

STREETSMART

Teaneck, NJ



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Executive Summary

Street Smart NJ is a public awareness and behavioral change pedestrian safety campaign. Since its creation in 2013, over 300 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 Teaneck Police Department, and the Township of Teaneck to conduct a Street Smart NJ campaign starting in the Spring of 2025 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 NJ activities began with pre-campaign observations of the crosswalk at 501 Cedar Lane on March 27, 2025. The Teaneck Police Department selected this location due to several pedestrian crashes in the area next to the Teaneck Movie Theater.

The Street Smart NJ campaign kicked off on April 23, 2025, with a press conference at Chestnut Plaza located at 458 Cedar Lane. Speakers were Teaneck Mayor Mark Schwartz, Chief of Police Andrew McGurr, Councilwoman Hillary Goldberg, Union County Commissioner James Tedesco, NJ Division of Highway Traffic Safety Director Michael J. Rizol, and EZ Ride Director Lisa Lee.

EZ Ride partnered with the Teaneck Public Schools to provide safety talks before the start of the Street Smart campaign on February 21, 2025, at Thomas Jefferson Middle School, and on January 27, 2025, at Benjamin Franklin Middle School. We also conducted a senior pedestrian and driver safety talk on December 6, 2024, at Bright Side Manor.

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 safety. In addition, five stores near the targeted intersections supported the campaign by posting Street Smart posters in their storefront windows.

Typical Street Smart NJ enforcement efforts run for two weeks. The Teaneck Police Department held enforcement efforts for eight months, from May 1 to December 31, 2025. During that time, the Teaneck Police issued 35 summonses to pedestrians and drivers.

1. Street Smart NJ Overview

Street Smart NJ is a statewide public education, awareness, and behavioral change campaign. The campaign is coordinated by the NJTPA 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 Street Smart NJ 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 campaigns:

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

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 statewide. 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 map of New Jersey, EZ Ride provides transportation services in Passaic, Essex, Union, Monmouth, and Bergen Counties. In addition to Teaneck, EZ Ride has launched full Street Smart NJ campaigns in Asbury Park, Bloomfield, Cranford, Elizabeth, Garwood, Highlands, Hackensack, Linden, Newark, Paterson, Oradell, Orange, Roselle, Roselle Park, Rutherford, 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 Teaneck, Bergen County, New Jersey

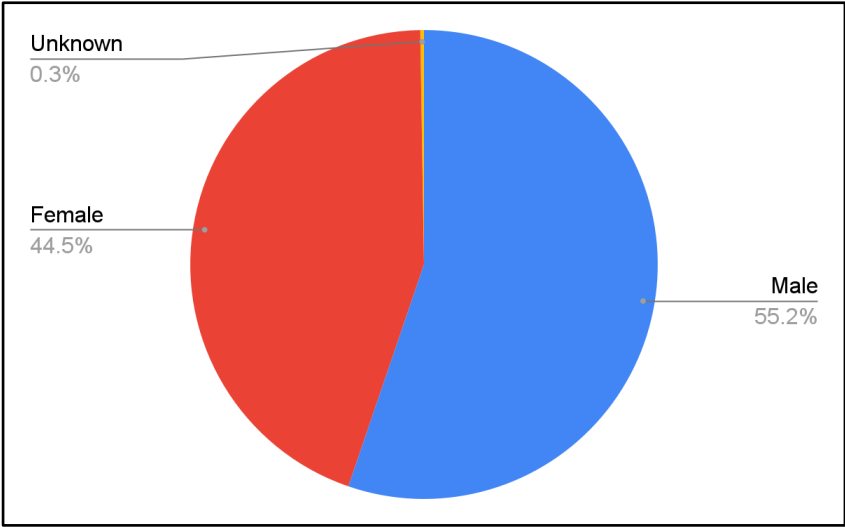
Teaneck, NJ, founded in 1895 from parts of surrounding towns, is a historically significant Bergen County township with roots as a 17th-century Dutch farming community and a strategic Revolutionary War location. It transformed from a rural area into a suburban hub, accelerated by the 1931 opening of the George Washington Bridge. Bergenfield, Hackensack, Englewood, Ridgefield Park, Bogota, New Milford, and Leonia border the city. Teaneck has a total area of 6.24 square miles with a population of 42,578. NJ Route 4 bisects Teaneck East-West, and Interstate 80 converges with New Jersey Turnpike/Interstate 95 at the southeast corner of the Township. Teaneck ranks among the top Bergen County municipalities for NJ Transit bus ridership, driven by its high commuter volume to New York City and extensive local service. According to the 2024-25 NJ School Performance Report, the Teaneck Public School District has 3,739 students across eight schools, with 45.4 percent of students economically disadvantaged. There is one community charter school with 377 students, 22 percent of whom are economically disadvantaged.

1.3 Teaneck Crash Analysis

To examine crash data for this report, EZ Ride used Numetric, the New Jersey Division of Highway Traffic Safety's crash analysis program. From January 1, 2019, to December 31, 2024, there were 9,117 total crashes in Teaneck, of which 275 involved pedestrians/cyclists (Numetric). Breaking down the pedestrian/cyclist crash data even further, these crashes resulted in four fatalities and 191 injured individuals. This data was used to help select an intersection to use as the focus of the campaign.

The following charts were created using Numetric. This tool helps break down crash details in a specific area reported by the NJ Police. The data collected can inform future education and safety campaigns in Teaneck.

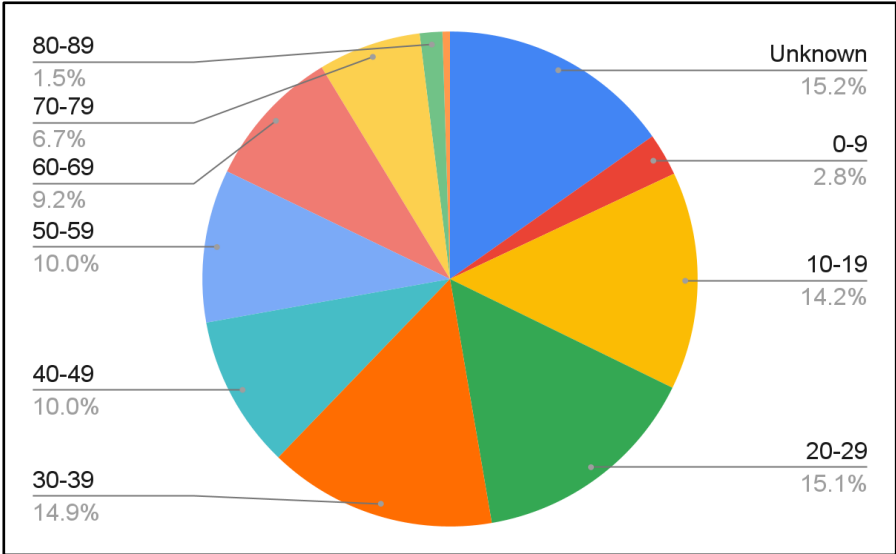
Chart 1: Pedestrian and Cyclist Crash Gender Statistics



Source: Numetric (2019 - 2024)

According to Numetric, among pedestrian and cyclist crashes in Teaneck between January 2019 and December 2024, 55.2 percent involved males, 44.5 percent involved females, and 0.3 percent were of unknown gender.

