located at 33 Cherry Street. Police also distributed tip cards to all drivers stopped regardless if a summons was issued, with a total number of 317 cards distributed. The Traffic Division directed all officers to engage in dialogue with motorists and pedestrians during their encounters and all received tip cards. Officers explained the reason for the increased police presence, educated violators on the laws being enforced, and reinforced the importance of safe behavior and compliance. Key campaign messages are shown in Table 3 and educational materials distributed are shown in Table 4:

Table 3: Messages Displayed on Street Smart Materials

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

Figure 10a and 10b: Education Campaign Signs posted at Target Intersection



Walk Smart: We Use Crosswalks & Heads Up, Phones Down Street Signs at Target Intersection

Table 4: Street Smart Education Materials Distributed

Materials	Amount Distributed
Street Smart Signs	13 total
- Intersection	5
- Union County Courthouse	2
- Public areas at Police HQ	6
Street Smart Posters	12 total
- Farley Towers Senior Center	6
- KFC, CVS, Dunkin Donuts	6
Tip Cards Distributed by Police	317 total
- Farley Towers	60

- KFC, CVS, Dunkin Donuts	40
- With traffic violations	217
Tip Cards Distributed By NJTPA	100
Tip Cards Distributed by EZ Ride	215

The Elizabeth Police Department increased its enforcement efforts from September 5 to September 19, 2019. Officers issued 106 violations and warnings. Table 5 contains a breakdown of the violations issued.

Table 5: Street Smart Enforcement Campaign- Violations

<u>VIOLATIONS TYPE</u>	<u>NUMBER</u>
Speeding	12
Failure to Stop for Pedestrians in Crosswalk	71
Failure to Stop for Pedestrians While Turning on Red Light	3
Distracted Driving	19

Source: Elizabeth Police Department

EZ Ride Community Outreach

EZ Ride's team actively worked to promote safety in Elizabeth schools before, during, and after the Elizabeth Street Smart campaign. The team conducted Pedestrian Safety Presentations (PSPs), Bike Safety Presentations (BSPs) and a Bike Safe Skills course at several Elizabeth public schools. In all, EZ Ride conducted 31 activities for 5,912 students and school staff on 13 dates. Table 6 shows the schools attended, activity, and number reached.

Table 6.

EZ Ride Pedestrian and Bike Safety School Presentations

School	Date	# of Students	Type
Joseph Battin School 4	Jan. 11, 2019, Jan. 2, 2020	822 800	4 PSP's 2 PSP's
Mabel G. Holmes School 5	Jan. 27, 2020	460	2 PSP's
iPrep Academy School 8	Jan. 29, 2020	400	1 PSP, 1 BSP
Benjamin Franklin School 13	May 1, 2019	328	3 PSP's
William F. Halloran School 22	Jan. 25, 2019	916	4 PSP's
Sonia Sotomayor School 25	Jan. 22, 2019	309	2 PSP's
Dr. Antonia Pantoja School 27	Jan. 15, 2019 Jan. 18, 2019	449 393	2 PSP's 2 PSP's
Juan Pablo Duarte School 28	June 3, 2019 June 5, 2019	517 95	2 BSP's 1 bike skills course
Reagan School 30	Jan 24, 2019	115	1 PSP
Donald Stewart School 51	May 22, 2019	308	4 PSP's

2.6 Post Campaign Intersection Observations

After the education and enforcement portions of the campaign were concluded, members of EZ Ride's Bike and Pedestrian team returned to the selected intersections on Wednesday October 9, 2019 to observe pedestrian, cyclist, and driver behavior. The team once again noted whether vehicles stopped for pedestrians in the crosswalk, whether pedestrians used the crosswalk, and whether drivers or pedestrians were distracted.

Figure 11a and 11b: Pedestrians Crossing Park Ave Using Crosswalk



Post-campaign, pedestrians observed using safer behavior and using the crosswalk

2.7 Post-Campaign Survey

The survey was sent out as a study being conducted by EZ Ride in partnership with Elizabeth and the North Jersey Transportation Planning Authority (NJTPA). The survey was identical to the pre-campaign survey, and included questions about signals, safety messages, knowledge of traffic laws, and demographic questions. 81 participants responded to the post campaign survey. The survey was used to evaluate the effectiveness of the Street Smart Elizabeth safety campaign. Results can be found in section 3.2 of the report.

3. Evaluation

3.1 Pre-Campaign and Post-Campaign Intersection Observations and Resident Input

Behavioral observations were tallied and counts were compared for pre- and post-campaign using an "Observational Study Calculator" provided by NJTPA. The calculator determines whether changes in driver, pedestrian and cyclist behavior 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 NJ 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. The results for Elizabeth are shown in Table 7 and there were several changes in the rates of non-compliance post-campaign.

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

(Based on Aug 2 Pre-Campaign and Oct. 9 Post-Campaign observations)

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: 75</u>	<u>Pre-Count: 49</u>	<u>Pre-Count: 0.395</u>	-8.12	Statistically Insignificant
	<u>Post Count: 59</u>	<u>Post Count: 27</u>	<u>Post Count: 0.314</u>		
Pedestrians Crossing Against the Red Signal	<u>Pre-Count: 120</u>	<u>Pre-Count: 4</u>	<u>Pre-Count: 0.032</u>	-3.23	Statistically Significant
	<u>Post Count: 86</u>	<u>Post Count: 0</u>	<u>Post Count: 0.000</u>		
Distracted Pedestrian (Holding Phone/Food) While Crossing	<u>Pre-Count: 120</u>	<u>Pre-Count: 4</u>	<u>Pre-Count: 0.032</u>	8.40	Statistically Insignificant
	<u>Post Count: 76</u>	<u>Post Count: 10</u>	<u>Post Count: 0.116</u>		
Distracted Driver (holding phone, eating) While Driving	<u>Pre-Count: 1,508</u>	<u>Pre-Count: 22</u>	<u>Pre-Count: 0.014</u>	0.25	Statistically Insignificant
	<u>Post Count: 990</u>	<u>Post Count: 17</u>	<u>Post Count: 0.017</u>		
Driver Failed to Stop for Pedestrians in Crosswalk	<u>Pre-Count: 1,529</u>	<u>Pre-Count: 1</u>	<u>Pre-Count: 0.001</u>	-0.07	Statistically Insignificant
	<u>Post Count: 1,007</u>	<u>Post Count: 0</u>	<u>Post Count: 0.000</u>		
Drivers Failed to Stop for Peds in Crosswalk Turning Right on Red Signal	<u>Pre-Count: 2</u>	<u>Pre-Count: 1,528</u>	<u>Pre-Count: 0.999</u>	-99.37	Statistically Significant
	<u>Post Count: 1,002</u>	<u>Post Count: 5</u>	<u>Post Count: 0.005</u>		
Cyclists Not Wearing Helmet	<u>Pre-Count: 1</u>	<u>Pre-Count: 7</u>	<u>Pre-Count: 0.875</u>	12.50	Statistically Insignificant
	<u>Post Count: 0</u>	<u>Post Count: 6</u>	<u>Post Count: 1.000</u>		

Distracted Cyclists (Holding Phone)	<u>Pre-Count: 7</u>	<u>Pre-Count: 1</u>	<u>Pre-Count: 0.125</u>	37.50	Statistically Insignificant
	<u>Post Count: 3</u>	<u>Post Count: 3</u>	<u>Post Count: 0.500</u>		
Cyclists Riding Against Traffic	<u>Pre-Count: 7</u>	<u>Pre-Count: 1</u>	<u>Pre-Count: 0.125</u>	37.50	Statistically Insignificant
	<u>Post Count: 3</u>	<u>Post Count: 3</u>	<u>Post Count: 0.500</u>		
Cyclists Not Using Crosswalk	<u>Pre-Count: 5</u>	<u>Pre-Count: 3</u>	<u>Pre-Count: 0.375</u>	62.50	Statistically Insignificant
	<u>Post Count: 0</u>	<u>Post Count: 6</u>	<u>Post Count: 1.000</u>		

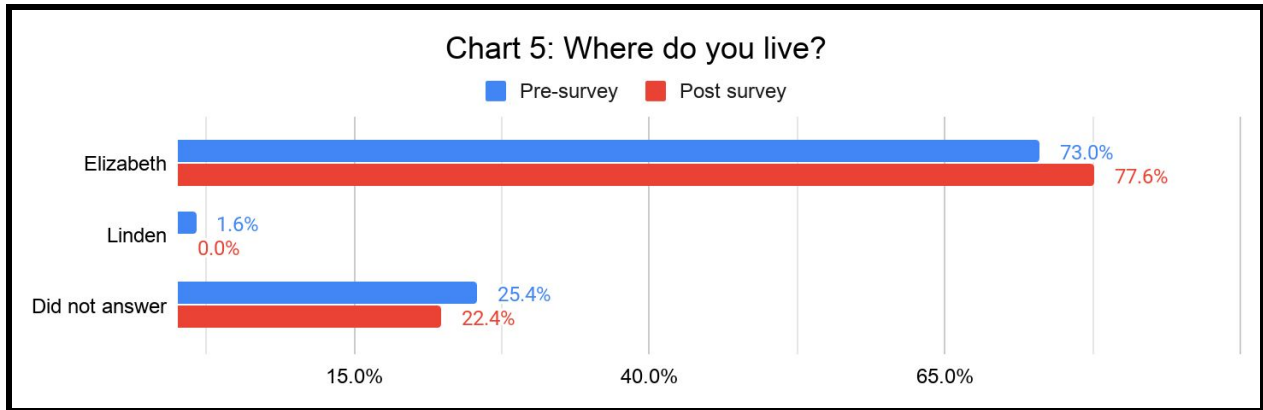
A majority of the unsafe behavior decreased post-campaign with the exception of driver and cyclist distractedness and cyclists wearing helmets or using the crosswalks. NJ law requires all cyclists 17 and under to wear a helmet, but observers could not verify the age of cyclists so all cyclists who were not wearing a helmet were counted. The decrease in non-compliant behavior seen during EZ Ride’s observations may be a direct result of increased education and police enforcement due to the StreetSmart campaign. Based on the calculator and the post-campaign observations, there was a significant reduction in the following non-compliant behaviors:

- Drivers who failed to stop for pedestrians in the crosswalk
- Drivers who failed to stop for pedestrians before they made a turn on red
- Pedestrians crossing against a red signal and not using crosswalks

3.2 Pre-Campaign and Post-Campaign Survey Results

In addition to the observational evaluation, people who lived, worked, or regularly frequented Elizabeth were surveyed about their knowledge, behavior, and perceptions of pedestrian safety. The online survey was designed to determine the effectiveness of the Street Smart NJ campaign messaging and activities. A comparison of survey results pre- and post-campaign is illustrated in the charts on the following pages. During the pre-campaign period there were 211 survey participants, while post campaign, there were 81 participants.

