



# ***STREET SMART***



## Linden, NJ

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## **Executive Summary**

Street Smart NJ is a public awareness and behavioral change pedestrian safety campaign. Since its creation in 2013, more than 140 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 Linden Police Department, and the City of Linden to conduct a Street Smart NJ campaign starting in fall 2019 to raise awareness of pedestrian safety. Linden police worked with City and County officials, EZ Ride, and the school district to educate students, employees, and residents about safe driving and walking practices and to enforce driver and pedestrian-related laws.

Street Smart activities began with pre-campaign observations at the intersection of West Elizabeth Avenue (C.R. 514) and North Wood Avenue (C.R. 617) on September 10, 2019. This intersection was selected by Linden police because of its crash history. In addition to the intersection observations, NJTPA and EZ Ride developed a brief online survey.

The survey included questions about driving and walking conditions in Linden, driving and pedestrian behavior, and knowledge of traffic laws. The survey was advertised by community leaders in the City of Linden, and electronically sent out to other members of the community.

The Street Smart campaign kicked off on September 23, 2019 with a press conference at Linden City Hall. Speakers were Mayor Derek Armstead, Linden Police Chief David Hart and Traffic Commander Lt. Chris Guenther, Union County Freeholder Angel Estrada (Chair of the NJTPA Board of Trustees), NJ Division of Highway Traffic Safety Central Region Supervisor Edward O'Connor, Acting Schools Superintendent Denise Cleary, and Lisa Lee, Deputy Director of Bike and Pedestrian Programs at EZ Ride.

EZ Ride partnered with the Linden police to speak with all Linden Public School administrators on August 26, 2019 about the Street Smart campaign and to offer safety talks for all schools during the school year. Four pedestrian safety presentations took place at Linden School #4 and Linden School #8, and two bike safety presentations were delivered at Linden School #5. During

Walk to School Month in October, Linden Schools 4, 9, and 10 participated in Walk to School events.

During the duration of the campaign, street signs, posters, tip cards and other educational materials were distributed and displayed throughout the community. Nearly a dozen stores in the downtown Wood Avenue area supported the campaign by posting Street Smart posters in their storefront windows.

Typical Street Smart enforcement efforts run for two weeks. However, the Linden Police Department held enforcement efforts for four weeks: from October 7 to October 19 and again from October 22 to November 5. During that time, the Police Department issued a total of 496 summons and warnings to pedestrians and drivers.

Following the educational and enforcement activities, a team from EZ Ride returned to the selected intersection to complete post-campaign observations on Tuesday November 26, 2019.

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

- The campaign helped raise public awareness of the laws related to pedestrian safety including failing to stop for pedestrians and pedestrians crossing unsafely as well as violations for distracted driving
- Survey respondents who recognized Street Smart messages increased from nine percent to sixty-four percent post campaign
- Surveys showed an increased recollection of safety messages about seat belt use, distracted driving and pedestrian safety post-campaign
- There was a decrease in pedestrians observed crossing against a red signal
- There was a decrease in drivers, cyclists, and pedestrians who were observed using hand-held phones while driving, cycling or crossing the intersection
- There was a decrease in the number of drivers observed who failed to stop for pedestrians in the crosswalk

It can be concluded the campaign was successful in changing some illegal and unsafe behavior of pedestrians, cyclists, and drivers. EZ Ride suggests that Union County consider painting the word "STOP" before stop bars at the intersection and hanging "No Turn on Red" signs on the traffic signal arms directly in front of drivers. The signs which exist on posts on the sidewalks are not as visible, especially for vehicles who 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 9<sup>th</sup> in the nation in total pedestrian fatalities for 2014-2018 with 857 pedestrian fatalities and 15<sup>th</sup> 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 23<sup>rd</sup> in the nation for pedestrian fatalities. While New Jersey was 49<sup>th</sup> 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, including Linden in 2019.

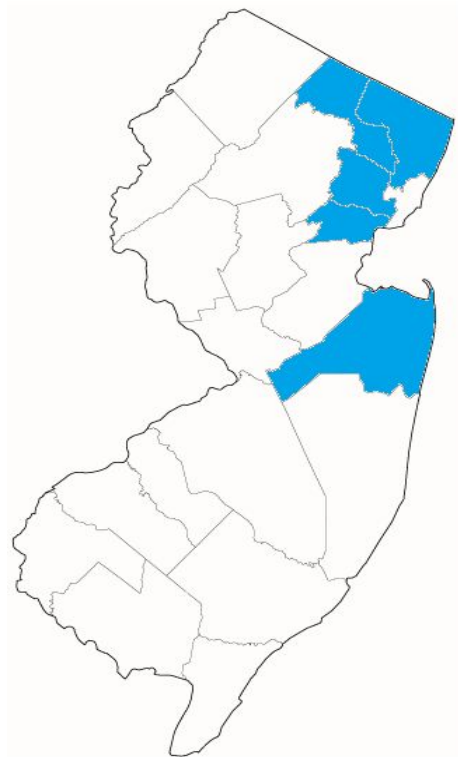
## 1.1 EZ Ride’s Street Smart Program

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 Linden, EZ Ride has initiated full Street Smart NJ campaigns in Asbury Park, 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 Linden, Union County, New Jersey

The City of Linden was named after Linden Trees which were originally brought to the area by German immigrants. The City is located in Union County and bordered by Cranford, Elizabeth, Rahway, Roselle, and Union Township. Its slogan is, “Big enough to lead, small enough to care.” Linden is approximately 11.4 square miles with a population of 41,595 and a population density of 3,892 people per square mile. Linden is home to Merck & Co, one of the world’s leading pharmaceutical companies. It is also home to the Bayway Refinery, which is the second largest petroleum producing plant on the East Coast and one of the 25 largest facilities in the nation. It supplies NYC and NJ and produces more than 230,000 barrels per day. In addition, there are many other warehouses and factories in Linden that bring truck traffic. According to city-data.com, seventy-one percent of residents travel to work by car, 12.4 percent use carpools and 10.2 percent use public transit. Residents and employees commuting to and from Linden by car, along with petroleum and pharmaceutical company truck traffic, contribute to traffic congestion and a high rate of motor vehicle crashes. The NJ Turnpike, Route 1-9, and Route 27 all run through Linden, and I-278 is the western terminus of the road which leads to all five boroughs of NYC.

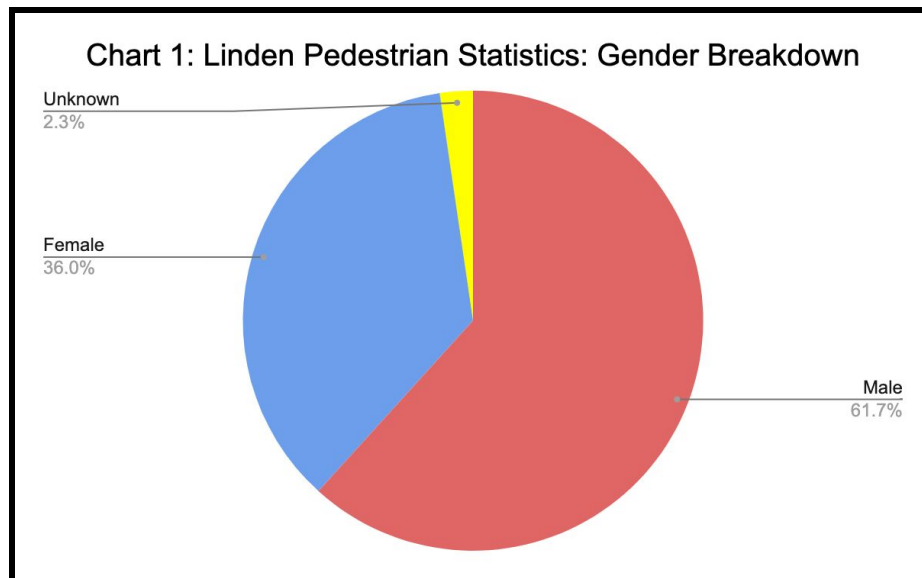


NJ TRANSIT has a train station in Linden and the Garden State Parkway passes 500 feet west of the City limits. As a consequence, many NJ commuters who use the Garden State Parkway or NJ Turnpike often cut through the City to avoid traffic.

### 1.3 Linden Crash Analysis

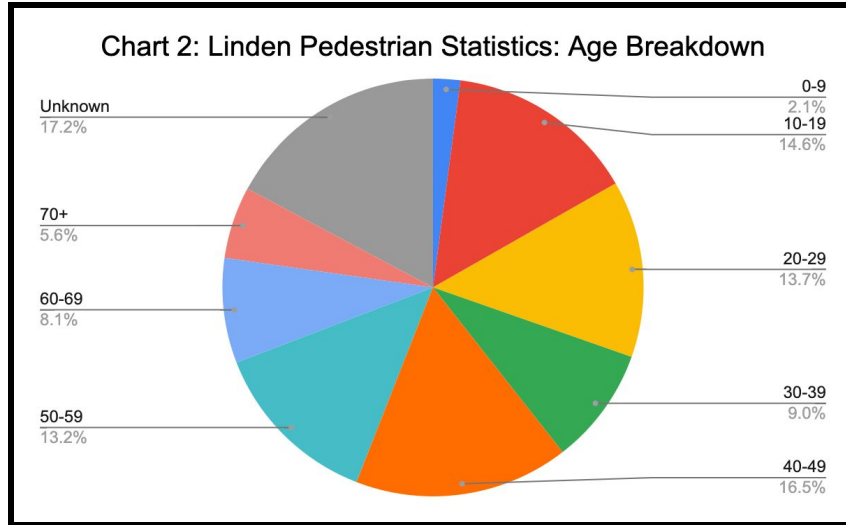
EZ Ride used NJ Safety Voyager, the NJ Department of Transportation's crash analysis program, to examine crash data for this report. In Linden, there were 431 pedestrians/cyclists involved in motor vehicle crashes from 2010-2018. These crashes resulted in 35 fatalities and 3,736 injured individuals.

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



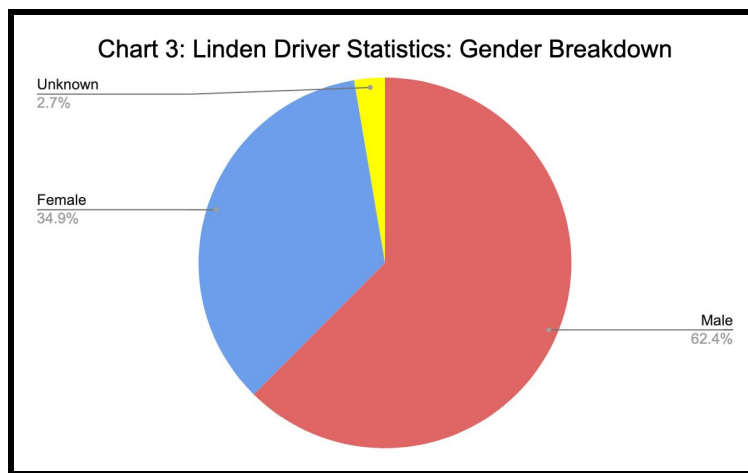
*Source: NJ Safety Voyager (2010-2018)*

According to Safety Voyager's Linden Report, 61.7 percent of crashes between the years of 2010-2018 involved male pedestrians, 36 percent involved female pedestrians, and 2.3 percent were of unknown gender. This information is useful for outreach/campaign purposes.



Source: NJ Safety Voyager (2010-2018)

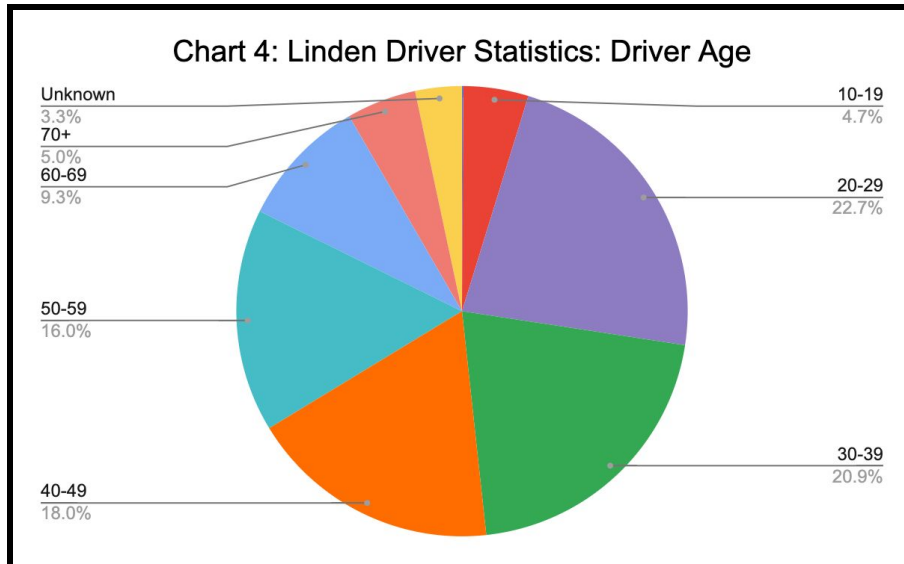
According to Safety Voyager, the most reported pedestrian crash cases involved pedestrians who were in the age bracket of 40-49 followed by those ages 10-19. However, age brackets 20-29, 50-59, and 60+ also accounted for a high proportion of cases. Although age distribution is fairly even, this information may be useful for outreach/campaign purposes. A large number of crash records (17.2 percent) did not report the age of victims. EZ Ride recommends that officers complete all fields, including age, on the crash reports to enable better crash analyses that can help target engineering and education where they are needed most.



