

Street Smart NJ

Pedestrian Safety in NJ

Street Smart Pedestrian Safety Program

Will Yarzab

973-877-8120



NJTPA Region

Bergen

Essex

Hudson

Hunterdon

Jersey City

Middlesex

Monmouth

Morris

Newark

Ocean

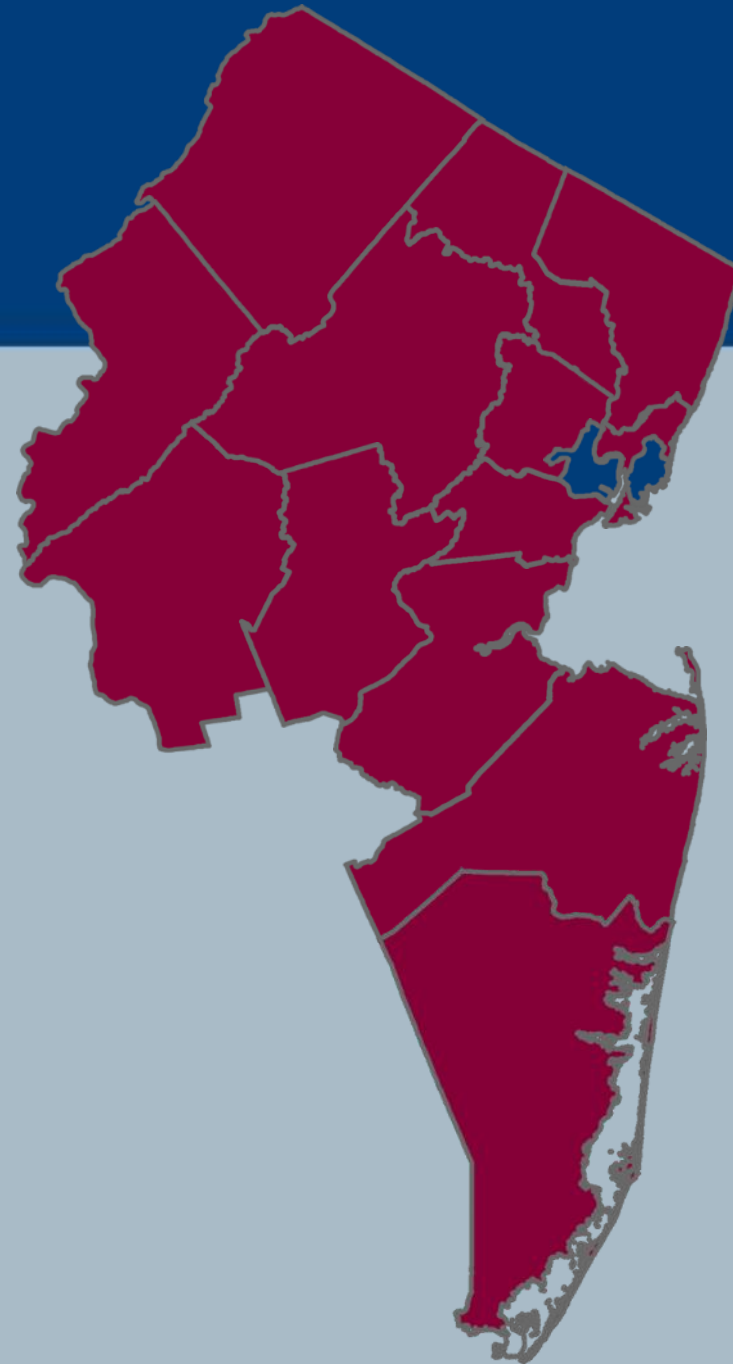
Passaic

Somerset

Sussex

Union

Warren



North Jersey Transportation Planning Authority

The Metropolitan Planning Organization for Northern New Jersey



STANDING COMMITTEES

Planning & Economic Development Committee

Project Prioritization Committee

Freight Initiatives Committee

Regional Transportation Advisory Committee



Toward Zero Deaths

- In 2017 NJ had 184 pedestrian fatalities which accounted for almost 30% of all traffic fatalities (625) nearly doubling the national average of 16%. *NJSP Stats
- Annually, nearly 6,000 pedestrians are killed in motor vehicle crashes nationwide. *GHSA Pedestrian Traffic Fatalities by State 2017 Prelim Data
- NJ is designated “focus” state for pedestrians by FHWA



