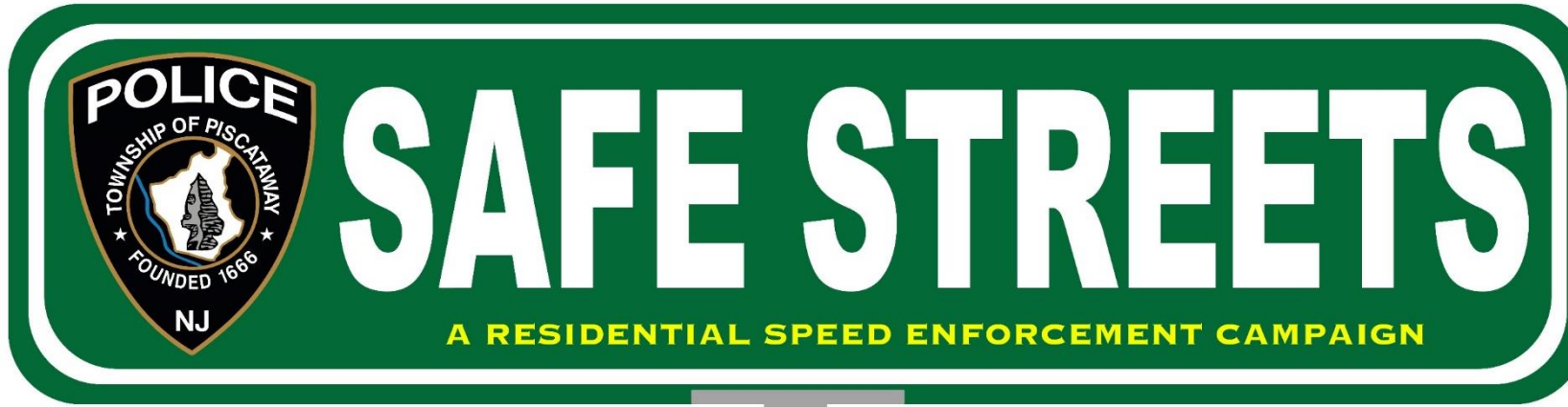


PISCATAWAY PROMOTES

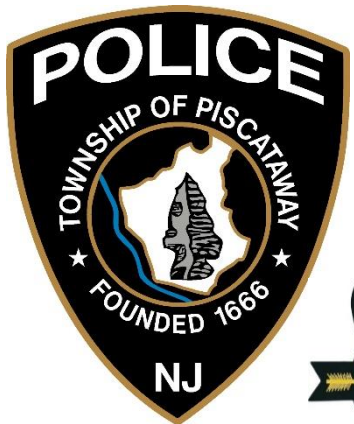


Piscataway Twp.- Local Traffic Safety Campaign

Presented by: Ptl. Bill Kloos #1184

Piscataway Township Police Department

Traffic Safety Division



Crash Analysis Data:

- Piscataway Township: +- 19 Sq. Mi., 60K+ residents, 15+ schools
- From 2010 – 2021- 9.09% of collisions on 25 mph roadways- attributed to unsafe speed
 - County average= 4.43% State average= 4.85%
- In 2021, 11.55% of collisions on 25 mph roadways- attributed to unsafe speed
 - State average= 3.61%



RUTGERS



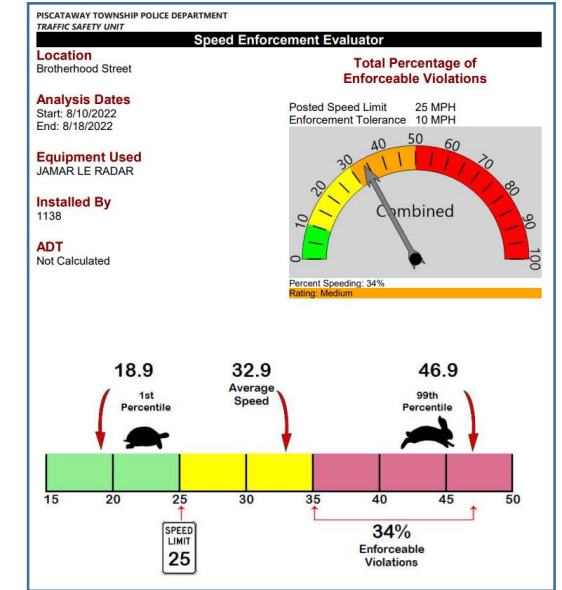
Crash Analysis Data (continued):

- These collisions most often occur between 4-6 p.m. (15.99%)
- Young drivers (16 – 20 YO) involved 29.2% of the time
 - State average= 18.66%
- Piscataway Police statistically experiences the highest call volume between 4-6 p.m.



