

MANVILLE JOINS STATE SAFETY CAMPAIGN TO REDUCE PEDESTRIAN-MOTOR VEHICLE CRASHES

“Street Smart targets speed, distractedness and safety awareness for motorists and pedestrians

Manville, NJ – Mayor Richard M. Onderko announced today that Manville will kick off a month-long Street Smart NJ pedestrian safety education campaign aimed at reducing pedestrian-motor vehicle crashes along Main Street on May 1.

The Street Smart NJ campaign is a collaborative effort between public, private and non-profit organizations. Local police will be enforcing pedestrian laws in Manville and working with several partners – including RideWise, the Manville school district, Manville Area Credit Union, and the ARC of Somerset – to educate motorists and pedestrians.

The campaign comes at a significant time according to the Mayor. “Recently, there have been both pedestrians struck and motor vehicle accidents where vehicles have flipped over along Main Street,” said Mayor Onderko. Manville is the fourth municipality in Somerset County municipality to conduct a Street Smart campaign.

During the duration of the campaign, residents will see street signs, posters, tip cards and other educational materials throughout the community. “Our campaign partners will be sending e-blasts in an effort to raise additional awareness about our pedestrian safety efforts this month, said the Mayor.

Employees from RideWise along with law enforcement officers will be out in Manville distributing safety tips at busy intersections. “We’ll be interacting with motorists to make sure they know and obey the law and stop for pedestrians in the crosswalk,” said Police Chief Mark Peltack. “We’ll also be reminding pedestrians to use crosswalks and cross at intersections and not jaywalk.” Officers will also address speeding and distracted driving and walking, which often contribute to crashes involving pedestrians.

Pedestrian safety is an ongoing challenge in New Jersey. In 2017, 187 pedestrians died as a result of pedestrian-vehicle crashes, according to the most recent data available from the New Jersey State Police.

The statewide Street Smart NJ campaign is managed by the North Jersey Transportation Planning Authority (NJTPA). Motorists are urged to obey the speed limit and stop for pedestrians in crosswalks. Pedestrians are told to use crosswalks and wait for the walk signal where applicable. And the fifth message, “Heads Up, Phone Down,” reminds everyone to avoid distractions whether they’re driving or walking.

“The County fully supports efforts to improve safety such as campaigns like this,” said Freeholder Mark Caliguire, liaison to the North Jersey Transportation Planning Authority. “This

effort supports the County's Complete Streets Policy and the planned safety improvements that are currently under design for Main Street."

Businesses, organizations and individuals interested in helping to promote the Street Smart NJ message in Manville should contact Donna Allison, Executive Director for RideWise at (908) 704-1011 ext. 16.

To learn more about the campaign, visit beststreetsmartnj.org.

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RideWise Inc. is an independent non-profit organization that promotes efficient and sustainable travel options like public transit, ridesharing, biking and walking. The agency, based in Bridgewater, partners with businesses, municipalities, schools, communities and nonprofit agencies throughout Somerset County to address a variety of mobility issues. RideWise assists municipalities and police departments with conducting Street Smart campaigns by providing technical assistance, education and community outreach. Learn more at www.ridewise.org

The NJTPA is the federally authorized Metropolitan Planning Organization for 6.7 million people in the 13-county northern New Jersey region. Each year, the NJTPA oversees more than \$2 billion in transportation improvement projects and provides a forum for interagency cooperation and public input. It also sponsors and conducts studies, assists county planning agencies and monitors compliance with national air quality goals. Learn more at www.njtpa.org