

FY 2005

NEW JERSEY

Highway Safety
Annual Report



Richard J. Codey
Acting Governor



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INTRODUCTION

The New Jersey Division of Highway Traffic Safety (DHTS), by N.J.S.A. 27:5F-18 et seq., is responsible under its Director for developing and implementing on behalf of the Governor the New Jersey Highway Safety Program which consists of a comprehensive plan to reduce traffic crashes and deaths and injuries, and property damage resulting therefrom. The plan is to be developed in accordance with the "U.S. Highway Safety Act of 1966" (P.L. 89-564) and any acts amendatory or supplementary thereto. The DHTS is also responsible for procuring and administering federal highway traffic safety funds, and processing and administering grants of these monies to State agencies and political subdivisions. As the state's highway traffic safety agency, DHTS also promotes traffic safety and coordinates activities of state and local agencies toward the goal of a comprehensive statewide traffic safety program. The Highway Safety Plan for federal fiscal year 2005, developed in accordance with 23 U.S.C. 402, is part of this effort.

The DHTS is located in the Department of Law and Public Safety. The Division Director is appointed by and serves at the pleasure of the Governor. By the terms of N.J.S.A. 27:5F-32, the Director is specifically appointed as the Governor's Representative for highway traffic safety matters to the National Highway Traffic Safety Administration, although as a functional matter this also entails dealing with the Federal Highway Administration of the United States Department of Transportation. The Director is also chairperson of the Governor's Highway Traffic Safety Policy Advisory Council. The Director's administration of the Division is under the direction and supervision of the Governor and the Attorney General.

EXECUTIVE SUMMARY

The Highway Safety Plan for federal fiscal year 2005 (October 1, 2004 through September 30, 2005) was supported by \$9.9 million in federal funding and addressed nine priority program areas. The funds included the annual allotment of Section 402 State and Community Highway Safety funds, Section 405 Occupant Incentive Grant funds, Section 157 Incentive Grant funds, Section 157 Innovative Grant funds, Section 2003(b) Child Passenger Safety Belt funds and funds for Section 163 - Safety Incentives to Prevent Operation of Motor Vehicles by Intoxicated Persons. Funds received under these sections of Title 23 initiated projects in the following areas: alcohol and other drug countermeasures, occupant protection, pedestrian and bicycle safety, community traffic safety programs, police traffic records, roadway safety and traffic records. A total of 660 projects were funded through the Highway Safety Plan for both state and local programs. The Division also continues to oversee and coordinate the state Drunk Driving Enforcement Fund, N.J.S.A. 39:4-50.8.

The annual report provides an overview of the projects funded during the year, and is followed by a status of each goal identified in the FY 2005 Highway Safety Plan. For FFY05, DHTS submitted an ambitious HTSP that encompassed fourteen goals. We are pleased to report that, based on current data, eleven of those goals have been met and in some cases will be exceeded by December 31, 2005. The Division believes the funded projects and activities in those areas in which the goals were achieved contributed significantly to their successful completion. Most notable is the seat belt usage and conversion rate, coupled with record high participation by law enforcement agencies in two nationwide campaigns, Click It or Ticket (CIOT), and You Drink and Drive, You Lose (YDYL). The Division notes that only three of the goals fell somewhat short of completion. In these cases, the Division intends to review the funded activities related to the goals to determine whether different and/or additional projects are needed to achieve these goals. Taken as a whole, the DHTS agenda made great gains in its overall mission and the attending programs that make it possible.

PROGRAM FUNDING

FEDERAL FUNDED PROGRAMS

A. Section 402 Program

The State and Community Highway Safety grant program is administered at the federal level primarily by the National Highway Traffic Safety Administration and partially by the Federal Highway Administration. The funds are intended to provide seed money to catalyze innovative programs and leverage other state, local and private resources. The 402 program improves enforcement of existing laws, changes public attitudes through educational programs, and builds state and local leadership in highway safety.

B. Section 405 Program

The Section 405 Occupant Protection Incentive Grant program provides incentive grants to encourage states to adopt and implement effective programs to reduce highway deaths and injuries resulting from individuals riding unrestrained or improperly restrained in motor vehicles.

C. Section 157 Incentive Program

The Transportation Equity Act for the 21st Century (TEA-21) established a program of incentive grants to encourage States to increase seat belt use rates. Incentive grants are awarded to states demonstrating an increase in seat belt usage rates.

D. Section 157 Innovative Program

The Innovative grant program provides funds to conduct a statewide program of highly visible enforcement and publicity programs that will result in increased seatbelt usage rates.

E. Section 163 Program

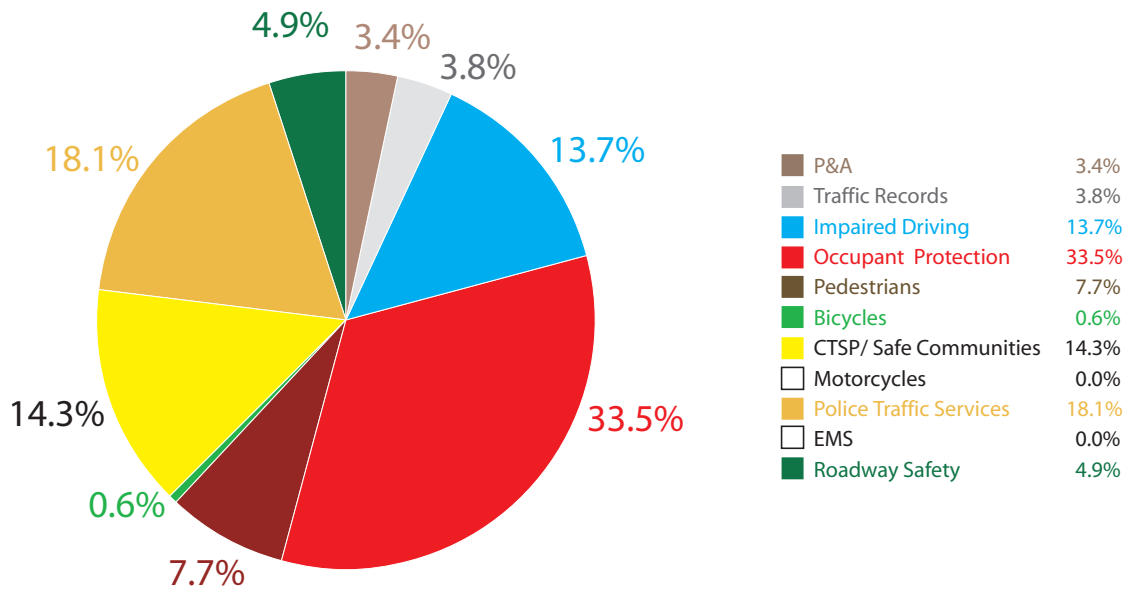
Section 1404 of TEA-21 established a program of incentive grants to encourage states to establish 0.08 percent blood alcohol concentration as the legal limit for drunk driving offenses. A state may use these grant funds for any project eligible for assistance under Title 23.

