



**POLICE DEPARTMENT**  
CITY OF NEWARK

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For Immediate Release  
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**Newark Police Department Announces Collision Reduction Initiative**  
*Efforts will target high collision roadways, address driver inattention*

February 10, 2016 – Responding to a five-year high in the number of collisions occurring within city limits, the Newark Police Department announced it will launch a Collision Reduction Initiative for 2016.

“Our police officers are committed to ensuring the safety and well-being of all who live, work and visit the City of Newark, as evidenced by a 48% reduction in crime since 2006,” said City Manager Carol Houck. “This initiative will build on their efforts and raise awareness among drivers regarding the need to remain attentive while behind the wheel.”

Beginning this month, the Traffic Unit will focus attention on the highest collision locations and the violations that are the leading contributors to these collisions.

“The goal of the program is to reduce collisions not write tickets,” said Chief of Police Paul Tiernan. “We will combine education of drivers with strict enforcement. The evaluation of the program will be based on the total collision numbers at the end of 2016.”

In 2015, the Newark Police investigated 910 property damage and 222 personal injury collisions. These numbers represent an increase in collisions in 2015 by 48 and 17, respectively. Of the total collisions, 42% occurred on one of six roadways: South College Ave. (113), Cleveland Ave. (100), Elkton Road (90), Delaware Ave. (67), East Main Street (64), and Library Ave. (42).

With respect to the cause of the collisions, reports show the leading cause, 36% of all collisions, was driver inattention. Failure to yield the right of way while making a turn was the second leading factor, accounting for 30% of all collisions.

Motorist and residents are encouraged to follow the progress of this initiative via social media. Enforcement locations will be posted regularly on Facebook, Twitter. #JustDriveNewark

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