**STOP LOOK AND WAVE PROPOSAL TO FEDERATED HSA**

**WHAT WE PLAN TO DO**

We hope to revive the 2012 “Stop Look and Wave: Be Safe Be Seen” Campaign, which targets Ridgewood pedestrians and drivers with the goal of preventing pedestrians from being involved in road traffic collisions.

 . We are requesting $3000 for:

* The printing of 4500 Stop, Look and Wave magnets to be distributed to all elementary and middle school students along with age appropriate informational leaflets,
* The printing and installation of a trestle sign on the Franklin Ave. train overpass for 2 weeks in April 2019 and
* The production of a sign to be displayed at Van Neste Square.
* We also propose to hold safety assemblies at each school (as was done in 2012).

**ABOUT STOP LOOK AND WAVE**

The message “Stop, Look, Wave” reminds pedestrians and drivers that they are both users of our village streets. Before crossing a street, pedestrians should stop; make eye contact with the driver, and wave. Drivers should be aware at all times that pedestrians might be present at crosswalks. Too often pedestrians falsely assume that drivers see them. If pedestrians and drivers both learn to take a few extra seconds to look both ways before proceeding through an intersection and to acknowledge each other with a wave to “be safe” and to “be seen”, fewer accidents will occur in Ridgewood. In Ridgewood, 24 pedestrians, on average, are struck by motor vehicles each year.

**HOW IT IMPACTS THE SCHOOLS AND DISTRICT**

Nationally, traffic collisions are the leading cause of fatalities in children ages 2 – 14 years of age. Pedestrian collisions account for 20% of these fatalities. Still, it is important to encourage children to walk to and from school whenever possible. Research shows that physical activity is associated with better overall health, decreased obesity and better academic performance. Also, a decrease in the number of cars near our schools will improve safety for students who walk.

This project will be the first of a larger ongoing educational effort to improve pedestrian safety throughout Ridgewood.

**AMOUNT REQUESTED**

We are requesting **$3000** for the following:

$2047.50 for 4500 magnets

$250.00 for overpass sign

$100 for Van Neste sign

$600 for informational materials to be printed and distributed with the magnets

**ENDORSED BY**

Ridgewood Police Department (will post on their web page)

Dr. Fishbein

Ridgewood Chamber of Commerce

Ridgewood Guild

Ridgewood YMCA

Valley Hospital (will put “Stop Look and Wave” information on the back of their “Healthy Steps” circular that is mailed to every home in Ridgewood)

Citizen Safety Advisory Committee

Age Friendly Ridgewood

Submitted by:

Safe Streets Action Committee