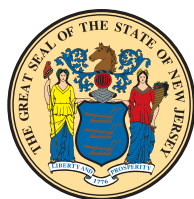




## HIGHWAY TRAFFIC SAFETY

# ANNUAL REPORT TO THE LEGISLATURE

2007



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## INTRODUCTION

The New Jersey Division of Highway Traffic Safety (DHTS) was established to implement the requirements of the National Highway Traffic Safety Act of 1966. DHTS's mission is 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 of the United States Department of Transportation and is chairperson of the Governor's Highway Traffic Safety Policy Advisory Council. The Director's administration of the Division is under the direction and supervision of the Governor and the Attorney General.

The Highway Safety Plan for federal fiscal year 2007 (October 1, 2006 through September 30, 2007) 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 157 Incentive Grant, Section 157 Innovative Grant, Section 163 Safety Incentives to Prevent Operation of Motor Vehicles by Intoxicated Persons, Section 1906 Incentive Grant Program to Prohibit Racial Profiling, Section 2003(b) Child Passenger Safety Belt 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 records, roadway safety and traffic records. Eight hundred projects were funded at the state and local level. The Division also continued to oversee and coordinate the state Drunk Driving Enforcement Fund, N.J.S.A. 39:4-50.8.

The cooperation and participation of DHTS' governmental and private sector partners is 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, such as 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, 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; and private sector businesses and organizations play a key role in steering New Jersey's traffic safety programs in a positive direction.

Proactive involvement at the local, state and national level allows New Jersey to stay in the forefront of advances in highway safety. Continuing to expand and enhance partnerships is integral to DHTS' success in the future.

## TRAFFIC CRASH DATA

Highway deaths in New Jersey increased from 748 in 2005 to 770 in 2006. Year-end fatalities for 2007 are on target to be lower than last year, however, alcohol consumption continues, as in previous years, to play a significant role in motor vehicle crashes. Approximately 32 percent of all highway fatalities were alcohol related.

Pedestrian crashes have historically represented the second largest category of motor vehicle fatalities and injuries in New Jersey. While pedestrian fatalities accounted for 22 percent of all highway fatalities last year, this percentage is expected to drop in 2007.

The use of seat belts by occupants of motor vehicles is one of the most effective ways to reduce fatalities and injuries caused by crashes. New Jersey's seat belt usage rate is currently 91.4 percent, an increase of 1.6 percent over the previous year and an all-time high. This is the eleventh consecutive year that seat belt usage has risen in New Jersey.

The overall trend in the State has been a decrease in the total number of deaths despite an increase in the number of miles driven. The growing use of seat belts and child safety seats by drivers and passengers, heightened public information and education, and increased enforcement have contributed to this overall trend.

## 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 91 grants totaling \$6,052,915 under this program.

#### B. SECTION 405 PROGRAM

The Section 405 Occupant Protection Incentive Grant program provides incentive grants to encourage states to adopt and implement effective programs to reduce highway deaths and injuries resulting from individuals riding or improperly restrained in motor vehicles. DHTS awarded 192 grants totaling \$894,503 under this program.

#### C. SECTION 406 PROGRAM

The Section 406 Safety Belt Performance Grant provides incentive grants 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 249 grants totaling \$2,536,404 under this program.

#### D. SECTION 408 PROGRAM

Section 408 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 three grants totaling \$546,113 to under this program.

#### E. SECTION 410 PROGRAM

Section 410 funds programs that address driving under the influence of alcohol. DHTS awarded 162 grants totaling \$2,147,183 under this program.

#### F. SECTION 157 INCENTIVE PROGRAM

The Transportation Equity Act for the 21st Century (TEA-21) established a program of incentive grants to encourage states to increase seat belt usage rates. DHTS awarded eight grants totaling \$40,000 under this program.

#### G. SECTION 157 INNOVATIVE PROGRAM

The Section 157 Innovative grant program provides funds to conduct statewide highly visible enforcement and publicity programs to increase seatbelt use. DHTS awarded five grants totaling \$20,000 under this program.

#### **H. SECTION 163 PROGRAM**

Section 1404 of TEA-21 provides incentive grants to encourage states to establish a 0.08 percent Blood Alcohol Concentration (BAC) as the legal limit for drunk driving offenses. These funds can be used for any project eligible for assistance under Title 23. DHTS awarded 11 grants totaling \$55,000 under this program.