NJ Safety Voyager (2010-2018)

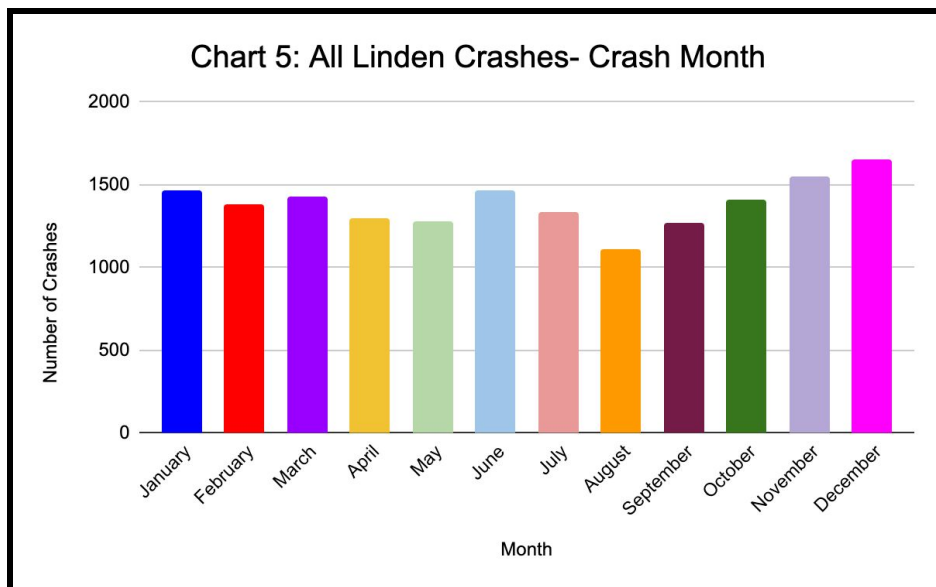
According to Safety Voyager’s Linden Report and as shown in Chart 3, 62.4 percent of crashes between the years of 2010-2018 involved male drivers, 34.9 percent involved female drivers, and 2.7 percent of crashes did not report the gender of drivers. This information is useful for outreach/campaign purposes.





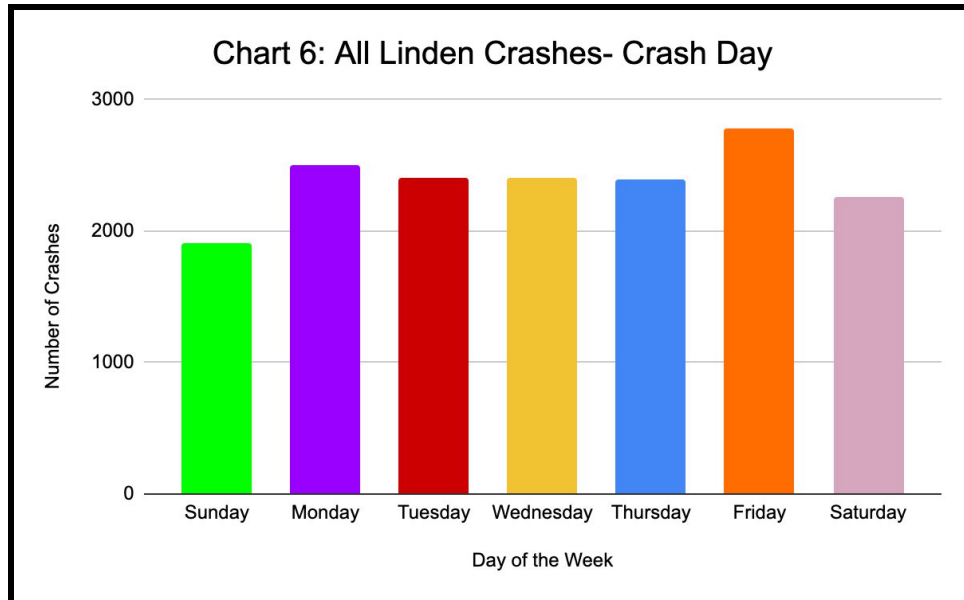
*NJ Safety Voyager (2010-2018)*

Crashes occurred most frequently for drivers between the age of 20-29. However, the 30-39 age bracket also reported a high amount of cases. This information is useful for outreach/campaign purposes.



*NJ Safety Voyager (2010-2018)*

According to Safety Voyager, November and December were the months with the most crashes. There may have been more crashes due to heavier holiday traffic, worse sun glare after trees lose their foliage, and because it gets darker earlier once daylight saving time ends.

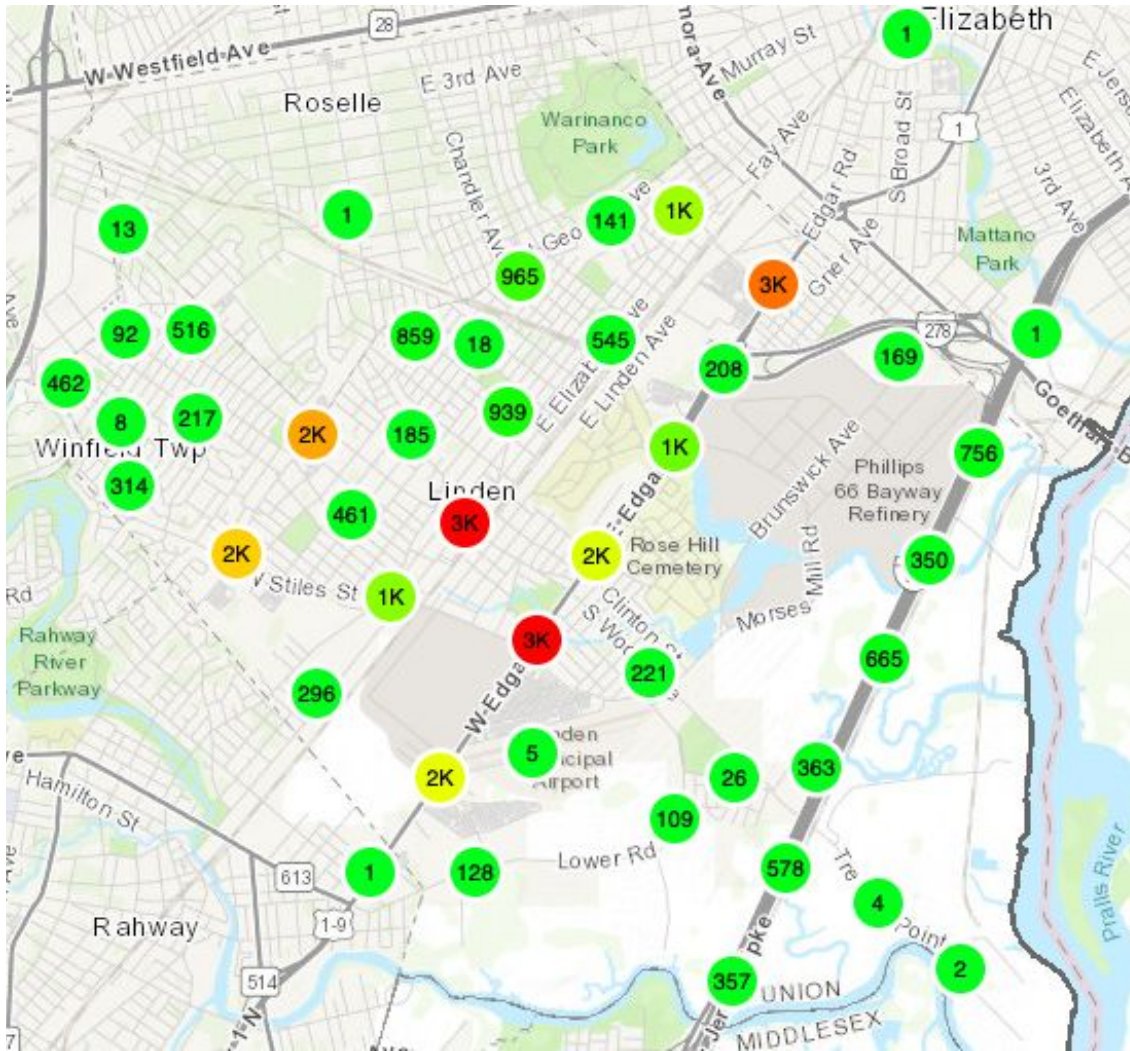


*NJ Safety Voyager (2010-2018)*

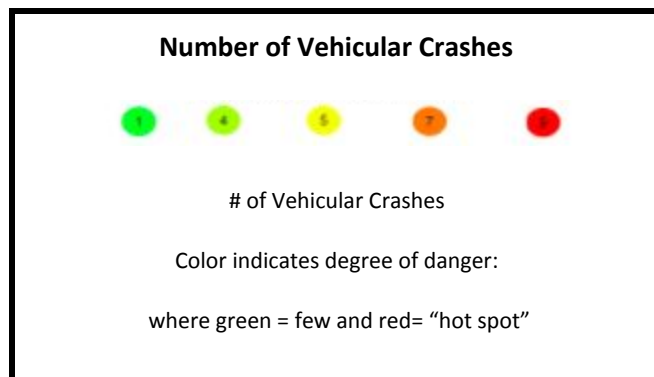
According to Safety Voyager, crashes are split fairly evenly amongst the seven days. However, it should be noted that Mondays and Fridays are days that have the greatest number of crashes.

Maps 1, 2, and 3 were generated with the NJDOT Safety Voyager crash analysis tool. Safety Voyager uses a color-coded system to display “hot spot” areas where multiple crashes occur. The actual number of crashes at each location is labeled on each colored circle. Fewer crashes are indicated by a green dot; higher numbers of crashes are indicated by a yellow, orange, or red dot.

**Map 1: Linden Vehicular Crashes**

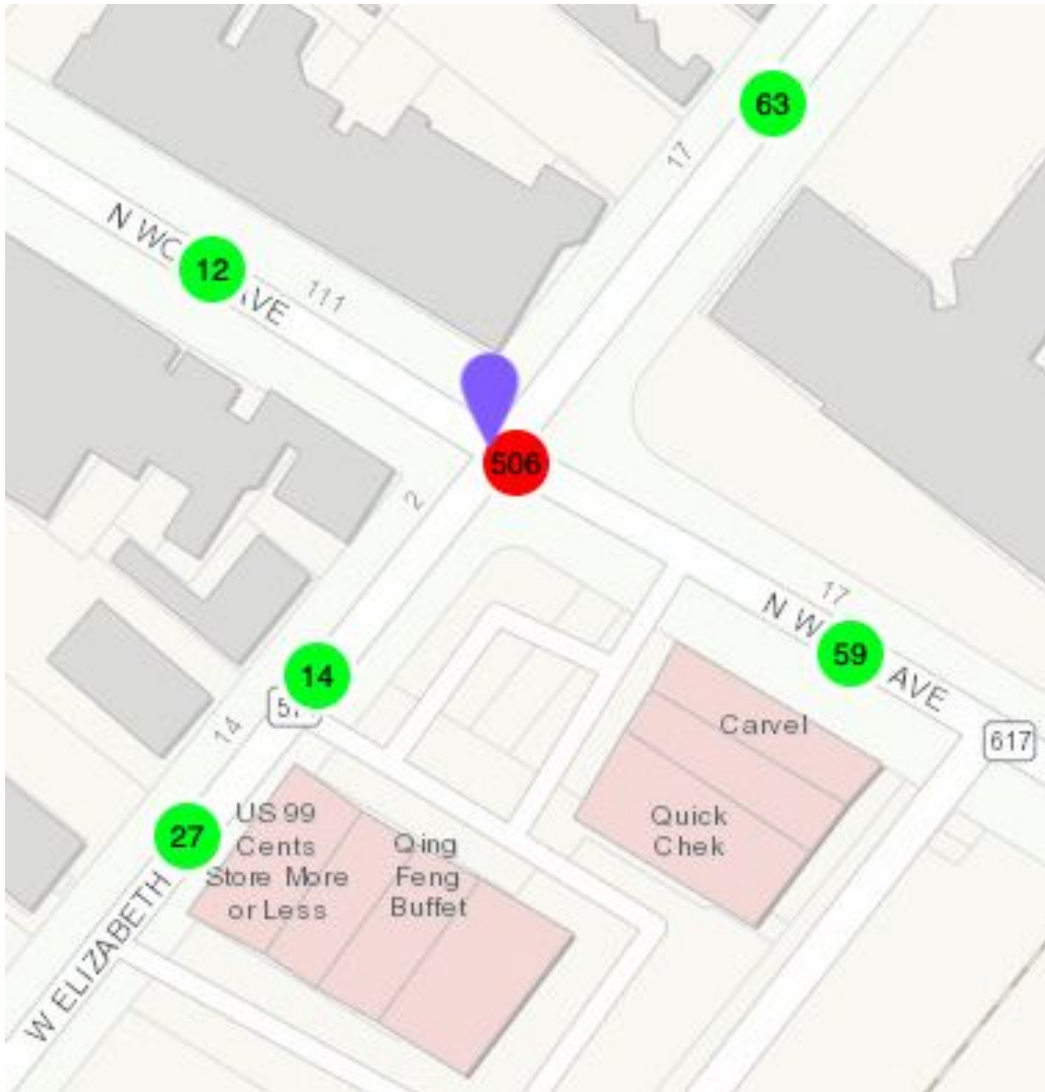


Source: NJ Safety Voyager, 2010-2018

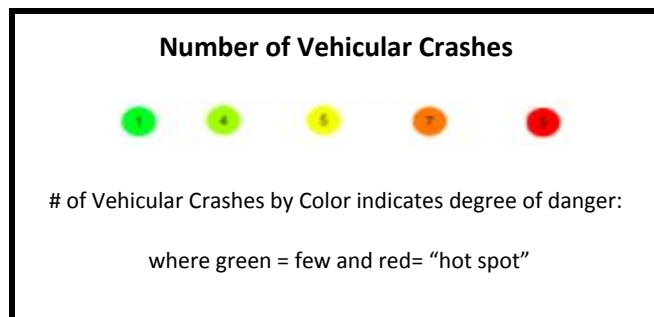


As shown in Map 1, the number of crashes involving cars ranges from 1-3,000+ depending on the area and intersections.

