

STREETSMART

Roselle, 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, 265 communities have participated in Street Smart NJ. The campaign is coordinated by the North Jersey Transportation Planning Authority (NJTPA) and supported by federal and state funds, with additional funding/in-kind contributions from local partners, including the state's eight Transportation Management Associations.

The Street Smart NJ campaign aims to raise public awareness, educate drivers and pedestrians about safe travel, and change unsafe behavior through collaboration between public, private, and non-profit organizations.

EZ Ride worked with NJTPA, the NJ Division of Highway Traffic Safety, the Roselle Police Department, the Borough of Roselle, and the Roselle Board of Education to conduct a Street Smart NJ campaign starting in the Spring of 2024 to raise awareness of pedestrian safety, to educate students, employees, and residents about safe driving and walking practices, and to encourage the enforcement of driver and pedestrian-related traffic laws.

Street Smart activities began with pre-campaign intersection observations at the intersections of West Second and Locust Street and Chestnut Street and Second Street on March 6, 2024. These intersections were selected by the Borough of Roselle because of their crash history.

The Street Smart campaign kicked off on April 10, 2024, with a press conference at Borough Hall. Speakers were Roselle Mayor Donald A. Shaw, Acting Chief of Police Helder Freire, Superintendent Dr. Nathan Fisher, Council President Cindy Thomas, Councilwoman Isabel Sousa, Union County Commissioner and NJTPA Board Member Bette Jane Kowalski, NJ Division of Highway Traffic Safety Director Michael J. Rizol, and Director Lisa Lee, EZ Ride.

EZ Ride partnered with the Roselle Public Schools to provide safety talks prior to the start of the Street Smart campaign on May 22, 2023, at Dr. Charles C. Polk Elementary School, and on June 14, 2023, at Washington Elementary School. We also conducted a pedestrian and driving safety talk on April 1, 2024, at the Anthony Amalfe Senior Center.

During the duration of the campaign, street signs, posters, safety tip cards, and other educational materials were distributed throughout the community. EZ Ride also distributed complimentary educational materials about cyclist safety. In addition, seven stores in the areas close to the targeted intersections supported the campaign by posting Street Smart posters in their storefront windows.

Typical Street Smart enforcement efforts run for two weeks. The Roselle Police Department held enforcement efforts for three months, from April 10 to July 25, 2024. During that time, the Roselle Police issued a total of 482 summons and warnings to pedestrians and drivers.

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 does not replace other states and local efforts to build safer streets and sidewalks, enforce laws, and train better roadway users. In 2019, Street Smart NJ revamped its campaign, updating posters and making the key educational messages and visuals simpler to read and understand.

While early estimates of total traffic fatalities in the US declined by 3.8 percent in 2024 compared to 2023, fatalities in the NJ and CT regions increased by 14.7 percent and 7.1 percent, respectively, as per NHTSA, and NJ was among the top five states with increased traffic fatalities. New Jersey's fatality rate per 100 million vehicle miles traveled in 2024 was 0.90, or 43rd among all states, according to the National Highway Traffic Safety Administration (NHTSA). However, pedestrians comprised 33 percent of all people killed in fatal NJ crashes in 2024, while the national average was only 18 percent in 2022. National pedestrian fatality rates are not yet public for 2023 or 2024. According to police reports compiled by the NJ State Police, 351 drivers, 84 passengers, 227 pedestrians, and 23 bicyclists died in fatal crashes in New Jersey in 2024, a 13 percent increase from 2023 but a 0.5 percent decrease from 2022.

The Street Smart Campaign has four goals:

- Change pedestrian and motorist behavior to reduce the incidence of pedestrian injuries and fatalities in New Jersey.
- Educate motorists and pedestrians about their roles and responsibilities to safely share the road.
- Increase police enforcement of pedestrian safety laws and roadway users' awareness of that effort.
- Develop and evaluate a program that can be implemented statewide.

The Street Smart NJ program was piloted in five communities — Newark, Jersey City, Woodbridge, Hackettstown, and Long Beach Island — in 2013 and 2014. These communities were selected to incorporate the state's diverse landscape of urban, suburban, rural, and shore regions. The program has since expanded to 235 communities throughout the state, including Plainfield in 2022.

1.1 EZ Ride's Street Smart Program

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

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



1.2 Roselle, Union County, New Jersey

Roselle was incorporated on December 20, 1894. Roselle's name is derived from the Roselle Land Improvement Company, which was created in 1866 to lay out a community around Mulford Station on the Central Railroad of New Jersey. The name "Roselle" is said to have been based on the company's founder, John Conklin Rose, or from John Pierre Roselle, a friend of the railroad's president. Hillside, Linden, Newark, Roselle, Roselle Park, and Union border the city. Roselle has a total area of 13.6 square miles with a population of 137,298 people. Roselle is a hub of many roadways, such as the New Jersey Turnpike/Interstate 95, Interstate 278, U.S. Routes 1, 9, 27, 28, and 43,9, and is among the highest in U.S. cities for train ridership, with two active train stations. As per the 2022-23 NJ School Performance Report, the district has 28,083 students in seven schools, with 77 percent economically-disadvantaged.

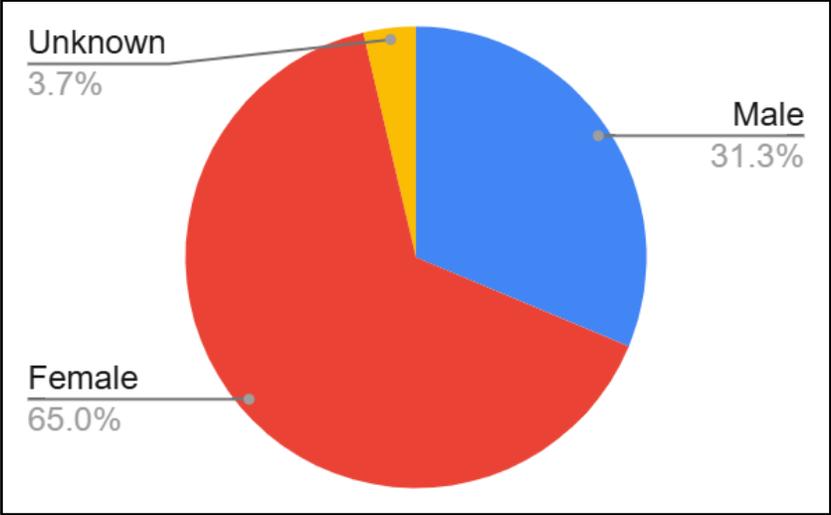
1.3 Roselle Crash Analysis

To examine crash data for this report, EZ Ride used Safety Voyager, NJ Department of Transportation's crash analysis program, and Numetric, NJ Division of Highway Traffic Safety's crash analysis program. From January 1, 2014, to December 31, 2023, there were 4,838 total crashes in Roselle, of which 170 involved pedestrians or cyclists (Numetric). Breaking down the

pedestrian/cyclist crash data even further, these crashes resulted in 10 fatalities and 139 injured individuals. This data was used to help select an intersection to use as the focus of the campaign.

The following charts were created using NJ Safety Voyager's report generator. 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 Roselle.

