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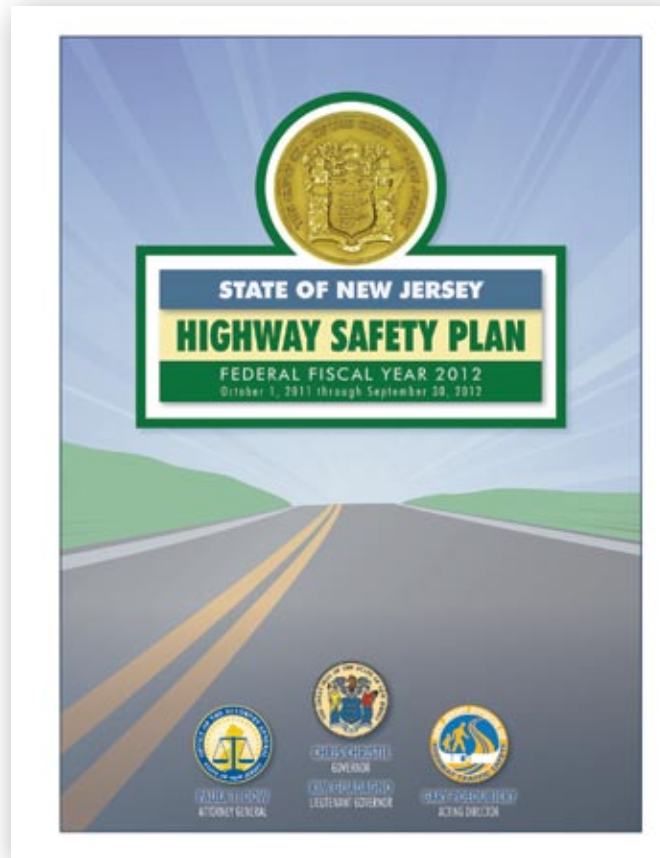
## INTRODUCTION



**T**he New Jersey Division of Highway Traffic Safety (DHTS) was established to implement the requirements of the National Highway Traffic Safety Act of 1966. The mission and vision of the DHTS is to prevent vehicle-related crashes and the resulting property damage, injuries, and fatalities on New Jersey's roadways and ensure "safe passage" for all roadway users (i.e., motorists and their passengers, pedestrians, bicyclists) as we move toward "zero fatalities." DHTS is called to (1) annually develop a comprehensive highway traffic safety plan; (2) promote traffic safety; (3) procure and administer available federal traffic safety funds; and (4) coordinate the traffic safety activities of State and local agencies as part of a comprehensive statewide traffic safety program.

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. The Director serves as the Governor's Representative to the National Highway Traffic Safety Administration and the Federal Highway Administration (N.J.S.A. 27:5F-32) and is chairperson of the Governor's Highway Traffic Safety Policy Advisory Council (N.J.S.A. 27:5F-31). The Director's administration of the DHTS is under the direction and supervision of the Governor and the Attorney General.

The Highway Safety Plan for federal fiscal year 2012 (October 1, 2011 – September 30, 2012) included funding from the annual allotment of Section 402 State and Community Highway Safety funds. In addition, funds from the following incentive grant programs were also made available: Section 405 Occupant Incentive Grant; Section 406 Safety Belt Performance Grant; Section 408 Traffic Information System Improvement Grant; Section 410 Alcohol Incentive Grant; Section 2010 Motorcycle Safety Grant; and Section 2011 Child Safety and Booster Seat Incentive Grant. Monies received under these sections of Title 23 funded 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. A total of 549 projects were funded at the State and local level. DHTS also oversees and coordinates the State Drunk Driving Enforcement Fund, the Pedestrian Safety, Enforcement and Education Fund, and the Motor Vehicle Snow and Ice Removal Safety Fund.



*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 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 (HTSPAC), which consists of 21 members, appointed by the Governor, who assist in recommending and developing traffic safety policy and programs. In addition, the National Highway Traffic Safety Administration and the Federal Highway Administration provide leadership and technical assistance to DHTS. State agencies including the Division of State Police; Division of Alcoholic Beverage Control; Department of Transportation; Department of Education; Department of Health and Senior

Services; 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, play a key role in the implementation of New Jersey's traffic safety programs.

## TRAFFIC CRASH DATA

Traffic fatalities increased 13 percent from 556 in 2010 to 627 in 2011. This was the first increase in fatalities since 2007. Preliminary data indicates a reduction in traffic fatalities of nearly 5 percent in 2012. The total number of persons injured in motor vehicle-related crashes continued to decline from 91,809 in 2010 to 91,405 in 2011. Preliminary data shows a further reduction in 2012.