**Map 2: Linden Vehicular Crashes at Target Intersection**  
(West Elizabeth Avenue and North Wood Avenue)



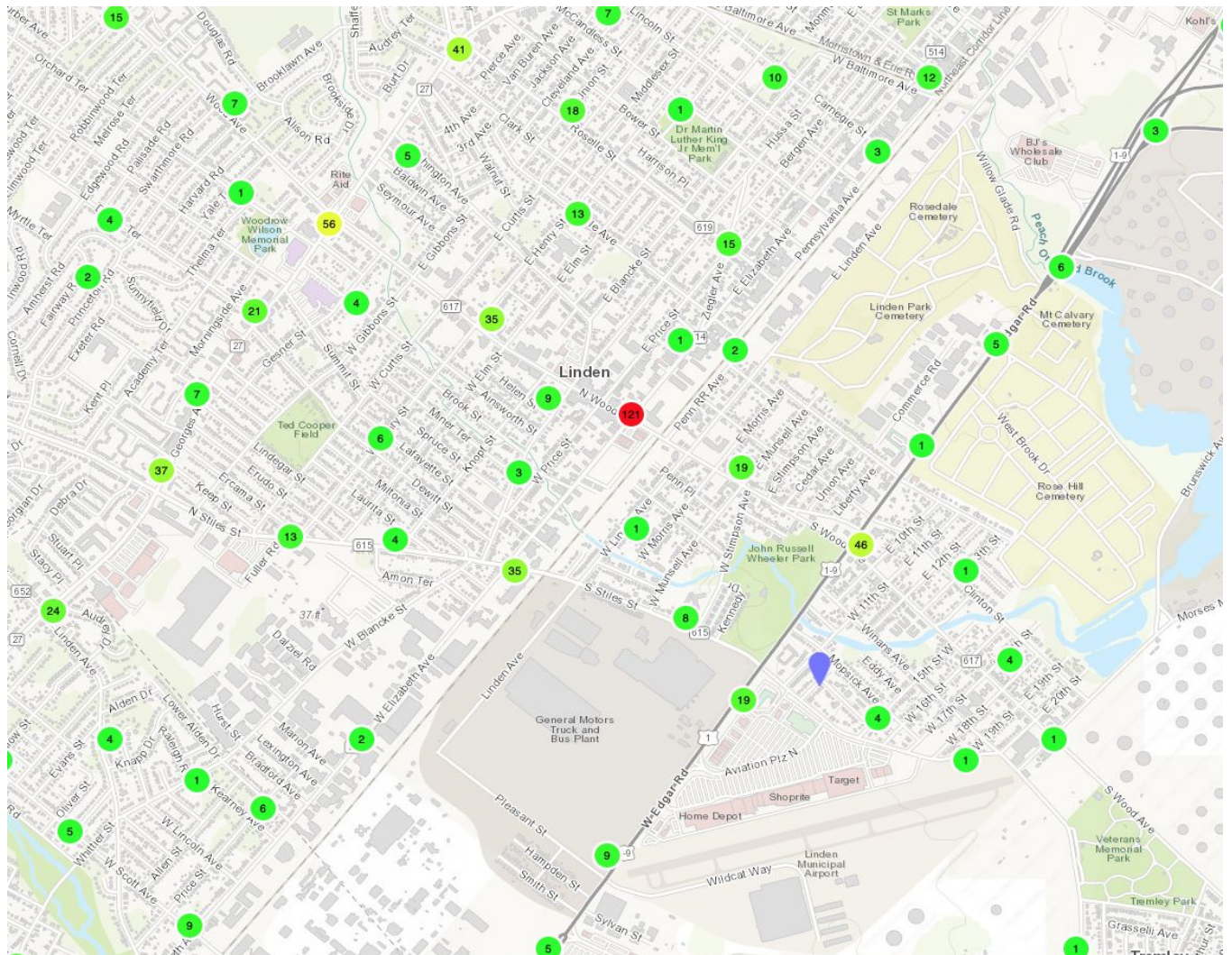
Source: NJ Safety Voyager, 2010 – 2018



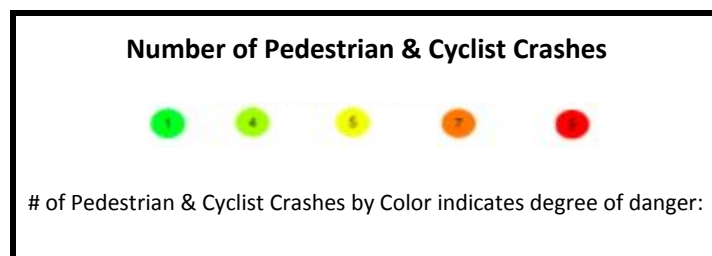
Map 2 shows 506 vehicle crashes occurred at the target intersection between 2010-18.

Maps 3-4 display **pedestrian and cyclist** crashes in Linden, NJ from 2010 to 2018. These maps were also generated with Safety Voyager.

### **Map 3: Linden Pedestrian & Cyclist Crashes**



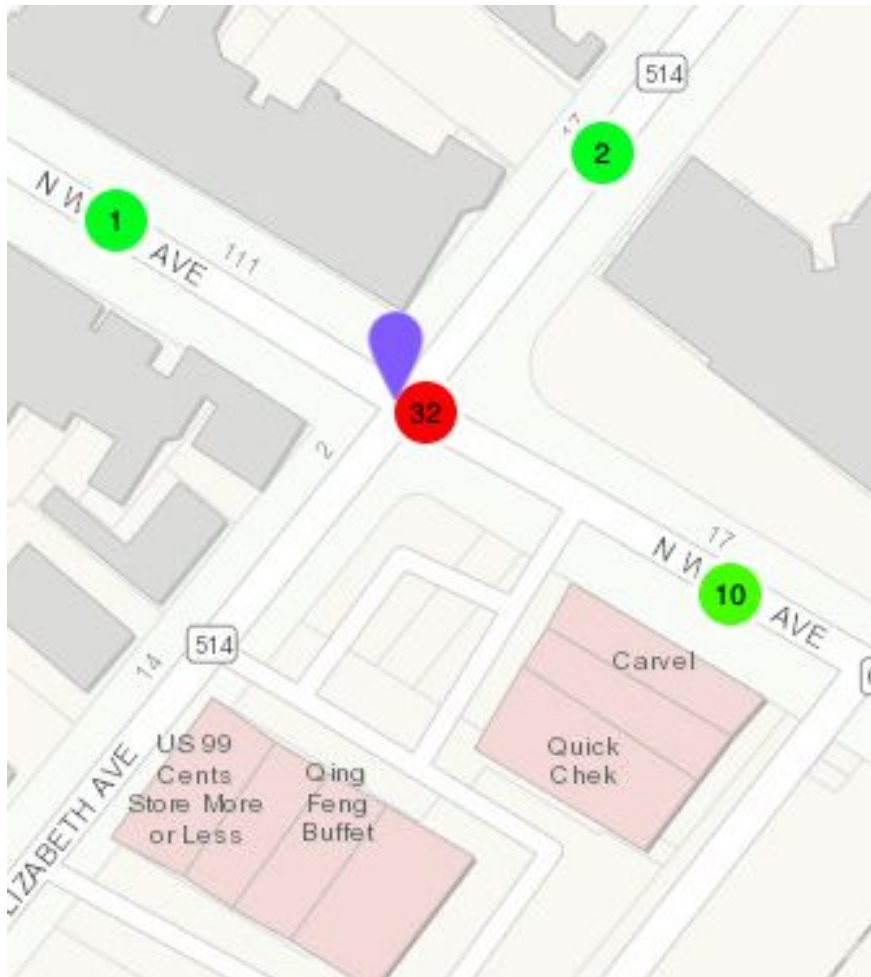
Source: Safety Voyager, 2010 – 2018



where green = few and red= "hot spot"

Map 3 clearly shows that the highest number of crashes were near the target intersection of North Wood Avenue and East Elizabeth Avenue (location of the red spot).

**Map 4: Linden Pedestrian and Cyclist Crashes at Selected Intersection**  
*(West Elizabeth Avenue and North Wood Avenue)*



Source: NJ Safety Voyager, 2010 – 2018



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

Map 4 shows that there were 32 bike or pedestrian crashes near the target intersection, which is almost three times more than the other three crash areas combined.

## 2. Campaign Overview

**Table 1: Campaign Schedule**

Pre-Campaign Observations	Tuesday, September 10, 2019
Pre-Campaign Surveys	September 9-23, 2019
Campaign Kick-Off	Monday, September 23, 2019
Education Period	September 24 to October 8, 2019
Enforcement Period	October 7 to October 19, 2019
Second Enforcement Period **	October 22 to November 5, 2019
Post Campaign Observations	Tuesday, November 26, 2019
Post Campaign Surveys	November 20-December 6, 2019
Report Development	December 2019 to April 2020
Report Submission to NJTPA	April 24, 2020
NJTPA Review	May 2020

Final Report Submission

June 2020

*\*\* A typical Street Smart Campaign includes a two-week Enforcement Period. The Linden Police Department decided to have a month of enforcement.*

## **2.1 Campaign Selected Intersection**

The Police Department chose North Wood Avenue & West Elizabeth Avenue to be the focus of the campaign due to the high volume of pedestrian traffic and the history of pedestrian-vehicle crashes. Both of these streets have posted speed limits of twenty-five miles per hour, which is very important to the heavy traffic traveling through this intersection. Pre- and post-campaign observations were conducted at this intersection, along with public education and police enforcement.

### **West Elizabeth Avenue and North Wood Avenue**

The intersection of West Elizabeth Avenue and North Wood Avenue, both county routes, is located one block away from the NJ TRANSIT train station, near a luxury apartment/condominium development, and several along Wood Avenue. Some of these businesses include a Credit Union, Quick Check Cashing, Carvel Ice Cream, a busy laundromat, Linden Bagel Shop, a ninety-nine cents store and Beno's, a busy liquor store on the corner. In addition, there are also two strip malls located at this intersection, including a nail salon, dance studio, a chinese take out restaurant, a dental office, and dialysis center. All of these businesses have frequent foot traffic and bring a high number of vehicles, pedestrians and cyclists to this intersection.

This intersection is a crossing point for many students and parents walking to and from schools in the area. There is a crossing guard stationed at this intersection, working on weekday mornings from 7:45 a.m. until 9:15 a.m., and on weekday afternoons from 2:30 p.m. until 3:15 p.m. There are NJ TRANSIT bus stops along both North Wood and West Elizabeth avenues. There are many restaurants along North Wood Avenue, bringing more traffic from cars and pedestrians. Both West Elizabeth Avenue and North Wood Avenue have traffic moving in both directions, with parking available along North Wood Avenue. Both streets have sidewalks, pedestrian lighting, and there are pedestrian signal heads, but there are no bicycle lanes on either side of either street. Cars are permitted to make right and left turns but there are no dedicated turn lanes or turn signals. Many cars did not stop behind the stop bars and were observed stopping in the crosswalks. Cars are not permitted to turn right on red, but the signs are not visible to all vehicles stopped at the intersection.

### **Figure 1. Intersection of W. Elizabeth and N. Wood Avenue - Crossing guard on duty**





**Figure 2. Intersection of W. Elizabeth Ave and N. Wood Ave, Linden, NJ**



## 2.2 Pre-Campaign Survey

The pre-campaign survey was distributed and identified as part of a study being conducted by Linden and EZ Ride in partnership with the North Jersey Transportation Planning Authority (NJTPA). The survey included questions about driving and walking conditions, driving and pedestrian behavior, and knowledge of traffic laws in Linden. 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 was sent out via email to City and County employees and other members of the community.

One hundred forty-five participants completed the pre-campaign survey. Results can be found in section 3.2 of the report.

## 2.3 Pre-Campaign Intersection Observation

EZ Ride conducted pre-campaign intersection observations of pedestrian, driver, and cyclist behavior on Tuesday, September 10, 2019 from 7:30 a.m. to 9 a.m. at the target intersection of West Elizabeth Avenue and North Wood Avenue. The team counted the total number of vehicles, cyclists, and crossing pedestrians and observed and counted the number who displayed unsafe behaviors including:

- Vehicles that failed to stop for pedestrians in crosswalk
- Vehicles that failed to stop for pedestrians at red lights before turns
- Distracted drivers who held phones or food in their hands as they drove
- Pedestrians who did not 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 and riding facing traffic, rather than with traffic

Results can be found in section 3.2 of the report.

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



**Figure 3b: Cyclist- No Helmet & Holding Phone and Against Traffic on Left Side**



**Figure 4a: Car Not Stopping for Ped. in Crosswalk** **Figure 4b: Ped Crosses on Don't Walk Signal And Distracted Eating Food**



**Figure 5a: Cars past Stop Bar (Front) & Crosswalk (left) Figure 5b: Peds Crossing on Red Signal**



### 2.4 Campaign Kick Off

The City of Linden held a news conference to kickoff the Street Smart Campaign on September 23, 2019. Various media outlets wrote articles about the campaign, which are included in the Appendix. There were several speakers at the kick-off who addressed the community about the goals of the campaign. Those speakers included:

- Mayor David Armstead
- Freeholder Angel Estrada, Union County, NJTPA Chair
- Chief David Hart - Linden Police Department
- Lt. Christopher Guenther - Traffic Bureau Commander, Linden
- Denise Cleary - Acting Superintendent of Linden School District
- Edward O' Connor - NJ Division of Highway Traffic Safety Central Region Supervisor
- Lisa Lee - Deputy Director, Bike & Pedestrian Programs, EZ Ride

The goal of the kickoff event was to announce the start of the campaign and to let the community know that the Police Department and City officials take pedestrian and driver safety

laws seriously. The campaign aimed to educate residents, enforce the law, and to change the behaviors that contribute to crashes. By addressing these behaviors, the City aimed to decrease the number of pedestrians hit by cars and bring awareness to a serious issue in the community.

**Figure 6: Street Smart Linden Kickoff**



*Mayor Derek Armstead speaking about Street Smart NJ*

**Figure 7: Street Smart Linden Kickoff**



*Lt. Christopher Guenther Speaking about Street Smart*

**Figure 8: Street Smart Linden Kickoff**



During the campaign kickoff, the NJTPA displayed and distributed information, including handing out 20 safety tip cards for drivers and pedestrians.

