



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

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

EZ Ride worked with NJTPA, the NJ Division of Highway Traffic Safety, the Oradell Police Department, the Borough of Oradell, and the Oradell 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 Oradell Avenue and Grant Avenue on October 29, 2024. This intersection was selected by the Borough of Oradell because of its crash history.

The Street Smart campaign launched on October 30, 2024, with a press conference at the corner of Grant Avenue and Country Club Drive South, near the target intersection. Speakers were Police Commissioner Michael Staff, Bergen County Commissioner Tracy Zur, Superintendent of Oradell Public Schools Megan Bozios, Principal of St. Joseph School Kassie Pierinelli, Oradell Resident Eileen Jones, and EZ Ride Manager of Bicycle & Pedestrian Programs, Mike Johnson.

During the campaign, EZ Ride provided bike and pedestrian safety talks on February 5, 2025, at St. Joseph School, and a pedestrian and driving safety talk on March 17, 2024, at the Oradell Senior Center.

A speed study was conducted on both the north and southbound sides of 440 Grant Avenue beginning Monday, June 2, 2025, and ending Sunday, June 29, 2025. This location is less than two blocks away from the targeted intersection and was selected due to numerous complaints of speeding.

Community feedback on the selected intersection was obtained from a Community Engagement Meeting at the Oradell Council on Monday, April 7, 2025, and a survey created by a River Dell

HS student and shared with students and on the Oradell Residents Facebook page from November 25, 2024, through January 12, 2025.

Typical Street Smart enforcement efforts run for two weeks. The Oradell Police Department held enforcement efforts from April 1, 2025, to June 30, 2025. During that time, the Oradell Police issued a total of 42 summonses and 86 warnings to pedestrians and drivers.

Post-campaign observations at the target intersection were completed on Wednesday, July 2, 2025. During the campaign, street signs, posters, safety tip cards, and other educational materials were distributed throughout the community.

1. Street Smart Overview

Street Smart NJ is a public awareness and behavioral change campaign aimed at promoting pedestrian safety. Street Smart NJ emphasizes educating drivers, pedestrians, and bicyclists through community outreach and targeted enforcement. Police officers focus on engaging and educating rather than simply issuing citations. Street Smart NJ complements but does not replace other 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 the 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. Based on preliminary data from the State Highway Safety Offices (SHSOs), an analysis by the Governors Highway Safety Association (GHSA) shows that in the first half of 2024, drivers struck and killed 3,304 pedestrians in the United States, a 2.6 percent decrease from the previous year, but a 48 percent increase compared to 2014. According to police reports compiled by the NJ State Police, 351 drivers, 84 passengers, 227 pedestrians, and 23 bicyclists died in fatal crashes in New Jersey in 2024, a 13 percent increase from 2023 but a 0.5 percent decrease from 2022.

The Street Smart Campaign has four goals:

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

The Street Smart NJ program was piloted in five communities — Newark, Jersey City, Woodbridge, Hackettstown, and Long Beach Island — in 2013 and 2014. These communities were selected to incorporate the state's diverse landscape of urban, suburban, rural, and shore regions. The program has since expanded to more than 275 communities throughout the state, including Oradell in 2024.

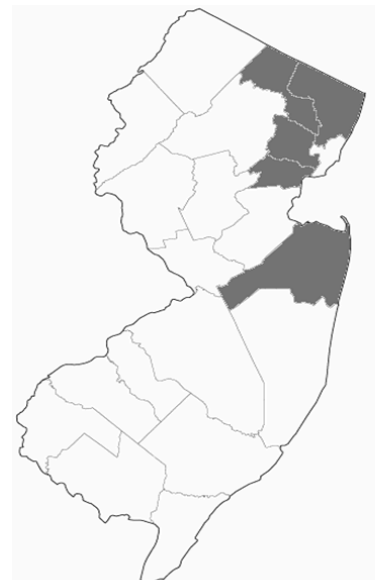
1.1 EZ Ride's Street Smart Program

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 Passaic, Essex, Union, Monmouth, and Bergen Counties. Besides Oradell, EZ Ride has initiated full Street Smart NJ campaigns in Asbury Park, Bloomfield, Cranford, Elizabeth, Garwood, Highlands, Hackensack, Linden, Newark, Paterson, Orange, Roselle, Roselle Park, Rutherford, Teaneck, Union Township, and West Orange. Community outreach was also supported by handing out tip cards at schools and in cities such as Bloomfield, Garwood, Long Branch, Newark, Teaneck, and Westwood.

1.2 Oradell, Bergen County, New Jersey

Oradell was incorporated on March 8, 1894, as Delford. On November 12, 1920, Delford was officially changed to Oradell. The name derives from the Latin words “ora,” meaning “at the border of,” and “dell,” meaning “small valley” or “glen”. Emerson,



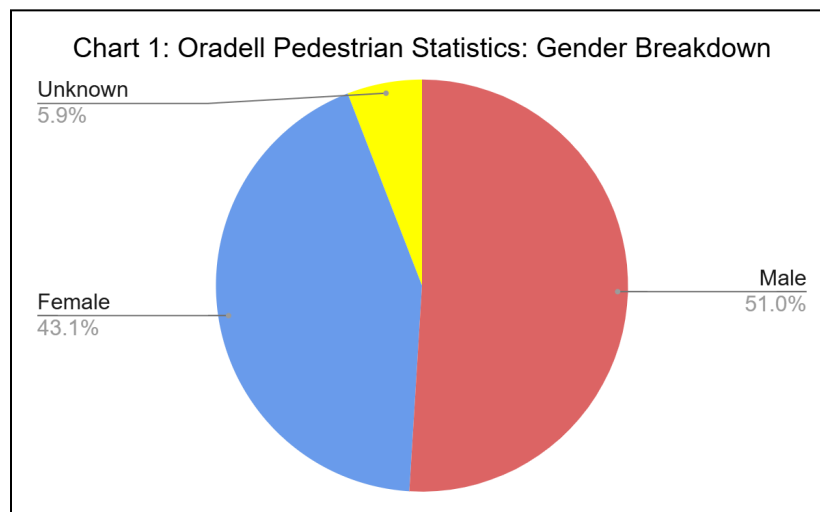
Haworth, Dumont, River Edge, Paramus, and New Milford border the borough. Oradell has a total area of 2.57 square miles with a population of 8,244 people. Oradell has County Road 503 running through the center of the town, and the Garden State Parkway is the closest major roadway, although it does not touch the border of the town. The town has an active train station and one bus to take residents to Manhattan and two bus routes for local travel. According to the NJ School Performance Report from 2023-24, Oradell has one public school within its district, totaling 783 students from grades Pre-K through 6, and one shared public high school, River Dell High School, which totals 994 students from multiple municipalities.

1.3 Oradell Crash Analysis

To examine crash data for this report, 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. Between January 1, 2014, and December 31, 2023, there were a total of 2,083 crashes in Oradell, of which 42 involved pedestrians/cyclists (Numetric). Breaking down the pedestrian/cyclist crash data even further, these crashes resulted in 1 fatality and 33 injured individuals. This data further confirmed the need for selecting an intersection of focus for this campaign.

