

STREETSMART

Roselle Park, NJ



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Executive Summary

Street Smart NJ is a public awareness and behavioral change campaign aimed at promoting pedestrian safety. Since its creation in 2013, 280 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 Park Police Department, the Borough of Roselle Park, and the Roselle Park Board of Education to conduct a Street Smart NJ campaign starting in the Fall 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 intersection of West Webster Avenue and Myrtle Avenue on September 10, 2024. The Borough of Roselle Park selected this intersection because of its crash history.

The Street Smart campaign launched on September 11, 2024, with a press conference at Aldene Park, near the target intersection. Speakers were Roselle Park Mayor Joseph Signorello III, Chief of Police Dominick Frino, Councilman Jay Robaina, Union County Commissioner and NJTPA Board Member Bette Jane Kowalski, and Director Lisa Lee, EZ Ride.

EZ Ride partnered with the Roselle Park 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 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 and pedestrian safety.

A separate speed study was conducted on both the east and westbound sides of 309 West Webster Avenue, beginning Monday, September 23, 2024, and ending Sunday, October 20, 2024. This location is less than two blocks away from the targeted intersection and was selected due to numerous complaints about speeding.

Typical Street Smart enforcement efforts run for two weeks. The Roselle Park Police Department conducted enforcement efforts from September 11, 2024, to August 10, 2025. During that time, the Roselle Park Police issued 708 summonses and warnings to pedestrians and drivers.

1. Street Smart Overview

Street Smart NJ is a public awareness and behavioral change campaign aimed at promoting pedestrian safety. The campaign 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 state and local efforts to build safer streets and sidewalks, enforce laws, and train better roadway users. In 2019, Street Smart NJ revamped its campaign, updating posters and making the key educational messages and visuals clearer and easier 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 for 2023 and 2024 are not yet publicly available. 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 represent the state's diverse landscape, encompassing urban, suburban, rural,

and coastal regions. The program has since expanded to 280 communities throughout the state, including Roselle Park in 2024.

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 New Jersey map, EZ Ride delivers transportation solution services in Bergen, Essex, Passaic, Monmouth, and Union Counties. Besides Union County, EZ Ride has initiated full Street Smart NJ campaigns in Asbury Park, Bloomfield, Highlands, Hackensack, Newark, Paterson, Orange, 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 Park, Union County, New Jersey

Roselle Park was incorporated on March 22, 1901. Roselle Park's name is derived from the Roselle Land Improvement Company, which was established in 1866 to develop a community around Mulford Station on the Central Railroad of New Jersey. The name "Roselle" is said to have been derived from either John Conklin Rose, the company's founder, or from John Pierre Roselle, a friend of the railroad's president. Roselle, Union Township, Kenilworth, Cranford, and Elizabeth border the borough. Roselle Park has a total area of 1.23 square miles with a population of 14,390 people. Roselle Park is surrounded by two major roadways, the Garden State Parkway and NJ Rt. 28, and has an active train station. As per the 2023-24 NJ School Performance Report, the district has 2,056 students in six schools, with 45 percent economically disadvantaged.

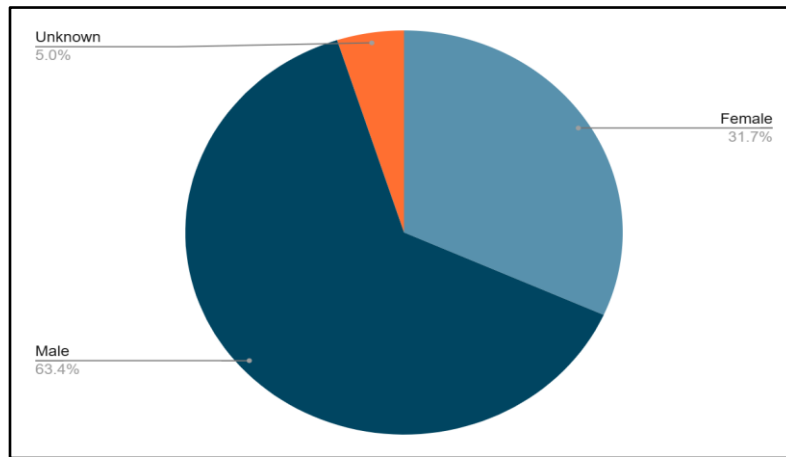
1.3 Roselle Park Crash Analysis

To examine crash data for this report, EZ Ride used Safety Voyager, the NJ Department of Transportation's crash analysis program, and Numeric, the NJ Division of Highway Traffic Safety's crash analysis program. From January 1, 2015, to December 31, 2024, there were 2,529

crashes in Roselle Park, of which 89 involved pedestrians/cyclists (Numeric). Breaking down the pedestrian/cyclist crash data even further, these crashes resulted in four fatalities and 69 injuries or suspected injuries. This data was used to help select an intersection as the campaign's focus.

The following charts were created using NJ Safety Voyager's report generator. This tool helps break down details about reported crashes. The data collected can inform future education and safety campaigns in Roselle Park.

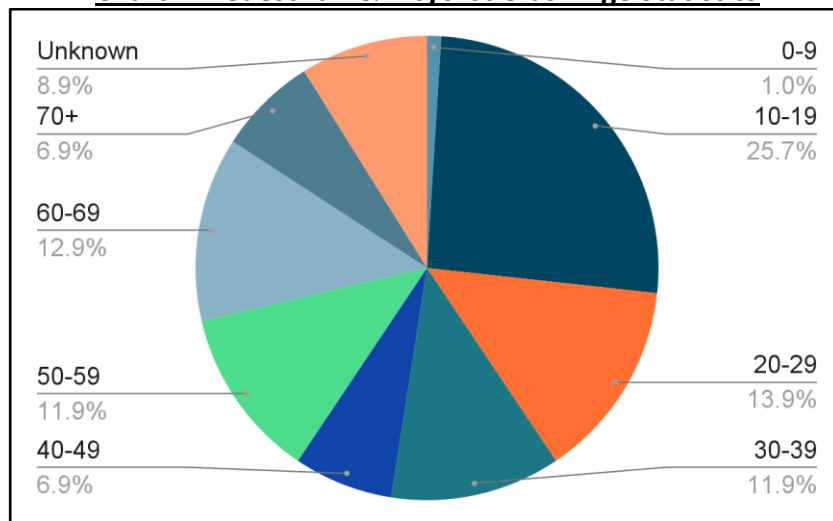
Chart 1: Pedestrian and Cyclist Crash Gender Statistics



Source: NJ Safety Voyager (2015 - 2024)

According to Safety Voyager, of pedestrian and cyclist crashes in Roselle Park between January 2015 and December 2024, 63.4 percent involved males, 31.7 percent involved females, and five percent were of unknown gender.

