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ASBURY PARK AWARDED FOR PEDESTRIAN SAFETY CAMPAIGN

New Jersey Transportation Planning Authority salutes summer participation in Street Smart Campaign

11/7/16, Asbury Park

The New Jersey Transportation Planning Authority (NJTPA) has announced that it will honor Asbury Park at the November Board of Trustees Meeting for making pedestrian safety a priority in Asbury Park.

In the summer of 2016, Asbury Park partnered with EZ Ride and the NJTPA to bring the Street Smart NJ Pedestrian Safety Education Campaign to the City. Started in 2013, the program has grown to almost forty communities across the state, spreading public awareness on pedestrian safety for those on foot or in a car.

"We're grateful to the NJTPA for the recognition, and for leading this campaign across the state," said Councilperson Yvonne Clayton. "We're happy to partner with EZ Ride to try and bring awareness of these safety measures to everyone traveling on our roads, whether they're on foot or in a car."

The Street Smarts campaign consisted of signs posted on high-volume areas around Asbury Park, volunteers from Rutgers University and the Planning Department passing out info cards to businesses and passers-by, and social media tips and information. The included

advising pedestrians to use crosswalks, wait for the walk signal, and to put down their phones while walking. Drivers were urged to obey speed limits, and stop for pedestrians.

"Awareness is a first and very important step to making sure everyone can feel as safe as possible traveling through Asbury Park," Deputy Mayor Amy Quinn said. "It's one part of our dedication to protecting pedestrians, and everyone else on the roads."

Asbury Park plans to bring the Street Smart Campaign back for an even broader effort later in November. Partnering again with EZ Ride, the campaign will use more on-site analysis and outreach to spread pedestrian safety messages throughout the community.

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