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

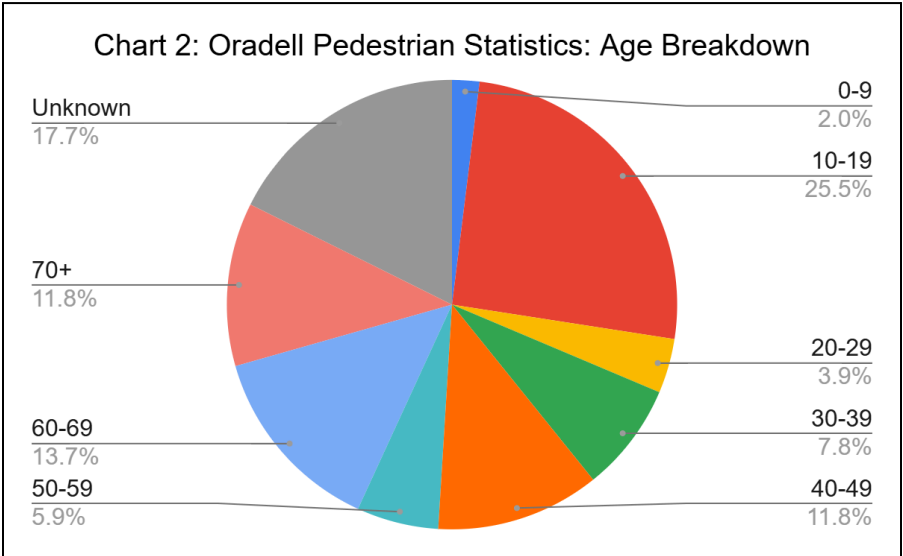
Chart 1: Pedestrian and Cyclist Crash Gender Statistics



Source: NJ Safety Voyager (2014 - 2023)

According to Safety Voyager, of pedestrian and cyclist crashes in Oradell from January 2014 to December 2023, 51 percent involved males, 43.1 percent involved female pedestrians, and 5.9 percent were of unknown gender.

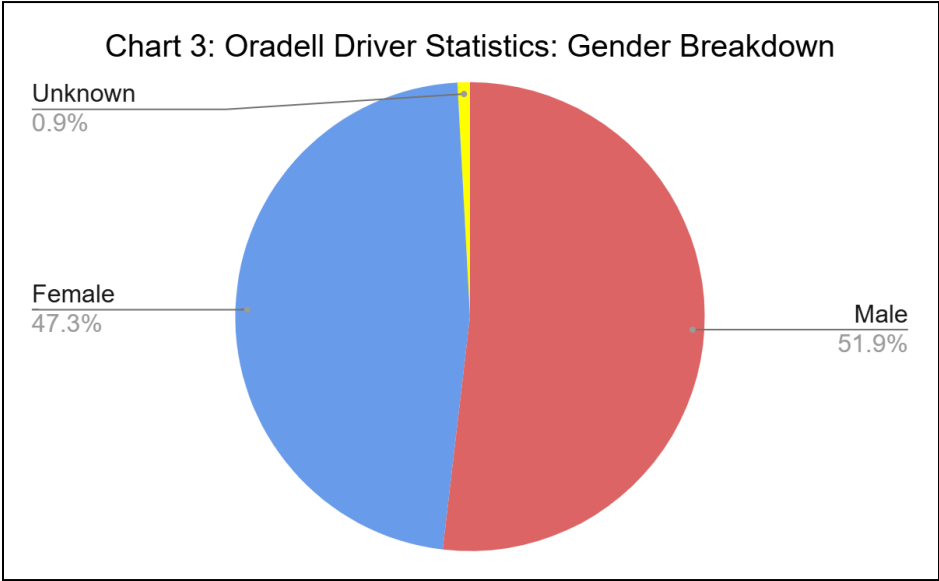
Chart 2: Pedestrian & Bicyclist Crash Age Statistics



Source: NJ Safety Voyager (2014-2023)

According to Safety Voyager, the most reported known crashes involved pedestrians aged 10-19 (25.5 percent), followed by those aged 60-69 (13.7 percent) and those aged 40-49 and 70+ (11.8 percent each). Having more data to reduce the 'Unknown' (17.7 percent) category would further enhance overall accuracy.

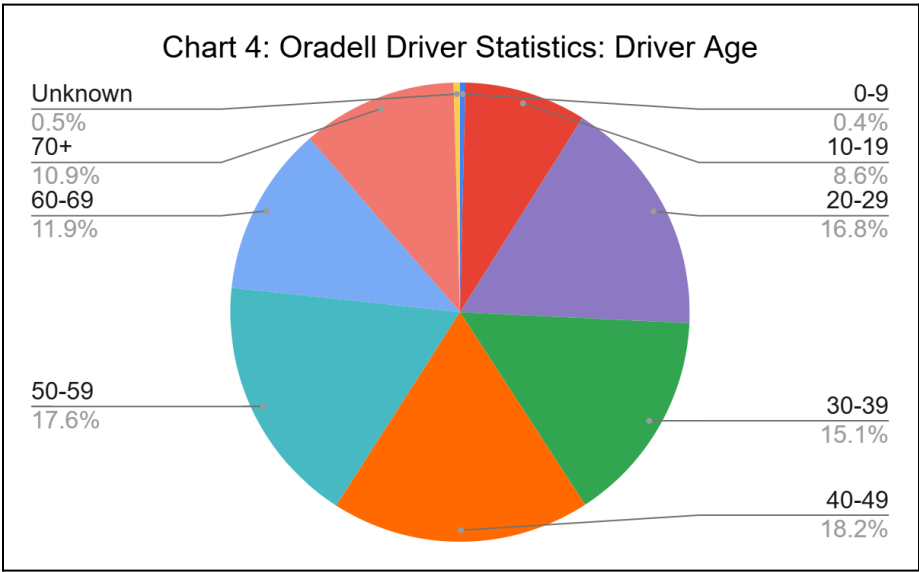
Chart 3: Driver Gender Statistics



Source: NJ Safety Voyager (2014-2023)

According to Safety Voyager, of crashes between 2014 and 2023, 51.9 percent involved males, 47.3 percent involved females, and 0.9 percent of crashes had an unknown gender.

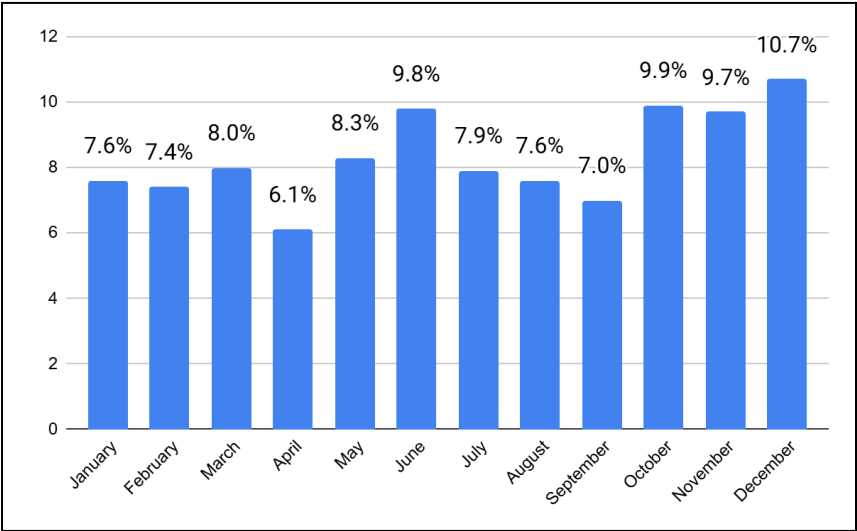
Chart 4: Driver Age Statistics



Source: Safety Voyager (2014 - 2023)

According to Safety Voyager, crashes occurred most frequently for drivers aged 40-49 (18.2 percent), followed by those aged 50-59 (17.6 percent). Ages 20-29 and 30-39 also reported a high percentage of cases, 16.8 and 15.1 percent, respectively.