The first two survey questions sought permission to gather responses and asked if respondents were over 18. If respondents answered no to either of these questions, the survey ended.



Source: EZ Ride Survey Monkey

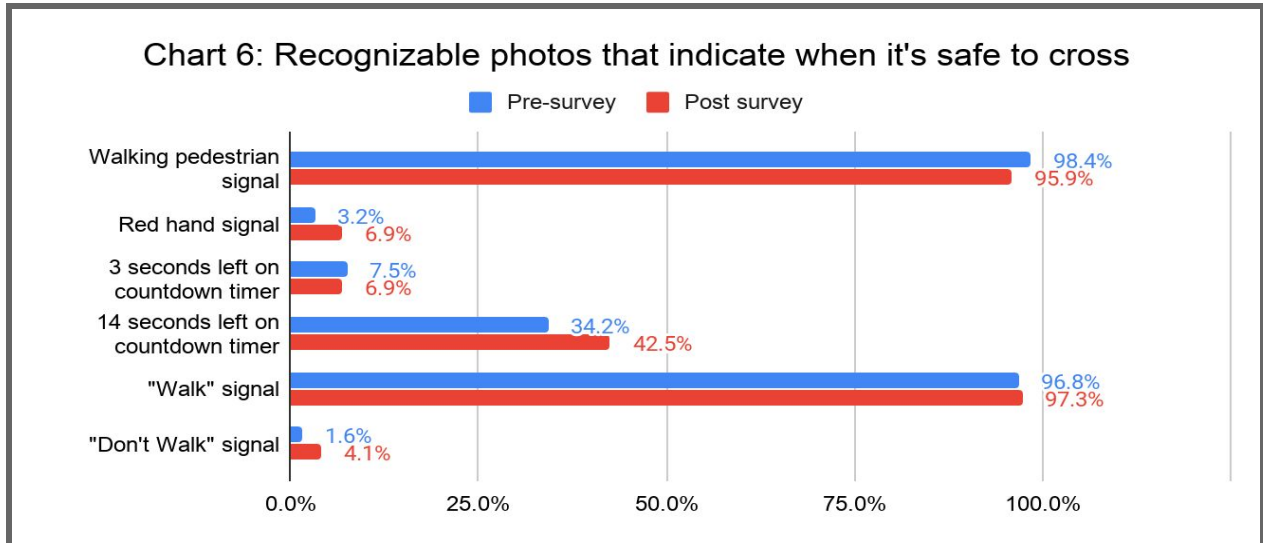
Survey question three responses, presented in Chart 5, show that 75 percent of the survey respondents lived in Elizabeth. About 24 percent chose not to answer. Survey question four which is not charted here revealed that about 67 percent of respondents worked, went to school in or visited Elizabeth often for shopping or recreation.

Survey question five had participants identify photos of signals that indicated when it was safe to cross.

Figure 12: Pedestrian Signals Shown in Survey

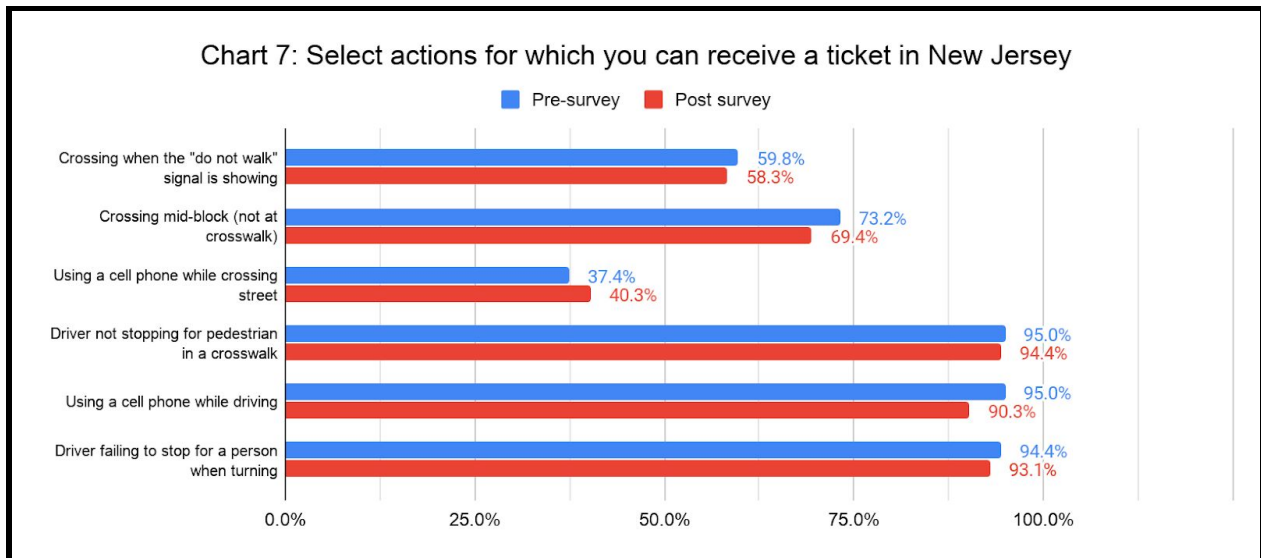


Chart 6 below shows a majority of respondents recognize it's safe to cross when they see a "walk" or "walking pedestrian" signal; however, there may be some confusion about the countdown timer signals that show a red hand and the time in seconds.



Source: EZ Ride Survey Monkey

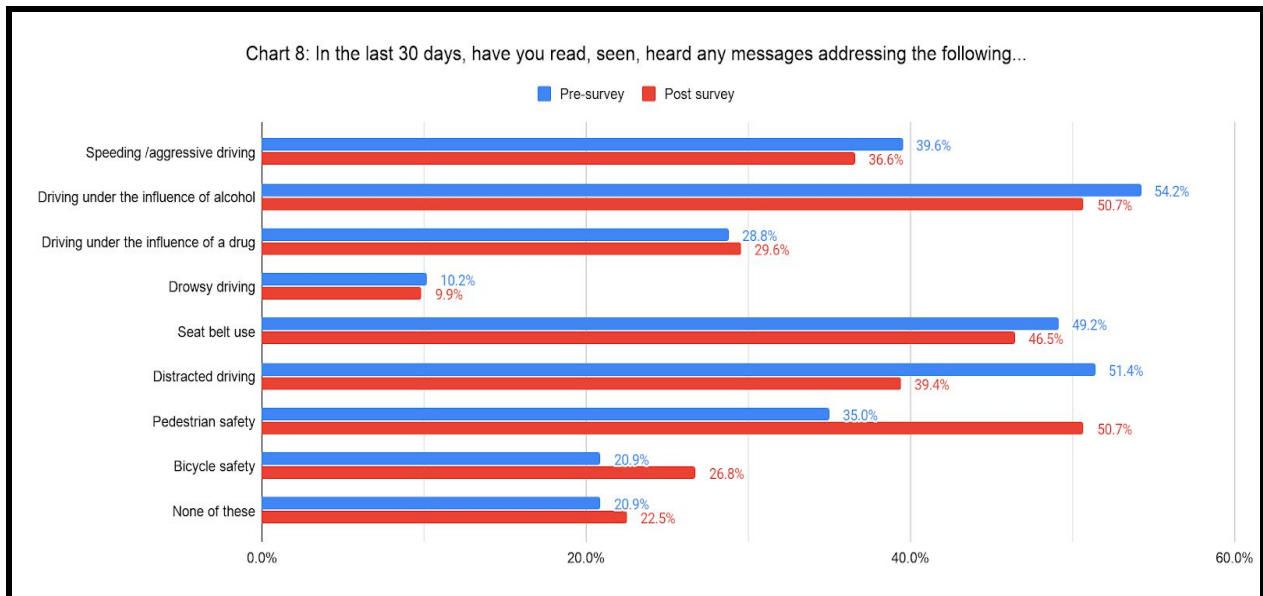
While many of the pre- and post-campaign responses were similar, only 34 percent of the respondents thought they could cross safely when there was 14 seconds left on the countdown timer during the pre-campaign survey. In the post-campaign survey, there was a small increase to 43 percent who indicated it was safe to cross with 14 seconds left on the countdown signal. However, 4 percent indicated post survey that it is safe to cross on the red hand signal and 2.5 percent indicated it was safe to cross on the don't walk signal indicating that education needs to be done to reduce unsafe pedestrian crossings. Fortunately, in terms of following signals, data suggests that participants are cognizant of when it is safe, and when it is not safe to cross. The following signals were the images shown on the survey.



