

## 'Avenues in Motion' gathers community leaders, experts to improve road safety in Morris County

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Image Left: Morris County Commissioner Stephen Shaw speaks at the “Avenues in Motion” meeting at County College of Morris on Tuesday, March 28.

Image Right: According to the Cedar Knolls-based “Avenues in Motion,” efforts to improve traffic and pedestrian safety in Dover have been successful.

**RANDOLPH TWP. – “Avenues in Motion” brought together local government officials and industry experts to discuss ways to improve roadway safety and mobility in Morris County as part of its first “Municipal Transportation Forum.”**

Those in attendance at the event held at County College of Morris on Tuesday, March 28, event heard from agency representatives, transportation safety experts, and fellow municipal officials on how to pay for projects, generate community buy-in and support, and implement programs and projects to make our streets safer for all.

The event, sponsored by Dewberry, was kicked off by Morris County Commissioner Stephen Shaw and featured two panel discussions. The first focused on building support and achieving results for complete streets, featuring presentations by Leigh Ann Von Hagen, managing director and adjunct professor with the Voorhees Transportation Center at the Bloustein School of Planning and Public Policy at Rutgers University and Jennifer Duckworth, senior environmental engineer with Tetra Tech and founder of the Millburn Pedestrian Safety Committee.

The second panel, according to the Cedar Knolls based “Avenue in Motion,” was focused on various funding options available, common pitfalls to avoid in project proposals, partners to involve, and how to align to broader agency goals to ensure project success. Speakers included Sascha Frimpong, Director of Local Project Development at the North Jersey Transportation Planning Authority and David Bruccoleri, manager of the Local Aid & Economic Development Division Office at the New Jersey Department of Transportation.

### Street Smart Dover

“Avenues in Motion” has published the final report on its follow-up Street Smart NJ pedestrian safety campaign in Dover. Following the Street Smart NJ campaigns in Dover in 2017 and 2021, it partnered

with the Town of Dover, the Dover Police Department and numerous stakeholders to continue efforts in 2022 to make pedestrian safety a priority in the community.

The campaign consisted of bilingual education and outreach activities, a targeted paid social media advertisement campaign, and enforcement efforts by the Dover Police Department. New data shows that the public awareness effort continues to pay off, according to “Avenues in Motion.”

Of note, there was a statistically significant 10-percent decrease in drivers failing to stop for pedestrians at the intersection of Blackwell and Essex streets from April 2022 to June 2022.

The community of Dover has experienced disproportionate crash and equity burdens. Between January 1, 2016 and December 31, 2020, 80 pedestrians were involved in crashes, making Dover the municipality with the second highest number of pedestrians involved in crashes in Morris County. Of these crashes in Dover, one resulted in a pedestrian fatality and six pedestrians had suspected serious injuries, according to the organization.

Throughout the summer, the Dover Police Department issued 156 summonses and made 233 contacts with drivers and 202 contacts with pedestrians. Police officers also conducted five community outreach activities where they engaged approximately 120 members of the public at locations including La Sierra Coffee, Medina Transit Plaza, Pollos Pucalor, Rico Pan Bakery and Crescent Field.

For educational outreach efforts, Avenues in Motion conducted a presentation at Dover High School for eighth grade orientation and coordinated a bookmark contest with Dover Middle School in addition to promoting pedestrian safety efforts at the Dover Bike Run, Dover National Night Out and Connecting Dover’s Cultural Connections Festival.

Avenues in Motion anticipates partnering again with Dover in the spring and summer of 2023. To learn more about previous Street Smart campaigns visit <https://avenuesinmotion.org/>