Street Smart NJ

Education and Enforcement

STREETSMART
BeStreetSmartNJ.org

CHECK YOUR VITAL SIGNS

STOP FOR PEDESTRIANS OBEY SPEED LIMITS WAIT FOR THE WALK USE CROSSWALKS HEADS UP, PHONES DOWN

TOWARD **ZERO** DEATHS

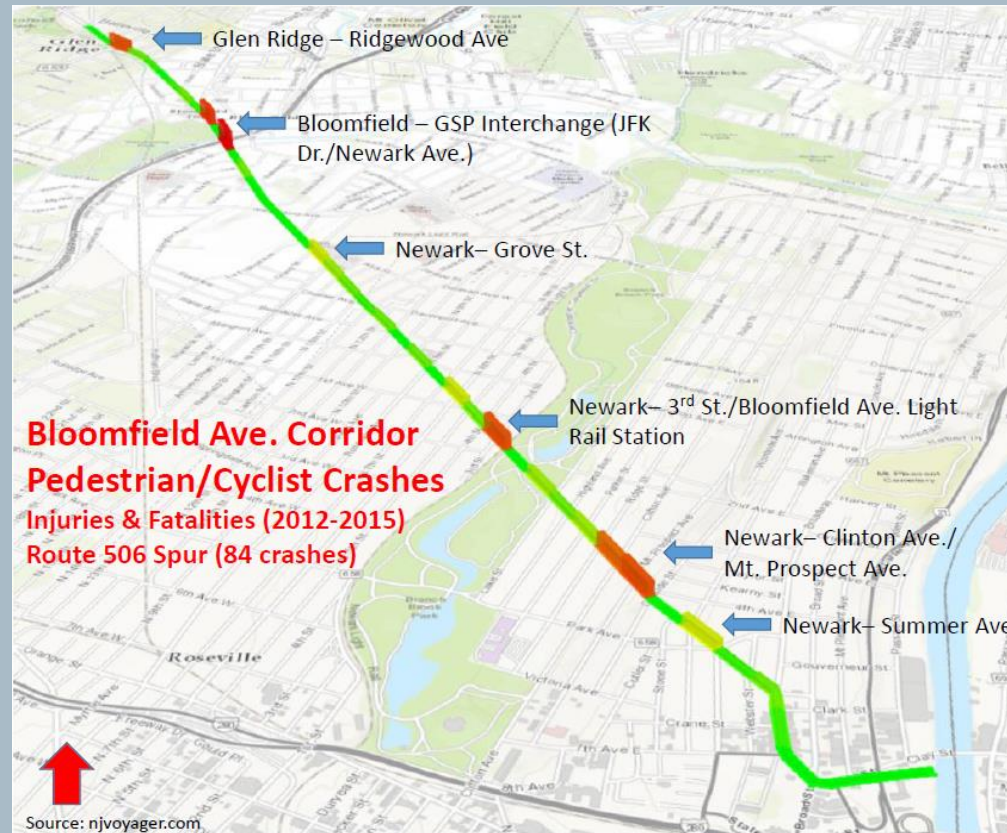


How does Street Smart work?