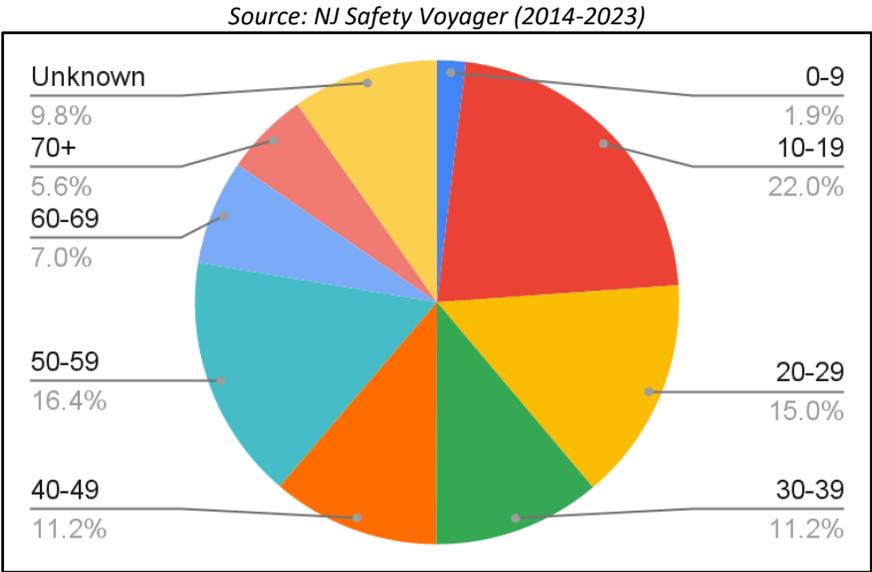
Chart 1: Pedestrian and Cyclist Crash Gender Statistics



Source: NJ Safety Voyager (2014 - 2023)

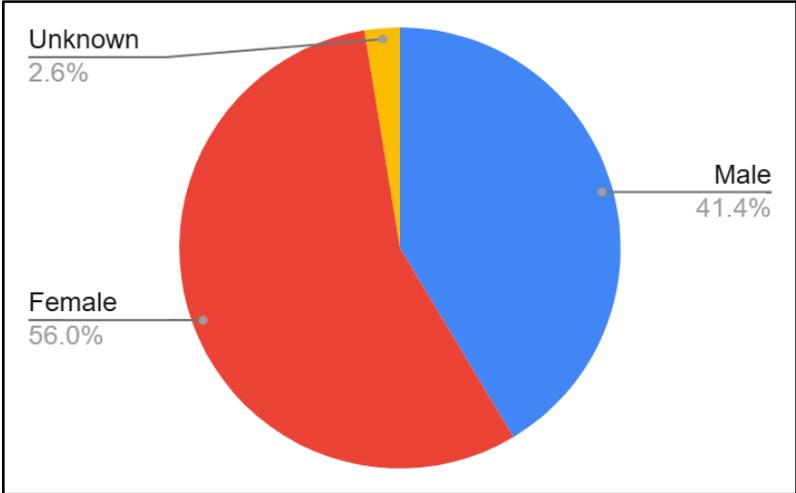
According to Safety Voyager, of pedestrian and cyclist crashes in Roselle between the years of January 2014 - December 2023, 65 percent involved females, 31.3 percent involved male pedestrians, and 3.7 percent were of unknown gender.

Chart 2: Pedestrian & Bicyclist Crash Age Statistics



According to Safety Voyager, the most reported crashes involved pedestrians aged 10-19 (22 percent), followed by those ages 50-59 (16.4 percent) and ages 20-29 (15 percent). Ages 30-39 and 40-49 also reported a high number of cases, 11.2 percent each.

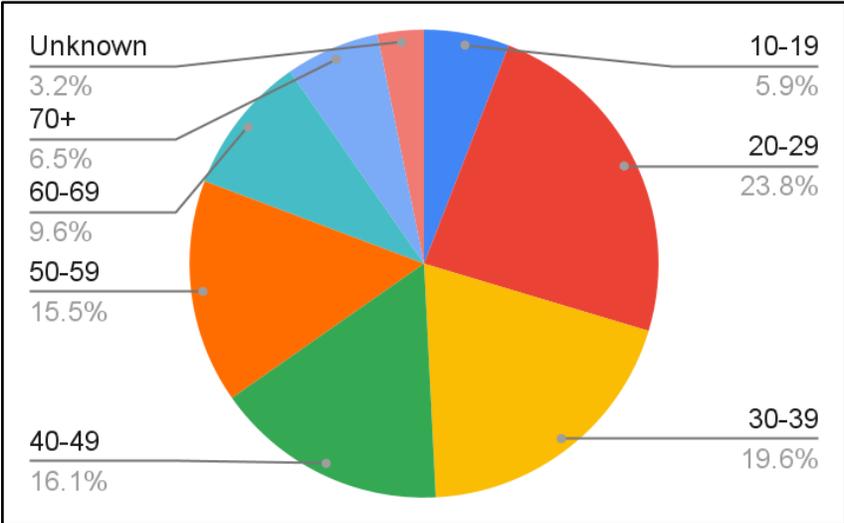
Chart 3: Driver Gender Statistics



Source: NJ Safety Voyager (2014-2023)

According to Safety Voyager, of crashes between the years of 2014 - 2023, 56 percent involved females, 41.4 percent involved males, and 2.7 percent of crashes the gender was unknown.

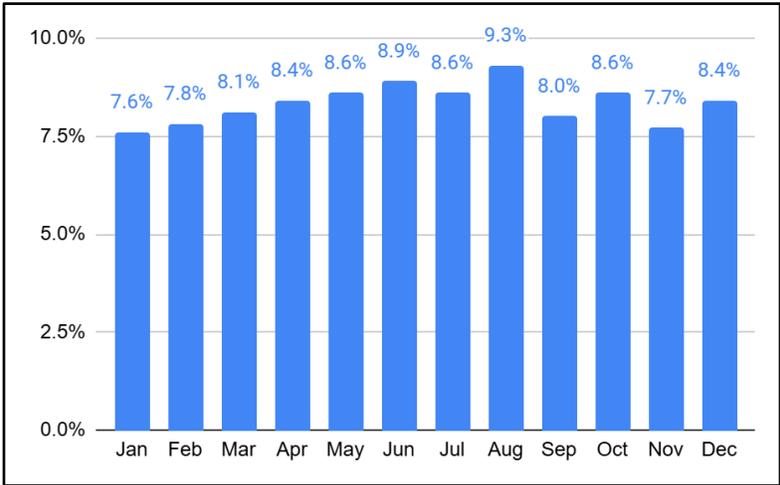
Chart 4: Driver Age Statistics



Source: Safety Voyager (2014 - 2023)

According to Safety Voyager, crashes occurred most frequently for drivers aged 20-29 (23.8 percent), followed by those aged 30-39 (19.6 percent). Ages 40-49 and 50-59 also reported a high number of cases, 16.1 and 15.5 percent, respectively.

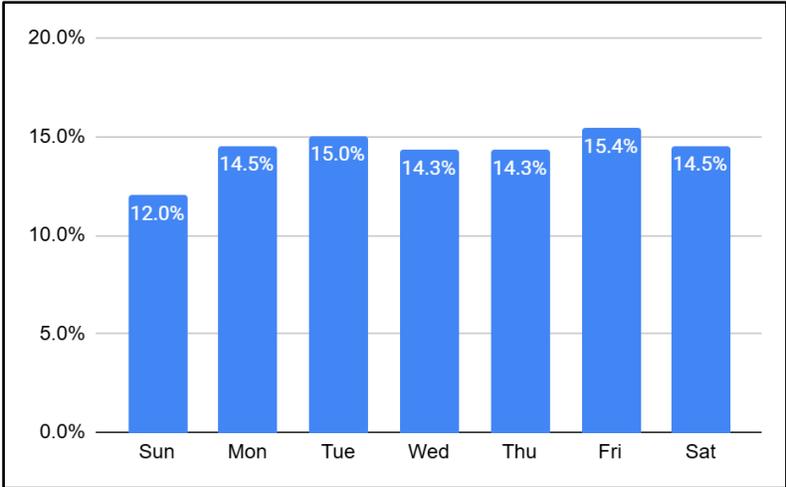
Chart 5: Roselle Crash Statistics by Month



Source: Safety Voyager (2014 - 2023)

According to Safety Voyager, August had the most crashes (9.3 percent), followed by June (8.9 percent). The months of May, July, and October each had 8.6 percent.