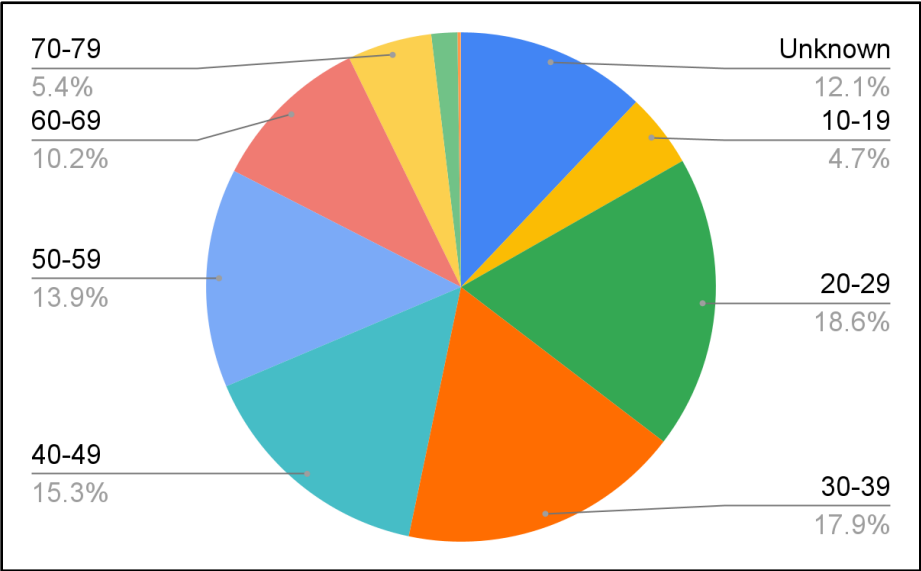
Chart 2: Pedestrian & Bicyclist Crash Age Statistics



Source: Numetric (2019-2024)

According to Numetric, the highest number of reported crashes involved pedestrians aged 20-29 (15.1 percent), followed by those aged 30-39 (14.9 percent) and those aged 10-19 (14.2 percent). Ages 40-49 and 50-59 also reported high proportions of cases, at 10.0 percent each.

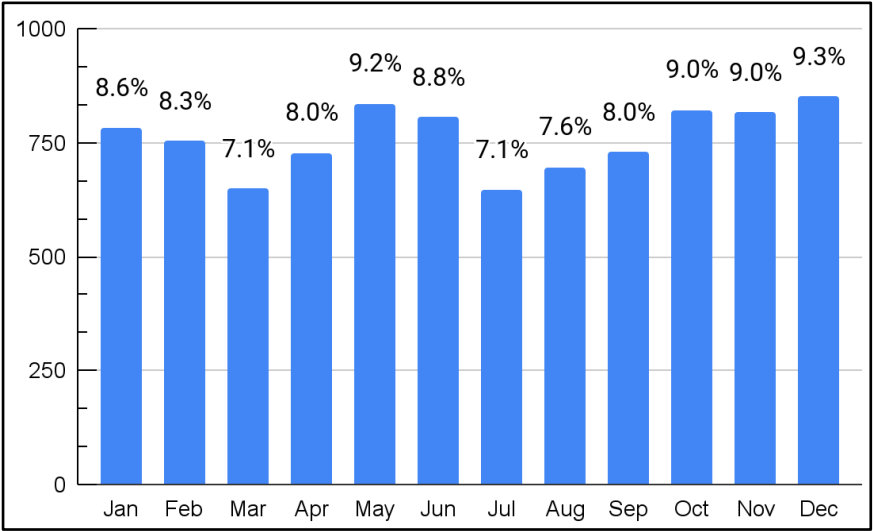
Chart 3: Driver Age Statistics



Source: Numetric (2019 - 2024)

According to Numetric, crashes occurred most frequently for drivers aged 20-29 (18.6 percent), followed by those aged 30-39 (17.9 percent). Ages 40-49 and 50-59 also reported a high number of cases, 15.3 and 13.9 percent, respectively.

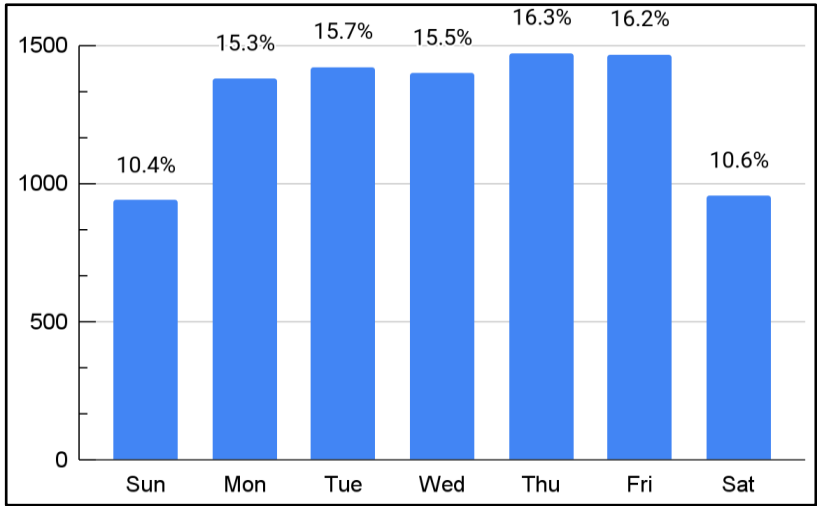
Chart 4: Teaneck Crash Statistics by Month



Source: Numetric (2019 - 2024)

According to Numetric, December had the highest crash rate (9.3 percent), followed by May (9.2 percent).