F. Section 2003(b) Child Passenger Safety

Section 2003(b) provides funds to implement child passenger protection programs designed to prevent deaths and injuries to children, educate the public concerning the proper installation of child restraints and train child passenger safety personnel concerning child restraint use.

FINANCIAL SUMMARY

	402	405	157	157	163	2003b	Total	% of Total
P&A	\$338,000						\$338,000	3.4%
Traffic Records	\$365,794				10,000		\$375,794	3.8%
Impaired Driving	\$279,339				1,081,475		\$1,360,814	13.7%
Occupant Protection	\$304,781	971,647	100,000	1,755,000		210,500	\$3,341,928	33.5%
Pedestrians	\$768,478						\$768,478	7.7%
Bicycles	\$61,787						\$61,787	0.6%
CTSP/ Safe Communities	\$1,018,233		400,000		7,000		\$1,425,233	14.3%
Motorcycles							\$0	0.0%
Police Traffic Services	\$561,579		600,000		642,389		\$1,803,968	18.1%
EMS							\$0	0.0%
Roadway Safety	\$467,636				20,000		\$487,636	4.9%
TOTAL	\$4,165,627	\$971,647	\$1,100,000	\$1,755,000	\$1,760,864	\$210,500	\$9,963,638	100%



STATE PROGRAMS

A. Drunk Driving Enforcement Fund

The Drunk Driving Enforcement Fund establishes a \$100.00 surcharge on each drunk driving conviction. Monies in this fund are distributed in grants to municipalities and to State, county and interstate law enforcement agencies. The purpose of the grants are to increase enforcement of the drunk driving law. Each law enforcement agency whose officers make arrests leading to DWI convictions and imposition of the surcharge is entitled to grants representing its proportionate contribution to the fund.

Municipalities, the Division of State Police, interstate law enforcement agencies and county law enforcement agencies apply to the Division to use Drunk Driving Enforcement Fund monies for additional DWI enforcement patrols and any appropriate measures pertaining to other DWI activities as approved by the Director of the Division of Highway Traffic Safety.

A total of \$3.48 million was made available to law enforcement agencies during State Fiscal Year 2005 (July 1, 2004 – June 30, 2005) in an effort to reduce alcohol-related fatalities and crashes.

PROGRAM REPORTS

Highlights of specific projects and activities conducted during the year are presented below:

II. Alcohol and Other Drug Countermeasures



New Jersey's percentage of alcohol related fatalities is below the national average; however, impaired driving remains a major concern on the state's roadways. Several alcohol-related initiatives were implemented to combat the dangers of drinking and driving.

The You Drink and Drive, You Lose Holiday Enforcement Campaign was conducted in three counties: Essex, Bergen and Middlesex. County and local police agencies in the three

counties participated in an enforcement campaign between the period of November 22, 2004 and January 2, 2005, with a special emphasis on the week of the Thanksgiving Day holiday and the two-week holiday period at the end of December. A total of 76 police departments in the three counties participated in the campaign. A total of 284 DWI arrests were made as well as 47 arrests for refusal to submit to a breathalyzer test and 66 summonses were issued for possessing an open container of alcoholic beverage. Additional moving and non-moving violation summonses were issued including 2,151 for speed, 1,061 for seat belts and 68 for child restraints.

In addition to the enforcement activities, concerted efforts were made to inform the public about the campaign and inherent dangers of drinking and driving. In cooperation with the New Jersey Division of State Police, a news conference was held on November 23, 2004 at Troop D Headquarters on the Turnpike. Also, the Tri-State Media Partners featured the campaign in the annual "3-D Month" news release. The Tri-State partners also staged alcohol enforcement events in New Jersey, New York and Connecticut on the evening of December 17, 2004. During the event, News 12-NJ rode along with the East Orange Police Department during an impaired driving enforcement patrol while WNBC-TV 4 conducted a similar ride-along with the Belleville Township Police Department.



The Bergen County Office of Highway Safety carried out its annual "Sabers and Roses" impaired driving enforcement campaign during the same time period of the campaign. Thirty-seven police agencies participated in the program, resulting in 49 additional DWI arrests, 171 speeding summonses and 690 total summonses issued. The Passaic County DWI Task Force also conducted a county-wide impaired driving enforcement campaign on the evening of November 29, 2004. Fifteen of the seventeen police agencies in the County participated in the program resulting in another 9 DWI arrests, 96 other summonses and 13 vehicle impounds. The Morris County Prosecutor's Office, in cooperation

with the Township of Randolph Police Department, staged a DWI checkpoint on Route 10 in Randolph on the evening of December 11, 2004.

Statistics compiled over a ten-year period revealed that 71 percent of fatal crashes that occurred on the state's roadways on Super Bowl Sunday were alcohol related. By comparison, approximately 32 percent of fatal crashes, on average, were found to be alcohol related on other days. A press conference was held on February 4, 2005 at Cooper University Hospital in Camden to warn the public that the combination of travel and partying can prove deadly and if drinking while at a Super Bowl party, have a designated driver.