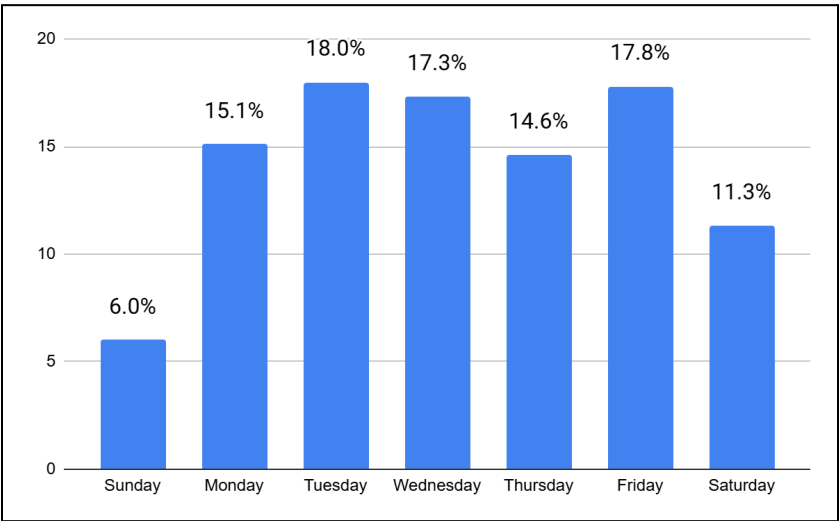
Chart 5: Oradell Crash Statistics by Month



Source: Safety Voyager (2014 - 2023)

According to Safety Voyager, December had the highest proportion of crashes (10.7 percent), followed by October (9.9 percent). June had the third-highest percentage at 9.8 percent.

Chart 6: Oradell Crash Statistics by Day



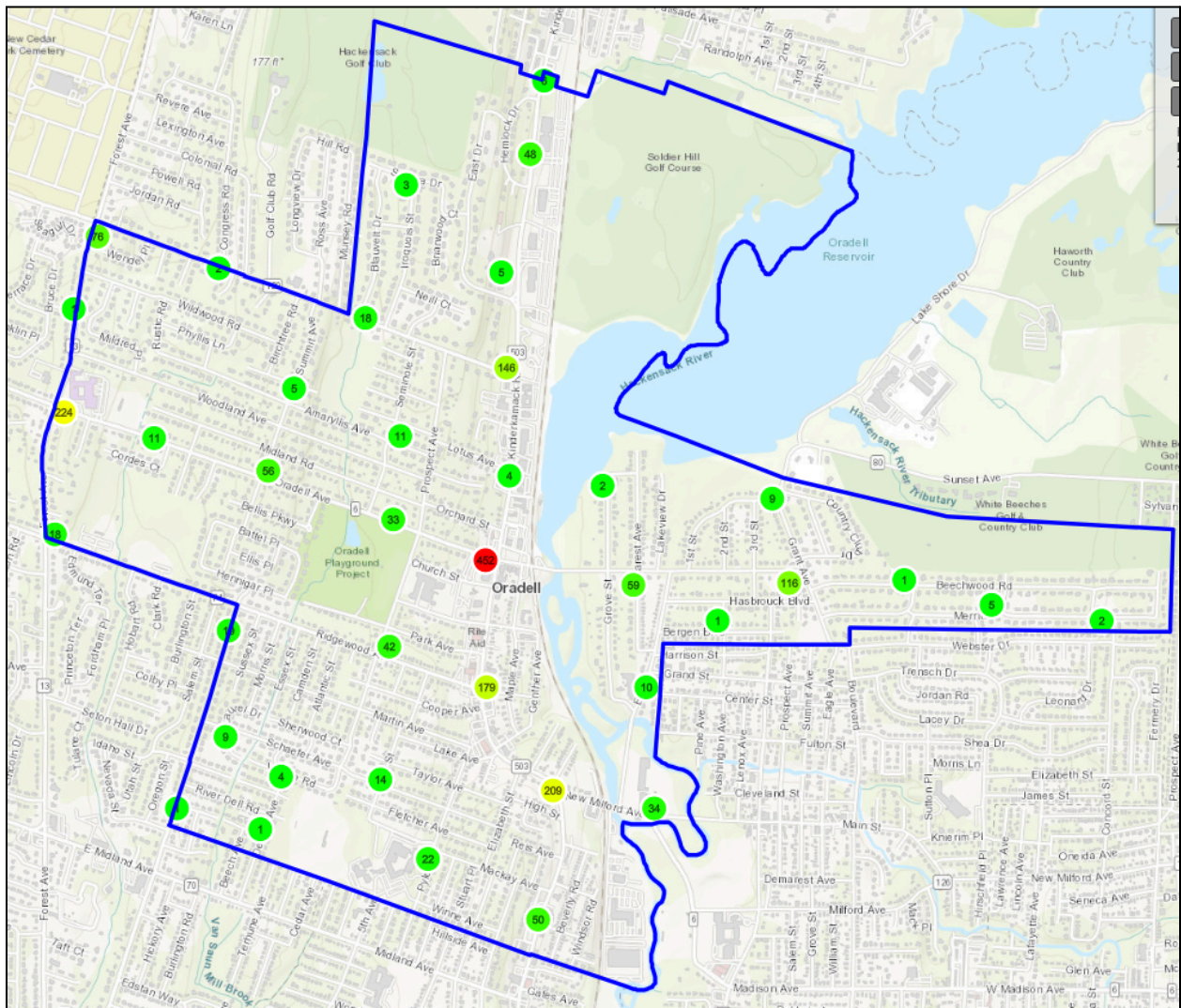
Source: Safety Voyager (2014 - 2023)

According to Safety Voyager, Tuesday had the highest percentage of crashes (18 percent), followed by Friday (17.8 percent). Except for Sunday, crashes are split evenly over the remaining days.

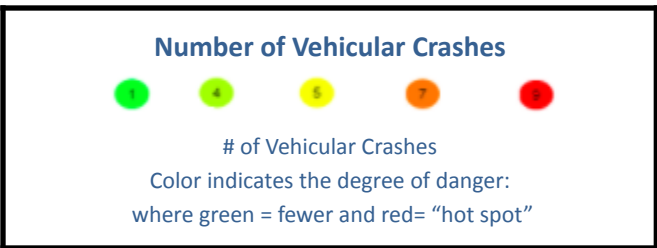
Maps 1-3 were generated with the NJDOT Safety Voyager crash analysis tool. Safety Voyager uses a color-coded system to display "hot spot" areas where multiple crashes occur. The actual

number of crashes at each location is labeled on each colored circle. A green dot indicates fewer crashes; a yellow, orange, or red dot indicates higher numbers of crashes.

