



STATE OF NEW JERSEY HIGHWAY SAFETY PLAN

FEDERAL FISCAL YEAR 2011
October 1, 2010 through September 30, 2011



CHRIS CHRISTIE • GOVERNOR

SAFE PASSAGE

moving toward zero fatalities

WWW.NJSAFEROADS.COM



PAULA T. DOW
ATTORNEY GENERAL



PAMELA S. FISCHER
GOVERNOR'S REPRESENTATIVE

TABLE OF CONTENTS (CLICK ON TOPIC TO GO TO THAT PAGE)

OVERVIEW	1
MISSION STATEMENT	1
EXECUTIVE SUMMARY	1
HIGHWAY SAFETY PLAN	4
OCCUPANT PROTECTION	10
ALCOHOL IMPAIRED DRIVING FATALITIES	12
PEDESTRIAN FATALITIES AND INJURIES	14
BICYCLE FATALITIES	16
MOTORCYCLE FATALITIES	17
YOUNG DRIVER FATALITIES (16-20 YEARS OF AGE)	18
OLDER DRIVER (65+) FATALITIES	20
DISTRACTED DRIVERS	20
SPEED-RELATED FATALITIES & AGGRESSIVE DRIVING	22
REGIONAL TRAFFIC SAFETY PROGRAMS	24
DRIVER ATTITUDES, AWARENESS AND BEHAVIOR	27
GOAL SETTING AND PERFORMANCE MEASURES	29
FUNDING OF PROJECTS	31
PLANNING AND ADMINISTRATION	32
ALCOHOL AND OTHER DRUG COUNTERMEASURES	33
PEDESTRIAN AND BICYCLE SAFETY	38
OCCUPANT PROTECTION	41
POLICE TRAFFIC SERVICES	44
COMMUNITY TRAFFIC SAFETY PROGRAMS	48
ROADWAY SAFETY	54
TRAFFIC RECORDS	56
MOTORCYCLE SAFETY	58
EMERGENCY MEDICAL SERVICES	59
STATE CERTIFICATIONS AND ASSURANCES	60
PROGRAM COST SUMMARY	70

OVERVIEW

The New Jersey Division of Highway Traffic Safety (DHTS) is responsible for the administration of the federally-funded State and Community Highway Safety Program and coordination of highway safety activities. The State and Community Highway Safety Program originated under the Highway Safety Act of 1966, 23 U.S.C. 402.

DHTS is responsible for establishing goals to reduce motor vehicle crashes using performance measures based on assessments of the roadway environment. The New Jersey Highway Safety Plan (HSP) is required by federal law to serve as a framework for setting performance goals and measures for reducing traffic crashes, fatalities and injuries, and creating a safer and more efficient transportation system. This document contains a Mission Statement and Executive Summary, a Performance Plan, a Highway Safety Plan, Certifications and Assurances, and Program Cost Summary.

The Governor's Representative for Highway Safety is required to send the HSP to the National Highway Traffic Safety Administration (NHTSA) and the Federal Highway Administration (FHWA). NHTSA and FHWA approve the proposed activities and recommended expenditures eligible for federal funding.

MISSION STATEMENT

Pursuant to N.J.S.A. 27:5-F-18 et seq., DHTS is responsible for developing and implementing, on behalf of the Governor, the New Jersey Highway Safety Program. The mission of DHTS is to develop a comprehensive plan to reduce traffic crashes and the resulting deaths, injuries and property damage on New Jersey's roadways. DHTS administers and coordinates funding for state and local projects.

EXECUTIVE SUMMARY

The Federal Fiscal Year (FFY) 2011 Highway Safety Performance Plan (HSPP) addresses the national priority program areas of NHTSA and FHWA. The following national priority program areas will be addressed by DHTS in FFY 2011: alcohol and other drug countermeasures, pedestrian and bicycle safety, occupant protection, police traffic services, community traffic safety programs, roadway safety, traffic records, motorcycle safety, and emergency medical services. The State and Community Highway Safety grant program, known as the Section 402 Program, is the primary source of funding for these initiatives. Federal law requires that 40 percent of these funds be used by or for the benefit of local government. Grants are also accepted from federally tax-exempt, nonprofit organizations that provide traffic safety services throughout the State. The Plan provides for a budget of 65 percent for projects that benefit local jurisdictions.

In accordance with other federal highway traffic safety grant funding statutes and NHTSA policies, the Plan must include documentation that demonstrates the intended use of grant funds for other highway safety grant programs. In addition to the Section 402 Program, several other funding sources in FFY 2011 will be used to continue the highway safety program. These include: Section 405 Occupant Protection Incentive grant, Section 406 Safety Belt Performance grant, Section 408 Traffic Safety Information System grant, Section 410 Alcohol Incentive grant, Section 2010 Motorcycle Safety grant, and Section 2011 Child Safety and Child Booster Seat grant.

The FFY 2011 Highway Safety Plan includes a budget of over \$11 million that will be allocated as illustrated below:

FFY 2011 FEDERAL HIGHWAY SAFETY FUNDING		
SECTION 402	STATE AND COMMUNITY GRANT PROGRAM	\$5,900,000
SECTION 405	OCCUPANT PROTECTION INCENTIVE GRANT	\$ 700,000
SECTION 406	SAFETY BELT PERFORMANCE GRANT	\$ 500,000
SECTION 408	TRAFFIC SAFETY INFORMATION SYSTEM GRANT	\$ 550,000
SECTION 410	ALCOHOL INCENTIVE GRANT	\$3,000,000
SECTION 2010	MOTORCYCLE SAFETY GRANT	\$ 150,000
SECTION 2011	CHILD SAFETY SEAT AND CHILD BOOSTER SEAT GRANT	\$ 525,000

The FFY 2011 HSPP begins with the Performance Plan, which articulates the highway safety goals — determined through careful problem identification and analysis — performance measures, and projects and programs that address these goals.

The second part of the Plan describes the projects and activities that will be implemented to achieve the goals identified in the Performance Plan. This section is referred to as the Highway Safety Plan and describes the program activities that will be funded throughout the year.

A certification statement, signed by the Governor's Representative for Highway Safety, is found in the next part of the Plan and provides assurances that the state will comply with applicable laws and regulations, and financial and programmatic requirements.

The last section of the Plan includes a detailed cost summary reflecting the state's proposed allocation of funds (including carry-forward funds) by program area, based on the goals identified in the Performance Plan, the projects and activities identified in the Performance Plan, and the projects and activities identified in the Highway Safety Plan.

