

FEDERAL FISCAL YEAR 2018 • OCTOBER 1, 2017 THROUGH SEPTEMBER 30, 2018

2018 Annual Report to the Legislature



ZERO FATALITIES



PHILIP D. MURPHY
GOVERNOR
SHEILA Y. OLIVER
LIEUTENANT GOVERNOR



GURBIR S. GREWAL
ATTORNEY GENERAL



GARY POEDUBICKY
ACTING DIRECTOR



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, a comprehensive plan to reduce fatalities, injuries and property damage resulting from traffic crashes. The plan is developed in accordance with the U.S. Highway Safety Act of 1966 (P.L.89-564) and any acts amendatory or supplementary thereto. DHTS is also responsible for procuring and administering federal highway traffic safety funds, and processing and administering grants to State agencies, political subdivisions and nonprofit organizations. As the State's highway traffic safety agency, DHTS also promotes traffic safety and coordinates the traffic safety activities of State and local agencies as part of a comprehensive statewide traffic safety program. The Highway Safety

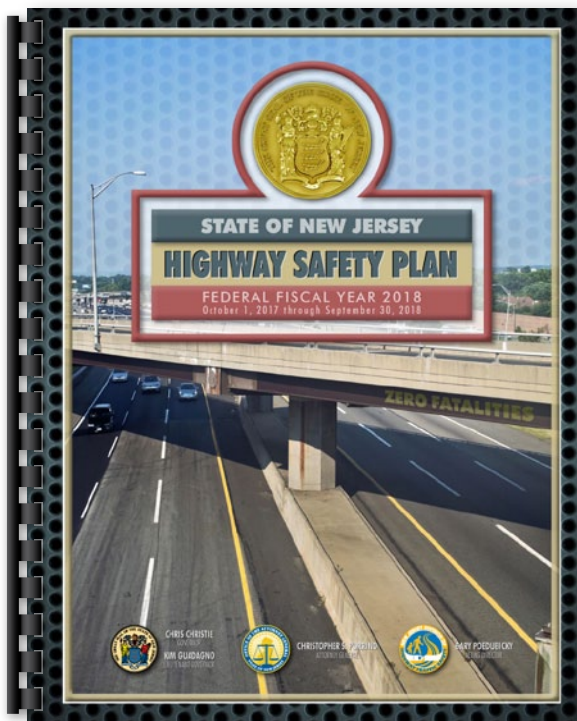
Plan for Federal Fiscal Year 2018 (FFY 2018), developed in accordance with 23 U.S.C. 402, is part of this effort.

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 (NHTSA), 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 (N.J.S.A. 27:5F-31). The Director's administration of the Division is under the auspices of the Governor and the Attorney General.



EXECUTIVE SUMMARY

The Highway Safety Plan Annual Report for FFY 2018 (October 1, 2017 - September 30, 2018) addresses the use of monies from the annual allotment of Section 402 State and Community Highway Safety funds. The report also addresses the use of funds from the following grant programs: Section 405(b,c,d,e,f and h), National Priority Safety Program Grants. Funds from these sections supported projects in the following areas: alcohol and other drug countermeasures; occupant protection; pedestrian and



bicycle safety; community traffic safety programs; police traffic services; roadway safety; traffic records; and motorcycle safety. DHTS funded 587 projects in 2018. The amount of funds allocated to those projects totaled over \$17,000,000 in both new allocations and carryover monies. Projects were implemented by State and local entities and nonprofit organizations. The Division also oversees and coordinates the State Drunk Driving Enforcement Fund, N.J.S.A. 39:4-50.8, the Pedestrian Safety, Enforcement and Education Fund and the Motor Vehicle Snow and Ice Removal Safety Fund.

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The cooperation and participation of governmental and private sector partners of the DHTS are critical to the overall success of the highway safety program. The principal forum for these traffic safety partners is the Highway Traffic Safety Policy Advisory Council, which consists of 21 members, appointed by the Governor, who assist in recommending and developing traffic safety policy and programs. In addition, the NHTSA and the Federal Highway Administration provide leadership and technical assistance to DHTS. Other partners include the Division of State Police; Division of Alcoholic Beverage Control; Department of Transportation; Department of Education; Department of Health; Office of Emergency Medical Services; Administrative Office of the Courts; Department of Community Affairs; local law enforcement agencies, including the Association of Chiefs of Police and the Traffic Officers Association; schools; advocacy groups, including the New Jersey State Safety Council, AAA and MADD; the Transportation Management Associations; New Jersey Inter-Scholastic Athletic Association; Municipal Excess Liability Joint Insurance Fund; Partnership for a Drug-Free New Jersey; and the New Jersey Licensed Beverage Association, as well as other private sector businesses and organizations. All of these partner organizations play a key role in the implementation of New Jersey's traffic safety programs.

TRAFFIC CRASH DATA

Statewide traffic fatalities in 2017 increased by 3.6 percent from 602 in 2016 to 624. Fatalities in 2018 are trending downward and are 9.7 percent lower than last year. Preliminary data shows the reduction in the number of drivers fatally injured in motor vehicle crashes in 2018 is attributable to this decline. Though pending cases remain, this is a positive outlook for the total number of fatalities in New Jersey for the current year.

The total number of persons seriously injured in motor vehicle related crashes increased by nearly 16 percent in 2017 from 1,019 in 2016 to 1,181. At the time of this report, there have been 909 seriously injured persons in 2018 and it is anticipated that New Jersey will see a decline from the previous year.

Alcohol continues to play a significant role in motor vehicle crashes, accounting for 108 alcohol impaired fatalities in 2017. This represented a 22 percent reduction from the 138 impaired driving fatalities reported in 2016. The number of alcohol-impaired fatalities is trending downward. However, driver impairment still accounts for slightly over 17 percent of all motor vehicle fatalities in New Jersey.

Pedestrian fatalities are a major area of concern in New Jersey as they accounted for just under 30 percent of total fatalities in New Jersey in 2017, up from 27 percent of the total fatalities in 2016. Preliminary numbers in 2018 total 148 fatally injured pedestrians compared to 157 in 2017 (29 percent of the total). Bicyclist fatalities have only fluctuated slightly since 2015 with one less fatality in 2017 (17) compared to 2016 (18). Compared to last year, there have been 2 less bicycle fatalities (15) in 2018.

New Jersey has made great progress in reducing the total number of teen drivers (16-20 years of age) involved in fatal crashes. There was a 20 percent reduction in 2017

(51 involved drivers) compared to 2016 (64 involved drivers), and preliminary figures are showing that trend will continue in 2018.

Motorcycle fatalities (drivers and passengers) increased by 20 percent in 2017 from 69 in 2016 to 83 in 2017, however the number of fatally injured motorcycle riders that were unhelmeted declined from 5 in 2016 to 1 in 2017. Also, a decline in the number of motorcycle fatalities is anticipated in 2018.

Driver behavior is the leading causation of motor vehicle crashes both nationally and statewide. Annually, over 16,000 crashes are caused by one or more drivers travelling at an unsafe speed. Speed coupled with unsafe, aggressive driving behavior such as tailgating, running red lights and stop signs, and weaving in-and-out of traffic are major factors leading to crashes. Distracted driving is the leading cause of crashes in New Jersey and is cited in over 140,000 cases per year and resulted in 120 fatalities in 2017.