Chart 6: Roselle Crash Statistics by Day

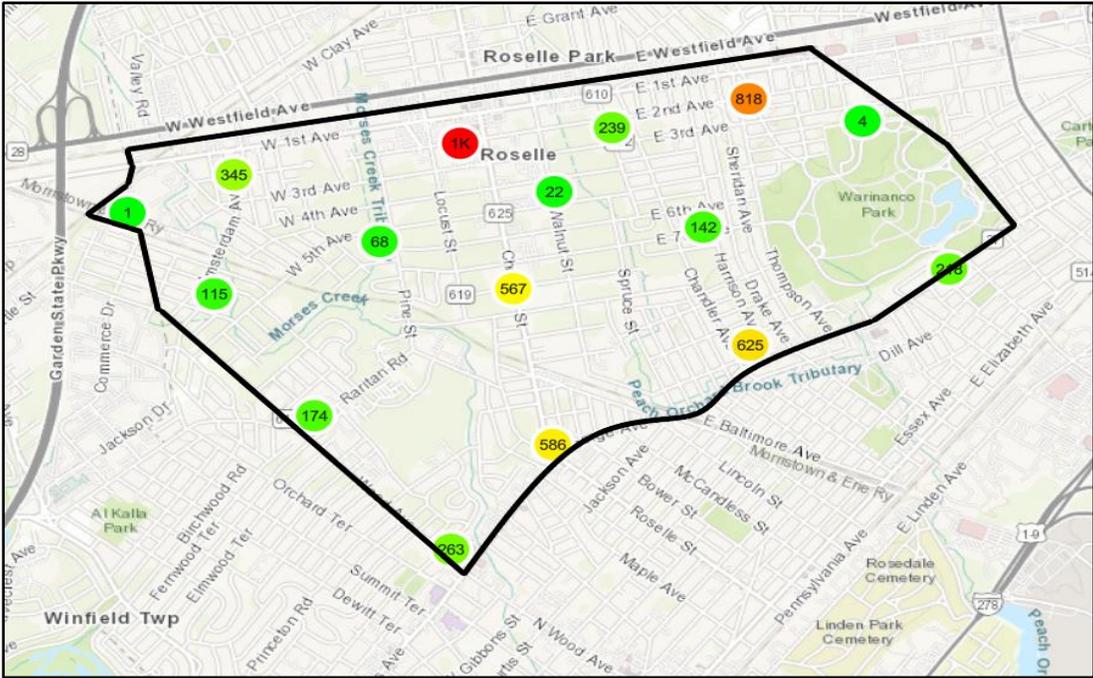


Source: Safety Voyager (2014 - 2023)

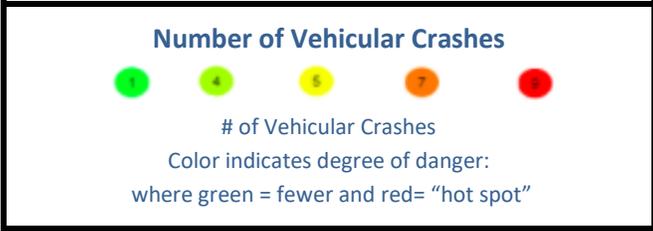
According to Safety Voyager, Friday had the highest number of crashes (15.4 percent), followed by Tuesday (15 percent). Except for Sunday, crashes are split evenly over the remaining days.

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

Map 1: Roselle Vehicular Crashes

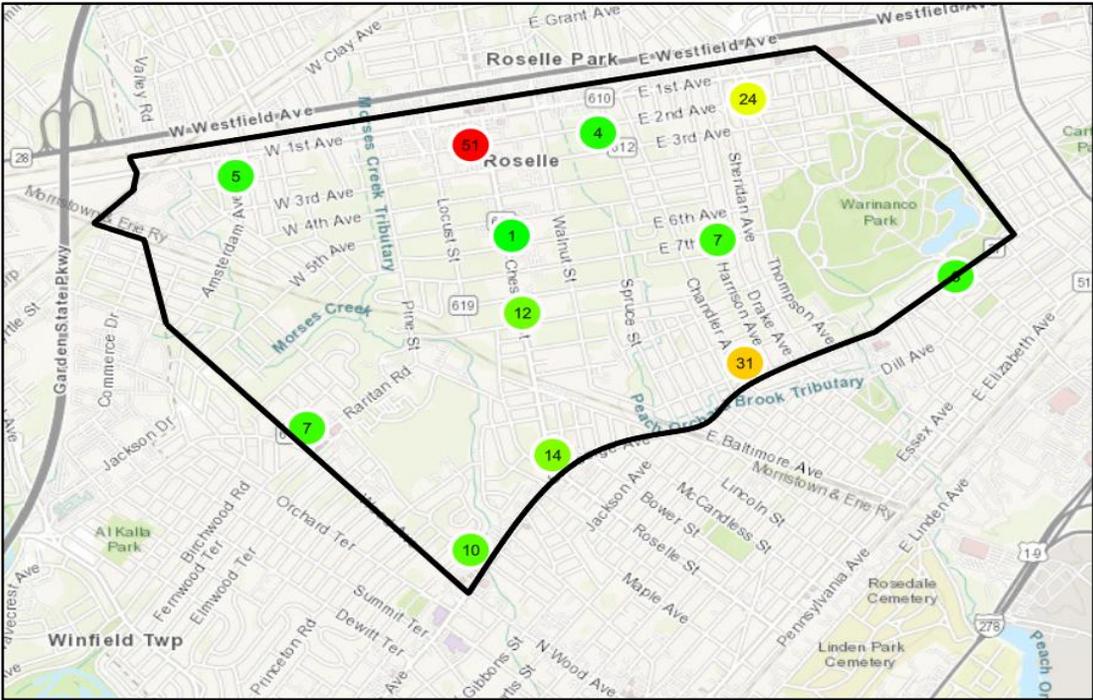


Source: Safety Voyager (2014-2023)

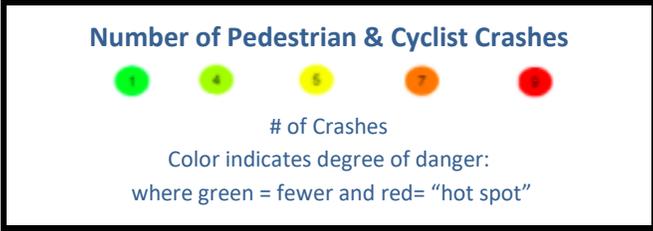


As shown in Map 1, the number of crashes involving cars ranges from 1-1000+, depending on the area and intersections. Map 1 shows many crashes that occurred in the northern area of Roselle. The highest number of vehicle crashes was located near the intersection of Locust Street and Second Avenue (location of the red hot spot).

Map 2: Roselle Pedestrian & Cyclist Crashes



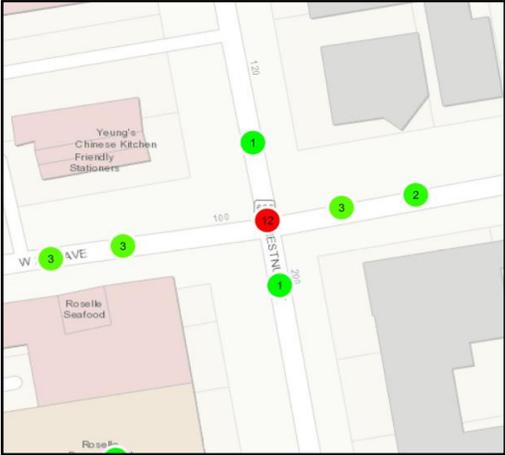
Source: Safety Voyager (2014 – 2023)



Map 2 shows that the highest number of pedestrian and cyclist crashes were near both target intersections of Chestnut Street & Second Avenue, and Locust Street & Second Avenue (location of the red hot spot).