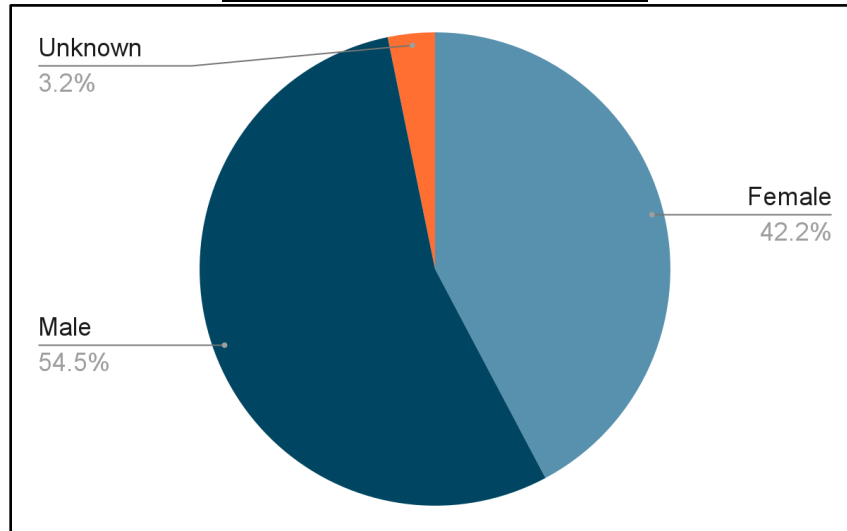
Chart 2: Pedestrian & Bicyclist Crash Age Statistics



Source: NJ Safety Voyager (2015-2024)

According to Safety Voyager, the most reported crashes involved pedestrians aged 10-19 (25.7 percent), followed by those aged 20-29 (13.9 percent) and those aged 60-69 (12.9 percent). Ages 30-39 and 50-59 also reported a high number of cases, 11.9 percent each.

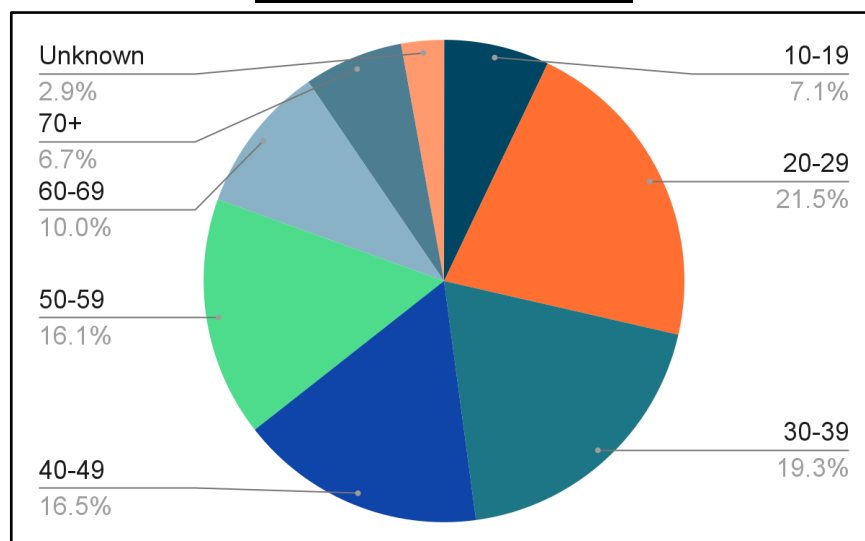
Chart 3: Driver Gender Statistics



Source: NJ Safety Voyager (2015-2024)

According to Safety Voyager, of crashes between 2015 and 2024, 54.5 percent involved males, 42.2 percent involved females, and 3.2 percent of crashes had an unknown gender.

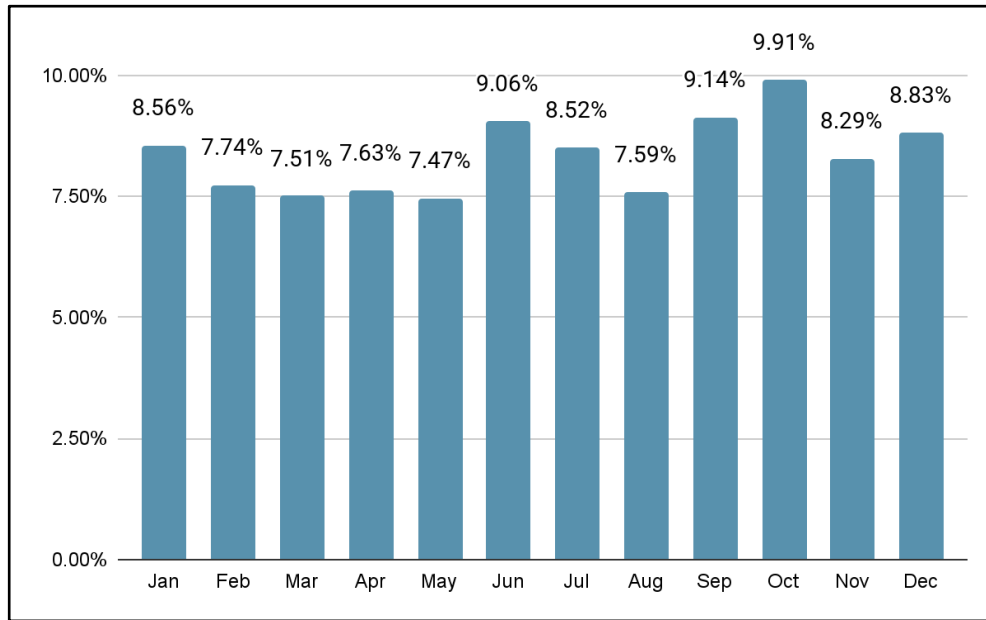
Chart 4: Driver Age Statistics



Source: Safety Voyager (2015 - 2024)

According to Safety Voyager, crashes occurred most frequently for drivers aged 20-29 (21.5 percent), followed by those aged 30-39 (19.3 percent). Ages 40-49 and 50-59 also reported a high number of cases, 16.5 and 16.1 percent, respectively.