Problem Identification

Identifying local crash spots helps focus a campaign



Community Outreach



CHECK YOUR VITAL SIGNS

Local police are enforcing pedestrian laws



Stop for pedestrians



Obey speed limits

Drivers:
Motorists in New Jersey **MUST** stop for pedestrians in a marked crosswalk. Failure to observe may subject you to one or more of the following:

- 2 points
- \$200 fine (plus court costs)
- 15 days community service
- Insurance surcharges (C.39:4-36)



Wait for the walk

Pedestrians:
The law is clear, pedestrians must stop at red signals and use crosswalks at all intersections. Both carry a \$50 fine for failure to observe the law. (C.39:4-32 and 33)

Preste atención a las señales vitales.

Su vida está en peligro

- ▶ Cruza por las esquinas e intersecciones. Usa los pasos designados para cruce de peatones.
- ▶ Antes de cruzar mira a la izquierda, a la derecha y nuevamente a la izquierda.
- ▶ Usa los botones de los semáforos para paso peatonal y cruza cuando la señal de "walk" sea visible.
- ▶ Usa las aceras o camina de frente al tráfico para que los conductores te vean.
- ▶ Cuidate de los vehículos que dan vuelta a la derecha cuando el semáforo esté en rojo.
- ▶ Mantente visible a los conductores en la noche o durante condiciones meteorológicas adversas.
- ▶ Camina sobrio.
- ▶ Elimine todas las distracciones.

Atenção aos sinais vitais.

A polícia fiscaliza o cumprimento da lei.



Atenção aos pedestres. Respeite os limites de velocidade



CONDICIONES:
Los conductores en New Jersey são OBRIGADOS a parar para dar passagem às passadeiras. O não cumprimento desta obrigação sujeitá-lo a um ou mais dos seguintes: 2 pontos, multa de \$200 (acrescido de custas judiciais) e 15 dias de serviço comunitário. Os segurados de seguros de automóveis são obrigados a obedecer as regras de trânsito e usar as passadeiras sinalizadas. Ambos os casos acarretam multa de \$54 para o incumprimento.



Use a faixa



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TOWARD
ZERO
DEATHS

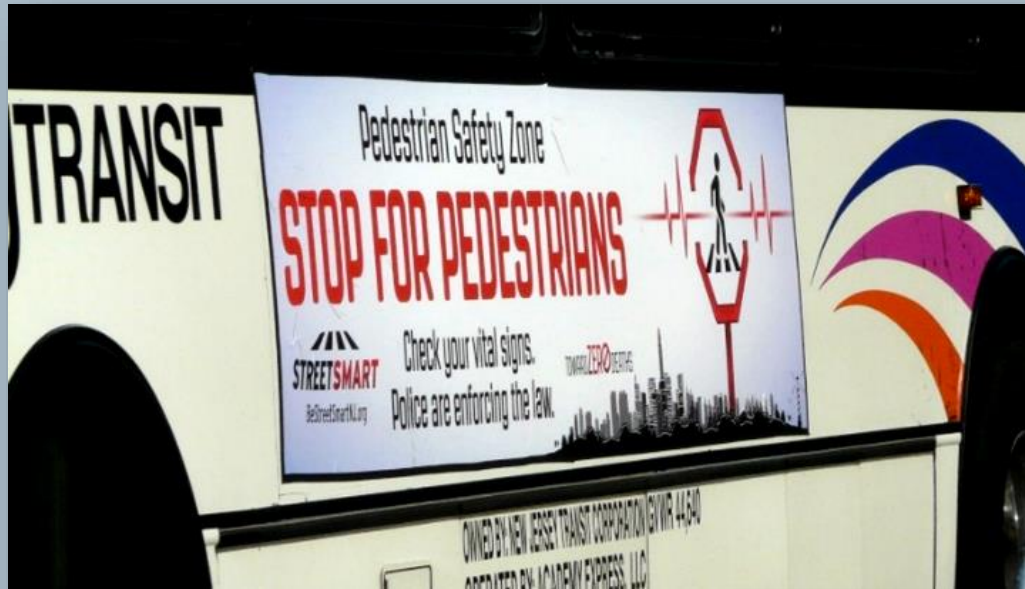
Printed Messages



- Banners
- Street Signs
- Tent Cards



Outdoor Advertising



NJ TRANSIT

- Buses
- Trains
- Light Rail



Social Media



Street Smart NJ
@streetsmartnj
Street Smart NJ is NJ's first statewide pedestrian safety campaign to educate pedestrians & motorists about making safety a priority whether walking or driving.