DHTS manages and implements programs by region as illustrated on the chart below. The regional supervisors and their staff are responsible for coordinating, monitoring and evaluating the activities and programs within these three regions.

NEW JERSEY DIVISION OF HIGHWAY TRAFFIC SAFETY REGIONS	
REGION I	ATLANTIC, BURLINGTON, CAMDEN, CAPE MAY, CUMBERLAND, GLOUCESTER, AND SALEM
REGION II	HUNTERDON, MERCER, MIDDLESEX, MONMOUTH, OCEAN, SOMERSET, AND UNION
REGION III	BERGEN, ESSEX, HUDSON, MORRIS, PASSAIC, SUSSEX, AND WARREN

DHTS has a strong working relationship with federal, state and local agencies, as well as other transportation and safety planning organizations in the state. These agencies are active partners in assisting DHTS in promoting traffic safety throughout the year. They include, but are not limited to:

Division of Criminal Justice
Division of State Police
Division of Alcoholic Beverage Control
Department of Community Affairs
Center for Hispanic Policy and Development
Department of Transportation
Motor Vehicle Commission
Department of Health and Human Services
Office of Emergency Medical Services
Federal Highway Administration
National Highway Traffic Safety Administration
Metropolitan Planning Organizations
County and Municipal Traffic Engineer Association
Association of Chiefs of Police
Traffic Officers Association
AAA
New Jersey State Safety Council
Administrative Office of the Courts
MADD
Transportation Management Associations
New Jersey Inter-Scholastic Athletic Association
Municipal Excess Liability Joint Insurance Fund
Partnership for a Drug-Free New Jersey
New Jersey Licensed Beverage Association

HIGHWAY SAFETY PLAN

DHTS uses two primary sources of crash data to identify and analyze traffic safety problem areas: the New Jersey Crash Records system maintained by the Department of Transportation (DOT), Bureau of Safety Programs, and the Fatality Analysis Reporting System (FARS), maintained by the Division of State Police. All reportable crashes in the state are submitted to DOT for entry into the statewide crash records system. The data contained in the New Jersey Crash Records System provides for the analysis of crashes within specific categories defined by person (i.e., age and gender), location (i.e., roadway type) and vehicle characteristics (i.e., conditions), and the interaction of various components (i.e., time of day, day of week, weather, driver actions, etc). At both the state and local level, Plan4Safety is also used to analyze crash data. Plan4Safety is a support tool, developed and maintained by the Transportation Safety Resource Center (TSRC) at Rutgers University, that is used by county and local engineers, law enforcement agencies and other decision makers to help identify and assess the most cost-effective ways to improve safety on the state's roadways.

The New Jersey Institute of Technology conducts seat belt observational surveys and provides usage rate data to DHTS. In addition, the PublicMind poll, an independent opinion research center at Fairleigh Dickinson University, conducts an annual survey of randomly selected New Jersey residents age 17 and older. The survey asks drivers about their behavior, their perception of other drivers and attitudes towards various legislative proposals.

An analysis of statewide crash data over a period of several years is conducted to identify the most significant problems and what projects should be funded to address them. Program level analysis is conducted for each of the national priority areas and this data is linked to performance goals, proposed projects and project objectives. Priority is given to projects that will have the greatest impact in reducing traffic crashes, injuries and fatalities in the state.

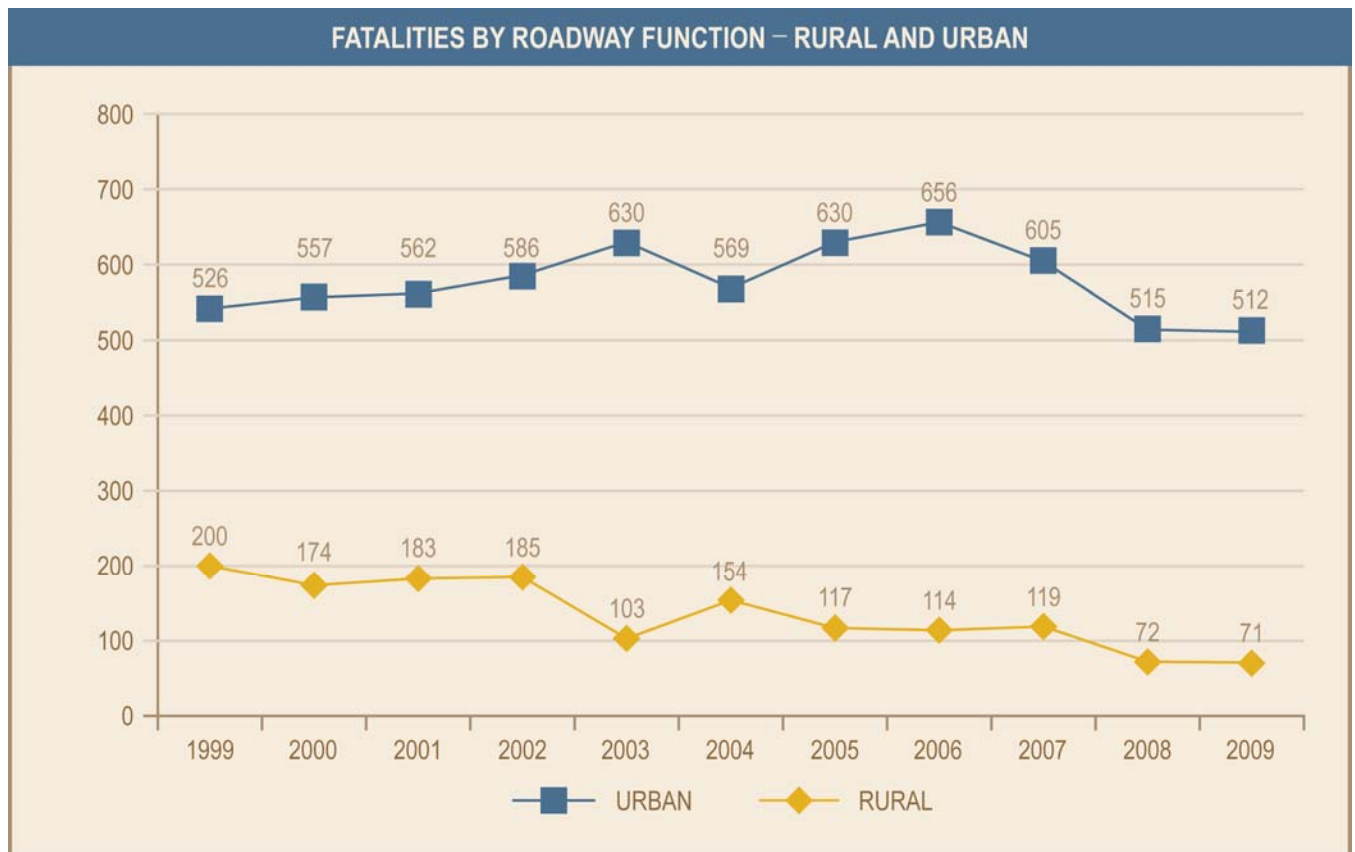
Statistical and program information is reviewed and goals are established. Current activities are also assessed to determine their impact on achieving these goals. A baseline is then established from which progress in achieving these goals is measured comparing data from previous years.

