



STREET SMART NEW PROVIDENCE

APRIL 2018



WHAT IS STREET SMART?

Street Smart is New Jersey's pedestrian safety campaign that uses grassroots outreach, education, and enforcement to change risky behaviors on our roadways. The campaign aims to address both pedestrians and drivers to reduce crashes and prevent injuries by partnering with proactive municipalities who want to make a difference.

Street Smart was created by New Jersey's leading transportation organizations in response to NJ being named a "focus state" by the FHWA and the state's disproportionately high pedestrian crash rate.

From 2010 - 2015, 765 pedestrians were killed and 22,000 were injured in New Jersey. That equals one pedestrian death every 2.5 days and 11 pedestrian injuries every day.

For more information on the campaign, visit bestreetsmartnj.org or transoptions.org/street-smart

WHY NEW PROVIDENCE?

New Providence is a walkable town with a main street lined with local businesses including restaurants, shops, and two train stations that provide access to New York City. From 2014-2016, New Providence had 13 crashes involving pedestrians.

Street Smart aims to protect the people who live, work, and enjoy New Providence by educating those who walk and drive in the community to increase compliance of life-saving laws and signage. The goal of the campaign is to promote this community-wide message of safety by working with businesses, schools, residents, and visitors.

The Borough of New Providence, the New Providence Police Department and TransOptions encourages your participation in this important safety initiative.

PARTICIPATING TOWNS

Street Smart has had proven success 60 + NJ communities including: Newark, Jersey City, Woodbridge, Hackettstown, Long Beach Island, Morristown, Newton, Washington (Warren County), Summit, Dover, Elizabeth, Boonton, Passaic, Red Bank, Metuchen, Clinton, Flemington, Frenchtown, Asbury Park, Long Branch, Nutley, Princeton, Union City, Bloomfield, South Orange, Montclair, Hackensack, Toms River, Maplewood, Passaic, Cranford, Hillsborough and many more.

GET INVOLVED

Street Smart is a true grassroots campaign that is only successful when the whole community gets involved.

Here are ways you can help:

- Spread the word to your contacts
- Host a safety presentation or event at your business
- Display Street Smart tip cards, posters, or banners at your business
- Post Street Smart safety messages on social media, your website, or newsletter



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