

Everyone Has a Role for Safety

Presentation to the West Windsor Town Council
January 29, 2024



Everyone Has a Role for Safety

- Policies for Safety
- Engineering for Safety
- Driving Safely
- Bicycling Safely
- Walking Safely



Town Council Policies

- Fund the infrastructure needed to enhance road safety
- Pass a Complete Streets ordinance
- Adopt a Vision Zero resolution



VISION 4 ZERO NETWORK

Everyone has a role for Safety.

Engineering

- Incorporate FHWA Proven Safety Countermeasures in road design
 - Speed management
 - Rapid Flashing Beacons
 - Nighttime Lighting



Everyone has a role for safety.

<https://highways.dot.gov/safety/proven-safety-countermeasures>

Drivers

Our field of vision shrinks as we go faster



How many pedestrians do you see?



How many pedestrians do you see NOW?

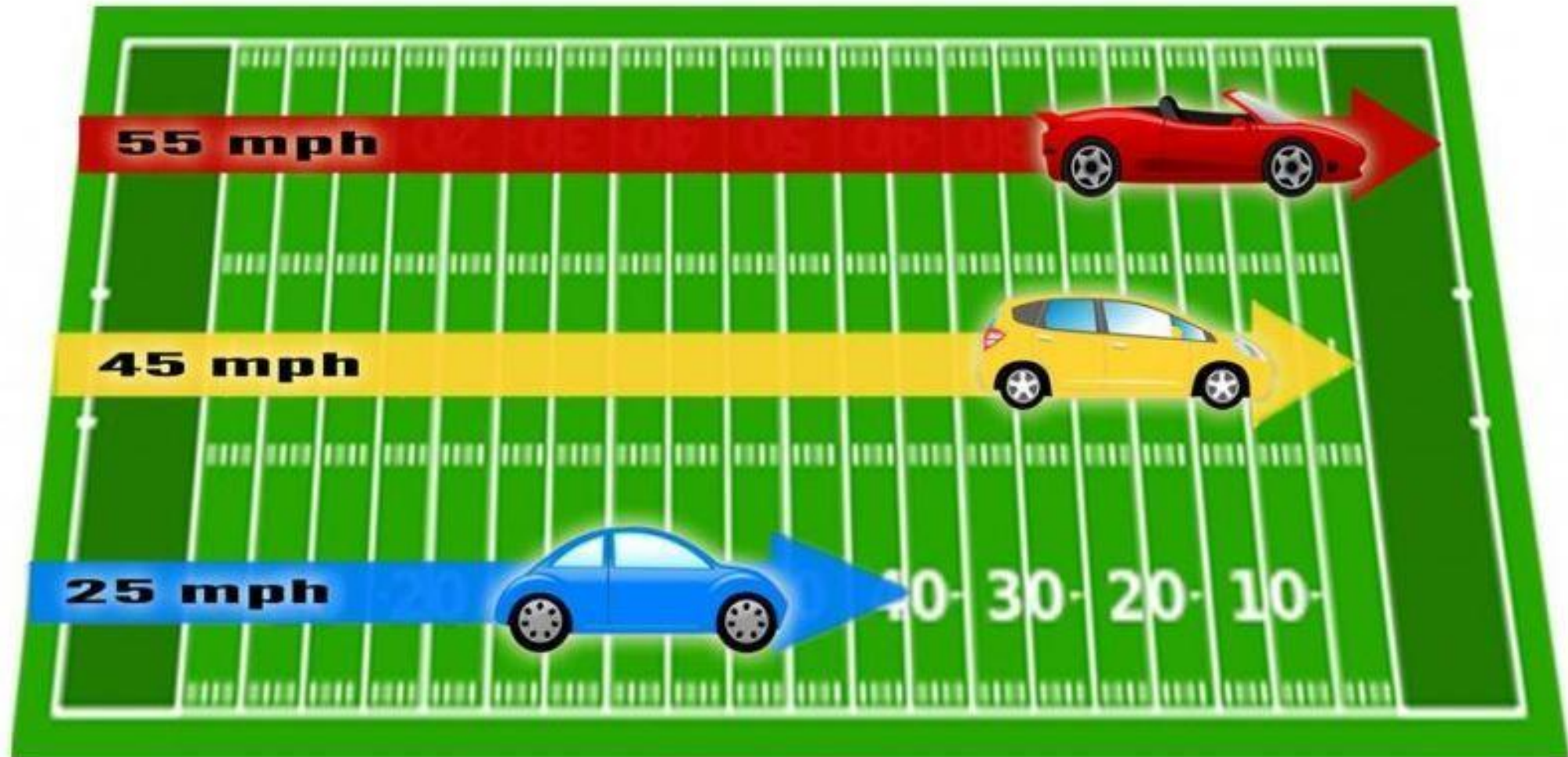


The Dangers of Texting and Driving

Texting takes your eyes off the road for 4.6 seconds.

At 55 mph that's like driving an entire football field blindfolded.

