

**TOWNSHIP OF WYCKOFF
PUBLIC SERVICE ANNOUNCEMENT**

For Immediate Release
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**WYCKOFF AGAIN WINS THE AWARD OF EXCELLENCE
FOR COMMUNITY TRAFFIC SAFETY – THE HIGHEST AWARD FROM THE
NORTH JERSEY AMERICAN AUTOMOBILE ASSOCIATION (AAA)**

The Township of Wyckoff was awarded the American Automobile Association's highest award, the Award of Excellence, from the North Jersey American Automobile Association for its efforts to promote traffic safety. Wyckoff was one of only eleven (11) municipalities in all of 98 municipalities in Bergen, Passaic and Hudson Counties to receive this distinction. (The 11th time in thirteen years that the Township of Wyckoff has achieved this honor).

The Award of Excellence from AAA was presented to Wyckoff for its continued and consistent efforts of the Wyckoff Police Department in improving pedestrian safety throughout the community. Some of the safety programs include: safety talks with school aged children and senior citizens, demonstrations by bicycle patrol officers at schools, child safety seat inspections by certified police officers, periodic reviews of crash data to review cause and make possible changes, assist school officials in working to develop and maintain safe traffic patterns in school areas, providing school crossing guards with hand held LED flashing STOP signs, reviewed school crosswalk locations and made engineering changes to improve visibility and overall safety, installed traffic delineators at numerous school and high pedestrian crosswalk locations to improve motorist awareness of the requirement to stop for pedestrians, worked with AAA personnel to present the "Otto the Auto" safety program to young children, police officers visited with children at the annual "Safety Town", organized special DWI patrols, displayed the traffic trailer at various locations to advise motorists of their speed as well as to display safety messages, trained school crossing guards in traffic safety, and distributed traffic safety literature to the community.

SAFE DRIVING EDUCATION / ALERTS:

The Wyckoff resident newsletter, "Municipal Update" regularly includes safety guidelines for pedestrian safety and motorists' driving carefully and safely around town. Police Chief David V. Murphy periodically issues public service announcements which address pedestrian safety, awareness of speed limits, pedestrian Halloween safety, back to school pedestrian safety and stopping for pedestrians in crosswalks. A new public service announcement titled "Speed Limits vs Common Sense" reminds residents and motorists that NJ State Law requires motorists to drive at an appropriate reduced speed (meaning slow down) when – approaching or crossing an intersection, approaching a curve in the road, approaching a hillcrest, driving on snow, ice or wet pavement and nearing pedestrians or bicyclists.

- Road markings and school crosswalks are annually repainted and advance warning signs are posted.
- No left turn regulations on Monroe Avenue and Franklin Avenue at certain high traffic time periods.

COMMUNICATING SAFETY MESSAGES – A MULTI-PRONG PROGRAM:

For example, efforts to enhance community traffic safety are communicated:

- Safe driving information distributed through resident newsletters, public service announcements, Friday e-mail blasts, Facebook and Twitter.
- Enforcement of speed limits.
- Enforcement of the law that requires motorists to **STOP** and allow pedestrians in a crosswalk to safely cross the street.

Police Chief David V. Murphy thanks all of his patrol officers for their diligent efforts. Our hard working and dedicated officers make this award happen.

Patrol officers monitor intersections for view obstructions and other hazards. Speed and traffic surveys are ongoing both with traffic counting devices and traffic enforcement measures including the Traffic Trailer Message Board. Wyckoff truly believes in the three "E's" philosophy in traffic safety – "Education, Enforcement and Engineering." The Police Department continues to look for new ways to improve safety within the Township utilizing all three principles.