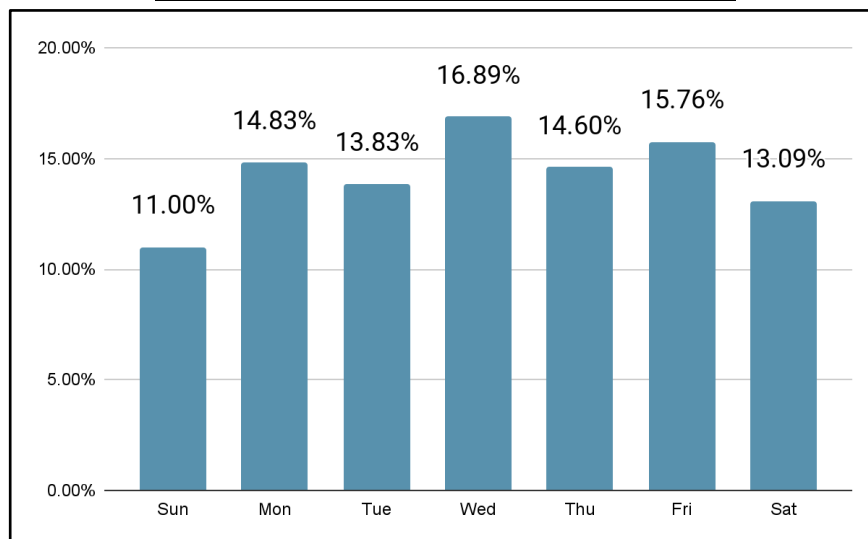
Chart 5: Roselle Park Crash Statistics by Month



Source: Safety Voyager (2015 - 2024)

According to Safety Voyager, October had the most crashes (9.9 percent), followed by September (9.1 percent). The months of June, December, January, and November also reported higher percentages, of 9.1, 8.8, 8.6, and 8.3 percent, respectively.

Chart 6: Roselle Park Crash Statistics by Day

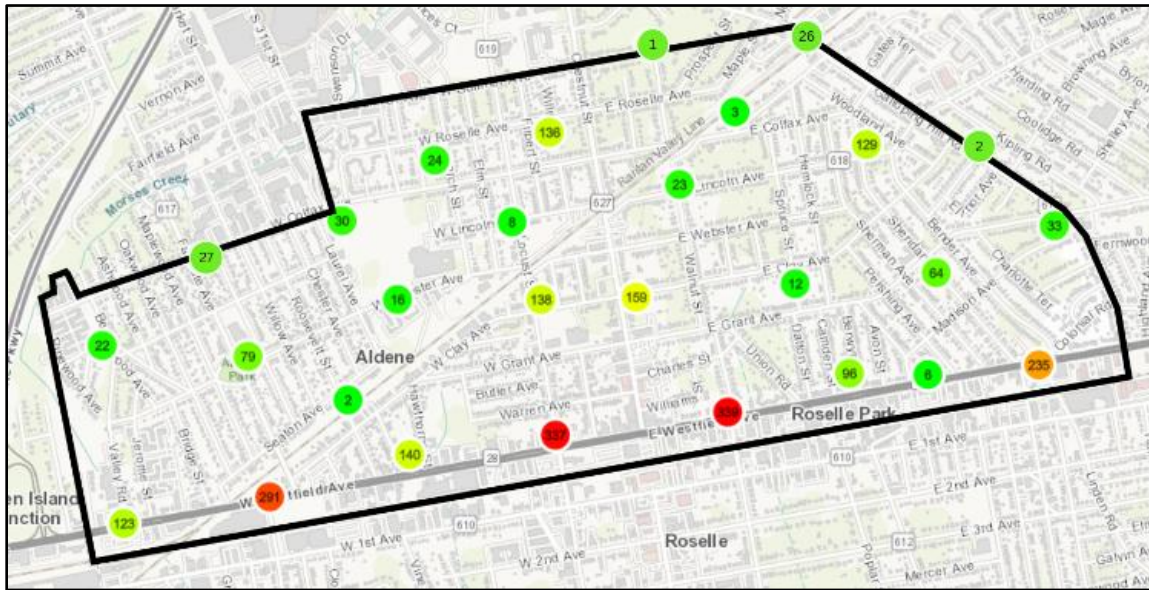


Source: Safety Voyager (2015 - 2024)

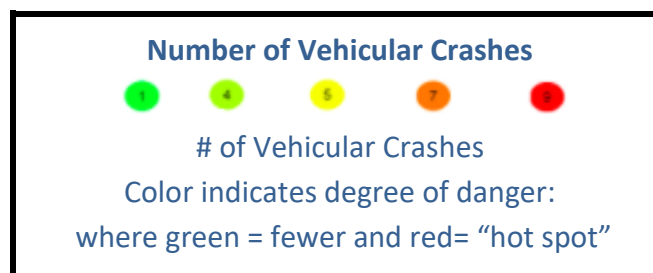
According to Safety Voyager, Wednesday had the highest number of crashes (16.9 percent), followed by Friday (15.8 percent). While Sunday reported the lowest number of crashes with 11 percent, crashes on the remaining days range between 13.1 and 14.8 percent.

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 have occurred. 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 more crashes.