In 2005, the division, for the first time, mobilized the entire law enforcement community for an impaired driving campaign as part of the national You Drink and Drive, You Lose Campaign. The campaign, which was conducted from August 19 – September 5 and focused on the Labor Day Holiday weekend, called on the law enforcement community to conduct high-visibility checkpoints and roving patrols during the campaign. Two news conferences were held to raise awareness of the campaign. The campaign was formally launched at a press conference in Times Square, New York

City on August 22. Speakers at the event included the former Administrator of the National Highway Traffic Safety Administration, Dr. Jeffrey Runge. The Attorney General, Peter Harvey, held a second news conference, targeting the Philadelphia media market, in Pennsauken on August 25. Both media events were well covered by television, radio and print journalists that served to raise awareness of the DWI campaign.

Highlights of the two-week campaign included the participation by 382 police agencies compared to 102 in 2004. A total of 1,583 DWI arrests were made compared to 316 in 2004. There were a total of 50,665 summonses issued for DWI, speeding, seat belt compliance and other citations and 11,672 speeding summonses and 5,739 seat belt citations.

The Alcohol/Drug Test Unit (ADTU) coordinators trained 514 new breathalyzer operators at 19 five-day Breathalyzer Operator Courses. There are currently over 12,000 certified breathalyzer operators in the state. The ADTU coordinators also re-certified 2,408 breathalyzer operators, conducting 86 one-day re-certification classes. ADTU coordinators also trained 668 police officers in DWI identification, apprehension, processing and prosecution at the Standardized Field Sobriety classes held at 23 five-day courses.

The Alcotest 7110 MKIII-C is the new breath test instrument that has been approved for all police agencies. A total of 50 Alcotest systems were purchased and installed at 25 New Jersey State Police road stations.

Members of the ADTU continued to work closely with the Office of the Attorney General and the Camden County Prosecutor's Office with regard to the Alcotest 7110 MKIII-C breath test unit. ADTU coordinators trained 6,345 Alcotest operators at 282 conversion courses. The first re-certification courses for the new breath test unit will begin in calendar year 2006.



The ADTU also coordinates the Drug Evaluation Classification/Drug Recognition Expert training program. A member of the ADTU has been appointed as State Coordinator. This training enables police officers to classify operators of motor vehicles as being under the influence of one or more of seven categories of drugs other than alcohol. The ADTU conducted training for 91 Drug Recognition Experts (DRE) in three classes. Additionally, 113 certified DRE's satisfied the mandatory requirements and were re-certified in five re-certification classes.



The Division of Alcoholic Beverage Control continued to oversee the statewide Cops In Shops Program. This program helps curtail underage drinking by bringing undercover law enforcement officers and retail establishments together in a partnership designed to deter the sale of alcohol to underage individual and to stop adults from attempting to purchase alcohol for people under the legal age. The participating municipalities were as follows: Absecon, Deptford, Eatontown, Egg Harbor Township, Gallopway Township, Glassboro, Hackensack, Long Branch, Madison, Mahwah, Morris Township, Morristown, Ocean Township (Monmouth County), Princeton Borough,

Ramsey, Rutherford, South Bound Brook, South Orange Village, Summit and Teaneck.

A total of 190 separate charges were lodged against those arrested. Of the 190 offenses charged, 118 were for violations relating to the illegal possession or attempt to possess alcohol by a person that is underage or by an adult purchasing for an underage. Once again, the program has proven successful in its efforts to deter underage drinking. The participating retail license establishments also display posters warning underage individuals that police officers may be present in a undercover capacity. This has proven to be a strong deterrent and has decreased the number of underage individuals attempting to purchase alcohol. The Division of ABC also conducts training sessions for the law enforcement community and retail licensees that includes methods for deterring underage drinking and identifying fraudulent identification items that are presented by those underage attempting to purchase alcohol.

A total of 22 towns also participated in the Cops In Shops summer shore initiative. During this initiative, 330 arrests were made and 482 separate charges were lodged against those arrested. Of the 482 offenses charged, 336 were for violations pertaining to the illegal possession or attempt to possess

alcohol by a person that is underage or by an adult purchasing for an underage person. During the program a large number of underage individuals were found to possess false identification and were using the same to enter a licensed premise to obtain alcoholic beverages.

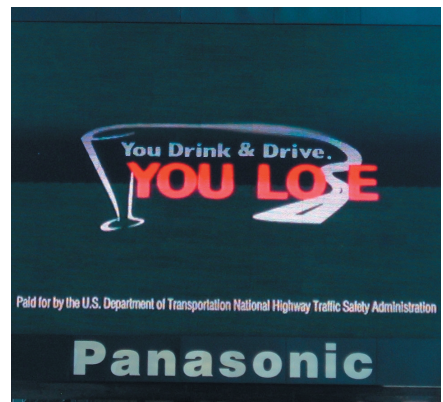
Additionally, overtime salaries were provided to investigators for undercover operations at bars, restaurants and nightclubs in an effort to curtail the consumption of alcoholic beverages by persons under the legal age. In addition to arresting 126 persons for underage consumption, administrative violations against the licensed establishments were also pursued.

The Gloucester County Highway Safety Task Force sponsored a video production contest for nearly 150 students from eight county high schools. The production included a 90-second spot with music, dialogue and statistical information that demonstrated the consequences of driving after drinking. The winning videos were shown at the United Artists Theaters.

Two peer educator programs were conducted at the College of New Jersey and New Jersey City University. Programs were developed whereby peer educators attended sessions both on and off the college campus to educate young people about the dangers of drug use and abuse with a relationship to traffic safety. In addition, meetings were regularly held and programs created to raise awareness among the various college fraternities and sororities. Particular attention was paid to the incoming freshmen and other students that showed a disregard for vehicle and occupant safety.

