



City of Elizabeth and Union Township



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Executive Summary

EZ Ride worked with the Traffic Police from the City of Elizabeth and Union Township, Union County, and NJTPA to conduct a Street Smart NJ campaign starting in the Fall of 2023 to raise awareness of pedestrian and driving safety. Elizabeth and Union Township traffic police used grants from the NJ Division of Highway Traffic Safety to work with city and county officials, EZ Ride, and school districts to educate students, employees, and residents about safe driving and walking practices, and to enforce driver- and pedestrian-related laws.

Due to documented crash history, the City of Elizabeth and the Township of Union selected the intersections of Magie Avenue at Monmouth Road and Keats Avenue/Durling Road for focused review. Magie Avenue is identified as a top-priority corridor and is included on Union County's High Injury Network. It is also included in the Union County Safe Streets for All Plan. Because segments of Magie Avenue run along the boundary between Union Township and the City of Elizabeth, involvement from Union County and both municipalities was necessary to address the shared jurisdiction.

Typical Street Smart NJ enforcement efforts run for two weeks. The Township of Union implemented enforcement efforts from August 4 to August 17, 2024, which resulted in 22 stops, 13 summonses, and 10 warnings at various locations on Magie Avenue. The City of Elizabeth implemented roving enforcement on Magie Avenue between Monmouth Avenue and Shelley Avenue from October 7 to October 20, 2024. This resulted in 12 summonses and 3 warnings.

EZ Ride partnered with both Union Township and the Elizabeth Public School District to deliver safety talks at schools in the study area during the school year. Schools closest to the targeted intersections that received safety presentations were Victor Mravlag School No. 21 (at the intersection of Magie Avenue and Keats Avenue/Durling Road) and Elmora School No. 12 (at the intersection of Magie Avenue and Monmouth Road).

Additional traffic safety presentations led by EZ Ride occurred throughout the City of Elizabeth during the 2023-24 school year at 13 schools, eight schools during the 2024-25 school year, and 14 schools during the 2025-26 school year. For Union Township, EZ Ride provided safety presentations at three schools during the 2023-24 school year.

Related Safety Activities

A focus group session was held with nine members of Congregation Beis Hillel in June 2024, and a separate report was prepared based on community feedback. Pre- and post-community surveys about the campaign were completed by residents, local safety advocates, school parents, and municipal/county employees. A separate summary report documents the survey findings. EZ Ride also led SRTS Road Safety Audits on April 14, 2024, around Thomas A. Edison

Career and Technical Academy (TECTA), and on December 9, 2024, near the J. Christian Bollwage Finance Academy. A school travel plan report was prepared by EZ Ride for TECTA, identifying safety issues and recommending improvements.

We were asked by the community to conduct a Speed Study on Magie Avenue, which is a county road. Due to delays and the County legal team's lack of agreement on a Speed Study MOU, we were unable to conduct a speed study.

1. Street Smart Overview

Street Smart NJ is a statewide public education, awareness, and behavioral change campaign. The campaign is coordinated by the North Jersey Transportation Planning Authority and is supported by federal and state funds, with additional funding from local partners, including the state's eight Transportation Management Associations. Street Smart was first piloted in 2013 in response to New Jersey's designation as a "pedestrian focus state" by the Federal Highway Administration, due to the high number of pedestrian injuries and fatalities. While the designation of "focus state" is no longer used, the fact remains that New Jersey's pedestrian fatality rate is much higher than the national average. Nationally, pedestrian and bicyclist deaths accounted for 20 percent of traffic fatalities in 2024. Of the 691 traffic fatalities in New Jersey in 2024, there were 221 pedestrians and 25 bicyclists killed, accounting for 35 percent of all fatalities. Overall, NJ State Police data reported a 14 percent rise in all traffic deaths in New Jersey from 2023 to 2024, with 691 people killed.

The campaign has three main goals:

- Change pedestrian and motorist behavior to reduce the incidence of pedestrian injuries and fatalities on New Jersey's roadways
- Educate motorists and pedestrians about their roles and responsibilities for safely sharing the road
- Increase enforcement of pedestrian safety laws and roadway users' awareness of that effort

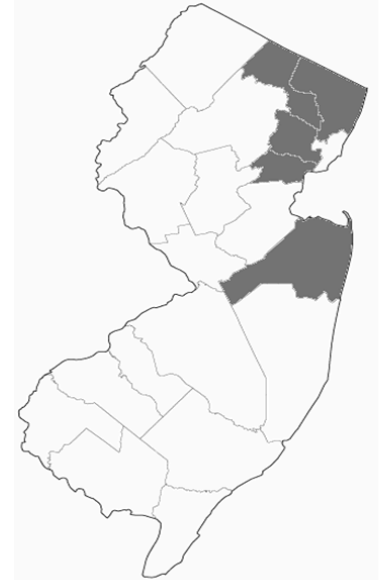
The following key messages were developed and are promoted in Street Smart NJ campaigns:

- We slow down for safety
- We STOP for people—It's the law
- Drive Smart. Walk Smart. Be Street Smart.
- Heads up, Phones down
- Move over for safety (NJ Safe Passing Law)

1.1 EZ Ride's Street Smart NJ 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 on the New Jersey map, EZ Ride provides transportation services in Bergen, Essex, Monmouth, Passaic, and Union Counties. Besides Union County, EZ Ride has initiated full Street Smart NJ campaigns in Asbury Park, Bloomfield, Garwood, Hackensack, Highlands, Linden, Long Branch, Newark, Paterson, Oradell, Orange, Roselle Park, Rutherford, Teaneck, and West Orange. Community outreach was also supported by handing out tip cards at schools and in cities such as Bloomfield, Long Branch, Newark, Teaneck, and Westwood.



1.21 Elizabeth, New Jersey

The City of Elizabeth is the county seat of Union County and, as of the 2020 United States Census, is New Jersey's fourth most populous city. Originally called "Elizabethtown," the city was founded in 1664 and served as New Jersey's first capital. The city is bordered by Hillside, Linden, Newark, Roselle, Roselle Park, and Union. Elizabeth has a total area of 13.7 square miles and a population of 137,298. Elizabeth is the hub of many roadways, including the New Jersey Turnpike/Interstate 95, Interstate 278, U.S. Routes 1, 9, 27, 28, and 439. It is also among the highest in U.S. cities for train ridership, with two active train stations. According to the 2023-24 NJ School Performance Report, the district has 28,351 students, with 78.9 percent economically disadvantaged, across 37 schools. Eight academies serve students in grades 9-12, while the remaining schools cater to students from Pre-Kindergarten/Kindergarten through 8th grade.

1.22 Union Township, New Jersey

Union Township is located in Union County, New Jersey. As of the 2020 US census, the township had a total area of 9.1 square miles and a population of 59,728. The Township is bordered by eight municipalities: Hillside to the east, Elizabeth to the southeast, Roselle Park and Kenilworth to the south, and Springfield Township to the west, Millburn to the northwest, Maplewood to the north, and Irvington to the northeast. Union Township has several major roadways,

including the Garden State Parkway, Route 78, Route 22, and Route 82. NJ TRANSIT offers rail service at the Union train station, providing service on the Raritan Valley Line, and provides bus service to New York City and New Jersey on routes 113, 114, and 117 to the Port Authority Bus Terminal. As per the 2023-24 NJ School Performance Report, the district has 7,775 students with 16.9 percent economically disadvantaged at 10 schools.

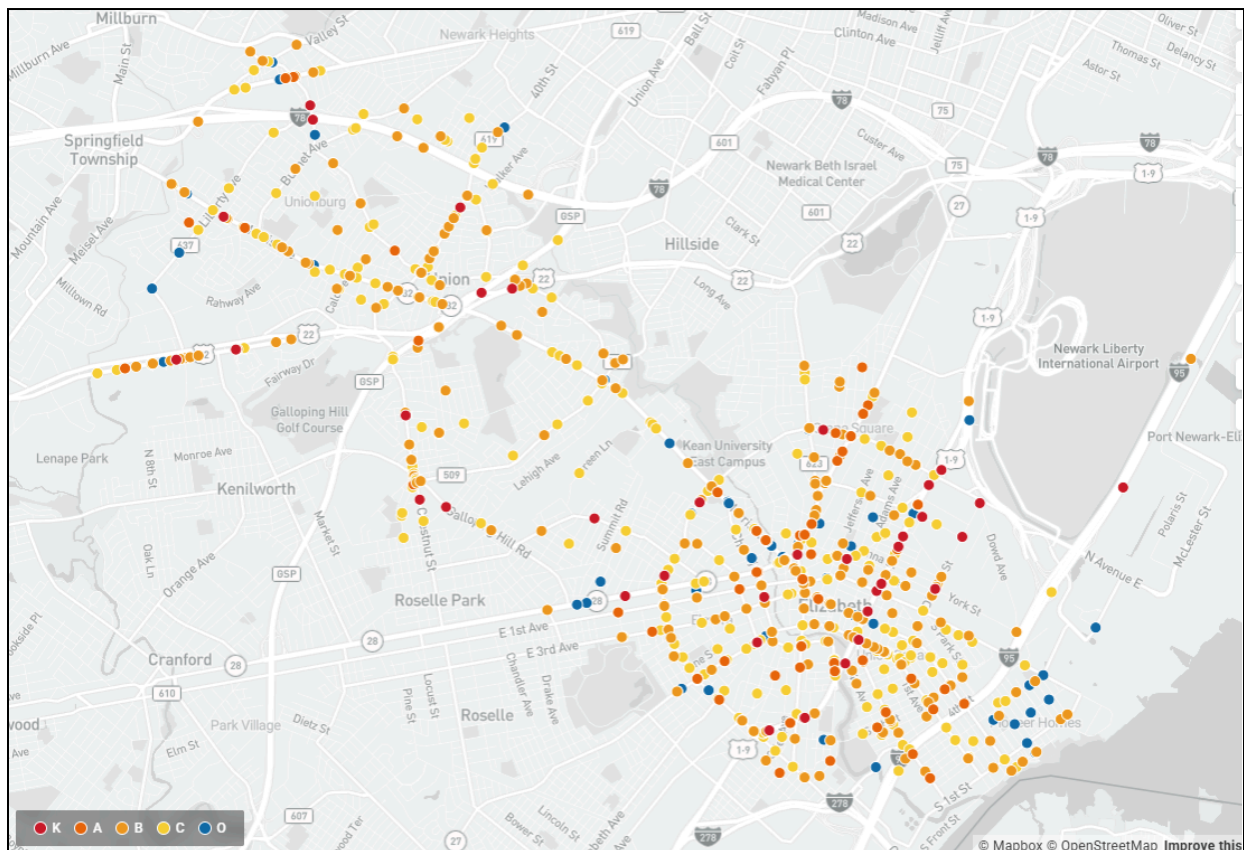
1.3 Elizabeth & Union Township Crash Analysis