**2.5 Education & Enforcement Campaign**

**Education Campaign**

The education and public outreach campaign began on Monday, September 23, 2019 immediately following the kickoff event outside City Hall. EZ Ride staff and Linden Police Officers distributed safety tip cards and “Heads up, Phones down” postcards to pedestrians, cyclists, and drivers at the focus intersection. Local businesses also displayed posters, coasters, and coffee cup sleeves. The goal was to raise awareness of safe driver and pedestrian behaviors. The campaign key messages were as follows:

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

Driver Messages:	Pedestrian Messages:
Drive Smart: “We Slow Down for Safety”	Walk Smart: “We Look Before Crossing” and “We Wait for the Walk”
Drive Smart. “We Stop for People ”	Walk Smart: “We Use Crosswalks”

	<b>and “We Cross at Corners”</b>
<b>Drive Smart: “Heads Up, Phones Down”</b>	<b>Walk Smart: “Heads Up, Phones Down”</b>

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

**Table 3: Community Outreach by Linden Police Department**

DATES	EVENTS
September 24, 2019	“Operation Clear Track:” an Amtrak campaign to promote safety for drivers and pedestrians near railroad crossings
October 3, 2019	Assisted with National Walk to School Day event at Linden School # 10
October 3, 2019	City Health Fair: Educational discussion and tip cards distributed to city employees
October 4, 2019	Fire Prevention Night: Tip cards distributed to attendees as they entered the area
October 5, 2019	Polish Festival: Tip cards distributed to attendees as they entered the area
October 8, 2019	Infineum Safety Fair: Tip cards distributed to attendees at a local business fair focused on various safety related activities
October 10, 2019	Put the Brakes on Fatalities Day: Officers from Linden, Elizabeth, Roselle, Rahway, and Union County Police Departments participated in a joint enforcement campaign along the Route 27 corridor. The enforcement was focused on

	speeding and light running violations, which are significant contributing factors in pedestrian crashes
October 19, 2019	Latin Festival - Tip cards distributed to attendees as they entered the area
November 4, 2019 - March 6, 2020	Pedestrian Crossing Detail – Personnel were assigned to educate and assist pedestrians crossing the Wood/Elizabeth Ave intersection 5:30 – 7:30 p.m. Mon – Fri (peak hours). The campaign was often combined with enforcement efforts to target violators who failed to stop.
December 17, 2019	Traffic Safety for Seniors (Part 1) presentation with AAA Northeast
December 18, 2019	Traffic Safety for Seniors (Part 2) presentation with AAA Northeast
January 17, 2020	Traffic and Pedestrian Safety presentation to Linden High School Driver’s Ed Class
January 23, 2020	Pedestrian Safety presentation to Linden Citizen Association
February 11, 2020	Pedestrian Safety presentation for Linden Retired Men & Women’s Club
February 27, 2020	Traffic Safety discussion at 3rd Ward Community meeting

In addition, The Linden Police Department worked with several businesses in the target area to distribute Street Smart educational materials. They gave 1,000 coasters to businesses such as the Linwood Inn, and also distributed 4,000 coffee cup sleeves to Dunkin Donuts, Quick Check,

and the Linden Bagel Shop and Deli. All of these businesses are located on North Wood Avenue, near the target intersection. In addition, one dozen local stores in the downtown Wood Avenue area supported the Street Smart campaign by posting 8x10 posters in their storefront windows.

The Linden Police Department also partnered with 7-Eleven, in the summer of 2019 to participate in “Operation Chill,” a program that works to build positive relationships between police and youth. The Police Department rewarded children observed wearing helmets while riding their bikes with coupons for a free Slurpee from 7-Eleven. In addition, EZ Ride gave the Police Department free bicycle helmets, which officers distributed to children who did not own one.

**Figure 9: Resident with a Street Smart Coffee Cup Sleeve**





**Figure 10a and 10b: Street Smart Road Signs on Wood Avenue**



**Figure 11a and 11b: Street Smart Posters in Local Business Windows**



EZ Ride's Safe Routes to School team worked in the schools of Linden during and after the Street Smart campaign. The team conducted four Pedestrian Safety Presentations (PSPs) and

two Bike Safety Presentations (BSPs) as noted in Table 4. The team distributed tip cards to 855 students and their families.

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

School	Date	# of Students	Type
Linden School #4	Oct. 23, 2019	393	2 PSPs
Linden School #5	Oct. 17, 2019	255	2 BSPs
Linden School #8	Dec. 4, 2019	207	2 PSPs

EZ Ride also conducted outreach at the focus intersection of West Elizabeth and North Wood Avenue on September 23, 2019, from 11 a.m. until 12:30 p.m. The EZ Ride Bike and Pedestrian team distributed 98 Street Smart safety tip cards to passersby.

The Linden Police Department distributed approximately 6,050 educational materials, including posters, street signs, flyers and tip cards to residents and various local businesses. Table 5 documents the quantities of materials distributed.

**Table 5: Street Smart Education Materials Distributed**

Tip Cards Given Out by Police	1,000+
Tip Cards Given out by NJTPA at Kickoff	20
Tip Cards Given Out by EZ Ride	953
Street Signs hung at intersections	50
Coasters	1,000
Coffee Cup Sleeves	4,000+

Posters at Businesses	12
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**Figure 12: Street Smart Sign at Intersection of Elizabeth Ave & Wood Ave.**



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

**Enforcement Campaign**

Police departments in previous Street Smart campaigns have typically conducted enforcement for two weeks. However, the Linden Police Department increased its enforcement efforts first from October 7 to October 19, 2019 and again from October 22 to November 5, 2019. During this month of enforcement, officers issued 496 violations. Table 9 contains a breakdown of the violations issued.

**Street Smart Enforcement Campaign- Violations**

**Table 6: Enforcement results: October 7 to October 19**

VIOLATIONS TYPE	NUMBER	VIOLATIONS TYPE	NUMBER
Improper Crossing	86	Suspended license	3
Careless Driving	10	No Seatbelt	0

Reckless Driving	1	Cell Phone Use	5
Failure to Stop for Pedestrian in Crosswalk	26	Other Violations	57

Source: Linden Police Department

**Table 7: Enforcement results: October 22 to November 5**

VIOLATIONS TYPE	NUMBER	VIOLATIONS TYPE	NUMBER
Improper Crossing	113	Suspended license	6
Careless Driving	19	No Seatbelt	1
Reckless Driving	2	Cell Phone Use	8
Failure to Stop for Pedestrian in Crosswalk	70	Other Violations	89

Source: Linden Police Department

**Table 8: Total Enforcement Results**

VIOLATIONS TYPE	NUMBER	VIOLATIONS TYPE	NUMBER
Improper Crossing	199	Suspended license	9
Careless Driving	29	No Seatbelt	1
Reckless Driving	3	Cell Phone Use	13
Failure to Stop for Pedestrian in Crosswalk	96	Other Violations	146

Source: Linden 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 November 26, 2019 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.

**Figure 13: Distracted Pedestrian crossing North Wood Avenue using crosswalk**



### 2.7 Post-Campaign Survey

The post-campaign survey was identical to the pre-campaign survey and was distributed in the same manner. It included questions about signals, safety messages, knowledge of traffic laws, and demographic questions. One hundred sixty-nine people completed the post-campaign survey. The results from the pre- and post-campaign surveys were compared to evaluate the effectiveness of the Street Smart NJ campaign in Linden. 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 at the target intersection of West Elizabeth and North Wood Avenue on the morning of Tuesday September 10, 2019, where the team observed the intersection from 7:30 a.m. until 9 a.m. The team returned to the intersection to conduct post-campaign observations on November 26, 2019 from 2:30 p.m. until 3:30 p.m. The team observed, driver, pedestrian and cyclist behavior and tallied how often each behavior occurred.

**Figures 14: Campaign Observations**



*Vehicle has stopped beyond the stop bar.*

**Figures 15a and 15b: Poor Behavior Exhibited by Cars and Pedestrians**



*Cars Stopped in Crosswalk*



*Pedestrians Holding Phones, Not in Crosswalk*

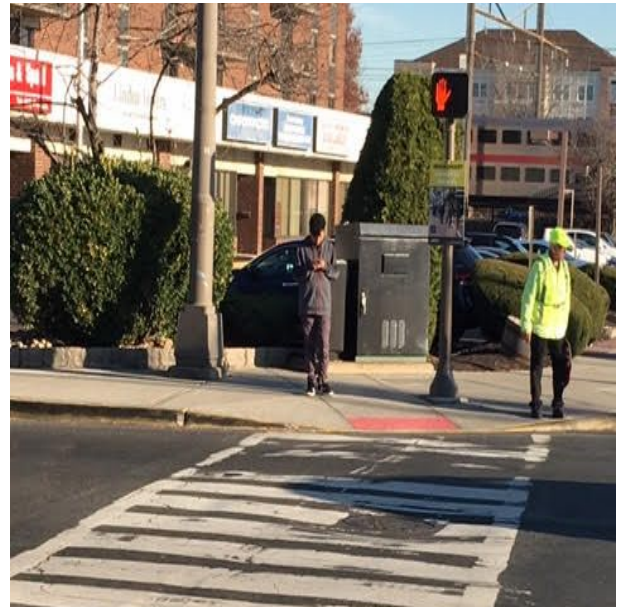
**Figure 16: Cyclist Riding on Left Side of Street, Facing Traffic**



**Figures 17a and 17b: More Observations**



*Crosswalk is Not Fully Painted*



*Pedestrian using a phone, waiting to cross the street*

**Figures 18a and 18b: More Observations**



*Turning vehicle failed to stop for pedestrians in the crosswalk*



*Students crossing the street distracted by their phones.*

**Figures 19a and 19b: More Observations**



*Pedestrians Crossing Holding Phones*



*Cyclist Riding Without a Helmet*



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

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

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: 235</u>	<u>Pre-Count: 29</u>	<u>Pre-Count: 0.110</u>	38.28	Statistically Insignificant
	<u>Post Count: 172</u>	<u>Post Count: 167</u>	<u>Post Count: 0.493</u>		
Pedestrians Crossing Against the Red Signal	<u>Pre-Count: 248</u>	<u>Pre-Count: 16</u>	<u>Pre-Count: 0.061</u>	-2.82	Statistically Significant
	<u>Post Count: 328</u>	<u>Post Count: 11</u>	<u>Post Count: 0.032</u>		
Distracted Pedestrian (Holding Phone/Food) While Crossing	<u>Pre-Count: 185</u>	<u>Pre-Count: 79</u>	<u>Pre-Count: 0.299</u>	-16.94	Statistically Significant
	<u>Post-Count: 295</u>	<u>Post-Count: 44</u>	<u>Post-Count: 0.130</u>		
Distracted Driver (holding phone, eating) While Driving	<u>Pre-Count: 2,947</u>	<u>Pre-Count: 65</u>	<u>Pre-Count: 0.022</u>	-1.69	Statistically Significant
	<u>Post-Count: 2,329</u>	<u>Post-Count: 11</u>	<u>Post-Count: 0.005</u>		

Drivers Failed to Stop for Pedestrians in Crosswalk	<u>Pre-Count: 2,961</u>	<u>Pre-Count: 51</u>	<u>Pre-Count: 0.017</u>	-0.84	Statistically Significant
	<u>Post-Count: 2,320</u>	<u>Post-Count: 20</u>	<u>Post-Count: 0.009</u>		
Drivers Failed to Stop for Peds in Crosswalk Turning Right on Red Signal	<u>Pre-Count: 3,012</u>	<u>Pre-Count: 0</u>	<u>Pre-Count: 0.000</u>	0.04	Statistically Insignificant
	<u>Post-Count: 2,339</u>	<u>Post-Count: 1</u>	<u>Post-Count: 0.000</u>		
Cyclists Not Wearing Helmet	<u>Pre-Count: 12</u>	<u>Pre-Count: 11</u>	<u>Pre-Count: 0.478</u>	47.63	Statistically Insignificant
	<u>Post-Count: 1</u>	<u>Post-Count: 21</u>	<u>Post-Count: 0.955</u>		
Distracted Cyclists (Holding Phone)	<u>Pre-Count: 9</u>	<u>Pre-Count: 3</u>	<u>Pre-Count: 0.250</u>	-20.45	Statistically Significant
	<u>Post-Count: 21</u>	<u>Post-Count: 1</u>	<u>Post-Count: 0.045</u>		
Cyclists Riding Facing Traffic/Riding on Red Light	<u>Pre-Count: 7</u>	<u>Pre-Count: 5</u>	<u>Pre-Count: 0.417</u>	-18.94	Statistically Insignificant
	<u>Post-Count: 17</u>	<u>Post-Count: 5</u>	<u>Post-Count: 0.227</u>		
Cyclists Not Using Crosswalk	<u>Pre-Count: 5</u>	<u>Pre-Count: 17</u>	<u>Pre-Count: 0.773</u>	18.18	Statistically Insignificant
	<u>Post-Count: 1</u>	<u>Post-Count: 21</u>	<u>Post-Count: 0.955</u>		

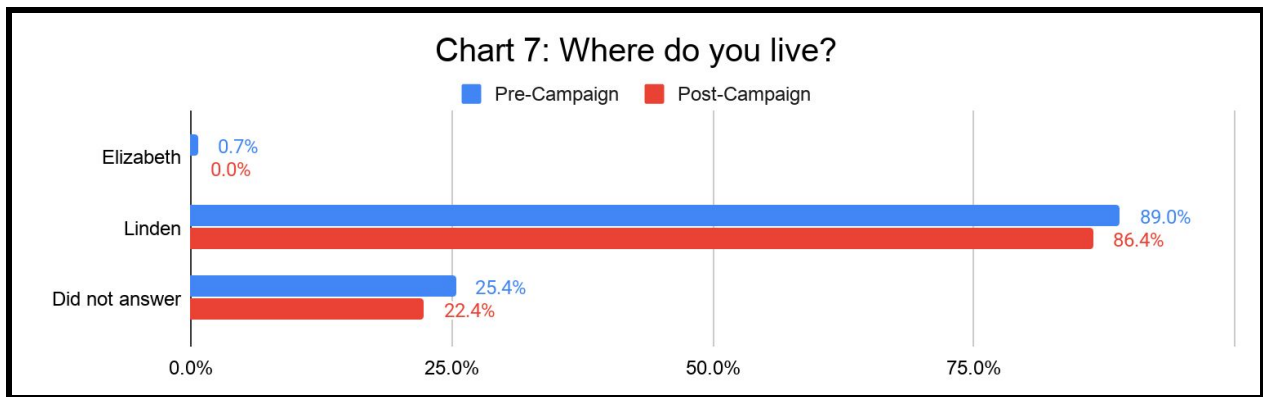
The results of the observation suggest that increased police enforcement, or traffic controllers at the intersection, may have helped to deter and decrease some of the non-compliant behavior. Based on our observations post-campaign, there was a reduction in the following non-compliant behaviors:

- Drivers who failed to stop for pedestrians in the crosswalk
- Distracted drivers holding phones in hand while driving
- Pedestrians crossing against a red signal

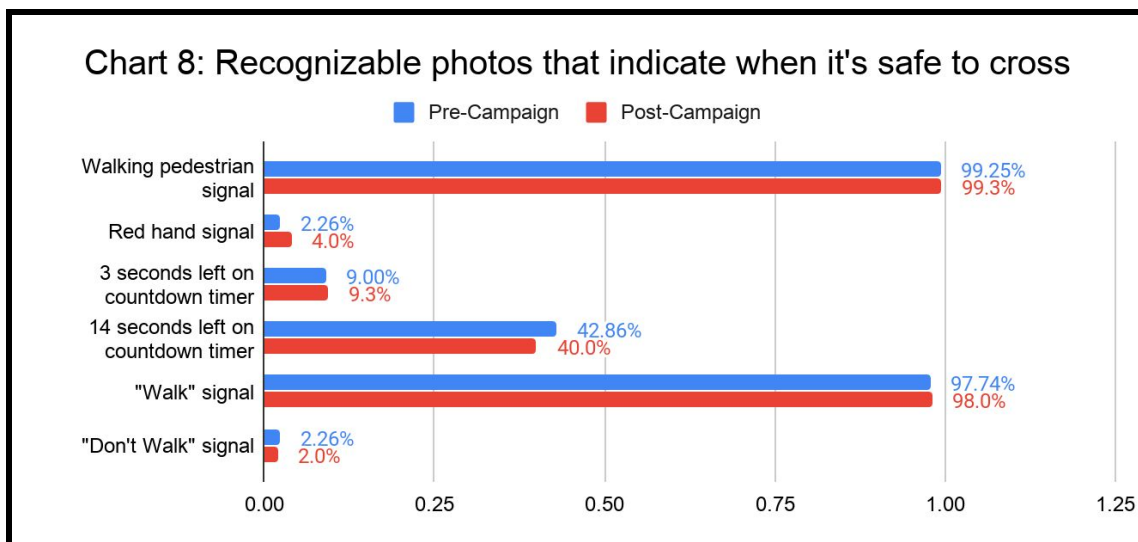
- Distracted pedestrians holding phones in hand while crossing
- Distracted cyclists holding a phone while riding

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

In addition to the observational evaluation, people who lived, worked, or regularly frequented Linden 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’s 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 145 survey participants, while post-campaign, there were 169 participants.