The Rutgers Comprehensive Alcohol and Traffic Education and Enforcement (R-CAT) Program conducted enforcement and education initiatives. Several specialized patrols were used to cover the campus in an effort to reduce drinking and driving during peak periods of DWI violations. Prior to the beginning of each semester, the Community Police Officers instruct all new and transfer students on drinking and driving policies. Community Police Officers also served as outreach coordinators and provided students with information on campus resources for counseling and other support programs related to alcohol use and abuse. All enforcement activities were supplemented with educational information.

The New Jersey Prevention Network addressed the underage drinking problem among Latino, African-American, Asian and



White youth as well as other under-served populations in the state. Fatal vision goggles were used to address the alcohol problem as it relates to safety operating a motor vehicle. Training was provided to 16,713 students in 57 high schools, 4 colleges and 3 Juvenile detention centers.

GOALS

1. To decrease the percentage of alcohol related fatalities from 37 percent in 2003 to 35 percent in 2005.

Accomplishment

The data file for calendar year 2005 is currently incomplete. As data becomes available for calendar year 2005, it will be forwarded for review.

Data Source: U.S. Department of Transportation, Fatal Analysis Reporting System, 2005

2. To decrease the percentage of drivers, under 21 years of age and involved in fatal alcohol crashes, from 7 percent in 2003 to no more than 5 percent in 2005.

Accomplishment

The data for calendar year 2005 is incomplete. A report will be submitted under separate cover when finalized.

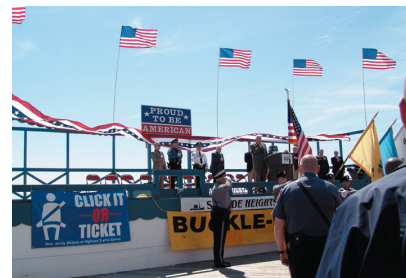
Data Source: U.S. Department of Transportation, Fatal Analysis Reporting System, 2005

III. Occupant Protection



The 2005 Click It or Ticket mobilization targeted seat belt enforcement and education by 435 police agencies in the state, 240 of which received Click It or Ticket grants through Section 157 funding. An additional \$300,000 was received for a paid media campaign to support the mobilization. Three kickoff events were held to launch the campaign. The program was announced at the statewide “101 Safe Driving Days of Summer” event on May 19 on the Boardwalk in Seaside Heights. The enforcement phase of the program began with a pair of operations on the morning of May

23 at the George Washington Bridge in Fort Lee, conducted by the Bergen County Police Department and on Route 73 in Camden County, conducted by the Pennsauken Police Department. More than 65,500 seat belt summonses were issued and 1,875 radio spots in support of the campaign were aired on 60 radio stations in the New Jersey, Philadelphia and New York City radio markets. A new school initiative resulted in the Click It or Ticket public address announcement being read to students at 87 high schools.



The Buckle Up South Jersey seat belt mobilization was conducted from November 15-19, 2004. The one-week enforcement program provided grants to 91 police departments in the counties of Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester and Salem. The first regional program of its kind in the state provided overtime funds to conduct high visibility seat belt enforcement patrols. Nearly 10,000 seat belt summonses were issued by county, state and local law enforcement agencies. The pre-mobilization seat belt usage rate was identified at 71.8 percent. Following the week of enforcement that rate increased to 79.6 percent.



The New Jersey Institute of Technology conducted the post-mobilization survey following the campaign. Results of the survey indicated that the seat belt usage rate rose for the ninth consecutive year to an all-time high of 86 percent.



The Division provided funds to the Department of Community Affairs’ Center for Hispanic Policy, Research and Development to assist Hispanic organizations in developing public education programs geared toward raising child seatbelt and car seat awareness. The program provided funds and technical assistance to public and private community-based child care and pre-school centers that offer programs to serve the needs of children under 8 years of age in the Hispanic community. Information was provided to increase awareness regarding child passenger safety among the general Hispanic population and educate Hispanic parents and children on the appropriate

use of child passenger restraints. The organizations that received sub-grant awards from the Center were as follows:



ASPIRA, Inc. of NJ - Newark
La Casa de Don Pedro - Newark
Puerto Rican Action Board, Inc. - New Brunswick
PACO - Jersey City
Morris County Office of Hispanic Affairs - Dover
Mercer County Hispanic Association - Trenton
Puerto Rican Association for Human Development - Perth Amboy
Puerto Rican Action Committee of Salem County - Penns Grove
Spanish American Social Cultural Association - Willingboro

Funding was provided to sixty municipal police departments and county Sheriff Offices to conduct child safety seat checkpoints and educational programs and provide materials to reduce the misuse, non-use and misinformation in the area of child passenger safety and seat belt use. Over 500 child safety seat checkpoints were conducted and approximately 8,000 car seats were inspected. In addition, educational programs were presented to representatives at hospitals, parent-teacher meetings, and civic events.

GOALS

1. To reduce occupant fatalities under the age of eight from seven in 2003 to four in calendar year 2005.

Accomplishment

As of December 8, 2005, there were six occupant fatalities under the age of eight. This number is identical to last year's fatalities for the same period of time.

Data Source: U.S. Department of Transportation, Fatal Analysis Reporting System, 2005

2. To increase seat belt use rate from 82 percent in 2004 to 84 percent in 2005.

Accomplishment

An observational survey of seat belt usage revealed a statewide usage rate of 86 percent.

Data Source: New Jersey Institute of Technology, Seat Belt Survey, 2005

3. To reduce the number of unrestrained occupant fatalities, as a percent of all occupant fatalities, from a rate of 55 percent in 2003 to no more than 50 percent in December 31, 2005.

Accomplishments

The percent of occupants unrestrained and killed in motor vehicle crashes during 2004 was 51 percent of all occupants killed. The file for 2005 is incomplete at this time, however, the percent of unrestrained occupants killed in motor vehicle crashes has thus far been reduced to approximately 30 percent of all occupant fatalities.

