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 beststreetsmartnj.org or transoptions.org/street-smart

WHY NEWTON
Newton is participating in a second round of the Street Smart campaign after the success of the town's first campaign in Fall 2015. Newton's first initiative resulted in increases in positive walking and driving behaviors as well as increased awareness of pedestrian safety laws.

Newton has a walkable downtown with shops and restaurants around the Green and along Spring Street. The town is home to the Sussex County Seat, the Newton Theater, Newton Medical Center, and Sussex County Community College which bring both pedestrians and drivers into the community.

Street Smart aims to protect the people who live, work, and enjoy Newton 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.

PARTICIPATING TOWNS
Street Smart has had proven success in 60 + NJ communities including: Newark, Jersey City, Woodbridge, Hackettstown, Long Beach Island, Morristown, Washington (Warren County), Summit, Dover, Elizabeth, Boonton, Passaic, Red Bank, Metuchen, Clinton, Flemington, Frenchtown, Asbury Park, Long Branch, Nutley, Princeton, Somerville, 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. The Town of Newton, the Newton Police Department and TransOptions encourage your participation in this important safety initiative.

Here are ways you can help:
- Spread the word to your contacts
- Host a safety presentation or event at your business
- Display Street Smart marketing materials at your business
- Post Street Smart safety messages on social media, your website, or newsletter