Past Speed Enforcement Efforts:

- Consistent complaints from residents regarding speeding on 25 mph residential streets
 - No system to track complaints
- Outdated speed enforcement trailers
- Variable Message Boards
- Selective speed enforcement efforts (not supported by data)
 - Typically, less than 100 speeding summonses issued annually



PISCATAWAY PROMOTES



Development of Comprehensive Speed Enforcement Campaign:

- **Goals:**

- Promote a safer community by reducing collisions related to vehicles traveling at unsafe speeds on 25 mph roadways
- Address consistent resident speeding complaints

Funded By:



PISCATAWAY PROMOTES



This campaign was developed from skills derived from the Data-Driven Countermeasures For Traffic Safety Course

NO PRIOR GRANT EXPERIENCE

Objectives of Campaign:



- Reduce the amount of collisions attributed to vehicles traveling at an unsafe speed on 25 mph roadways by 3% in 2023
- Reduce the amount of collisions by young drivers (16-20 years old) attributed to vehicles traveling at an unsafe speed on 25 mph roadways by 4% in 2023

PISCATAWAY PROMOTES



Multi-faceted Campaign:

- Multifaceted high visibly speed enforcement campaign including:
 - Infrastructure improvements
 - Education
 - Community Engagement
 - Selective Speed Enforcement



PISCATAWAY PROMOTES



Infrastructure Improvements:

- Purchased Pole Mounted Radar Signs
 - Police Department patch placed underneath each sign
 - Capability of collecting vehicle speed & volume data



PISCATAWAY PROMOTES



Pole Mounted Radar Sign Effectiveness:

- **Lakeview Avenue Speed Reduction Project:**
 - Highest volume of speed related collisions in town
 - Prior to any speed mitigation efforts, 34% of vehicles travel over 40 mph on 25 mph roadway
 - Following 1 month of radar signs in both directions, vehicles traveling over 40 mph dropped to 13.89%
 - 1 month of rigorous enforcement to follow, vehicles traveling over 40 mph dropped to 10%

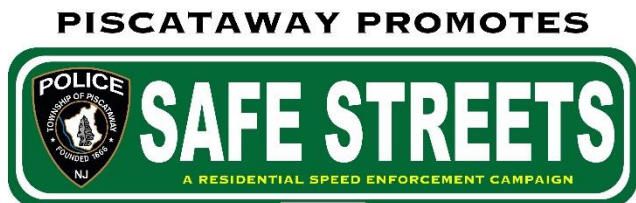


PISCATAWAY PROMOTES



Education:

- Educational seminars held at local high schools & places of worship
 - Goal= Ensure young drivers understand the risks associated with speeding
 - Hosted in conjunction with other organizations
 - 2023 + 2024- 35 educational seminars were held



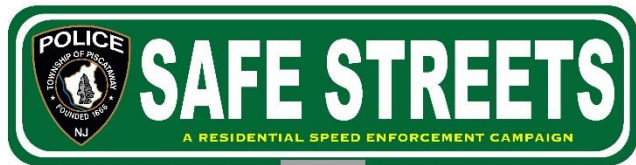
Education: Piscataway Safe Driving Program

- **Topics Covered:**

- Program background
- Common crash types
- Importance of seatbelts
- Consequences of collisions
- Types of distracted driving
- Speed vs. pedestrian survival
- Speeding penalties
- Teen involved fatal case study



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Education: Partnership With SADD Club



PISCATAWAY PROMOTES



Community Engagement:

- Department sought to engage community to gather support for this campaign
- Free lawn signs made available to residents
- Webpage / resident engagement portal created
- Information card generated
- Campaign videos




- Related Pages
- Applications, Forms, & Reports
 - Community Programs
 - Emergency Notification System: Rave
 - Frequently Asked Questions
 - Operations Division
 - PD-Specific Information
 - Safe Streets
 - Support Division
 - Additional Resources
 - Contact the Police Department

Home > Departments > Police Department > Safe Streets

Safe Streets



The Piscataway Township Police Department (PYPD) is pleased to announce the continuance of Pisc Promotes Safe Streets in 2024, an initiative brought forth by the Traffic Safety Division.