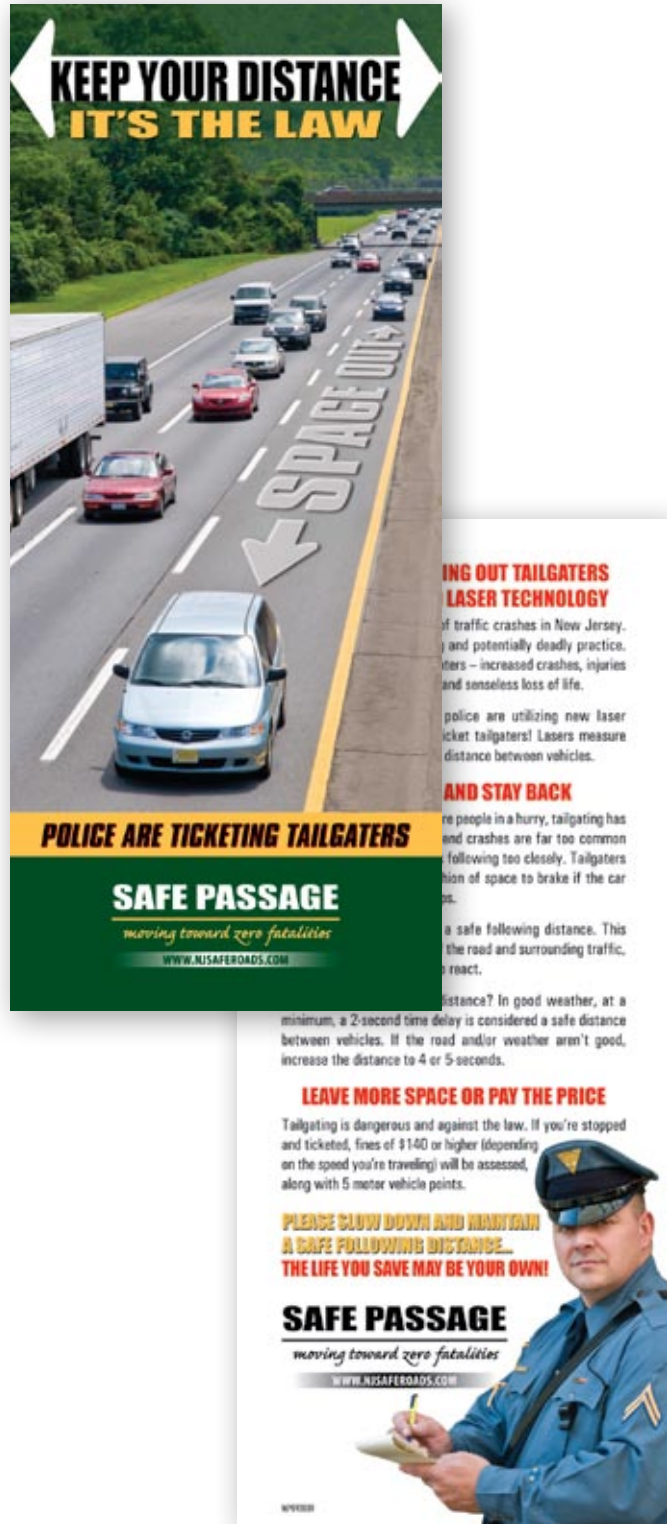
The State's seat belt usage rate of 88.29 percent is 6 percent lower than the usage rate obtained in 2011 (94.51) and nearly 3 percent higher than the nationwide seat belt usage rate of 86 percent in 2012. A new set of guidelines set by the National Highway Traffic Safety Administration in 2012 changed the methodology of determining seat belt usage rates. Changes between 2011 and 2012 data collection, which may have contributed to this reduction, are as follows: three new counties were included in the 2012 survey; the total number of locations selected were reduced; and the weighting of usage rates was changed from weights based on vehicle miles traveled in 2011 to the use of probability of selection in 2012.

Gains in back-seat passenger safety belt use continued in 2012. From 2011 to 2012, the rear-seat passenger

usage rate increased by 13 percent from 61 percent to 74 percent in 2012. The largest increase occurred for young passengers, between 8 and 18 years of age, with an increase of 11 percent from 54 percent to 65 percent during the same period. Adult and child rear seat occupants also experienced increases of 1 and 6 percent respectively.

Alcohol continues to play a significant role in motor vehicle crashes, accounting for 152 alcohol impaired fatalities. Pedestrian fatalities increased slightly in 2011, from 141 in 2010 to 143. Pedestrian fatalities in 2012 have increased by 14 percent from the previous





year based on preliminary data and represents over a quarter of all traffic fatalities in New Jersey.

Teen driver and teen passenger (16-20 years old) crashes also increased in 2011. Fatalities in this age group increased to 80 deaths from 67 in 2010. As with overall fatalities, teen driver and passenger fatalities are projected to be lower in 2012 based on preliminary data. Older driver (65 and older) fatalities and injuries increased in 2011 for the first time in the past seven years, but appear to be declining in 2012.

Both motorcycle and bicycle fatalities increased in 2011 by 28 and 31 percent respectively. Reductions in fatalities for both categories are expected in 2012.

Driver distractions continue to be a leading cause of motor vehicle crashes and near-crashes. Secondary activities have become an everyday occurrence behind the wheel of many motorists. Annually, over 20,000 crashes are caused by unsafe speed on the State's roadways. Speed coupled with unsafe, aggressive driving behaviors such as tailgating, running red lights and stop signs, and weaving in and out of traffic are dangerous and contribute to crashes.

Although the State experienced increases in fatalities in 2011, there continues to be a downward trend in both fatalities and injuries, and based on preliminary data, a reduction in both fatalities and injuries is expected in 2012. With the help of our partners, the DHTS will continue to strive to meet the goals outlined in the Highway Safety Plan. In those areas where our goals fell short, we will refocus our enforcement, education and public relations efforts by implementing high visibility enforcement and education campaigns that impact the problem areas. We are hopeful these efforts will have a positive impact in Fiscal Year 2013.