Chart 5: Teaneck Crash Statistics by Day

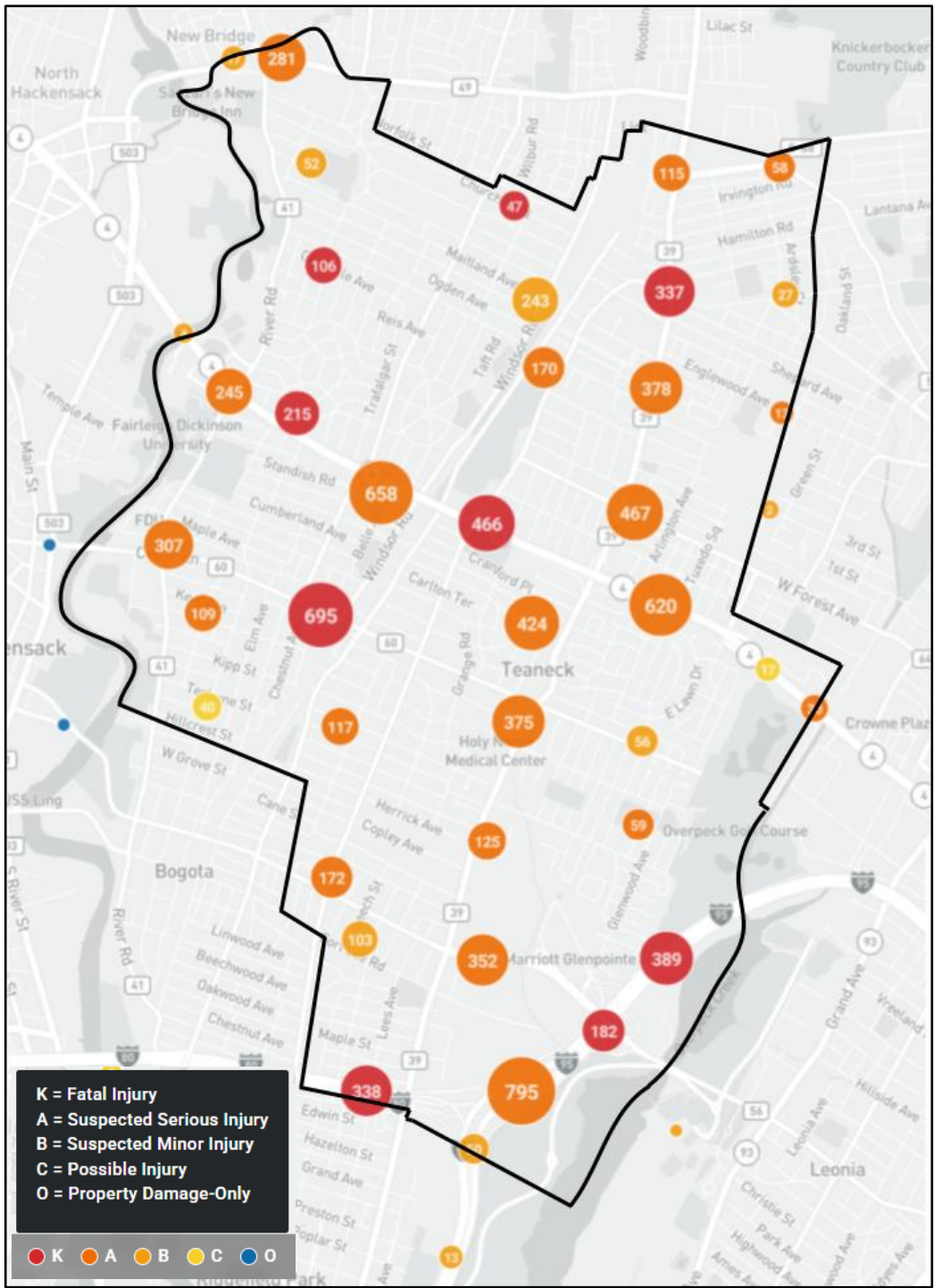


Source: Numetric (2019 - 2024)

According to Numetric, Thursday had the highest proportion of crashes (16.3 percent), followed by Friday (16.2 percent). Except for Saturday and Sunday, crashes are split evenly over the remaining days.

Maps 1-8 were generated with the New Jersey Department of Transportation’s AASHTOWare Safety Numetric crash analysis tool, which replaced the version provided by the New Jersey Division of Highway Traffic Safety. Numetric uses colored circles to indicate the relative number of crashes and the most severe suspected injury at a location. The actual number of crashes at each location is labeled on each colored circle. A red circle indicates that there was at least one fatality, an orange circle indicates that there was at least one serious injury, a dark yellow circle indicates that there was at least one minor injury, a light yellow circle indicates that there was at least one possible injury, and a blue circle indicates that there was property damage only.

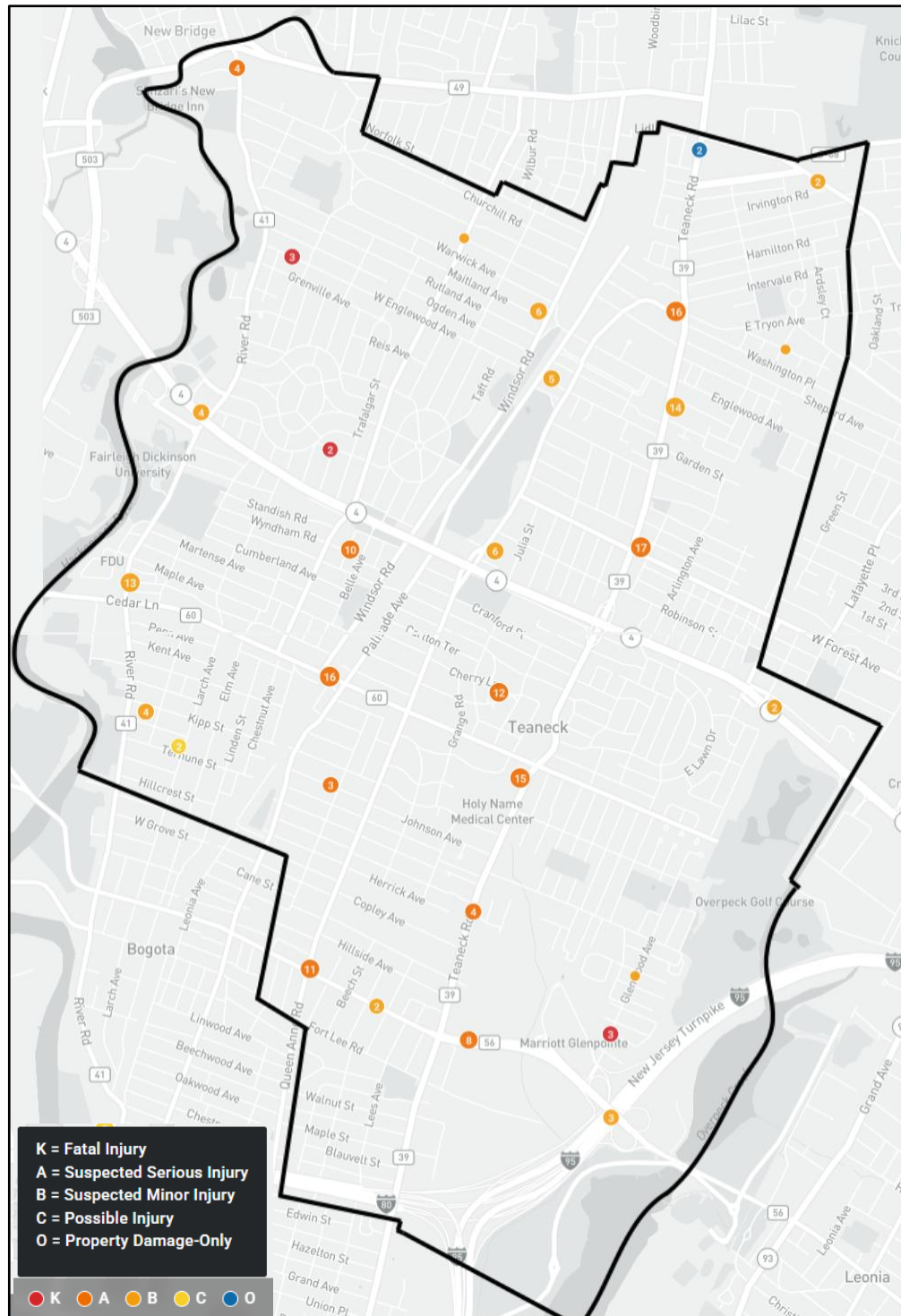
Map 1: Teaneck Vehicular Crashes



Source: Numetric (2019-2024)

Map 1 shows that many crashes occurred in the Central area of Teaneck and on Interstate 95. Excluding I-95, the highest number of vehicle crashes was located along Cedar Lane between Windsor Road and Larch Ave./Lincoln Pl.