Roselle Vehicular Crashes at Target Intersections

Map 3: Chestnut Street and 2nd Avenue



Map 4: Locust Street and 2nd Avenue

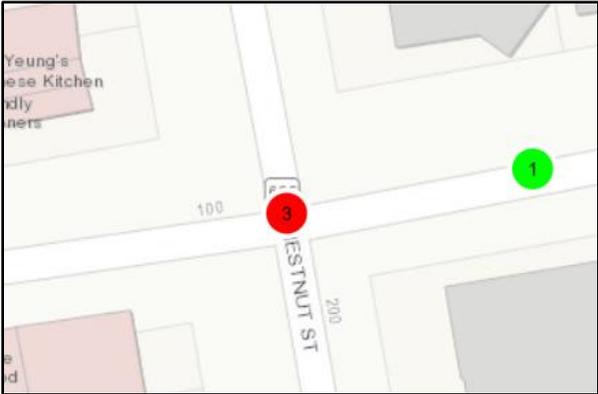


Source: Safety Voyager (2014 – 2023)

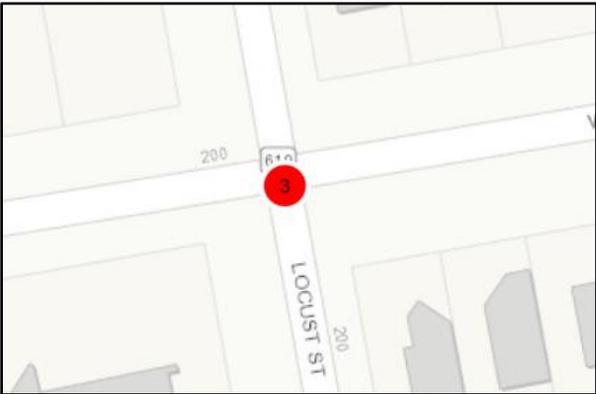
According to Safety Voyager, and displayed on Maps 3 and 4, 25 vehicle crashes occurred at the intersection of Chestnut St. & 2nd Ave., and 38 vehicle crashes occurred at the intersection of Locust St. & 2nd Ave.

Roselle Pedestrian & Cyclist Crashes at Target Intersections

Map 5: Chestnut Street and 2nd Avenue



Map 6: Locust Street and 2nd Avenue



Source: Safety Voyager (2014-2023)

According to Safety Voyager, and displayed on Maps 5 and 6, four pedestrian and cyclist crashes occurred at the intersection of Chestnut St & 2nd Ave., and three pedestrian and cyclist crashes occurred at the intersection of Locust St & 2nd Ave.

2. Campaign Overview

Table 1: Campaign Schedule

Pre-Campaign Observations	Wednesday, March 13, 2024
Campaign Kick-Off	Wednesday, April 10, 2024
Education Period	June 22, 2024, to July 8, 2024
Enforcement Period**	April 10, 2024, to July 25, 2024
Post-Campaign Observations	Thursday, July 25, 2024
Report Development	July 3, 2024, to November 6, 2024
Report Submission to NJTPA	November 8, 2024
NJTPA Review	November 8, 2024, to November 30, 2024
Final Report Submission	November 30, 2024

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

2.1 Campaign Selected Intersections

The focus intersections for the campaign, Chestnut Street & Second Avenue, and Locust Street & West Second Avenue, were selected by the Borough Police due to the high volume of pedestrian traffic and the history of pedestrian-vehicle crashes. Chestnut Street and Locust Street are county roadways, and Second Avenue and West Second Avenue are municipal roadways. Chestnut Street is County Route 625 from Ninth Avenue to First Avenue, and Locust Street, along with Roselle Street, Chestnut Street, Ninth Avenue, Tucker Avenue, and Stuyvesant Avenue, are County Route 619 from Elizabeth Avenue in Linden to Stuyvesant Avenue at the Union-Essex County line. Street Smart activities began with pre-campaign

intersection observations at the intersections of Locust Street and West Second Avenue, and Chestnut Street and Second Avenue on March 13, 2024.

Chestnut Street and Second Avenue

This intersection is a crossing point for pedestrians and drivers to visit the following businesses: Roselle Borough Hall, Dollar General, Roselle First Bank, Rico Pan, Danny's Catering, Beauty Supply, Care Nails & Spa, Yeung's Kitchen, Texas Weiner, and Chestnut Coin-Op. Also, within walking distance are Walgreens, the Roselle Post Office, Dunkin Donuts, Subway, and various small businesses and eateries. All these businesses have frequent foot traffic and bring a high number of vehicles, pedestrians, and cyclists to the intersection. Many commuters use Chestnut Street as their way to enter Roselle Park and Union Township. From St. Georges Avenue to 3rd Avenue, Chestnut Street is one lane with street parking. From 3rd Avenue to First Avenue, Chestnut Street becomes two lanes with street parking. From First Avenue to St. Georges Avenue, Chestnut Street remains one lane with street parking.

Locust Street and West Second Avenue

The intersection of Locust Street and West Second Street is one block away from Chestnut Street and Second Avenue. On the corner of the intersection is Second Baptist Church, which holds masses and classes throughout the week. To the right of the church is the Verizon building, followed by residential homes on both sides of Locust. Down the street on West Second is Pinewood Hall, which is a Section 236 and Section 8 retirement facility, consisting of 170 one-bedroom and studio units. Across the street from Second Baptist Church is a small storefront with four businesses: Mario's Famous Pizza, Casserole Restaurant, Not Just a Daycare Center, and Creative Arts business. One block away is the intersection of Locust Street and West 1st Avenue, which is heavily traveled.

Figure 1: Intersection of Chestnut and Second Avenue



Figure 2: Intersection of Chestnut Street and Second Avenue, Roselle

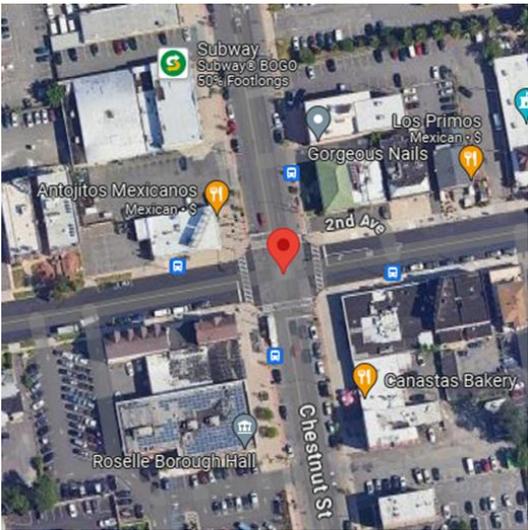
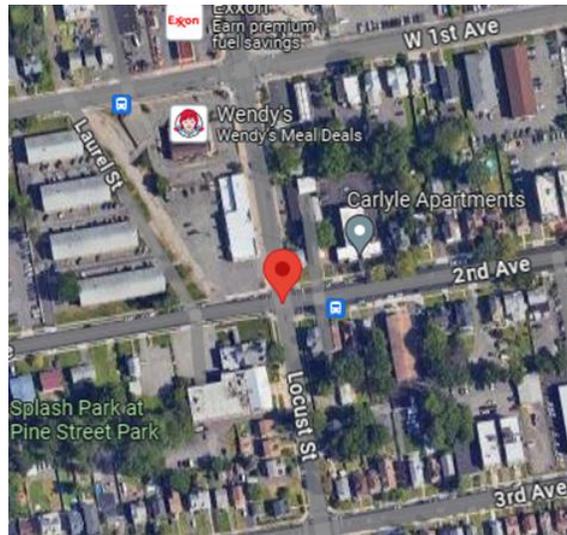


Figure 3: Intersection of West Second Street and Locust Street



Figure 4: West Second Street and Locust Street, Roselle



2.2 Intersection Observations

Observations of pedestrian, driver, and cyclist behavior were conducted by EZ Ride staff on Wednesday, March 13, 2024, from 3:00 pm to 4:30 pm at the target intersections of Chestnut Street & Second Avenue and West Second Street & Locust Street. The team counted the total number of vehicles, cyclists, and crossing pedestrians and observed and counted the number who displayed unsafe behaviors, including:

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

Results are found in section 3.2 of the report.