#### **I. SECTION 1906 PROGRAM**

Section 1906 provides funds to enact and enforce laws that prohibit the use of racial profiling in the enforcement of traffic laws on Federal aid highways, and to implement and allow for public inspection of statistics on motor vehicle stops. DHTS awarded \$538,352 under the program, which have been carried forward into FY 2008 for use in implementing a pilot program in Clinton Township.

#### **J. SECTION 2003(B) CHILD PASSENGER SAFETY**

Section 2003(b) provides funds to: implement child passenger protection programs that prevent deaths and injuries to children, educate the public about the proper use of child restraints, and train child passenger safety technicians. DHTS awarded nine grants totaling \$15,267 under this program.

#### **K. SECTION 2010**

Section 2010 provides funds to implement programs that will reduce the number of single and multi-vehicle crashes involving motorcyclists. DHTS awarded one grant totaling \$132,247 under this program.

#### **L. SECTION 2011**

Section 2011 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 69 grants totaling \$504,312 under this program.

## STATE PROGRAMS

### A. DRUNK DRIVING ENFORCEMENT FUND

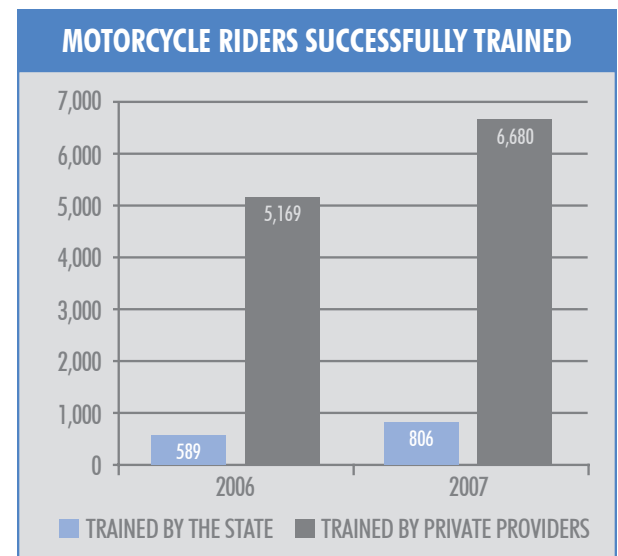
The Drunk Driving Enforcement Fund (DDEF) established a \$100.00 surcharge on each drunk driving conviction. Monies in this fund are distributed to municipal, county, State and interstate police agencies to increase enforcement of drunk driving laws. Each law enforcement agency, whose officers make arrests 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 \$3.46 million were distributed to law enforcement agencies during FY2007 (July 1, 2006 – June 30, 2007) to help reduce alcohol-related crashes and fatalities.

### B. MOTORCYCLE SAFETY EDUCATION PROGRAM

The motorcycle safety education 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 at both state-operated and private locations throughout the State. According to the New Jersey Motor Vehicle Commission (MVC), which oversees the program, 7,486 riders were trained in 2007 compared to 5,758 the previous year.



## PROGRAM REPORTS

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

### I. ALCOHOL AND OTHER DRUG COUNTERMEASURES

Recognizing that impaired driving traditionally increases during the holiday season (Thanksgiving through New Year's Day), DHTS conducted a year-end impaired driving crackdown December 4, 2006 - January 2, 2007. The crackdown's goal was to raise public awareness about the dangers of impaired driving through stepped-up enforcement and public education. All police agencies in Bergen, Essex, Mercer, and Monmouth Counties were invited to participate. Fifty-four of the 126 participating police agencies received \$5,000 grants to fund 100 hours of enforcement (roving patrols and/or checkpoints). In addition to enforcement, earned media was used to relay this message to the motoring public. The crackdown was spotlighted in a statewide press release that was also localized and distributed to local media by participating police departments. Radio stations across the state, through a partnership with the New Jersey Broadcaster's Association, repeatedly aired a public service announcement throughout the crackdown. The year-end impaired driving program resulted in 441 DWI arrests. In addition, participating police departments issued 2,538 and 1,455 speeding and seat belt summonses, respectively.