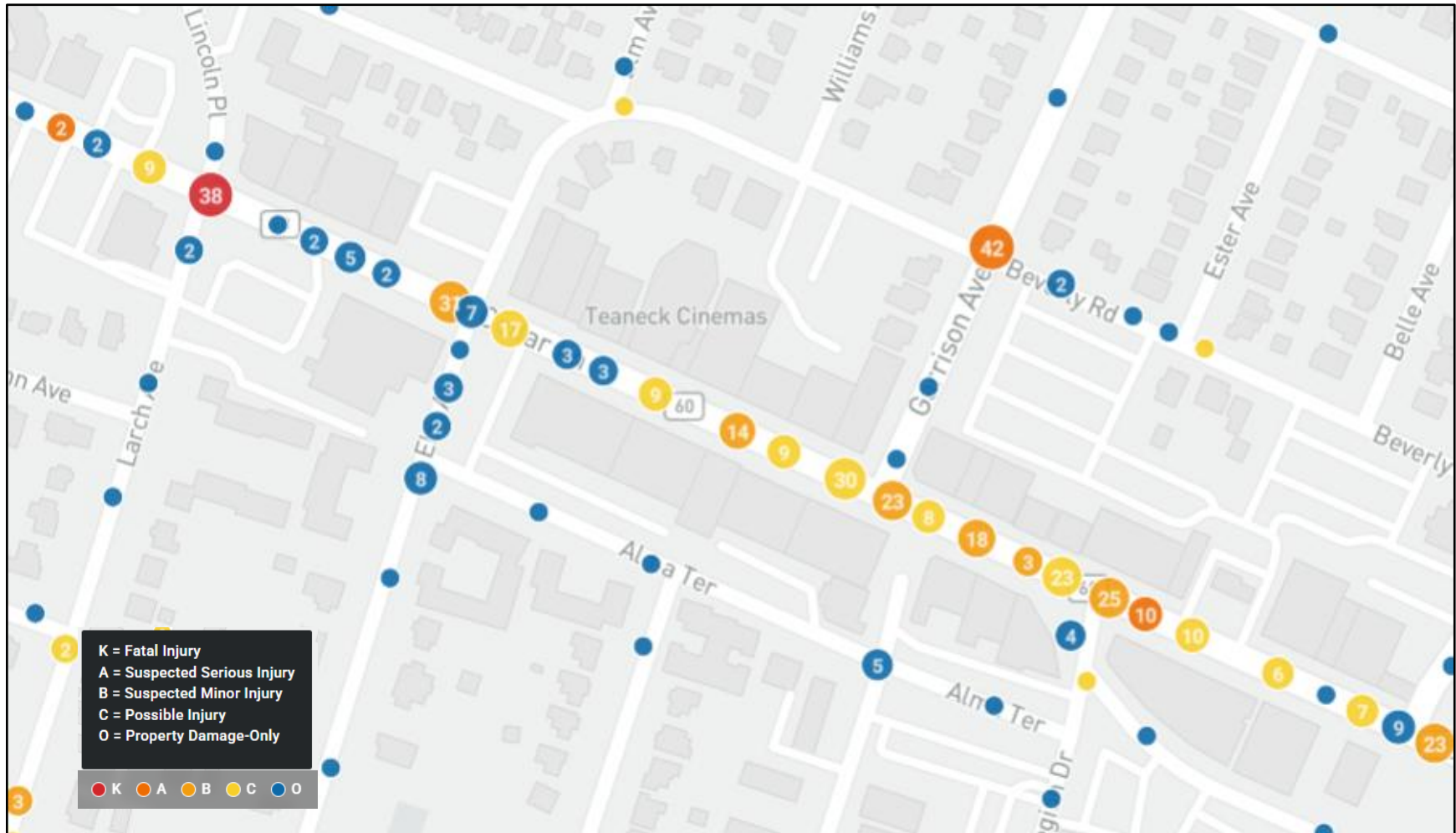
Map 2: Teaneck Pedestrian & Cyclist Crashes



Source: Numetric (2019 – 2024)

Map 2 shows that the highest number of pedestrian and cyclist crashes were on Teaneck Road near Forest Ave., E. Tryon Ave., and Cedar Lane, and Cedar Lane near Windsor Road.

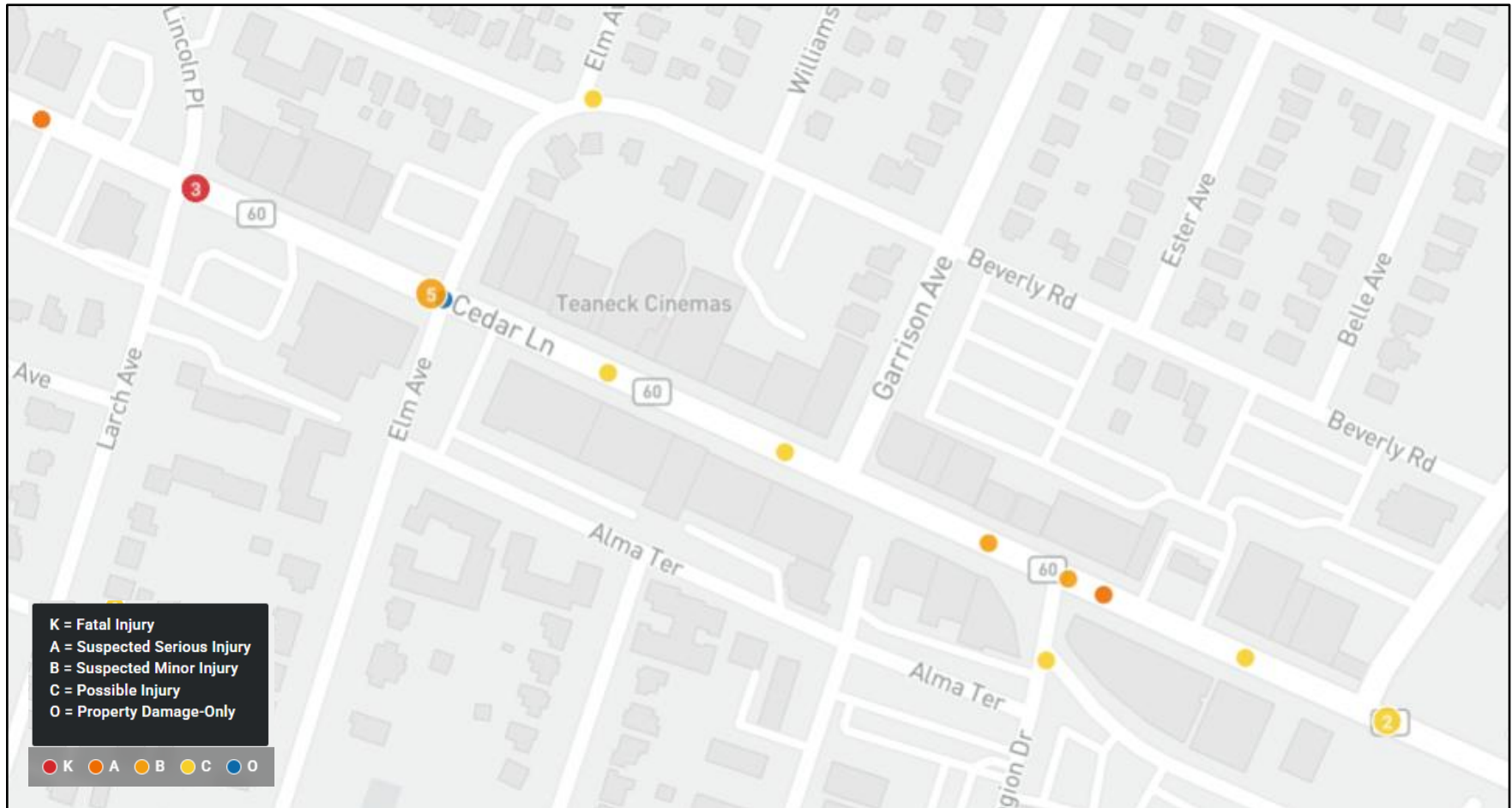
Map 3: Teaneck Vehicular Crashes at Target Corridor



Source: Numetric (2019-2024)

According to Numetric, as shown on Map 3, there were 146 vehicular crashes in the target corridor, from the intersection of Cedar Lane & Elm Ave. to the intersection of Cedar Lane and Garrison Ave.