Map 1: Roselle Park Vehicular Crashes

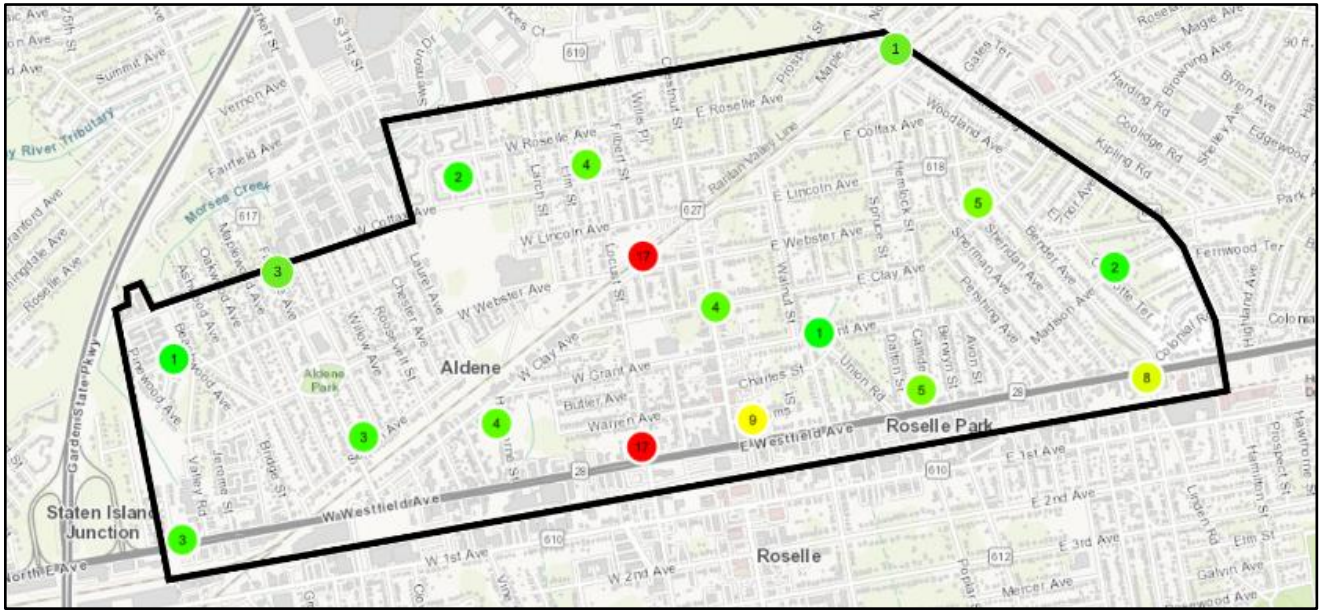


Source: Safety Voyager (2015-2024)

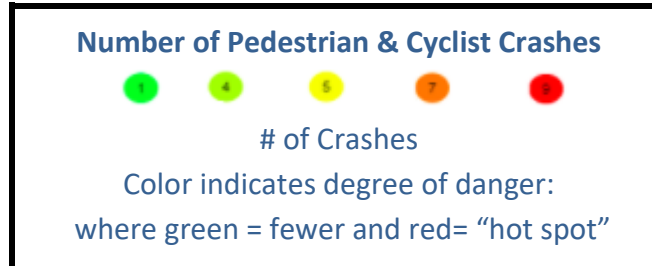


As shown in Map 1, the number of crashes involving drivers ranges from one to 330+, depending on the area and intersections. Map 1 shows that most crashes occurred in the Southern area of Roselle Park. The highest number of vehicle crashes occurred near the intersections of W. Westfield Ave. & Gordon St., and West Westfield Ave. & Locust St. and Westfield Ave. & Walnut St. (red hot spots).

Map 2: Roselle Park Pedestrian & Cyclist Crashes



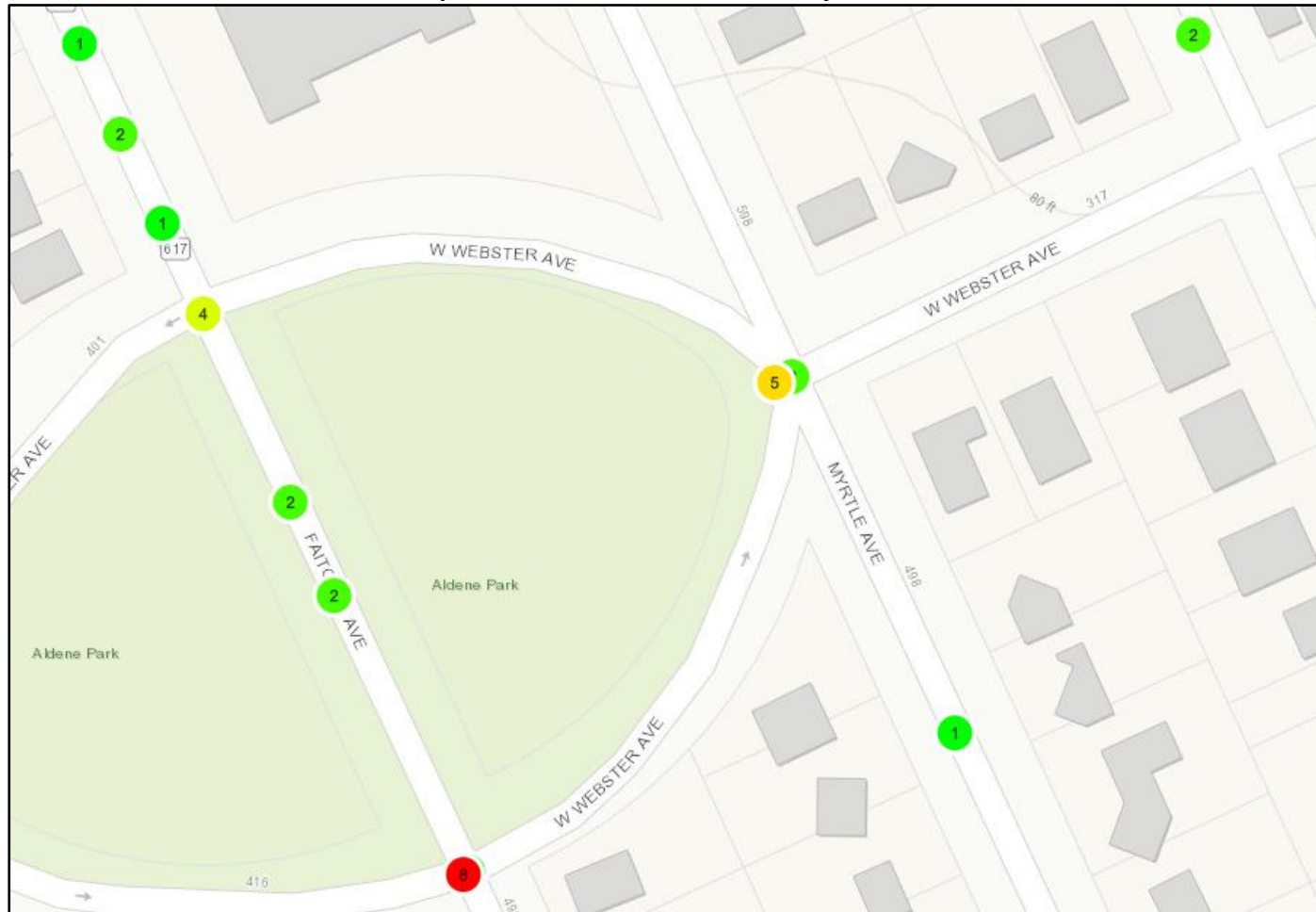
Source: Safety Voyager (2015 – 2024)



Map 2 shows that the highest numbers of pedestrian and cyclist crashes were at the intersections of W. Westfield Ave. & Locust St. and Locust St. & W. Webster Ave. (red hot spots).