Map 1: Oradell Vehicular Crashes



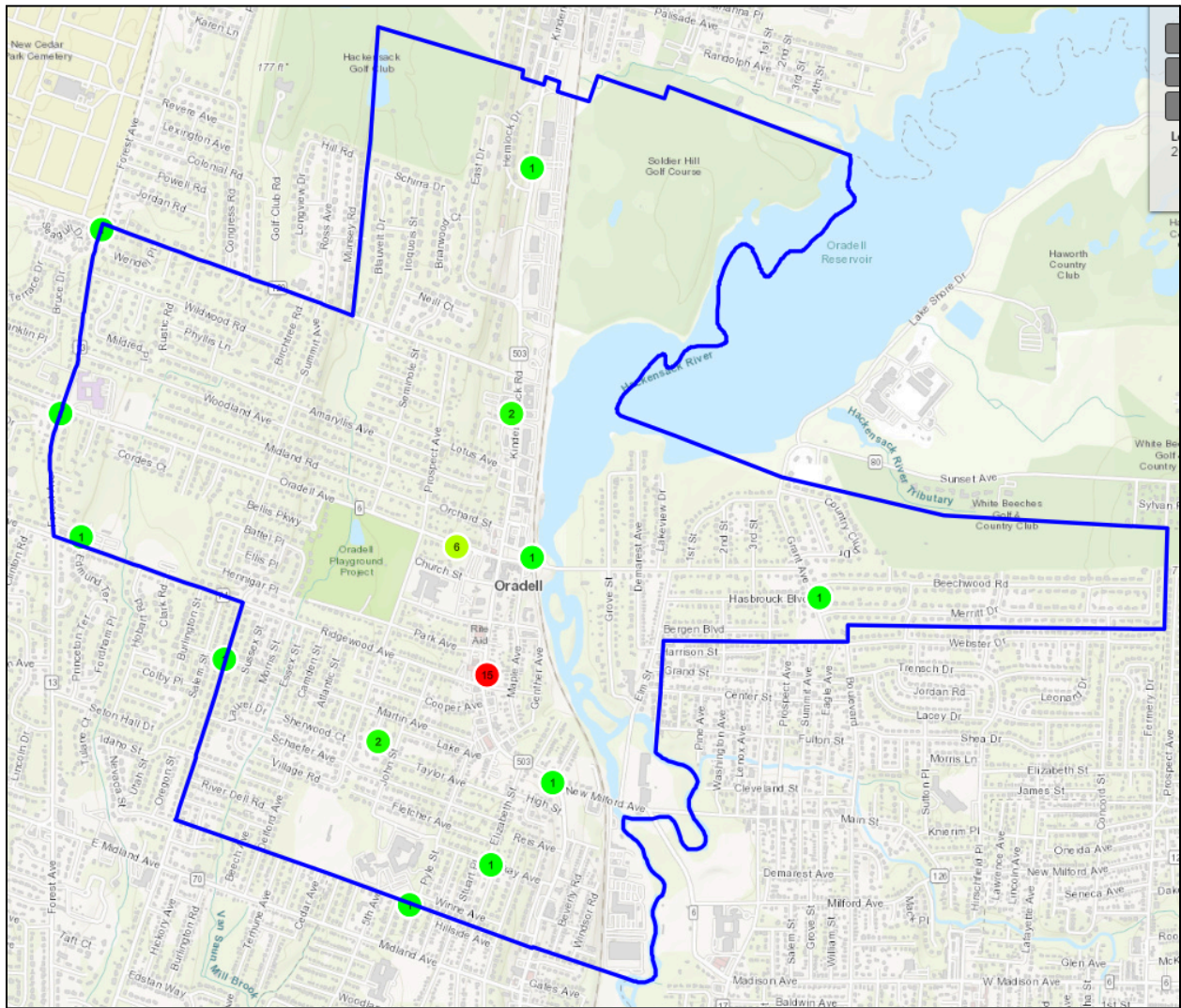
Source: Safety Voyager (2014-2023)



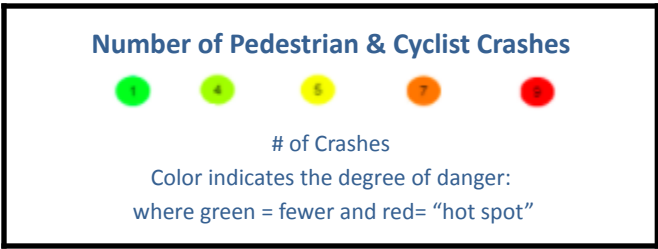
As shown in Map 1, the number of crashes involving drivers ranges from 1 to 452, depending on the area and intersections. Map 1 shows many crashes that occurred in the center of Oradell.

The highest number of vehicle crashes was located near the intersection of Oradell Avenue and Kinderkamack Road (location of the red hot spot). This is 0.7 miles away from the targeted intersection of Oradell Ave. and Grant Ave.

Map 2: Oradell Pedestrian & Cyclist Crashes



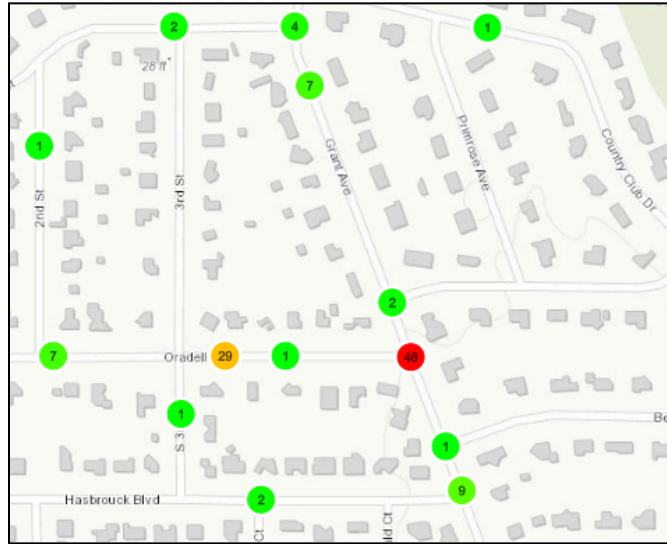
Source: Safety Voyager (2014 – 2023)



Map 2 shows that the highest number of pedestrian and cyclist crashes occurred near the intersection of Ridgewood Avenue and Kinderkamack Road (location of the red hot spot). This is one mile away from the targeted campaign intersection.

Oradell Vehicular Crashes at Target Intersections

Map 3: Oradell Avenue and Grant Avenue

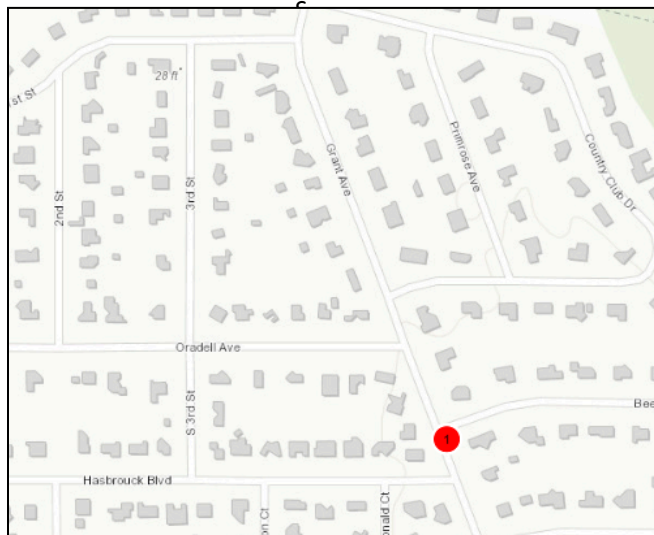


Source: Safety Voyager (2014 – 2023)

According to Safety Voyager, and displayed on Maps 3, 46 vehicle crashes occurred at the intersection of Oradell Avenue and Grant Avenue.

Oradell Pedestrian & Cyclist Crashes at Target Intersections

Map 4: Oradell Avenue and Grant Avenue



Source: Safety Voyager (2014-2023)

According to Safety Voyager, and displayed on Maps 4, zero pedestrian and cyclist crashes occurred at the intersection of Oradell Avenue and Grant Avenue. However, there was a crash that occurred at Grant Avenue and Beechwood Road.

2. Campaign Overview

Table 1: Campaign Schedule

Street Smart presentation to Oradell Council	Tuesday, October 8, 2024, 7:30 - 8:30 pm
Pre-Campaign Observations	Tuesday, October 29, 2024
Campaign Kick-Off	Wednesday, October 30, 2024
River Dell High School Student Survey	November 25, 2024, to December 5, 2025
Borough of Oradell Social Media Post	January 5, 2025, to January 12, 2025
Education Period	February 5, 2025, to March 17, 2025
Enforcement Period**	April 1, 2025, to June 30, 2025
Community Engagement Meeting	April 7, 2025
Speed Data Collection	May 26, 2025, to June 30, 2025
Post-Campaign Observations	July 2, 2025
Report Development	June 30, 2025 - August 8, 2025
Report Submission to NJTPA	January 15, 2026
NJTPA Review	
Final Report Submission	

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

2.1 Campaign Selected Intersection

The intersection for the campaign, at the intersection of Oradell Avenue and Grant Avenue, was selected by the Borough Police due to its history of high vehicle volume, speeds, and crashes. Where they intersect, Oradell Avenue and Grant Avenue are municipal roadways. Oradell Avenue is a municipal roadway from Kinderkamack Road (County Road 503) in Oradell to the intersection with Grant Avenue. Grant Avenue is the municipal road to the south in New Milford Borough and turns into the county road Lake Shore Drive/Sunset Avenue (CR 80 II) in Haworth to the northeast. Street Smart activities began with pre-campaign intersection observations at the intersection of Oradell Avenue and Grant Avenue on Tuesday, October 29, 2024.