Over the past five years (2013-2017), fatalities on New Jersey's roadways have increased. Additional efforts have been deployed to respond to the rise in specific emphasis areas such as distracted driving and pedestrian safety. As of December 3, there was a 9 percent decrease in the total number of fatalities compared to the same time period in 2017. The reduction is expected to represent the lowest number of traffic fatalities in the State since 2015. Effective strategies and programs to reduce pedestrian, motorcyclist and overall motorist fatalities as a result of speeding and distracted driving will continue to be developed and implemented. With the help of our partners, the DHTS will continue to strive to meet the goals outlined in the Highway Safety Plan and in those areas where goals were not met. Additional efforts will be pursued in enforcement, education and public relations to improve the safety areas that pose the biggest threat to safety on New Jersey's roadways.

PROGRAM FUNDING

FEDERALLY FUNDED PROGRAMS

A. Section 402 Program

The State and Community Highway Safety Grant program is administered at the federal level primarily by the NHTSA and partially by the Federal Highway Administration. The funds are intended to be used as seed money for innovative programs and as leverage to garner other State, local and private resources. The 402 program provides funds to improve the enforcement of existing laws, change public attitudes through education, and build State and local leadership in highway safety. DHTS awarded 195 grants, totaling \$7,673,397.

The Judicial Outreach initiative, planned for implementation, was not funded in FY 2018 due to the inability to identify a qualified candidate for the position.

B. Section 405(b) Occupant Protection Program

The Section 405(b) Occupant Protection Program provides funds to implement effective occupant protection programs to reduce deaths and injuries resulting from individuals riding unrestrained or not properly restrained in motor vehicles. DHTS awarded 13 grants, totaling \$946,867.

C. Section 405(c) State Traffic Safety Information System Improvements

The Section 405(c) Traffic Records Program establishes a State traffic safety information system improvement grant program. The program encourages the coordination of safety data systems across agencies and the development and maintenance of a comprehensive traffic safety information system. Projects that improve the timeliness, completeness, uniformity, accessibility, and quality of crash data qualify for funding. DHTS awarded five grants totaling \$1,696,239.

D. Section 405(d) Impaired Driving Countermeasures

The Section 405(d) Impaired Driving Countermeasures Program provides funds to implement programs to reduce traffic safety problems resulting from individuals driving motor vehicles while under the influence of alcohol, drugs, or the combination of alcohol and drugs. DHTS awarded 167 grants totaling \$4,165,223.

E. Section 405(e) Comprehensive Distracted Driving

The Section 405(e) Comprehensive Distracted Driving Program encourages States to enact and enforce laws prohibiting texting while driving and youth cell phone use while driving. Funds are used to educate the public about the dangers of texting or using a cell phone while driving and for enforcement of distracted driving laws. DHTS awarded 174 grants, totaling \$1,757,231.

F. Section 405(f) Motorcycle Safety

The Section 405(f) Motorcycle Safety Program provides funds to implement programs that will reduce the number of single and multi-vehicle crashes involving motorcyclists. DHTS awarded one grant, totaling \$205,195 under this program.

G. Section 405(h) Non-motorized Safety

The Section 405(h) Non-motorized Safety Program earmarks funds to train law enforcement on State laws applicable to bicycle and pedestrian safety; enforcement mobilizations and campaigns designed to enforce pedestrian and bicycle laws; and public information and awareness programs designed to inform motorists, pedestrians and bicyclists of State laws. DHTS awarded 32 grants, totaling \$638,799 under this program.

STATE FUNDED PROGRAMS

A. Drunk Driving Enforcement Fund

The Drunk Driving Enforcement Fund (DDEF) established a \$100 surcharge on each drunk driving conviction. Monies in this fund are distributed to municipal, county, State, and interstate police agencies to increase enforcement of drunk driving laws. Every law enforcement agency whose officers make arrests leading to DWI convictions and imposition of the surcharge are entitled to grants representing its proportionate contribution to the fund. Law enforcement agencies, through application to DHTS and approval of the Director, may use DDEF monies for DWI enforcement patrols and any other appropriate DWI countermeasures. DDEF funds totaling \$2,782,508 were distributed to law enforcement agencies during State Fiscal Year 2018 (July 1, 2017 – June 30, 2018) to help reduce alcohol-related crashes and fatalities.

B. Pedestrian Safety, Enforcement and Education Fund

The Pedestrian Safety, Enforcement and Education Fund is a repository for monies provided pursuant to subsection c. of N.J.S.A. 39:4-36. Under the statute, a motorist must stop for a pedestrian crossing the roadway at an intersection. Failure to stop may result in a fine not to exceed \$200.00. A total of \$100.00 of such fine is dedicated to the Fund that is used to make grants available to municipalities and counties with pedestrian safety problems. During 2018, 30 pedestrian safety enforcement and education grants were funded in the amount of \$539,106.



C. Motorcycle Safety Education Program

The Motor Vehicle Commission administers the motorcycle safety education program. The program provides for a course of instruction and training designed to develop and instill the knowledge, skills, attitudes, and habits necessary for the safe operation of a motorcycle. Beginner and advanced rider training programs are conducted throughout the State. Training was provided to 8,860 riders during 2018 at private locations by State approved motorcycle safety providers.

D. Motor Vehicle Snow and Ice Removal Safety Fund

The Motor Vehicle Snow and Ice Removal Safety Fund is a separate, non lapsing, dedicated account. All fines imposed and collected as a result of enforcement of N.J.S.A. 39:4-77.1 shall be deposited into the Fund. Monies in the account can be used to offset the costs associated with the establishment of a public awareness



campaign and to develop a grant program that private companies can use to purchase, install, and maintain equipment and technology to remove snow and ice from commercial motor vehicles. There were no grants awarded in 2018.

DESCRIPTION OF FUNDED PROJECTS AND ACTIVITIES

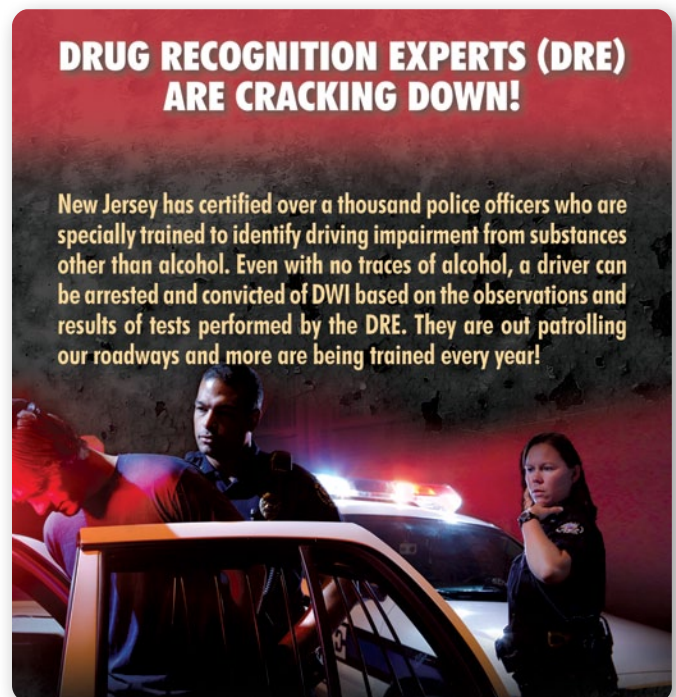
ALCOHOL AND OTHER DRUG COUNTERMEASURES • PROJECT SUMMARIES

DWI Training/Drug Recognition Expert Program

Standardized training courses in the detection, apprehension, processing, and prosecution of DWI offenders were provided to law enforcement officers. A total of 728 police officers were trained in all aspects of DWI from apprehension to prosecution. The DWI Detection Standardized Field Sobriety Testing re-fresher course which updates the officer with regards to the Standardized Field Sobriety Tests was held for 380 law enforcement officers. The Drug Recognition Expert (DRE) training program was conducted with 105 police officers trained and certified as DRE's and 150 officers completed the re-certification course. The Drug Recognition Expert Instructor course was held for 3 police officers. Advanced Roadside Impaired Driving Enforcement (ARIDE) courses were also held for 384 police officers. The ARIDE program addresses the gap in training between the Standard Field Sobriety Testing and DRE programs by providing officers with general knowledge related to drug impairment and driving. The Driving Under the Influence of Drug (DUID) courses were held for 60 prosecutors and the two-day Drug Impairment Training for Education Professionals (DITEP) was also attended by 8 members of the Delaware River Joint Toll Bridge Commission. The ARIDE, DUID and DITEP training does not qualify participants as drug recognition experts, but is intended to make individuals competent in evaluating and documenting suspected abuse and impairment of drugs.