George and Martha's (@GORGEMARTHA) · Apr 5
Street Smart NJ Pedestrian safety tip: See and be seen. Wear bright/light colored or reflective clothing at night. [fb.me/S68vCpZ](#)

Street Smart NJ Rebrand (@streetsmartnj) · Apr 5
In honor of our new look, we're spreading Street Smart awareness. Find us on [Instagram](#) @streetsmartnj, [Facebook](#) @streetsmartnj, and [Twitter](#) @streetsmartnj.



Street Smart NJ
@streetsmartnj

Have you seen our "Heads Up" signs? We want drivers and pedestrians to keep their eyes on where they're going. That text or email can wait. #DistractedWalking #UDriveUTextUPay #BeStreetSmartNJ

Heads Up, Phones Down | Be Street Smart
If you're familiar with the first phase of our Street Smart NJ pedestrian safety campaign in 2013, you may have noticed that we've added a new message this year. "Heads Up,..."

Street Smart NJ
@streetsmartnj

Did you know that 70% of pedestrian fatalities don't occur at intersections? Drive & walk with care - be street smart

CHECK YOUR VITAL SIGNS

Police are enforcing the law

STOP FOR PEDESTRIANS
OBEY SPEED LIMITS
WAIT FOR THE WALK
USE CROSSWALKS

Drive and Walk with Care

Did you know that 70 percent of pedestrian fatalities don't occur at intersections? Crossing streets outside of intersections significantly increases the risk of a crash. Use crosswalks - it's the law in New Jersey - and not doing so can result in a \$54 ticket. If a crosswalk is not available, cross at the corner, or in a highly visible location when there is a break in traffic. Drivers should look for pedestrians everywhere, especially in crosswalks. Failing to stop for pedestrians in crosswalks can result in a \$200 fine and two motor vehicle points. Obey the law.

To learn more visit www.BeStreetSmartNJ.org
Remember when walking or driving - Heads Up, Phones Down!

7:26 AM - 29 Mar 2016



Media Coverage



Autos | Real Estate | Jobs | Classifieds April 12, 2016 Log In

New Jersey Herald

NEWS SPORTS OPINION OBITUARIES YOUR LIFE PHOTOS & VIDEOS WEATHER

Report tells pedestrians to watch out!

Photos by Jake Weisthauer Jersey Herald - Terrance Greer walks past the Pedestrian Safety Zone sign on Park Place in Newark. A review of a "Street Smart" program showed more drivers stopped since they were made aware of the safety issue.

Most Read

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- Buxton E...
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- Florida r...

FIRST CHOOSE REGION NEW JERSEY

News Weather Traffic Sports Programs TV Listings

By Raven Santana **VIDEO** Mar 8, 2016, 9:38 pm **VIDEO** Mar 8, 2016, 1:43 pm

Newark kicks off new "Street Smart" campaign for pedestrian safety

Between 2011 and 2014 there were 1,800 pedestrian crashes in Newark

MORE FROM NEWARK

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- School Gourmet Fair

More than 150 signs will be placed at busy intersections throughout Newark in

Despite cold weather, an...

lehighvalleylive

Hackettstown marching toward pedestrian safety, police say

MOST READ

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- 1 one of 9 vehicles b...

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Enforcement



Evaluation

2016 Campaigns Demonstrated Behavior Change

- 28% reduction in jaywalking
- 40% reduction in drivers failing to yield to crossing pedestrians



Pedestrian Safety Zone

WAIT FOR THE WALK

Check your vital signs.
Police are enforcing the law.