Source: EZ Ride Survey Monkey,

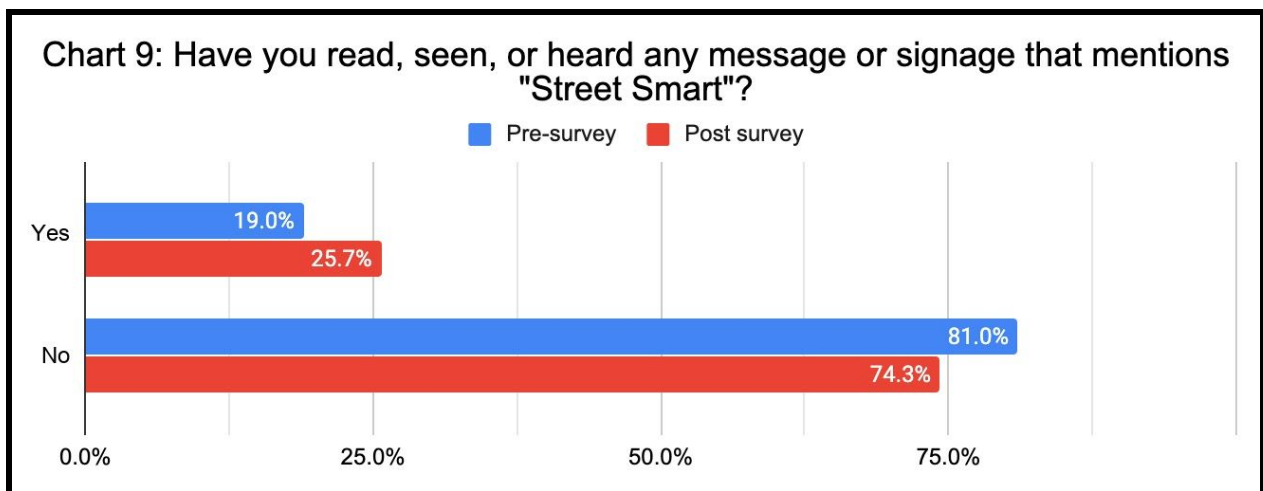
Survey question six asked respondents about their familiarity with traffic violations and ticketable offenses. Chart 7 shows that the majority of drivers are aware they need to stop for pedestrians in crosswalks and while turning and that they are not to drive with a hand-held phone; however there is significantly less awareness of pedestrian laws regarding the “do not walk” signal, crossing at corners instead of mid-block, and about the dangers of crossing streets while using a hand-held phone.

Survey question seven asked respondents if they were aware of different types of safety messaging, including some covered by the Street Smart NJ campaign. Chart 8 shows awareness of safety messages from a variety of different safety campaigns that were done in Elizabeth.



Source: EZ Ride Survey Monkey

Chart 8 shows that there was a 15.7 percent increase in the recognition of pedestrian safety messages, which could include Street Smart NJ, following the campaign. There was also a small increase of awareness of bicycle safety, 5.9 percent. However, there was a decrease in awareness of other types of messaging, including distracted driving and speeding/aggressive driving (which are Street Smart NJ messages), seat belt use and driving under the influence. This suggests that some of the campaign messaging did not reach the survey population.



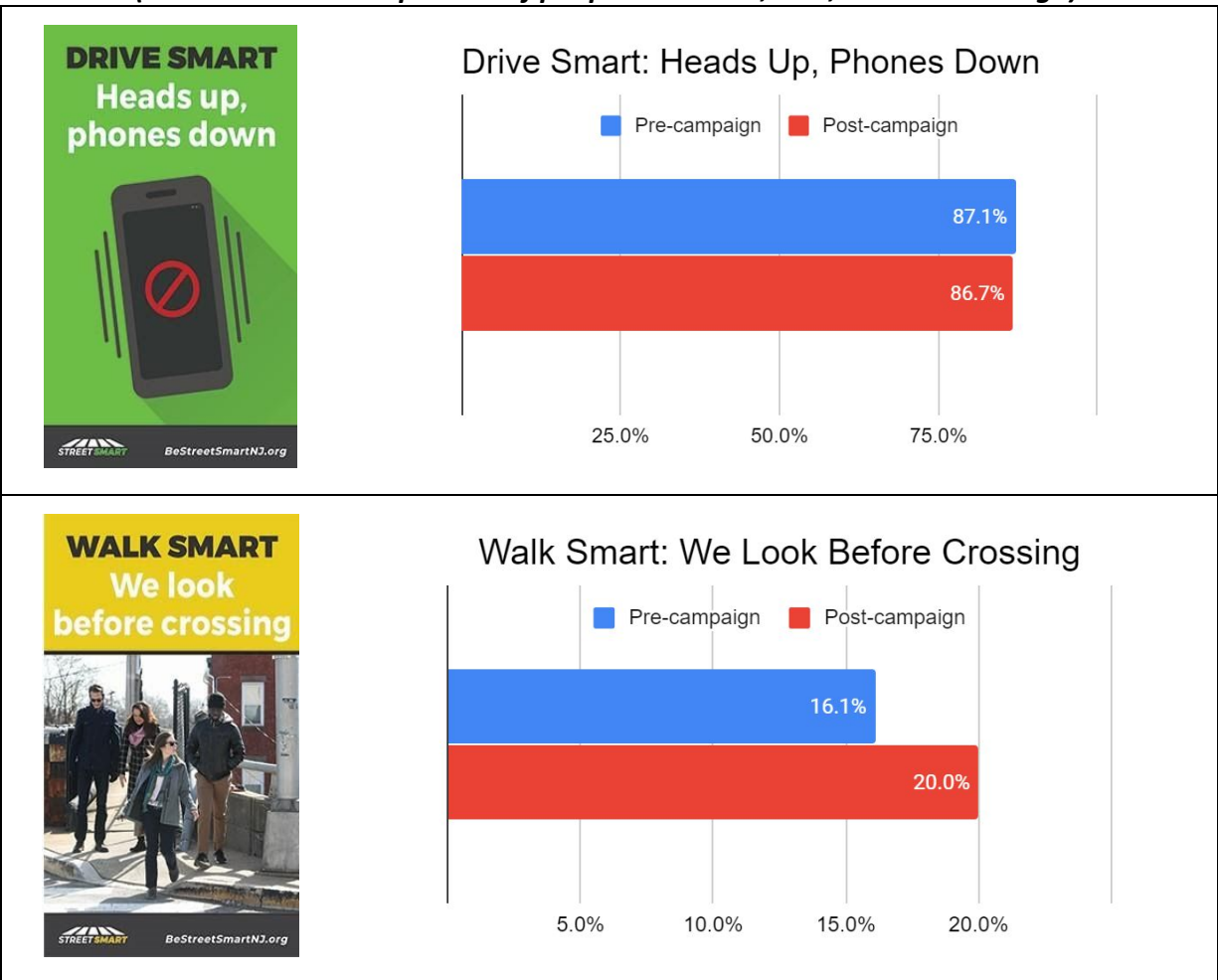
Source: EZ Ride Survey Monkey

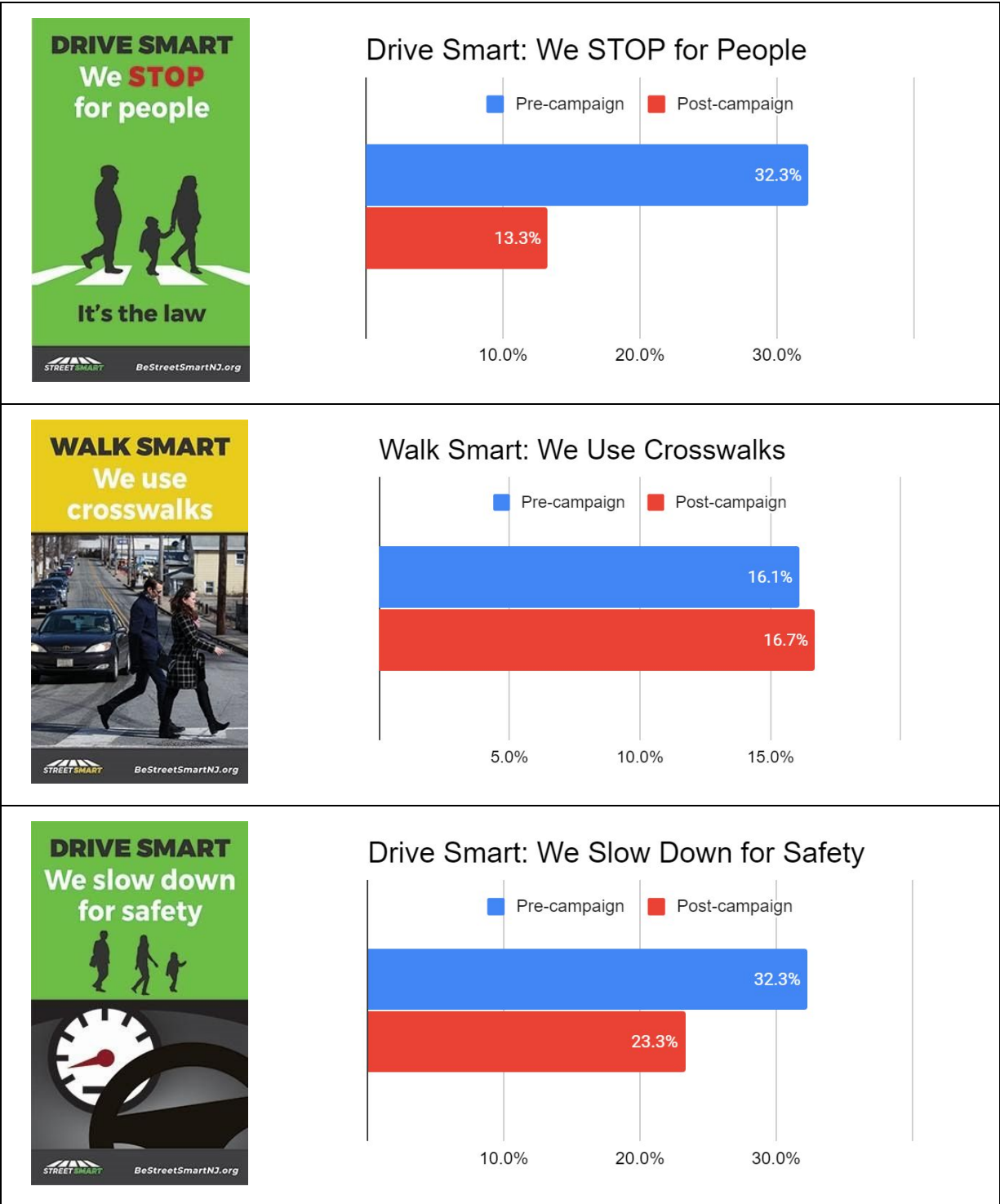
Survey question eight asked if people were aware of the Street Smart NJ campaign. Chart 9 shows a majority of people who filled out the survey were unaware of the campaign. In fact,