## 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 National Highway Traffic Safety Administration 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 69 grants, totaling \$6,030,938.

### B. SECTION 405 PROGRAM

The Section 405 Occupant Protection Incentive Grant program funds initiatives that address proper restraint by all motor vehicle occupants. DHTS awarded 146 grants, totaling \$748,799.

### C. SECTION 406 PROGRAM

The Section 406 Safety Belt Performance Grant provides incentive funds to encourage the enactment and enforcement of safety belt laws. Grant funds may be used for any safety purpose under Title 23 or for any project that proactively addresses highway safety problems. DHTS awarded 1 grant, totaling \$6,992.

*The Section 405 Occupant Protection Incentive Grant program funds initiatives that address proper restraint by all motor vehicle occupants.*



#### D. SECTION 408 PROGRAM

The Section 408 Grant 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 four grants totaling \$573,565.

#### E. SECTION 410 PROGRAM

The Section 410 Grant funds programs that address driving under the influence of alcohol and drugs. DHTS awarded 306 grants, totaling \$3,374,810.

#### F. SECTION 2010 PROGRAM

The Section 2010 Grant provides funds to implement programs that will reduce the number of single and multi-vehicle crashes involving motorcyclists. DHTS awarded one grant, totaling \$175,000 under this program to the New Jersey Motor Vehicle Commission.

#### G. SECTION 2011 PROGRAM

The Section 2011 Grant establishes an incentive grant program that allows for the enforcement of child safety seat laws and public education programs focusing on the proper use and installation of child restraints. DHTS awarded 22 grants, totaling \$477,356.



## PROGRAM FUNDING 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 \$3,360,767 were distributed to law enforcement agencies during State Fiscal Year 2012 (July 1, 2011 – June 30, 2012) 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 2012, 16 pedestrian safety enforcement and education grants were funded in the amount of \$219,252.



### 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 offered at private locations by approved motorcycle safety providers. A total of 7,373 riders were trained in 2012 compared to 6,837 the previous year.



### D. MOTOR VEHICLE SNOW AND ICE REMOVAL SAFETY FUND

The Motor Vehicle Snow and Ice Removal Safety Fund is a separate, nonlapsing, 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.

To increase awareness of the law, the DHTS used a portion of the collected monies (\$156,125) to roll out a public service announcement and advertising campaign. The public service announcement ran throughout the winter season. Radio spots were produced and developed in partnership with the New Jersey Broadcasters Association and were featured on 41 commercial radio members of the State's airwaves.



## PROGRAM REPORTS

Highlights of projects and activities conducted by DHTS during the past year are detailed below:

### I. ALCOHOL AND OTHER DRUG COUNTERMEASURES

The national public awareness campaign, which had been called *Over the Limit, Under Arrest* since 2006, was rebranded to refocus on what the NHTSA research has long found to be an at-risk demographic: 18-34 year-old males. The goal of the *Drive Sober or Get Pulled Over* 2011 year-end crackdown was to mobilize

State. The year-end crackdown resulted in 1,877 DWI arrests. In addition, participating police agencies issued 8,345 and 4,420 speeding and seat belt summonses, respectively. Police agency participation was strong with 422 agencies taking part in the crackdown, up from 388 in 2010. Fifteen agencies reported making at least 15 DWI arrests during the three-week campaign.



all police agencies in the State during the critical end of year holiday period to raise public awareness about the dangers of impaired driving through a combination of stepped up enforcement and media activities. The DHTS invited 492 police agencies to participate in the holiday campaign, which ran from December 5, 2011 to January 2, 2012, and provided \$5,000 in overtime grant funding to 98 departments. The remaining agencies were asked to support the crackdown with their own resources. In addition to the enforcement effort, earned media was utilized to deliver the *Drive Sober or Get Pulled Over* message. A statewide press release was issued to print and broadcast media and police department grantees were asked to engage their local media in covering the mobilization, resulting in significant newspaper and radio coverage across the

**CRACKDOWN REPORT**  
NEW JERSEY DIVISION OF HIGHWAY TRAFFIC SAFETY

2011 YEAR-END STATEWIDE CRACKDOWN • DECEMBER 5, 2011 – JANUARY 2, 2012

Impaired driving causes many unnecessary deaths and injuries on New Jersey's roadways each year. In 2010 there were 168 alcohol-related fatalities in the state, meaning alcohol was a factor in 30% of all motor vehicle-related deaths. Despite the fact that alcohol-related fatalities have declined in recent years, the New Jersey Division of Highway Traffic Safety (NJDHHS), the state's law enforcement community, and traffic safety agencies recognize that impaired driving remains a serious problem.

From December 5, 2011 - January 2, 2012, NJDHHS coordinated the *Drive Sober or Get Pulled Over* 2011 Year-End Statewide Crackdown. The goal of the crackdown was to mobilize all police agencies in the state during the critical end-of-year holiday period, to raise public awareness about the dangers of impaired driving through a combination of stepped up enforcement and media activities.

NJDHHS invited all 492 police agencies in New Jersey to support the initiative with 98 receiving overtime enforcement grants in the amount of \$5,000 each. The remaining agencies were asked to support the crackdown through the use of their own resources.

To help spread the *Drive Sober or Get Pulled Over* message, a statewide press release was issued just prior to the start of the crackdown. Police departments were also asked to engage their local media through the dissemination of press releases and public service announcements.

