



PASSAIC COUNTY NEWS

Campaign Urges Paterson Drivers and Pedestrians to be 'Street Smart'

By STEVE LENOX

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PATERSON, NJ – Drivers and pedestrians travelling in the vicinity of the Passaic County Administrative Complex and Court House will notice an increase in law enforcement officers addressing speeding and distracted driving and walking in the coming month.

The Street Smart NJ Campaign kicked off on Wednesday with participating organizations, including the Passaic County Board of Chosen Freeholders and Passaic County Sheriff, Meadowlink/EZ Ride, North Jersey Transportation Planning Authority, and the Passaic County Vicinage, announcing increased efforts to educate motorists and pedestrians throughout October and November.

“We’ll be interacting with motorists to make sure they know and obey the law and stop for pedestrians in the crosswalk,” said Passaic County Sheriff Richard Berdnik. “We’ll also be reminding pedestrians to use crosswalks and cross at intersections, and not jaywalk.”

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According to information released as part of the campaign’s launch there have been 536 pedestrian- involved crashes in Paterson between 2011 and 2015. Included in these incidents were eight fatalities.

New Jersey ranks 15th in the nation in the number of pedestrian fatalities during this same time period.

In addition to increasing the number of officers visible in the area, “street teams”, made up of professionals and volunteers will be around the Court House and Administration Building distributing safety tips at busy intersections. The campaign will also send e-blasts in efforts to raise awareness about their pedestrian safety efforts.

The statewide Street Smart NJ campaign is managed by the North Jersey Transportation Planning Authority (NJTPA) and began in 2013.

Businesses, organizations and individuals interested in helping to promote the Street Smart NJ message in Paterson can email [Michael Lysicatos](#).