Oradell Avenue and Grant Avenue

This intersection is a node for drivers traveling from the East and South to downtown Oradell and Paramus, and from Paramus in the West to Haworth and points East. Paramus is a major shopping district with a large number of shops, restaurants, and malls. Route 17 and the Garden State Parkway pass North-South through Paramus as well.

Figures 1 & 2: Intersection of Oradell Avenue and Grant Avenue



Figure 3: Intersection of Oradell Avenue and Grant Avenue



Source: Google Maps

2.2 Intersection Observation

Intersection observations of pedestrian, driver, and cyclist behavior were conducted by EZ Ride staff on Tuesday, October 29, 2024, from 2:30 pm to 3:30 pm at the target intersection of Oradell Avenue and Grant Avenue. The team observed vehicles, cyclists, and pedestrians to identify unsafe behaviors, including:

- Drivers that blocked the crosswalk.
- Distracted drivers who held phones or food in their hands while driving.
- Drivers illegally passing on the right as if the roads had two lanes.
- Drivers failing to come to a complete stop at the stop sign/stop bar.

Oradell Avenue and Grant Avenue Pre-Observations

Figure 4: Driver Blocking Crosswalk



Figure 5: Cyclist Wearing Helmet



Figure 6: Driver Blocking Crosswalk



Figure 7: Driver Blocking Crosswalk



Figure 8: Drivers Passing on Right



Figure 9: Cyclist Riding with Traffic



Figure 10: Signs and Lights



Figure 11: Crumbling Curb and Metal Posts



Figure 14: Truncated Dome Plate Misaligned



Figure 15: Level Sidewalk with Grass Verge



2.3 Campaign Kick-Off

The Borough of Oradell held its Street Smart Campaign Kickoff event on Tuesday, September 10, 2024. EZ Ride moderated the press event. Various media outlets drafted articles about the campaign, which are included in the Appendix. Speakers at the kick-off addressed the community about the campaign goals and included:

- Mike Johnson, Manager of Bicycle and Pedestrian Programs, EZ Ride
- Michael Staff, Police Commissioner and Councilman
- Tracy Zur, Bergen County Commissioner
- Megan Bozios, Superintendent of Oradell Public Schools
- Kassie Pierinelli, Principal of St Joseph School
- Eileen Jones, Oradell Resident at 392 Grant Avenue

The kickoff was held to let the community know that pedestrian and driver safety laws are taken seriously by the police department, as well as the mayor's office. The campaign was done to educate residents, enforce the law, and change behavior. The focus was to reduce traffic violations and speeds, improve pedestrian and cyclist safety and behaviors, and bring awareness to a significant issue within the community. According to borough leadership, the focus and attention on this intersection haven't been as highly prioritized as those on others within the borough. Upon completion of this campaign, borough leadership will address the need for a second campaign at other intersections within the Borough.

Figures 16-22: Street Smart Oradell Kickoff

EZ Ride Manager of Bicycle and Pedestrian Programs, Mike Johnson



Oradell PD Commissioner and Councilman, Michael Staff



Bergen County Commissioner, Tracy Zur



St. Joseph Principal, Cassie M. Pierinelli



Oradell Superintendent of Schools, Megan Bozios



Oradell PD. Lt. Gangemi & Commissioner Zur



Director of EZ Ride Sustainability Programs, Lisa Lee



2.4 Education & Enforcement Campaign

Education Campaign

The education and public outreach campaign began on Wednesday, October 30, 2024, following the kickoff event near the intersection of Oradell Avenue and Grant Avenue. EZ Ride staff and Oradell police officers distributed safety tip cards and Heads Up, Phones Down postcards to community members attending the kickoff. The goal was to raise awareness of safe driver 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 Wait for the Walk."
Drive Smart: "We Stop for People in Crosswalks" and "We Stop at Red Lights Before Turning"	Walk Smart: "We Use Crosswalks" and "We Cross at Corners."
Drive Smart: "Heads Up, Phones Down"	Walk Smart: "Heads Up, Phones Down"

In August 2024, the Bike & Pedestrian team delivered Drive Smart and Walk Smart Posters to the Oradell Police Department to be distributed and posted in the following schools within the Borough of Oradell: St. Joseph ES (2), River Dell Middle School (2), River Dell High School (3), and Bergen Catholic High School (3).

Table 3: Community Safety Outreach by Oradell Police Department

DATES	EVENTS
September, 2024	Delivered Street Smart posters to schools
October 8, 2024	Organized a Street Smart Presentation to the Oradell Council
February 2, 2025	Joined EZ Ride for Pedestrian and Bike Presentations at St. Joseph School
March 3, 2025	Collaborated with EZ Ride to provide a Pedestrian and Driver Safety Presentation at the Oradell Senior Center
April 7, 2025	Organized Community Engagement Meeting and Discussion

Figure 23: Presentation to Borough Council



Prior to beginning the campaign, Lieutenant Gangemi scheduled for EZ Ride to provide a Street Smart presentation to the Oradell Council on October 8, 2024, at 7:30 pm. The presentation outlined the campaign's details, including the kickoff event, campaign duration, supplies provided, and the borough's responsibilities throughout the campaign. Fifteen participants were in attendance. This presentation was also televised and can be seen at: <https://www.youtube.com/live/FcVE1mcGi08?t=656s>.

Figures 24 & 25: Community Focus Group Meeting



The Oradell Police Department organized and hosted an open community focus group meeting in the Council Chambers on Monday, April 7, 2025. The purpose of the meeting was to provide a forum for residents to voice their concerns and ideas related to traffic safety, congestion, parking, and public transportation. Specifically, seeking input on the roadway and traffic on Grant Avenue. This was a televised meeting attended by twenty-six residents, along with EZ Ride staff present in person. The majority of residents felt that the main issue at the intersection of Oradell Avenue and Grant Avenue was excessive traffic volume.

The event and recording were posted on the Borough's website and YouTube page at: <https://www.youtube.com/watch?v=VcBltRAnms&t=794sv>

Figure 26: River Dell High School Survey

River Dell High School Oradell Traffic Survey

Please fill in your name _____

1) Are you currently a Junior or Senior Yes ___ No ___
2) Do you currently drive Yes ___ No ___
3) Are you familiar with the intersection of Grant Avenue and Oradell Avenue?
(See below): Yes ___ No ___



4) On a scale of 1-5 (1 = horrible, 5 = fine), rate your experience with the Grant and Oradell Avenue intersection.
1 2 3 4 5

5) On a scale of 1-5 (1 = short, 5 = long), rate how long it takes you to cross the Grant Avenue intersection.
1 2 3 4 5

6) On a scale of 1-5 (1 = dangerous, 5 = very safe), rate how safe you feel when crossing the Grant Avenue and Oradell Avenue intersection.
1 2 3 4 5

7) List any other concerns you may have with the Grant Avenue and Oradell intersection.

Additional community feedback regarding the intersection of Oradell Ave. and Grant Ave. was received via a survey developed by a student at River Edge High School. The survey had seven questions and was shared both at school and on an Oradell Residents Facebook site. Questions ranged from a rating of 1 (dangerous) to 5 (very safe) and sought feedback on the safety of the intersection, comfort when crossing, and the amount of time needed to cross safely. There were 115 student responses from November 25, 2024, to December 5, 2024, and 44 Facebook responses from January 5, 2025, to January 12, 2025. Responses from both sources were consistent and indicated feeling unsafe when crossing at the intersection.