The DRE program trains law enforcement officers to determine whether an individual is under the influence of drugs through a visual evaluation. A DRE officer is typically called in to assist an arresting officer to further evaluate a suspect arrested for drunk driving who has passed a breath test. The DRE's testimony has the capability of providing better evidence for the prosecution

than toxicology reports. Blood tests may not measure the quantity of drugs taken and urine tests do not accurately pinpoint when the drugs were ingested and may not show the quantity. Therefore, blood and urine tests alone may be insufficient to prove a motorist was affected by drugs while driving. The DRE Call-Out program establishes policy and procedures for the



utilization of DRE's to evaluate and assess motorists who are arrested for driving under the influence of intoxicating drugs and alcohol. The counties of Atlantic, Bergen, Monmouth, Morris, Ocean and Somerset counties participated in the Call-Out program. The program utilizes qualified DRE personnel, as part of a shared services agreement with local police departments, to assist in identifying and removing intoxicated drivers from the roadway. The DRE's are available to all agencies in the county on a call-out basis and for support at DWI sobriety checkpoints. The program continues to help increase the number of DRE evaluations.

Alcohol Breath Test System

Under the authority of the Attorney General, the Alcohol/Drug Test Unit within the Division of State Police spearheads the continual process of training and re-certifying police officers throughout the State to operate the approved chemical breath test instrument (Alcotest System). In order to support and maintain the training program, funds were used to purchase the equipment necessary for training and re-certifying police officers as breath test operators. The number of officers trained on the use of the Alcotest totaled 910 while another 3,465 were re-trained. The new Alcotest 9510 breathalyzer instrument will begin validation testing in January, 2019.

Drive Sober or Get Pulled Over Campaigns

From August 17 - September 3, 2018, the DHTS again participated in the national *Drive Sober or Get Pulled Over* impaired driving campaign. The goal of the campaign



was to mobilize all police agencies in the State to raise public awareness about the dangers of impaired driving through a combination of high visibility enforcement backed by targeted media activities. An upgrade to the electronic grant system (SAGE) occurred during the summer. As a result, the DHTS did not fund overtime enforcement grants for this campaign. However, several police agencies throughout the State supported the campaign through the use of their own resources. In addition,

to help spread the *Drive Sober or Get Pulled Over* message, police departments engaged their communities through the dissemination of press releases, public service announcements and displays on variable message boards.

The 2018 *Drive Sober or Get Pulled Over* campaign resulted in 1,172 DWI arrests. In addition, participating police agencies issued 4,764 and 3,194 speeding and seat belt summonses, respectively. The campaign focused on arresting impaired drivers, but as with all statewide traffic initiatives, motorists were reminded of the life-saving benefits of proper restraint usage and obeying posted speed limits. There were also 1,490 summonses issued relating to the distracted driving offenses of cell phone use or texting while driving. Sixty-eight percent (335) of the State's police agencies participated in the 2018 mobilization.

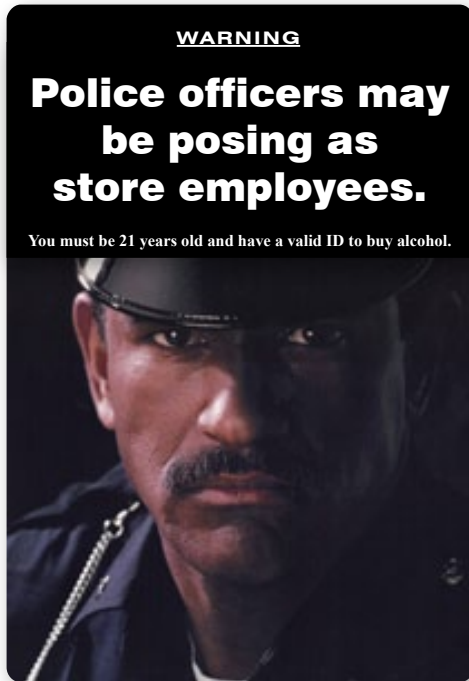
The State's law enforcement community and other traffic safety agencies also teamed up from December 8, 2017 - January 1, 2018 to carry out the *Drive Sober or Get Pulled Over 2017 Year End Holiday Crackdown*. The goal of this campaign was to again mobilize the State's police departments during the critical end-of-year holiday period. During this campaign, 128 agencies received overtime grant funds and overall 76 percent (377) of police agencies in the State participated. The campaign resulted in 1,416 DWI arrests, 5,182 speeding summonses and 2,916 seat belt summonses.

Underage Enforcement

Funds were provided to the Division of Alcoholic Beverage Control to implement the *Cops In Shops* program. The program funded overtime salaries for police officers to work in an undercover capacity in liquor stores in an effort to identify underage individuals who purchase or attempt to purchase alcoholic beverages and adults who purchase alcoholic beverages for minors.

DESCRIPTION OF FUNDED PROJECTS AND ACTIVITIES

ALCOHOL AND OTHER DRUG COUNTERMEASURES • PROJECT SUMMARIES *(continued)*



Enforcement efforts were held from November 1, 2017 through June 30, 2018 in Atlantic, Bergen, Camden, Essex, Gloucester, Mercer, Middlesex, Monmouth, Morris, Ocean, Passaic, and Union Counties. Additionally, the same program was implemented during the summer months in the shore communities of Atlantic, Cape May, Monmouth, and Ocean Counties. Retail license establishments also displayed posters warning underage individuals that police officers may be present in an undercover capacity.

A total of 21 towns participated in the Fall initiative and another 30 participated in the Summer program. The enforcement effort resulted in the arrest of 106 individuals during the Fall campaign and 169 during the Summer program. There were 121 total offenses charged in the Fall, 34 of which were for underage purchases of alcoholic beverages. Another 259 offenses were charged during the Summer campaign, 98 of which were for persons under the legal age. There were several ordinance violations related to underage possession of alcohol as well.

Funds were also provided to enforce Alcoholic Beverage Control acts and other related laws pertaining to underage alcohol use and/or intoxicated patrons. The use of undercover police personnel is intended to identify underage individuals who order and/or consume alcoholic beverages as well as those who serve them. Appropriate criminal and/or administrative charges were initiated against underage individuals, those providing alcoholic beverages to underage persons as well as liquor licenses that allowed this activity on their premises. Over 500 licensed establishments were identified for investigation of underage or intoxicated patron drinking activity. Over 50 administrative violations were also identified and submitted to the Division's Enforcement Bureau for prosecution of the violations and over 120 individuals were arrested for violations of the NJ Alcoholic Beverage Control Act.

Funds were provided to the Division of State Police and the Cape May County Prosecutor's Office to implement undercover operations at locations licensed to serve alcoholic beverages. The funds were used to identify individuals under the legal age attempting to purchase alcohol or providing alcohol to underage patrons and those utilizing fraudulent identification to purchase alcohol.