Table 1: Pedestrian and Bicyclist Crashes, Fatalities, and Injuries

Gender	Elizabeth	Union Twp.
Crashes	1,666	473
Fatalities	45	17
Injuries	1,395	423

Source: Numetric (2014-23)

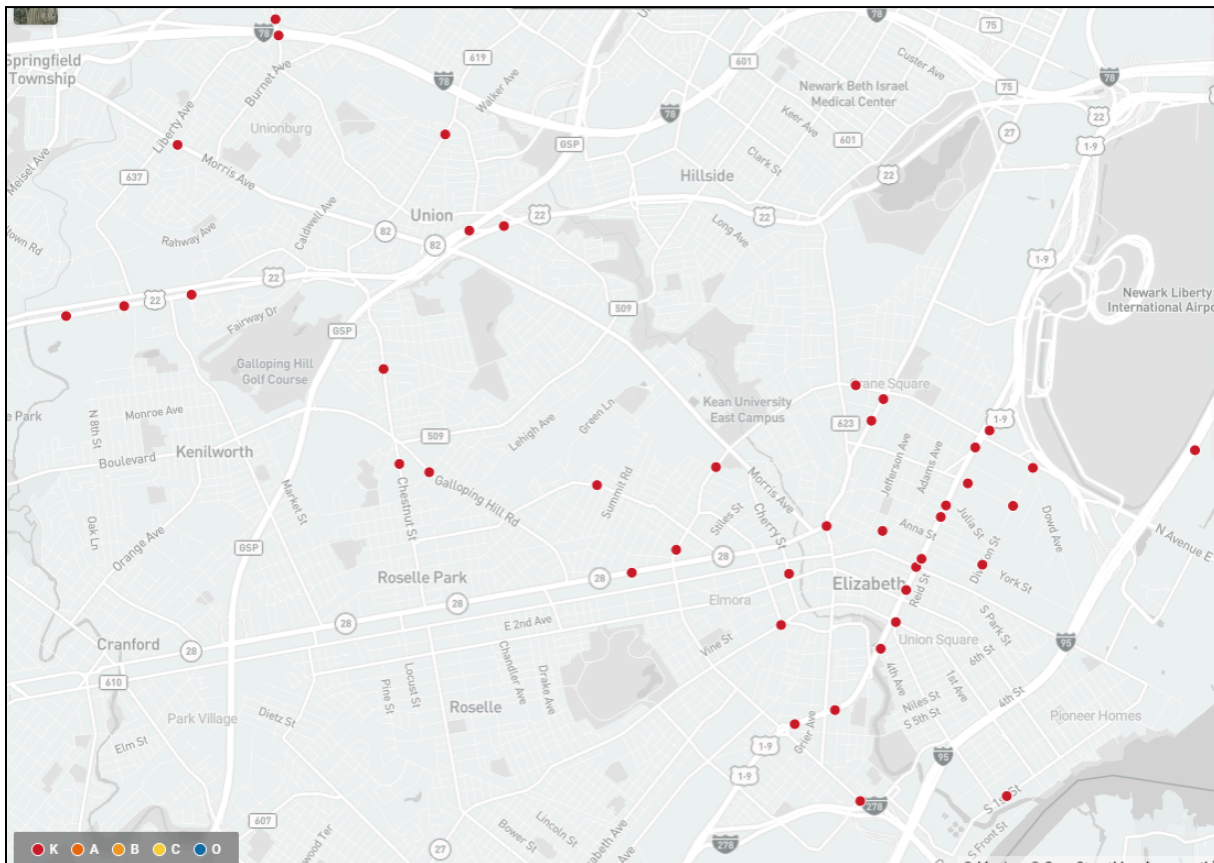
Map 1: Pedestrian and Bicyclist Crashes



Source: Numetric (2014-23)

Map Legend: Red: Fatality, Dark Orange: Serious Injury, Orange: Minor Injury, Yellow: Possible Injury, Blue: Property Damage

Map 2: Pedestrian and Bicyclist Fatalities



Source: Numetric (2014-23)

Map Legend: Red: Fatality, Dark Orange: Serious Injury, Orange: Minor Injury, Yellow: Possible Injury, Blue: Property Damage

EZ Ride used Safety Voyager, the NJ Department of Transportation's crash analysis program, and Numetric, the NJ Division of Highway Traffic Safety's crash analysis program, to examine crash data for this report. Elizabeth had 1,666 pedestrians and cyclists involved in motor vehicle crashes from January 1, 2014, to December 31, 2023. Breaking down the data even further, these crashes resulted in 45 fatalities and 1,395 injured individuals. Union Twp. had 473 pedestrians and cyclists involved in motor vehicle crashes from January 1, 2014, to December 31, 2023. These crashes resulted in 17 fatalities and 423 injuries. This analysis was used to help select an intersection to use as the focus of the campaign.

The following data can be used to inform future education and safety campaigns in Elizabeth, Union Township, and Union County.

Table 2: Pedestrian & Bicyclist Crash Statistics- Gender Breakdown

Gender	Elizabeth	Union Twp.	Union County
Male	59.1%	58.4%	61.0%
Female	33.0%	35.7%	33.6%
Unknown	7.9%	5.9%	5.4%

Source: Safety Voyager (2014-23)

According to our analysis, for pedestrian and bicyclist crashes, males were involved in more than half, 59.1 percent in Elizabeth, 58.4 percent in Union Township, and 61 percent in Union County. Females were involved in approximately one-third of the pedestrian & bicyclist crashes in all municipalities, at rates of 33 percent, 35.7 percent, and 33.6 percent, respectively. “Unknown” was 7.9 percent, 5.9 percent, and 5.4 percent, respectively. Union County had the greatest disparity between males and females, a 27.4 percent difference.

Table 3: Pedestrian & Bicyclist Crash Statistics- Age Breakdown

Age	Union Twp.	Elizabeth	Union County
0-9	1.9%	4.6%	3.0%
10-19	21.5%	17.1%	19.4%
20-29	16.8%	16.5%	15.7%
30-39	13.6%	13.2%	12.3%
40-49	9.5%	11.7%	11.1%
50-59	12.4%	12.6%	13.3%
60-69	8.9%	8.5%	9.3%
70+	6.7%	4.7%	6.1%
Unknown	8.7%	11.2%	9.8%

Source: NJ Safety Voyager (2014-2023)

Pedestrian and bicyclist crashes occurred most frequently among individuals aged 10-19 in all municipalities, with rates of 17.1 percent in Elizabeth, 21.5 percent in Union Township, and 19.4 percent in Union County. The second-highest number of pedestrian & bicyclist crashes in all the municipalities occurred among those aged 20-29, at 16.5 percent, 16.8 percent, and 15.7 percent, respectively.

Table 4: Driver Statistics - Gender Breakdown

Gender	Elizabeth	Union Twp.	Union County
Male	62.0%	57.0%	57.9%
Female	32.0%	41.0%	38.8%
Unknown	5.0%	2.0%	3.2%

Source: NJ Safety Voyager (2014-2023)

Males accounted for more than half of driver crashes in all municipalities, with 62.2 percent in Elizabeth, 57 percent in Union Township, and 57.9 percent in Union County. Females accounted for 32.3 percent, 41 percent, and 38.8 percent, respectively. Unknown gender accounted for 5.5 percent, 2 percent, and 3.2 percent, respectively.

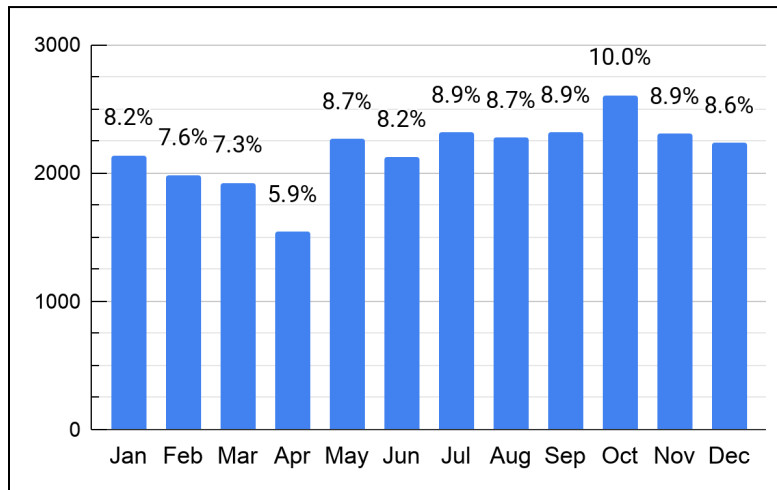
Table 5: Driver Statistics - Driver Age

Age- driving crashes	Union Twp.	Elizabeth	Union County
16-19*	5.8%	3.9%	5.7%
20-29	25.0%	24.1%	23.1%
30-39	19.5%	22.2%	19.8%
40-49	16.8%	18.9%	17.7%
50-59	15.8%	15.8%	16.0%
60-69	9.5%	8.8%	9.6%
70+	5.2%	3.6%	5.5%
Unknown	2.4%	2.7%	2.8%

Source: NJ Safety Voyager (2014-2023) *Age Group on Safety Voyager is listed as age 10-19.

Crashes occurred most frequently among drivers aged 20 to 29 in all municipalities, with rates of 24.1 percent in Elizabeth, 25 percent in Union Township, and 23.1 percent in Union County. The second-highest number of crashes among drivers was among drivers aged 30-39, with 22.2 percent, 19.5 percent, and 19.8 percent, respectively. However, the age brackets of 40-49 and 50-59 also recorded high percentages in all municipalities. The above demographic data in Charts 1 through 4 is useful for outreach/campaign purposes.