Roselle Park Vehicular Crashes at Target Intersections

Map 3: West Webster Ave. and Myrtle Ave.

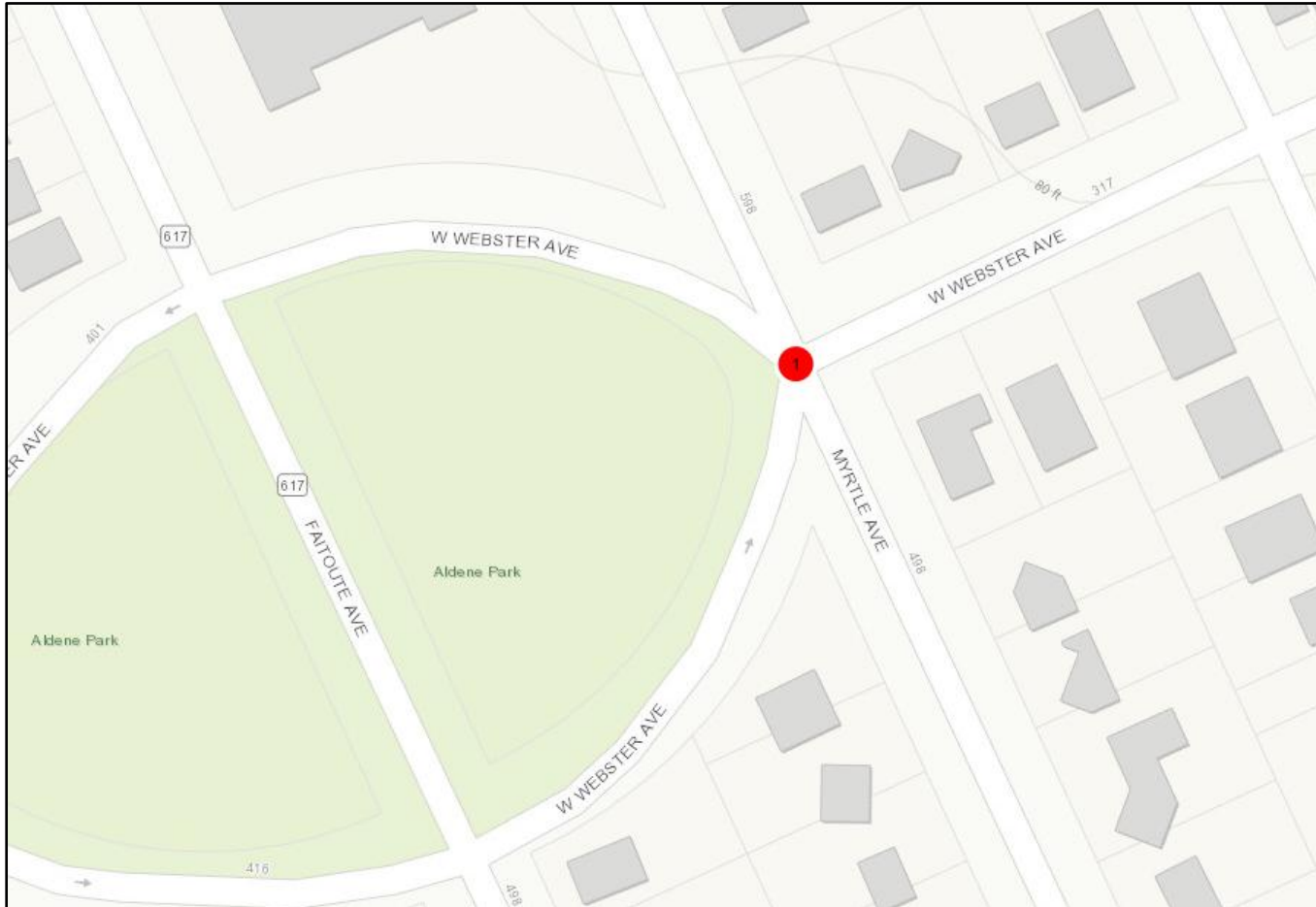


Source: Safety Voyager (2015 – 2024)

According to Safety Voyager, and displayed on Maps 3 and 7, vehicle crashes occurred at the intersection of W. Webster Ave. & Myrtle Ave.

Roselle Park Pedestrian & Cyclist Crashes at Target Intersections

Map 4: West Webster Avenue and Myrtle Avenue



Source: Safety Voyager (2015-2024)

According to Safety Voyager, and displayed on Map 4, one pedestrian/cyclist crash occurred at the intersection of W. Webster Avenue & Myrtle Avenue.

2. Campaign Overview

Table 1: Campaign Schedule

Pre-Campaign Observations	Tuesday, September 10, 2024
Campaign Kick-Off	Wednesday, September 11, 2024
Education Period	Between July 1, 2024, and July 21, 2025
Community Engagement Session	Thursday, April 10, 2025
Enforcement Period**	September 11, 2024, August 10, 2025.
Post-Campaign Observations	Monday, July 21, 2025
Speed Data Collection	September 23, 2024, to October 20, 2024
Report Development	August - September 2025
Report Submission to NJTPA	October 17, 2025
NJTPA Review	Oct. 17 - Feb. 26, 2026
Final Report Submission	April 28, 2026

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

2.1 Campaign Selected Intersection

The focus intersection for the campaign, West Webster Avenue and Myrtle Avenue, was selected by the Borough Police due to the high volume of pedestrian traffic and the history of pedestrian-vehicle crashes. West Webster Ave. and Myrtle Ave. are municipal roadways. Street Smart activities began with pre-campaign intersection observations at West Webster Avenue & Myrtle Avenue on September 10, 2024.

West Webster Avenue and Myrtle Avenue

This intersection serves as a crossing point for pedestrians and drivers, providing access to Aldene and Lincoln Parks, as well as EJF Aldene Elementary School. The park and school generate frequent foot traffic and attract a high volume of vehicles, pedestrians, and cyclists to the intersection, which includes a school drop-off and pick-up area. West Webster Avenue splits at Myrtle Avenue into two one-way streets that form an oval around Aldene and Lincoln Parks. Both “halves” of West Webster Avenue are single lanes with street parking.