The state experienced a 6 percent reduction in motor vehicle-related fatalities between 2006 and 2007, and a more significant decline of 19 percent between 2007 and 2008. In 2009, the number of fatalities dropped for a third consecutive year to 583, a number last recorded in New Jersey in the late 1940s.

NEW JERSEY MOTOR VEHICLE FATALITIES, ANNUAL AND 3-YEAR MOVING AVERAGE



Fatalities by roadway function are shown below. On urban roadways, fatalities dropped from 515 in 2008 to 512 in 2009 and from 72 to 71 on rural roadways during the same time period.



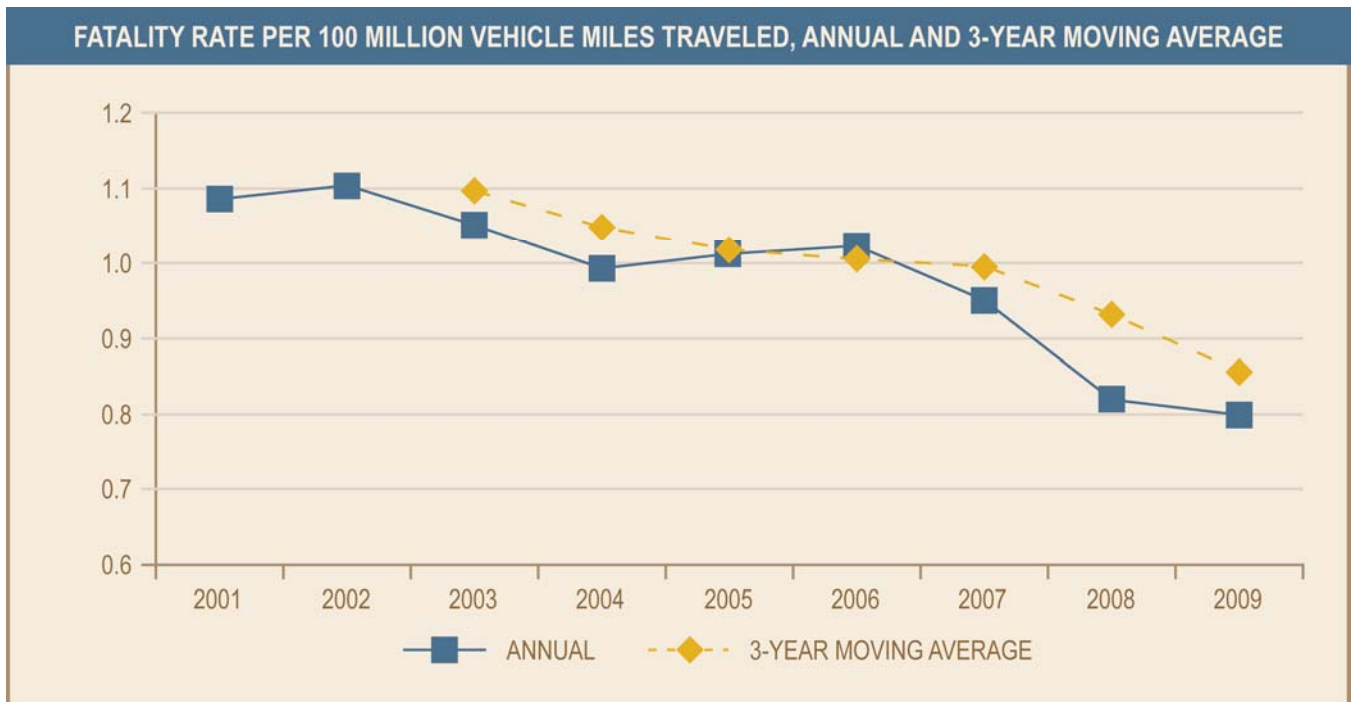
The number of driver and pedestrian fatalities in 2009 increased from the previous year. A drop in passenger and motorcyclist fatalities accounted for the majority of the decrease in roadway fatalities last year. There was also a significant reduction in bicycle-related fatalities in 2009.

WHO DIED ON NEW JERSEY ROADS?												
YEAR	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	TOTAL
DRIVER	350	372	348	375	364	357	374	334	345	241	249	3,709
PASSENGER	167	147	169	156	164	124	142	162	134	109	98	1,572
PEDESTRIAN	152	145	132	177	137	152	153	164	149	135	157	1,653
BICYCLIST	21	11	23	13	11	14	17	12	12	20	14	168
MOTORCYCLIST	36	56	73	50	57	76	61	99	84	85	65	742
TOTAL	726	731	745	771	733	723	747	771	724	590	583	7,844
FATAL CRASHES	664	659	681	698	664	684	691	708	685	555	549	7,238