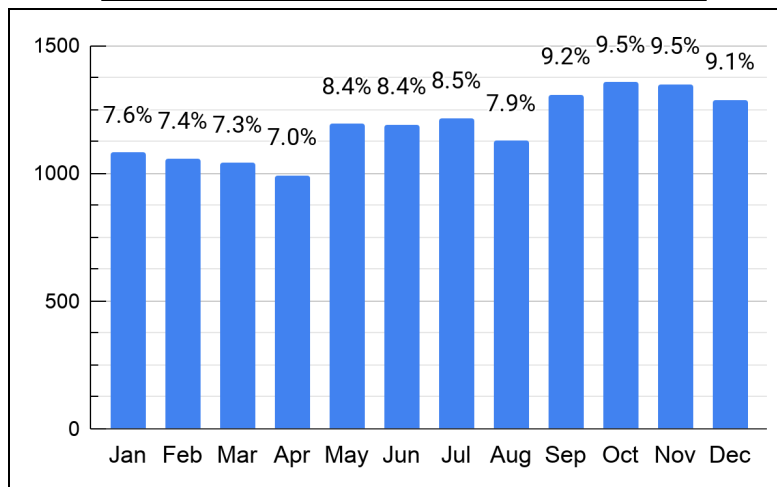
Chart 1: Elizabeth Crash Statistics by Month



Source: Numetric (2014-2023)

From 2014-2023, the month with the most crashes in Elizabeth was October, with 2,608 (10 percent of all crashes). The next-highest months, with 8.9 percent of all crashes, were July (2,315), September (2,314), and November (2,305).

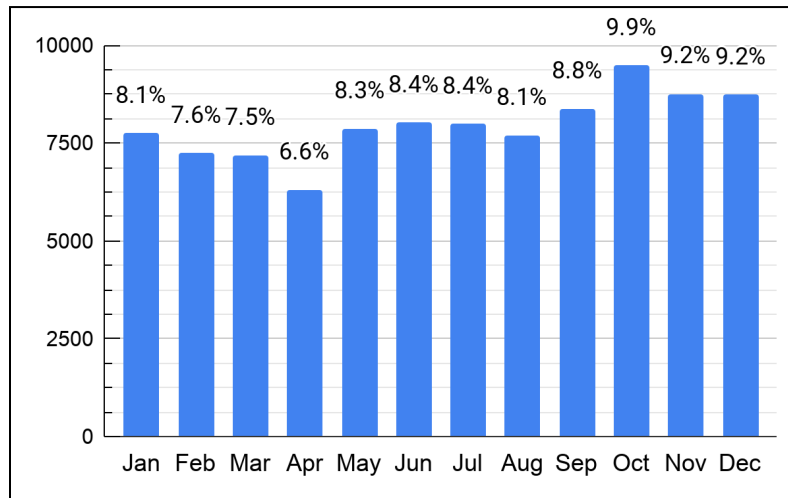
Chart 2: Union Twp. Crash Statistics by Month



Source: Numetric (2014-2023)

From 2014-2023, October (1,356) and November (1,349) were the months with the highest number of crashes in Union Township. The next-highest month, with 9.2 percent (1,309) of all crashes, was September.

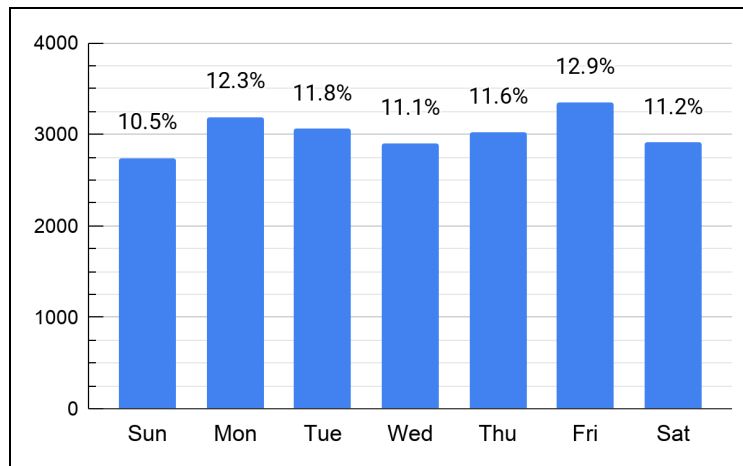
Chart 3: Union County Crash Statistics by Month



Source: Numetric (2014-2023)

For all of Union County, October had the highest number of crashes from 2014-23 with 9,480 (9.9 percent). The next-highest months, with 9.2 percent of all crashes, were November (8,754) and December (8,733).

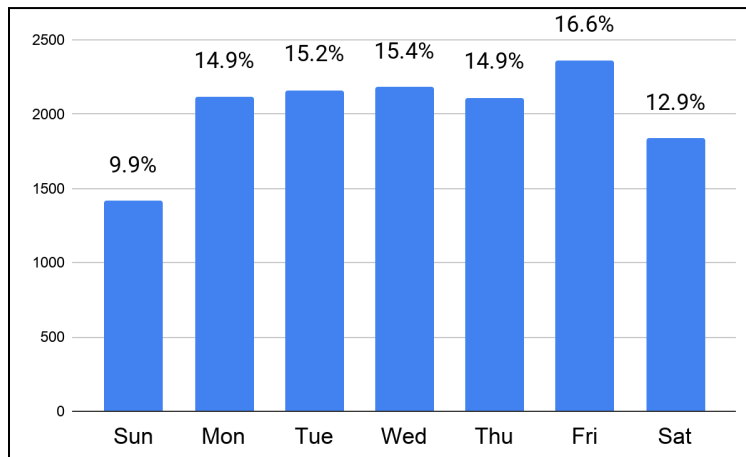
Chart 4: Elizabeth Crash Statistics by Day



Source: Numetric (2014-2023)

From 2014-2023, the day with the most crashes in Elizabeth was Friday, with a total of 3,351 (12.9 percent of all crashes). The next-highest day, with 12.3 percent of all crashes, was Monday (3,191). Sunday and Saturday had the fewest crashes.

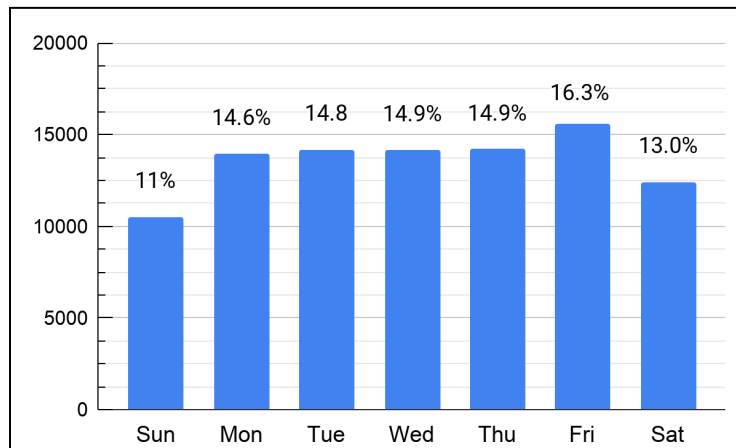
Chart 5: Union Township Crash Statistics by Day



Source: Numetric (2014-2023)

From 2014-2023, the day with the most crashes in Union Township was Friday, with a total of 2,363 (16.6 percent of all crashes). The next-highest day, with 15.4 percent of all crashes, was Wednesday (2,182). Sunday and Saturday had the fewest crashes.

Chart 6: Union County Crash Statistics by Day



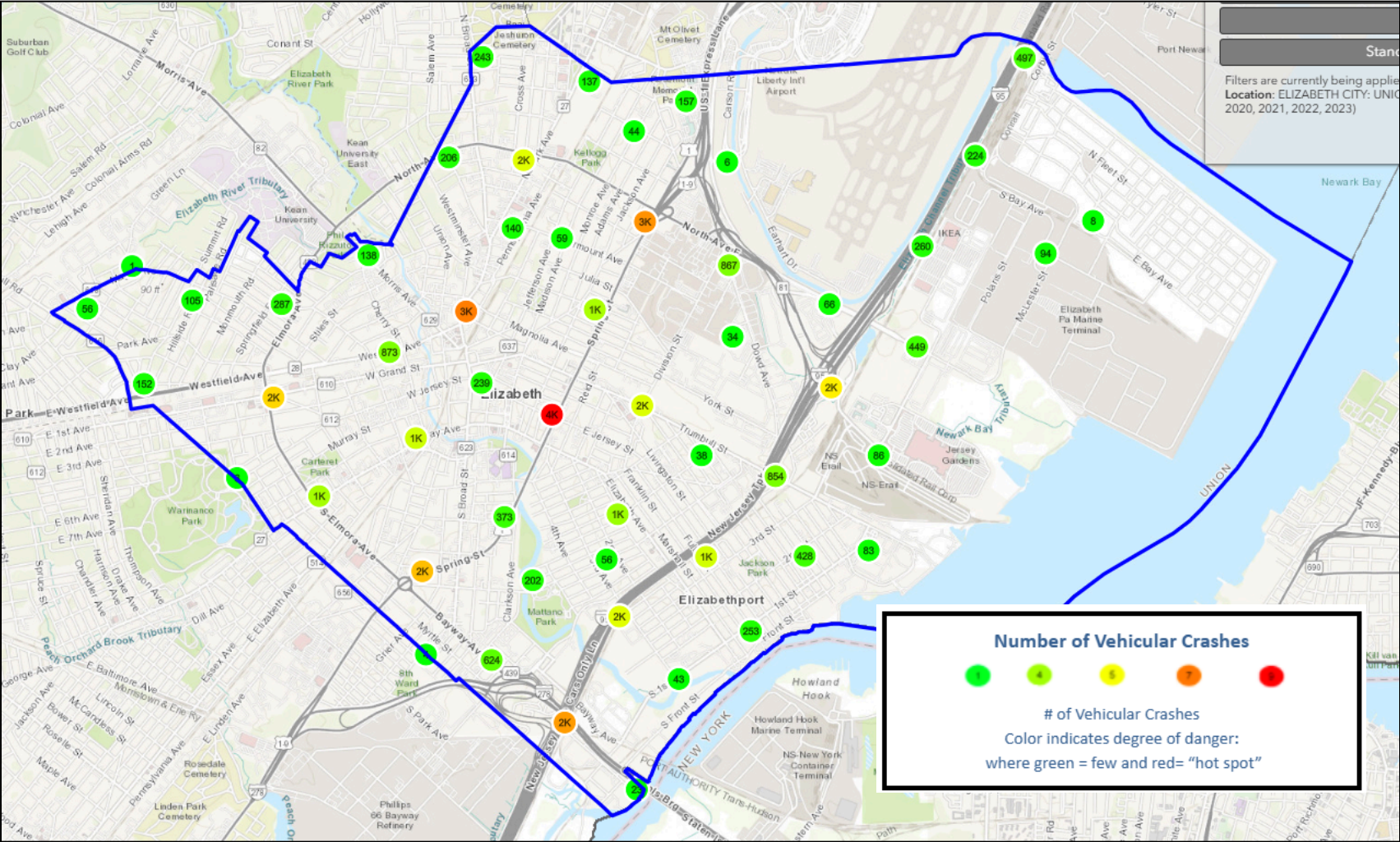
Source: Numetric (2014-2023)

Across Union County, Friday had the highest number of crashes from 2014-23, with 15,562 (16.3 percent). The next-highest days, with 14.9 percent of all crashes, were Wednesday (14,172) and Thursday (14,170). Sundays and Saturdays had the fewest crashes.