Roselle Park Police Chief Dominick Frino stated that many drivers “blow the stop sign at Myrtle Ave. and West Webster Ave. Drivers come down West Webster and go through the stop sign.” It was noted that some people use West Webster Avenue as a cut-through to the Garden State Parkway, bypassing Westfield Avenue W. (NJ 28).

Figure 1: Intersection of West Webster Avenue and Myrtle Avenue, Roselle Park



Source: Google Maps

2.2 Existing Conditions

Fig. 2: West Webster Ave.& Myrtle Ave. - Facing West



Source: Google Maps

Fig. 3: West Webster Avenue & Myrtle Ave - North side of Aldene Park - Facing West



Source: Google Maps

Numerous pedestrians did not use the crosswalks at West Webster Avenue and Myrtle Avenue. Figures 2 - 3 show how the existing crosswalks and intersection contribute to pedestrian behavior. Pedestrians are crossing outside of crosswalks as it follows the natural walking pattern. The intersection was designed with vehicles in mind. This existing roadway plays a factor in how pedestrians move throughout a space and existing conditions.

2.3 Intersection Observation

Intersection observations of pedestrian, driver, and cyclist behavior were conducted by EZ Ride staff on Tuesday, September 10, 2024, from 2:30 pm to 3:30 pm at the target intersection of West Webster Avenue and Myrtle Avenue. The team observed pedestrians, cyclists, and drivers who displayed unsafe behaviors, including:

- Drivers who failed to stop for pedestrians in the crosswalk.
- Distracted drivers who hold phones or food in their hands while driving.
- Distracted pedestrians who use their phones while crossing.
- Youth cyclists who aren't wearing helmets
- Youth cyclists who ride on sidewalks or ride on the left.

We also observed pedestrians crossing to the park, following the natural flow from the sidewalk; however, the crosswalks are not painted where most people cross, so people cross outside the crosswalks.

West Webster Avenue and Myrtle Avenue Observations

Fig. 4: Pedestrians Crossing to Park, Outside Crosswalk



Fig. 5: Pedestrian Crossing to Park, Outside Crosswalk



Fig. 6: Driver Stopped in Crosswalk



Fig. 7: Cyclists Riding on Left in Lane



Fig. 8: Driver Stopped in Crosswalk



Fig. 9: High Visibility Crosswalk, "Slow School Zone" Sign



Fig. 10: Youth Cyclist Not Wearing Helmet



Fig. 11: Pedestrian Using Phone & Crossing



Fig. 12: Pedestrian/Dogs Using Crosswalk



Fig. 13: Pedestrians Using Crosswalk



Fig. 14: Pedestrian Using Crosswalk



Fig. 15: Rumble Strips -W. Webster Avenue



Fig. 16: Pedestrians Using Crosswalk



Fig. 17: Driver Stopping at Stop Bar



2.4 Campaign Kick-Off

The Borough of Roselle Park held its Street Smart Campaign Kickoff event on Wednesday, September 11, 2024, in Aldene Park. EZ Ride moderated the press event. Various media outlets drafted 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:

- Mayor Joseph Signorello III
- Police Chief Dominick Frino
- Councilmember Jay Robaina
- Bette Jane Kowalski, Union County Commissioner and NJTPA Board member
- Lisa Lee, Director, Sustainability Programs, EZ Ride

The kickoff was held to inform the community that pedestrian and driver safety laws are taken seriously by both the police department and the mayor's office. 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 drivers, to reduce traffic violations and unsafe behavior among pedestrians, drivers, and cyclists, and to raise awareness about a significant issue in the community.

Fig. 18: Street Smart Roselle Park Kickoff
Mayor Joseph Signorello III



Fig. 19: Street Smart Roselle Park Kickoff
County Commissioner Bette Jane Kowalski



Fig. 20: Street Smart Roselle Park Kickoff
Police Chief Dominick Frino



Fig. 21: Street Smart Roselle Park Kickoff Jay
Robaina, Councilmember



Fig. 22: Roselle Park Street Smart Team



Fig. 23: EZ Ride Table with Street Smart Materials



During the campaign kick-off, EZ Ride set up a table to promote safety to the community.

2.5 Education & Enforcement Campaign

Education Campaign

The education and public outreach campaign began on Wednesday, September 11, 2024, following the kickoff event at Aldene Park. EZ Ride staff and Roselle Park 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 and coffee cup sleeves. The goal was to raise awareness of safe drivers and pedestrian behaviors. The campaign's key messages were as follows:

Table 2: Messages Displayed on Street Smart Posters

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

On Friday, September 20, 2024, the Bike & Pedestrian team delivered the following items to the Office of Special Programs and Projects for distribution at the five Roselle Park Public Schools: 150 "Heads Up, Phones Down" postcards, 150 "Tip Cards," and seven "Drive Smart and Walk Smart" indoor posters. Five street signs were displayed around the selected intersection.

EZ Ride visited the Roselle Park Train Station and provided 57 Street Smart NJ Tip Cards and 57 Heads Up Phones Down Tip Cards to various community members. Conversations were about the Street Smart Campaign and its significance.

The Roselle Park Police Department was provided with 50 tip cards, 50 Heads Up cards, 10 bicycle helmets, and 45 table tents for distribution at National Night Out on August 5, 2025.

Table 3: Community Safety Outreach by Roselle Park Police Department

DATES	EVENTS
September 11, 2024	Collaborated with EZ Ride at the Street Smart Campaign Kickoff
April 10, 2025	Attended the Pedestrian Safety Community Engagement Session
August 6, 2024	National Night Out
August 5, 2025	National Night Out

Fig. 24: Street Smart Road Signs at West Webster Avenue & Myrtle Avenue



Fig. 25: Street Smart Road Signs at West Webster Avenue & Myrtle Avenue



Fig. 26: Street Smart Road Signs at West Webster Avenue & Myrtle Avenue



Fig. 27: Street Smart Road Signs at West Webster Avenue & Myrtle Avenue



Fig. 28: Street Smart Road Signs at West Webster Avenue & Myrtle Avenue



EZ Ride worked in the Borough of Roselle Park before, during, and after the Street Smart campaign. During the campaign, the team conducted one Walk & Roll and one Pedestrian & Bike Safety Presentation (PSP-BSP). A total of 400 students attended the Walk & Roll Day event, and 150 students attended the safety presentation.