Chestnut Street and Second Avenue Observations

Fig. 4: Pedestrians Not Using Crosswalk



Fig. 5: Cyclists- No Helmets



Fig. 6: Driver Not Stopping for Pedestrian



Fig. 7: Pedestrians Crossing on Red



Fig. 8: Driver Stopping in Intersection



Fig. 9: Pedestrians Crossing on Red



West Second Avenue and Locust Street Observations

Fig. 10: Faded Crosswalks



Fig. 11: Needed Repairs



Fig. 12-13: Drivers Not Stopping for Pedestrians in Crosswalk



Fig. 14: Cyclist with no helmet on Wrong Side



Fig. 15: Driver Stopped Beyond Bar



2.3 Campaign Kick Off

The Borough of Roselle held its Street Smart Campaign Kickoff event on Wednesday, April 10, 2024. EZ Ride moderated the press event. Various media outlets drafted 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 Donald Shaw
- Cindy Thomas, Council President
- Helder Freire, Acting Police Chief
- Dr. Nathan Fisher, Superintendent of Roselle Public School District
- Isabel Sousa, Council member
- Bette Jane Kowalski, Union County Commissioner and NJTPA Trustee
- Michael J. Rizol, NJ Division of Highway Traffic Safety Director
- Lisa Lee, Director, Sustainability Programs, EZ Ride TMA

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

Fig. 16-20: Street Smart Roselle Kickoff

NJ DOT Safety Director Michael J. Rizol



County Commissioner Bette Jane Kowalski



Helder Freire, Acting Police Chief



Donald Shaw, Mayor



During the campaign kick-off, both EZ Ride and the NJTPA had tables to promote safety for the community. NJTPA handed out 25 Street Smart coasters, 25 Street Smart cup sleeves, and 40 Street Smart bilingual safety tip cards. EZ Ride gave out 150 Street Smart bilingual tip cards, 100 "Heads Up, Phones Down" cards, eight 16 x 30 signs, 50 table tents, and 100 coasters.

2.4 Education & Enforcement Campaign

Education Campaign

The education and public outreach campaign began on Wednesday, April 10, 2024, following the kickoff event at Borough Hall. EZ Ride staff and Roselle police officers distributed safety tip cards and Heads Up, Phones Down postcards to pedestrians, cyclists, and drivers at the focus intersection. Local businesses also displayed posters, coasters, and coffee cup sleeves. The goal was to raise awareness of safe driver and pedestrian behaviors. The campaign’s key messages are as follows:

Table 2: Messages Displayed on Street Smart Posters

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

On Friday, May 3, 2024, the Bike & Pedestrian team delivered the following to the Office of Special Programs and Projects to be distributed at the seven Roselle Public Schools; 100 Heads Up Phones Down postcards, 140 Tip Cards, and 26 indoor Drive Smart and Walk Smart posters were also provided for the Kindergarten Success Academy (2), Dr. Charles C. Polk Elementary (2), Harrison Elementary (2), Washington Elementary (2), Middle School (6), Junior High School (6), and Roselle High School (6). Street signs and posters were displayed around the selected intersection, post office, municipal offices, and local stores. The Roselle Police Department also distributed 30 tip cards and 40 additional traffic safety educational materials at the community education events listed below:

Table 3: Community Safety Outreach by Roselle Police Department

DATES	EVENTS
April 25, 2024	Pedestrian Decoy Enforcement with seven participants
May 15, 2024	Provided a Senior Safe Driving presentation at Abraham Clark High School for 30 students
May 5 - June 1, 2024	Implemented the HTS Click it or Ticket Grant Enforcement program with 14 participants
August 27, 2024	Collaborating with EZ Ride to provide bike helmets, Street Smart materials, and safety information at National Night Out

The Roselle Police Department also posted an additional seven Street Smart signs at the following intersections: Chestnut Street/East 7th Avenue; East 2nd Avenue/Walnut Street; Chestnut Street/3rd Avenue; East 3rd Avenue/Walnut Street; Locust Street/West 7th Avenue; Warren Street/Grand Street; East 3rd Avenue/Harrison Avenue.

Fig. 21-22: Roselle Police Department Community Education



Fig. 23-24: Roselle Police Department Community Education



EZ Ride also did outreach education at the intersections of Locust Street & West Second Avenue, and Chestnut Street & Second Avenue in Roselle on May 21, 2024, from 2:30 pm until 4:30 pm. The EZ Ride Bike and Pedestrian team posted Street Smart Posters at seven local businesses and provided 200 Smart Tip Cards and 200 Heads Up, Phones Down Tip Cards to those businesses.

Fig. 25-26: Street Smart Road Signs at West Second and Locust Street



Fig. 27-28: Street Smart Road Signs at West Second and Locust Street



Fig. 29-32: Street Smart Road Signs at Chestnut Street and Second Avenue

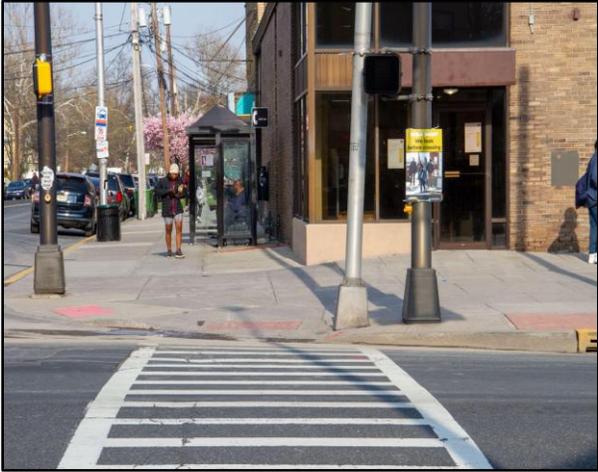


Fig. 33-34: Local Businesses that Displayed Street Smart Posters
- West Second Avenue and Locust Street



Fig. 35-37: Local Businesses that Display Street Smart Posters: Chestnut St & Second Ave



EZ Ride's team worked in the Borough of Roselle before, during, and after, the Street Smart campaign. The team conducted one Driving Safety Presentation and four Pedestrian/Bike Safety Presentations (PSP-BSPs) and attended National Night Out events on August 1, 2023 and August 27, 2024. A total of 553 students attended safety presentations and received take-home information on Pedestrian & Bike Safety and Proper Bike Helmet fitting. The team donated 45 youth bike helmets at the National Night Out Events, and distributed 30 tip cards and 30 Heads Up, Phones Down postcards to the Anthony Amalfe Senior Citizen Center.

Table 4: EZ Ride Safety Activities:

(PSP-BSP= Ped & Bike Safety Talk, PSP-DSP = Ped & Driving Safety Talk)

Activity	Location	Date	# of Participants
2 PSP-BSPs	Dr. Charles C. Polk Elementary	May 22, 2023	240
2 PSP-BSPs	Washington Elementary	June 14, 2023	293
National Night Out	Borough of Roselle	August 1, 2023	20
1 PSP-DSP	Anthony Amalfe Senior Center	May 14, 2024	30
National Night Out	Borough of Roselle	August 27, 2024	25
2 PSP-BSPs	Washington Elementary	November 12, 2024	Scheduled

Fig. 38-39: National Night Out Events



August 1, 2023



August 27, 2024

The Roselle Police Department and the EZ Ride distributed 846 educational materials, including posters, street signs, flyers, and tip cards to residents, local businesses, schoolteachers, and parents. Table 6 documents the quantities of materials distributed.