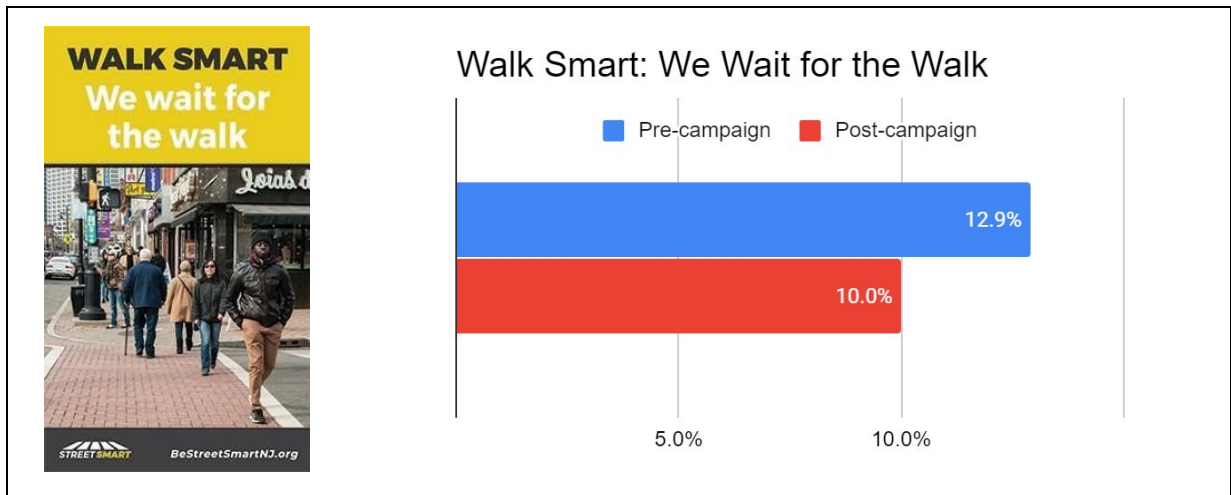
almost three times as many people did not read, see, or hear about Street Smart either before or after the campaign. The following charts show signage and messaging data from the Elizabeth survey results.

Chart 10: In the Past 30 Days, Have You Seen, Read, or Heard Any of These Messages?

(Bar chart indicates percent of people who read, saw, or heard the sign)







Source: EZ Ride Survey Monkey

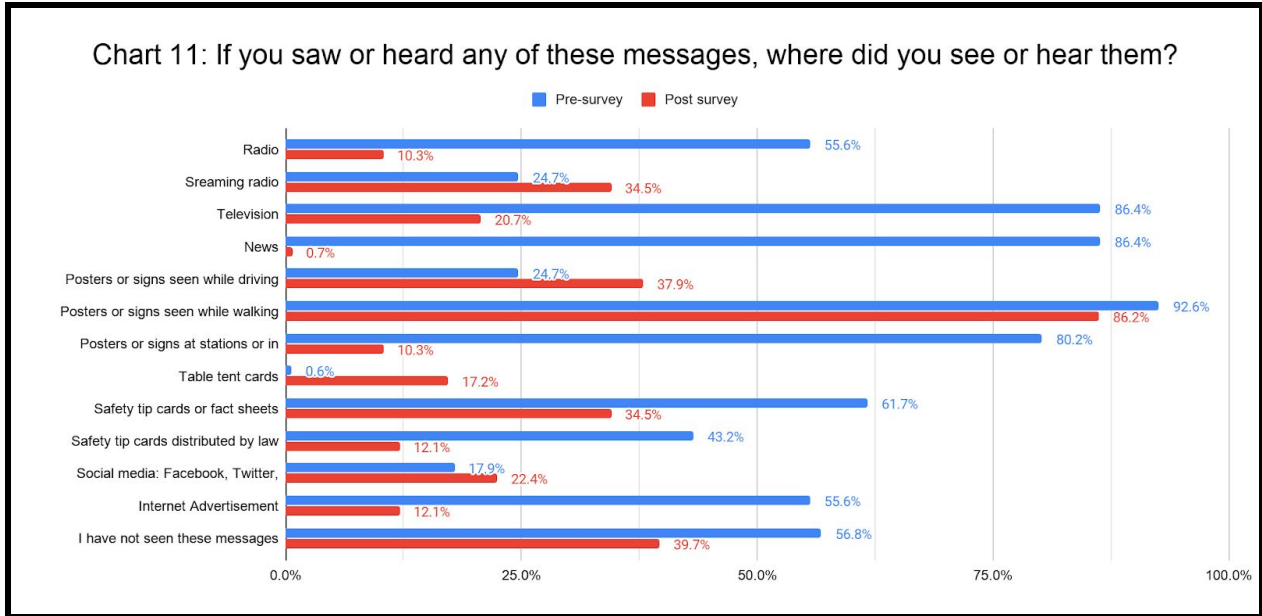
Survey question nine asked respondents if they had seen the Street Smart NJ safety messages. Chart 10 above shows pre and post campaign results along with the Street Smart NJ materials that were used during the campaign. Survey findings show that only the “Heads Up, Phones Down” message was recalled by more than 86 percent of respondents. This suggests it is important to increase the number and type of signs posted, especially the messages which were not widely remembered post campaign including:

- Drive Smart: We Slow Down for Safety
- Drive Smart: We Stop for People
- Walk Smart: We Look Before Crossing
- Walk Smart: We Wait for the Walk
- Walk Smart: We Use Crosswalks

Survey question 10 asked respondents answered yes to survey question nine where they observed or heard about the safety messages. Chart 11 shows a majority of respondents said they saw the campaign posters or outdoor signs, which illustrates those are the most effective means of promoting the campaign. These respondents may have been familiar with the 2016 Street Smart NJ campaign in Elizabeth, Street Smart campaign messages posted in another municipality, or they may have answered theoretically as none of the Street Smart materials were posted before the campaign began.

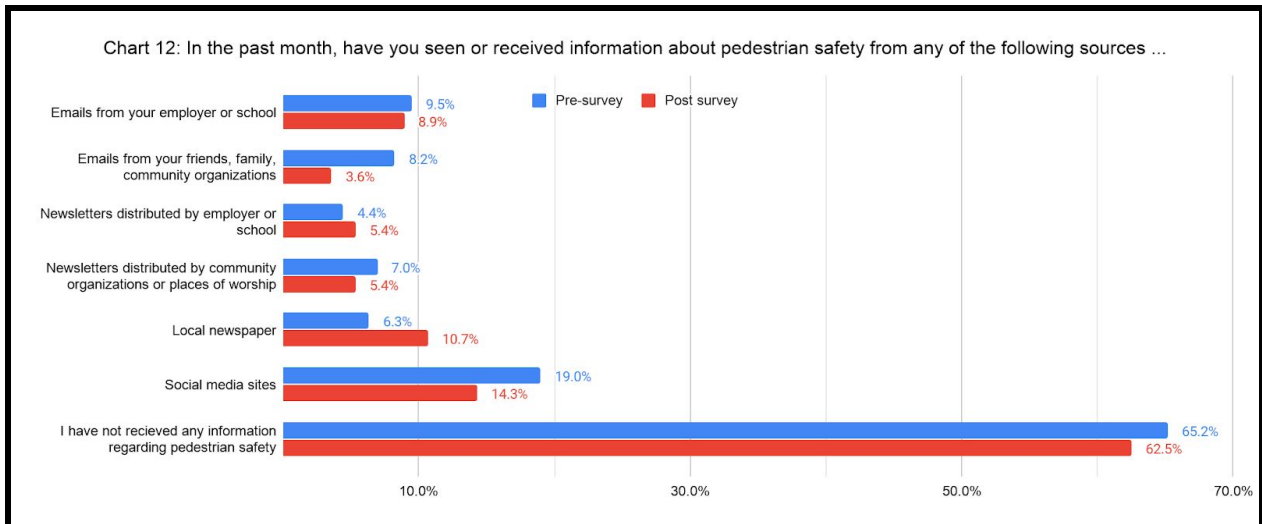
Post campaign, as shown in Chart 11, respondents said the most effective messaging was done via streaming radio, posters or signs seen while driving, table tent cards and social media. It

should be noted that the City of Elizabeth did not use radio or TV ads this year so the respondents may have heard or seen other radio and TV ads that gave similar safety messages.



Source: EZ Ride Survey Monkey

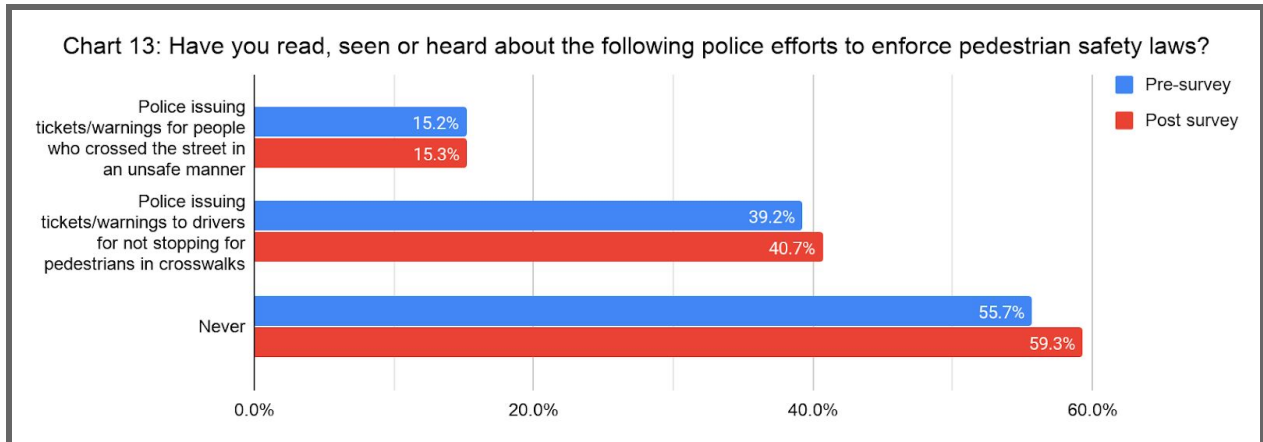
Survey question 11 asked respondents if they had seen or received pedestrian safety information from a variety of sources.