Data Source: U.S. Department of Transportation, Fatal Analysis Reporting System, 2005

IV. Pedestrian and Bicycle Safety



Twenty-nine comprehensive pedestrian safety grants were awarded during the year. These comprehensive grants funded pedestrian safety efforts relating to enforcement and education. The enforcement component paid for overtime so that police officers could patrol targeted high pedestrian crash locations to issue summonses to motor vehicle violators who's action put pedestrians at risk. The educational component provided funding to purchase pedestrian safety educational materials for delivery to high risk segments of the pedestrian population including children, the elderly and non-English speaking residents. These comprehensive pedestrian safety grants have helped to increase awareness of pedestrian safety.

A non-lapsing revolving fund known as the “Pedestrian Safety Enforcement and Education Fund” was created in accordance with P.L. 2005, chapter 86. The fund is financed by increased fines to motorists for failing to yield to a pedestrian crossing the roadway at an intersection. The fine has been increased to \$100 of which \$50 is dedicated to augment the existing pedestrian safety grant program administered by the DHTS. Priorities in awarding grants will be given to municipalities and counties requesting funds in order to take remedial steps for intersections that have been identified as demonstrating pedestrian safety problems in accordance with P.L. 2005, chapter 158.



The Brain Injury Association conducted a total of 29 bicycle safety presentations and 3 in-service training programs for pre-school teachers and parents in Camden County. Printed materials were distributed at locations and health care events in the low-income areas of Camden, Paterson, Lakewood, Neptune and Asbury Park. The website continues to receive a great deal of attention as it includes safety tips, facts, safety quizzes and news articles. Since its inception, the website has received approximately 100,000 hits. A total of 1,625 bicycle helmets were distributed throughout the year. Both the parent and child received instructions on the proper fitting of helmets and information on the importance of wearing a helmet while riding a bicycle. An audio tape on helmet safety was produced for Weisman Children’s Hospital in Voorhees and recorded on all in-coming calls to the hospital.

The East Windsor Police Department educated bicyclists on proper bicycle safety and the importance of wearing helmets when riding. Bicycle safety information, helmets and night riding lights were provided to the nearly 1,000 residents that attended the community program.



On August 26, 2005, P.L. 2005, chapter 208, was signed into law requiring persons under 17 years of age to wear a helmet when operating or riding a bicycle, roller skates or a skateboard. The previous law required persons under 14 years of age to wear a helmet when operating this equipment. The effective date of the legislation is March 1, 2006.

GOALS

1. To reduce the number of pedestrian fatalities from 147 in calendar year 2003 to 140 by December 31, 2005.

Accomplishment

Preliminary data for 2005 indicates there were 133 pedestrian fatalities as of December 8, 2005 compared to 152 for the same period in calendar year 2004. This represents 20 percent of all fatalities.

Data Source: U.S. Department of Transportation, Fatal Analysis Reporting System, 2005

2. To reduce the number of pedestrians injured by 5 percent from 5,023 in 2003 to 4,808 by the end of calendar year 2005.

Accomplishments

The data file is currently incomplete. A report will be submitted under separate cover when finalized.

Data Source: New Jersey Department of Transportation

3. To reduce the number of pedestrians killed under the age of 15 from 12 in calendar year 2003 to no more than 10 in 2004.

Accomplishment

As of December 8, 2005, the number of pedestrian fatalities under 15 years of age was 8 compared to 11 for the same period in calendar year 2004.

Data Source: U.S. Department of Transportation, Fatal Analysis Reporting System, 2005

4. To reduce the number of pedestrians killed, age 65 and older, from 53 in calendar year 2003 to 49 by December 31, 2005.

Accomplishment

As of December 8, 2005, the number of pedestrian fatalities for those 65 years of age and older had been reduced to 32 fatalities compared to 37 fatalities for the same period during calendar year 2004.

Data Source: U.S. Department of Transportation, Fatal Analysis Reporting System, 2005

5. To reduce the number of bicyclists killed under the age of 15 from 3 in calendar year 2003 to no more than 2 by December 31, 2005.

Accomplishment

As of December 8, 2005, the number of bicyclists killed under 15 years of age totaled 4 fatalities compared to 1 in 2004.

Data Source: U.S. Department of Transportation, Fatal Analysis Reporting System, 2005

6. To reduce the total number of bicyclists injured from 2,160 in 2003 to 2,054 by December 31, 2005.

Accomplishments

The data file for 2005 is incomplete at this time. A report on these injuries will be reported under separate cover when finalized.

Data Source: New Jersey Department of Transportation

7. To reduce the number of bicyclists killed while not wearing a helmet by 3 percentage points from 89 percent in calendar year 2003 to 86 percent by December 31, 2005.

Accomplishments

Preliminary data for 2005 indicates that 86 percent of bicyclists killed in crashes did not wear a helmet at the time of a crash. This number indicates a slight improvement in bicycle helmet usage.

Data Source: U.S. Department of Transportation, Fatal Analysis Reporting System, 2005

V. Community Traffic Safety Programs

Community Traffic Safety Programs were implemented in the following twelve counties: Atlantic, Burlington, Bergen, Camden, Cumberland, Gloucester, Hudson, Middlesex, Morris, Ocean, Passaic and Union. Funds were provided to support counties in their efforts to develop and implement programs and educate the public of the dangers associated with traffic in their areas. Programs were administered through an established unit in the community and provided for public and private input and participation in an action plan to solve one or more of the county's traffic safety problems.

Highlights of the public information and education program included the ongoing partnership with the New Jersey Broadcasters Association. A DHTS contract with the Broadcasters Association once again allowed the highway safety message to reach millions of New Jersey residents through radio public service announcements. In addition, various messages were also aired by Shadow/Metro Traffic. Topics that were addressed included child passenger safety, You Drink and Drive...You Lose campaign, seat belt campaign, and cell phones/driver distraction. For the period October 2004 through September 2005, the Division received a total of 17,018 radio spots and 644 television spots with a value of \$1,480,514 for an investment of \$155,000.