College Programs

The Peers Educating Peers program at New Jersey City University (NJCU) aimed to reduce high risk behaviors among NJCU students, while providing alcohol-free events and implementing awareness-prevention campaigns. Peer educators worked throughout the campus during the year hosting interactive sessions highlighting the dangers of drinking and driving. Other activities included holding meetings with university organizations to discuss reducing high-risk behaviors on campus and meeting with the Dean of Students to discuss alcohol and drug related issues and prevention efforts.



The College of New Jersey (TCNJ) held a *Spring Arrive Alive* event and *Spring THRIVE* event where the TCNJ Campus Police educated students on the dangers of intoxicated driving. The Peer Institute Conference on underage drinking and drinking and driving was held over a three-day period. One-hundred twenty students from eight colleges were in attendance along with 166 high school students representing six high schools. The Ewing Police Department also worked with the College to hold various events. Students used fatal vision goggles while driving Go Karts to simulate the effects of alcohol on driving.

The Center for Prevention and Counseling at Sussex Community College continued to provide educational presentations and programs to freshman students to increase their ability to make healthier decisions, especially when it comes to driving. In order to reduce students' risk to drug and alcohol-related problems, the *Rethinking Drinking Reality Check Program* was again utilized and allowed students to look at their behavior in regards to alcohol use. Additionally, E-CHUG – an evidence-based online alcohol program continued to motivate individuals to assess their alcohol consumption using personal information of their own drinking habits and behavior.

At William Paterson University, the HERO campaign was promoted at numerous events throughout the campus and peer health advocates conducted bi-weekly outreach in the student center. Alcohol awareness and educational

materials were distributed as part of freshman orientation and welcome events in September as well as throughout the year.

The Peer Educators at Stockton University provided weekly tabling events and monthly safe driving presentations to students. Hands-on activities such as using the alcohol simulation goggles and presenting monthly *101* alcohol and driving workshops were employed to address the dangers of drinking and driving with university students.

New Jersey Prevention Network

The New Jersey Prevention Network was the agency responsible for coordinating the 2018 Annual Addiction Conference that was held on May 18, 2018. The conference was attended by nearly 1,000 professionals. These professionals included individuals working predominantly in substance abuse prevention agencies, schools, law enforcement, and health care. A highway traffic safety track was created and included workshops focused on reducing traffic and pedestrian crashes by reducing drug and alcohol use. Topics included reviewing best practices to reduce underage drinking and driving and local strategies for education and enforcement collaboration.

Overview

There was a 22 percent decrease in alcohol impaired driving fatalities from 138 in 2016 to 108 in 2017. High visibility enforcement campaigns, drug recognition training and training in the detection and apprehension of DWI and drug offenders, and underage drinking initiatives implemented by the law enforcement community continue to be effective deterrence tools. Both increased public awareness efforts and educational initiatives have contributed to the decline. A further decline in alcohol and drug impaired driving is anticipated in 2018.

DESCRIPTION OF FUNDED PROJECTS AND ACTIVITIES

OCCUPANT PROTECTION • PROJECT SUMMARIES

Click It or Ticket

To reinforce the message that motorists should buckle up during every ride and every trip, the DHTS coordinated the 2018 *Click It or Ticket* seat belt enforcement mobilization from May 21 – June 3, 2018. The State's law enforcement agencies were again the driving force behind the campaign. The centerpiece of the campaign was targeted seat belt enforcement by 357 police agencies, 131 of which received grants in the amount of \$5,500 for overtime enforcement. Awareness of the campaign and the importance of wearing a seat belt were further enhanced through the distribution of educational materials, earned media efforts, paid media conducted by NHTSA, *Click It or Ticket* banners and displays on dynamic message signs on major State highways. Visibility for the campaign was further heightened when New Jersey law enforcement agencies joined forces with police departments from States along the East Coast and Midwest for the Border-to-Border *Click It or Ticket* enforcement kickoff that was held on May 21, 2018. The kick-off event for New Jersey law enforcement officers was held at the I-78 Welcome Center in Easton, Pennsylvania.

The 357 participating agencies issued 19,659 seat belt citations during the two-week campaign. Seventeen police agencies issued more than 150 seat belt summonses each during the campaign. In addition to seat belt citations, police officers also wrote 534 child restraint and 4,437 speeding citations, and made 661 DWI arrests.

Seat Belt Survey

The statewide seat belt survey for 2018, conducted by the New Jersey Institute of Technology, found that the State's front-seat belt usage rate increased by 0.39 percent from 94.07 percent in 2017 to 94.47 percent in 2018. The driver and front-seat passenger usage rates are 94.55 percent

and 94.48 percent respectively. These rates represent an increase in the driver's usage rate of 0.20 percent and a decrease in the passenger usage rate of 1.13 percent.

Child Passenger Safety

The Child Passenger Safety (CPS) program, funded through the DHTS, continued its efforts at reducing traffic injury and fatality rates through coordinated enforcement and education programs regarding the proper use of child restraints in motor vehicles. Grants were provided to ten agencies for CPS programs that included technician training, re-training and program development. These grantees directly worked one-on-one with over 28,000 parents and children and reached another several thousand children with the booster seat education program.



The 2018 NHTSA Region 2 CPS Technician Conference was held in Long Branch, NJ from March 19-21. The Region 2 Conference is one of the largest training, education and advocacy events dedicated solely to protecting children in vehicles. Over 650 certified CPS technicians and instructors received continuing education credits during the conference and gained knowledge of current

practices in reaching multicultural populations, analyzing data to best focus on media efforts and educate State and local leaders on the importance of child passenger safety.



The DHTS was required by statute (P.L.2017, c.345) to provide printed and electronic educational materials concerning child safety in and around motor vehicles and to disseminate those materials to licensed child care centers in the State and at public venues. An informational brochure (*Danger In and Around the Car*) and a window cling (*Where's Baby? Look Before You Lock*) have been developed. The brochures and window clings are being distributed throughout the State to inform the public about the dangers of leaving children unattended in and around motor vehicles.

The DHTS assisted the CPS initiative by providing safety messages and information to the motoring public. The *100%, Everyone, Every Ride* message is publicized at child passenger safety programs around the State. The DHTS promoted National Child Passenger Safety Week from September 23-29, 2018. During the week, the DHTS sponsored 14 seat belt check events. On Seat Check Saturday, September 29, another 6 events were held. The day-long event offered parents and care-givers educational information and hands-on assistance. Various publications on child passenger safety were also made available on the DHTS website, www.njsaferoads.com, throughout the year.

Child Passenger Safety Coordinators, found in each county, helped the public locate technicians, assisted technicians

with re-certification needs and provided information on child passenger safety programs in their respective counties. The public was able to contact county coordinators directly and arrange for child safety seat program presentations or receive information and guidance on proper installation techniques. Child passenger safety inspection and education programs were conducted in all 21 counties. This included the three regional State Police stations.

The DHTS is the State training contact for CPS training and also supports the national child passenger safety certification program which provides a national certification to those that are successfully trained. Thirteen child passenger safety technician training courses were held in 2018 that trained 142 new technicians. There are now 1,119 individuals trained as certified technicians in the State working in public safety, health and injury prevention programs. Thirty-nine of the technicians are certified as CPS instructors. In addition, the DHTS, through New Jersey Safe Kids, sponsored specialty classes for certified technicians that included one class for transporting children with special health needs and one for school bus transportation.

