

EXECUTIVE SUMMARY



PEDESTRIAN FOCUS CITY

In 2011, the Federal Highway Administration (FHWA) designated the City of Newark as a Pedestrian Safety Focus City due to pedestrian fatality rates exceeding the national average. Cities are identified as pedestrian focus cities if they have more than 20 average annual pedestrian fatalities or a pedestrian fatality rate greater than 2.33 per 100,000 population. In addition to training and technical assistance related to pedestrian safety, the FHWA recommends that each pedestrian focus city develop and implement a Pedestrian Safety Action Plan to identify where to address pedestrian safety issues with the goal of reducing the frequency and severity of pedestrian crashes.

This plan is a collaborative effort between the City of Newark and the North Jersey Transportation Planning Authority (NJTPA) with input from stakeholders and the community. The plan's intent is two-fold: to serve as a guide for city staff prioritize locations of greatest concern and also to inform the public where the city intends to focus its efforts.

Funding for this plan was provided by the FHWA Highway Safety Improvement Program (HSIP) funds through the NJTPA.

VISION STATEMENT

The City of Newark is committed to reducing pedestrian fatalities to zero over the next 10 years by creating policy, developing education and enforcement programs and improving infrastructure to support and safely accommodate walking and bicycling on our streets.

SAFETY ACTION PLAN COMPONENTS

DATA AND ANALYSIS

OUTREACH

IMPLEMENTATION

TOOLBOX OF IMPROVEMENTS

In 2010, the year before Newark was designated a pedestrian focus city by FHWA, there were 506 pedestrian crashes, of which 12 were pedestrian fatalities and 10 were severe injury crashes.

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PEDESTRIAN AND BICYCLE SAFETY ACTION PLAN

The City of Newark's Pedestrian and Bicycle Safety Action Plan is both a data-driven and community-driven plan that provides a roadmap for reducing pedestrian fatalities and serious injuries throughout the city. The Plan:

- Identifies the high crash locations (both intersections and corridors) from five years of crash data.
- Includes input from stakeholders and the community.
- Provides a toolbox of strategies incorporating the **three E's of Safety**: Engineering, Education and Enforcement.
- Provides screening methods to identify future locations for safety improvements.
- Provides implementation recommendations for safety improvements at high crash locations.
- Provides a bicycle master plan.
- Recommends funding opportunities and partnerships.

Goals

The **short-term goals** of this plan are to:

- Adopt a Vision-Zero Policy
- Implement low cost, high impact city-funded engineering safety improvement efforts at high crash locations identified in the plan.
- Adopt the Street Smart NJ pedestrian safety education campaign as a continuing effort for the city.
- Perform targeted enforcement details at high crash locations identified in the plan.

The **long-term goals** of this plan are to:

- Accelerate the downward trend in annual pedestrian fatality rates with the goal of reaching zero by **2025**.
- Create a Transportation Safety Committee.
- Secure federal funding for safety improvement projects at the high crash locations identified in this plan.
- Implement the bicycle master plan by 2025, which includes approximately 90 street miles of bike lanes .

Figure 1
Annual Pedestrian Fatalities
in the City of Newark from 2009-2014