The "Safety Cruiser" was successful in providing information to the citizens of the state and was displayed at various events throughout the year. The traffic safety bus was also used in cooperation with the Community Policing Unit of the Division of State Police. The bus provided citizens with access to information and materials on all areas of traffic safety. The bus is equipped with video and driver simulator equipment, child car seats and other materials. A total of 54 events were held and over 6,000

individuals took the opportunity to tour and experience the various traffic safety equipment located on the bus. The schedule of events in 2005 is listed as follows:



October 2, 2004	New Jersey State Police Event, Metuchen	30
October 7, 2004	Chubb Insurance, White House Station	85
October 8, 2004	Chubb Insurance, Warren	21
October 8, 2004	Willingboro Fire Department	111
October 9, 2004	Hightstown Community Day	105
October 17, 2004	New Jersey State Police Event, Chatsworth	100
October 22, 2004	Very Beginners Daycare, Hightstown	87
October 23, 2004	New Jersey State Police Academy, Seagirt	500
October 25, 2004	Rider College, Lawrenceville	82

November 1, 2004	Atlantic City Service Area, Garden State Parkway	11
November 13, 2004	New Jersey State Police, Brookdale	153
April 7, 2005	Fort Dix Alcohol Screening Day	50
April 17, 2005	Plainsboro Police Department Police Expo	100
April 28, 2005	New Jersey State Police	100
April 30, 2005	Trenton Community Health Fair	200
May 1, 2005	Walk America 2005, Belmar	100
May 7, 2005	Warren County Law Enforcement Day	200
May 14, 2005	Pennington Day	100
May 19, 2005	101 Days Kick Off, Seaside Heights Boardwalk	50
May 20, 2005	Perth Amboy Police Open House	236
May 27, 2005	North Arlington High School	100
June 5, 2005	Medford Arts Festival	70
June 8, 2005	Public Service Electric and Gas, Edison	46
June 11, 2005	Cumberland County Safety Day, Vineland	50
June 13, 2005	DARE Graduation, Manahawkin	200
June 18, 2005	Bicycle Rodeo, Middlesex	72
June 23, 2005	Immaculate Conception Church Festival, Annandale	250
June 25, 2005	Parkway State Police Child Safety Seat Inspection	110
June 28, 2005	Johnson & Johnson Safety Fair, Piscataway	100
July 5, 2005	Fifth Annual Water Safety Program, Seaside Hts.	26
July 11, 2005	Summer Transportation Institute, Paterson	28
July 15, 2005	Funtasia for Kids 2005	200
July 17, 2005	Dept. of Personnel Health Fair, Perth Amboy	17
July 20, 2005	AAA South Jersey, Voorhees	71
July 29, 2005	Festival of Balloons, Hunterdon County	77
August 1, 2005	Community Night Out, Mantua Township	91
August 2, 2005	National Night Out, East Rutherford	190
August 5, 2005	New Jersey State Police Graduation	60
August 6, 2005	Highbridge Police Department	60
August 13, 2005	4th Annual Children's Safety Day, Camden	75
August 14, 2005	Bicycle Rodeo, Long Beach Island	85
August 18, 2005	Trenton Central School	39
August 21, 2005	Jersey City Puerto Rican Parade	300
August 25, 2005	Click It or Ticket South Jersey, Pennsauken	20
August 27, 2005	Riverside Auto Show	25
September 10, 2005	Fairfield Town Day	120
September 11, 2005	NEYCOM Day, Newton	150
September 15, 2005	Safety Town Day, McGuire Air Force Base	63
September 16, 2005	NJ Council on Special Transportation, Holmdel	41
September 17, 2005	Bordentown Twp. Community Day	108
September 18, 2005	Marlboro Day	244
September 28, 2005	Lacy High DWI Demo., Lanoka Harbour	430

Representatives from the DHTS, Federal Highway Administration, New Jersey Department of Transportation, Motor Vehicle Commission, Rutgers University and the Insurance Council of New Jersey created the “12 Months of Traffic Safety” public outreach campaign. The campaign highlighted a different traffic safety issue each month. A monthly distribution of brochures and posters were made available at motor vehicle agencies and DOT facilities highlighting each of the following traffic safety issues.

January	Aggressive Driving
February	Drive Safely in Inclement Weather
March	Pedestrian and Bicycle Safety
April	Work Zone Safety
May	Seat Belt and Child Passenger Safety
June	Motorcycle Safety
July	Listen to the Signs/Driver Inattention
August	You Drink and Drive...You Lose
September	Intersection Safety/Older Driver Safety
October	School Bus Safety
November	Truck Safety
December	Rail Safety

Display racks have been situated at Motor Vehicle Agencies throughout the state. Brochures on a variety of traffic safety topics are placed on display and made available to the visiting public. The DHTS was also represented on the Motor Vehicle Commission Affordability and Fairness Task Force. The task force is addressing a number of issues that include a review of New Jersey’s point system for licensed drivers, non-driving related offenses and the insurance surcharge program to name a few.

In recognition of the successful completion of the National Transportation Safety Board’s “Most Wanted” safety recommendations, the NTSB awarded New Jersey its Certificate of Achievement for Legislative Safety Leadership. New Jersey was one of only two states to receive the honor. The award recognized the state’s efforts in three key areas: Seat belt enforcement, child passenger safety and highway safety for young drivers.

VI. Police Traffic Services/Speed Control



The Eastern Region Police Leadership Conference was held from February 28 through March 2. Information and materials were presented to the leadership of law enforcement from states represented by the National Highway Traffic Safety Administration's Eastern Region which includes New Jersey, New York, Puerto Rico and the Virgin Islands. Over 200 command level and senior law enforcement officials met at the Sheraton Meadowlands Hotel in East Rutherford to receive information and foster new relationships between the highway safety community and police administration from state, county and local law enforcement agencies.