Overview

The *Click It or Ticket* high visibility enforcement campaign and year-round occupant protection enforcement efforts have helped to increase awareness of the State's occupant protection laws. In addition, education programs continued to be offered to help parents and caregivers get access to car seats and teach the importance of car seats and how to properly use them. These efforts have helped to increase seat belt usage rates.

DESCRIPTION OF FUNDED PROJECTS AND ACTIVITIES

PEDESTRIAN AND BICYCLE SAFETY • PROJECT SUMMARIES

Pedestrian Enforcement and Education

The *Street Smart Campaign*, conducted in partnership with the Federal Highway Administration, the New Jersey Department of Transportation and the DHTS, continued to be implemented in 2018. Fifty-two agencies received grants from the State Pedestrian Safety, Enforcement and Education Fund and Federal Section 405 Non-Motorized Fund. The grant funds were used to pay for overtime enforcement that targeted high pedestrian crash locations and provided pedestrian safety education materials for delivery to high risk segments of the pedestrian population.



The *Street Smart Campaign* aims to raise awareness for both pedestrians and motorists, while enforcing laws and changing behaviors. The campaign uses five slogans to remind individuals of the major rules for pedestrian safety: obey the speed limit; stop for pedestrians; check your vital signs; use crosswalks; and heads up, phones down. The campaign uses outdoor advertising, radio public service announcements, internet advertising and outreach materials including street signs, posters and tip cards to remind individuals of tips to avoid pedestrian/vehicle conflicts. The message also includes a reminder that police are enforcing pedestrian laws for the safety of all roadway users.

Crossing Guard Program



The New Jersey crossing guard training and resource program was funded jointly by the New Jersey Department of Transportation and DHTS. By combining grant sources, a full training and resource program has proven to be successful. The training program includes a PowerPoint presentation incorporating information from the guidance manual as well as references to on-line resources at the New Jersey Safe Routes to School Resource Center Crossing Guard website: <http://www.njcrossingguards.org>.

Representatives of the Voorhees Transportation Center conducted train the trainer classes at the following locations: May 22, 2018 - Somerset County Police Academy, June 12, 2018 - Burlington County Emergency Services Training Center; and June 25, 2018 - Bergen County Law & Public Safety Institute. Planning and organizing included coordination with police academy representatives, registering officers via email and phone, ordering supplies, assembling training materials, determining fieldwork locations and coordination for local approval to use these locations. Over 100 crossing guard supervisors attended the trainings.

Bicycle Safety

Legislation enacted in January 2018 required the State's driver's education course of instruction to include bicycle

and pedestrian safety information. The information was also required to be included in the driver's education manual and on the license exam. The New Jersey Bike and Walk Coalition developed a curriculum (*Bicycle and Pedestrian Safety Training for Driver Education Instructors in New Jersey*) to provide to driver education instructors with the information they need in order to meet the requirements of the legislation and most important to bring about the cultural change in how drivers think about all road users. It serves the basis for the concepts that driver education instructors should include in their teaching and can be used by those interested in improving their knowledge of the rules of the road for bike riders and pedestrians.

Funds were used by the Montclair Police Department for enforcement to address violations by motorists who do not yield for bicyclists. This was accomplished through individual officer details and multi-officer decoy operations. Educational safety talks were conducted for school-aged children along with Pop-up Bike Lane events on Walk/Bike to School Days. These events were coordinated through Bike and Walk Montclair and the police department. The events were organized to promote bicycle safety and allow all users of the roadway to learn how to "share the road" while establishing community partnerships among different agencies and organizations in town.

The bicycle safety awareness program, coordinated and facilitated by the Division of State Police, continued the statewide education campaign for law enforcement professionals which focused on bicycle traffic laws and its offenders as it relates to injuries and fatalities. The program was an ongoing commitment to educate law enforcement officers, the communities and the public in a meaningful, proactive, and sensible approach in order

to help curb injuries and fatalities that involve bicycle crashes. Additionally, emphasis was placed on educating New Jersey's school aged bicyclists on proper safety measures and consequences while utilizing a bicycle in their respective communities.

The Transportation Management Associations continued to hold bicycle safety programs for recreational riders as well as bicycle commuters. The programs emphasized techniques for safely sharing the road and a discussion on motor vehicle laws pertaining to bicyclists.



Overview

Reducing pedestrian and bicycle injuries and fatalities continues to be a challenge. Efforts continue to promote safe driving as well as the use and practice of safe walking and bicycling. Enforcement grants from both State and Federal funding sources that target high pedestrian and crash locations were again funded in 2018 in an effort to increase roadway compliance with appropriate traffic laws by motorists and pedestrians. DHTS continued to partner with law enforcement and transportation management agencies to promote safe and lawful riding practices, including the use of bicycle helmets and the importance of being highly visible while biking.

DESCRIPTION OF FUNDED PROJECTS AND ACTIVITIES

COMMUNITY TRAFFIC SAFETY PROGRAMS / TEEN DRIVER SAFETY • PROJECT SUMMARIES

Community Traffic Safety Programs

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 communities. 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. Programs were developed in the following emphasis areas: pedestrian, bicycle and child passenger safety; aggressive, impaired, distracted, and teen driving; and seat belt use. The following counties received funds in 2018: Atlantic, Bergen, Burlington, Camden, Essex, Gloucester, Hudson, Middlesex, Morris, Somerset and Union.

Public Information



DHTS continued to work with an online marketing firm with expertise in social media optimization to produce and promote content that furthers the division's mission to ensure safety on the roads. The campaign aimed to increase awareness of the State's several traffic safety initiatives. Twitter, Facebook, Pinterest and Instagram pages have been created that engage and inform the public about the division's campaigns and programs. The division's social

media pages are as follows twitter.com/NJTrafficSafety, facebook.com/NewJerseyDivisionofHighwayTrafficSafety/, pinterest.com/NJTrafficSafety/ and instagram.com/njtraffic_safety/#. The DHTS has over 4,500 Twitter followers, nearly 14,000 "like pages" on Facebook, over 1,850 followers on Pinterest and nearly 1,000 followers on Instagram. The number of followers has increased on each of the social media platforms from the previous year.

Community Programs

DHTS partnered with various non-profit organizations that provided outreach and networking with community groups, corporate employers and students. Examples of activities conducted in 2018 are provided below:

North Jersey Foundation for Safety (AAA Clubs of New Jersey) sponsored *Stay Awake, Stay Alert, Stay Sober Campaign* at all rest stops on the New Jersey Turnpike and Garden State Parkway. Senior safety presentations and car-fit events were held throughout the year to improve adult driver safety. Pedestrian safety events were also held at schools, recreation departments, and various community centers. An Impaired Driving Summit was also hosted by AAA on December 19, 2017 to explore what is known about driving under the influence, the science of impairment and the impact legalization of recreational marijuana may have on the State's roadways.

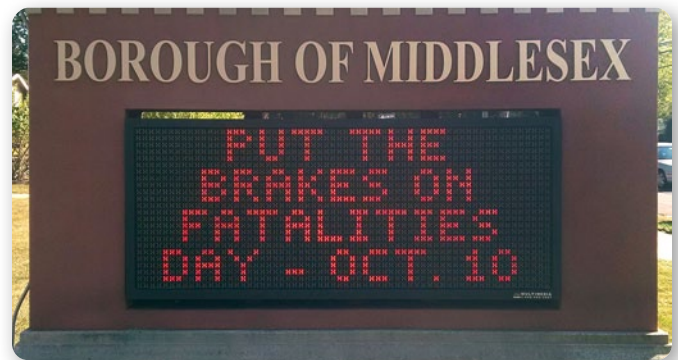
The statewide Transportation Management Associations continued to deliver pedestrian and bicycle safety public outreach initiatives to mitigate pedestrian crashes. Bicycle and pedestrian safety events were held for low income and *English as a Second Language* populations, many of whom rely on bicycles and walking as their primary form of transportation. Information and tip sheets on the dangers of drowsy driving were promoted during *Drowsy*

Driving Prevention Week during the week of November 17, 2017. Bicycle programs were offered to children from age 5 and adults age 17 and up. Helmet fittings were also provided to ensure that helmets are properly fitted in an effort to prevent head injuries. The *Share the Keys* teen driving program was delivered to high school students and driving safety programs for seniors were offered to help them stay safe while being mobile both on foot and in the vehicle.