Map 4: Teaneck Pedestrian & Cyclist Crashes at Target Corridor



Source: Numetric (2019-2024)

According to Numetric, as shown on Map 4, there were eight pedestrian/cyclist crashes in the target corridor, from the intersection of Cedar Lane & Elm Ave. to the intersection of Cedar Lane and Garrison Ave.

Teaneck Vehicular Crashes at Target Intersections

Fig. 1: Cedar Lane and Elm Ave.



Fig. 2: Cedar Lane and Garrison Ave.



Teaneck Pedestrian/Bicycle Crashes at Target Intersections

Fig. 3: Cedar Lane and Elm Ave.

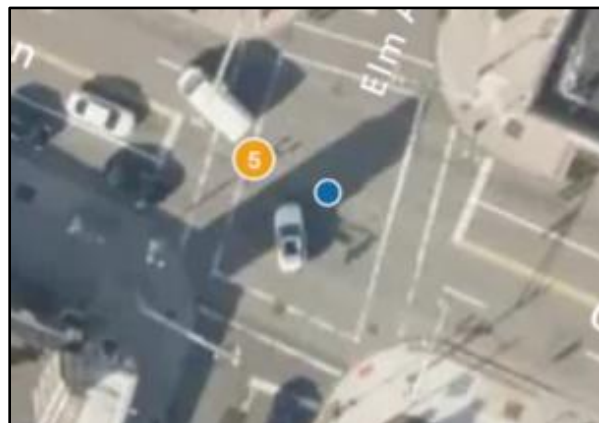


Fig. 4: Cedar Lane and Garrison Ave.



2. Campaign Overview

Table 1: Campaign Schedule

Pre-Campaign Observations	March 27, 2025
Pre-Campaign Survey	March 27, 2025
Campaign Kick-Off	April 23, 2025
Community Engagement Meeting	June 18, 2025
Education Period	April 23, 2025, to July 23, 2025
Enforcement Period**	May 1, 2025, to December 31, 2025
Post-Campaign Observations	May 7, 2026
Report Development	February 19, 2026, to June 25, 2026
Report Submission to NJTPA	June 26, 2026
NJTPA Review	July 6, 2026
Final Report Submission	July 13, 2026

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

2.1 Campaign Selected Intersections

The focus intersections for the campaign, Cedar Lane & Elm Ave. and Cedar Lane & Garrison Avenue, were selected by the Borough Police due to the high volume of pedestrian traffic and the history of pedestrian-vehicle crashes. Cedar Lane is a county roadway, and Elm Avenue and Garrison Avenue are municipal roadways. Cedar Lane in Teaneck is County Route 60 from the East Anderson Street Bridge at the border with Hackensack City to the West to Teaneck Road to the East. Street Smart activities began with pre-campaign intersection observations at Cedar Lane and Elm Avenue and at Cedar Lane and Garrison Avenue on March 27, 2025.

Cedar Lane and Elm Avenue

This intersection is a crossing point for pedestrians and drivers to visit the following businesses: Walgreens, J & J Pharmacy, Platter House, Victor's Pizza, Strom's Custom Cleaners, The Tate Academy, The Sukkah Store, Estihana, Lee's Pain Clinic, The Grand Luxe Venue, Volt Gym, Five Star Dance Center, Jobst Elastic Supports, and CVS Pharmacy. All these businesses have heavy foot traffic and draw many vehicles and pedestrians to the intersection. Many commuters use

Cedar Lane to enter Hackensack and reach New York City. From 210 Cedar Lane to the Hackensack River, Cedar Lane is two lanes in each direction. There is street parking from Palisade Ave. to River Road. From 210 Cedar Lane to Teaneck Road, Cedar Lane is one lane in each direction with street parking. East of Teaneck Road, to Overpeck Golf Course, Cedar Lane falls under municipal jurisdiction.

Fig. 5: Intersection of Cedar Lane and Elm Ave.



Source: Google Maps, 2026

Cedar Lane and Garrison Avenue

The intersection of Cedar Lane and Garrison Avenue is one block to the east of the intersection of Cedar Lane and Elm Ave. The intersection signal has a pedestrian-only phase and is a crossing point for pedestrians and drivers to visit the following businesses: Veggie Heaven, Cafe Metro, Judaica House, Carly's Craze, The Freakin' Rican, Seasons Express, Sababa Grill, La Cucina, Poppy Vet Animal Wellness Center, H & R Block, Guerriero Gelato & Cakes, Teaneck Meditation, Rocklin's Convenience Store, LabCorp, and Frame Works. There is a pedestrian plaza to the south that connects Chestnut Ave. to the intersection.

Fig. 6: Intersection of Cedar Lane and Garrison Ave.



Source: Google Maps, 2026

Figure 7: Intersection of Cedar Lane and Elm Avenue



Source: Google Maps, 2026

Figure 8: Intersection of Cedar Lane and Garrison Avenue



Source: Google Maps, 2026

2.2 Intersection Observation

Intersection observations of pedestrian, driver, and cyclist behavior were conducted by EZ Ride staff on Thursday, March 27, 2025, from 3:30 pm to 4:30 pm at the target intersections of Cedar Lane and Elm Avenue and Cedar Lane and Garrison Avenue. The team counted the total number of vehicles, cyclists, and crossing pedestrians and observed and counted the number who displayed 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.
- Pedestrians who failed to use crosswalks or crossed despite a red signal.
- Cyclists not wearing a helmet, riding on the sidewalk, or riding on the left, facing traffic.

Results can be found in section 3.2 of the report.

Fig. 9: Pedestrian Crossing Mid-Block



Fig. 10: Pedestrian Crossing Mid-Block



Fig.11: Driver Making U-Turn



Fig. 12: Drivers Double-Parking



Fig. 13: Cyclist Riding on Sidewalk



Fig. 14: Pedestrians Crossing Mid-Block



Fig. 15: USPS Truck Double-Parked



Fig. 16: Pedestrian Crossing Mid-Block



Fig. 17: Cyclist Riding on Sidewalk



Figure 18: Vehicle Double-Parked



2.3 Campaign Kick Off

The Township of Teaneck held its Street Smart NJ Campaign Kickoff event on Wednesday, April 23, 2025. EZ Ride moderated the press event. Various press releases, online articles, and social media posts about the campaign are included in the Appendix. Speakers who addressed the community about the goals of the campaign included:

- Mayor Mark Schwarz
- County Commissioner James Tedesco
- Andrew McGurr, Police Chief
- Michael J. Rizol, NJ Division of Highway Traffic Safety Director
- Lisa Lee, Director, Sustainability Programs, EZ Ride TMA

The kickoff was held to show the community that the police department and the mayor's office are committed to promoting and enforcing pedestrian and driver safety laws. The campaign was done to educate residents, enforce the law, and change behavior. The focus was to reduce 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 of a significant issue in the community.

Street Smart Teaneck Kickoff

Fig. 19: NJDOT Safety Director Michael Rizol



Fig. 20: Commissioner James Tedesco



Figure 21: Andrew McGurr, Police Chief



Figure 22: Mark Schwartz, Mayor



Figure 23: EZ Ride's Table



During the campaign kick-off, EZ Ride had a table to promote safety for the community, providing posters, table tents, and tip cards available for the public. The Teaneck PD included high-visibility belts for pedestrians.