Maps 1, 2, 3, 4a, and 4b were generated with the NJDOT Safety Voyager crash analysis tool. Safety Voyager utilizes a color-coded system to identify "hot spot" areas where multiple crashes have occurred. The actual number of crashes at each location is indicated by the number on each colored circle. A green dot indicates fewer crashes; a yellow, orange, or red dot indicates more crashes.

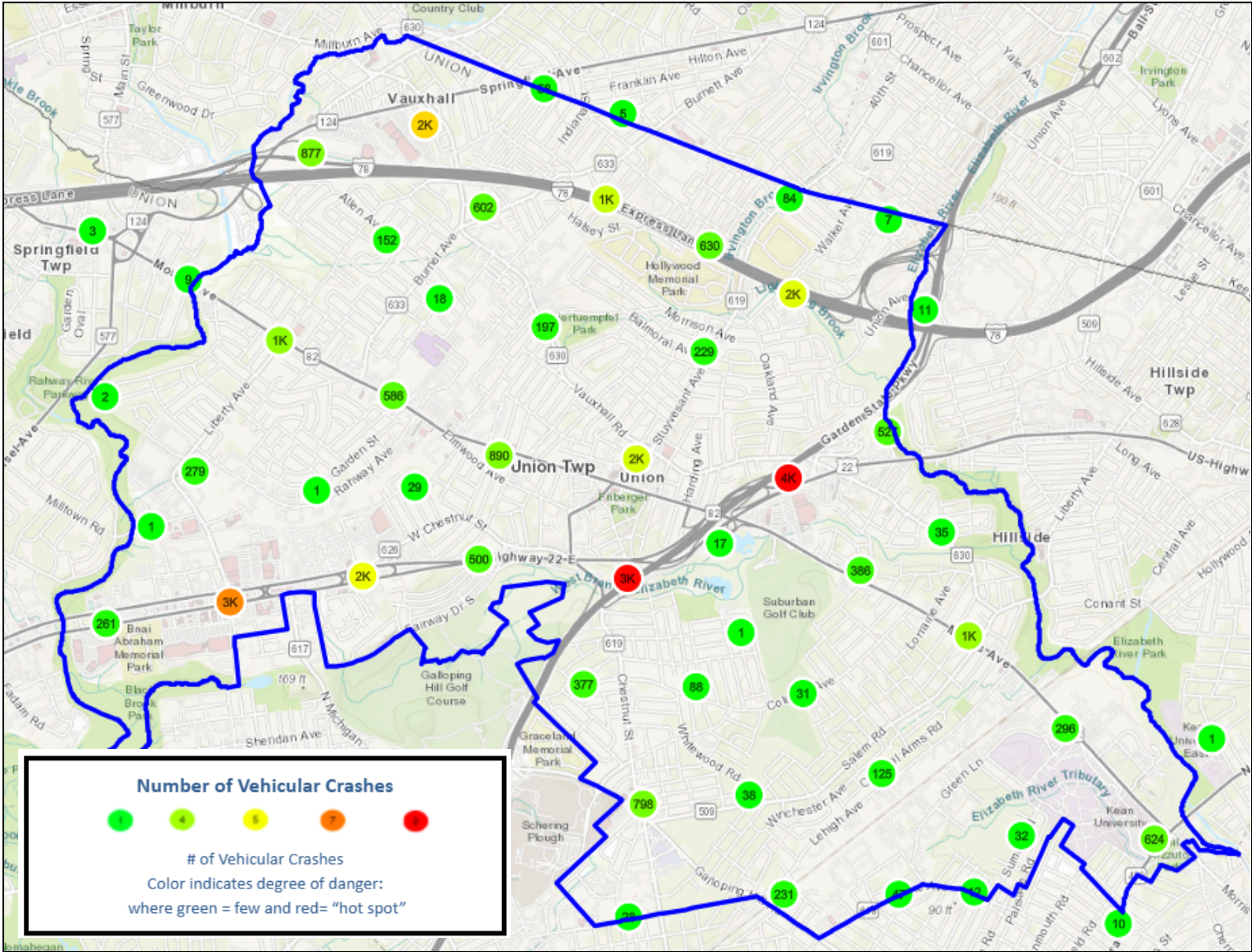
Maps 3, 4, and 5: Vehicular Crashes

Map 3: City of Elizabeth



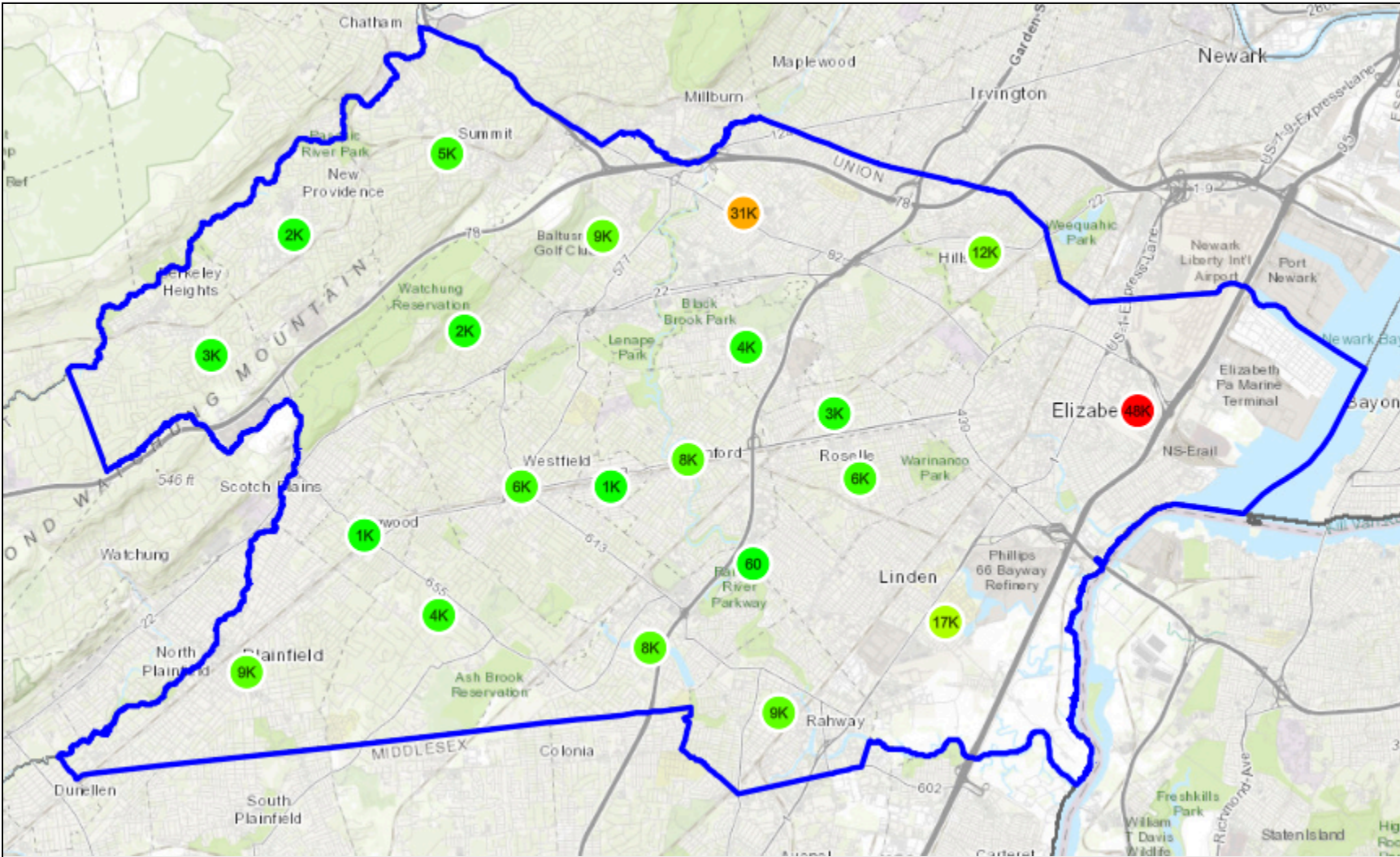
Source: NJ Safety Voyager (2014-2023)

Map 4: Union Township



Source: NJ Safety Voyager (2014-2023)

Map 5: Union County

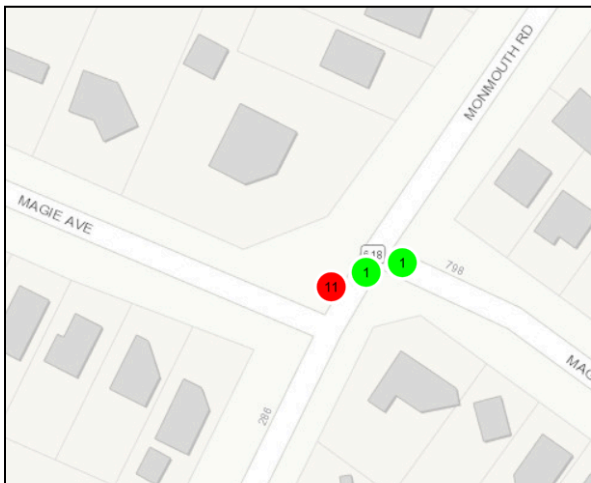


Source: NJ Safety Voyager (2014-2023)

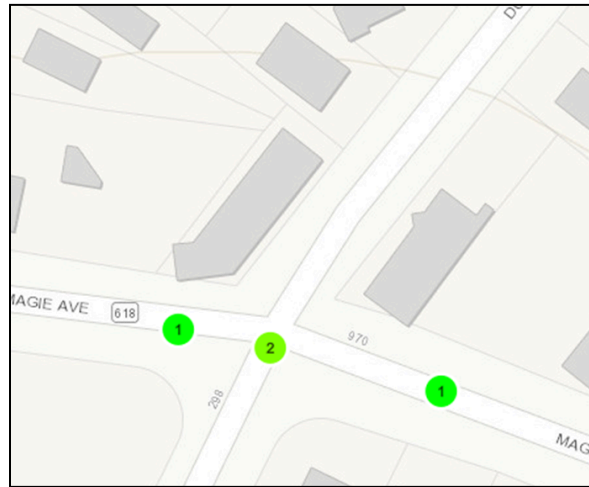
As shown in Maps 3, 4, and 5, the number of crashes involving cars ranges from 1 to 2,000+, depending on the area and intersections. After reviewing Elizabeth's crash data, it is evident that a large number of crashes occurred in the western Elizabeth area, with many of these crashes located at the intersections of Magie Avenue & Keats Avenue, and Magie Avenue and Monmouth Road. A convenience store located on Magie Avenue contributes to a high volume of pedestrian traffic in the area, and a unique curve/bend in the road on Magie Avenue near the intersection with Monmouth Road contributes to numerous vehicle crashes. The high number of crashes and a moderate volume of pedestrian traffic in the area led the traffic police and project team to identify Monmouth Road & Magie Avenue, as well as Keats Avenue & Magie Ave./Durling Rd., as the target intersections.