**THE RESULTS**

The *Drive Sober or Get Pulled Over* 2011 Year-End Statewide Crackdown resulted in 1,877 DWI arrests, down from 2,110 arrests during the 2010 year and campaign. In addition, participating police agencies issued 8,345 and 4,420 speeding and seat belt summonses, respectively. The crackdown focused on impaired driving, but as with all statewide traffic safety initiatives, motorists were again reminded of the state's commitment to proper restraint and obeying posted speed limits.

Eighty-six percent (422) of New Jersey's police agencies participated in the crackdown, which is an increase of approximately 10% from last year, when 388 participated. A number of departments reported noteworthy accomplishments during the crackdown, including 15 agencies making 15 or more DWI arrests during the campaign. These numbers clearly point to the need for continued efforts to eradicate impaired drivers from our roadways.

Police Agency Participation by Year	
2004	76
2005	124
2006	126
2007	333
2008	424
2009	370
2010	388
2011	422

From August 17 to September 3, 2012, DHTS participated in the national *Drive Sober or Get Pulled Over* impaired driving crackdown. The goal again was to mobilize all police agencies in the State to raise awareness about the dangers of impaired driving

through a combination of stepped-up enforcement and media activities. DHTS invited all 492 police agencies to support the initiative with 172 receiving overtime enforcement grants in the amount of \$4,400 each. Similar to the year-end crackdown, the remaining agencies were asked to support the campaign through the use of their own resources. To help spread the ***Drive Sober or Get Pulled Over*** message, a statewide press release was issued just prior to the start of the crackdown. The statewide crackdown resulted in 1,459 DWI arrests, up from 1,437 arrests during the 2011 campaign. Participating police agencies issued 6,550 and 4,258 speeding and seat belt summonses, respectively. Eighty-five percent of the State's police agencies participated in the crackdown. A number of agencies reported noteworthy accomplishments during the crackdown, including 16 agencies making more than ten DWI arrests during the two-week campaign.

The Division of Alcoholic Beverage Control (ABC) partnered in a multi-agency crackdown on underage drinkers in Cape May County during the Memorial Day Weekend. The ABC teamed up with both State Police detectives and the Cape May County Prosecutor's Office to work undercover at various establishments. The underage drinking effort resulted in the arrest of 11 individuals for attempting to purchase alcohol.

ABC investigators working with local law enforcement made more than 200 arrests at the Shore during the summer for violations related to the sale, service or consumption of alcoholic beverages by underage persons. The ABC also continued to administer the ***Cops In Shops College/Fall Initiative*** and year-round program. The ***College/Fall Initiative*** grant was made available to police departments with a college or

university within its borders or in a neighboring community and was aimed at keeping anyone under the age of 21 from drinking alcohol. The program was operational from November through June and had 23 participating agencies in 2012. Twenty-one Shore police departments participated in the ***Cops In Shops Summer*** program as well. Over 200 people were arrested for buying or attempting to buy alcohol at liquor stores under this program and since the inception of the program in 1996, more than 10,000 underage persons and adults have been arrested in the State as a result of the ***Cops In Shops*** initiative.

Information was provided to the public during the major holiday periods urging revelers to exercise caution if they were planning to consume alcohol during their celebrations. The ABC also participated by announcing that enforcement teams would be in bars and restaurants making sure licensees were carding drinkers and not serving patrons to the point of intoxication.

Students from over 50 schools participated in the annual ***Proms and Alcohol Don't Mix*** PSA contest. The initiative asked high school seniors to create scripts for a 30-second television public service announcement. The statewide contest was designed to increase awareness about the dangers of underage drinking, particularly during prom and graduation season. The winning script was produced and distributed for broadcast on local television stations. The winning script was written by high school seniors from Pascack Valley High School in Hillsdale, Bergen County.

A new summer program of the HERO Campaign was held to promote designated drivers through the support of bars, taverns, restaurants and packaged

goods stores along the Jersey Shore. A total of 150 establishments pledged to be a Jersey Shore HERO establishment and promoted the program by displaying posters, brochures, and decals on their doors in addition to serving free non-alcoholic beverages to patrons that were designated drivers.

The following colleges and universities participated in the HERO Campaign: Monmouth University; Richard Stockton College; New Jersey Institute of Technology; Rutgers University; College of New Jersey; Rowan University; William Paterson University; and Fairleigh Dickinson Metropolitan Campus.

For the second consecutive year, the DHTS hosted ***New Jersey Remembers***, a tribute honoring those individuals who have lost their lives to impaired drivers. During the emotional remembrance, families that lost loved ones to a drunk or drugged driver participated in a procession where they were escorted by local police officers and State Troopers. Representing the nearly 13,000 lives lost each year nationwide to impaired driving, the families displayed photos of their loved ones and lit candles to commemorate their lives. Following the victims' tribute, traffic officers from around the State were recognized for their role in enforcing New Jersey's DWI laws. Officers with the most DWI arrests from each of the 21 counties and all four State Police troops were honored for their efforts.