Source: EZ Ride Survey Monkey

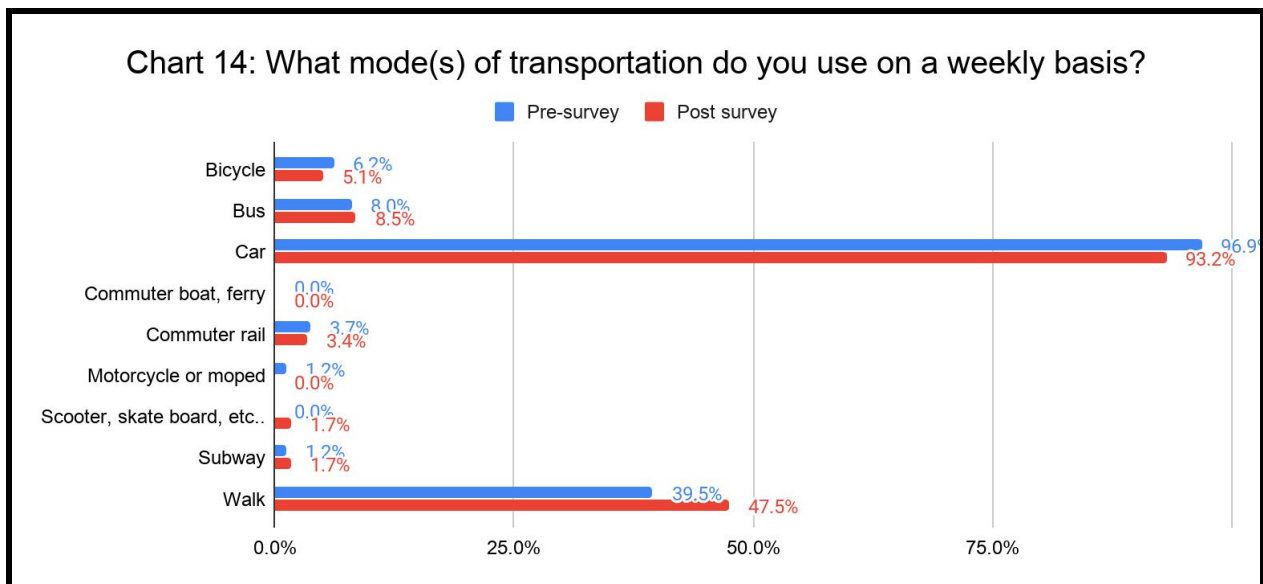
Chart 12 above shows that over 60 percent of respondents did not receive any information regarding pedestrian safety. For those that did receive information the most noticeable came

from social media sites or the local newspaper. This result suggests that the community outreach portion of the campaign needs to be more robust in the future to make an impact.



Source: EZ Ride Survey Monkey

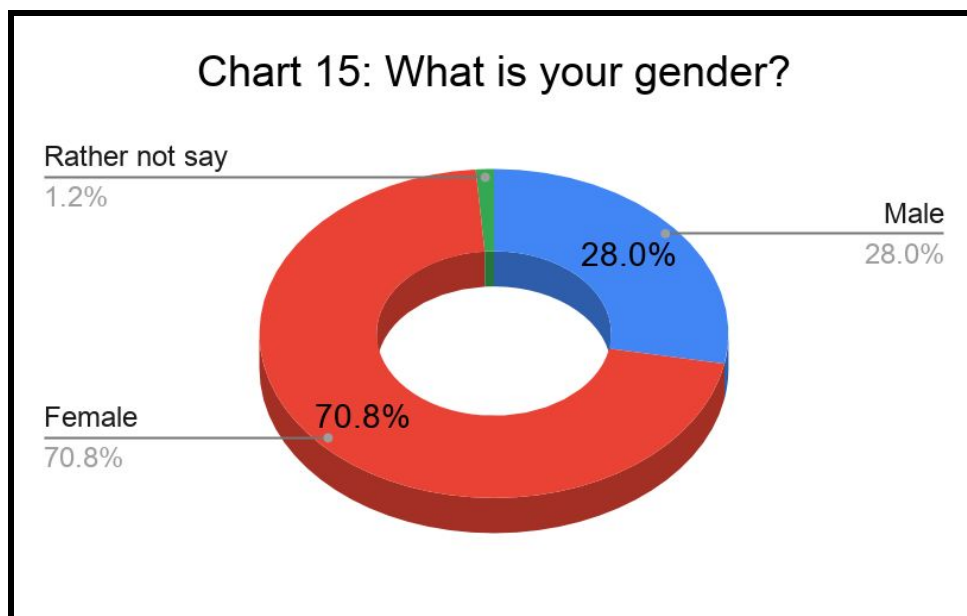
Survey question 12 asked if respondents were aware the police were issuing tickets to pedestrians who crossed the street in an unsafe manner or to drivers for not stopping for pedestrians in crosswalks. Chart 13 shows that about 60 percent of those surveyed did not see, hear or read about police efforts to enforce pedestrian safety laws. About 40 percent were aware that drivers were being ticketed for not stopping for pedestrians and only 15 percent were aware that police were issuing tickets to pedestrians for unsafe crossings.



Source: EZ Ride Survey Monkey

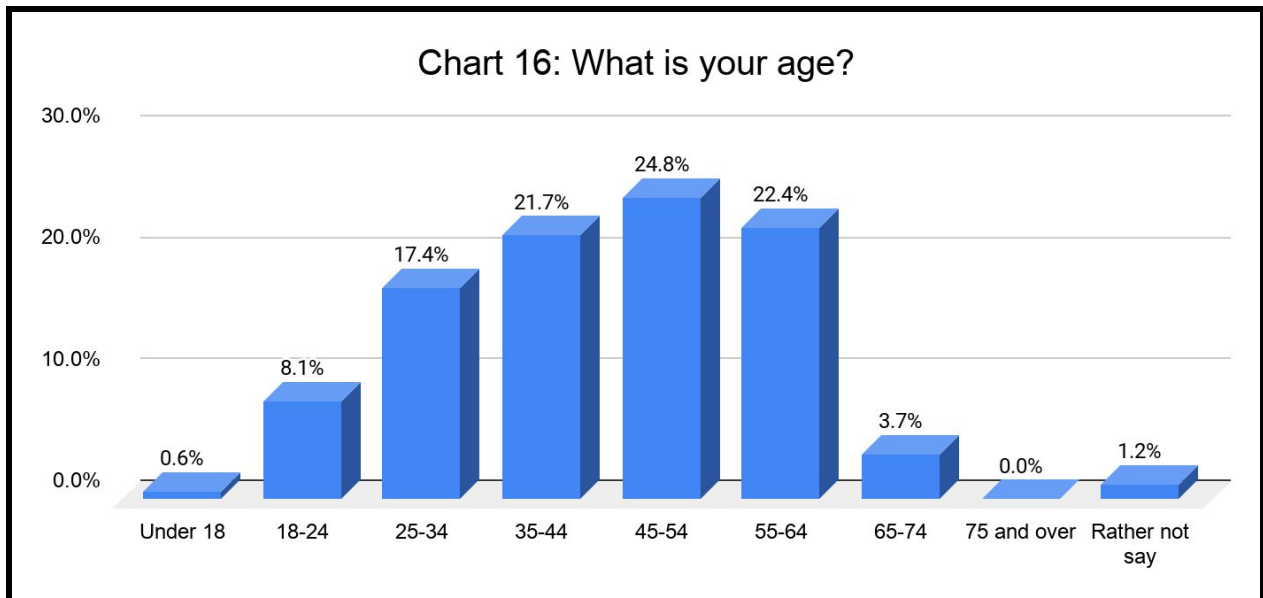
Survey question 13 asked respondents what type of transportation modes they used weekly. Chart 14 shows that 97 percent of respondents in the pre-campaign survey and 93 percent of respondents in the post-campaign survey use cars as their main travel mode. Walking was the next most common mode..

Charts 15-19 show the results of the demographics questions. These questions help us determine if the pool of participants reflect the demographics of Elizabeth and provide useful information for future campaigns.



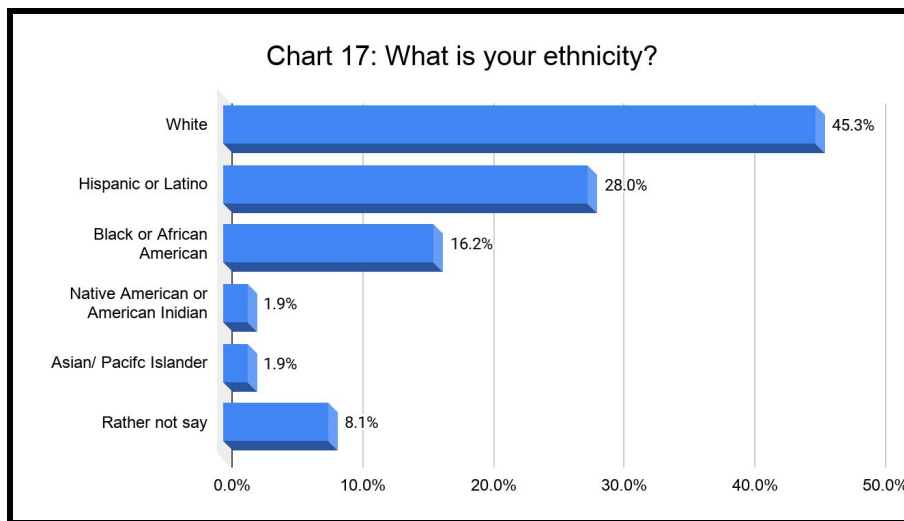
Source: EZ Ride Survey Monkey

Survey question 14 asked the respondents' gender. Chart 15 shows that 71 percent of survey respondents were female. According to the U.S. Census Bureau, Elizabeth is estimated to be 49.7 percent female as of July 1, 2019, with a population estimate of 128,885 in 2018. Future campaigns surveys should target more men. Survey question 15 asked the age of each respondent. Chart 16 shows the survey results and that most of the respondents were between the ages of 45-64 years old.