From August 17 – September 3, 2007, DHTS participated in the national "Over the Limit, Under Arrest" impaired driving crackdown. This marks the first year New Jersey adopted the national "Over the Limit, Under Arrest" slogan having previously used, "You Drink, You Drive, You Lose." The goal of the crackdown was to raise public awareness about the dangers of impaired driving through a combination of stepped up enforcement and media activities. DHTS provided \$5,000 in overtime grants to 186 police departments, while all other police agencies were asked to support the crackdown with their own resources. In addition to the enforcement effort, DHTS utilized earned media to educate the public. A statewide press release was issued on August 17

in conjunction with a press event in Toms River led by the Attorney General. In addition, a new initiative designed to identify liquor licensees serving intoxicated patrons, a violation of ABC law, was also announced to further enhance efforts to keep the roads safe and free from drunk drivers. The directive requires all law enforcement agencies to ask intoxicated motorists arrested for DWI where they consumed their last drink and provide this information to the Division of Alcohol Beverage Control (ABC). ABC is compiling this "intelligence" information into a database to identify those licensed establishments where statistically abnormal numbers of persons consumed alcoholic beverages to the point of intoxication. The statewide crackdown resulted in 1,655 DWI arrests. Participating police agencies issued 6,966 and 3,762 speeding and seat belt summonses, respectively. Police agency support of the crackdown reached an all-time high -- 473 agencies or 96 percent of law enforcement participated compared to 391 agencies in 2006.

The Alcohol/Drug Test Unit (ADTU) coordinators trained 57 new breathalyzer operators at seven five-day Breathalyzer Operator Courses. There are currently more than 10,000 certified breathalyzer operators in the State. ADTU coordinators also re-certified 1,025 breathalyzer operators, through 41 one-day re-certification classes. ADTU coordinators trained 721 police officers in DWI identification, apprehension, processing, and prosecution at 27, five-day Standardized Field Sobriety courses. Additionally, ADTU re-certified 190 officers at 15, one-day Standardized Field Sobriety Test refresher courses. ADTU coordinators re-certified 3,020 Alcotest operators. There was no Alcotest conversion course conducted during 2007.

ADTU coordinated the Drug Evaluation Classification/Drug Recognition Expert training

program, which enables police officers to classify operators of motor vehicles as being under the influence of one or more of seven categories of drugs other than alcohol. ADTU conducted two training classes for 44 Drug Recognition Experts (DRE), and four classes where 28 DRE's successfully satisfied the mandatory requirements for recertification. ADTU also co-sponsored one DRE seminar with the New Jersey Drug Recognition Expert Association attended by 95 Drug Recognition Experts, and one Drug Interdiction Training for Education Professionals class for 19 teachers.

ABC administered "Cops in Shops," a statewide program that brings undercover law enforcement officers together with local retail establishments to deter the sale of alcohol to minors and to stop adults from attempting to purchase alcohol for minors. In selected towns, at cooperating liquor establishments, a team of two undercover officers works four hours shifts, two evenings a week. One officer works undercover as an employee or patron in each establishment and stops anyone under the age of 21 who attempts to purchase alcohol or use false identification. The second officer serves as a "backup" outside the establishment to determine if alcoholic beverages have been purchased by an adult and passed on to an underage person. The Cops In Shops College/Fall initiative provides grants to the following municipalities that have a college/university within their borders or in a neighboring town: Absecon, Deptford, Eatontown, Egg Harbor Township, Galloway Township, Glassboro, Hanover Township, Long Branch, Madison, Mahwah, Morris Township, North Brunswick, Ocean Township (Monmouth County), Piscataway, Princeton Borough, Ramsey, Rutherford, South Bound Brook, South Orange Village, Summit, and Teaneck.

A total of 190 separate charges were lodged against those arrested. Of the 190 offenses, 140 were violations of statutes relating to the illegal possession or attempt to possess alcohol by an underage person or by an adult purchasing for a minor. In addition, 14 charges involved violations of municipal ordinances for underage possession of alcoholic beverages.

Twenty-six communities, that historically have a large influx of youth during July-August, also participated in the "Cops In Shops" summer shore initiative. The participating municipalities included: Absecon, Avalon, Beach Haven, Belmar, Cape May, Egg Harbor Township, Harvey Cedars, Lake Como, Lakehurst, Lavallette, Long Beach Township, Lower Township, Manchester, Margate, Middle Township, Neptune Township, North Wildwood, Ocean Township (Monmouth County), Ocean Township (Ocean County), Pt. Pleasant Beach, Pt. Pleasant Borough, Sea Isle City, Seaside Heights, Ship Bottom, Stafford Township, and Wildwood. During this initiative, a 313 separate charges were lodged against those arrested. Of the 313 offenses, 224 were for violations pertaining to the illegal possession or attempt to possess alcohol by a person underage or by an adult purchasing for a minor.