Table 6: Street Smart Education Materials Distributed by Roselle Police and EZ Ride

Material	
Street Smart NJ Tip Cards Given Out by Police	30
Street Smart NJ Tip Cards Given out by NJTPA at Kickoff	40
Street Smart NJ Tip Cards provided to Roselle Public Schools	300
- Bilingual Tip Cards	300
- Heads Up, Phones Down cards	
Street Smart NJ Posters Given Out by Police	4
Street Smart NJ Posters Given Out by EZ Ride	34
Street Smart NJ Signs Hung at Intersections by Police	8

Street Smart Enforcement Campaign - Violations

The Roselle Police Department conducted its enforcement efforts from May 20, 2024, to July 25, 2024. Table 7 contains a breakdown of the number of summonses issued.

Table 7: Enforcement Results: April 10, 2024, to July 25, 2024

VIOLATIONS TYPE	NUMBER	VIOLATIONS TYPE	NUMBER
Speeding	127	Obstructing Traffic	3
Failure to Observe Stop/Yield Signs	96	No Seat Belt	47
Suspended License	36	Driver Use of Handheld Phone/Texting	25
Failure to Stop for Pedestrian in Crosswalk	65	Reckless/Careless Driving	37

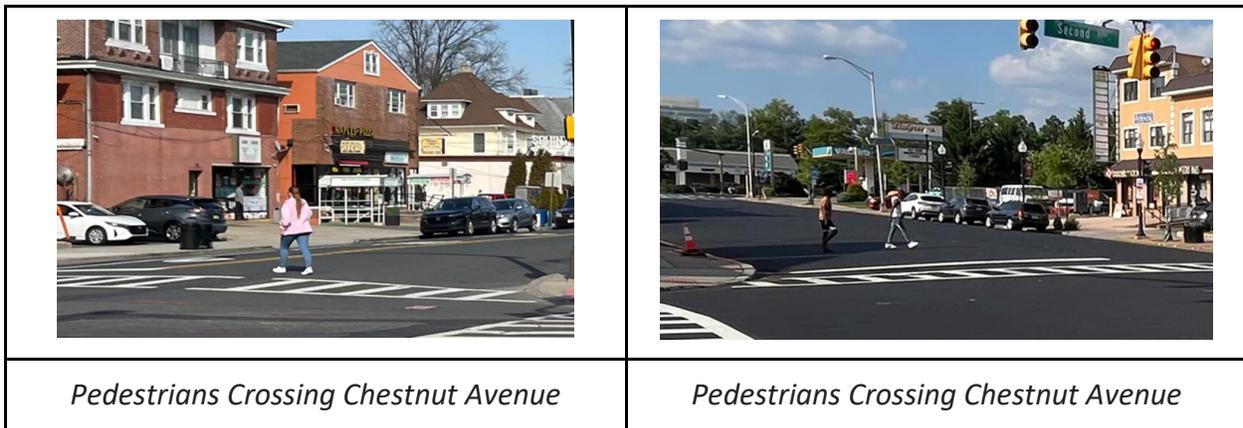
Source: Roselle Police Department

2.5 Post-Campaign Intersection Observations

EZ Ride's Bike and Pedestrian team members returned to the selected intersections on Thursday, July 25, 2023, from 3:30 pm until 5:00 pm to observe cyclist, pedestrian, and driver behavior. The team monitored pedestrians and motorists, noting whether drivers stopped for pedestrians in the crosswalk, whether pedestrians used the crosswalk or crossed against red signals, and whether drivers or pedestrians were distracted by hand-held phones.

Chestnut Street and Second Avenue Post-Observations

Fig. 40-41: Pedestrian Out of Crosswalk



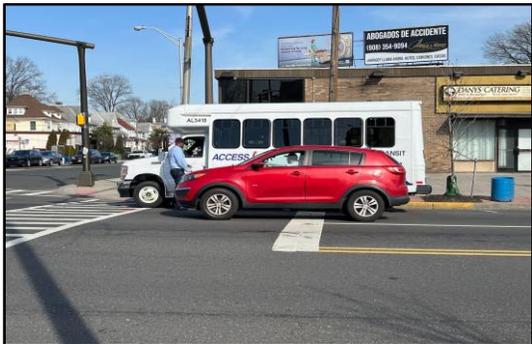
Pedestrians Crossing Chestnut Avenue

Pedestrians Crossing Chestnut Avenue

Fig. 42-43: Bus Driver Stopping Beyond Stop Bar, in Crosswalk, Blocking Pedestrian View



Bus driver stopped at the corner to pick up passengers



Bus driver blocking crosswalk

Locust St. & Second Ave. Observations

Fig. 44: Driver Not Stopping for Pedestrian in Crosswalk



Driver not stopping for pedestrian in crosswalk

Fig. 45-46: Driver Stopped Beyond Stop Bar in Crosswalk



Fig. 47: Driver Stopped for Pedestrian in Wheelchair



Fig. 47-51: Drivers Not Stopping for Pedestrians Waiting to Cross



3. Evaluation

Observations revealed:

- Drivers failed to stop for pedestrians at the crosswalks by Locust St. & Second Ave. while turning.
- Pedestrians had a lengthy wait time to cross Locust Street & Second Avenue.
- Pedestrians routinely used the crosswalks at Chestnut Street and Second Avenue, although some pedestrians were distracted by their phones and crossed mid-block.
- The Access Link bus stopped at an unsafe location on the corner, blocking the traffic lane and the crosswalk.

4. Summary and Recommendations

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

The Street Smart Roselle Campaign heightened people's awareness that drivers, pedestrians, and cyclists are responsible for obeying traffic laws. 886 Street Smart tip cards and other educational materials were distributed to residents and commuters during the community outreach and education campaign. Tip cards, coffee sleeves, store posters, and street signs were viewed by many people, both walking and driving.

More education and enforcement throughout Roselle may help reinforce and promote safe pedestrian and motorist behaviors. Additional community outreach and school safety programs are recommended. Some engineering changes would also be helpful to make the intersection safer, which are included in the following recommendation section.

4.1 Recommended Studies and Next Steps

INFRASTRUCTURE IMPROVEMENTS

- Consider installing pedestrian signals or rectangular flashing beacons at the Locus Street and Second Avenue intersection. These MUTCD-compliant devices make the crosswalk more visible to all road users. See the grant opportunities/resources section below for other potential programs and funding sources.
- It was observed that students ride their bikes at both intersections within this study. Consider installing bike lanes leading to both intersections and throughout the borough on Locust Street and Chestnut Street where the road width permits.
- Consider applying to the [NJTPA Complete Streets Demonstration Library](#) and working with EZ Ride to test out temporary solutions or the [NJTPA Complete Streets Technical Assistance Program](#) to further this effort.
- Consider repainting intersection crosswalks with high visibility striping during the borough's routine striping and resurfacing maintenance.
- Consider painting the word "stop" before the Stop Bars to make them more visible and effective.
- Consider hanging larger "No Left Turns" signs on the traffic signal post arms that hold the green, yellow, and red signals, directly in front of drivers.
- Consider recommendations that stem from and align with the [Union County Local Safety Action Plan](#).

EDUCATION AND OUTREACH

- Consider placing "Stop for Pedestrians in Crosswalk" signs at the target intersection and other busy/high-crash intersections to raise awareness of safer driver behavior.
- Ask local bike shops to post educational signs reminding cyclists to ride on the right side of the street.
- Continue educating residents and motorists about street safety for all road users, including stopping for pedestrians in crosswalks and before making right or left turns at intersections.
- The County may want to consider working with the NJ Motor Vehicle Commission to teach new/renewing drivers and defensive driver course participants to stop for pedestrians in crosswalks.