Safe Kids New Jersey, together with its network of local coalitions reached out to parents, grandparents, healthcare providers, children and community members to promote motor vehicle and pedestrian safety through various initiatives. An array of *Children In and Around Cars* safety programs were presented to over 9,000 individuals. Other activities included promoting local bicycle helmet programs, conducting distracted walking education and public awareness campaigns and providing statewide and local pedestrian safety programs.

The Brain Injury Alliance of New Jersey continued to work with community partners to spread the word about transportation safety to the general public. This was achieved through participating in coalition meetings and through

attendance at meetings and conferences, regionally, statewide and nationally. A driver safety awareness app was developed for use by all populations, but with an emphasis on teens, that addressed distracted driving and other causes of crashes. The *U Got Brains Champion Schools Program* completed its eight year. Sixty-three schools in 16 counties participated in the program that empowered teens to create campaigns focused on teen driver crashes. Over 50 transportation safety programs were delivered during the year to groups of all ages related to pedestrian, bicycle, and driver safety.



Put the Brakes on Fatalities Day

On October 10, 2018, the DHTS again participated in the national campaign; *Put the Brakes on Fatalities Day*, which is designed to call attention to motor vehicle fatalities that occur on our nation's roadways. The day of awareness encourages motorists to obey all traffic laws, including: buckling up every ride, driving the posted speed limit, avoiding distractions while driving, and always being safe and sober behind the wheel. The statewide effort included press releases to local media outlets showing community-wide support for the initiative, placing the safety message on variable message boards and issuing proclamations declaring the municipality's commitment to keeping roadways safe for all users. No traffic fatalities were reported in the State on the 10th.



DESCRIPTION OF FUNDED PROJECTS AND ACTIVITIES

POLICE TRAFFIC SERVICES • PROJECT SUMMARIES

Speed Detection Program

Both radar and laser speed detection devices have been effective tools used by State Troopers assigned to patrol on both highway and rural roadways. Radar and laser team details used by the State Police for saturation enforcement resulted in over 30,000 speeding summonses during the fiscal year. The Bergen County Sheriff's Office also received funds to conduct overtime selective enforcement speed enforcement programs. Over 275 overtime hours were worked and approximately 1,300 speeding summonses were issued.

Comprehensive Law Enforcement Programs

Pedestrian safety, seatbelt enforcement, aggressive driver, and driving while intoxicated were the core components of the comprehensive traffic safety programs conducted in the following police departments in 2018: Brick, Burlington City, Clinton, Deptford, Edison, Egg Harbor, Frenchtown, Holmdel, Jersey City, Lacey, Plainsboro, Pleasantville, Somers Point, Stratford, Toms River, Union Beach, Wall, and Camden and Union counties. Pedestrian decoy enforcement details were held at specific problem locations. Educational efforts included the dissemination of materials at schools, parks, stores and transportation hubs to minimize the risk of pedestrian crashes. Various enforcement and education programs were conducted to encourage seat belt use. Materials were also distributed at community meetings, city and county events, and at colleges and high schools on the risks of aggressive and distracted driving. Overtime patrols were used by police to deter aggressive and distracted driving incidents and apprehend drunk drivers. The Division of State Police also conducted Graduated Driver Licensing (GDL) enforcement details in an effort to deter and detect GDL licensed drivers who were in violation of the law. Presentations to high

school students on topics including motor vehicle laws, driver distractions, occupant protection and driving after consuming alcohol or drugs were also presented.

Distracted Driving Crackdown

Distracted driving incentive grant funds were again awarded to the State and used to implement programs to reduce the incidence of distracted driving. The funding allocation was used to fund overtime enforcement grants to 167 police agencies during National Distracted Driving Awareness Month in April, 2018. The *U Drive. U Text. U Pay* distracted driving statewide crackdown resulted in 13,146 summonses for cell phone use/texting and 5,697 or careless driving. Over 20,000 enforcement man-hours were worked during the campaign, which included 74 fixed distracted driving checkpoints. In total, 368 or 74 percent of the State's police agencies participated in the effort.

U DRIVE. U TEXT. U PAY
CRACKDOWN REPORT
NEW JERSEY DIVISION OF HIGHWAY TRAFFIC SAFETY

DISTRACTED DRIVING STATEWIDE CRACKDOWN • APRIL 1 – 21, 2018

During the past decade, distracted driving has exploded as an epidemic on our nation's roads. Distracted driving takes many forms. Talking on or manipulating a cell phone, adjusting the radio, applying makeup, eating, or drinking can all distract a driver from the essential task of safe driving. One of the most pervasive forms of distracted driving is texting while driving. Too many motorists are succumbing to this deadly, and often illegal habit, which endangers not only those who drive distracted, but also those drivers' passengers, adjacent vehicle occupants, and nearby pedestrians.

In 2016 alone, 3,450 people were killed nationally in distracted driving crashes. In New Jersey, driver inattention remains the most significant cause of fatal and incapacitating crashes. Driver inattention was listed as a contributing circumstance in 53 percent of the state's crashes in 2016 and was a contributing factor in more than 740,000 crashes from 2012-2016.

In response to these troubling statistics, the NJ Division of Highway Traffic Safety (NJDOTS) carried out a statewide distracted driving enforcement crackdown from April 1-21, 2018 with the slogan *U Drive. U Text. U Pay*.

April, 2018 was also National Distracted Driving Awareness Month, which was a time to remind New Jersey motorists of the state's distracted driving laws, which include tiered penalties for repeat offenders that can subject violators to a license suspension.

THE RESULTS

New Jersey was one of only three states nationally to receive dedicated distracted driving incentive grant funding from the National Highway Traffic Safety Administration (the others being Maine and Connecticut). This special funding allocation allowed NJDOTS to award overtime enforcement grants to 167 police agencies in the state. All 496 police departments in New Jersey were invited to support the campaign, whether they received grant funding or not.

The *U Drive. U Text. U Pay* 2018 Distracted Driving Statewide Crackdown resulted in 13,146 citations for cell phone use/texting and 5,697 for careless driving. In addition, participating police agencies issued 6,538 and 5,712 speeding and seat belt citations, respectively. The crackdown focused on distracted driving, but as with all statewide traffic safety initiatives, motorists were reminded of the life saving benefits of proper restraint usage and obeying posted speed limits. It is estimated that more than 20,000 enforcement man-hours were worked during the campaign, which included 74 fixed distracted driving checkpoints.

74% (368) of New Jersey's police agencies participated in the effort. A number of agencies reported significant accomplishments during the crackdown, including 13 agencies which issued more than 130 cell phone use/texting citations during the three-week campaign.