Overtime salaries were provided to investigators for undercover operations at bars, restaurants and nightclubs to curtail the consumption of alcoholic beverages by persons under 21. Investigative personnel conducted operations in 602 licensed establishments, where 1,606 patrons were carded resulting in 158 arrests. In addition to ABC filing administrative charges against the licensed establishments for serving underage persons, investigators detected 94 other administrative violations.

A new program for high school students was launched to increase awareness about the dangers of underage drinking during prom and graduation season. Entitled "Proms and Alcohol Don't Mix," this initiative invited students to develop a 30-second public service announcement depicting the real and dangerous consequences of alcohol use particularly during prom season. Working with the Department of Education and the Office of the Attorney General, ABC received more than 50 scripts from students throughout the state. The winning spot, created by five seniors at Cicely Tyson High School in East Orange, was produced by the New Jersey Network. The winning team and 19 runners-up were invited to a reception at Drumthwacket, the Governor's residence in Princeton. ABC plans to purchase television time, adjacent to youth-oriented programming, during the 2008 prom season.

## II. OCCUPANT PROTECTION

In an effort to bolster seat belt use in southern New Jersey, DHTS sponsored the “Buckle Up South Jersey” campaign November 13-17, 2006. Fifty-one police departments from Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, and Salem Counties and the Division of State Police participated in the campaign. Another 37 unfunded agencies joined in the effort to bring the total participation to 88. To spark public awareness of the campaign, DHTS partnered with the Atlantic County Office of Highway Safety to host a kick-off event, which garnered media coverage by network affiliates, cable outlets and newspapers. Prior to the mobilization, southern New Jersey had a safety belt usage rate of 77 percent, a 4 percent increase over the previous year. After the mobilization, belt use increased 5.7 percentage points to 82.7 percent, narrowing the gap between the south and the rest of the State.

The annual Click It or Ticket campaign was conducted May 21–June 3, 2007. Key components of the campaign included targeted seat belt enforcement by municipal, county and state police agencies, 206 of which received overtime enforcement grants. Awareness about the campaign and the importance of wearing a seat belt was further enhanced by statewide distribution of educational materials by partner agencies, a DHTS press release and a radio PSA. Several events were held to launch the 2007 campaign including high visibility enforcement details at the George Washington Bridge in Fort Lee, on South Broad Street in Trenton, and on Route 73 in Pennsauken. Click It or Ticket was also a component of the state’s annual “101 Days of Summer” kickoff event in Atlantic City. The seat belt issue received additional media following Governor Corzine’s serious car crash on April 12. The Governor subsequently became a national spokesman for seat belt use appearing in a televised public service announcement that aired during the campaign. For the first time, all 496 municipal police agencies throughout the State and the New Jersey State Police participated in the mobilization. Police issued 58,170 seat belt citations, up from 56,360 citations written during the 2006 mobilization. Additionally, 1,099 child restraint citations and 5,396 speeding citations were written and 643 DWI arrests were made.

The annual statewide seat belt usage survey, conducted by the New Jersey Institute of Technology following the Click It or Ticket campaign, found that the state’s seat belt usage rate rose to 91.4 percent, a 1.6 percent increase over the 2006 rate of 90 percent. This marks the eleventh consecutive year that seat belt use has risen in New Jersey. The three counties with the largest gain in belt use are: Essex, up 4.9 percent to 91.9 percent; Middlesex, up 4.3 percent to 92.8 percent; and Union, up 3.5 percent to 93.7 percent.

The Sixth Annual NHTSA Region 2 Child Passenger Safety Technical Conference, was hosted by the State of New York on June 12-14, 2007 in Buffalo. Nearly 500 representatives from New York, New Jersey, Puerto Rico, Virgin Islands, Connecticut, Pennsylvania, and Maryland attended workshops and presentations by nationally recognized occupant protection experts. The conference provides certified technicians updated information on studies, techniques, child restraints and programs that will aid them in providing this lifesaving service to the public.