- Consider a main insert for motorists renewing licenses/registrations.
- Borough staff should reinforce that distracted driving is a tickable offense and that the use of handheld cell phones/headphones while walking, driving, or cycling is unsafe.
- Promote crosswalk use at all intersections.
- Place Street Smart posters/signs in schools, trains, transit stations, and bus stops to discourage distracted walking and driving.
- Increase police enforcement of pedestrian, driver, and cycling laws at other intersections with high crash rates.
- Police can distribute material and post signs advising cyclists to ride with traffic on the right side of the street and to encourage helmet use.
- Conduct additional Street Smart campaigns to encourage safe driving and walking.

GRANT OPPORTUNITIES/RESOURCES

- [NJTPA Complete Streets Demonstration Library](#): *The North Jersey Transportation Planning Authority (NJTPA), in partnership with the Hudson Transportation Management Association (Hudson TMA), created a Complete Streets Demonstration Library to support the broader use of tactical urbanism. We assembled a collection of delineator posts, barricades, traffic signs, paints, stencils, barriers, traffic cones, and other Materials available for loan to communities who want to implement a temporary demonstration. Applications are welcome year-round at any time.*
- [NJTPA Complete Streets Technical Assistance Program](#): *This program, funded by the NJTPA, supports municipalities by providing them with the knowledge, skills, and resources to develop Complete Streets-related solutions. Technical assistance is provided through a partnership with Sustainable Jersey (SJ) and the Voorhees Transportation Center at Rutgers University (VTC). Selected participants receive free direct technical assistance to complete a specific task related to advancing a Complete Streets initiative in their community. No direct funding to municipalities is provided.*
- [NJTPA Local Safety Program](#): *The NJTPA works with its federal partners and the New Jersey Department of Transportation (NJDOT) to provide funding to its county and city member subregions for infrastructure improvements that aim to make travel safer. The NJTPA solicits candidate projects from its subregions under two safety funding programs every other fiscal year, the Local Safety and High Risk Rural Roads programs. Typical projects supported by this program include new and upgraded traffic signals, road diets, modern roundabouts, pedestrian safety, including countdown signal heads, high visibility crosswalks, curb extensions, new and upgraded signs and pavement markings, bike lanes, and other improvements. New Jersey is a focus state for Pedestrian and Bicycle Safety and Intersection Safety. Available for NJTPA subregions (the county) to apply.*

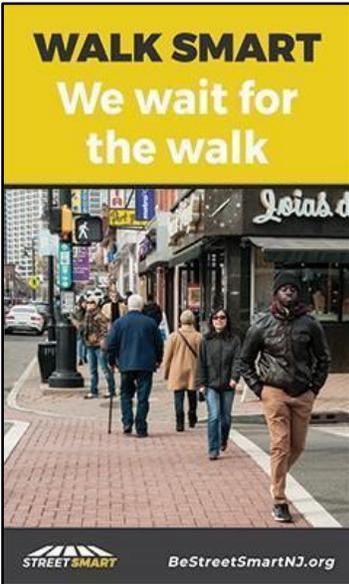
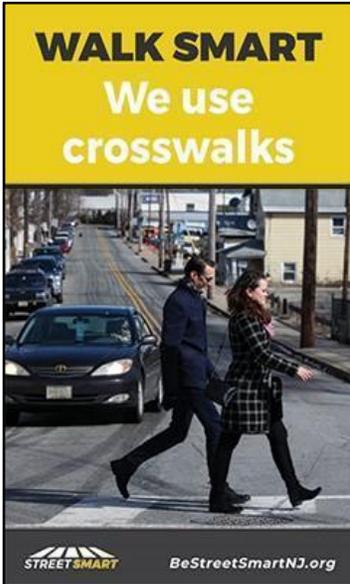
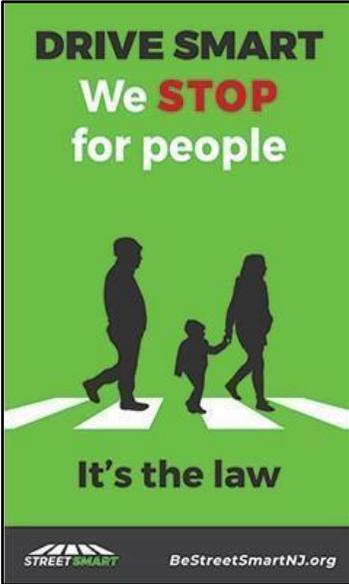
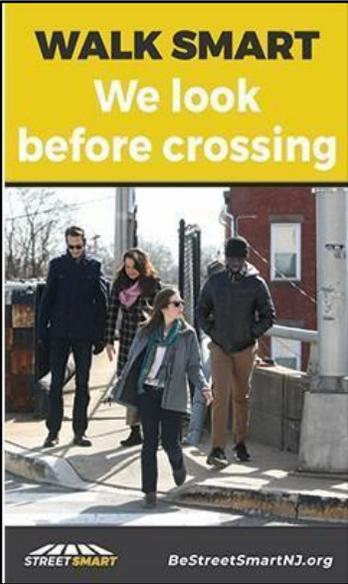
- **NJDOT TA Set Aside:** *The Transportation Alternatives Set-Aside (TA Set-Aside) program provides federal funds for community-based “non-traditional” surface transportation projects designed to strengthen the cultural, aesthetic, and environmental aspects of the nation’s intermodal system.*
- **NJDOT SRTS Infrastructure Grant:** *The Safe Routes to School (SRTS) grant program provides federal funds administered by the NJDOT for infrastructure projects to improve pedestrian and bicycle safety for municipalities, counties, schools, and school districts. Nonprofit organizations are eligible as grant recipients but may partner with a local agency that will assume responsibility and administration for the grant.*

5. Appendix

5.1 Street Smart Educational Materials

Figures 52-72: Display Street Smart Materials; Posters, Coffee Cup holders, and Street Signs:

Posters:





Lawn & Street Signs:





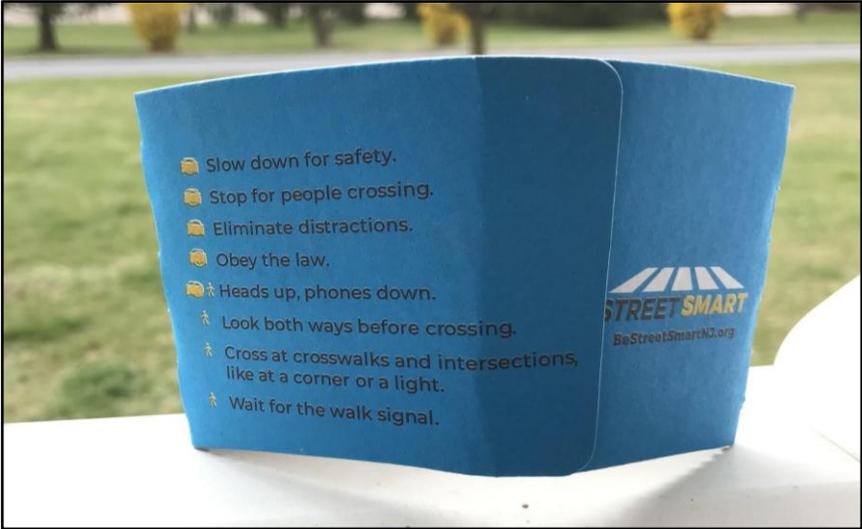
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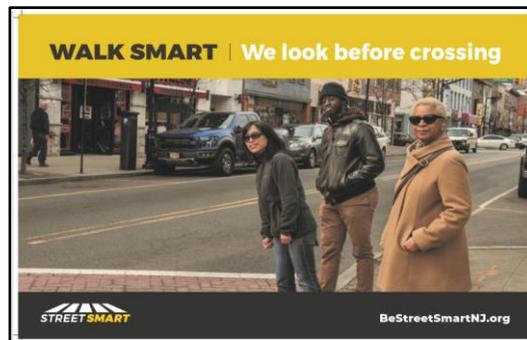
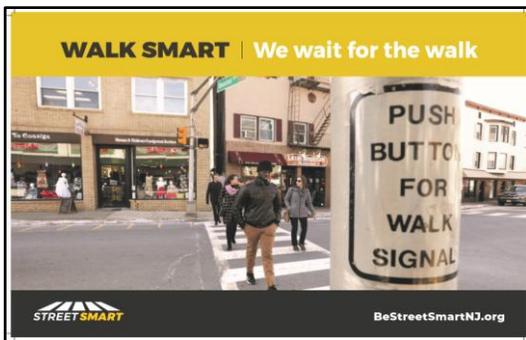
Coasters:



Cup Sleeves:



Banners:



5.2 Media Coverage

News Articles:

Several media outlets drafted articles about the Roselle Street Smart Campaign, giving background on the campaign as well as letting readers know the goal of the campaign was to reduce pedestrian fatalities in the Borough of Roselle, with the hope of bringing the number to zero. Below are various articles about and promoting the campaign.