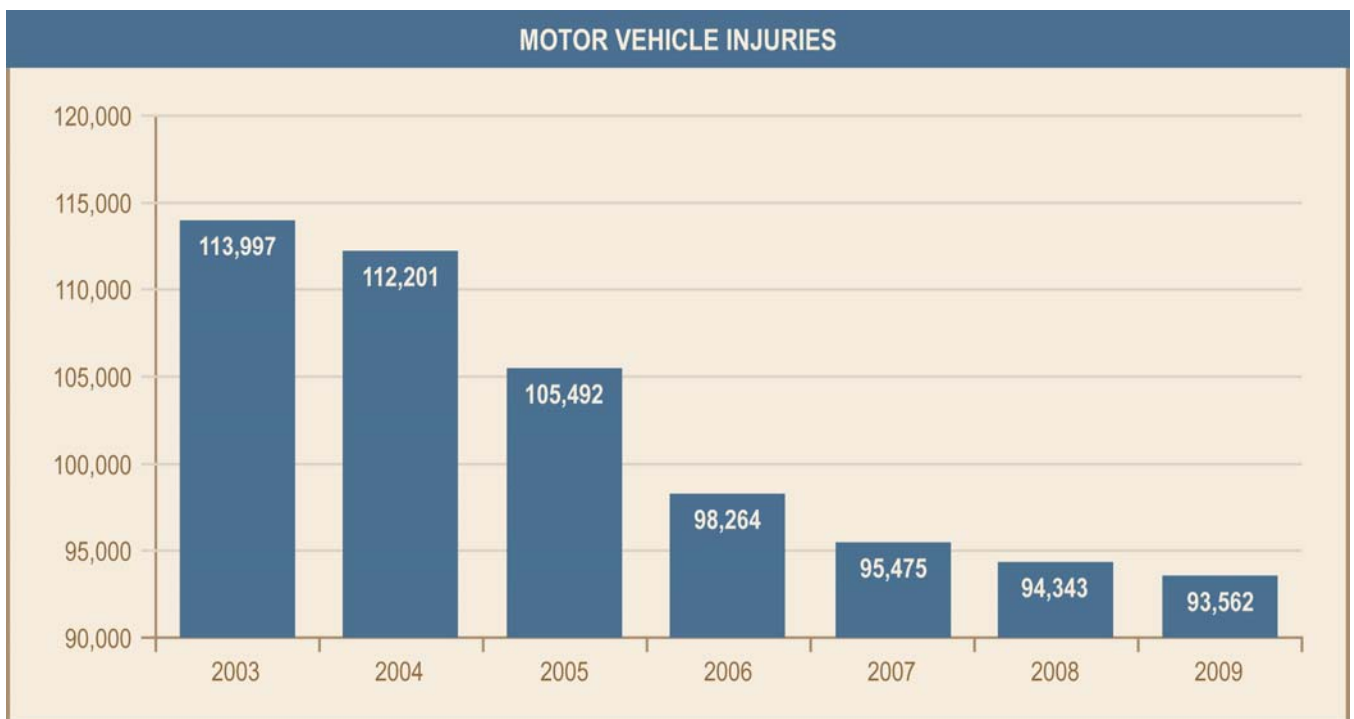
The highest number of motor vehicle fatalities (63) occurred in Ocean County. Pedestrian fatalities (20) were most prevalent in Essex County, while bicycle fatalities (4) occurred most often in Ocean County. The county experiencing the greatest number of motorcyclist fatalities (9) was Burlington.

2009 VICTIM CLASSIFICATION BY COUNTY						
COUNTY NAME	DRIVER	PASSENGER	PEDESTRIAN	BICYCLIST	MOTORCYCLIST	TOTAL
ATLANTIC	17	8	12	1	5	43
BERGEN	10	0	12	0	4	26
BURLINGTON	18	14	7	0	9	48
CAMDEN	21	7	9	2	3	42
CAPE MAY	7	0	1	0	0	8
CUMBERLAND	21	5	1	1	0	28
ESSEX	9	7	20	0	5	41
GLOUCESTER	13	4	3	1	1	22
HUDSON	5	3	12	0	2	22
HUNTERDON	3	1	2	0	2	8
MERCER	6	4	7	0	5	22
MIDDLESEX	14	10	18	1	5	48
MONMOUTH	15	2	11	3	3	34
MORRIS	9	3	3	0	3	18
OCEAN	30	12	15	4	2	63
PASSAIC	11	5	5	0	5	26
SALEM	9	1	1	1	2	14
SOMERSET	8	3	1	0	1	13
SUSSEX	4	2	0	0	1	7
UNION	16	6	14	0	5	41
WARREN	3	1	2	0	3	9
NJ STATE TOTALS	249	98	156	14	66	583

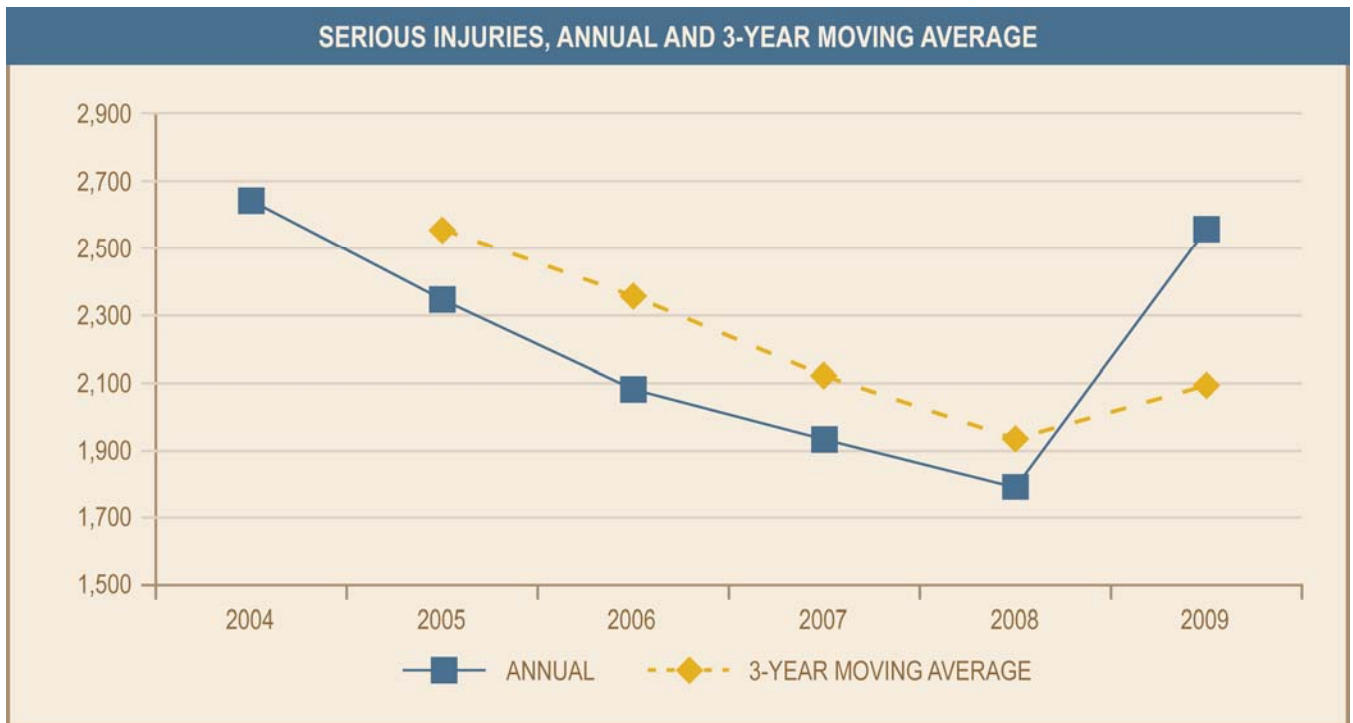
The statewide fatality rate per 100 million vehicle miles traveled continued to trend downward in 2009, falling to 0.80.