National Child Passenger Safety Week, previously observed in February, was held September 16-22, 2007. Four child passenger safety issues were addressed to engage the media in reporting about the importance of proper restraint: the need for new, expectant parents to learn how to properly install their child safety seats in advance of their babies’ arrival, the importance of not prematurely graduating children from booster seats to seat belts, on the 15th anniversary of New Jersey’s seat belts on school buses law, and the need for expanded child passenger safety initiatives for under served communities.

The Division provided funds to the Department of Community Affairs’ Center for Hispanic Policy, Research and Development to assist Hispanic organizations in developing public education programs geared toward increasing awareness of proper restraint for young children. The program provided funds and technical assistance to public and private community-based child care and pre-school centers that offer programs to serve the needs of children under 8 years of age.

### III. PEDESTRIAN AND BICYCLE SAFETY

Twenty-seven comprehensive pedestrian safety grants for education and enforcement were awarded in the past year. The enforcement grants paid for overtime so that police officers could patrol high pedestrian crash locations and issue summonses to motor vehicle violators whose actions put pedestrians at risk. The educational grants funded the purchase of educational materials for high risk populations including children, the elderly and non-English speaking individuals. These comprehensive grants have helped to increase awareness of pedestrian safety.

The Atlantic City Police Department implemented a comprehensive pedestrian safety program that included both education and enforcement. Public awareness was increased through posters that were displayed at businesses, schools and community buildings, and on jitneys, buses and shuttles. Public service announcements and ads were broadcast on local stations and printed in newspapers. In addition, traffic signage was placed in key areas of the city alerting motorists to pedestrians entering crosswalks. Enforcement efforts focused on pedestrians who violate crosswalk laws, as well as motorists who fail to yield to pedestrians.

A pedestrian safety train-the-trainer workshop was held for law enforcement officials to introduce a new enforcement initiative planned for implementation in FY 2008. Training was

provided to 28 law enforcement officers from ten municipal departments, the Division of State Police and the Essex County Prosecutor's Office on how to pose as pedestrians to identify drivers who fail to stop for crossing pedestrians. Law enforcement officers will use this training to conduct driver yielding programs and enforcement operations at intersections with high pedestrian crash rates.

The Brainy Bunch campaign, conducted by the Brain Injury Association of New Jersey, has been successful in educating thousands of individuals of all ages about the importance of preventing brain injuries through programs that address helmet use, as well as motor vehicle and pedestrian safety. The widespread impact and success of the campaign has been enhanced by the Association's many partnerships with local and state coalitions, hospitals, law enforcement agencies, and the educational community. The Association has also disseminated its message through participation in 90 state and local community health events, provided over 2,000 helmets to children in low-income communities, distributed over 20,000 pieces of traffic safety literature, and established a statewide helmet coalition to publicize New Jersey's "17 and under" helmet law. The campaign also partnered with 56 law enforcement agencies to implement the "Think Positive" ticket program to reward children for wearing bike helmets.

### IV. COMMUNITY TRAFFIC SAFETY PROGRAMS

Community Traffic Safety Programs (CTSPs), which are funded by DHTS and bring together public and private entities to identify and address traffic safety problems on a county-wide basis were hard at work in fourteen counties: Atlantic, Burlington, Bergen, Camden, Cape May, Cumberland, Gloucester, Hudson, Middlesex, Morris, Ocean, Passaic, Salem and Union. Safety areas addressed through comprehensive action plans included pedestrian, bicycle and child passenger safety; aggressive, impaired and distracted driving; and seat belt use.

Highlights of DHTS' public information and education program included a partnership with the New Jersey Broadcasters Association, which allowed for highway safety messages to reach millions of New Jersey residents through radio public service announcements. In addition, selected messages were also aired by Shadow/Metro Traffic. Meanwhile, the "Safety Cruiser" traveled to 65 community-based events around the state bringing traffic safety information to thousands of citizens of all ages. The cruiser is equipped with video equipment, child safety seats

and educational materials designed to convey important safety messages.