STREETSMART BeStreetSmartNJ.org TOWARD **ZERO** DEATHS

This sign features a green pedestrian icon inside a green square frame, with a green heartbeat line passing through it. The background shows a city skyline silhouette.



Pedestrian Safety Zone

STOP FOR PEDESTRIANS

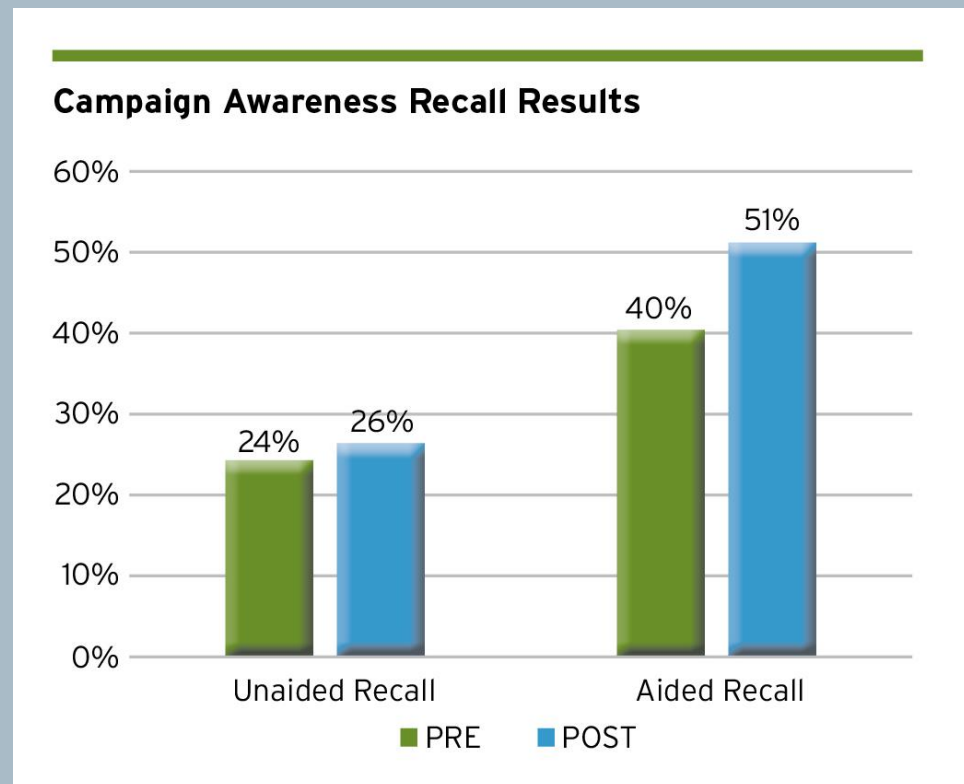
Check your vital signs.
Police are enforcing the law.

STREETSMART BeStreetSmartNJ.org TOWARD **ZERO** DEATHS

This sign features a red octagonal stop sign with a white pedestrian icon in the center, with a red heartbeat line passing through it. The background shows a city skyline silhouette.

Evaluation

Surveys Showed Increased Awareness of Campaign Messages



Distracted Driving

THE THREE TYPES OF DISTRACTED DRIVING AND HOW TO AVOID THEM



VISUAL



Keep your
eyes on the road.

Pull over to read
directions.

Put your **phone** in “**Do
Not Disturb**” mode.



MANUAL



Keep your
phone out of reach.

Make all adjustments
before driving.

Don't reach for items
while driving.



COGNITIVE



Avoid phone calls,
even hands-free.

Stay focused on the
road.

Keep your
emotions in check.

Distracted Walking

Don't be a "PedTEXTrian"



Pedestrian Safety Zone

**HEADS UP
PHONES DOWN**



Check your vital signs.
Police are enforcing the law.

STREETSMART
BeStreetSmartNJ.org

TOWARD
ZERO
DEATHS

Street Smart NJ

Pedestrian Safety Campaign

Defining the Vision. Shaping the Future.



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