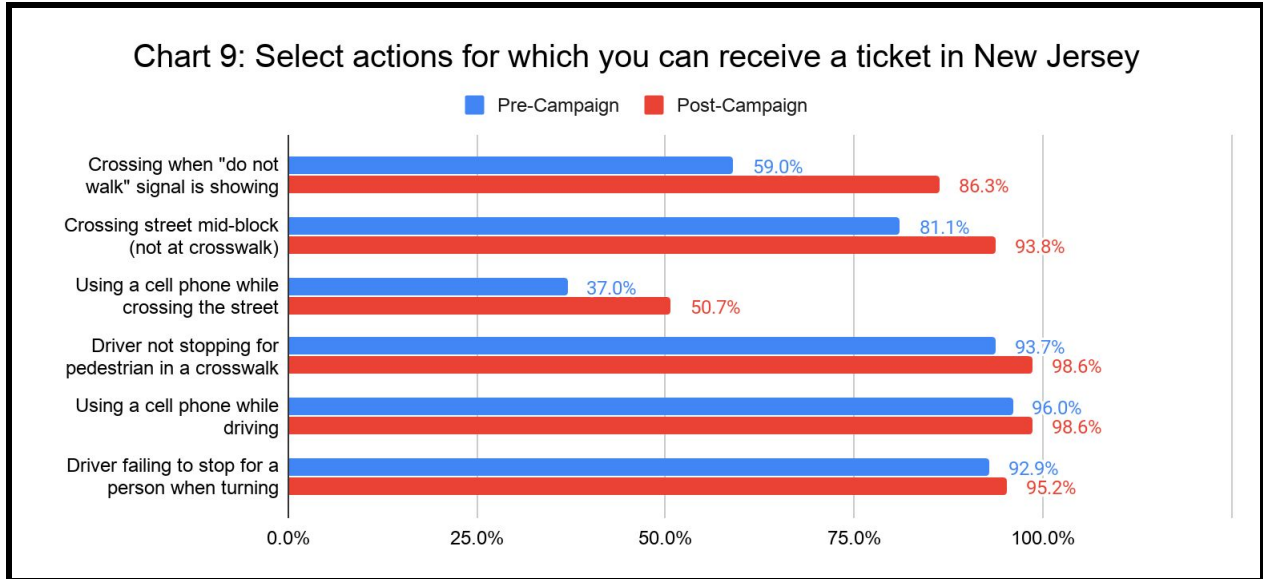
Survey question 3 responses, presented in Chart 7, demonstrates that most participants were from Linden, NJ. Surveys showed that 89 percent of pre-survey participants lived in Linden, and 86.4 percent of post-campaign participants were Linden residents.



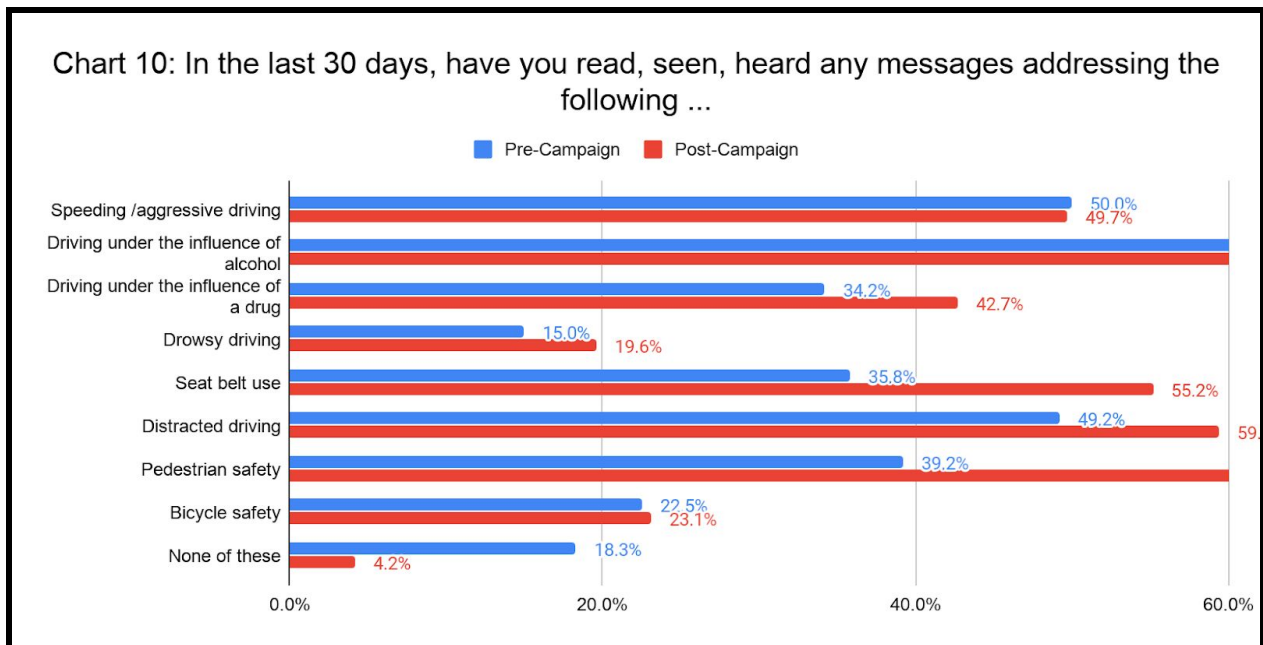
Question 5 had participants select photos that indicated when it was safe to cross. Pre-campaign and post-campaign data were very similar, suggesting that the Street Smart campaign did not impact this specific data. Fortunately, in terms of following signals, data suggests that the majority of participants understand the meaning of the signals and when it is safe, or not safe, to cross. Figure 20 shows the specific images of signals that were used in the survey. The most concerning response was that nine percent of respondents thought it was safe to cross with only 3 seconds on the countdown timer. This indicates some education is needed to help pedestrians recognize that crossing with only 3 seconds on the timer may put them at risk of not making it across the intersection before vehicles will get a green light.

**Figure 20: Pedestrian Signals**

<p>Walking Pedestrian Signal</p>  A square pedestrian signal with a white walking figure on a black background, mounted on a yellow pole.	<p>Red Hand Signal</p>  A square pedestrian signal with a red hand symbol on a black background, mounted on a yellow pole.	<p>3 Seconds on Countdown Timer</p>  A square pedestrian signal with a red hand symbol and the number '3' on a black background, mounted on a yellow pole.
<p>14 Seconds on Countdown Timer</p>  A square pedestrian signal with a red hand symbol and the number '14' on a black background, mounted on a yellow pole.	<p>"Walk" Signal</p>  A square pedestrian signal with the word 'WALK' in green letters on a black background, mounted on a yellow pole.	<p>"Don't Walk" Signal</p>  A square pedestrian signal with the words 'DONT WALK' in red letters on a black background, mounted on a yellow pole.



Question 6 asked participants to select actions for which you can receive a ticket in New Jersey. As seen in Chart 9, there is a major difference between answers pre-campaign and post-campaign. The responses show that Linden’s Street Smart campaign successfully informed survey takers about enforceable violations.



Question 7 asked participants 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 Chart 10, there are some major differences between the pre-campaign and post-campaign answers. The data shows that Linden’s survey participants remembered and were most aware of safety messages

about the importance of pedestrian safety, distracted driving, and seat belt use - these three categories showed the largest percent change post-campaign.

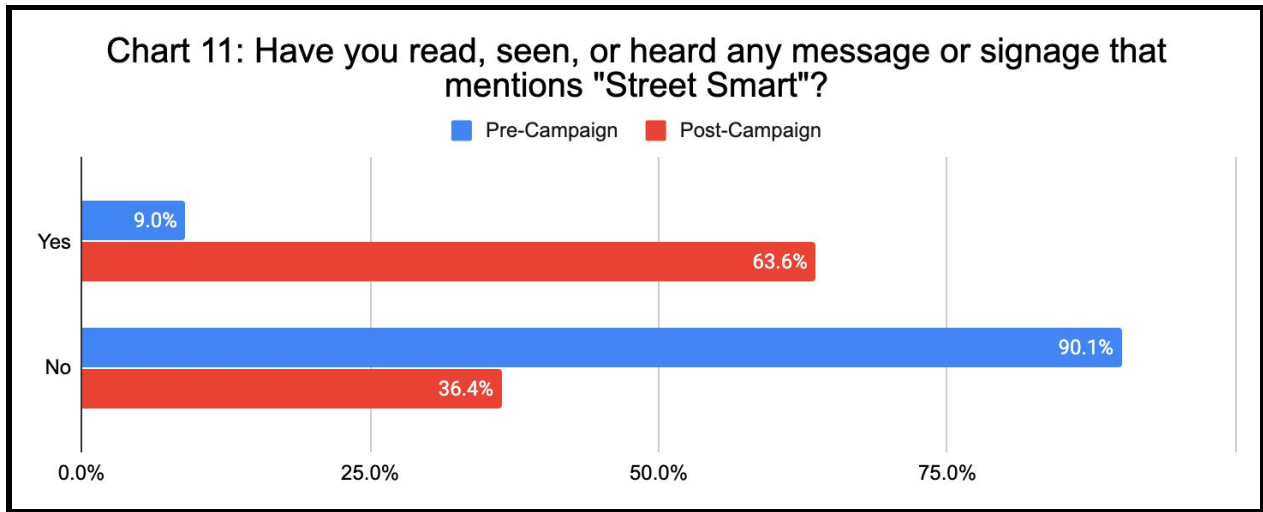
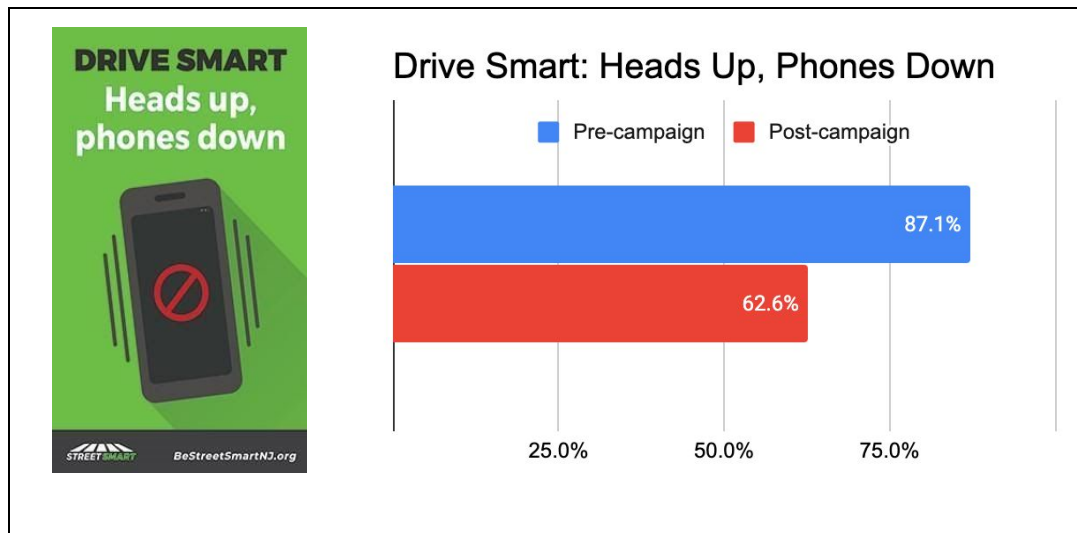


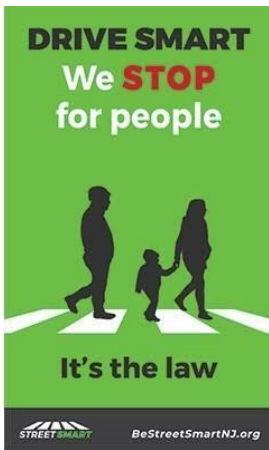
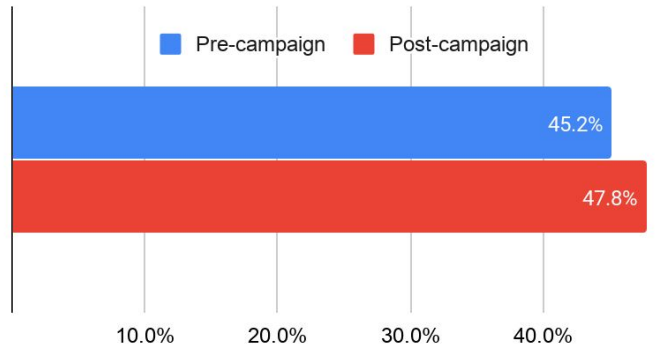
Chart 11 shows the results when participants were asked if they had read, seen, or heard any messages that mention Street Smart. As seen in the chart, there is a major difference between answers pre-campaign and post-campaign. Only 9 percent of participants indicated they had seen the messages pre-campaign, but 64 percent of people indicated they had seen the posters post campaign.