DHTS partnered with PublicMind, an independent opinion research center at Fairleigh Dickinson University, to conduct a telephone poll of 1,000 randomly selected New Jersey motorists 17 years of age and older, April 25 - May 22, 2007. The poll asked drivers about their behaviors behind the wheel, their perception of other drivers, and their attitudes towards various public policy proposals. Poll results provided DHTS with a comprehensive snapshot of driver knowledge and attitudes about seat belt use, speeding, pedestrian rights, cell phone use and restrictions, driver license training and retesting, drunk driving, enforcement priorities, and red light running cameras. The summary of findings, which are helping to guide public education initiatives, can be found on DHTS' website at [www.njsaferoads.com](http://www.njsaferoads.com).

With the support and endorsement of the state's highest ranking elected officials and law enforcement professionals, more than 250 members of the highway safety community attended the first Safe Passage symposium, December 12, 2006. Governor Corzine challenged attendees to collaborate on safety initiatives that will end the loss of more than 700 lives on our roadways every year. Former Attorney General Stuart Rabner discussed the four E's of traffic safety, while Department of Transportation Commissioner Kris Kolluri reported on the Governor's Pedestrian Safety Initiative and his agency's goal to make the State's roadways safer. State Police Superintendent Colonel Fuentes also pledged the full support of the Division of State Police. Since the symposium, representatives from public and private sector traffic safety organizations continue to meet regularly to develop and implement initiatives that will reduce crashes and save lives.

A new public awareness and education program, using the image of New Jersey native and motorsports professional Ray Evernham, was developed to educate motorists who drive the State's toll roads about the potentially fatal consequences of excessive speed and aggressive driving. Posters, palm cards, and video monitors were used to deliver the "The Highway is not a Race Track" message in casinos and at all toll plazas and service areas on the Garden State Parkway, New Jersey Turnpike and Atlantic City Expressway. In addition, a 30-second, public service announcement featuring Evernham was distributed to all radio stations in the State via DHTS' partnership with the New Jersey Broadcasters Association.

The New Jersey State Safety Council brought its "Alive at 25 Program" to nine schools through a new partnership involving public and parochial schools, law enforcement and DHTS. The educational program for teen drivers and their parents addresses the operational, psychological and physical aspects of driving to assist communities in addressing and preventing teen driver crashes.

In March 2007, Governor Corzine enacted legislation creating the Teen Driver Study Commission. The Commission is charged with conducting a comprehensive review of teen driving in the state and making recommendations that will ultimately reduce crashes and save lives. The Commission is comprised of a cross-section of the community that includes state legislators, school administrators, government and law enforcement officials, AAA, driving school and insurance industry professionals, a teen driver and a representative of the PTA. The Commission will release its final report in March 2008.

## V. POLICE TRAFFIC SERVICES/SPEED CONTROL

The New Jersey Law Enforcement Challenge was held for the second consecutive year, to recognize exemplary traffic safety programs addressing occupant protection, impaired driving and

speeding at the state and local level. The winning safety programs were those that combined officer training, public information and enforcement to reduce crashes and injuries within a jurisdiction.

Police agencies recognized at an awards ceremony held May 30, 2007 included: Cranford Township, Hamilton Township (Atlantic County), Manville, Ocean City, Riverside Township, Washington Township (Bergen County), and the New Jersey State Police, Troops B and E.

A region-wide “Obey the Signs or Pay the Fines” speed crackdown was conducted in July 2007 in Bergen, Essex, Hudson, Morris, Passaic, Sussex and Warren Counties. The campaign built upon the success of the 2006 NHTSA Tri-State Speed Enforcement Campaign and included participation by 171 or 91 percent of the police agencies in the region. The agencies issued 10,898 speeding summonses during the four-week campaign as well as 4,217 and 1,270 seat belt and child restraint citations, respectively, and made 470 DWI arrests. The campaign garnered extensive state and local media coverage and helped to raise awareness about the dangers of speeding.

Aggressive driving programs were conducted throughout the state to reduce the number of crashes stemming from this dangerous behavior. In Essex County, the Prosecutor’s Office launched a new campaign against aggressive driving that utilized unmarked patrol vehicles equipped with video cameras aimed at identifying aggressive drivers. Marked vehicles were then used to apprehend the violator. As part of the effort, 100 New Jersey Transit buses carried public awareness ads reminding drivers to slow down and save a life.

The New Jersey Transit Police Department launched a traffic enforcement campaign at its most problematic grade and light rail crossings. The Transit Police rail crossing enforcement team logged more than 800 hours of enforcement resulting in the issuance of 506 crossing violations.