2.4 Education & Enforcement Campaign

Education Campaign

The education and public outreach campaign began on Wednesday, April 23, 2025, following the kickoff event at Bischoff's Place pedestrian plaza at 465 Cedar Lane. EZ Ride staff distributed safety tip cards and Heads Up, Phones Down postcards to pedestrians near the focus intersections. Street signs and posters were displayed around the selected intersection and at local shops. 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 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"

EZ Ride or the Teaneck Police Department also distributed 120 tip cards at the community education events listed below:

Table 3: Community Safety Outreach in Collaboration with the Teaneck Police Department

DATES	EVENTS
June 18, 2025	Community Engagement Meeting
September 30, 2025	Pedestrian Safety for Seniors
October 10, 2025	Walk to School Day
October 14, 2025	Pedestrian Safety Demo

The Teaneck Police Department also posted an additional five Street Smart posters at three 7-Elevens, Teaneck Road Hot Bagels, and Sammy's Hot Bagels.

EZ Ride conducted outreach and education at the intersection of Cedar Lane and Garrison Ave. on July 23, 2025, from 12:30 to 1:30 pm.

Street Smart Road Signs on and near Cedar Lane

Fig. 24: 489 Cedar Lane



Fig. 25: Cedar Lane and Garrison Ave.



Fig. 26: Cedar Lane and Elm Ave.



Fig. 27: Cedar Lane and Garrison Ave.



Fig. 28: 520 Cedar Lane



Local Businesses that Displayed Street Smart Posters

Fig. 29: 7-Eleven, 107 Cedar Lane



Fig. 30: Veggie Heaven, 473 Cedar Lane



Fig. 31: Rocklin's Convenience Store, 458 Cedar Lane



Fig. 32: Teaneck Road Hot Bagels, 976 Teaneck Road



Fig. 33: 7-Eleven, 1247 Teaneck Road



Fig. 34: 7-Eleven, 735 Cedar Lane



Fig. 35: Sammy's Hot Bagels, 1439 Queen Anne Road



EZ Ride's Safe Routes to School team worked in the Township of Teaneck before, during, and after the Street Smart campaign. The team conducted three Pedestrian & Driving Safety Presentations, one Bike/E-Bike Safety Presentation (BSP-EBSP), three Pedestrian/Bike/E-Scooter Safety Presentations (PSP-BSP-ESSP), and one E-Bike/E-Scooter Safety Presentation (EBSP/ESSP). A total of 328 students attended safety presentations and received take-home information on Pedestrian & Bike Safety and Proper Bike Helmet fitting.

Table 4: EZ Ride Safety Activities:

(PSP-DSP = Ped & Driving Safety Talk, PSP-EBSP = Ped, E-Bike Safety Talk, PSP-BSP-ESSP= Ped, Bike, & E-Scooter Safety Talk)

Activity	Location	Date	# of Participants
1 PSP-DSP	Bright Side Manor	December 6, 2024	8
1 BSP-EBSP	Benjamin Franklin Middle School	January 27, 2024	33
1 PSP-BSP-ESSP	Benjamin Franklin Middle School	January 27, 2024	50
2 PSP-BSP-ESSP	Thomas Jefferson Middle School	February 21, 2025	125
1 PSP-DSP	Richard Rodda Community Center	September 30, 2025	21
1 EBSP-ESSP	Benjamin Franklin Middle School	October 20, 2025	120

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

Material	Number
Street Smart NJ Tip Cards Given Out by Police	120
Street Smart NJ Tip Cards Given out at Kickoff	25
Street Smart NJ Tip Cards Provided to Community Members	
- Bilingual Tip Cards	70
- Heads Up, Phones Down cards	70
Street Smart NJ Signs Hung at Intersections	75
Street Smart NJ Posters Given Out by EZ Ride	7
Street Smart NJ Signs Hung at Intersections by EZ Ride	5

Street Smart Enforcement Campaign - Violations

The Teaneck Police Department conducted its enforcement efforts from May 1, 2025, to December 31, 2025. Table 7 contains a breakdown of the number of summonses issued.

Table 6: Enforcement Results: May 1, 2025, to December 31, 2025

Violation Type	Warnings	Summons
Speeding	0	13
Failure to Stop at a Traffic Light	0	2
Failure to Observe Stop/Yield Sign	0	1
Failure to Stop for a Pedestrian in a Crosswalk	0	3
Suspended license	0	4
Driver Use of Handheld Cell Phone/Texting	0	5
Reckless/Careless Driving	0	7

2.5 Post-Campaign Intersection Observations

EZ Ride's Bike and Pedestrian team members returned to the selected intersections on Thursday, July 25, 2023, from 3:30 pm until 4:30 pm to observe cyclist, pedestrian, and driver behavior. The team monitored pedestrians and motorists, noting whether drivers stopped for pedestrians in the crosswalk, whether pedestrians used the crosswalk or crossed against red signals, and whether drivers or pedestrians were distracted by hand-held phones.

Cedar Lane and Elm Avenue Post-Campaign Observations

Fig. 36: Pedestrian Crossing in Crosswalk



Fig. 37: Pedestrians Crossing in Crosswalk

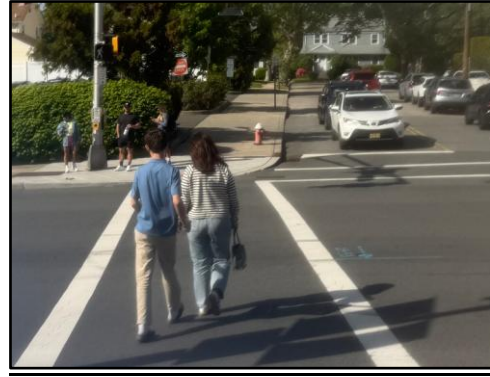


Fig. 38: Pedestrian Crossing in Crosswalk



Cedar Lane and Garrison Avenue Post-Campaign Observations

Fig. 39: Pedestrians Crossing in Crosswalk



Fig. 40: Pedestrian Crossing in Street

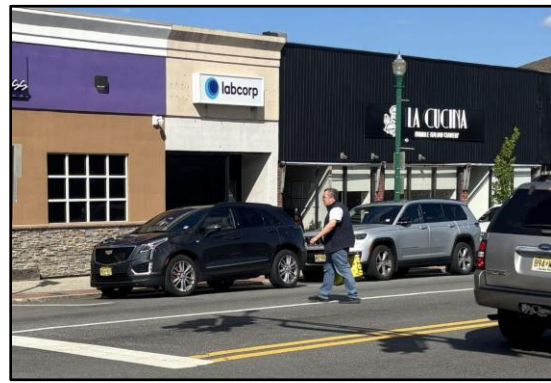


Fig. 41: E-Bike Rider on Sidewalk



Fig. 42: USPS Truck Double-Parked



Fig. 43: Pedestrians Crossing in the Street



Fig. 44: Pedestrians Crossing in Crosswalk



3. Evaluation

Observations revealed:

- Pedestrians routinely used the crosswalks at Cedar Lane and Elm Ave. and Cedar Lane and Garrison Ave., although some pedestrians crossed in the street/mid-block.
- Some pedestrians crossed Garrison Ave. when there was a "Don't Walk" signal.
- E-bike and scooter riders rode on the sidewalk.
- Driver's parallel parking on Cedar Lane caused traffic to back up behind them.