Maps 6a & 6b: Vehicular Crashes at Target Intersection

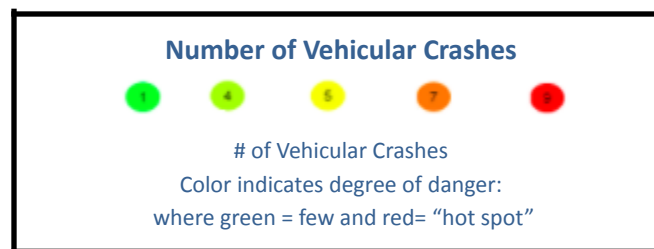
Monmouth Rd. & Magie Ave.



Keats Ave./Durling Rd. & Magie Ave.



Source: NJ Safety Voyager (2014 – 2023)



Street Smart activities began with pre-campaign intersection observations at the intersections of Magie Avenue and Monmouth Road, and Magie Avenue and Keats Avenue/Durling Road, on October 5, 2023. These intersections were selected as the focus of the campaign because of the high number of crashes and the volume of pedestrian and student traffic during peak commute times. Plus, there was one pedestrian fatality at Magie Avenue and Keats Avenue/Durling Road

on March 16, 2022. Map 6a shows 13 vehicle crashes, and Map 6b shows four vehicle crashes occurring at the targeted intersections from 2014 to 2023.

As per Lieutenant James Kearns of the Elizabeth Traffic Police Division, there have been a total of five crashes at the intersection of Magie Avenue and Monmouth Road since December 1, 2021. Three of the crashes involved vehicle drivers traveling east and speeding on Magie Avenue, who struck the guardrail and large landscaping boulders that the owner installed to protect his home. One crash involved a driver traveling west who cut off a motorcyclist. The remaining crash involved a driver traveling south on Monmouth Road who struck a vehicle in the intersection. Additionally, a driver traveling on Monmouth Road ran a red light on March 15, 2025, and crashed into the guiderail. No apparent injuries or cause were reported.

2. Campaign Overview

Table 6: Campaign Schedule

Pre-Campaign Observations	Wed. Sept 27, 2023 (Magie & Monmouth) Thur. Oct. 5, 2023 (Magie & Durling)
Pre-Campaign Survey	November 13 to December 2, 2023
Campaign Kick-Off	Tuesday, November 28, 2023
Education Period	December 5, 2023, to July 8, 2024
Enforcement Period**	August 4 - August 17, 2024 (Twp. of Union) October 7 - October 24, 2024 (City of Elizabeth)
Post-Campaign Observations	Thursday, July 16, 2024
Post-Campaign Survey	August 19, 2024, to December 9, 2024
Report Development	February 3, 2024, to November 13, 2025
Report Submission to NJTPA	November 13, 2025
NJTPA Review	November 14, 2025 - December 17, 2025
Final Report Submission	April 15, 2026

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

2.1 Campaign Selected Intersection

The focus intersections for the campaign, Magie Avenue & Keats Avenue/Durling Rd., and Magie Avenue & Monmouth Road, were selected by the police due to a history of pedestrian-vehicle crashes and the volume of pedestrian and student traffic during peak commute times. Pre- and post-campaign observations were conducted at this intersection, along with public education and police enforcement.

Magie Avenue and Keats Avenue/Durling Road

Figure 1 - 2: Intersection of Magie Avenue and Keats Avenue/Durling Road



Figure 3: Intersection of Magie Avenue and Keats Avenue/Durling Road



Source: Google Maps

The intersection of Magie Avenue and Keats Avenue/Durling Road has businesses and community organizations nearby, such as Magie Mart, a Delta gas station, a mosque (Muslim Community Center of Union County - Masjid AL-Noor), a Jewish community center (Congregation Beth Hillel), Garden Restaurant, and several residential homes. To the west and

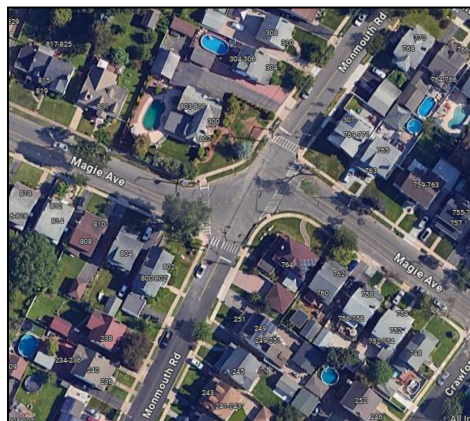
east of the intersection are more businesses on Magie Avenue. These businesses experience frequent foot traffic and attract a high volume of vehicles, pedestrians, and cyclists to this intersection. This intersection is a crossing point for many students and parents walking to and from schools in the area. There are NJ TRANSIT bus stops along Magie Avenue. Both streets have sidewalks on both sides of the street. Only one corner has pedestrian lighting near the crosswalk. There are no bicycle lanes on either side of these streets. There is one painted ladder crosswalk crossing Magie Ave. (Shown in Fig 2 above) on the east side of the intersection that is very visible and has an in-street "Pedestrian Crossing" sign, and the County has painted a new high-visibility crosswalk on the west side of the intersection. The crosswalks on Keats Ave/Durling Road are slightly faded and lack stripes. Magie Avenue & Keats Avenue/Durling Rd. are two-way streets. Durling Road is a one-way street leading into the intersection, so no cars from Magie Avenue or Keats Avenue can turn onto it. There are no traffic lights at the intersection, but there are stop signs on Keats Avenue and Durling Road.

Monmouth Road and Magie Avenue

Figures 4 - 5: Intersection of Magie Avenue and Monmouth Road



Figure 6: Intersection of Magie Avenue And Monmouth Road, Elizabeth



Source: Google Maps

The intersection of Monmouth Road and Magie Avenue is primarily residential, with no businesses or community organizations nearby. Further to the west and east of the intersection are businesses on Magie Avenue. EZ Ride observed several students who went to the corner store after school, as well as residents who drove to the intersection and parked in front of the mosque or made a K-turn. Most of the traffic was from vehicles passing through the intersection, mostly on Magie Avenue. There are NJ TRANSIT bus stops along Magie Avenue. Both streets have sidewalks, but neither has bike lanes.

There are striped crosswalks on both streets. The crosswalks on Magie Avenue are more faded than those on Monmouth Road, and only those on Monmouth Road have lights illuminating them. Both Monmouth Road and Magie Avenue are two-way streets. There are traffic lights at the intersection, and they are equipped with pedestrian lights/signals. There are two "two-way traffic" signs along Monmouth Road, and "No turn on Red" signs at each corner. There is one guardrail along Monmouth Road at the southeast corner of the intersection.

2.2 Intersection Observations

Pre-campaign intersection observations of pedestrian, driver, and cyclist behavior were conducted by EZ Ride staff on Wednesday, September 27, 2023, from 2:45 pm to 4:15 pm at the target intersection of Magie Avenue & Monmouth Road and on Thursday, October 5, 2023, at Magie Avenue & Keats Avenue/Durling Road. The team observed vehicles, cyclists, and pedestrians to identify unsafe behaviors, including:

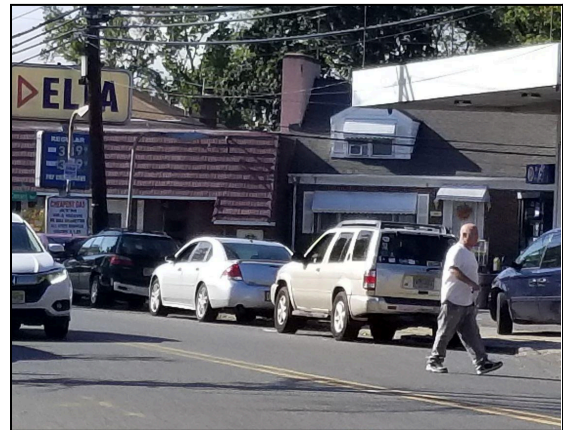
- Drivers who failed to stop for pedestrians in the crosswalk
- Drivers who failed to stop for pedestrians at red lights before turns
- Distracted drivers who held phones or food in their hands as they drove
- Pedestrians who did not use crosswalks or crossed despite a red signal
- Distracted cyclists who used phones as they rode

Magie Avenue & Keats Avenue/Durling Road Unsafe Practices

Figures 7 - 8: Illegal and Double Parking Across the Street from Magie Mart



Figures 9 - 10: Pedestrians Crossing Mid-block



Mid-block crossing is not illegal in New Jersey. Motorists have the right of way unless a pedestrian is using a crosswalk. People crossing midblock may do so because they feel the intersection or the next crosswalk is too far away, or because they consider it more dangerous to cross at the intersection due to turning vehicles.