Police personnel attended various training courses directly related to highway traffic safety and crash investigation. Formal training in crash investigation, vehicle dynamics and crash reconstruction was provided throughout the year. Crash Investigation I is the basic or at-scene course, which instructs officers on the proper techniques for recognizing and properly recording damages as a result of collisions on roadways. This course was attended by 269 police officers. The Crash Investigation II course placed an emphasis on vehicle damage analysis and vehicle behavior during collisions. This course was attended by 148 police officers. The third course, vehicle dynamics, was attended by 118 police officers. This course provided attendees with advanced math as it applies to collisions and vehicular behavior. Two Traffic Crash Reconstruction classes were held with a total of 39 police officers attending. Advanced training in Traffic Crash Reconstruction was offered and included training in Human Factors in Traffic Crash Reconstruction, Pedestrian/Bicycle Crash Investigation and Interviewing Techniques for the Traffic Crash Investigator. A total of 102 officers attended the advanced training programs.

Law enforcement agencies from throughout the Passaic County area joined forces to promote safe driving at the start of the heavily traveled Memorial Day and Labor Day Holidays. The aggressive driving task force included representation from municipal police departments in Passaic, Morris and Essex counties, the Passaic County Sheriff's Department, the Passaic County Prosecutor's Office and the New Jersey State Police. Over 140 police officers participated in the enforcement initiative. A total of 1,741 summonses were issued and 11 criminal arrests were made.

A pilot-program was conducted cooperatively by the Belleville, City of Newark and Essex County police departments along a high crash segment of Route 21. Over 352 hours of overtime enforcement were worked and 536 total summonses were issued, including 159 speeding summonses.

The Deputy Attorney General serving as the traffic law enforcement and prosecution specialist in the Division of Criminal Justice developed a curriculum that was used to train breath test operators in providing evidence in the detection and prosecu-



tion of drunk drivers. Meetings were held with municipal prosecutors and assistant county prosecutors charged with the prosecution of these offenses and collaborated with the New Jersey State Police Alcohol and Drug Test Units and Forensic Laboratory to resolve operational and legal issues regarding the rollout of the Alcotest 7110 MKIII-C breath test unit. The Deputy Attorney General also participated in the litigation of several DWI cases in which the Alcotest breath test instrument was utilized and provided legal advice to municipal and county assistant prosecutors in specific cases utilizing the instrument.

A multi-media presentation was created through a grant with the Essex County Prosecutors Office that was presented in high schools and to community groups to promote traffic safety. Particular emphasis was placed on presenting the program in the urban areas of Essex County or other parts of the state where the highest rate of fatal crashes occur. Over 4,000 middle and high school students have had the opportunity to see the presentation that has been featured in news articles and recognized statewide.

A workshop was also held in September to offer grantee training to municipal, county and state representatives. The program provided an overview of federal and state requirements, fiscal guidelines/requirements and a discussion on purchasing procedures for commodities and issues regarding public relations.

GOALS

1. To reduce the fatality rate per 100 million vehicle miles traveled from 1.05 in 2003 to 1.03 in 2005.

Accomplishment

There were a total of 731 fatalities in calendar year 2004. The estimated number of vehicle miles traveled in 2004 was 70 billion. The estimated death rate for 2004, which is calculated using total fatalities and vehicle miles traveled, was 1.04 deaths per 100 million vehicle miles traveled. As of December 8, 2005 the number of fatalities reported for calendar year 2005 was 668. If the vehicle miles traveled increases at an anticipated rate of 1.9 percent, the fatality rate in 2005 is estimated at 1.1 deaths per 100 million vehicle miles traveled based on 792 fatalities for the year.

Data Source: U.S. Department of Transportation, Fatal Analysis Reporting System, 2005

2. To reduce the number of traffic crash injuries from 79,756 to 75,300 by December 31, 2005.

Accomplishment

The data file is currently incomplete. A report on traffic injuries will be submitted under separate cover when finalized.

Data Source: New Jersey Department of Transportation

VII. Roadway Safety

The Roadway Safety Work Force Training and Resource project at Rutgers University provided a total of 148 workshops for over 7,000 transportation professionals, students and employees. Thirty-six additional sessions were held in 2005. The greatest demand was for “basic” safety workshops. There was also a demand for advanced level safety workshops, specifically refresher training for road workers. The police community continued to participate in the “train-the-trainer” series and safety conferences proved to be very popular.

There is a continued need for training of transportation workers to protect themselves and the motor-ing public while working in the roadway. Over 1,000 workers received “work zone safety training. Ten traffic control coordinator workshops were held and the police work zone safety train-the-trainer series was offered in three regions that netted over 300 participants.



A strong relationship continued between the students and staff of the Garrett Morgan Transportation Academy and Rutgers University. The Garrett Morgan Academy was formed to educate future engineers and workers in the transportation field. Students receive bi-weekly training on safety issues that include: intersection safety, pedestrian safety, transportation safety design, safe communities and safety enforcement.

The Sixth Annual Work Zone Safety Awareness Conference was held on March 9. The purpose of the was to promote work zone safety awareness through recognition of the best practices in New Jersey. Over 250 people attended the day-long conference.

Traffic interns were hired during the summer months in Sussex, Union and Warren counties to assist the county traffic engineer with the video logging of all county roads. The video log is a record of road signs, pavement marking road surface conditions, intersection traffic, traffic signals, sight distance, vegetation encroachment on roadways and other safety issues. The video log is valuable to committees when discussing site plans or sub-division reviews.

VIII. Traffic Records

The Statewide Traffic Records Coordinating Committee, chaired by the Department of Transportation, met periodically to address data related matters. A pilot test by several police departments has begun to determine the use of software that will allow law enforcement officers to collect crash data in patrol cars and directly upload the data to headquarters and then to the Department of Transportation. The GPS/GIS sub-committee completed geo-coding all state and county roads and will work to code municipal streets. The crash record reporting form has been revised with an implementation date of January 1, 2006.

A presentation on best practices in traffic records was made at the Traffic Records Forum in Buffalo, New York in August. The Division continues to be represented on the Executive Board of the Association of Transportation Safety Information Specialists. The professionals on this Board are committed to improving traffic record data collection nationwide.