*For the second consecutive year, DHTS hosted "New Jersey Remembers", a tribute honoring those individuals who have lost their lives to impaired drivers.*



## PROGRAM REPORTS

### II. OCCUPANT PROTECTION

The *Click It or Ticket* campaign was conducted from May 21 – June 3, 2012. Key components of the campaign included targeted seat belt enforcement by 425 police agencies in the State, 145 of which received \$4,000 in overtime enforcement grants. Awareness



about the campaign and the importance of wearing a seat belt were further enhanced by the distribution of educational materials by partner agencies statewide and earned media efforts. The breakdown of police departments participating included: 170 of 185 agencies (92%) in the Northern Region; 147 of 173 (85%) in the Central Region; 104 of 131 (80%) in the Southern Region; and the Division of State Police. The 425 agencies issued 29,307 seat belt citations during the two-week campaign. In addition to seat belt citations, police officers wrote 981 child restraint and 4,951 speeding citations, and made 861 DWI arrests.

The annual statewide seat belt usage survey, conducted by the New Jersey Institute of Technology following the *Click It or Ticket* campaign, found the State's front seat belt usage rate was 88.29 percent, down from 94.51 percent in 2011.

During National Child Passenger Safety Week, free child safety seat inspections were held in locations throughout New Jersey to help parents and caregivers learn how to properly transport children in their vehicles. Also, during "Seat Check Saturday," certified safety technicians were available at various locations to highlight year-round child safety seat programs.

Eight child passenger safety technician certification classes were conducted in 2012. These classes certified new child passenger safety technicians in each region of the State.

The child passenger safety technical conference was held in October in Atlantic City. Over 600 child safety advocates from throughout the northeast, Puerto Rico and the Virgin Islands attended the three-day event which covered all aspects of child passenger safety.



### III. PEDESTRIAN AND BICYCLE SAFETY

Police agencies throughout the State continue to participate in pedestrian safety enforcement and education programs designed to increase awareness about safely sharing the road. Known as "*Cops In Crosswalks*," the initiative placed undercover police officers, posing as pedestrians, in marked crosswalks. Motorists who failed to stop for the undercover officers were stopped and issued warnings or tickets by uniformed officers a short distance away.

A roll call video was produced to supplement existing pedestrian safety enforcement training workshops. The video serves to refresh or educate personnel on the principles of pedestrian safety enforcement training and reinforces the knowledge gained from training and operations. The video also enables officers to refresh their knowledge on the principles of pedestrian safety enforcement without the expense of traveling to a workshop. The topics covered in the roll call video include the importance of pedestrian safety (demonstrated through statistics and interviews), benefits of the pedestrian safety enforcement operations, the basic structure of a pedestrian safety enforcement operation, key operational objectives, and proper enforcement techniques. The video will be reproduced in FY 2013 and made available to all police departments.

A pedestrian safety roundtable meeting was held with representatives from law enforcement and State and local safety agencies to discuss local pedestrian safety actions, successful programs, and potential partnerships.

The Brain Injury Alliance of New Jersey distributed 605 bicycle helmets to prevention contacts in Bergen, Burlington, Camden, Ocean, Passaic, Salem, Mercer, Middlesex, Hudson, Hunterdon and Union Counties.



*Known as "Cops in Crosswalks," the initiative placed undercover police officers, posing as pedestrians, in marked crosswalks.*

In tandem with the helmet distribution, the new brainybunch brochure was distributed. The brochure outlines the helmet law in New Jersey, as well as information on how to properly fit a bicycle helmet. The Alliance participated in 71 events during the year and reached over 4,000 individuals from elementary, middle and high schools, as well as groups in the community.

The Transportation Management Associations (TMA) focused on reducing pedestrian and cycling injuries and deaths among all age groups. The TMA provided presentations on bicycle safety tips, rules of the road, hand signals and the proper fit of bicycle helmets. Several programs were provided to seniors that raised awareness of pedestrian and bicycle safety issues. Pedestrian and cyclist safety programs were delivered to community leaders and business owners in suburban and non-suburban areas with large Latino populations.

## PROGRAM REPORTS

### IV. COMMUNITY TRAFFIC SAFETY PROGRAMS/TEEN DRIVERS

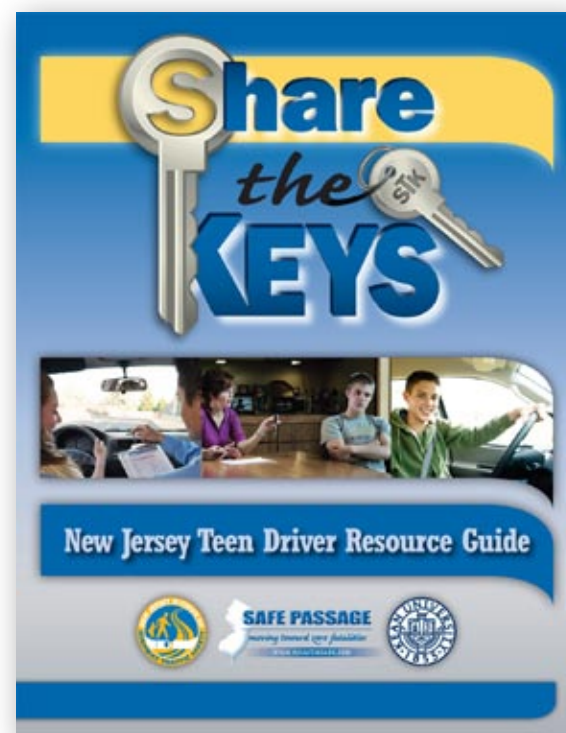
Governor Christie proclaimed September 19 as “*No Texting While Driving Day*” in New Jersey. Attorney General Chiesa kicked off the day by speaking with 800 students at Clearview Regional High School about the dangers of distracted driving. The Attorney General was joined by AT&T Mid-Atlantic President Mike Schweder, whose company has made a nationwide push to end texting and driving, and Angela Donato, a traffic safety advocate whose sister and unborn nephew were killed in a crash by a distracted driver.