Table 4: EZ Ride Safety Activities:

(WR2S = Walk and Roll to School, PSP-BSP= Ped & Bike Safety Talk)

Activity	Location	Date	# of Participants
Walk & Roll to School Day	Roselle Park Middle School	May 7, 2025	400
1 PSP-BSP	Roselle Park Middle School	June 11, 2025	150
2 PSPs, 1 BSP	EJF Aldene Elementary School	September 26, 2025	265
2 PSPs, 1 BSP	Robert Gordon Elementary School	October 24, 2025	314
2 PSPs, 1 BSP	Sherman Elementary School	October 29, 2025	354

Table 5: Street Smart Education Materials Distributed by Roselle Park Police and EZ Ride

Material	
Street Smart Tip Cards Given Out by Police	150
Street Smart Heads Up Phones Down Cards Given Out by Police	150
Street Smart Table Tents & Coasters	22
Street Smart Posters Given Out by Police	8
Street Smart Signs Hung by EZ Ride	5
Street Smart Signs Hung at Intersections by Police	3
Tip Cards Given Out by EZ Ride	57
Heads Up, Phones Down Cards Given Out by EZ Ride	57

Street Smart Enforcement Campaign - Violations

The Roselle Park Police Department conducted its enforcement efforts from September 11, 2024, to August 10, 2025. Table 6 contains a breakdown of the number of summonses issued.

Table 6: Enforcement Results: April 10, 2024, to July 25, 2024

VIOLATIONS TYPE	NUMBER	VIOLATIONS TYPE	NUMBER
Speeding	47	Failure to Stop at a Traffic Light	112
Failure to Observe Stop/Yield Signs	63	No Seat Belt	50
Suspended License	191	Driver Use of Handheld Phone/Texting	56
Failure to Stop for Pedestrians in a Crosswalk	8	Reckless/Careless Driving	166
Pedestrian Crossing on Red or Outside the Crosswalk		15	

Source: Roselle Park Police Department

Fig. 29: Speed Study - 309 West Webster Avenue - Eastbound



Fig. 30: Speed Study - 309 West Webster Avenue - Westbound



In collaboration with the Street Smart Campaign, the Roselle Park Police Department partnered with EZ Ride for a speed study at 309 West Webster Avenue. This location is approximately two blocks from the campaign target intersection and was chosen for its high traffic volume and speeding complaints. The speed limit is 25 mph. Many drivers approach and pass through the campaign intersection as they travel westbound on West Webster Avenue, heading towards Aldene Park. According to Numetric, there were 13 vehicular crashes on West Webster Avenue from January 1, 2014, to December 31, 2023.

The speed study ran for four weeks, from September 23, 2024, to Sunday, October 20, 2024. Two weeks of data were collected at maximum speeds and traffic volume for both the northbound and southbound sides of Grant Ave., respectively. During this time, 93 percent of the drivers (18,350) maintained speeds of 30 mph or less, and seven percent (1,390) traveled between 31 and 63 mph. A comprehensive report, including a summary and safety recommendations, will be created and shared with the Roselle Park Police Department.

2.6 Post-Campaign Intersection Observations

EZ Ride's Bike and Pedestrian team members returned to the selected intersection on Thursday, July 25, 2023, from 3:30 p.m. to 5:00 p.m. to observe cyclists, pedestrians, 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.

West Webster Avenue and Myrtle Avenue Post-Observations

Fig. 31: Pedestrians Using Crosswalk



Fig. 32: Pedestrians Using Crosswalk



Figures 33: Pedestrians Using Crosswalk



Figure 34: Cyclists Riding in Crosswalk



Figure 35: Pedestrians Using Sidewalk



Fig. 36: Pedestrians Not Using Crosswalk



Fig. 37: Pedestrians Not Using Crosswalk

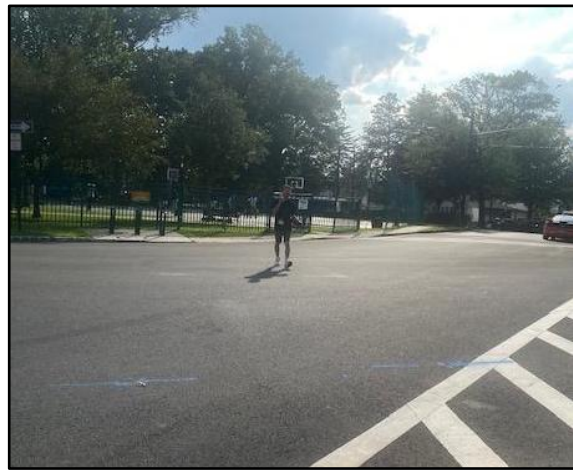


Fig. 38: Pedestrians Not Using Crosswalk



Fig. 39: Driver Blocking Road to Drop Person Off



Fig. 40: Driver Blocking Road to Drop Person Off



Fig. 41: Drivers Make Quick Right Turns Out of Circle



Fig. 42: Drivers Make Quick Right Turns Out of Circle



Figures 43: Drivers Make Quick Right Turns Out of Circle



Fig. 44: Motorcyclist Riding Close to Curb at Park



Fig. 45: Drivers Rolling Through Stop Signs



Fig. 46: Drivers Rolling Through Stop Signs



Figure 47: Drivers Rolling Through Stop Signs



Figure 48: Drivers Rolling Through Stop Signs



Figure 49: Drivers Rolling Through Stop Signs



3. Evaluation

Post- Campaign Observations:

- Drivers made rolling stops from the circle portion of W. Webster Ave. to West Webster Ave., and from Myrtle Ave. right to West Webster Ave., and from West Webster Ave. around the circle by the school.
- Some drivers took tight turns through the circle, while others made wide turns.
- Some drivers double-parked to drop off people at school or at the park
- Drivers made right turns out of the circle without slowing down.
- Pedestrians commonly cross the street where it makes sense, going in a straight line towards the park, rather than using the crosswalks.