FIRST OFFENSE
\$200 - \$400*

SECOND OFFENSE
\$400 - \$600*

THIRD (OR SUBSEQUENT) OFFENSE
\$600 - \$800* - 3 motor vehicle points - possible 90-day license suspension

*See NJ Revised Statute Title 17:27



Training

State and local police personnel attended numerous highway traffic safety and crash investigation training courses funded by DHTS. Crash Investigation I, which instructs officers on techniques for investigating collisions on roadways, was attended by 295 police officers at nine classes. Crash Investigation II, completed by 119 officers at five classes, placed an emphasis on vehicle damage analysis and vehicle behavior during collisions. Three Traffic Crash Reconstruction classes were also offered and attended by 83 police officers and nine specialized crash investigation courses were attended by 255 police officers. The specialized crash investigation courses included: pedestrian/bicycle crash investigation, event data recorder use in traffic crash reconstruction, motorcycle crash investigation and commercial vehicle crash investigation.

Traffic Safety Resource Prosecutor

Due to the numerous municipalities and varying degrees of prosecutorial experience, the Traffic Safety Resource Prosecutor (TSRP) has provided training and support for these diverse entities. *Prosecutor Alcotest Training* was conducted to teach prosecutors about how the Alcotest

is calibrated and operated. Issues that prosecutors face while prosecuting DWI cases were also addressed at the training. Briefs, as well as national cases and relevant transcripts were forwarded to municipal and assistant prosecutors to help in their opposition to motions of Frye hearings for DRE testimony. Forty-nine DREs attended the *Cops in Court for DREs* training session in May, 2018 and another 20 prosecutors attended the *Prosecuting the Drug-Impaired Driver* course in June, 2018. The TSRP taught the legal portion of the *Radar Instructor Refresher Course* at the Ocean County Police Academy in April, 2018, at the State Police Technology Center in Hamilton in May, 2018 and at the Essex County Police Academy also in May. Information was shared with prosecutors on best approaches to prosecuting speed-related traffic offenses.

Fatal Crash Unit

The State Police Fatal Accident Investigation Unit performed many functions related to the investigation of fatal and serious injury motor vehicle crashes and the collection of statistical data related to fatal crashes. Unit personnel investigated serious and fatal crashes that occurred in the patrol areas of the State Police and responded to requests for technical assistance with on-



DESCRIPTION OF FUNDED PROJECTS AND ACTIVITIES

POLICE TRAFFIC SERVICES • PROJECT SUMMARIES *(continued)*

scene investigations and/or post collision investigation from county prosecutors' offices and municipal police departments. Proper documentation of crash scenes is a vital part of any investigation and is critical to the successful prosecution of any criminal charges that result. Unit personnel relied on their advanced training and technical expertise as well as their specialized equipment in order to effectively and efficiently perform these vital functions.

Data-Driven Approaches to Crime and Traffic Safety (DDACTS)

To help law enforcement agencies operate with a higher degree of efficiency, the NHTSA, in cooperation with many local law enforcement leaders around the country, developed a law enforcement operational model that addresses competing demands for increased services. The DDACTS model places focus on traffic law enforcement as a tool in reducing crime, crashes, and traffic violations in a community. The DDACTS relies on seven principles for its implementation: data collection, data analysis, community partnerships, strategic operations, information sharing and outreach, program monitoring, and measuring outcomes. The DHTS funded DDACTS projects in the following two communities: Monmouth County Sheriff and Toms River. Additionally, several municipal agencies have adopted the DDACTS model without funding.

The Monmouth County Sheriff's Office has a shared services agreement with Middletown Township and Tinton Falls Boro Police Departments to implement a county-wide DDACTS program with these departments. Location-based crime and traffic crash data have been provided to both Tinton Falls and Middletown Township and the information has been used to establish policies and targeted enforcement strategies. The DDACTS model has also been implemented in Toms River where proactive

patrols have been deployed to hot spots and focal points identified in the model. This approach has produced a five percent reduction in traffic crashes at these locations.

Law Enforcement Liaison

The Law Enforcement Liaison duties included: providing assistance to DHTS staff in the promotion and monitoring of law enforcement grants during the seat belt, impaired driving and distracted driving mobilizations, promoting the division's traffic safety initiatives at monthly meetings of the State Association of Chiefs of Police and at monthly and quarterly meetings of the Traffic Officers Association, sharing news on traffic safety topics and initiatives with municipal Chiefs of Police via Email blast, coordinating the *Click it or Ticket* border to border enforcement operation, and attending regional and national conferences to share and learn about new enforcement programs.



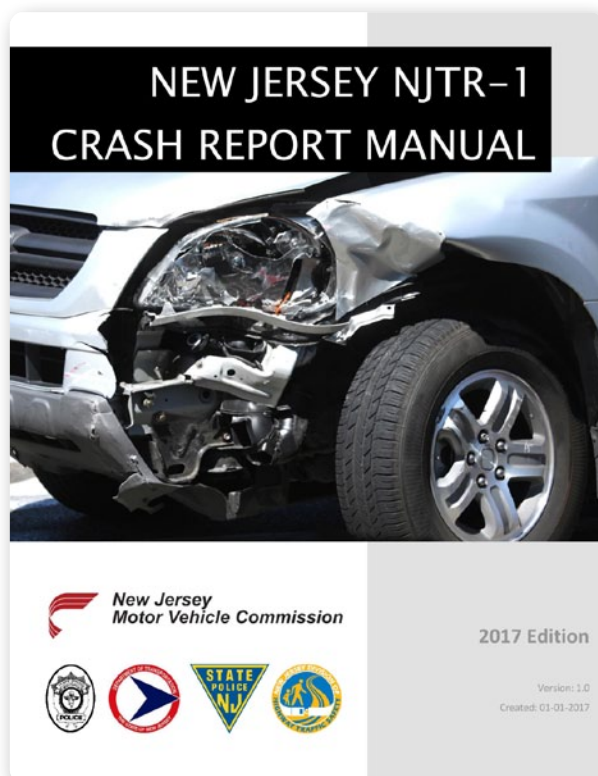
DESCRIPTION OF FUNDED PROJECTS AND ACTIVITIES

TRAFFIC RECORDS • PROJECT SUMMARIES

Traffic records projects are funded in an effort to expand statewide-integrated data collection and transmission systems that improve the timeliness, completeness, accessibility, accuracy, and linkage of safety information that will allow for an analysis of all traffic crashes for use in policy and program development. DHTS funded the following crash data-related initiatives:

NJTR-1 Training

The NJTR-1 crash record form is completed by law enforcement for any incident resulting in injury, death or damage in excess of \$500. Twelve half-day NJTR-1 refresher training workshops were conducted at eleven training locations throughout the State. A total of 289 State, county, and municipal police officers coupled with engineering, data and safety personnel from 97 departments were trained in how to properly complete the crash form.



Statewide Traffic Records Coordination and Analysis

The Statewide Traffic Records Coordinating Committee (STRCC) exists to facilitate the integration and exchange of traffic records data between federal, state and local traffic-related agencies and organizations in an effort to reduce fatalities, crashes and injuries. The STRCC includes agency representatives involved in highway safety, highway infrastructure, law enforcement and adjudication, public health, injury control and motor vehicle and driver licensing. The Committee provides a forum for the discussion of highway safety data and traffic records issues, represents the interests of the agencies and organizations within the traffic records system and develops a traffic records strategic plan. Four quarterly meetings of the Committee were held during the fiscal year.

The Department of Transportation has started to work with representatives from LexisNexis to develop a traffic records electronic data system. Also, the *Traffic Records Strategic Plan* was updated in 2018 by members of the Traffic Records Coordinating Committee.