Community Traffic Safety Programs bring together public and private entities to identify and address traffic safety problems on a county-wide basis. The following counties received funds in 2012: Atlantic; Bergen; Burlington; Camden; Cumberland; Gloucester; Hudson; Middlesex; Morris; Ocean; Passaic; Salem; and Union. Safety emphasis areas addressed through comprehensive action plans included: pedestrian, bicycle and child passenger safety; aggressive, impaired, distracted, and teen driving; and seat belt use.

October 10 has been dubbed “*Put the Brakes on Fatalities Day*”. The day of awareness is a national initiative that was designed to unite the country in moving toward zero fatalities for one full day by encouraging 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. DHTS once again coordinated a statewide effort to engage the public and media during the national observance of *Put the Brakes on Fatalities Day*. For the second consecutive year, during the 24-hour period on October 10, 2012, there were no fatalities reported.

The Seventh Annual Safety Forum, hosted by the Transportation Resource Center at Rutgers, provided an opportunity for engineers, law enforcement officers, educators, and EMS professionals to learn, discuss and work towards resolving traffic safety issues. Approximately 200 individuals attended the one-day forum in which safety professionals voiced their concerns, exchanged ideas and worked together to bring forth new traffic safety initiatives.

Educational initiatives were the focus of Teen Driver Safety week from October 16-22, 2011. The *Share the Keys* program, a safe driving orientation for parents and teens, was highlighted during the week. The orientation brings parents and teens together as a joint audience empowering them with information, resources and tools to cultivate safe driving attitudes and behavior.



### V. POLICE TRAFFIC SERVICES

Attorney General Chiesa was joined at MetLife Stadium by former Super Bowl champion Tony Siragusa and other members of the New Jersey motoring community to unveil the State’s renewed emphasis on the “Move Over Law” (Drivers approaching stationary emergency vehicles, tow trucks and other highway safety vehicles displaying red, blue and/or amber flashing lights must move over one lane or, if not safe to move over, then slow down below the posted speed limit). The DHTS produced four, 30-second videos for airing on television and one, 30-second spot for the radio. A five-minute web video featuring those who have either lost a loved one who worked on the roadside or had a close call because a driver did not abide by the Move Over law was also produced. The new tagline for the campaign is “If you make the move, others will follow.”



**Gary Poedubicky**, Acting Director, NJ Division of Highway Traffic Safety  
**Major Ed Cetnar**, Field Operations, NJ State Police  
**NJ Attorney General Jeffrey Chiesa**  
**Donna Cetaro**, mother of deceased State Trooper Marc Castellano  
**Tony Siragusa**, Super Bowl Champion and Current “NFL on FOX” Commentator

Attorney General Chiesa, along with trauma doctors and officials from law enforcement and highway traffic safety, attended a February press conference to remind the public to stay safe and sober behind the wheel on

Super Bowl Sunday. At the press conference, it was announced there would be stepped up police patrols for Super Bowl XLVI to ensure a safe celebration.

The Traffic Safety Resource Prosecutor continues to act as a liaison between the municipal and county assistant prosecutors, as well as members of the Division of State Police and municipal police departments. Prosecutor training classes were conducted on the operation and recalibration of the Alcotest and prosecuting a DWI case, including proofs required to prove the case, the foundational documents, evidentiary issues, litigation issues, and issues currently being raised in motor vehicle and DWI cases. In addition, transcripts and briefs have been provided to assist municipal and assistant prosecutors when issues arise that have been previously litigated in other parts of the State.

State and local police personnel attended numerous highway traffic safety and crash investigation training courses funded by DHTS. Crash Investigation I, a basic at-scene course, which instructs officers on the proper techniques for recognizing and properly recording damages as a result of collisions on roadways, was attended by 305 police officers. Crash Investigation II, completed by 177 officers, placed an emphasis on vehicle damage analysis and vehicle behavior during collisions. Vehicle Dynamics, attended by 123 police officers, focused on advanced math as it applies to vehicular behavior. Two Traffic Crash Reconstruction classes were also offered and attended by 40 police officers. Specialized training classes in pedestrian/bicycle crash investigation; motorcycle crash investigation; computerized collision diagramming; and advanced commercial motor vehicle inspection/collision investigation, were attended by 205 students.

