STREETSMART
DOVER

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 injury 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 - 2014, 750 pedestrians were killed and 17,000 were injured in New Jersey. That equals one pedestrian death every 2.5 days and 11 pedestrian injuries every day.

PARTICIPATING TOWNS

Street Smart has had proven success in these NJ towns: Newark, Jersey City, Woodbridge, Hackettstown, Long Beach Island, Morristown, Newton, Washington (Warren County), Summit, Elizabeth, Passaic, Red Bank, Metuchen, , Clinton, Flemington, Frenchtown, Asbury Park, Long Branch, Nutley, Princeton, Union City, Bloomfield, South Orange and many more.

WHY DOVER?

Dover is a walkable community with an active downtown complete with shops, restaurants, businesses, parks, and a busy train station.

Between 2012 and 2014, there were 47 pedestrian-related crashes in Dover. Of those crashes, 81% resulted in a pedestrian being injured. Dover also ranked #2 in Morris County in pedestrian-related crashes from 2012-2014.

Street Smart aims to protect the people who live, work, and enjoy Dover by educating those who walk and drive in the community to increase compliance with life-saving laws and signage.

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