Source: EZ Ride Survey Monkey

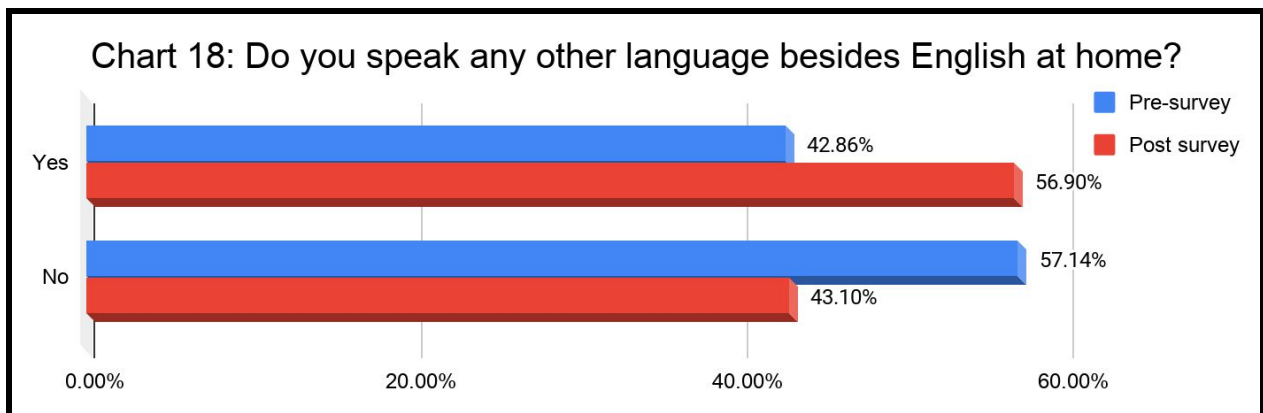
The city’s population is 25.6 percent under the age of 18, 10.6 percent from 18 to 24, 31.3 percent from 25 to 44, 23.3 percent from 45 to 64, and 9.2 percent 65 years of age or older, according to the 2010 U.S. Census. The median age was 33.2 years. Future survey efforts should consider how to get participants who represent the age demographics of Elizabeth. It should be noted that this survey was only open to participants who were at least 18 years old.



Source: EZ Ride Survey Monkey

Survey question 16 asked about the respondents’ ethnicity. Chart 17 shows the results. Elizabeth’s population is 55 percent white, 21 percent Black or African American, 17 percent “other,” 2.5 percent mixed race, 2 percent Asian alone and 0.8 percent American

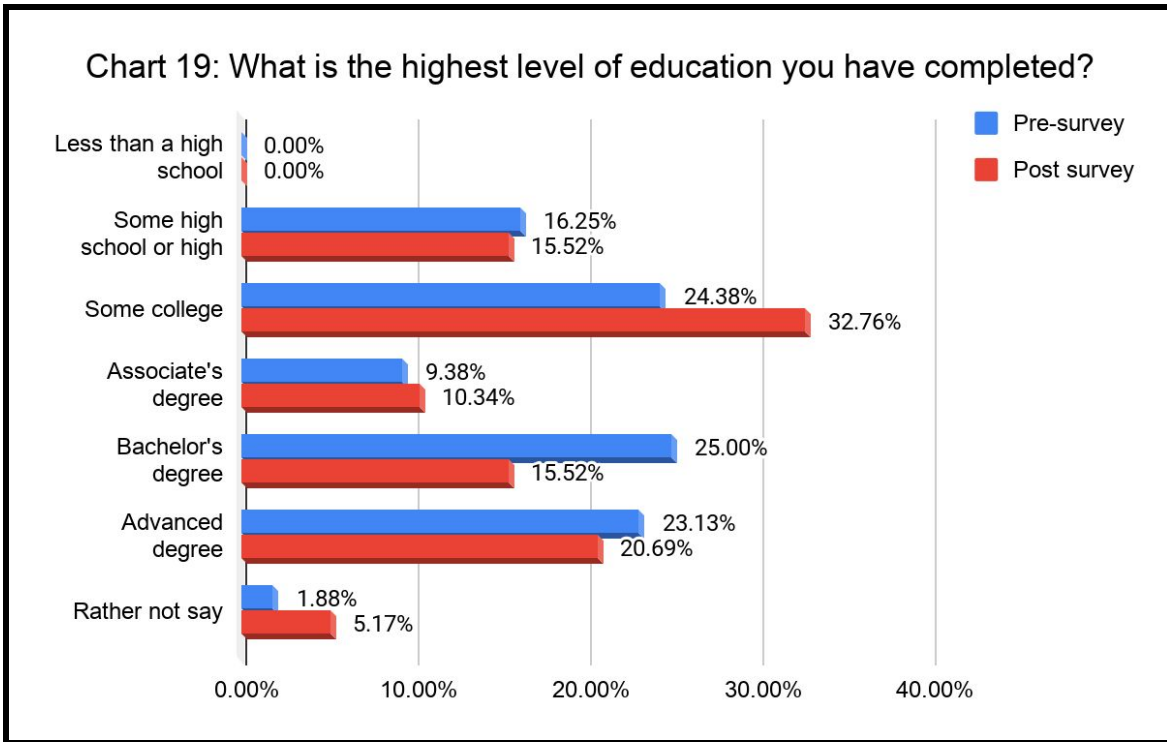
Indian/Alaskan Native according to the 2010 U.S. Census. Of the city's total population, 60 percent identify as Hispanic or Latino of any race. Elizabeth had the 10th largest Hispanic and Latino population in the state in 2010. However only 28 percent of survey participants identified as Hispanic or Latino. It should be noted that this survey was only available in English. Because Latinos make up such a significant percentage of Elizabeth's population, it is important that efforts be made for any future campaigns to both survey the Latino population and to increase outreach and education regarding safe pedestrian crossing behavior and the traffic laws.



Source: EZ Ride Survey Monkey

Survey question 17 asked if respondents spoke any other languages besides English at home and if yes, what was the language. Chart 18 shows that about 50 percent of respondents speak another language besides English at home. About 15 to 20 percent indicated that the other languages spoken at home were primarily Spanish, Polish, and Portuguese, but other languages include Arabic, Urdu, French Creole and Russian. Based on this data, it's suggested to make more efforts to translate Street Smart and other safety messages into Spanish, Polish and Portuguese and to do outreach to those communities as they may be growing communities.

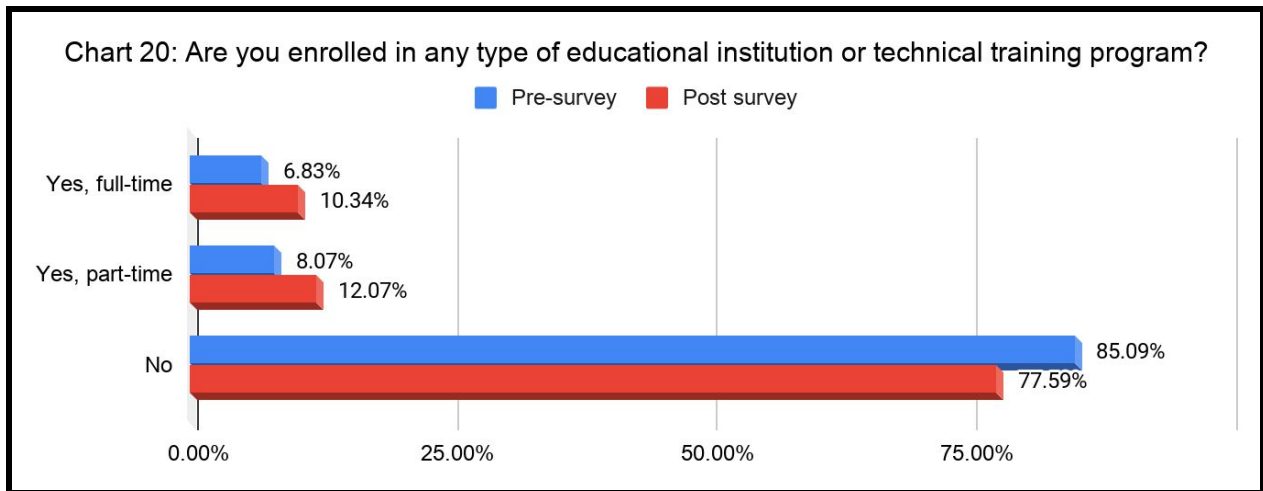
Survey question 18 asked respondents to identify the highest level of education they completed.



Source: EZ Ride Survey Monkey

Chart 19 shows the results above of our survey respondents. According to the 2010 U.S. Census educational attainment data, 38 percent of Elizabeth residents attained a high school or GED degree, 18 percent have attended some college, 5 percent earned an associate’s degree, 9 percent earned a college or bachelor's degree, and 4 percent earned a graduate or professional degree. The survey respondents on average had higher levels of education than. Future surveys should attempt to obtain a more representative sample. One option could be using street teams to collect responses out in the community. Another suggestion would be to send surveys to public school students' families.

Survey question 19 asked respondents if they were currently enrolled in any type of educational institution or technical training program.



Source: EZ Ride Survey Monkey

Chart 20 shows that the majority of pre- and post-campaign participants were not enrolled in an educational institution or training program.