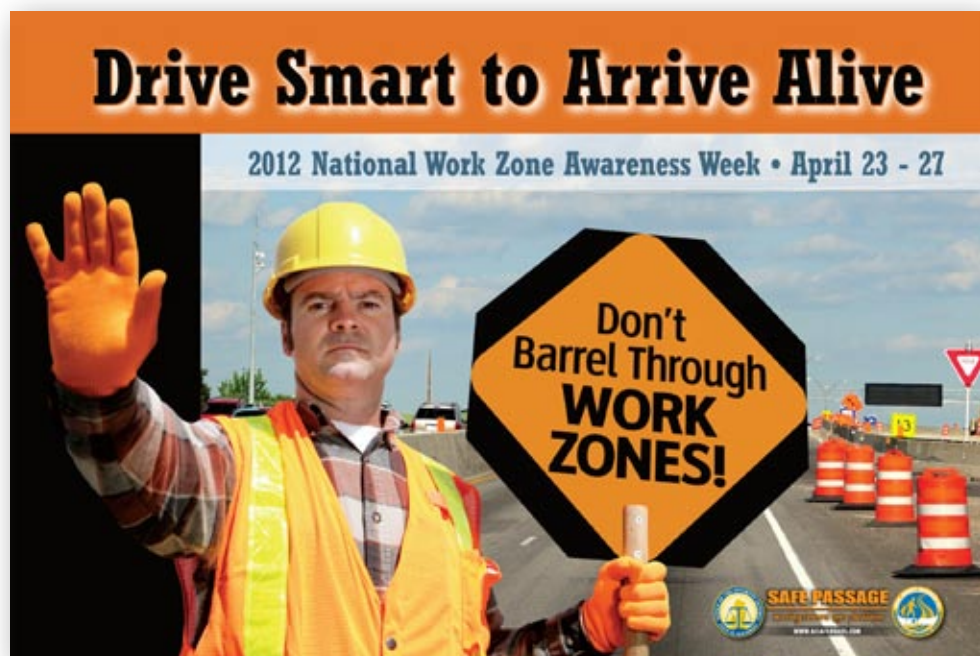
## PROGRAM REPORTS

### VI. ROADWAY SAFETY

The Rutgers University Department of Civil and Environmental Engineering, Local Technical Assistance Program, continued to promote work zone safety awareness by providing education and outreach to local law enforcement and public works/municipal utilities personnel. Educational programs included police work zone safety training. The continuation of this course has ensured consistency and validity of initiatives considered to be of high value to the safety of the work zone crew, law enforcement personnel and the motoring public. Work zone safety training for municipal and county public works personnel was also held. Attendees received course handbooks, work zone set up guides, flagger handbooks and traffic control guideline manuals. Workshops were presented to over 1,250 participants who learned about traffic control, as well as work zone and roadway safety.

The Seventh Annual Work Zone Safety Awareness Conference was held April 25, 2012 at the Livingston Campus Student Center at Rutgers University. Nearly 300 participants were in attendance. The agenda included work zone safety training, updates to the Manual on Uniform Traffic Control Devices for temporary traffic control and case studies and interactive round table discussions. Participants represented law enforcement, construction, public works, traffic safety and engineering personnel.

A traffic intern was again used in Warren County to review speed zoning on county roads and sections of roadways with significant traffic volume increases and crash rates. A speed survey report that identifies safety hazards and proposed modifications was developed by the intern and is now being used by the county engineer to assist municipalities in updating their speed zoning ordinances.



### VII. TRAFFIC RECORDS

Traffic record 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:

The Office of Information Technology (OIT) continues to make progress in integrating crash data. Files have been uploaded from NJ Department of Transportation crash reports and EMS ambulance run reports. The number of reports received annually from the EMS community has increased from 18,118 and seven agencies in 2006 to 734,540 reports and 255 agencies in 2012. The Motor Vehicle Commission's history files and fatal motor vehicle crash files maintained by the Fatality Analysis Reporting System have also been integrated to allow for more timely and accurate reporting. Work also continues on defining user requirements for the Motor Carrier Management Information System for sourcing inspection, crash, compliance review, and safety audit and registration data.

More than three dozen users representing law enforcement, EMS, Transportation and motor vehicle communities now have access to dozens of integrated reports that were not previously available. In subsequent phases, data will be published for public access over the web. This will potentially add thousands of additional users.

The Electronic Patient Care Reporting (ePCR) program, EMS Charts, continues to grow and expand under the direction of the Department of Health, Office of Emergency Medical Services. There was a 9 percent

increase in agencies submitting data into the Crash Data Warehouse. The growth in agency participation resulted in an 8.6 percent increase in the number of records entered. Currently, there is an average of 97,390 electronic patient care records entered into the warehouse monthly. Interest also continues to grow among EMS agencies. Approximately 72 percent of all New Jersey EMS agencies have registered to utilize the ePCR program. Free training to all EMS agencies, both on-line and in-person continues to be offered by EMS Charts. The Office of Emergency Medical Services is exploring the opportunity to work with key EMS stakeholders to compare local data with statewide data submitted to the Crash Data Warehouse.

This data is critical for identifying patient information such as injury location, severity of injury, as well as seat belt and airbag utilization. The EMS records provide critical information regarding crash statistics including incident location, of which most are complete with GPS coordinates. Additionally, all records include EMS arrival time to the scene, transport time to the hospital, as well as arrival time and name of the receiving health care facility. This data has proven to be invaluable and was virtually non-existent to agencies prior to the inception of the EMS ePCR program.