**Chart 12: In the last 30 days, have you read, seen or heard any messages similar to the following:**  
*(Bar chart indicates percent of people who read, saw, or heard the sign)*

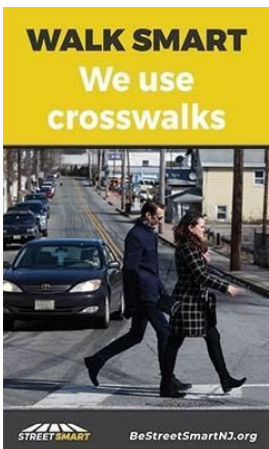
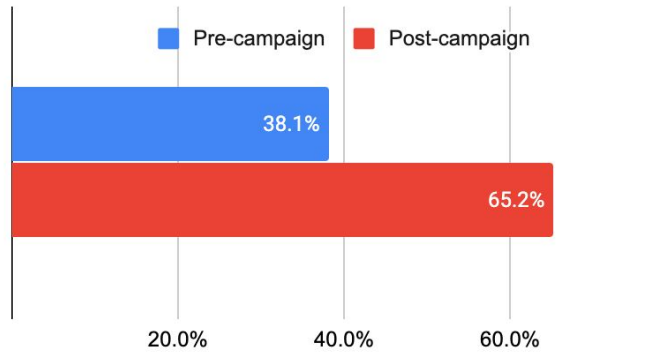




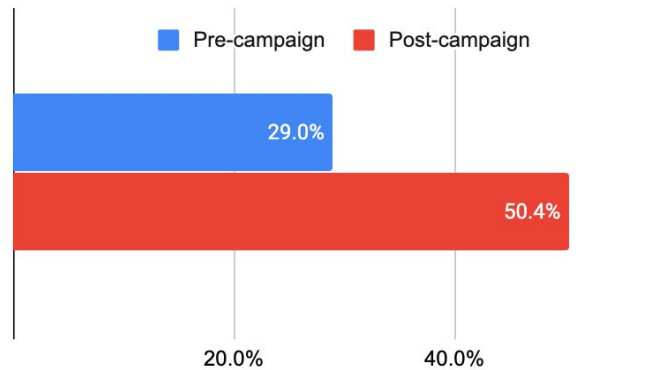
Walk Smart: We Look Before Crossing



Drive Smart: We STOP for People



Walk Smart: We Use Crosswalks



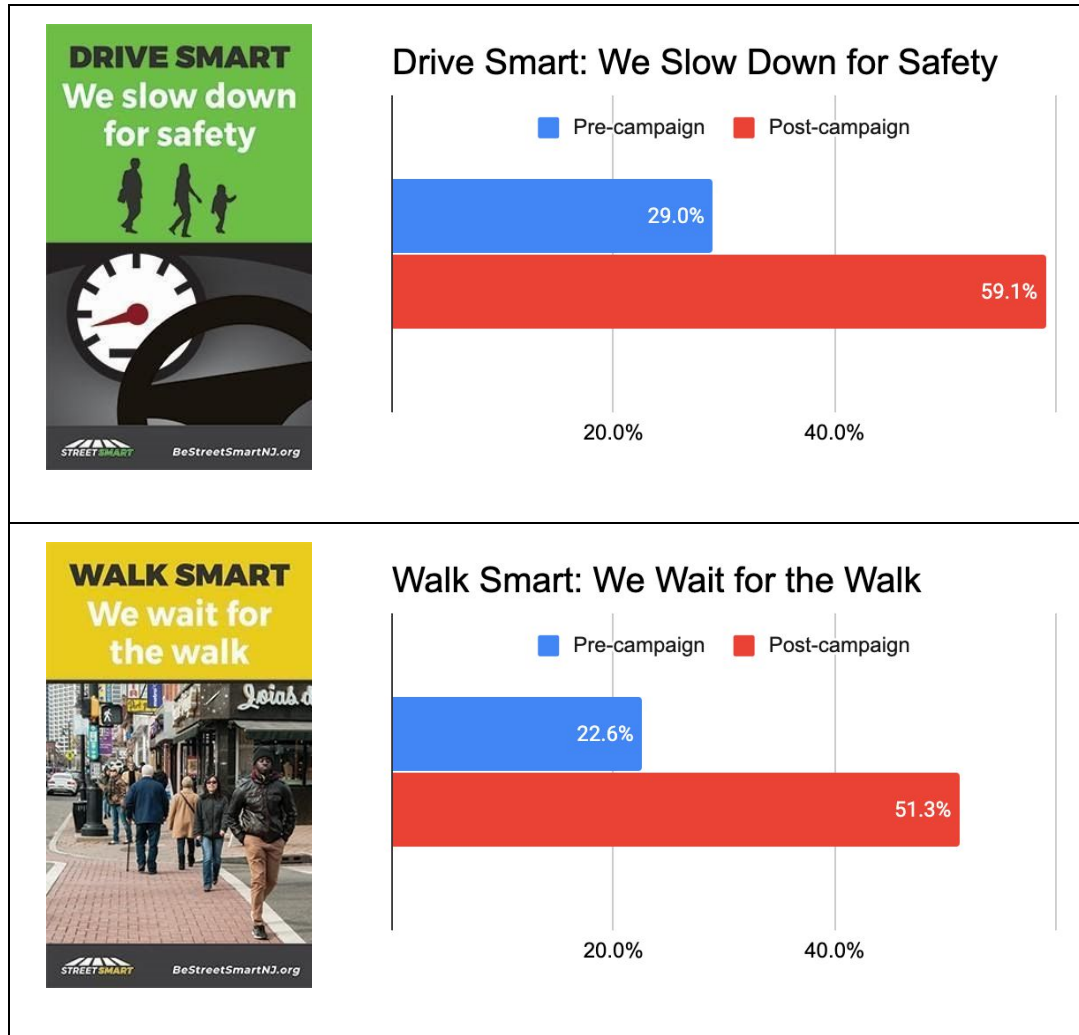


Chart 12 takes a closer look at specific messages used during the Street Smart campaign. Data shows that Linden’s Street Smart campaign was a successful one, showing that higher percentages of respondents were familiar with the messages after the campaign. However, unlike the other messages, “Drive Smart: Heads Up, Phone Down” saw a decrease in the amount of people who had seen or heard the message. This could indicate people were familiar with the message already or that they did not notice or hear this message as often as they did the others. In future Street Smart campaigns, it's suggested to post more of the Heads Up, Phones Down signs and to stress the importance of being alert and not using phones while walking, driving or bicycling.



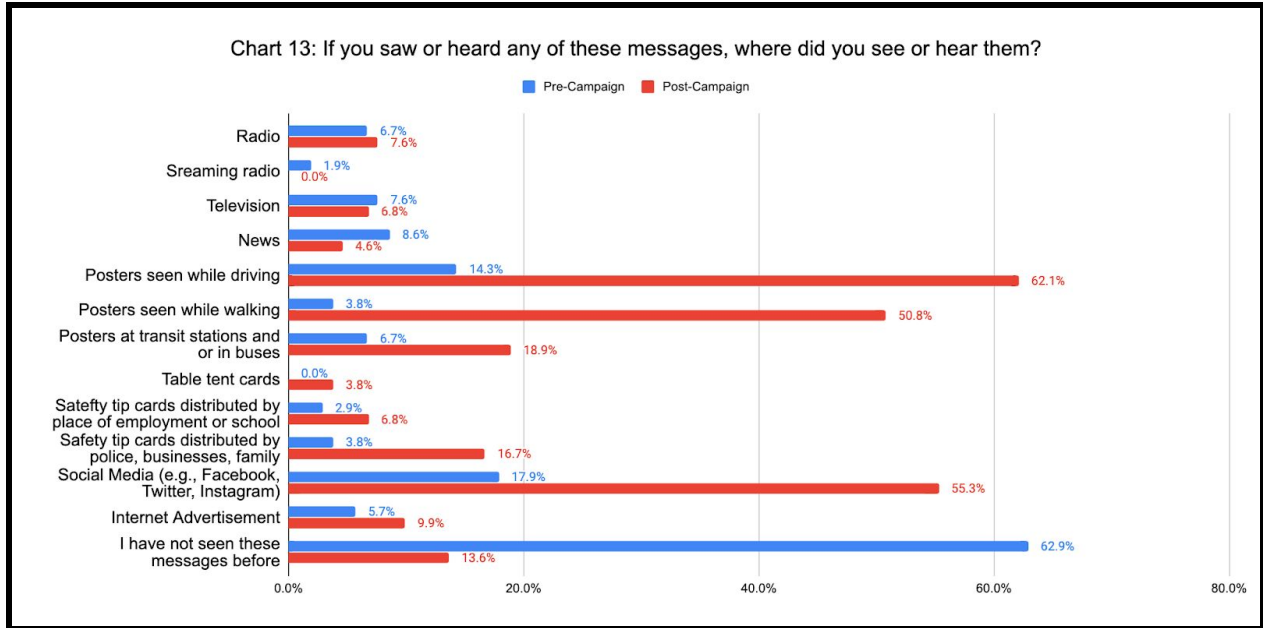


Chart 13 takes a closer look at ways in which participants received messages during the Street Smart campaign. Data shows that Linden’s Street Smart campaign was best spread using three methods: Posters and signs while driving, posters and signs while walking, and social media. This information is important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

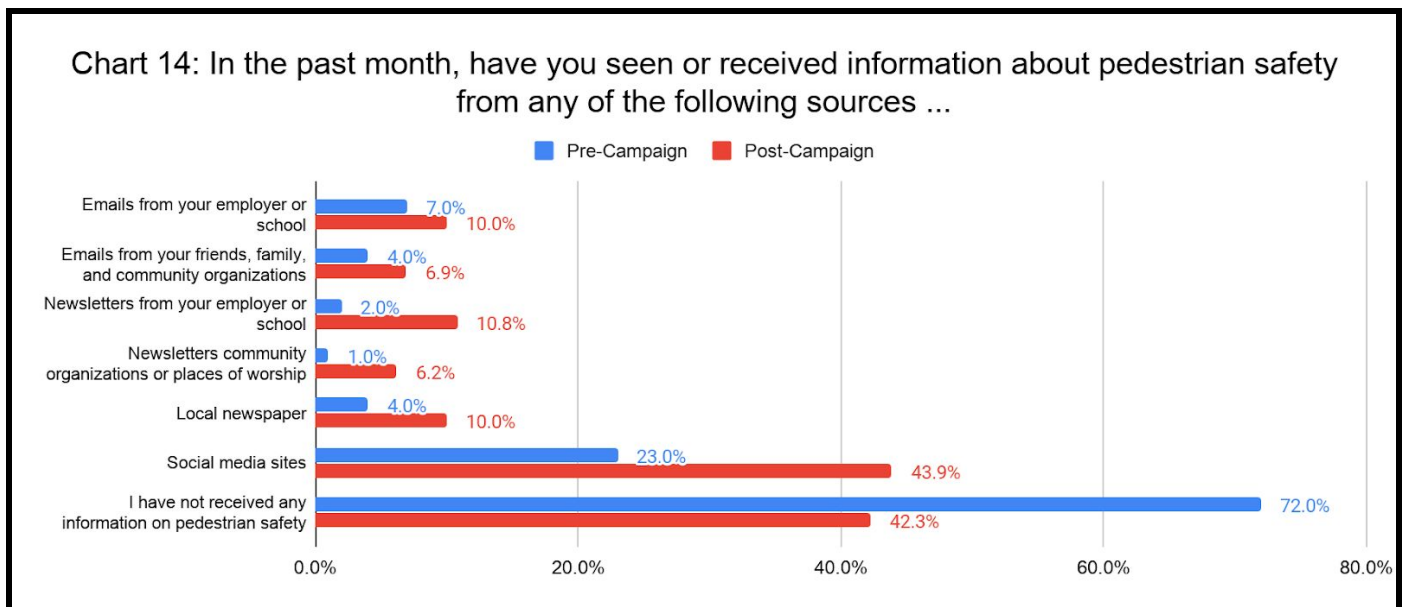


Chart 14 portrays the success of the Street Smart campaign using social media. Post-campaign data regarding outreach is drastically increased.