Street Smart Signage Posted by Oradell Police

Oradell Ave. & Third Street

Figure 27: Facing East



Figure 28: Facing West



Figure 29: 435 Grant Avenue



Figure 30: Grant Ave. and Hasbrouck Ave.



Figure 31: Posters Displayed at St. Joseph



Figure 32: Grant Ave. and Country Club Dr.



A total of 17 street and lawn signs were displayed around the selected intersection and throughout the community, and 10 indoor posters were provided to four schools.

Figures 33-35: Street Smart Road Signs at Oradell Avenue and Grant Avenue





Table 4: EZ Ride Safety Activities:

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

Activity	Location	Date	# of Participants
PSP-BSP	St. Joseph Elementary School	2/5/25	112
PSP-DSP	Oradell Senior Center	3/17/25	48

The EZ Ride team conducted a Pedestrian/Bicycle Safety Presentation (PSP-BSP) at St. Joseph School on February 5, 2025, with 112 students attending. Each student received take-home information on pedestrian and bike safety, as well as proper bike helmet fitting. The team led a Pedestrian/Driver Safety Presentation (PSP-DSP) at the Oradell Senior Center on March 17, 2025, and distributed 48 senior driver flyers to attendees. This same safety information was emailed to the Senior Center Director to forward to other center members who were not in attendance.

Figures 36 & 37: St. Joseph ES Bike & Ped Safety Presentations



Figure 38: Oradell Sr. Center Driver & Pedestrian Safety Presentation



The Oradell Police Department and the EZ Ride distributed 140 educational materials, including posters, street signs, flyers, and tip cards, to residents, local businesses, schoolteachers, and parents. Table 6 documents the quantities of materials distributed throughout the campaign.

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

Material	
Street Smart NJ tip cards given out by Police	85
Heads Up, Phones Down cards given out by Police	35
Street Smart NJ posters provided to Oradell Public Schools	10
Street Smart NJ signs displayed throughout the community and provided by EZ Ride	7
Street Smart NJ coasters	3

Street Smart Enforcement Campaign - Violations

The Oradell Police Department conducted its enforcement efforts from April 1, 2025, to June 30, 2025. Table 7 contains a breakdown of the number of summonses issued.

Table 7: Enforcement Results:

VIOLATIONS TYPE	NUMBER	VIOLATIONS TYPE	NUMBER
Speeding	7 Tickets 22 Warnings	Careless Driving	1 Ticket 1 Warning
Failure to obey the No Turns from 7 am - 7 pm	9 Tickets 32 Warnings	Miscellaneous Moving Violations	2 Tickets 16 Warnings
Miscellaneous Equipment Violations 23 Tickets 15 Warnings			

Source: Oradell Police Department

Figures 39-41: Speed Study - 440 Grant Avenue



In collaboration with the Street Smart Campaign, the Oradell Police Department partnered with EZ Ride for a speed study at 440 Grant Avenue. This location is approximately two blocks from the intersection of 1st Street and Country Club Road, and was chosen due to its high traffic volume and complaints of speeding. The speed limit is 25 mph. Many drivers approach and go through the campaign intersection as they travel on Grant Ave., going northbound to the Borough of Haworth and southbound to the Borough of New Milford. According to Numetric, there were 53 vehicular crashes on Grant Avenue from January 1, 2015, to December 31, 2024.

The speed study ran for a total of four weeks, gathering data from June 2, 2025, to Sunday, June 29, 2025. Two weeks of data were collected on maximum speeds and traffic volume for both the northbound and southbound sides of Grant Ave., respectively. During this time period, 45 percent of the drivers (33,331) maintained speeds of 30 mph or less, and 55 percent (40,149) traveled between 31 and 62 mph. A comprehensive report, including a summary and safety recommendations, will be created and shared with the Oradell Police Department.

2.5 Post-Campaign Intersection Observations

EZ Ride's Bike and Pedestrian team members returned to the selected intersection on Thursday, July 2, 2025, from 2:30 to 3:30 pm to observe cyclist, pedestrian, and driver behavior. The team monitored pedestrians and motorists, noting whether drivers stopped for pedestrians in the crosswalk, if pedestrians used the crosswalk or crossed against red signals, and whether drivers and/or pedestrians were distracted by hand-held phones.

Oradell Avenue and Grant Avenue Post-Observations

Figures 42 & 43: Drivers Blocking Crosswalk



Figure 44: Landscaper Riding Mower on Street Crossing Grant Ave.



Figure 45: NJ Transit Bus Driver Turning Left, Crossing Over Midline



Figure 46: Misaligned Dome Pad and Puddle



Figure 47: Driver Stopped at Stop Bar



Figures 48 & 49: Drivers Passing on the Left with Turning Cars on their Right



Fig. 50: Cyclist Turning Left onto Grant Ave.



Fig. 51: Cyclist Riding with Traffic



Fig. 52: Cyclist Turning Left onto Oradell Ave.



Figure 53: Sign Indicating Bicyclists Present



Fig. 54: Drivers Turning Left onto Grant Ave.



Fig.55: Drivers Turning Left onto Oradell Ave



3. Evaluation

Observations revealed:

- Drivers stop within the crosswalk on Oradell Avenue at the intersection.
- Drivers on Oradell Avenue have a long wait time when attempting a left turn onto Grant Ave.
- Drivers on Oradell Ave. often roll through the stop sign to turn onto Grant Avenue.
- Drivers on Oradell Ave. treat the travel lane as if it were two. As a result, a line of cars will form for those attempting to make a right turn onto Grant Avenue, and another line will form for drivers seeking to make a left turn onto Grant Avenue.
- Drivers on Grant Ave. frequently pass on the right when approaching Oradell Ave.
- Drivers traveling north on Grant Avenue, preparing to turn left onto Oradell Avenue, stop for drivers turning left onto Grant Avenue from Oradell Avenue.
- Drivers on Oradell Avenue preparing to make a right turn onto Grant Avenue often pass other drivers on the right.
- With no pedestrian crosswalks on Grant Avenue, pedestrians illegally cross the roadway.
- Drivers were observed using their phones while traveling.

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 goal of the Street Smart Oradell Campaign was to heighten awareness that drivers, pedestrians, and cyclists are responsible for obeying traffic laws. A total of 140 Street Smart tip cards, posters, and street signs were distributed to residents and schools during the community outreach and education campaign.

More education and enforcement throughout Oradell may help reinforce and promote safe pedestrian and motorist behaviors. The comments and input gathered from the River Edge High School and Oradell Residents Facebook surveys, as well as the community engagement meeting, must be reviewed and considered. Additional and continued community outreach and school safety programs are recommended.

A frequent suggestion and hotly debated topic to ease the volume approaching the Oradell Ave. and Grant Ave. intersection is to direct more traffic down 1st, 2nd, and 3rd streets, which are residential. Residents on 1st, 2nd, and 3rd streets countered that drivers already travel too fast on these streets, and an increased volume would lead to a higher risk of crashes.

Another concern was that the volume of traffic and driver speed around the Oradell and Grant Avenue intersection may continue to worsen with the development of new housing in Oradell and the surrounding areas. Answers and solutions to such issues will need to be addressed to the residents of Oradell.

Some engineering changes may also be beneficial in making the intersection safer, and these are outlined in the following recommendations section.

4.1 Recommended Studies and Next Steps

INFRASTRUCTURE IMPROVEMENTS

- Consider installing pedestrian signals or rectangular rapid flashing beacons (RRFBs) at the Oradell Avenue and Grant Avenue intersection. 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.
- Consider adding a three-way stop at this intersection.
- It was observed that cyclists use both Oradell Avenue and Grant Avenue and travel through the intersection. Consider installing bike lanes on both Oradell Ave. and Grant Ave., and throughout the borough where road width permits.
- Consider applying to the [NJTPA Complete Streets Demonstration Library](#) and working with EZ Ride to test out temporary solutions or the [NJTPA Complete Streets Technical Assistance Program](#) to further this effort.
- Consider repainting borough 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 recommendations that stem from and align with the [Bergen County Local Safety Action Plan](#). Information can be found at www.SafetyPlansNJ.com.