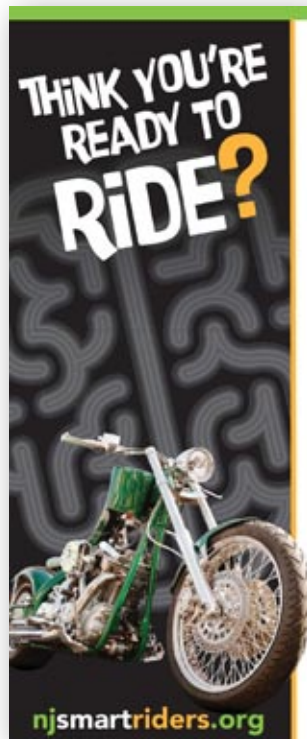
Under a project at Rutgers University, a total of 85,273 crashes were geocoded. Crashes that are geocoded help to pinpoint exactly where crashes are occurring and, in particular, high crash locations. This information is critical to DHTS, DOT and State and local police as they work to maximize resources to improve roadway safety. These records were shared with the Department of Transportation and used by safety professionals for crash analyses.

## PROGRAM REPORTS

### VIII. MOTORCYCLE SAFETY

The Motor Vehicle Commission (MVC) worked in conjunction with the Department of Tourism to create, produce and advertise a television commercial promoting the *Share the Road with Motorcycles* safety message. The MVC also utilized the services of the New Jersey Turnpike Authority to place the safety message on bull nose signs located on the Turnpike and Garden State Parkway.

The Brain Injury Alliance regularly reached out to motorcycle rider organizers, motorcycle websites and motorcycle social media groups to promote *NJSmartRiders* and the *Think You're Ready to Ride* brochure. The Alliance's campaign addressed three issues – smart judgment (riding sober), smart gear (helmets and proper clothing) and smart training (rider education).



## PAID AND EARNED MEDIA

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. The DHTS uses public outreach and education to reach this underserved population in the State. Educating this high risk population and targeting messages towards them 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.



In an effort to reach the Latino population, the DHTS works with Spanish language media partners to

conduct year-round paid and earned media campaigns. The campaigns promote all areas of traffic safety, with a specific emphasis on occupant restraint and impaired driving. The DHTS has worked over the last six years to identify quality media partners. Print media was the primary outlet used based on cost and research. According to the National Association of Hispanic Publications, 82 percent of Hispanics surveyed indicate that they read a Spanish language publication at least once a week. It was also found that Hispanic publications are a trusted source of advertising and information. Television and radio ads were used in the Philadelphia market, but remain cost prohibitive in the New York market, where one week of advertising often amounts to what is spent on year-round advertising within the same medium of the Philadelphia market.

The following media partners were included in the FFY 2012 paid Spanish language advertising:

**NOSOTROS NEWSPAPER** (\$11,700, full page advertisement and Director's message) - monthly publication with a circulation of 20,000 distributed throughout Mercer, Middlesex and Ocean Counties.

**REALIDADES MAGAZINE** on the Barnes and Noble Nook (\$12,000, full page advertisement web banner, videos, full page Director's message in English and Spanish, back cover web banner and virtual booklet) - monthly publication of 157,000 and an average of 36,000 hits per month.

**REPORTE HISPANO NEWSPAPER** (\$14,400, full page advertisement and two additional inserts at no charge) - weekly publication of 55,000, which is distributed throughout Northern, Central and parts of Southern New Jersey.



**AL DIA NEWSPAPER** (\$13,673, full page advertisement and Director's message) - weekly publication 47,000 distributed throughout Atlantic, Burlington, Camden, Cumberland, Gloucester, Mercer, and Salem Counties.

**EL SOL NEWSPAPER** (\$5,916, full page advertisement and Director's message) - weekly publication of 16,000 distributed throughout Atlantic, Camden and Cumberland Counties.

**HECHOS POSITIVOS NEWSPAPER** (\$10,800, full page advertisement with full page Director's message) - monthly publication with circulation of 5,000 throughout Bergen, Morris, Hudson and Passaic Counties.

## LEGISLATIVE ENACTMENTS

**WWSI TELEMUNDO** (\$6,000, holiday messaging and appearances on public affairs show) - a local affiliate Spanish language television station based in Atlantic City, reaching Atlantic, Burlington, Camden, Cumberland, Cape May, Gloucester and Salem Counties.

**TVAZTECA/EL ZOL RADIO** (\$6,000, holiday messaging) - Spanish language television and radio station based in Philadelphia reaching Atlantic, Burlington, Camden, Cumberland, Cape May, Gloucester and Salem counties.

DHTS has also worked effectively with **CHANNEL ONE** (\$36,000) to reach young drivers with messages addressing seatbelt use and distraction. Channel One is the only in-school media via television broadcast in the classroom and reaches 120 high schools throughout the State of New Jersey.

DHTS also worked to effectively leverage earned media to promote traffic safety programs, initiatives and enforcement mobilizations, including those implemented by both DHTS and its more than 500 grantees. Using news releases that are distributed to print and broadcast media outlets in the State, as well as New York and Philadelphia, the agency has been able to provide public awareness about a wide variety of traffic safety issues. Press conferences are also conducted to kick-off significant DHTS programs.

The following highway safety legislation was enacted during calendar year 2012.

### **P.L. 2012, c.22**

An act concerning the use of wireless telephones in motor vehicles, designated as Kulesh's Kuberts' and Bolis' Law. Approved on July 18, 2012, this act became effective immediately and makes it easier for prosecutors to obtain convictions for vehicular homicide or assault by auto against a person who illegally uses a cell phone while driving and, as a result, kills or injures someone. A person is guilty of death by auto or assault by auto when it is proven that he or she drove a motor vehicle recklessly. The law specifically provides that the illegal use of a cell phone while driving would give rise to an inference that the defendant was driving recklessly.



# SAFE PASSAGE

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