Electronic Patient Care Reporting

The Department of Health, Office of Emergency Medical Services continued to implement electronic patient care reporting (ePCR) for mobile intensive care programs. Prior to the ePCR program, all patient data was collected individually by multiple organizations either manually or through unlinked desktops and servers. With the ePCR program, patient and circumstantial data is collected through tablet personal computer devices by the Advanced and Basic Life Support providers who are the first responders. As the data fields are completed, the information is transferred via modem, in real-time, to the closest hospital so all relative data to the patient and their injuries are

available upon arrival. Simultaneously, data is also transmitted to the Office of Information Technology data warehouse where EMS providers as well as the Division of State Police, Department of Transportation, Motor Vehicle Commission and other agencies can access the data for report purposes. In essence, all patient information is captured electronically as one chart at the site of the injury, shared with any treatment facility, updated to those facilities and used by multiple State and federal agencies to produce their required reports.

The State also utilized the National Emergency Management Information System data dictionary to define elements contained in the EMS patient care record. In partnership with the Department of Health, the Office of Information Technology has increased the quality and quantity of the records collected by creating a data bridge that is linked to the Crash Data Warehouse. The total number of records transmitted to the data bridge increased in 2018 by 17.81 percent from 1,280,416 in 2017 to 1,508,424. Also, the average number of days for the data to be entered decreased from 8.82 to 4.01 during the same period of time.

Crash Data Integration

The on-going project data integration project, administered by the Office of Information Technology, continues to integrate data collected by police agencies and maintained by the Department of Transportation and the Division of State Police, injury and fatal data collected by volunteer and career EMS units and maintained by the Department of Health, and motor vehicle inspection and driver data maintained by the Motor Vehicle Commission.

The Data Warehouse is a data storage and retrieval system designed to be a one-stop location for data access. The Data Warehouse has built-in query and export functions

that help end-users acquire safety related data. The benefits of the data warehouse have included improvements to data quality and accessibility and allowed for better decision making.

Crash Data Geocoding

Of the hundreds of thousands of NJTR-1 crash records that are generated each year, a large percentage of them are missing the exact location of the crash. Procedures are in place at the Department of Transportation to geocode these records programmatically, but not all attempts have been successful due to other incomplete information on the records. An unacceptable number of records are excluded from information needed by statewide agencies to determine problem locations and crash clusters (hot spots) that can be ameliorated by applying crash countermeasures.



Over the past four years (2015-2018), Rutgers' students have geocoded over 150,000 records. Until the time comes when crash reports are generated and submitted electronically, with precise GIS information automatically entered at the site of the crash, there will always be records that need to have the crash location pinpointed. The 25,000 crash records geocoded in 2018 were shared with the Bureau of Safety Programs at the Department of Transportation who then uploaded the enhanced records to the Crash Database, impacting the completeness and quality of crash data available in the State repository.

DESCRIPTION OF FUNDED PROJECTS AND ACTIVITIES

MOTORCYCLE SAFETY • PROJECT SUMMARIES

Increasing awareness of the vulnerability of motorcycles on the road and promoting ways drivers of other vehicles are informed about safely sharing the road with motorcyclists was an initiative undertaken by the Brain Injury Alliance of New Jersey. The Alliance promoted the *Share*



the Road message that targeted automobile drivers and the general public in an effort to increase awareness of motorcycles on the road and how they can contribute to keeping motorcyclists safe. Raising awareness was supported by increased messaging through traditional and social media. Programs for motorcyclists provided information on proper helmet use, safe riding gear and exhibiting sound judgment when riding. The message was also promoted to new drivers through the Champion Schools Program where teens from high schools develop creative projects to encourage safe driving.

The Brain Injury Alliance continued to maintain the *NJSmartDrivers* website to educate the general public about the importance of sharing the road. The Motorcycle Safety Foundation's curriculum for certified rider coaches was also updated. Training for rider education instructors on the new curriculum was provided at seven locations throughout the State.



PAID AND EARNED MEDIA

Latino Traffic Safety Awareness

Motor vehicle related crashes remain the leading cause of death for Latinos ages 1 to 34. Latinos have lower seatbelt and child passenger restraint usage rates when compared to other populations and are overrepresented in alcohol related crashes. Forty-seven percent of Latino fatal crashes are alcohol-related. The disproportionate risk is compounded by the growth of this population. New Jersey's Latino population has increased by 39 percent in the last 10 years and is projected to continue growing at record levels. The Latino population is further diversified by the numerous countries of origin. The largest Latino origin groups are Mexican, Puerto Rican, Columbian, Cuban, Salvadorian, Dominican, Guatemalan, Ecuadoran, Honduran and Peruvian.

Reaching this underserved population remains a priority for the DHTS, one which is accomplished through public outreach and education. Effectively messaging and educating this high risk population is complicated by language and cultural barriers as well as the New Jersey media market which is split between two of the largest US markets, Philadelphia and New York. Advertising is costly in these markets and must be duplicated in both media markets to effectively reach New Jersey's Latino population.

The DHTS works with Spanish language media partners through year-round paid and earned media by promoting all areas of traffic safety and complimenting NHTSA's national communications plan with a specific emphasis on occupant restraint and impaired driving. DHTS has worked to identify quality media partners and cultivate relationships that have resulted in deeply discounted rates for advertising. Print media is the primary outlet used based on cost and research. According to the National Association of Hispanic Publications, over 80 percent of Hispanics surveyed indicated they read a Spanish language publication at least once a week. Hispanic publications are also a trusted source of advertising and information.

The Division expended a total of \$75,600 in 2018 with the following media partners:

Hechos Positivos Newspaper

(\$36,000 full page ad and Director's message) - monthly publication with circulation of 5,000 throughout Bergen, Morris, Hudson and Passaic Counties.

Reporte Hispano Newspaper

(\$39,600 full page ad – twice monthly) - weekly publication of 55,000, which is distributed throughout the State.

New York Jets

DHTS partnered with the New York Jets to promote awareness of the dangers of impaired driving. In-game radio commercials (two :30 second pre-recorded impaired driving messages and one in-game live read) were announced during all home and away games throughout the 2017-2018 season. In addition, fans entering the stadium were greeted by ten full-color video pylons, 50' high x 20' wide. The pylons feature back-to-back video signage with rotating messages. The *Drive Sober Or Get Pulled Over* message was featured on the video signage boards before and after each home game. The Division expended \$125,000 on this program.



RECENT LEGISLATIVE ENACTMENTS

The following highway safety legislation was approved during calendar year 2018.

P.L. 2017, c.345

This act requires the Division of Highway Traffic Safety, in consultation with the Department of Children and Families, to establish a public awareness campaign to provide information to the general public concerning the dangers of leaving children unattended in and around motor vehicles and preventive measures that may be taken by parents or guardians to promote child safety and protect against unintended injury or death. Approved on January 16, 2018, this act became effective immediately.

P.L. 2017, c.374

This act requires that the curriculum for approved classroom driver education courses and the informational brochure distributed by the New Jersey Motor Vehicle Commission to the parents and guardians of beginning drivers include information concerning the importance of safely sharing the road with bicycles and pedestrians. In addition, the act requires that the curriculum should include, but not be limited to, topics such as passing a cyclist on the road, recognizing bicycle lanes, navigating intersections with pedestrians and cyclists, and exiting a vehicle without endangering pedestrians and cyclists. The act further requires the Motor Vehicle Commission to include bicycle and pedestrian safety as part of the written examination required to obtain an examination permit and basic driver's license. Approved on January 16, 2018, this act became effective on August 1, 2018.

P.L. 2018, c.118

This act requires that all school buses manufactured on or after the 180th day following enactment be equipped with three-point lap and shoulder seat belts. Approved on August 25, 2018, this act became effective immediately.







SAFE PASSAGE

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