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.
- Consider adopting a Borough of Oradell Complete and Green Streets ordinance that will focus on the safety of all road users by providing project checklists that will be used for all new construction, setting benchmarks to continually accomplish, and creating an advisory committee that will prioritize road safety for all methods of transportation (Walking, Cycling, E-Scooters, Drivers, etc.).
- Continue educating residents and motorists about street safety for all road users, including stopping for pedestrians in crosswalks and before making right or left turns at intersections.

- The County may want to consider working with the NJ Motor Vehicle Commission to teach new/renewing drivers and defensive driver course participants to stop for pedestrians in crosswalks.
 - Consider a main insert for motorists renewing licenses/registrations.
- Borough staff should reinforce that distracted driving is a tickable offense and that the use of handheld cell phones/headphones while walking, driving, or cycling is unsafe.
- Promote crosswalk use at all intersections.
- Place Street Smart posters/signs in schools, 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 other intersections with high crash rates.
- Police can distribute materials and post signs advising cyclists to ride with traffic on the right side of the street and to encourage the use of helmets.
- Conduct additional Street Smart campaigns to promote safe driving and walking practices.
- Continue offering community engagement sessions to gather input and feedback.

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.

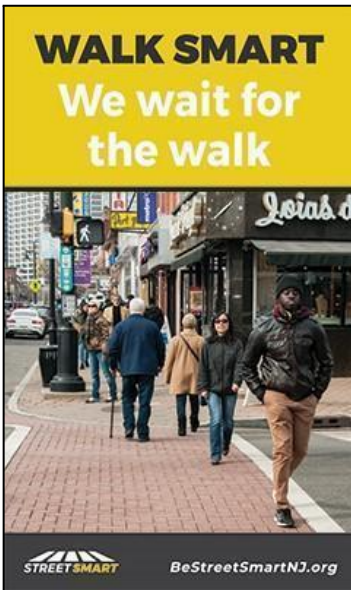
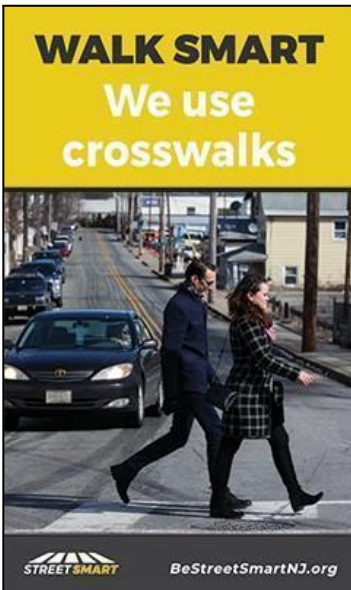
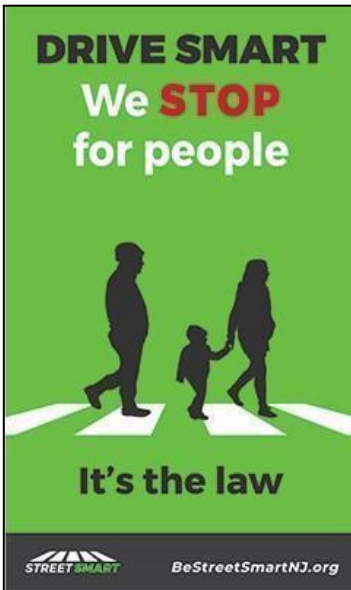
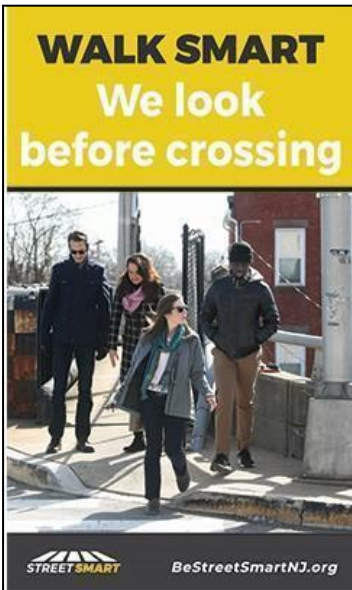
- **NJDOT TA Set Aside:** *The Transportation Alternatives Set-Aside (TA Set-Aside) program provides federal funds for community-based “non-traditional” surface transportation projects designed to strengthen the cultural, aesthetic, and environmental aspects of the nation’s intermodal system.*
- **NJDOT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

5. Appendix

5.1 Street Smart Educational Materials

Figures 56-78: Display Street Smart Materials; Posters, Coffee Cup holders, and Street Signs:

Posters:





Lawn & Street Signs:





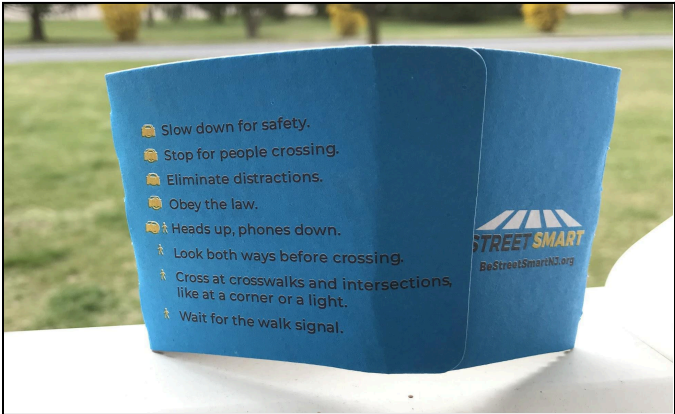
Table Tents:



Coasters:



Cup Sleeves:



Banners:

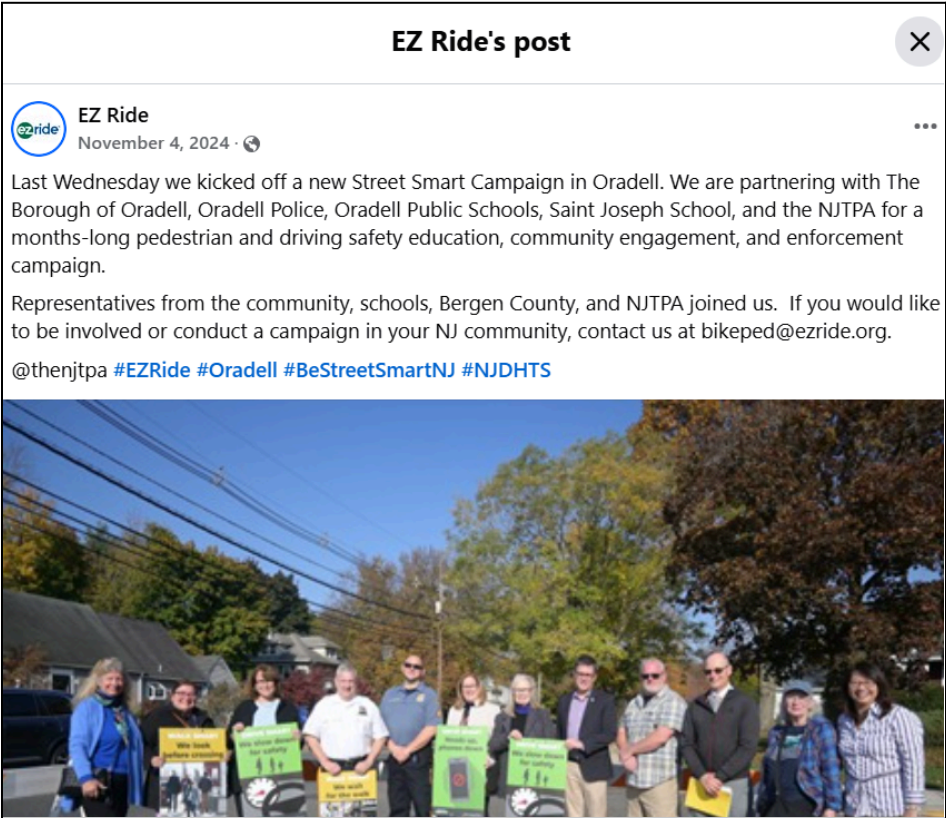


5.2 Media Coverage

News Articles:

Several media outlets published articles about the Roselle Street Smart Campaign, providing background on the initiative and informing readers that its goal was to reduce pedestrian fatalities in the Borough of Roselle, with the ultimate aim of achieving zero fatalities. Below are various articles about and promoting the campaign.