The final question asked respondents to submit contact information to be entered into a gift card raffle for completing the survey.

4. Summary and Recommendations

The goal of Street Smart NJ is to reduce avoidable traffic injuries and fatalities to zero by improving driver and pedestrian behavior through public awareness. The campaign focuses on educating the public on the laws and their responsibilities, raising awareness of each mode of transportation, and increasing enforcement to deter unsafe behaviors often associated with traffic crashes.

The Street Smart Elizabeth campaign heightened people’s awareness that both drivers and pedestrians share a responsibility to obey traffic laws. The campaign was successful in raising awareness through both the campaign messages as well as by using increased police enforcement. The surveys helped to inform people about traffic laws, multiple modes of travel, and to reflect on their own and others’ behavior. The results of this campaign suggest that increased awareness and enforcement help to encourage safer behavior. Results showed a majority of survey respondents had a good understanding of New Jersey driver and pedestrian safety laws.

- The street signs and posters were the most widely recognized after the campaign
- The most recognized safety message was “Heads Up, Phone Down”

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

- Drivers who failed to stop for pedestrians in the crosswalk
- Drivers who failed to stop for pedestrians before they made a right turn on red
- Pedestrians crossing against a red signal and not using crosswalks

More education and enforcement are needed to improve pedestrian and motorist behavior. Additional pedestrian safety campaigns are recommended as they could improve behavior further. Some engineering changes would also be helpful to make the intersection safer and these are included in the following recommendation section.

4.1 Recommendations

Infrastructure recommendations are to:

- Relocate the existing high visibility crosswalk away from the parking lot driveway. Consider an ergonomic crosswalk design to better accommodate pedestrians' angled desire path.
- The city could explore whether a crosswalk is needed elsewhere along Rahway Avenue to allow people to safely cross to the parking lot. If a midblock crosswalk is warranted, it might be a good candidate for a pedestrian-activated Rectangular Rapid Flashing Beacon.
- Paint left turn arrows in the two lanes from Route 27 onto Cherry Street
- Paint "No Right Turn on Red" pavement marking in the right lane where cars turn onto Cherry Street
- Fix the push button at the traffic signal, which was not working at the time of the campaign
- Angle the pedestrian signal head so it is visible to pedestrians waiting to cross Cherry from the courthouse annex
- Add handicapped parking spaces in lot behind county building so those with disabilities do not have to cross any streets
- Ensure there is good pedestrian-level lighting at all corners of target intersection
- City/County can educate residents and motorists about stopping for pedestrians in crosswalks by setting up "Stop for Pedestrians" signs at other busy intersections to raise awareness or add pavement markings that say "STOP for Peds in crosswalk"

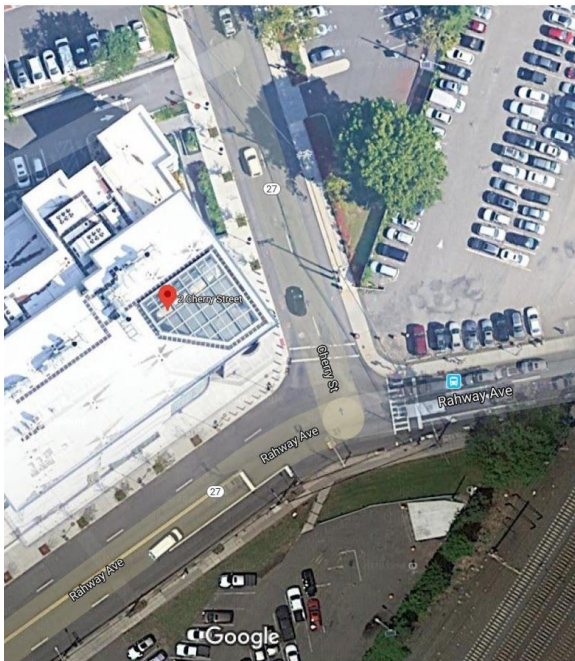
Other recommendations to increase education include:

- County can work with the NJ Motor Vehicle Commission to teach new/renewing drivers and defensive driver course participants to stop for pedestrians in crosswalks

- Consider a mail insert for motorists renewing licenses/registrations
- City/County can remind employees to not use cell phones/headphones while walking or crossing streets
- Promote crosswalk use at all the intersections
- Place Street Smart NJ posters/signs near schools, colleges, transit stations and bus stops to discourage distracted walking and driving
- Increase police presence and enforcement of pedestrian, driver, and cycling laws at busy intersections, with violations or warnings to deter unwanted behavior
- Police can distribute educational 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 NJ campaigns to encourage safe driving and walking

Figure 13a: Recommendation for Improvement to Cherry St & Rahway Intersection

Satellite view of Rahway and Cherry street intersection unedited showing pedestrian parking lot.

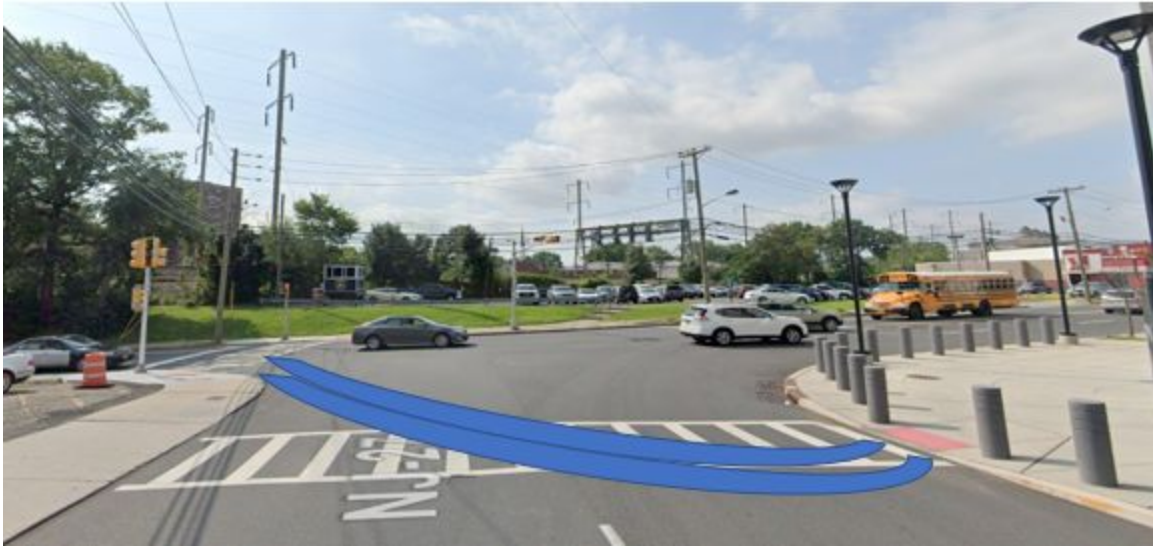


Add crosswalk (green) as shown with a Rectangular Rapid Flashing Beacon (RRFB) signal as many pedestrians crossing here to/from parking lot.



Source: Google Satellite view 2020

Figure 13b: Recommendation to repaint ergonomic crosswalk at Cherry & Rahway



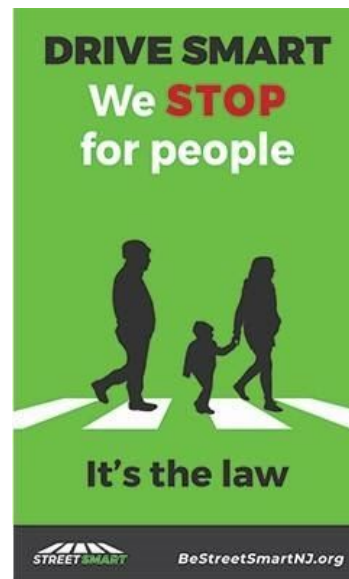
Source: Google street view image captured Aug. 2019.

This report recommends repainting the high visibility crosswalk as shown in Figure 13b to move the crosswalk out of the parking lot driveway and connect it to the corner where post people are crossing. This will require realigning the truncated dome pad with the crosswalk and adding a curb ramp and dome pad on the other side of the crosswalk for the visually impaired to comply with the Americans with Disabilities Act. Many pedestrians also commented that there is not a pedestrian signal for those crossing towards the County building and that they are unable to see the pedestrian signal head on the corner of Cherry Street and Rahway Avenue when they are standing at the current entrance of the crosswalk.

5. Appendix

5.1 Street Smart Educational Materials

Posters



Spanish Poster



Coasters:



Cup Sleeves:



Banners:

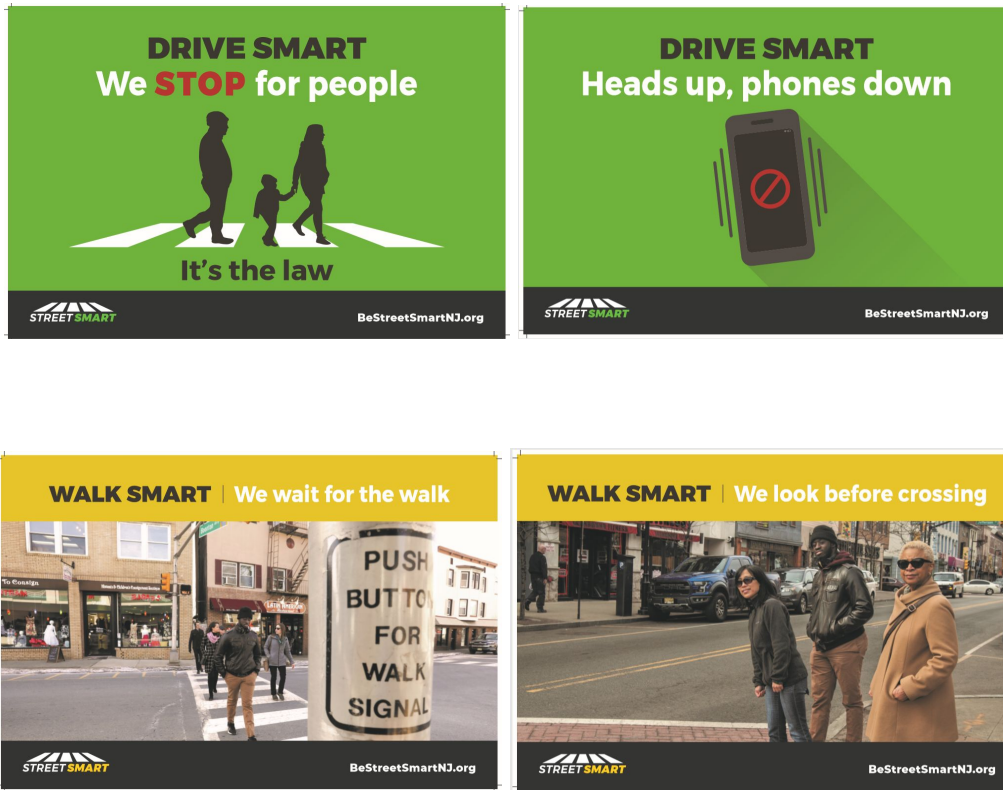
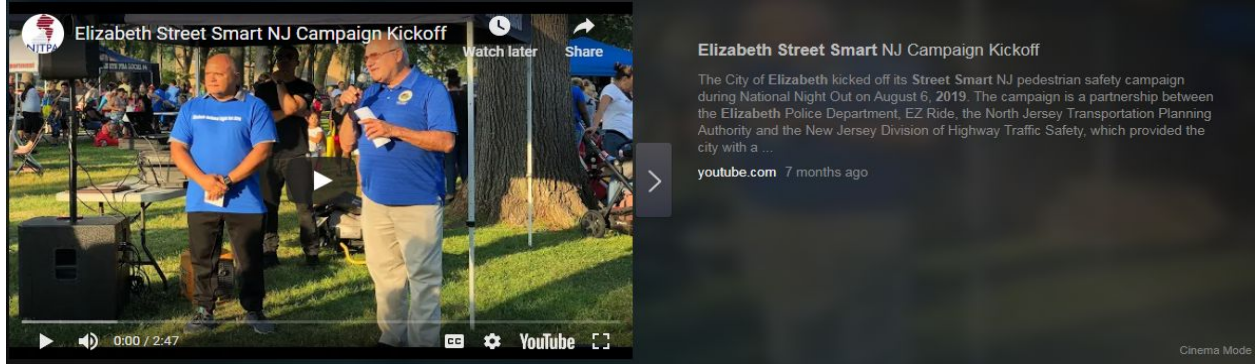


Table Tents:



5.2 Media Coverage

YouTube Video:



Elizabeth National Night Out/Street Smart Campaign Kick-off Flyer:

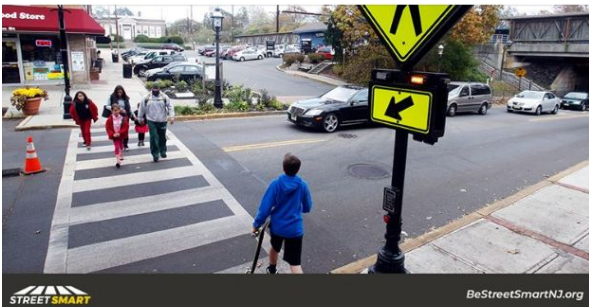


Elizabeth National Night Out/Campaign Kick-Off Facebook Photos:





 **City of Elizabeth NJ - City Hall**
December 18, 2019 · 🌐



Street Smart NJ
December 18, 2019 · 🌐

Motorists in New Jersey **MUST** stop for people in marked crosswalks — it's the law. Failure to do so could result in 2 points and a \$200 fine. #BeStreetSmartNJ

Article from Tap into Elizabeth:

Residents Join in on National Night Out Festivities

By CARLOS TRUJILLO
August 7, 2019 at 2:42 PM



ELIZABETH, NJ – Carteret Park was buzzing with activity on Tuesday night as the community came together for the 36th Annual National Night Out.

The annual event brings neighbors together to promote strong police-community partnerships, and neighborhoods a safer and more caring place to live and work.

The streets around the park were lined with emergency vehicles from all local agencies. The Fire Department brought their fire trucks and ambulances for families to see and many took turns taking photos on and around the vehicles. Children also took turns playing with sirens and lights.

The Elizabeth Police Department and Union County Sheriff Officers could be seen taking selfies and handing out informational material about prevention programs like drug awareness.

The DJ played music as families strolled through the park going from table to table along the park's walkways. A performance by the dancers from the Elmora Racquet Club Dance Program drew applause while several bouncy houses kept kids entertained as parents looked on.

Edward Johnston who lives near the park said. "This is a great event for the community. We only see the police when something bad happens. To see them smiling and laughing with our kids. That's a good thing"

Local elected officials Assemblywoman Annette Quijano, Union County Freeholder Angel Estrada, Elizabeth Mayor Chris Bollwage and Councilman At-Large Manny Grova were also out talking to law enforcement officials and the many citizens who came out.

Elizabeth Street Smart Campaign Press Release:



Contact: Melissa Hayes, NJTPA, (973) 639-8438, mhayes@njtpa.org
Kelly Martins, City of Elizabeth, (908) 820-4124, kmartins@elizabethnj.org

Elizabeth Joins Statewide Pedestrian Safety Campaign

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

Mayor Chris Bollwage announced today that the City of Elizabeth will be conducting a Street Smart NJ pedestrian safety education campaign this month aimed at reducing pedestrian-motor vehicle crashes in the City.

Street Smart NJ is a collaborative effort between public, private and non-profit organizations. During the campaign, local police will be enforcing pedestrian laws in Elizabeth and working with several partners – including EZ Ride, the North Jersey Transportation Planning Authority (NJTPA) and the New Jersey Division of Highway Traffic Safety (NJDHTS) – to educate people who are driving and walking. Elizabeth received a \$51,000 grant from NJDHTS to support its pedestrian safety-related enforcement activities.

The City kicked off its campaign during the National Night Out event at Carteret Park on August 6. This month, police and various partners will be educating the public about safe driving and walking practices, as well as New Jersey's pedestrian safety-related laws. The Police Department will also be stepping up enforcement efforts during the campaign in an effort to change the behaviors that contribute to crashes.

"A safe, walkable city for people of all ages is essential and the City of Elizabeth and our police department successfully partner with Jewish Family Services to deliver educational presentations and pedestrian safety vests throughout the community," Mayor Bollwage said. "This Street Smart campaign will help us build on the great work that we are already doing to make our city safer for everyone."

Elizabeth also conducted a Street Smart NJ campaign in partnership with the NJTPA in 2016. The city was one of eight communities selected for observations to determine the effectiveness of campaigns that year. The evaluation found the campaign contributed to a 28 percent drop in pedestrians crossing unsafely against a signal or outside of a crosswalk and a 40 percent reduction in drivers failing to stop for pedestrians when turning.

Union County Freeholder Angel Estrada, who is chair of the NJTPA Board of Trustees, commended the city on continuing its efforts to improve pedestrian safety.

"The more we educate people about safe driving and walking, the safer we can make our roads for everyone, he said. "Together we can make a difference. Remember to Drive Smart, Walk Smart and Be Street Smart."

EZ Ride is one of eight transportation management associations in the state that organizes Street Smart campaigns with support from the NJTPA.

"EZ Ride is proud to partner with the City of Elizabeth, Union County, the Division of Highway Traffic Safety, and the North Jersey Transportation Planning Authority to promote safer driver and pedestrian behavior as part of the Street Smart Elizabeth Campaign," said Krishna Murthy, President & CEO of EZ Ride.

BeStreetSmartNJ.org

[f StreetSmartNJ](#) [t NJStreetSmart](#)

Pedestrian safety is a concern nationwide, but it is particularly important in New Jersey, which the federal government has designated a pedestrian safety focus state for its high rate of fatalities and injuries. Pedestrians comprised 29 percent (183 people) of the 624 people killed in crashes in New Jersey in 2017, 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 13th in the nation in pedestrian fatalities per 100,000 people, based on the 2017 NHTSA data. On average, one pedestrian is killed every two days in New Jersey and 12 are injured daily.

In Elizabeth, between 2014 and 2018, there were 424 crashes involving pedestrians. These crashes resulted in 12 pedestrians being killed, 13 seriously injured and 309 suspected or minor injuries.

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

During the campaign educational materials will be on display throughout the community and police, volunteers and community groups will be distributing safety information.

The statewide Street Smart NJ campaign is managed by the NJTPA and began in 2013. Businesses, organizations and individuals interested in helping to promote the Street Smart NJ message in Elizabeth, should contact Lisa Lee at EZRide at lee@ezride.org. To learn more about the campaign, visit bestreetsmartnj.org. The campaign is also on Facebook ([/StreetSmartNJ](https://www.facebook.com/StreetSmartNJ)) and Twitter ([@njstreetsmart](https://twitter.com/njstreetsmart)).

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 there are also 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.

5.4 Street Smart Safety Tips (from StreetSmartNJ website)

Driver Safety Tips:

- Stop for pedestrians in marked crosswalks and at intersections.
- Slow down and obey the posted speed limit.
- Stop and look for pedestrians and bicyclists before turning.
- Do not pass vehicles stopped for people crossing in crosswalks and at intersections.
- Do not block or park in crosswalks.
- Take extra care around buses.
- Allow three feet when passing bicyclists.
- Eliminate all distractions.
- Drive sober

Pedestrian Safety Tips:

- Cross at corners and intersections. Use marked crosswalks where available.
- Before crossing look left, right, then left again.
- Use the pedestrian buttons and begin crossing the street on the walk signal.
- Be visible at night and in inclement weather.
- Watch out for vehicles turning right on red.
- Use sidewalks or walk facing traffic where there are no sidewalks.
- When stepping off a bus, allow it to proceed before crossing to ensure a clear sight line.
- Walk sober.
- Eliminate all distractions.