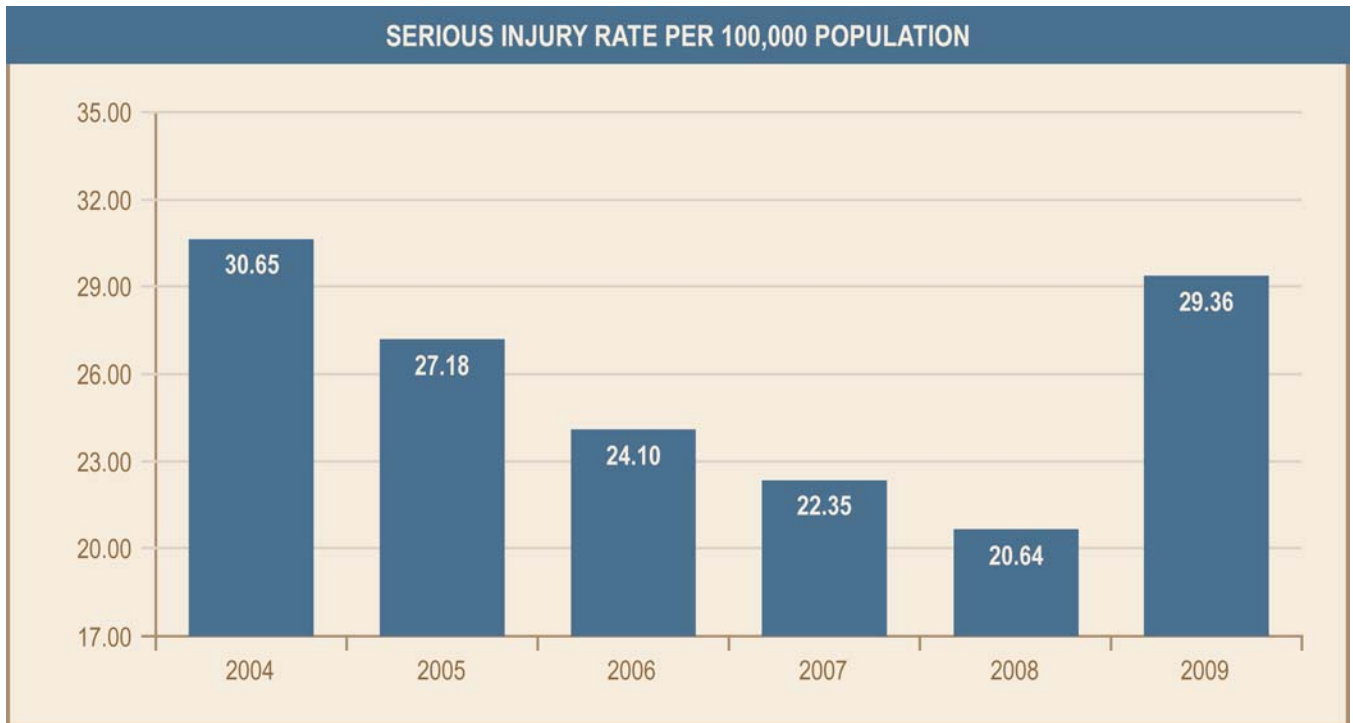
The number of motor vehicle injuries declined for a sixth consecutive year dropping from 94,343 in 2008 to 93,562 in 2009.



The statewide serious injury rate experienced a spike between 2008 and 2009, after having decreased by 32 percent between 2004 and 2008.

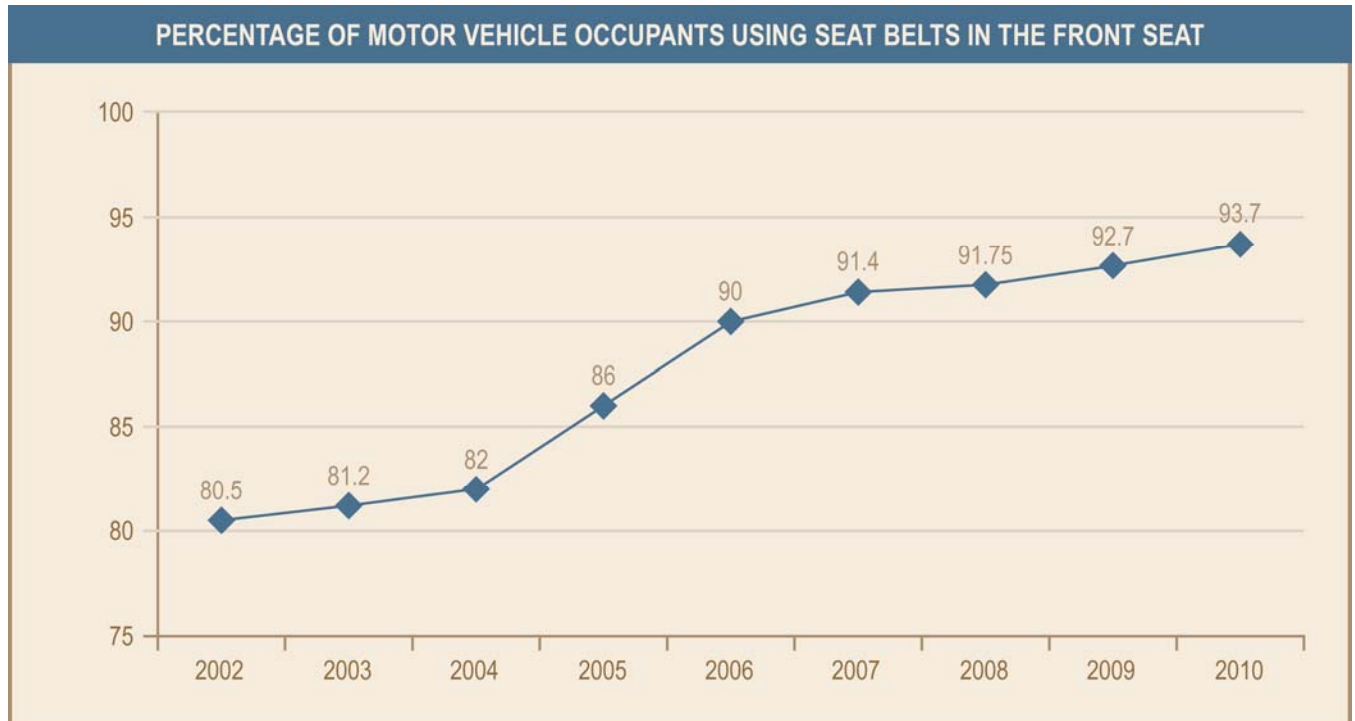


The statewide serious injury and fatality rates per 100,000 population have declined by 3 percent and 20 percent, respectively, since 2004. However, there was an increase in the serious injury rate of over 40 percent from 2008 and 2009.