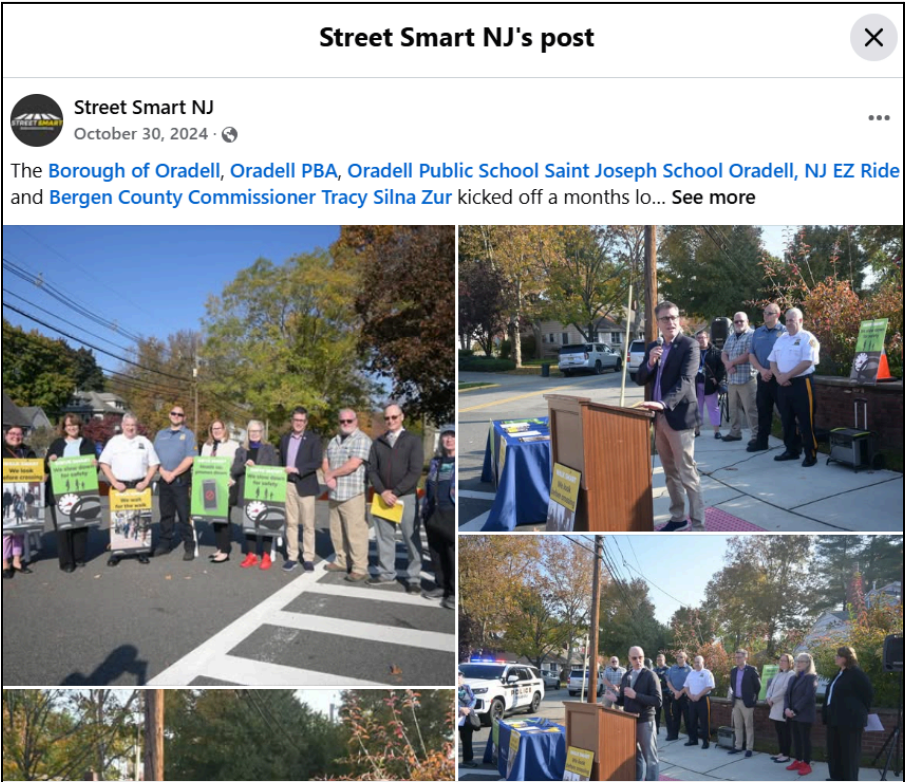
EZ Ride Facebook and Instagram post:



Street Smart NJ website:



Street Smart NJ Facebook post:



St. Joseph ES Facebook Post:



Post from Oradell PBA Facebook post:

Oradell PBA's post



Oradell PBA

March 28 · 🌐

BE ADVISED - MEETING TIME HAS CHANGED

We are pleased to announce that we will be hosting an open public Street Smart meeting in the Council Chambers on April 7th, 2025 from 6:30pm to 8:00pm. The purpose of this meeting is to provide a forum for residents to voice their concerns and ideas related to traffic safety, congestion, parking, public transportation, and other transportation matters impacting our community. Specially, the roadway and traffic on Grant Avenue. We strongly encourage all residents to attend and actively participate in this important discussion. Your input is invaluable as we work together to develop smart, effective solutions to enhance the safety and efficiency of our borough's streets and transportation systems. Please help us spread the word to your neighbors, friends, and fellow community members so we can gather as much feedback and as many perspectives as possible. Together, through open dialogue and, we can make our borough transportation infrastructure work better for everyone. Mark your calendars for April 7th and join us in the Council Chambers as we discuss how to make our streets smarter and our community safer and more livable. We look forward to seeing you there and hearing your ideas.

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1 comment 1 share

Like

Comment

Share

Most relevant ▼



James Del Greco

Greatly appreciated that you are putting this together. Since its in the middle of a work day, is there a place we can email concerns or ideas if we cannot make the meeting?

Press Release:



Oradell Joins Statewide Pedestrian Safety Campaign

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

Mayor James Koth III announced that the Borough of Oradell will be conducting a Street Smart NJ pedestrian safety education campaign to reduce pedestrian-motor vehicle crashes at the intersection of Grant Avenue and Oradell Avenue, at Grant Avenue and Country Club Drive. Speakers included Oradell Councilman Michael Staff, who serves as Police Commissioner, Bergen County Commissioner Tracy Zur, Oradell Public Schools Superintendent Megan Bozios, Saint Joseph School Principal Kassie Pierinelli, and Michael Johnson, EZ Ride Manager of Bike & Pedestrian Programs.

"Public safety is a top priority for the Borough of Oradell," EZ Ride President & CEO Krishna Murthy said. "The Street Smart NJ campaign will help educate drivers and pedestrians about the safe use of our roadways and is part of the broader set of initiatives to make our community safer."

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

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

Oradell is among forty-three municipalities, colleges and businesses in Bergen County that have participated in Street Smart NJ since its inception.

"Pedestrian safety is a fundamental part of building safer, more livable communities across Bergen County," said Bergen County Commissioner Tracy Zur. "By participating in the Street Smart NJ campaign, Oradell is taking proactive steps to prevent accidents and educate both drivers and pedestrians on the importance of shared responsibility. We are proud to support initiatives like these that foster safer streets and prioritize the well-being of our residents and look forward to seeing more communities in Bergen County take part in this program."

She also noted that the campaign aligns with the work Bergen County is doing with the NJTPA to develop a Local Safety Action Plan, which will identify and prioritize strategies for improving safety across the county. Having a plan in place will allow the county and its municipalities to apply for federal Safe Streets and Grants for All implementation grants. To learn more about the plan visit SafetyPlansNJ.org.

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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 adheres to the laws and common-sense safety measures that can be followed to help reduce fatalities.

LAWS FOR MOTORISTS AROUND PEDESTRIANS

- The New Jersey Safe Passing Law (NJS 39:4-92.4) states drivers must move over a lane (if there's one to move into) while following all current no-passing and no-speeding laws; On a single-laned road, drivers must provide a distance of at least 4 feet to safely pass a vulnerable road user; and if 4 feet is not possible, drivers must slow to 25 mph and be prepared to stop until they can pass safely without endangering those sharing the road.
- Drivers must stop and stay stopped to allow people to cross at marked crosswalks and intersections, including when turning. (39:4-36.a. (1))
- Whenever any vehicle is stopped for someone crossing the road, the driver of any other vehicle approaching from the rear shall not pass the stopped vehicle. (39:4-36.a. (3))
- A person crossing or starting to cross an intersection on a walk or green signal, but who is still within the crosswalk when the signal changes, has the right of way until they finish crossing. (39:4-32.c.)
- A driver shall exercise due care for the safety of any pedestrian upon a roadway. (39:4-32.g.; 39:4-36.a. (5))
- In the event of a collision between a vehicle and a person crossing at an intersection, there shall be a permissive inference that the driver did not exercise due care for the safety of the pedestrian. (39:4-32.h.; 39:4-36.d.)

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

LAWS FOR PEDESTRIANS

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

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

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