Figures 11 - 12: Drivers Stopping Past the Stop Bar



Figure 13: Driver Entering One-Way Road



Figure 14: Drivers Stopping for School Bus



Figure 15: Drivers Illegally Parked



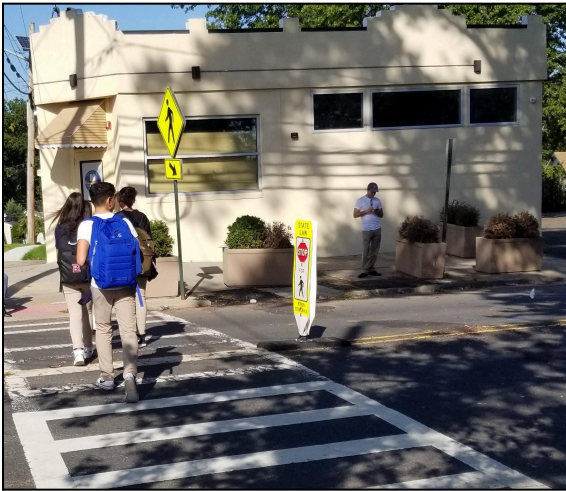
Figure 16: Car Double-Parked



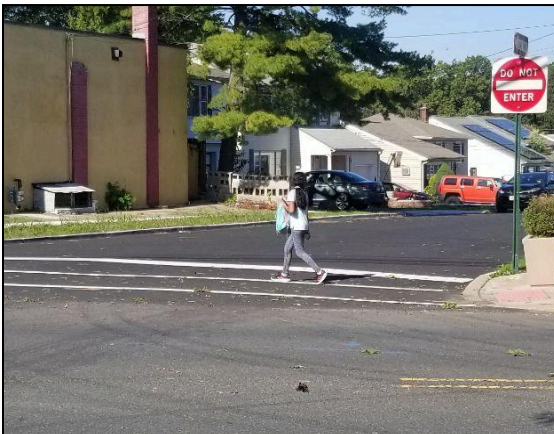
Figure 17: Motorcyclist Wearing Helmet



Figures 18 - 19: Pedestrians Using Crosswalk



Figures 20 - 21: Pedestrians Using Crosswalk



Magie Avenue and Monmouth Road

Unsafe Practices

Figures 22 - 23: Drivers Crossing Over Double Yellow Lines by Monmouth Rd.



Figures 24 - 25: Drivers Crossing Over Double Yellow Lines Due to Curve at Monmouth Rd.



Figures 26 - 27: Drivers Crossing Over Double Yellow Lines



Figures 28 - 29: Drivers Crossing Over Double Yellow Lines



Figures 30 - 31: Drivers Crossing Over Double Yellow Lines



Figure 32: Driver on Cell Phone



Figure 34: Driver Stopping in Intersection



Figures 35 - 36: Pedestrians Crossing Mid-block near Magie & Monmouth



Figure 37: Pedestrians Crossing Mid-block



Mid-block crossings are likely a result of the nearest crosswalk or intersection being too distant, or the perception that crossing at the intersection is more hazardous due to the presence of turning vehicles.

Figures 38 - 39: Pedestrians Using Crosswalk



Figure 40: Pedestrians Using Crosswalk



Figures 41 - 42: Scooter Users Riding in Roadway



Figure 43: Crosswalk on Magie Avenue



Figure 44: Lawn Signs Encouraging Safety



2.3 Campaign Kick Off

Elizabeth, Union Township, and Union County held a news conference at the Muslim Community Center of Union County to officially kick off the Street Smart NJ Campaign on November 28, 2023. Various media outlets wrote articles about the campaign, which are included in the Appendix. Several speakers at the kick-off addressed the community about the campaign's goals. Those speakers included:

- Bette Jane Kowalski, Union County Commissioner and NJTPA Trustee
- Manual Figueriedo, Mayor of Union Township
- Giacomo Sacca, Police Chief of Elizabeth
- Gerry Benaquista - Superintendent of Elizabeth Public School District
- Lisa Lee - Deputy Director, Bike & Ped Programs, EZ Ride TMA
- Mike Rizol, Director, NJ Division of Highway Traffic Safety
- Matt Glackin, Director of Security of Elizabeth Public Schools
- Stephen Dunn, Union County Connects
- Steve Schipper, Congregation Beis Hillel
- Christina Moreira, Elizabeth Parents & Students Care

The purpose of the kickoff was to inform the community that the police department and the mayor's office are committed to enforcing pedestrian and driver safety laws. The campaign aimed to educate residents, enforce the law, and change their behavior. The focus was to decrease the number of pedestrians and cyclists hit by cars, to reduce traffic violations and unsafe behavior among pedestrians, drivers, and cyclists, and to raise awareness about a serious issue in the community.

Figure 45: Street Smart NJ Kickoff - County Commissioner Bette Jane Kowalski



Figure 46: Street Smart Table



During the campaign kick-off, both EZ Ride and the NJTPA had tables to promote community safety. EZ Ride provided Street Smart bilingual tip cards, “Heads Up, Phones Down” cards, and displayed Street Smart NJ Posters and Street signs.

2.4 Education & Enforcement Campaign

Education Campaign

The education and public outreach campaign began on Tuesday, December 5, 2023, following the kickoff event at the Islamic Community Center. EZ Ride staff and Elizabeth 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 were as follows:

Table 7: Messages Displayed on Street Smart NJ Posters

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

Street signs and posters were displayed around each selected intersection and local businesses. EZ Ride also provided additional Street Smart supplies to the Elizabeth and Union Police Departments. On Thursday, May 9, 2024, EZ Ride delivered 100 Heads Up Phones Down cards, 140 Tip Cards, 50 Coasters, and 20 Tabletops to Elizabeth. On Wednesday, July 3, 2024, EZ Ride delivered 150 Heads Up Phones Down cards, 150 tip cards, 50 Coasters, 20 Tabletops, 65 cup sleeves, to Union. On Tuesday, September 10, 2024, EZ Ride returned to Elizabeth and provided an additional 50 Coasters and 25 Tabletops.

Table 8: Community Safety Outreach by Elizabeth Police Department

School	Event
Alexander Hamilton Preparatory Academy	5 Drivers Education Classes
Frank J. Cicarell Academy	12 Drivers Education Classes
J. Christian Bollwage Finance Academy	5 Drivers Education Classes
John E. Dwyer Technical Academy	13 Drivers Education Classes
Thomas Jefferson Arts Academy	11 Drivers Education Classes
STEM Academy	10 Drivers Education Classes
Frank J. Cicarell Academy	Intergenerational Community Walk and Safety Vest Giveaway

The Elizabeth Police Traffic Unit offers a curriculum for students enrolled in driver's education within the Elizabeth Public Schools. The class is presented to students during a class period by two officers from their Community Affairs Bureau. There is a PowerPoint presentation on seat belt use, impaired driving, and distracted driving. A Q&A discussion follows, and EZ Ride's materials are distributed to each student. Table 3 shows the number of classes taught at each High School.

Figures 47 and 48: Intergenerational Community Walk and Safety Vest Giveaway



On May 28, 2025, the Elizabeth PD joined LifeLong Elizabeth and the Frank J. Cicarell Academy for an Intergenerational Walk that promoted pedestrian safety. All participating seniors received a complimentary safety vest to wear while walking around town. Prior to the walk, safety tips such as making eye contact, wearing bright colors, and using sidewalks and crosswalks properly were discussed.

EZ Ride also provided outreach at each intersection on April 24, 2024, from 2:30 pm until 4:30 pm. The EZ Ride Bike and Pedestrian team posted Street Smart Posters at six local businesses and handed out 200 Bilingual Street Smart Tip Cards and 200 Heads Up, Phones Down Tip Cards to passersby.

Figures 49 - 50: Street Smart Road Signs



Magie Avenue and Keats Ave./Durling Rd.

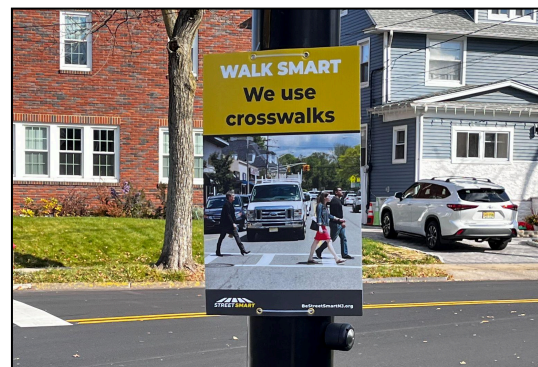


Magie Avenue and Keats Ave./Durling Rd.

Figures 51 - 52: Street Smart Road Signs



Magie Avenue and Monmouth Road



Magie Avenue and Monmouth Road

Figures 53 - 54: Street Smart Road Signs



Magie Avenue and Monmouth Road



Magie Avenue and Monmouth Road

Figures 55 - 56: Street Smart Road Signs



Magie Avenue and Monmouth Road



Magie Avenue and Monmouth Road

Local Businesses Promoting Street Smart Campaign

Figure 57: Magie Mart, 965 Magie Ave.



Figure 58: Garden Restaurant, 943 Magie Ave.



Figure 59: New Peking, 908 Magie Avenue



Figure 60: Halal Market, 909 Magie Avenue



Figure 61: Viva Hair, 913 Magie Avenue



Figure 62: You & I Hair, 1001 Magie Avenue



Figure 63: Muslim Community Center, 964-984 Magie Ave.



EZ Ride worked in Elizabeth & Union schools during and after the Street Smart campaign. The team conducted one Bike & E-Scooter Safety Presentation, one E-Bike Safety Presentation, one E-Scooter Safety Presentation, two Pedestrian & Driving Safety Presentations, 18 Pedestrian Safety Presentations, and 23 Bike & Pedestrian Safety Presentations, reaching a total of 7,405 participants.

Table 9: EZ Ride Safety Activities:

(PSP= Ped Safety Talk, BSP = Bike Safety Talk, L2R = Learn to Ride class, DSP = Driving Safety Talk, W2SD = Walk to School Day, ESSP = E-Scooter Safety Presentation, RSA = Road Safety Audit)

Activity	Location	Date	# of Participants
1 PSP-DSP	John E. Dwyer Technology Academy, Elizabeth	July 24, 2023	41
National Night Out	Carteret Park	August 1, 2023	70
Safety Fair	Miller-Evans Recreation Center	August 22, 2023	200
W2SD	William F. Halloran ES School No. 22	Oct. 4, 2023	50
W2SD	George Washington Academy School No. 1	Oct. 5, 2023	150
2 PSP/BSP	Dr. Antonia Pantoja School No. 27	Oct. 20, 2023	488
Student Tally Report	iPrep Academy School No. 8	Oct. 24, 2023	399
2 PSP/BSP	Albert Einstein School No. 29	Nov. 8, 2023	350
2 PSP/BSP	Joseph Battin School No. 4	Nov. 21, 2023	152
2 PSP/BSP	Joseph Battin School No. 4	Nov. 29, 2023	305
2 PSP/BSP	Toussaint L'Ouverture-Marquis de Lafayette School No. #6	Dec. 5, 2023	585
3 PSP/BSP	iPrep Academy School No. 8	Dec. 8, 2023	450
PSP/BSP/ESSP	Victor Mravlag School No. 21	Dec. 11, 2023	140
1 PSP/BSP	Victor Mravlag School No. 21	Dec. 18, 2023	110
2 PSP/BSP	Woodrow Wilson School No. 19	Dec. 22, 2023	283