Piscataway Promotes Safe Streets is a multifaceted high visibility speed enforcement campaign, which include continued infrastructure improvements, education, community engagement, and selective enforcement efforts. The goal of this campaign is to promote a safer community by reducing motor v

Contact Us

Please use the below contact form for the following topics only:

- General feedback on the Piscataway Promotes Safe Streets speed enforcement campaign
- Requests for:
 - Radar sign
 - Speed enforcement efforts
- Volunteering as a Resident Street Liaison

The submitted form will be sent to the Piscataway Township Police Department's Traffic Safety Division for review and may assist with driving the direction of this campaign.

If you need to contact the Piscataway Township Police Department about any other matter, please visit the [department contact page](#).

First Name*


Last Name*

Address*

Phone Number*

Email Address*

Detail your request*

I'm not a robot 



Community Engagement: Public Events



National Night Out



Coffee With A Cop



Piscataway Street Fair



Piscataway Senior Center

Goal= Promote 2-way communication with residents regarding this campaign

PISCATAWAY PROMOTES



Open Public Forum on Residential Speeding

Selective Speed Enforcement:

- High visibility speed enforcement efforts on residential roadways
 - Officers assigned to a specific street at a specific time for speed enforcement (based on data)
 - Educational material distributed to all motorists stopped
 - February 2023 – January 2025 Results:
 - 417 selective speed enforcement details initiated (generally 3 hr. details)
 - 3,874 motor vehicle stops conducted (3.07 / Hr.)
 - 4,208 summonses issued (3.33 / Hr.)
 - 2,405 speeding summonses issued (57%)



PISCATAWAY PROMOTES



Assistance of Outside Organizations:

- NJ Division of Highway Traffic Safety
- Piscataway Department of Public Works
- Piscataway IT Department
- Boy Scouts Troop #67
- Brain Injury Alliance
- New Jersey Manufacturers Insurance Company
- Piscataway TV Network
- Local businesses
- Vendors

PISCATAWAY PROMOTES



Advertising Campaign:

- **GOAL:** Make community aware of this campaign
- Press release issued
- Multiple news articles created
- Social media posts
- Variable message boards
- Lawn signs in community

SPEED ENFORCEMENT EFFORTS ARE COMING TO YOUR NEIGHBORHOOD

Piscataway > Police & Fire
Police & Fire

Piscataway Promotes Safe Streets Returns with Grant Renewal

Results of Year 1:



- **GOAL:** Reduce the amount of collisions attributed to vehicles traveling at an unsafe speed on 25 mph roadways by 3% in 2023

- **RESULT:** Crashes attributed to vehicles traveling at unsafe speeds decreased from 9.95% in 2022 to 4.61% in 2023



- **GOAL:** Reduce the amount of collisions by young drivers (16-20 years old) attributed to vehicles traveling at an unsafe speed on 25 mph roadways by 4% in 2023

- **RESULT:** Crashes attributed to vehicles traveling at unsafe speeds involving young drivers decreased to 20% in 2023 (historically 29.20%)

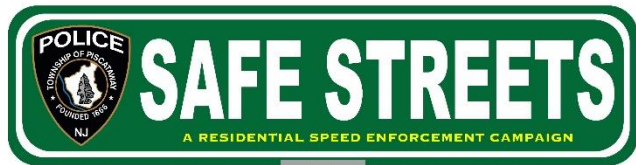


National Highway Traffic Safety Administration Conference

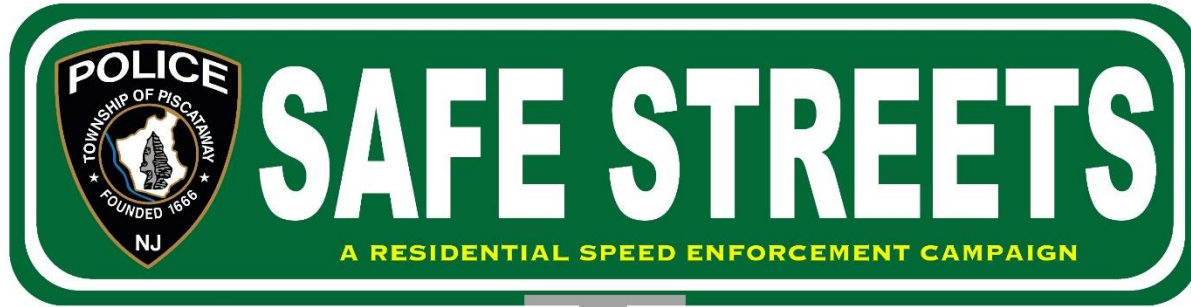
“The Model of A Local Traffic Safety Campaign”



PISCATAWAY PROMOTES



PISCATAWAY PROMOTES



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Presented by: Ptl. Bill Kloos #1184

Piscataway Township Police Department

Traffic Safety Division