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

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

4.1 Recommended Studies and Next Steps

INFRASTRUCTURE IMPROVEMENTS

- Apply to the [NJTPA Complete Streets Demonstration Library](#) and work with EZ Ride to test temporary solutions, or the [NJTPA Complete Streets Technical Assistance Program](#) to further this effort.
- Repaint intersection crosswalks with high-visibility striping during the township's routine striping and resurfacing maintenance.
- Paint the word "stop" before the stop bars to make them more visible and effective.
- Investigate reducing Cedar Lane to one lane in each direction with left-turn lanes at intersections only and install protected bike lanes.
- Alternatively, or additionally, eliminate street parking along Cedar Lane, particularly between these intersections. Improve signage directing drivers to free public parking nearby.
- Implement hardened centerlines at the intersections.
- Investigate reducing the turning radii of corners by adding curb extensions.
- Investigate the feasibility of installing raised crosswalks or raised intersections at the two locations.
- Investigate the feasibility of installing roundabouts at the two intersections.
- Consider recommendations that stem from and align with the [Township of Teaneck's Complete and Green Streets policy](#) and [Bergen County's Local Safety Action Plan](#).

EDUCATION AND OUTREACH

- Consider placing “Stop for Pedestrians in Crosswalk” signs at the target intersection and other busy/high-crash intersections to raise awareness of safer driver behavior.
- Ask local bike shops to post educational signs reminding cyclists to ride on the right side of the street.
- Continue educating residents and motorists about street safety for all road users, including stopping for pedestrians in crosswalks and before making right or left turns at intersections.
- The County may 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 mail insert for motorists renewing licenses/registrations.
- Township staff should reinforce that distracted driving is a ticketable 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 NJ posters/signs in schools, trains, transit stations, and bus stops to discourage distracted walking and driving.
- Increase police enforcement of pedestrian, driver, and cycling laws at other intersections with high crash rates.
- Police can distribute material and post signs advising cyclists to ride with traffic on the right side of the street and to encourage helmet use.
- Conduct additional Street Smart campaigns to encourage safe driving and walking.

GRANT OPPORTUNITIES/RESOURCES

- [NJTPA Complete Streets Demonstration Library](#): *The North Jersey Transportation Planning Authority (NJTPA), in partnership with the Hudson Transportation Management Association (Hudson TMA), created a Complete Streets Demonstration Library to support the broader use of tactical urbanism. 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 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.

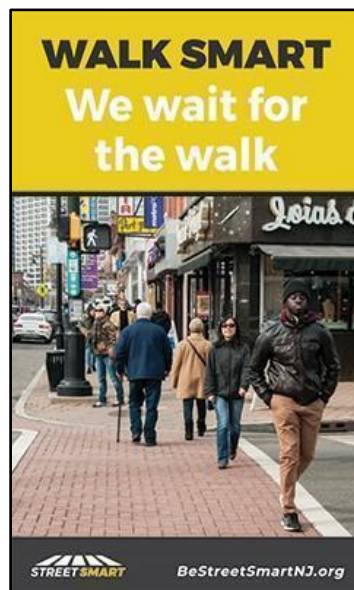
- [NJTPA Local Safety Program](#): *The NJTPA works with its federal partners and the New Jersey Department of Transportation (NJDOT) to provide funding to its county and city member subregions for infrastructure improvements that aim to make travel safer. The NJTPA solicits candidate projects from its 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 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 45-66: Display Street Smart Materials; Posters and Street Signs:

Posters:



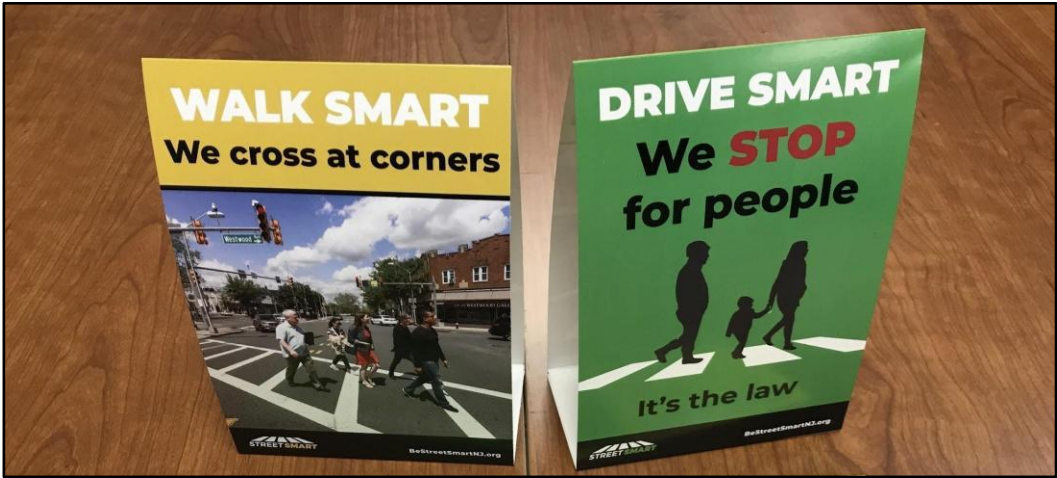


Lawn & Street Signs:





Table Tents:



Banners:



5.2 Media Coverage

News Articles:

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

Press Release on the Township of Teaneck Website:



The Township of

Teaneck

NEW JERSEY

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LIVING IN TEANECK ▾ PARKS AND RECREATION ▾

Teaneck StreetSmart Kickoff Event | Press Release

By Teaneck Township - Apr 13, 2023

Events

Teaneck Joins Statewide Pedestrian Safety Campaign -

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

Mayor Mark Schwartz has announced a Street Smart NJ pedestrian safety education campaign focusing on the crosswalk located at 501 Cedar Lane. This is a heavily used crosswalk leading to many town stores and vendors. This pedestrian safety education campaign will begin with a kickoff event on Wednesday, April 23, 2023, at 1:00 pm at Chestnut Plaza, 400 Cedar Lane. The kickoff will include the following speakers: Mayor Mark Schwartz, Bergen County Executive James Tedesco III, Police Chief Andrew McGurr, Councilman Michael Pagan, Councilwoman Hillary Goldberg, Director of NJ DHS Michael Rizol, NJTPA Executive Director David Behrend, local advocate Michael Rochlin, and EZ Ride Director of Sustainable Programs, Lisa Lee.

"The safety of every pedestrian in our Teaneck community is not just a priority - it's a responsibility we all share. We are committed to implementing stronger safety measures with the assistance of our Traffic Bureau, improving walkability, and raising awareness to ensure our streets are accessible and welcoming for all. With this team, I am committed to building a culture where every step taken on our streets is safe," said Mayor Schwartz.

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. Street Smart NJ is one of many initiatives working to reach zero pedestrian fatalities, and more than 275 communities in NJ have successfully implemented the campaign.

"Pedestrian safety is fundamental to building safer, more livable communities across Bergen County," said Krishna Murthy, EZ Ride President & CEO. "By participating in the Street Smart NJ campaign, Teaneck is taking proactive steps to prevent accidents and educate 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."

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 501 Cedar Lane and throughout the community. The Teaneck police will also enforce traffic and pedestrian laws as part of the campaign.

