



Office of the Mayor

City Hall

New Brunswick, New Jersey

Media Release

For Immediate Release

For Further Information Contact:

Bert Baron

732-745-5004

bbaron@cityofnewbrunswick.org

Pedestrian Safety Campaign Focus of Recently Received Grant

Funds from will be allocated for community outreach, education and enforcement

NEW BRUNSWICK, NJ, August 29, 2019 – As part of our community’s ongoing efforts to improve safety and accessibility for drivers, cyclists and pedestrians, the New Brunswick Police Department will utilize resources from a recently awarded grant to further community education and enforcement efforts.

Awarded by the New Jersey Division of Highway Traffic Safety, the grant is meant to assist with a Street Smart NJ campaign, which includes stepped-up patrols at high-volume crosswalks and intersections; high-visibility signage throughout the city; and community education component in our schools, houses of worship and community agencies. The New Jersey Division of Highway Traffic Safety partners with the North Jersey Transportation Planning Authority to support municipal Street Smart NJ campaigns.

The City of New Brunswick is committed to policies that further opportunities to make our streets safer for users of all ages and all travel modalities. Since May 2012, the City's Complete Streets Policy has guided our strategic planning to make New Brunswick safer and more accessible for pedestrians, cyclists and motorists.

These plans continue to be realized with the installation of new lighted crosswalks, traffic signals; and sign age; re paving and new pedestrian amenities along the length of Joyce Killer Avenue; a full redesign of Livingston Avenue in collaboration with the County of Middlesex; and miles of new bike lanes and harrows as well as bicycle corrals.

"Maintaining a safe environment for our residents and visitors will always be a top priority", says New Brunswick Mayor Jim Cahill. "New Brunswick prides itself on being a safe walkable and bikeable city for all. This grant will help us further our efforts, and make our streets even safer.

Middlesex County Freeholder Charles Kenny, who represents Middlesex County on the North Jersey Transportation Planning Authority Board of Trustees, commended the city for joining the Street Smart NJ initiative.

"Street Smart NJ has successfully helped change the behaviors that contribute to pedestrian-vehicle crashes," Freeholder Kenny said. "We're thrilled to have our county seat participate in this important program. By working together to raise awareness we can make a difference. Remember to Drive Smart, Walk Smart and Be Street Smart when traveling our roads."

The timing of the grant coincides with some upcoming large-scale events, including the highly-anticipated opening of the New Brunswick Performing Arts Center on Livingston Avenue, and the return of students to Rutgers University for the 2019-2020 school year.

"Helping to maintain the safety of all pedestrians, cyclists and motorists is a focus for our department," said NBPD Lt. Raymond Trigg of the New Brunswick Police Department. "Through a combination of community education and enforcement, we aim to raise awareness of safe driving and pedestrian habits, as well as curb potentially dangerous behaviors on the road."



The City of New Brunswick is the county seat for Middlesex County and home of Rutgers, The State University of New Jersey, the world headquarters for Johnson & Johnson and two globally-renowned hospitals. New Brunswick is an educationally-focused City as well as “The Healthcare City.”

All of New Brunswick’s developments provide seamless access to major transportation lines and an extensive dining scene and an arts district, located in its bustling downtown. The City is focused not only on bringing in new residents and businesses, but also on improving the lives of every one of its residents.

For more information, please visit www.cityofnewbrunswick.org.