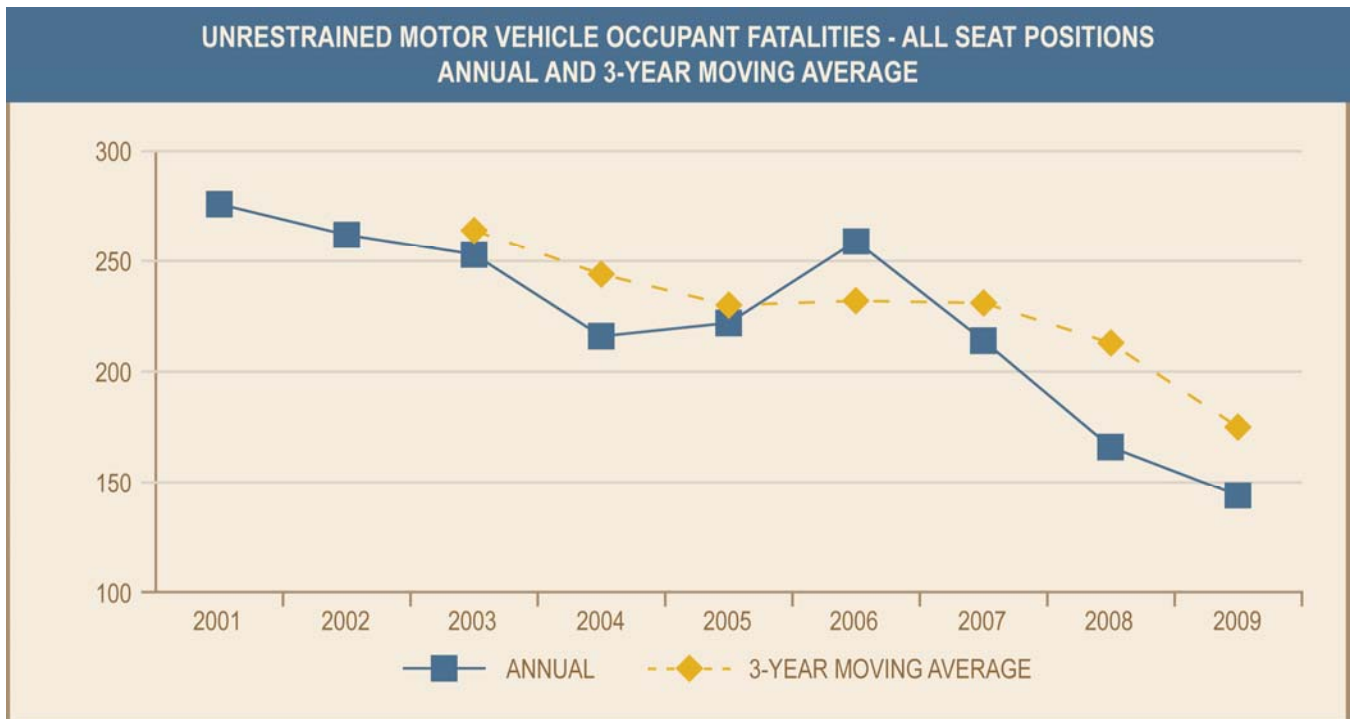


OCCUPANT PROTECTION

The State's front seat belt usage rate increased for the fourteenth consecutive year in 2010 to a record high 93.7 percent. This represents a full percentage point increase over the previous year.



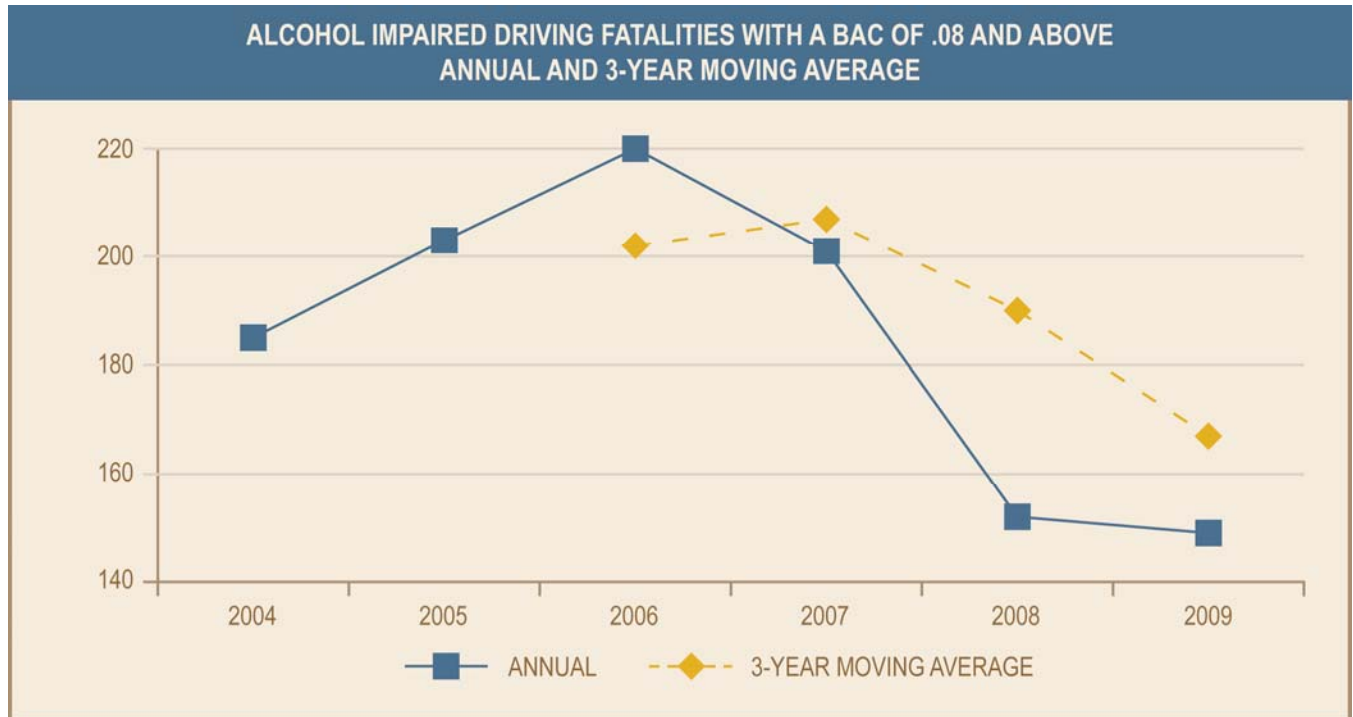
Increasing seat belt use is the simplest way to reduce serious injury and death in the event of a motor vehicle crash. However, failure to buckle up remains a major contributing factor in fatal crashes. From 1999 to 2009, over 5,000 motor vehicle occupants were killed in crashes in New Jersey and nearly half were unrestrained. DHTS, working in partnership with law enforcement and the traffic safety community, has set a goal of 100 percent seat belt usage in all seating positions.