Article from TAP Into Roselle:

By TAPinto Roselle Staff

Published April 6, 2024 at 10:00 AM

Last Updated April 8, 2024 at 1:27 PM

ROSELLE, NJ - The Borough of Roselle will conduct a Street Smart NJ pedestrian safety education campaign to change unsafe driver behavior and reduce pedestrian-motor vehicle crashes at the intersections of W. Second Ave. & Chestnut St. and W. Second Ave. & Locust St.

"Our administration and Borough Council is committed to safer streets as evidenced by our recent installation of four-way stop signs, speed bumps, and other traffic safety measures," said Roselle Mayor Donald Shaw. "Our partnership with Street Smart NJ, the Roselle Board of Education, and our local Police Department elevates the importance of obeying traffic laws, resulting in safer intersections for our residents."

Street Smart NJ is a statewide effort between public, private, and non-profit organizations. The initiative is designed to remind drivers of their important responsibilities in keeping streets safe, from obeying the speed limit and stopping for people crossing the street, to avoiding distractions while behind the wheel.

As part of the campaign, large educational signs will be visible at each of the aforementioned intersections, starting on Wednesday, April 10 at 5 p.m. in front of the Roselle Borough Hall. The event will also feature several speakers, including Council President Cindy Thomas, Council At Large Denise Wilkerson, and Mayor Shaw.

"As superintendent, safeguarding the well-being of our students and community is of utmost importance," said Superintendent of Schools Dr. Nathan L. Fisher. "I am proud to say the Street Smart NJ campaign will play a pivotal role in educating both drivers and pedestrians on the safe utilization of our roadways. This initiative underscores our commitment to prioritizing student safety and fostering a secure environment for all members of our community."

"Ensuring the safety and well-being of our residents remains a top concern for Union County," said Union County Commissioner Chairwoman Kimberly Palmieri-Mouded. "The Street Smart NJ campaign will help educate drivers and pedestrians about the safe use of our roadways and is part of a broader set of initiatives to make our community safer."

Promotion from the Street SmartNJ website:

Time: 5 p.m.

Location: Roselle Borough Hall
210 Chestnut Street
Roselle, NJ

The Borough of Roselle is kicking off its Street Smart NJ campaign with a news conference to raise awareness about pedestrian safety.

Roselle has experienced several pedestrian-vehicle crashes in recent yeras, including a fatal crash at the intersection of Chestnut Street and West 2nd Avenue on December 15, 2023. This campaign will focus on improving safety along West 2nd Avenue, particularly at the intersections of Chestnut and Locust streets.

Event participants include:

- Mayor Donald A. Shaw
- Borough Council President Cindy Thomas
- Councilwoman Isabel Sousa
- Acting Police Chief Helder Freire
- Superintendent Dr. Nathan Fisher
- Union County Commissioner Bette Jane Kowalski, NJTPA Third Vice Chair
- Director Michael Rizol, NJ Division of Highway Traffic Safety
- Lisa Lee, Director, EZ Ride TMA

Promotion from the Union County NJ website and its Facebook page:

The Union County Board of County Commissioners is announcing a Street Smart NJ pedestrian safety education campaign in the Borough of Roselle. This education campaign is aimed at changing unsafe behavior and reducing pedestrian-motor vehicle crashes at the intersections of W. Second Ave. & Chestnut St. and W. Second Ave. & Locust St in Roselle.

“Ensuring the safety and well-being of our residents remains a top concern for Union County,” said Commissioner Chairwoman Kimberly Palmieri-Mouded. “The Street Smart NJ campaign will help educate drivers and pedestrians about the safe use of our roadways and is part of a broader set of initiatives to make our community safer.”

The campaign will kick off on Wednesday, April 10th, at 5:00pm in front of Roselle Borough Hall near West Second & Chestnut Street. Speakers will include Bette Jane Kowalski, Union County Commissioner and NJTPA Trustee; Mayor Donald A. Shaw; Cindy Thomas, Council President; Councilwoman Isabel Sousa; Helder Freire, Acting Chief of Police; Dr. Nathan Fisher, Superintendent of Roselle Public Schools, Michael Rizol, Director, NJ Division of Highway Traffic Safety, and Lisa Lee, Director, EZ Ride.

Street Smart NJ, initiated in 2013 and managed by the North Jersey Transportation Planning Authority (NJTPA), is a statewide collaborative effort between public, private, and non-profit organizations. The campaign reminds people that everyone has a role in making our streets safer. Drivers must obey speed limits and stop for people crossing; people walking or biking must use crosswalks (marked and unmarked) and cross with the signals; and everyone must avoid distractions. Street Smart NJ is one of many initiatives working to reach zero pedestrian fatalities and more than 240 communities in NJ have successfully implemented the campaign.

EZ Ride, the Transportation Management Association serving Union County, will manage the local campaign and work with the municipality, county, schools, and community partners to educate and distribute safety information. Large educational signs will be displayed at the intersections, and local and County police will enforce traffic and pedestrian laws as part of the campaign.

Pedestrian safety is a concern nationwide, but it is particularly important in New Jersey. On average, one pedestrian is killed every two days in New Jersey, and 12 are injured daily. According to the National Highway Traffic Safety Association, New Jersey ranked 18th in the US in pedestrian fatalities per 100,000 people, and pedestrians comprised 30 percent of the 699 traffic fatalities in New Jersey in 2021, far more than the national average of 17 percent. The two focus intersections for this campaign were selected due to recent pedestrian crashes and a fatality in December 2023.

“Through initiatives like Street Smart NJ, we’re developing a culture of safety so that every resident can navigate our streets with confidence,” said Commissioner Bette Jane Kowalski. “It will take statewide efforts to eliminate accidents and injuries, but we are dedicated to working toward that goal.”

Anyone interested in helping to promote the Street Smart NJ message in Union County should contact Lisa Lee at 201-939-4242

Tap Into Westfield Article:

Westfield > Union County News

Union County News

Pedestrian Safety Campaign Launches in Union County

The campaign is "part of a broader set of initiatives to keep our community safer," commissioner chairperson said.



Officials in Roselle kick off a Street Smart NJ pedestrian safety campaign on April 10.
Photo Credit: EZ Ride

<https://www.tapinto.net/towns/westfield/sections/union-county-news/articles/pedestrian-safety-campaign-launches-in-union-county>

5.3 New Jersey State Laws:

Whether you are 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 is important that everyone knows and follows the laws and common-sense safety measures everyone can follow to help reduce fatalities.

LAWS FOR MOTORISTS AROUND PEDESTRIANS

- The New Jersey Safe Passing Law (NJS 39:4-92.4) states drivers must move over a lane (if there's one to move into) while following all current no-passing and no-speeding laws; On a single-laned road, drivers must provide a distance of at least 4 feet to safely pass a vulnerable road user; and if 4 feet is not possible, drivers must slow to 25 mph and be prepared to stop until they can pass safely without endangering those sharing the road.
- 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.