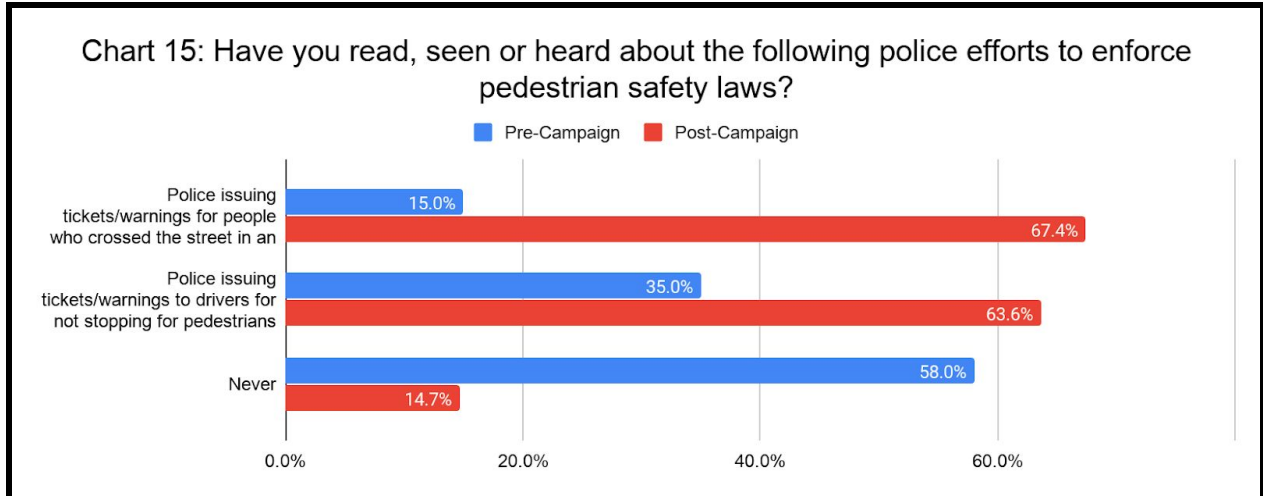
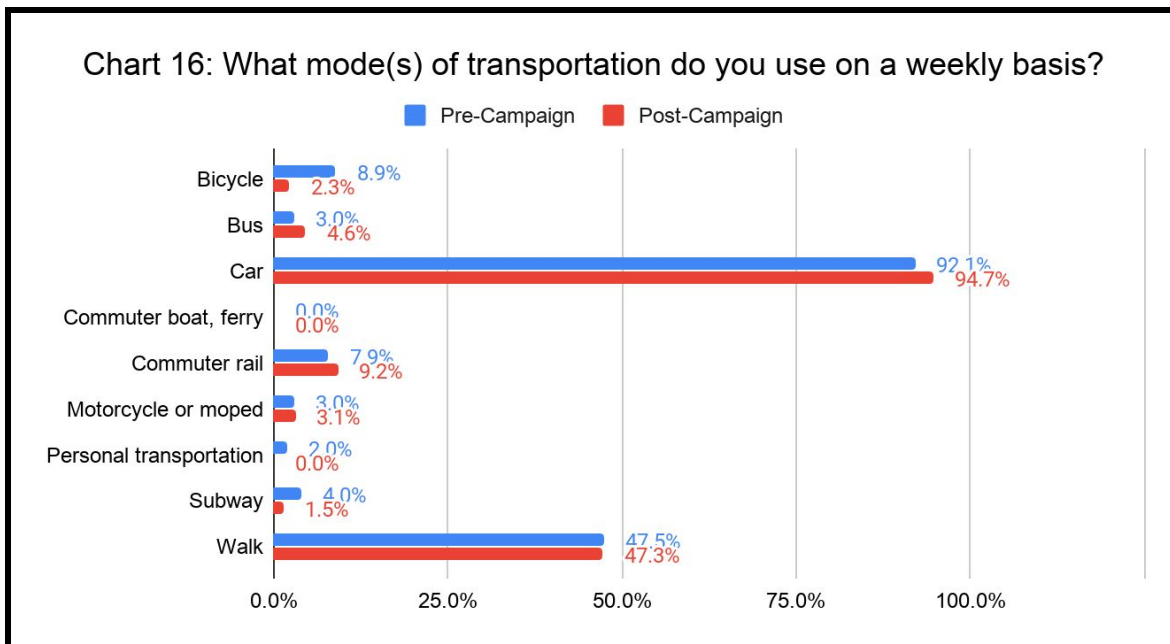
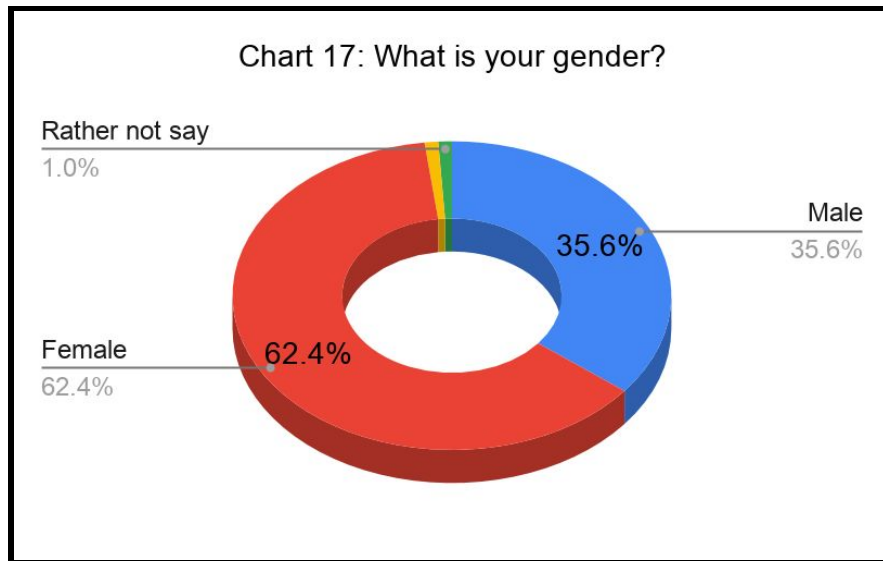


Chart 15 shows the impact the enforcement portion of the Street Smart campaign had on survey results. The percentage of people who saw police enforcement prior to the campaign was at 14.7 percent, while the percentage of people who saw enforcement after the campaign was 58 percent. This result indicates that awareness of police traffic enforcement increased with corresponding increases in enforcement activity. Greater awareness supports increased compliance with traffic law.

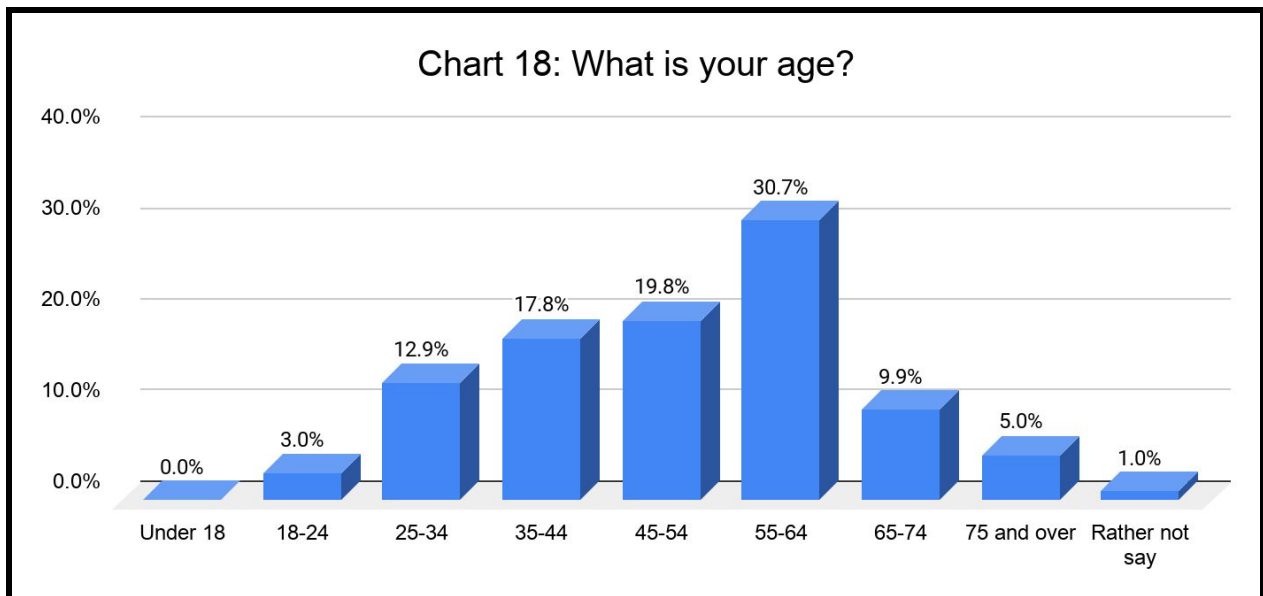


Question 13 asked participants what form of public transportation they use on a weekly basis. There is not a big difference between pre- and post-campaign survey answers, but it's interesting to note on Chart 16 that most people in Linden who responded either drive, walk, take the train, or bicycle. These findings show that it's important to ensure that multimodal

infrastructure for pedestrians, cyclists and rail commuters is also considered and well-maintained.

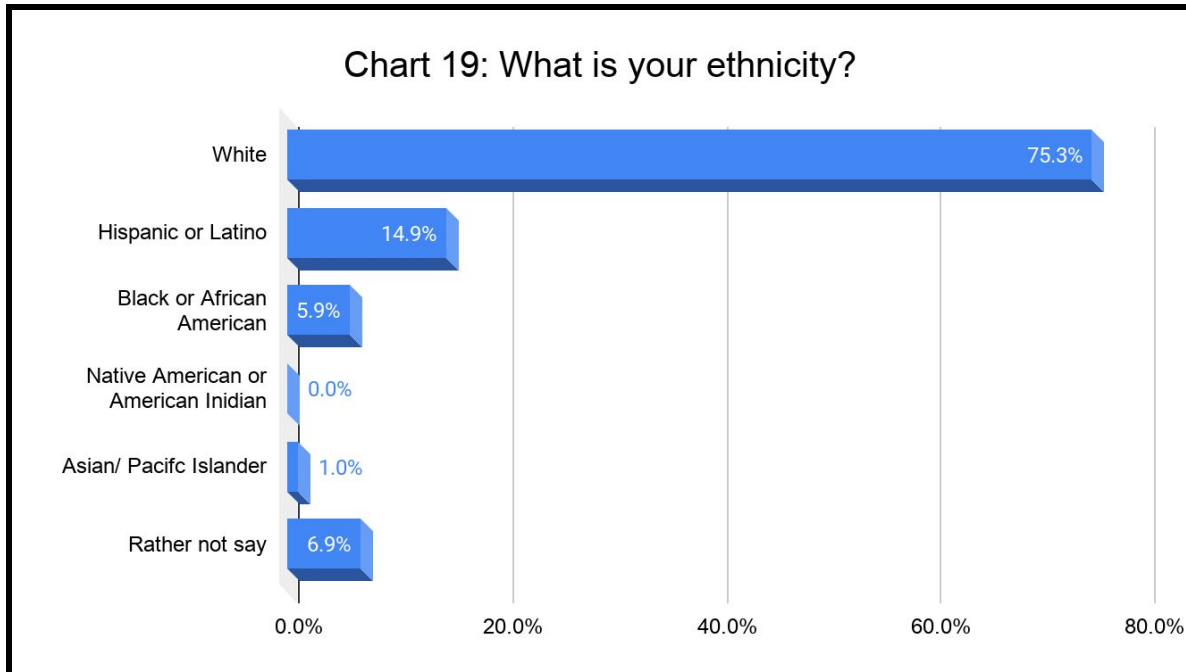


According to the 2010 US Census, there are almost 88 adult men per 100 adult women in Linden. Our survey participants included twice as many women as men. In the future, efforts should be made to reach more male respondents so that the survey is more representative of Linden.

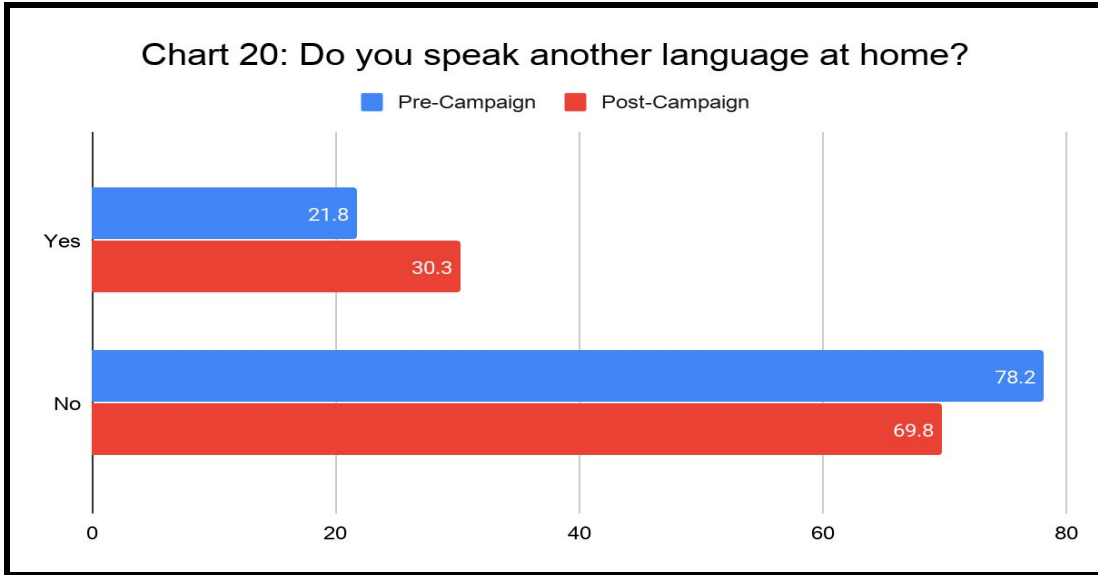


Our survey respondents were primarily adults between the ages of 35 and 64. According to the 2010 US Census, the age of residents in Linden is spread out with 21.8 percent under the age of 18, 9.2 percent from 18 to 24, 28 percent from 25 to 44, 27.6 percent from 45 to 64, and 13.4

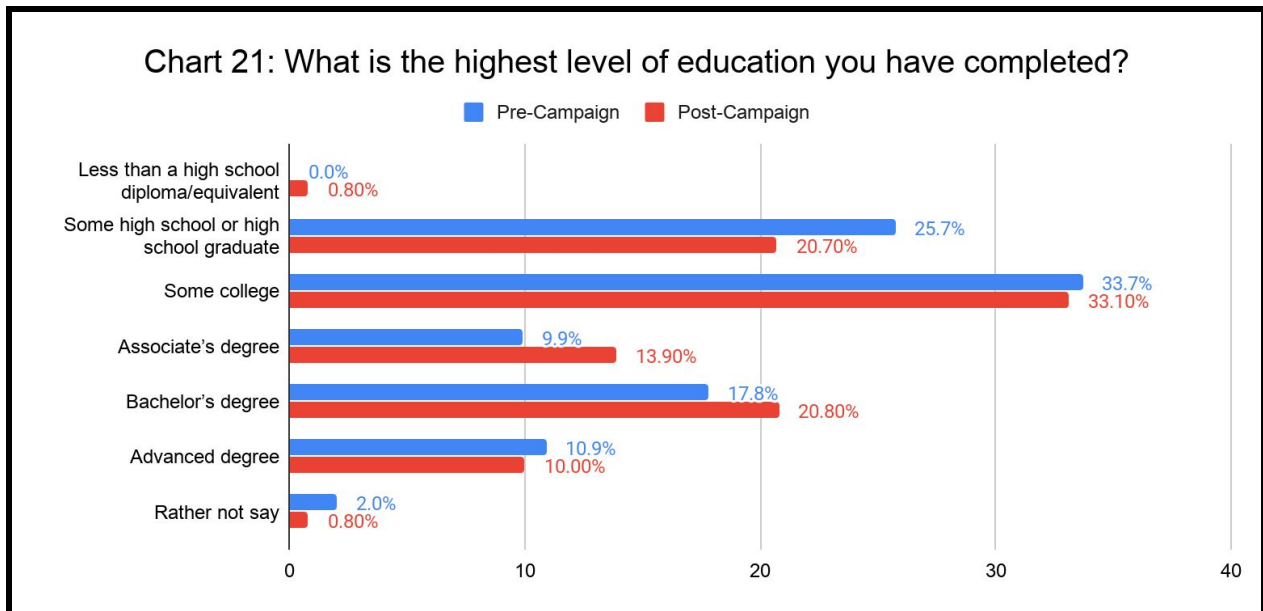
percent who were 65 years of age or older. The median age was 38.8 years. For future surveys, it's suggested to survey some of the local high school students and more young adults to capture a more representative sample.