Street Smart NJ Union County

Student Tally Report	Thomas A. Edison Career & Technical Academy	Jan. 8, 2024	553
2 PSP/BSP	Terence Reilly School No. 7	Jan. 9, 2024	918
2 PSP/BSP	Dr. Orlando Edreira Academy School No. 26	Jan. 12, 2024	320
Student Travel Mode Report	Joseph Battin School No. 4	Jan. 15, 2024	368
Student Travel Mode Report	Terence Reilly School No. 7	Jan. 15, 2024	840
Audit training	Thomas A. Edison Career & Technical Academy	Jan. 16, 2024	23
PSP/DSP	Thomas A. Edison Career & Technical Academy	Jan. 16, 2024	30
2 PSP/BSP	Chessie Dentley Roberts Academy School No. 30	Jan. 17, 2024	154
1 PSP	Dr. Antonia Pantoja School No. 27	Jan. 17, 2024	21
2 PSP/BSP	Jerome Dunn Academy No. 9	Jan. 18, 2024	400
Student Tally Report	Livingston ES, Union Twp	Jan. 22, 2024	82
1 PSP/BSP	Hannah Caldwell Elementary School, Union	Jan. 25, 2024	202
2 PSP/BSP	Livingston Elementary School, Union	Jan. 25, 2024	422
1 Parent Workshop and 4 PSPs	Donald Stewart School No. 51	Jan. 26, 2024	149
1 PSP	Thomas Jefferson Arts Academy	Jan. 26, 2024	33
1 PSP	Benjamin Franklin School No. 13	Jan. 31, 2024	13
3 PSP	Victor Mravlag School No. 21	Feb. 2, 2024	177

Street Smart NJ Union County

PSP/ESSP	Thomas Jefferson Arts Academy	Feb. 26, 2024	294
2 PSP/BSP	Washington Elementary School, Union	Feb. 28, 2024	500
Road Safety Audit	Thomas A. Edison Career & Technical Academy	Apr. 24, 2024	23
Community education	Passed out Street Smart materials to people/local businesses in Elizabeth	Apr. 24, 2024	65
4 BSP/ESSP	Alexander Hamilton Preparatory Annex	May 29, 2024	217
1 PSP/BSP	Christopher Columbus School No. 15	Oct. 8, 2024	194
1 PSP/BSP/ESSP	Frank J. Cicarell Academy	Oct. 21, 2024	325
1 BSP/ESSP	J. Christian Bollwage Finance Academy	Nov. 6, 2024	60
1 DSP	J. Christian Bollwage Finance Academy	Nov. 15, 2024	150
Audit Training	J. Christian Bollwage Finance Academy	Nov. 20, 2024	17
2 PSPs and 2 PSP/BSPs	Joseph Battin School No. 4	Dec 3 and 12, 2024	514
1 Parent Workshop and 4 PSPs	Donald Stewart School No. 51	Dec. 10, 2024	136
1 PSP and 1 BSP	Victor Mravlag School No. 21	Feb. 12 and Mar. 25, 2025	138
3 EBSPs	Frank J. Cicarell Academy	Nov. 21, 2025	900
1 PSP	Victor Mravlag School No. 21	Nov. 25, 2025	65
1 PSP, 1 PSP/BSP	Joseph Battin School No. 4	Dec. 2, 2025	460
2 EBSPs	JVJ STEM Academy, School No. 92	Dec. 3, 2025	40

1 PSP, 1 PSP/BSP	William F. Halloran School No. 22	Dec. 3, 2025	242
4 PSPs	Donald Stewart School No. 51	Jan. 6, 2026	150
2 PSP/BSPs	Elmora School No. 12	Jan. 9, 2026	365
1 PSP and 1 PSP/BSP	Juan Pablo Duarte - Jose Julian Marti School No. 28	Jan. 21, 2026	570
1 PSP/EBSP	Christopher Columbus Annex School No. 15	Jan. 23, 2026	180
4 EBSPs	Thomas Jefferson Arts Academy	Jan. 23, 2026	124
1 PSP and 1 PSP/EBSP	Christopher Columbus School No. 15	Jan. 29, 2026	411
1 PSP/BSP	Jerome Dunn School No. 9	Jan. 29, 2026	120
2 PSPs	Sonia Sotomayor School No. 25	Jan. 30, 2026	225
4 PSPs	William F. Halloran School No. 22	Mar. 3, 2026	224
2 PSPs	Dr. Albert Einstein Academy School No. 29	Mar. 5, 2026	113

Table 10: EZ Ride's Community Engagement Focus Group Meetings in Elizabeth

Location	Date	# of Participants	Type
Congregation of Beis Hillel	June 5, 2024	6	In-Person
Congregation of Beis Hillel	June 10, 2024	3	In-Person

Both focus groups prioritized a discussion of attendee experiences at the Magie Avenue and Keats Avenue/Durling Road intersection. All nine participants were residents of Elizabeth, most of the group lived in the area, and were 25 to 45 years old. Each participant frequents the intersection of Magie Avenue and Keats Avenue/Durling Road weekly. The group agreed that the intersection is not safe, there is little police presence, and few drivers stop for pedestrians trying to cross. Suggested safety improvements discussed included speed bumps, a traffic signal, a four-way stop, rectangular rapid flashing beacons, a raised intersection, a radar speed limit sign, rumble strips, pavement markings with speed limit, bike lanes to narrow the road and reduce speeding, and improving lighting to enhance pedestrian visibility.

Table 11: Street Smart Education Materials Provided to Police & Distributed

Material	Elizabeth (PD)	Union Twp. (PD)
Tip Cards	140	150
Bilingual Tip Cards	155	100
Heads Up Phones Down Cards	100	150
Coasters	50	50
Tabletops	20	20
Cup Sleeves/Holders	-	65
Tip Cards Given out by EZ Ride	135	
Posters given to vendors by EZ Ride	1 Posted at the Magie Mart	
Street Signs Hung at Intersections by EZ Ride	9	

Table 10 shows the quantities of materials EZ Ride provided to each police department. The Elizabeth Police used the Street Smart materials when they visited each of the High School's driver education classes. Two officers are assigned to visit each high school class, and the Street Smart materials are distributed there (Table 7). The Union Township Police distributed materials at their National Night Out on August 28, 2024, and to some neighborhood watch organizations.

Street Smart Enforcement Campaign - Violations

The Union Township Police Department conducted its enforcement efforts over a two-week period from August 4 to August 17, 2024, at various locations on Magie Avenue. Table 12 contains a breakdown of the violations and warnings issued.

Table 12: Enforcement Results Union Township Police Department:

Violations Type	Number	Violations Type	Number
Warnings for Speeding	10	Summons for Speeding	13

Source: Union Township Police Department

The City of Elizabeth Police Department conducted its enforcement efforts over two weeks from October 7 to October 20, 2024. The police department provided roving enforcement between the intersections of Magie Avenue and Monmouth Road and Magie Avenue and Shelley Avenue. Table 13 contains a breakdown of the violations and warnings issued.

Table 13: Enforcement Results City of Elizabeth Police Department

Violations Type	Number	Violations Type	Number
Warnings for Speeding	3	Summons for Speeding	4
Summons for Driver not Stopping at Traffic Light	1	Summons for Driver Use of Handheld Cell Phone/Texting	2
Summons for Driver not Stopping for Pedestrians in Crosswalk	3	Drivers not Wearing Seatbelts	2

Figure 63: Dashboard-mounted photo of traffic stop on Magie Ave. by Union Township PD



2.5 Post-Campaign Intersection Observations

EZ Ride's Bike and Pedestrian team members returned to the selected intersections on Tuesday, July 16, 2024, from 3:30 p.m. to 5:00 p.m. to observe cyclist, pedestrian, and driver behavior. The team monitored pedestrians and motorists, noting whether vehicles 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.

Magie Ave. & Keats Ave./Durling Rd. Post-Campaign Observations

Figure 64: Car Parked for Magie Mart



Figure 65: Pedestrians Using the Crosswalk



Figure 66: Car Illegally Parked at Intersection



Figure 67: Pedestrian Crossing Mid-Block



Figure 68: Pedestrian Crossing Mid-Block



Monmouth Rd & Magie Ave Post Observations

Figure 69: Driver Crossing Double Yellow Lines While Crossing Magie Ave.

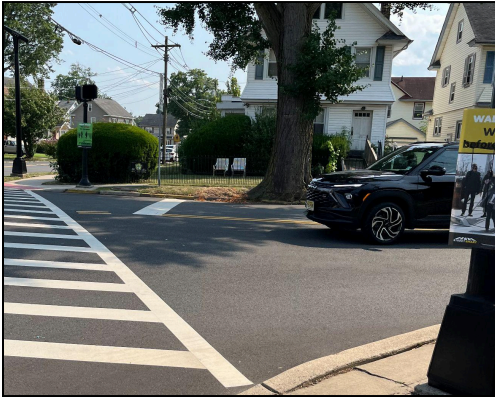


Figure 70: Same Driver on Opposite Side of Road While Crossing Magie Ave.

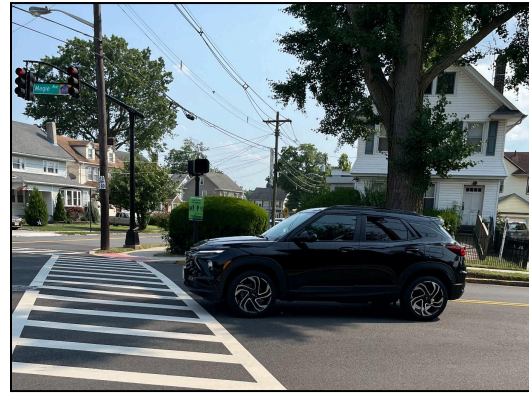


Figure 71: Driver Crossing Double Yellow Lines While Crossing Magie Ave.



Figure 72: Driver Crossing Double Yellow Lines onto Magie Ave. Behind NJ TRANSIT Bus



Figure 73: Driver Crossing Double Yellow Line While on Monmouth Road



Figure 74: Driver Crossing Double Yellow Line While on Monmouth Road



Figure 75: Driver Remaining in Proper Lane When Crossing Magie Ave.



Figure 76: Driver Close to Double Yellow Line When Crossing Magie Ave.



Figure 77: Driver Stopped Behind Stop Bar



3. Evaluation of Observations and Surveys

Pre and Post Observations revealed:

- Pedestrians crossing mid-block
- Drivers are parking illegally at corners
- Drivers driving over double-yellow lines
- Drivers stopping in the crosswalks

EZ Ride collected 145 surveys before the campaign, in both English and Spanish, and 79 responses after the campaign, in both languages. Surveys were conducted to raise awareness of the campaign and traffic laws, and results are compiled in a separate summary, which can be requested from EZ Ride.