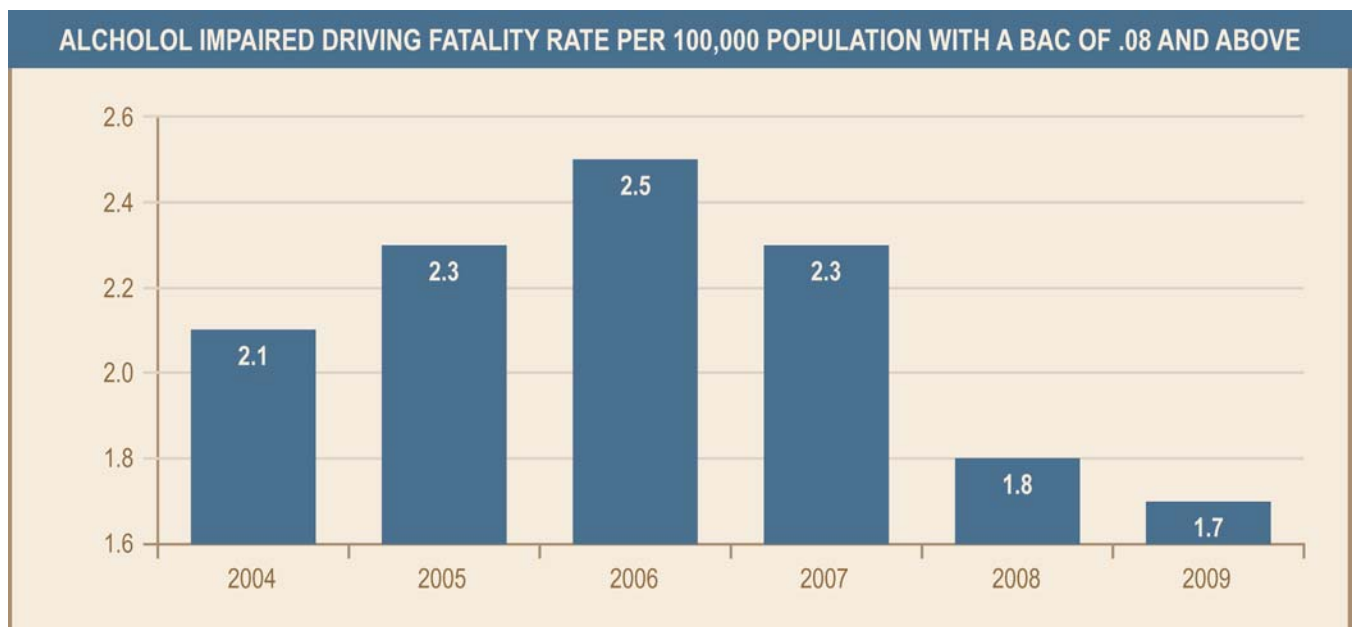
Use of seat belts in the back seat is significantly lower than in the front. Observational surveys conducted by the New Jersey Institute of Technology in 2010 found a back seat belt usage rate of 27 percent for adults and an overall usage rate of 47 percent for children and adults. The use of seat belts by all occupants, regardless of seating position, reduces the chance of being injured or killed in a motor vehicle crash by as much as 75 percent. It is hoped that legislation enacted on January 18, 2010 will improve seat belt use by back seat occupants in passenger automobiles. However, the legislation makes belt use by adult back seat occupants a secondary offense. All other motor vehicle occupants (driver and front seat passengers and all passengers under 18) are required under the state's primary seat belt law to be properly restrained in a seat belt or an approved child safety or booster seat.

ALCOHOL IMPAIRED DRIVING FATALITIES

In 2009, alcohol impaired driving fatalities accounted for 25 percent of all traffic fatalities in the state. This percentage included 149 identified alcohol-related fatalities, a decrease of nearly 2 percent from the previous year. However, impaired drivers still account for more than one in four fatal motor vehicle crashes in New Jersey.



The alcohol-related fatality rate per 100,000 population dropped 19 percent between 2004 and 2009, with the lowest rate recorded in 2009.



ALCOHOL-IMPAIRED DRIVING FATALITIES, NEW JERSEY AND U.S.					
YEAR		TOTAL FATALITIES IN ALL CRASHES	----- ALCOHOL-IMPPAIRED DRIVING FATALITIES (BAC = .08+) -----		
			NUMBER	PERCENT	PER 100 MILLION VMT
2004	NEW JERSEY	723	185	26	0.25
	US	42,836	13,099	31	0.44
2005	NEW JERSEY	747	203	27	0.27
	US	43,510	13,582	31	0.45
2006	NEW JERSEY	771	218	28	0.29
	US	42,708	13,491	32	0.45
2007	NEW JERSEY	724	201	28	0.26
	US	41,259	13,041	32	0.43
2008	NEW JERSEY	590	154	26	0.21
	US	37,261	11,773	32	0.40