Police personnel attended numerous highway traffic safety and crash investigation training courses funded by DHTS. More than 300 police officers completed 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. Crash Investigation II, completed by 217 officers, places an emphasis on vehicle damage analysis and vehicle behavior during collisions. Vehicle Dynamics, attended by 115 police officers focuses on advanced math as it applies to vehicular behavior. Four Traffic Crash Reconstruction classes were also offered and attended by 91 police officers, along with specialized training in pedestrian/bicycle crash investigation; motorcycle crash investigation; and automobile sketch, crash interview, and traffic crash reconstruction attended by 115 students.

Commercial motor vehicle enforcement details on the Route 24 corridor in Millburn were carried out by the municipal police department to identify commercial vehicles that were mechanically unsafe or being operated in an unsafe manner. More than 300 overtime enforcement hours were worked and 257 summonses were issued.

## VI. ROADWAY SAFETY

The Rutgers University Department of Civil and Environmental Engineering, Local Technical Assistance Program continued to offer its award-winning work zone safety trainings. Seventy-three programs covering basic, intermediate and advanced work zone safety; and flagging techniques and procedures were attended by more than 1,800 state, county, and municipal public works employees, as well as law enforcement personnels.

The Eighth Annual Work Zone Safety Awareness Conference was held April 4, 2007 at Rider University to promote work zone safety awareness through the recognition of best practices in New Jersey. Over 300 people attended the day-long conference.

Two pedestrian safety school crossing projects were implemented in Newark and Hudson County. Funds were provided for the installation of reflective strips on school warning and school crossing signs

in Newark. Improvements in Hudson County included wider crosswalks and reflective school pavement markings on select roadways. These improvements have led to the increased safety of thousands of school-age children.

Traffic interns were hired during the summer months in Sussex and Warren Counties. To analyze county road crash data, the Warren County interns

produced a crash data analysis report that identified high crash locations for further study and possible engineering fixes. The Sussex County interns worked on traffic and safety device data collection in support of a corridor speed study. This information was used to facilitate responses to municipal inquiries about potential speed limit modifications.

## VII. TRAFFIC RECORDS

A traffic records assessment was conducted in March 2007 by a national team of experts in traffic records data systems. The scope of the assessment covered all of the components of a traffic records system. A similar assessment was conducted in 2002 that offered a number of recommendations to improve the traffic records system and the State was commended for the progress made since that time. Many of the recommendations from the 2002 report have either been completed or are in progress. The team also provided recommendations to further improve the State's crash records, driver and vehicle records, injury surveillance, citation records and roadway information systems. These are being reviewed by the Statewide Traffic Records Coordinating Committee.

Several new crash reporting resources and training programs were developed for the enforcement community. The NJTR-1 Update and Refresher Training was first offered at locations throughout the state and is now available on-line. Seven NJTR-1 Form Training Workshops were held for both police supervisors and trainers at county police academies in the northern, central and southern regions. The majority of the 212 participants represented local law enforcement agencies, while the remaining individuals were State Police or university campus police officers.

In 2003, the Department of Transportation, in collaboration with Rutgers University, established New Jersey's Transportation Safety Resource Center (TSRC). One of the Center's products is Plan4Safety, crash data analysis software that runs on the State's crash data platform. The Plan4Safety user group has grown from ten in 2005, to 25 in 2007.

The Department of Health and Senior Services is piloting a project to introduce electronic patient care reporting to New Jersey's advanced life support programs. The project, which requires the use of the National Emergency Medical Service Information System (NEMSIS) data set for electronic reporting of the advanced life support agencies has proven to be valuable to other agencies including the Division of State Police and the Motor Vehicle Commission. In April 2006, there were three EMS agencies participating in the project. That number has increased to 37 in 2007. The number of electronic patient care entries has increased from 70,184 in 2006 to over 200,000 in 2007.

Another new initiative provides for the integration of crash data collected by police agencies with injury and fatality data collected by EMS units. Currently, less than two percent of crash records have the associated injury and fatality information from the EMS community. This initiative will incrementally improve this integration percentage.