Pedestrian safety is a concern nationwide, but it is crucial in New Jersey. On average, one pedestrian is killed every two days in New Jersey, and twelve are injured daily. According to the National Highway Traffic Safety Association, New Jersey ranked 23rd among states in pedestrian fatalities per 100,000 people, and pedestrians comprised nearly 27 percent of the 685 traffic fatalities in the state in 2022, far more than the national average of almost 18 percent.

Anyone interested in helping to promote the Street Smart NJ message in Teaneck or holding a campaign in their community should contact Lisa Lee at 201-939-4242 ext. 123 or biked@ezride.org. Learn more at beststreetsmartnj.org. The campaign is also on Facebook and X (@njstreetsmart).

Promotion from the Street SmartNJ website:



ABOUT ▾ RESOURCES ▾ UPDATES ▾ PARTNER WITH US

Home ▾ Events ▾ Teaneck Street Smart Campaign Kickoff

Teaneck Street Smart Campaign Kickoff

April 23, 2023 at 1 p.m.

Teaneck, in partnership with EZ Ride Transportation Management Association, is kicking off its Street Smart NJ campaign April 23 at 1 p.m. to raise awareness about pedestrian safety in the Cedar Lane Business District.

The campaign will focus on the heavily used crosswalk at 501 Cedar Lane, in the heart of the Cedar Lane Business District. The township added curb bump outs at this crosswalk to increase pedestrian visibility. The campaign will focus on educating the community about this new safety feature. During the campaign, pedestrian safety signage will be on display, safety materials will be distributed, and police will be participating in a public education campaign.

The campaign will focus on the heavily used crosswalk at 501 Cedar Lane, in the heart of the Cedar Lane Business District. The township added curb bump outs at this crosswalk to increase pedestrian visibility. The campaign will focus on educating the community about this new safety feature. During the campaign, pedestrian safety signage will be on display, safety materials will be distributed, and police will be participating in a public education campaign.

Street Smart NJ, created by the North Jersey Transportation Planning Authority (NJTPA), aims to reduce the number of pedestrian-vehicle crashes in New Jersey by combining public education and law enforcement efforts.

Event participants include:

- Mayor Mark Schwartz, Teaneck
- Councilman Michael Pagan, Teaneck
- Councilwoman Hillary Goldberg, Teaneck
- Police Chief Andrew McGurr, Teaneck
- Superintendent Dr. Andre Spencer, Teaneck Public Schools
- County Executive James J. Tedesco III, Bergen County
- Director Michael Rizol, New Jersey Division of Highway Traffic Safety
- Executive Director David Behrend, NJTPA
- Director of Sustainability Programs Lisa Lee, EZ Ride
- Michael Rochlin, Local Advocate

Promotion from the Teaneck Police Department Facebook and Instagram page:



Join us for the Street Smart Teaneck Kickoff

When: Wednesday, April 23, 2025, 1:00 pm

Where: Chestnut Plaza, 460 Cedar Lane, Teaneck
(in case of rain, Teaneck Cinema)

The Township of Teaneck and EZ Ride will kick off a **Street Smart NJ** pedestrian safety campaign with a press conference at Chestnut Plaza in partnership with the Teaneck Police Department, Teaneck Public Schools, Bergen County, and the North Jersey Transportation Planning Authority. The Event will highlight steps drivers and pedestrians can take to make our roads safer. Visit BeStreetSmartNJ.org to learn more about the campaign.



Teaneck Police Department

April 8, 2025 · 🌐

The Township of Teaneck and EZ Ride will kick off a Street Smart NJ pedestrian safety campaign with a press conference at Chestnut Plaza in partnership with the Teaneck Police Department, Teaneck Public Schools, Bergen County, and the North Jersey Transportation Planning Authority. The Event will highlight steps drivers and pedestrians can take to make our roads safer. Visit BeStreetSmartNJ.org to learn more about the campaign.

@thenjpa
@bergencountynj
@njtrafficsafety
@ezride_nj

15 Likes · 16 Comments

No comments yet
Be the first to comment.

Comment as EZ Ride

Promotion on EZ Ride Facebook page:



Join us for the Street Smart Teaneck Kickoff

When: Wednesday, April 23, 2025, 1:00-1:30 pm

Where: Chestnut Plaza, 460 Cedar Lane, Teaneck
(In case of rain - Teaneck Cinema)



EZ Ride

April 21, 2025 · 🌐

🔔 The Township of Teaneck and EZ Ride will kick off a Street Smart NJ pedestrian safety campaign with a press conference at Chestnut Plaza, in partnership with the Teaneck Police Department, Teaneck Public Schools, Bergen County, and the North Jersey Transportation Planning Authority.

👤 The event will highlight steps drivers and pedestrians can take to make our roads safer.

🔗 Visit BeStreetSmartNJ.org to learn more about the campaign! 📄

#Teaneck #BergenCounty #TeaneckP... See more

Edit Boost post

You and 1 other · 1 Like

No comments yet
Be the first to comment.

Comment as EZ Ride

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EZ Ride Transporter Newsletter, June 2025:

Teaneck Steps Up: Making Pedestrian Safety a Priority



On November 21, 2024, a tragic incident occurred on Cedar Lane near Lincoln Place in Teaneck, when a 70-year-old woman was fatally struck in a hit-and-run. Although the driver was later apprehended, the loss deeply affected the community and highlighted the urgent need for improved pedestrian safety.

Launching the Street Smart NJ Safety Campaign

In response, on April 23, 2025, the Township launched a Street Smart NJ Safety Campaign, with support from the North Jersey Transportation Planning Authority (NJTPA) and EZ Ride. This initiative aimed to raise awareness of pedestrian and motorist laws, and to foster safer behaviors for everyone in the community.

"The safety of every pedestrian in our Teaneck community is not just a priority - it's a responsibility we all share," said Teaneck Mayor Mark Schwartz. "We are committed to implementing stronger safety measures, improving walkability, and raising awareness to ensure our streets are accessible and welcoming for all. Together, we are building a culture where every step taken on our streets is a safe one."

Focus Areas and Community Engagement

The campaign focused on the area around 501 Cedar Lane, near Teaneck Cinema and other downtown businesses. This marks the eighteenth Street Smart campaign led by EZ Ride since 2017.

The campaign focused on the area around 501 Cedar Lane, near Teaneck Cinema and other downtown businesses. This marks the eighteenth Street Smart campaign led by EZ Ride since 2017.

In addition to traditional education, observation, and enforcement activities, EZ Ride will:

- Host a community engagement meeting in June
- Conduct a speed study on Queen Anne Road between Cedar Lane and DeGraw Avenue
- Implement a demonstration project to calm traffic and enhance bicycle and pedestrian safety

A Call to Action for All Communities

We commend the Township of Teaneck for taking proactive steps to improve pedestrian safety. We encourage other communities to consider launching similar campaigns to help prevent future tragedies.

For more information about the Teaneck campaign or to learn how to bring a Street Smart campaign to your community, please email bikeped@ezride.org or call (201) 939-4242, option 3.



Michael Johnson
Manager, Bike & Pedestrian Program | EZ Ride

North Jersey Transportation Authority YouTube:



Teaneck Street Smart Safety Campaign Kick-off

<https://www.youtube.com/watch?v=nSWlitECIMI&t=490s>

5.3 New Jersey State Laws:

Whether you are driving, walking, or cycling, everyone can help make New Jersey's roads safer. By playing our part, we can work toward New Jersey's goal of zero pedestrian fatalities. It is important that everyone knows and follows the laws and common-sense safety measures that everyone can follow 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 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.