PAID MEDIA

Paid media was used to support the Click It or Ticket enforcement efforts. Funds in the amount of \$267,998.00 were used to produce radio spots and obtain bus tail-light displays and billboards. The campaign was conducted over a two-week period and reminded motorists to buckle up or receive a ticket, in other words, Click It or Ticket.



Radio Station Criteria

Station performance was evaluated on an average of the Spring 2004, Fall 2004 Arbitron surveys for men 18-34.

A variety of station formats were purchased to effectively reach the target audience. Each station was evaluated individually on the following criteria and then as a component of the overall buy.

- Philadelphia stations with southern Jersey penetration
- New York stations with northern and central New Jersey penetration
- A high percent of audience in the men's 18-34 demographic
- African-American/Hispanic skew
- Format compatibility
- Cost effectiveness



Media Tactics

Sixty-second radio spots were purchased as the primary medium to achieve maximum awareness in the two-week period. The buy was also supplemented with a :10 second traffic sponsorship across all three markets (New York, New Jersey, Philadelphia) for additional general market awareness. A total of 1,875 spots and 470 Metrotraffic spots were run at a cost of \$234,776.00

There were 220 bus taillight displays purchased at a cost of \$18,105.00. The Click It or Ticket message was displayed on buses that were operational in North and Central New Jersey.



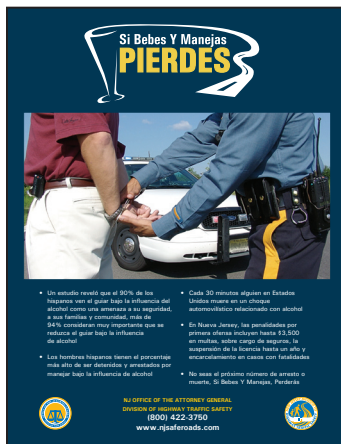


Outdoor billboards were produced and displayed in Camden, Atlantic City and Trenton at a cost of \$15,117.00.

Impressions delivered: Radio (NY, NJ, Phila) 2,108,640 M18-34
 Outdoor and Transit 22,573,700 A18+

Cinema screens and ads were placed in AMC theaters as part of the campaign at no cost.

Paid advertisements, addressing the dangers of drinking and driving and the benefit of seat belts, were placed in the following publications:



Al Dia – Weekly Publication

Circulation: (Hispanic - General Public) 28,720

Distributed throughout the following counties:

Atlantic, Burlington, Camden, Cumberland, Gloucester, Mercer and Warren.

Cost: \$4,575.00



Immigration and American Citizenship Organization (IACO) –

Quarterly Publication

Circulation: (Hispanic – Non-profit organizations and service agencies) 10,000

Distributed statewide

Cost: \$3,840.00

Nosotors – Monthly publication

Circulation: (Hispanic – General Public) 10,000

Distributed throughout Monmouth, Mercer, Middlesex and Ocean Counties

Cost: \$630.00

In addition, the division exhibited at the 15th Annual Convention Expo and Career Fair of the Statewide Hispanic Chamber of Commerce on October 14, 2005. The cost to exhibit was \$500.00.

LEGISLATION

The following highway safety legislation was enacted and became effective during calendar year 2005.

P.L. 2005, c.086

Approved on May 4, 2005, this legislation created in the Division of Highway Traffic Safety a nonlapsing revolving fund to be known as the "Pedestrian Safety Enforcement and Education Fund." This fund shall be a repository for monies provided pursuant to subsection c. of R.S.39:4-36 and shall be administered by the Division of Highway Traffic Safety. Monies deposited in the fund shall be used for the purpose of making grants to municipalities and counties with pedestrian safety problems. Priority in awarding grants shall be given to municipalities and counties requesting funds in order to take remedial steps for intersections that have been identified as demonstrating pedestrian safety problems in accordance with P.L. 2005, c.158.

P.L. 2005, c.158

Approved on July 19, 2005, this legislation requires the Commissioner of Transportation to identify intersections where there are demonstrated pedestrian safety problems or a high frequency of crashes involving pedestrians and ban the practice of making right turns upon "stop" or "caution" signals at those intersections. The Commissioner of Transportation shall post and shall request county and municipal authorities to post pedestrian crossing yield signs that make reference to State law at all crosswalk intersections that have demonstrated pedestrian safety problems and are not controlled by a traffic control signal. In addition, the Commissioner would be required to consider whether a project is intended to improve pedestrian safety in determining priority of discretionary aid for municipal road projects.

P.L. 2005, c.159

Approved on July 19, 2005, this legislation establishes a regulatory plan for the operation of motorized scooters. Under the provisions of the legislation, it is unlawful to operate motorized scooters upon the public lands, highways, streets and sidewalks. The governing body of any municipality may, by ordinance, permit the operation of motorized scooters upon designated municipal property, other than the streets, highways and sidewalks under municipal jurisdiction. The governing body of any county may, by resolution, permit the operator of motorized scooters upon designated county property, other than the streets, highways and sidewalks under county jurisdiction. Penalties include a fine for the first offense of not less than \$100 nor more than \$200; for the second offense of not less than \$200 nor more than \$500; and for the third offense of not less than \$500 nor more than \$750 and forfeiture of the motorized scooter.

P.L. 2005, c.208

Approved on August 26, 2005, this legislation requires persons under 17 years of age to wear a helmet when operating or riding a bicycle, roller skates or a skateboard. The act shall take effect on March 1, 2006.

P.L. 2005, c.230

Approved on September 22, 2005, this act makes a driver who has never had a driver's license who is involved in a crash that results in the death of another person guilty of a crime of the third degree. Third degree crimes are punishable by three to five years imprisonment, a fine of up to \$15,000, or both. This act is known as "Christopher's Law," in memory of Christopher Williamson, a 12-year old boy who died as a result of a crash involving an unlicensed driver in the summer of 2004.