

**DEPARTMENT of
PUBLIC SAFETY**

**PUBLIC
INFORMATION
OFFICE**



**480 Clinton Avenue, 2nd Floor
Newark, New Jersey 07108
(973) 733-6008**

**Ras J. Baraka, Mayor
Brian A. O'Hara, Public Safety Director
Raul Malave III, Assistant Public Safety Director
Lee Douglas III, Chief of Police
Rufus L. Jackson, Chief of Fire**

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**For Further Information, Contact:
Catherine Adams, Sergeant David Dos Santos or Barry Carter
Email: pio@ci.newark.nj.us**

Newark Department of Public Safety Kicks-Off Year-Long Pedestrian and Bike Safety Campaign

Police Division Partners with Street Smart NJ to Support Pedestrian and Bike Safety

Newark Public Safety Director Brian A. O'Hara announces the launch of a year-long pedestrian and bike safety education campaign in partnership with Street Smart NJ, which operates under the auspices of the North Jersey Transportation Planning Authority to raise awareness of pedestrian and motorist laws and to change the behaviors that lead to pedestrian and cyclist crashes and fatalities.

“The Street Smart NJ campaign appropriately equips pedestrians and cyclists with the tools that will keep them safe while crossing streets or riding bikes on our roadways,” Director O'Hara said. “Bringing awareness and education to Newark residents and visitors is a positive and proactive approach to reducing the number of people injured while walking or biking in our neighborhoods.”

The Street Smart NJ campaign is made possible by a \$15,000 Pedestrian Safety grant awarded by the New Jersey Division of Highway Traffic Safety. The funds support the Newark Police Division's promotion of pedestrian and bike safety.

Street Smart NJ, developed by the North Jersey Transportation Planning Authority in 2013, is a collaborative effort between public, private and non-profit organizations. During the campaign, educational materials will be on display across the city and at focus intersections in each of Newark's five wards. These five intersections are:

- Broad Street and Market Street
- Bergen Street and South Orange Avenue
- Ferry Street and Van Buren Street
- Avon Avenue and South 12th Street
- Bloomfield Avenue and Clifton Avenue

“I am grateful to both Eric Heitmann, Director of the New Jersey Division of Highway Traffic Safety, and to Lisa Lee, Deputy Director of Bicycle and Pedestrian Programs at EZ Ride Transportation Management Association,” for their partnership with the Newark Department of Public Safety in coordinating this important program,” Director O’Hara added.



August 2, 2021 – Public Safety Director O’Hara (upper left) announces launch of Street Smart NJ Campaign