## VIII. INCENTIVE GRANT PROGRAM TO PROHIBIT RACIAL PROFILING

Clinton Township in Hunterdon County has been identified as the first site to pilot a project in which a local police agency will maintain racial/ethnic data for all traffic stops. Scheduled to be implemented in FY 2008 under the oversight of the Office of State Police Affairs (OSPA) in the Attorney's General Office, the project will aid police departments in establishing protocols for diagnosing potentially troublesome practices that might indicate biased policing and provide greater transparency in the reporting process.

Since early May 2007, the OSPA has conducted a series of meetings with the department and the Hunterdon County Department of Public Safety to assess existing policies, procedures, rules and regulations, and available software. Following completion of the needs assessment, OSPA will lead

the Clinton Township Police Department through a policy-development process that will include interviews with officers to ensure understanding of the agency's managerial and enforcement practices, and why polices should incorporate new information, reviews and reports. Growing from the policy-development process, OSPA will help set local benchmarks for examining data and creating initial reports, and develop and deliver training that will address benchmarking, data collection, development of forms, coding, analysis and interpretation of data, and reporting requirements.

As the project is implemented, data will be collected by the police department and on-going assessments will be conducted to determine what the data means for the department and the community it serves.

## PAID MEDIA

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

2007 PAID MEDIA BREAKDOWN		
PUBLICATION	CIRCULATION / DISTRIBUTION	COST
<b>Immigration and American Citizenship Organization (IACO)</b> Quarterly Publication	(Non-profit organizations and service agencies) <b>10,000</b> Distributed statewide	\$4,800.00
<b>Nosotros</b> Monthly Publication	(General Public) <b>20,000</b> Distributed throughout Monmouth, Mercer, Middlesex and Ocean Counties	\$2,520.00
<b>Realidades</b> Monthly Publication	(General Public) <b>15,000</b> Distributed throughout Bergen, Hudson, Essex, Union, Middlesex, Mercer, Monmouth, Passaic and Camden Counties	\$10,200.00
<b>4Poder</b> Monthly Publication	(General Public) <b>10,000</b> Distributed throughout Bergen, Hudson, Union, Essex and Passaic Counties	\$3,060.00
<b>Cambio</b> Bi-weekly Publication	(General Public) <b>125,000</b> Distributed throughout Hudson, Passaic, Bergen and Union Counties	\$2,400.00

## LEGISLATION

The following highway safety legislation was enacted during calendar year 2007.

### **P.L. 2007, c. 48**

Approved on March 9, 2007, this legislation establishes the Teenage Driver Safety Study Commission, to study, examine and review the issue of teenage driver safety in New Jersey. The commission is charged with assessing the availability and effectiveness of driver education and training programs for New Jersey's teenagers, considering and evaluating the role and utilization of defensive driving and crash prevention programs, examining and analyzing the types of motor vehicle violations that are contributing factors in teenage driving crashes, and any other issues the commission believes should be reviewed or considered. The commission is charged with completing its work within six months, and reporting its findings, conclusions and recommendations to the Governor and the Legislature.

### **P.L. 2007, c. 78**

Approved on May 4, 2007, the legislation establishes a fine of not less than \$150 (first offense) for a motor vehicle operator who fails to comply with a school crossing guard's signal to stop. The fine increases to not less than \$300 for a subsequent offense.

### **P.L. 2007, c. 84**

Approved on May 4, 2007, this legislation allows federally tax-exempt non-profit organizations which provide traffic safety services throughout the State to apply directly to DHTS for federal highway safety grants.

### **P.L. 2007, c. 179**

Approved on September 27, 2007, this legislation permits a firm engaged in the retail sale of new motorcycles to offer the motorcycle safety education course. As in the case of public and private educational institutions, a dealer wishing to offer the course must be approved by the Chief Administrator of the Motor Vehicle Commission. A dealer approved to offer the motorcycle safety education course may not restrict enrollment to persons who have purchased or agreed to purchase a motorcycle or other vehicle from that dealer, and may not charge a higher fee for enrollment based upon whether a person has made or has agreed to make such a purchase.

### **P.L. 2007, c. 198**

Approved on November 2, 2007, this legislation establishes the unlawful use of a hand-held wireless telephone and text messaging while operating a motor vehicle as a primary offense. This change authorizes law enforcement officers to stop and ticket motorists whenever they are observed unlawfully using a hand-held wireless telephone to talk or text message. A fine of \$100 will be assessed for a first and subsequent offenses.