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 Union County Campaign aimed to raise awareness among people that drivers, pedestrians, and cyclists are all responsible for obeying traffic laws. 1,145 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 Elizabeth and Union Township 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 beneficial for making the intersection safer, as outlined in the following recommendations section.

4.1 Recommended Actions and Next Steps

INFRASTRUCTURE IMPROVEMENTS

- Consider installing a high-visibility continental crosswalk on the west side of the intersection at Magie Ave. and Keats Ave./Durling Rd., as many people were observed crossing there.
- Consider installing a 4-way stop, pedestrian signals, or push-button rectangular rapid flashing beacons at the intersection of Magie Avenue and Keats Avenue/Durling Road. These MUTCD-compliant devices alert drivers to pedestrians crossing the road. Refer to the grant opportunities/resources section below for additional potential programs and funding sources.
- Add curb extensions with delineators/bollards at the northwest corner of the intersection of Magie Ave. and Keats Ave./Durling Rd.
- Implement centerline hardening at the intersection of Magie Ave. and Monmouth Rd.
- Add curb extensions at the northwest and southeast corners of Magie Ave. and Monmouth Rd.
- 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 all intersection crosswalks along Magie Avenue with high-visibility striping during the municipality's routine striping and resurfacing maintenance.

- Consider painting the word "STOP" on the road before any Stop Bars to make them more visible and effective.
- Consider adding bike lanes or painted shoulders along Magie Avenue to narrow the driving lanes and slow down traffic.
- Install radar speed signs that display the speed limit and drivers' speeds along Magie Avenue.
- 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 signs in their stores 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 should consider working with the NJ Motor Vehicle Commission to teach new/renewing drivers, as well as defensive driver course participants, to stop for pedestrians in crosswalks.
- Municipal police should reinforce that distracted driving is a ticketable offense and that using handheld cell phones/headphones while walking, driving, or cycling is unsafe.
- Promote crosswalk use at all intersections.
- Place Street Smart posters/signs in schools, on trains, at transit stations, and at bus stops to discourage distracted walking and driving.
- Increase police enforcement of pedestrian, driver, and cycling laws at these and other intersections with high crash rates.
- Police can distribute materials and post signs advising cyclists to ride with traffic on the right and to wear helmets.
- Conduct additional Street Smart campaigns to promote safe driving and walking practices.

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. They assembled a collection of delineator posts, barricades, traffic signs, paints, stencils, barriers, traffic cones, and other materials

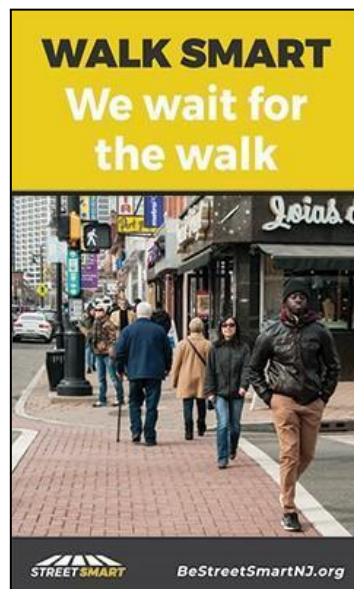
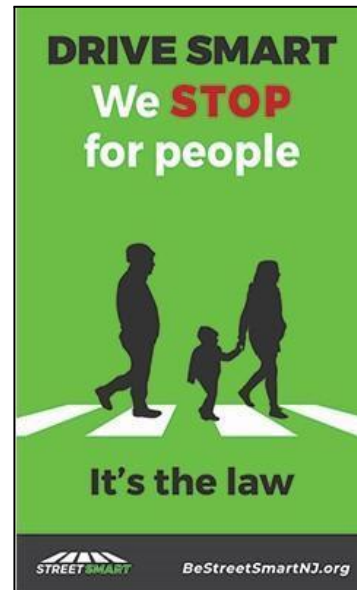
available for loan to communities that want to implement a temporary demonstration. Applications are welcome year-round.

- **NJTPA Complete Streets Technical Assistance Program:** This program, funded by the NJTPA, supports municipalities by providing the knowledge, skills, and resources to develop Complete Streets solutions. Technical assistance is provided through a partnership with Sustainable Jersey and the Voorhees Transportation Center at Rutgers University. 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 is provided to municipalities.
- **NJTPA Local Safety Program:** The NJTPA collaborates 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 enhance travel safety. 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 enhancements, such as countdown signal heads and 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 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 NJDOT, for infrastructure projects that 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

Street Smart Posters





Lawn & Street Signs



Lawn & Street Signs



Table Tents



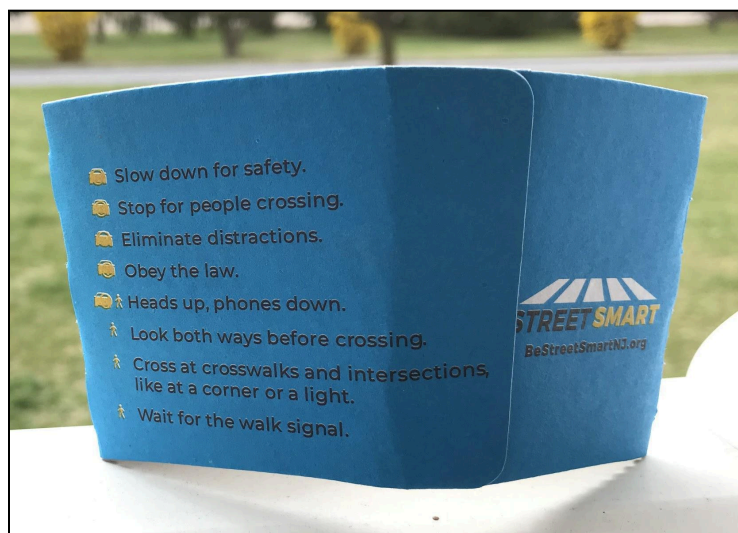
Coasters



Cup Sleeves



Cup Sleeves



Banners



Banners



5.2 Media Coverage

News Articles:

Several media outlets published articles about the Elizabeth, Union Township, and Union County Street Smart NJ Campaign, providing background on the campaign and informing readers that its goal was to ultimately reduce pedestrian fatalities in Elizabeth and Union Township, with the hope of achieving zero fatalities. Below is an article written by TAPinto.net about the campaign, dated November 30, 2023.

Article from TAP Into:

Elizabeth Public Schools Participate in Statewide Street-Smart Safety Campaign



Photo credit: Shutterstock and TapInto Elizabeth

By Casey Abline

Published November 30, 2023 at 12:30 PM

Last Updated November 30, 2023 at 12:30 PM

ELIZABETH, N.J. - Elizabeth Public Schools Superintendent of Schools Olga Hugelmeyer announced on Tuesday, November 28, 2023, that Elizabeth Public Schools will participate in a Street Smart NJ pedestrian safety education campaign aimed at changing unsafe behavior and reducing pedestrian-motor vehicle crashes at the intersections of Magie Avenue and Keats Avenue and Magie Avenue and Monmouth Road.

The Street Smart NJ campaign is one of several larger-scale efforts aimed at improving community safety that will teach both drivers and pedestrians how to use our roads safely.

Launched in 2013, the North Jersey Transportation Planning Authority (NJTPA) oversees Street Smart NJ, a statewide partnership of public, private, and nonprofit organizations. The ad serves as a reminder to everyone of their part in securing our streets. Everyone is required to keep a safe distance from distractions, drive slowly and yield to pedestrians and bicyclists. Crosswalks, both marked and unmarked, must be used. One of the many programs aiming to achieve zero pedestrian fatalities is Street Smart NJ.

The local campaign will be overseen by EZ Ride, the Transportation Management Association that covers Union County. To disseminate safety information, the organization will collaborate with the county, the municipality, schools, and other community partners. As part of the campaign, large educational signs will be placed at the intersections, and local and county police will enforce the laws pertaining to traffic and pedestrians.

The campaign began on Tuesday, November 28 at the intersection of Magie Avenue and Keats Avenue at the Muslim Community Center of Union County, located at 964-984 Magie Avenue in Elizabeth. Speakers included Lisa Lee, Director of EZ Ride, Bette Jane Kowalski, Union County Commissioner and NJTPA Trustee, Chief Giacomo Sacca, Elizabeth Police, Mayor Manuel Figueiredo, Union Township, Superintendent Gerry Benaquista, Union Twp. Public Schools, Mike Rizol, Director, NJ Division of Highway Traffic Safety, Matt Glackin, Director of Security, Elizabeth Public Schools, Christina Moreira, Elizabeth Parents & Students Care, Steve Dunn, Union County Connect.

A similar article also appeared in TAPinto Union and can be found at:

<https://www.tapinto.net/towns/union/sections/police-and-fire/articles/union-joins-elizabeth-in-street-smart-campaign-to-reduce-pedestrian-accidents>



News 12 New York also featured a story on their cable network on November 28, 2023, and that be reviewed at the link below:



<https://longisland.news12.com/street-smart-new-jersey-aims-to-educate-public-about-pedestrian-safety>

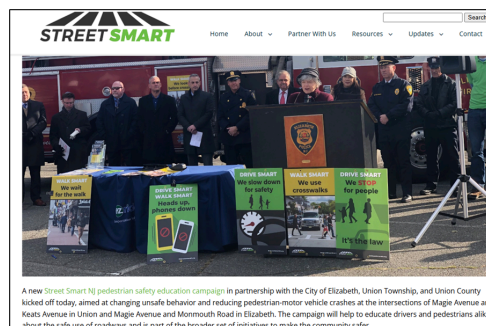
The news 12 New York story was also added to the Elizabeth Public School website:

<https://www.epsnj.org/site/default.aspx?PageType=3&DomainID=4&ModuleInstanceId=12045&ViewID=0D4D13FC-7540-41C0-833B-61F569C724F2&RenderLoc=0&FlexDataID=71838&PageID=1>



Street Smart NJ also promoted the event on their website at:

<https://bestreetsmartnj.org/Updates/News/November-2023/Elizabeth,-Union-Township,-Union-County-join-state.aspx>



5.3 New Jersey State Laws:

Whether you're driving, walking, or cycling, everyone can help make New Jersey's roads safer. By playing our part, we can contribute to New Jersey's goal of achieving zero pedestrian fatalities.

It's essential that everyone is aware of and adheres to the laws, as well as follows common-sense safety measures that can be implemented by everyone to help reduce fatalities.

LAWS FOR MOTORISTS AROUND PEDESTRIANS

- The New Jersey Safe Passing Law (NJSA 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 over \$500, up to 25 days in jail, and a 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 fine of \$54.*