4. Summary and Recommendations

Street Smart NJ aims to reduce 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 Park Campaign raised awareness that drivers, pedestrians, and cyclists are all 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 Park 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 pedestrian signals or rectangular flashing beacons at the intersection of Locus Street and Second Avenue. These MUTCD-compliant devices make the crosswalk more visible to all road users. Refer to the grant opportunities/resources section below for additional potential programs and funding sources.
- It was observed that students ride their bikes at both intersections within this study. Consider installing bike lanes on Locust Street and Chestnut Street, leading to both intersections and throughout the borough, where the road width permits.
- Consider adding a two-way bike lane on one side of the roadway to narrow driving lanes and reduce vehicle speeds. This will allow cyclists to ride along West Webster Avenue to E.J.F. Aldene School, Roselle Park High School, the Roselle Park Youth Baseball field, and the train station, while preserving parking on one side of the roadway.
- Consider painting lane markings in the circle to guide drivers on a consistent path and to allow space for a bike lane.
- Repaint the crosswalks where pedestrians cross the street to Aldene Park.
- Consider applying to the [NJTPA Complete Streets Demonstration Library](#) and collaborating with EZ Ride to test temporary solutions or exploring 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 and to wear helmets for safety.
- 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 and to observe the 4-foot passing rule.
 - Consider a main insert for motorists renewing licenses/registrations.
- Borough staff should reinforce that distracted driving is a ticketable offense, and that using handheld cell phones/headphones while driving or cycling is illegal and unsafe while walking and crossing streets.
- 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 at other intersections with high crash rates.
- Police can distribute materials and post signs advising cyclists to ride on the right side of the street 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. We 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 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 that improve pedestrian and bicycle safety in 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 administer the grant.*

5. Appendix

5.1 Street Smart Educational Materials

Figures 50-70: Display Street Smart Materials; Posters, Coffee Cup holders, and Street Signs:

Posters:





Lawn & Street Signs:





Table Tents:



Coasters:



Cup Sleeves:



Banners:



5.2 Media Promotion

About the Roselle Park 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 Park, with the hope of bringing the number to zero. Below are various articles about and promoting the campaign.

Media Advisory by the Borough of Roselle Park:



MEDIA ADVISORY

FOR IMMEDIATE NOTICE: SEPTEMBER 9, 2024

ROSELLE PARK TO HOLD STREET SMART PEDESTRIAN SAFETY CAMPAIGN KICKOFF

Focus to be on West Webster Avenue & Myrtle Avenue Intersection

Type of Event:
Press Briefing

WHAT: The Borough of Roselle Park will be holding a press briefing to announce the commencement of a "Street Smart" pedestrian safety campaign focused on bringing increased pedestrian safety to the community. "Street Smart" campaigns are a collaborative effort amongst pedestrian and traffic safety advocacy groups and public entities, aimed at fostering a safer, more navigable streetscape.

The focus on the immanent campaign is the intersection of West Webster Avenue and Myrtle Avenue; which is directly adjacent to Aldene Elementary School and Aldene Park.

DATE: Wednesday, September 11, 2024

TIME: 1:00 p.m.

WHERE: Aldene Park Pavilion*
(within Aldene Park nearest to the intersection of West Webster Avenue and Myrtle Avenue)
*For GPS, use 339 West Webster Avenue, Roselle Park, NJ 07204 as a reference point

#

Supplemental Information
Learn more about Street Smart NJ:
<https://www.bestreetsmartnj.org/>

Promotion by the Borough of Roselle Park on Social Media:

PEDESTRIAN SAFETY

COMMUNITY

ENGAGEMENT

SESSION

Join us for a discussion and listening session about pedestrian and traffic safety in Roselle Park.

Bring your questions, concerns, and suggestions!

Thursday, April 10th

6:30 p.m.

Casano Community Center
314 Chestnut Street, Roselle Park, NJ 07204

PRESENTED BY

ROSELLE PARK NJ



ezride

 @RoselleParkBorough

 @roselleparknj

 **The Borough of Roselle Park**

April 9 · 🌐

REMINDER ! The Borough of Roselle Park is notifying all residents a Pedestrian Safety Community Engagement Session will be held on Thursday, April 10th at the Casano Community Center located at 314 Chestnut Street beginning at 6:30 p.m. This round table style discussion and listening session is an extension of the ongoing **Street Smart NJ** campaign made possible through the Borough's partnership with New Jersey **EZ Ride**. This particular session invites broad participation by all members of the community who have questions, suggestions, and concerns about pedestrian and traffic safety in Roselle Park. All are welcome. No registration is required.

#RoselleParkNJ | #UnionCountyNJ | #PedestrianSafety See less



 **roselleparknj** · 已关注

 **roselleparknj** 19周

The Borough of Roselle Park and EZ Ride held a community engagement session yesterday as part of the Street Smart NJ campaign. Councilman Joe Signorello Jr. and Jay Robaina participated in the event, discussing and addressing residents' questions, suggestions, and concerns about pedestrian and traffic safety in Roselle Park.

11次赞

4月11日

 添加评论...

The Borough of Roselle Park's post



The Borough of Roselle Park

April 11 · 🌐

The Borough of Roselle Park and EZ Ride held a community engagement session yesterday as part of the Street Smart NJ campaign. Councilman Joe Signorello Jr. and Jay Robaina participated in the event, discussing and addressing residents' questions, suggestions, and concerns about pedestrian and traffic safety in Roselle Park.

[#RoselleParkNJ](#) | [#UnionCounty](#) | [#EZ Ride](#) | [#TrafficSafety](#)



Promotion from the Street Smart NJ website and Facebook page:

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



[Home](#)

[About](#) ▾

[Partner With Us](#)

[Resources](#) ▾

[Updates](#) ▾

[Contact](#)

Time: 6:30 p.m.

Location: Casano Communiter Center
314 Chestnut St.
Roselle Park, NJ 07204

In partnership with EZ Ride, the Borough of Roselle Park will host a Community Engagement Session as part of its Street Smart NJ campaignr. The roundtable style discussion and listening session is an extension of the campaign that kicked off in September about pedestrian and traffic safety in Roselle Park. Bring your questions, concerns, and suggestions.

While the underlying study of the campaign focuses on the intersection of West Webster and Myrtle avenues, this particular session invites broad participation by all members of the community.

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 contribute to New Jersey's goal of achieving zero pedestrian fatalities. It is essential that everyone is aware of and follows the laws and common-sense safety measures that can 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 remain stopped to allow people to cross at marked crosswalks and intersections, including when making turns. (39:4-36.a. (1))
- Whenever any vehicle is stopped for someone crossing the road, the driver of any other vehicle approaching 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 on 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 law carry a \$200 fine, two motor vehicle points, and up to 15 days (about 2 weeks) 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 (about 3 and a half weeks) 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 fine of \$54.