According to the 2010 US Census, the racial makeup of Linden is 59.2 percent White (23,957), 26.9 percent Black or African American (10,888), 2.7 percent Asian (1,099), 0.29 percent Native American (118), 0.02 percent Pacific Islander (8), 7.6 percent from other races (3,066), and 3.5 percent (1,363) from two or more races. Hispanic or Latino of any race were 24.9 percent (10,095) of the population. The predominant ancestry groups who filled out 2010 Census forms in Linden indicated they are of Polish (15.2 percent), Italian (9 percent) and Irish (7 percent) descent. However, there may be many other undocumented immigrant groups who live and work in Linden who did not fill out the Census forms. Our survey did not capture as much of the true ethnic diversity in Linden and future efforts should try to survey a more diverse and representative sample by surveying those who live and go to school in Linden. Surveying students and their families may be helpful for future campaigns.



The survey showed that 21.8 percent of people pre-survey and 30.3 percent of people post-survey speak a language other than English at home. Other languages spoken in Linden as per the 2010 US Census include Spanish, Polish, and Portuguese. It's suggested to print the campaign messages and surveys in these other languages to help educate and reach more of the population in Linden regarding traffic and pedestrian safety.



The final survey question asked participants about the highest level of education they have attained. According to the 2010 U.S. Census, 32 percent of Linden residents have a high school education, 31 percent have some college education, 15 percent have a bachelor's degree from a college or university, 8 percent have been to graduate school, and 14 percent have not graduated from high school. As shown in Chart 21, our survey respondents were fairly representative of Linden's population as 21 percent post-campaign and 26 percent pre-campaign responded they had some high school or were high school graduates, 33 percent attended some college, and 18 percent pre-campaign and 21 percent post-campaign had a bachelor's 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 data from pre- and post-campaign surveys shows that respondents feel the most serious problems are distractedness and drivers/pedestrians who disobey traffic rules.
- The Street Smart Linden campaign heightened people's awareness that drivers, pedestrians, and cyclists share a responsibility to obey traffic laws.
- The campaign had an impact on those who filled out surveys by increasing awareness of the law and unsafe pedestrian, cyclist, and driver practices
- Results showed the majority of Linden survey respondents have a good understanding of pedestrian signals, but many need to learn that crossing when the countdown timer is below 10 seconds is a risk.
- The post-campaign survey results showed respondents became more aware that local police are enforcing pedestrian safety laws and holding pedestrians and drivers accountable for unsafe and unlawful behavior.
- The Street Smart street signs and posters were the most effective campaign materials.
- The most recognized safety messages were "Drive Smart: We Stop for Pedestrians" and "Drive Smart: We Slow Down for Safety".
- The "Heads Up, Phones Down" message needs to be promoted more in Linden.
- Based on intersection observations post campaign, more drivers stopped for pedestrians in crosswalks, less pedestrians crossed on the Do Not Walk signal, and less drivers used hand-held phones while driving.

Campaign participants distributed 6,062 Street Smart safety tip cards and other educational materials to residents and commuters during the community outreach and education

campaign. Tip cards, coffee sleeves, store posters, and street signs were displayed to many people, both walking and driving.

Results of this campaign suggest that increased awareness and enforcement help to encourage safer behavior. Additional pedestrian safety campaigns may improve behavior even further.

More education and enforcement throughout Linden would help to reinforce safe pedestrian and motorist behavior. Additional community outreach and school safety programs are recommended. Engineering changes might be evaluated to make the intersection safer and these are included in the following recommendation section.

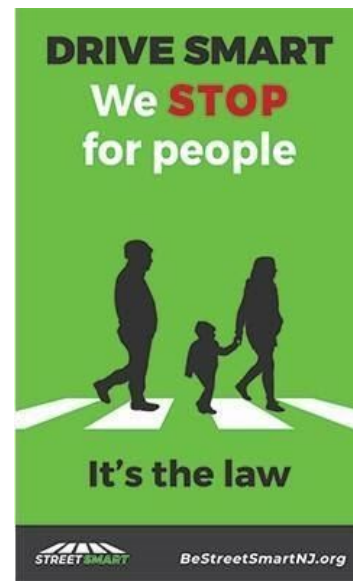
### 4.1 Recommendations

- City/County can place “Stop for Pedestrians in Crosswalk” signs at the target intersection and other busy intersections to raise awareness
- Intersection crosswalks can be repainted with high visibility striping
- Stop Bars maybe 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
- County can consider conducting a traffic engineering assessment of the intersection to determine whether other interventions are warranted to improve safety
- Ask local bike shops to post signs reminding cyclist to ride with traffic
- City can educate residents and motorists about stopping for pedestrians in crosswalks and before they make right turns or left turns at an intersection
- 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, and that hand-held cell phones while driving and cycling is a violation
  - Consider a mail insert for motorists renewing licenses/registrations
- City/County staff should reinforce that walking while using phones/headphones is unsafe, by posting signs and using social media platforms
- Promote crosswalk use at all intersections
- Place Street Smart posters/signs in schools, colleges, trains, transit stations, bus stops to discourage distracted walking and driving
- Increase police enforcement of pedestrian, driver, and cycling laws at other intersections with high crash rates, and issue violations to deter unwanted behavior
- Police can distribute material and post signs advising cyclists to ride with traffic, on right side of street, and to encourage helmet use
- Conduct additional Street Smart campaigns to encourage safe driving and walking

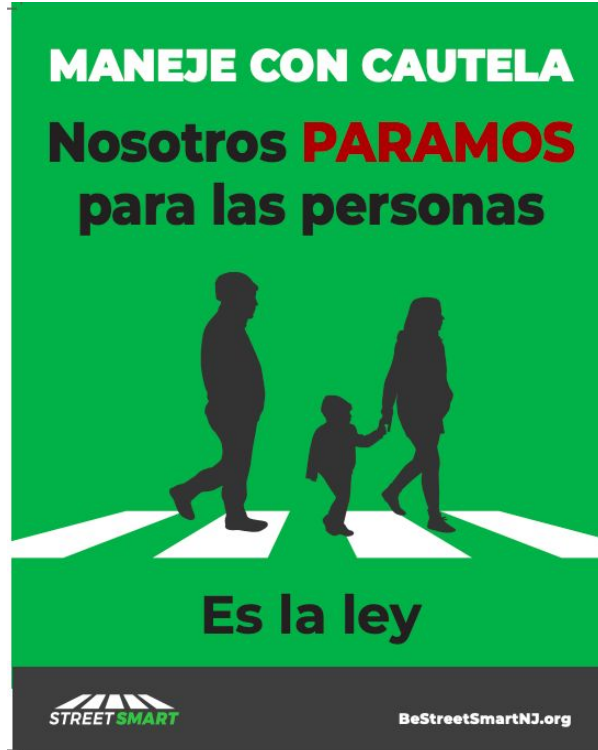
5. Appendix

5.1 Street Smart Educational Materials

Posters:







**Lawn & Street Signs:**





**Table Tents:**



Coasters:



Cup Sleeves:



Banners:



## 5.2 Media Coverage

### Press Release:



FOR IMMEDIATE RELEASE

September 23, 2019

Contact: Melissa Hayes, (973) 639-8438, [mhayes@njtpa.org](mailto:mhayes@njtpa.org)

### **Linden Joins Statewide Pedestrian Safety Campaign**

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

Mayor Derek Armstead and Police Chief David Hart today announced that the City of Linden is conducting a month-long Street Smart NJ pedestrian safety education campaign aimed at making City streets safer for everyone.

Street Smart NJ is a collaborative effort between public, private and non-profit organizations. More than 100 communities across the state have participated in the campaign, including seven in Union County.

Linden's campaign coincides with National Walk & Bike to School Day, on October 2, an event that promotes health and safer routes for students to walk and bike to school. During the campaign, Linden Police Department will be increasing its enforcement of pedestrian laws and working with several partners – including EZ Ride, the North Jersey Transportation Planning Authority (NJTPA) and the New Jersey Division of Highway Traffic Safety (NJDHHS) – to educate people who are driving and walking. Linden received a \$41,000 grant from NJDHHS to support its campaign.

"Here in Linden we care about our residents and those that visit our City," Mayor Derek Armstead said. "With daylight hours becoming shorter in the next few months, we want to make sure that drivers, pedestrians and those riding bikes are using the common sense safety tips that the

Street Smart NJ campaign promotes."

Police Chief David Hart said officers will be reminding everyone to keep safety in mind and obey New Jersey's laws.

"Simply writing tickets will not solve this problem," Chief Hart said. "Drivers need to stop for pedestrians, obey speed limits and avoid distractions. People out walking need to use crosswalks, cross at intersections and wait for the walk signal or green light. Each of us has to do our part for us to realize truly safer streets in our community."

Union County Freeholder Angel Estrada, who is chair of the NJTPA Board of Trustees, commended the city for promoting pedestrian safety. He noted that evaluations of past campaigns show the program does improve safety.

"We're excited to have the City of Linden join this important initiative" Freeholder Estrada said. "The more communities that join this effort, the more people we can educate about safe driving and walking. That helps make our county and state a safer place to live, work and visit."

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

"We appreciate the opportunity to work with Linden to educate residents and students about pedestrian safety," said Krishna Murthy, President & CEO of EZ Ride. "This campaign will be a great

compliment to National Walk & Bike to School Day, which emphasizes the importance of making streets safer for some of the most vulnerable community members, children."

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 13<sup>th</sup> 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 Linden, there were 125 crashes involving pedestrians in 2018.

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 safety information will be distributed.

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 Linden, should contact Lisa Lee at [EZRide](mailto:lee@ezride.org) at [lee@ezride.org](mailto:lee@ezride.org). To learn more about the campaign, visit [bestreetsmartnj.org](http://bestreetsmartnj.org). The campaign is also on Facebook ([/StreetSmartNJ](https://www.facebook.com/StreetSmartNJ)) and Twitter ([@njstreetsmart](https://twitter.com/njstreetsmart))

## News Articles:

Different media outlets wrote articles about the Linden Street Smart Campaign, giving background on the campaign as well as letting readers know the goal of the campaign was to ultimately try and reduce pedestrian fatalities in the city of Linden with hope to bring the number to zero. Below is an article that was written by MyCentralJersey.com about the campaign.

## Article from My Central Jersey:



LINDEN – Drivers and pedestrians each need to do their part to keep streets safe, Police Chief David Hart said Monday during the kickoff of a month-long Street-Smart NJ pedestrian safety education campaign.

As part of the campaign, Linden police will be increasing enforcement of pedestrian laws and working with partners such as EZ Ride, The North Jersey Transportation Planning Authority and the New Jersey Division of Highway Traffic Safety, to education people walking and driver in an effort to make streets safer for everyone.

Linden received a \$41,000 grant from the New Jersey Division of Highway Traffic Safety to support the campaign.

The program is aimed at helping the state reduce the number of pedestrian fatalities to zero.



Linden Police Chief David Hart speaks during a pedestrian safety program kicked off Monday outside City Hall. (Photo: ~Courtesy of Linden Police Department)

"Here in Linden we care about our residents and those that visit our City," Armstead said. "With daylight hours becoming shorter in the next few months, we want to make sure that drivers, pedestrians and those riding bikes are using the common-sense safety tips that the Street Smart NJ campaign promotes."

Hart said officers will be reminding everyone to keep safety in mind and obey New Jersey's laws.



Linden Mayor Derek Armstead speaks during a pedestrian safety program. (Photo: ~Courtesy of Linden Police Department)

"Simply writing tickets will not solve this problem," Hart said. "Drivers need to stop for pedestrians, obey speed limits and avoid distractions. People out walking need to use crosswalks, cross at intersections and wait for the walk signal or green light."

Union County Freeholder Angel Estrada, who is chair of the NJTPA Board of Trustees, commended the city for promoting pedestrian safety. He noted that evaluations of past campaigns show the program does improve safety.

"We're excited to have the City of Linden join this important initiative" Estrada said. "The more communities that join this effort, the more people we can educate about safe driving and walking. That helps make our county and state a safer place to live, work and visit."



Union County Freeholder Angel Estrada speaks during a pedestrian safety program in Linden on Monday. (Photo: ~Courtesy of Linden Police Department)

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

"We appreciate the opportunity to work with Linden to educate residents and students about pedestrian safety," said Krishna Murthy, president and CEO of EZ Ride. "This campaign will be a great compliment to National Walk & Bike to School Day, which emphasizes the importance of making streets safer for some of the most vulnerable community members, children."

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 make up 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 Linden, there were 125 crashes involving pedestrians last year.

Street Smart NJ is one of many initiatives in New Jersey working to help the state reach its goal of zero pedestrian fatalities.



During the campaign, educational materials will be on display throughout the community and safety information will be distributed. 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 Linden, should contact Lisa Lee at EZRide at [llee@ezride.org](mailto:llee@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)).

### 5.3 New Jersey State Traffic Laws:

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

#### LAWS FOR MOTORISTS AROUND PEDESTRIANS

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

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

#### LAWS FOR PEDESTRIANS

- No pedestrian shall leave a curb or other place of safety and walk or run into the path of a vehicle which is so close that it is impossible for the driver to yield or stop. (39:4-32.a; 39:4-36.a. (2))

- Where traffic is not controlled and directed either by a police officer or a traffic control signal, people should cross in a marked crosswalk, or, in the absence of a marked crosswalk, and where not otherwise prohibited, at right angles to the roadway. (39:4-34)
- No person shall cross a roadway against the stop or red signal at a crosswalk whether marked or unmarked, unless otherwise specifically directed by a police officer or traffic control device. (39:4-32.a.)
- Every person upon a roadway at any point other than within a marked crosswalk or within an unmarked crosswalk at an intersection, shall yield the right-of-way to all vehicles. (39:4-36.a. (4))

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

**Figure 21: Campaign Kickoff - Lisa Lee from EZ Ride Speaking**

