



CITY OF PLAINFIELD

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FOR IMMEDIATE RELEASE

Plainfield Joins Statewide Pedestrian Safety Campaign Street Smart Kick-Off August 2, 2022

Mayor Adrian O. Mapp announces, "Plainfield will conduct a Street Smart NJ pedestrian safety education campaign aimed at changing unsafe behavior and reducing pedestrian-motor vehicle crashes in Plainfield, with emphasis on the intersection of Park Avenue and Front Street."

Like other municipalities, the City of Plainfield has observed a rise in pedestrian involved accidents. The city hopes to instill a greater sense of caution in individuals operating a vehicle or traveling on foot. The Street Smart NJ campaign kick-off will take place on **Tuesday, August 2, 2022, at 6:15pm** as part of Plainfield's National Night Out program at Plainfield City Hall, 515 Watchung Avenue. Speakers will include Mayor Adrian O. Mapp, City Council President Barry Goode, Assemblywoman Linda Carter, Chair of County Commissioners Rebecca Williams, Union County Commissioner Bette Jane Kowalski, Police Director James T. Abney, Plainfield Schools Superintendent Diana Mitchell, Dave Behrend, NJTPA - NJ Active Transportation Plan, and Deputy Director Lisa Lee of EZ Ride.

Street Smart NJ was developed by the North Jersey Transportation Planning Authority in 2013 and is a collaborative effort between public, private, and non-profit organizations. Pedestrian safety is a nationwide concern, but it is particularly important in New Jersey, where the federal government has designated a pedestrian safety focus state for its high fatalities and injuries. Street Smart NJ, one of New Jersey initiatives working to help the state reach its goal of zero pedestrian fatalities, reminds people that everyone has a role to play in making our streets safer. Drivers need to obey speed limits and stop for people crossing; people walking need to use crosswalks (marked and unmarked) and cross with the signals; and everyone needs to avoid distractions. Ranking 18th in the nation in pedestrian fatalities per 100,000 people, NJ Pedestrians comprised 30 percent (173 people) of the 564 people killed in vehicle crashes in New Jersey in 2018. Statewide the Street Smart NJ campaign is managed by the North Jersey Transportation Planning Authority (NJTPA), whereas EZ Ride will manage the local campaign in conjunction with city and community partners.

"Losing a community member is always devastating but the loss is compounded when it's preventable," said Mayor Adrian O. Mapp. "When we were approached with the idea of the Street Smart campaign, I didn't hesitate to give it my full support. Motor vehicle regulations and road safety rules are in place to keep both drivers and pedestrians safe. The Street Smart initiative will remind our Queen City residents that it's in everyone's best interest to follow those rules."

During the campaign, educational materials will be displayed at the intersection and around the community. The City administration, Plainfield Police, EZ Ride, and other community groups will distribute and post safety information to residents. During the campaign, local police will enforce the pedestrian laws in Plainfield and working with several partners – including City officials, North Jersey Transportation Planning Authority (NJTPA), and EZ Ride – to educate people who are driving and walking.

Businesses, organizations and individuals interested in helping to promote the Street Smart NJ message in Plainfield, should contact Maximo Vazquez at maximo.vazquez@plainfieldnj.gov or 908-753-3421. To learn more about the campaign, visit beststreetsmartnj.org. The campaign is also on Facebook (/StreetSmartNJ) and Twitter (@njstreetsmart).