Source: Virginia Tech Transportation Institute & Governors Highway Safety Association



New Jersey's Safe Passing Law

As of March 1, 2022, when driving and approaching a road user who isn't in a motor vehicle, you must:

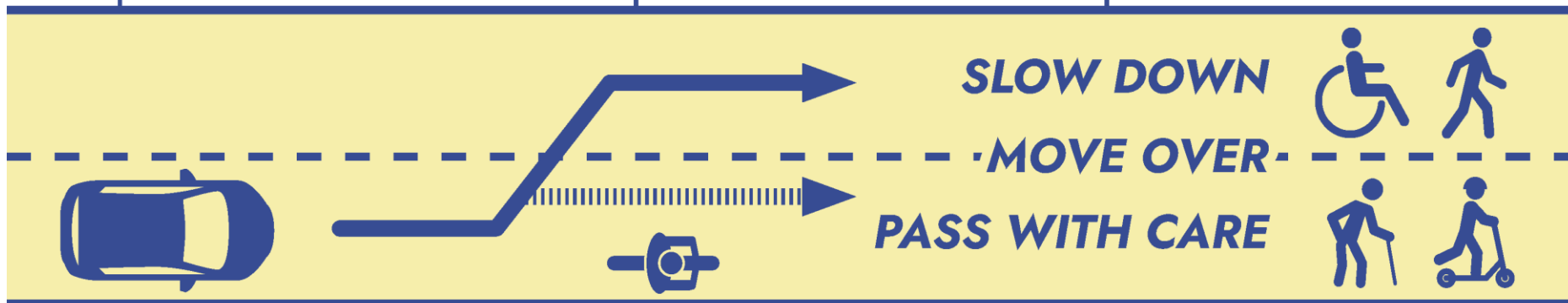
1 Approach with caution. Follow all no-passing and no-speeding laws.



2 Change lanes, or pass at least 4 feet from the person.



3 Otherwise, reduce speed to 25mph and be prepared to stop.



The penalty for violating the law is a **\$100 fine (\$500 if bodily injury)** and **2 points** on your driving record.



RUTGERS
Edward J. Bloustein School
of Planning and Public Policy

Drivers

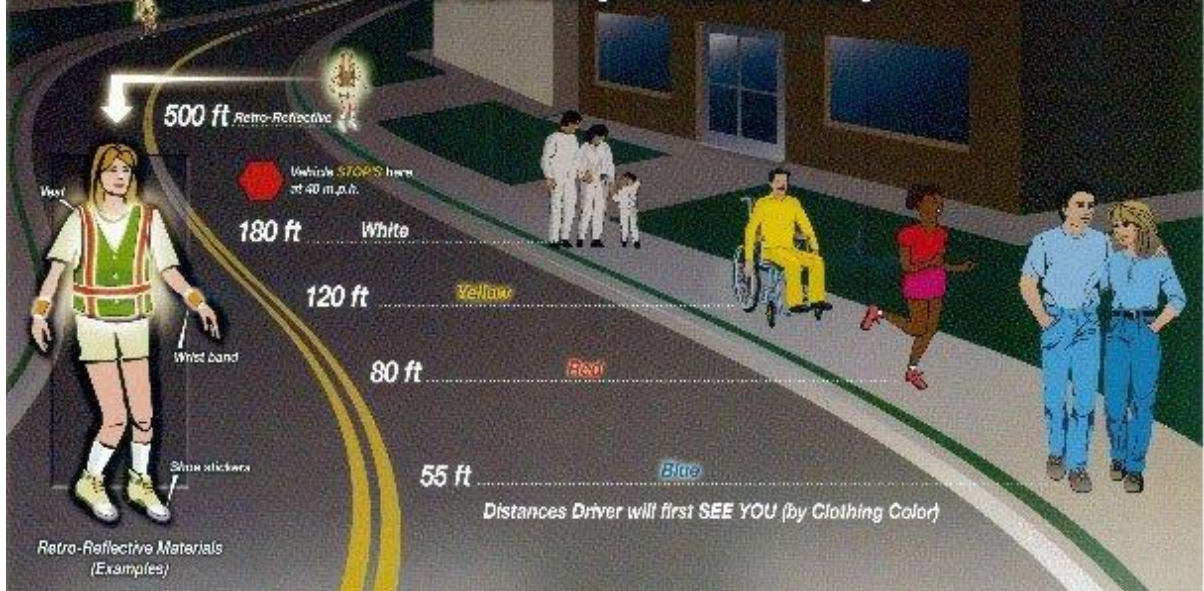
- Look **all** around before pulling out
- Stop for pedestrians in crosswalks
- Use turn signals
- Stop for red lights
- Stop for school buses with flashing red lights.



Everyone has a role for safety.

Be Safe, Be Bright, Wear Retro-Reflective Materials at Night

Drivers can see you farther away



On Bike

On Foot



GO **“RETRO”**
RETRO-REFLECTIVE
FOR
NIGHTTIME VISIBILITY

http://safety.fhwa.dot.gov/programs/ped_bike.htm
60% (~3,200) pedestrians fatalities occur between 6:00 p.m. — 6:00 a.m.

On Bike

- Bike in the same direction as traffic
- Follow the same rules of the road as drivers
- Signal your turns (Point!)
- Announce before passing on trails
- Wear a helmet

Everyone has a role for safety.



On Foot

- Use sidewalks and crosswalks
- Walk toward traffic when in the road or on the shoulder
- Push the button!
- Wait to walk
- Look around and listen



Everyone has a role for safety.

Questions?



wwbpa.org

wwbikeped@gmail.com