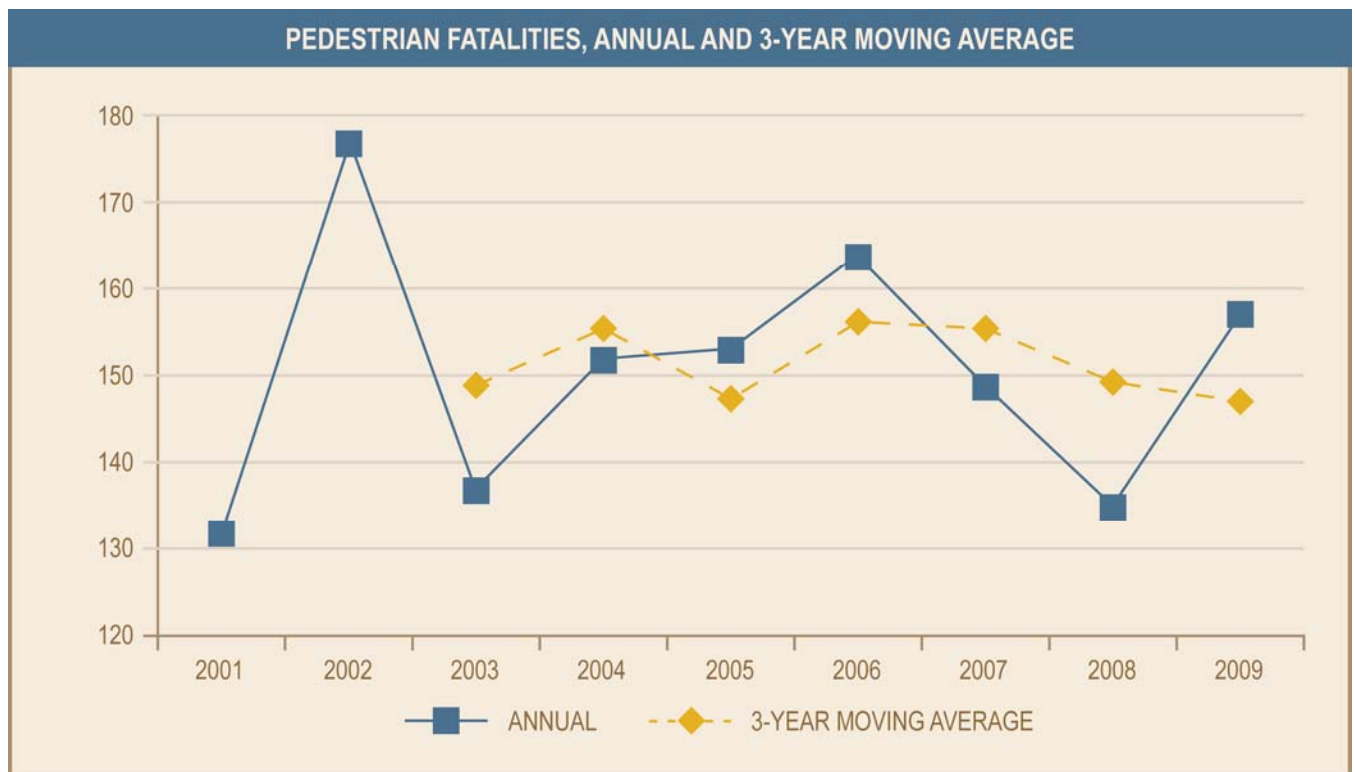
Between 2004-2008 there has been a downward trend in alcohol impaired driving fatalities both nationally and in New Jersey. As indicated by the chart, alcohol impaired driving fatalities per 100 vehicle miles traveled have consistently been lower in New Jersey compared to the national rate.

Efforts to keep those underage from drinking include a combination of law enforcement initiatives and public outreach programs. The Division of Alcoholic Beverage Control (ABC) administers the *Cops In Shops* summer and fall programs where local law enforcement officers work undercover to apprehend underage persons from purchasing alcohol or adults who attempt to purchase alcohol for underage drinkers. The ABC also administers the *College Initiative* program. Police departments in colleges and universities, either within its borders or in a neighboring community, aim to prevent anyone under the age of 21 from drinking alcohol. Attorney General Dow and Olympic medalist Dara Torres teamed up to tape a public service announcement discussing about the importance of deterring alcohol consumption by children and teens.

DHTS will continue to fund programs focusing on education, training and enforcement. Drivers who operate motor vehicles while under the influence of alcohol have long been known to cause traffic crashes. However, the dangers and consequences of drugged driving is also a problem. In FFY 2011, DHTS will continue to fund training for police officers to aid in identifying drug impaired drivers. The New Jersey Division of State Police is responsible for overseeing the Drug Recognition Expert (DRE) training program including providing training to local and state law enforcement officers.

PEDESTRIAN FATALITIES AND INJURIES

During the nine year period from 2001-2009, there were 1,356 pedestrian fatalities in the state, with 132 occurring in 2001 and 157 in 2009. Using the three-year moving average with the first data point occurring in 2003, a trend for pedestrian fatalities is illustrated below. The year with the least number of fatalities is 2001 with 132. The most fatalities (177) were recorded in 2002. After a two-year decline in pedestrian fatalities between 2007 and 2008, the state experienced a 15 percent increase in pedestrian fatalities in 2009. Nearly 27 percent of the state's roadway fatalities in 2009 were pedestrian related, which is nearly double the national average.



In 2009, 6,026 pedestrians were injured in traffic crashes, an increase of 13 percent over the previous year. The majority of injuries continued to occur in Essex County, while the lowest number of injuries occurred in Salem County.

PEDESTRIAN INJURIES BY COUNTY AND YEAR							
COUNTY NAME	2005	2006	2007	2008	2009	TOTAL	% OF TOTAL
ATLANTIC	230	210	212	217	234	1,103	4.0
BERGEN	670	640	640	624	702	3,276	11.9
BURLINGTON	126	121	135	133	129	644	2.3
CAMDEN	306	324	333	316	334	1,613	5.9
CAPE MAY	55	56	51	48	61	271	0.9
CUMBERLAND	78	58	53	56	50	295	1.2
ESSEX	1147	768	719	953	959	4,546	16.5
GLOUCESTER	91	85	79	77	122	454	1.7
HUDSON	815	621	707	692	759	3,594	13.1
HUNTERDON	13	21	24	22	16	96	0.3
MERCER	214	181	177	151	171	894	3.3
MIDDLESEX	405	389	400	358	521	2,073	7.5
MONMOUTH	282	245	221	237	249	1,234	4.5
MORRIS	154	180	131	157	176	798	2.9
OCEAN	209	221	210	187	261	1,088	3.9
PASSAIC	523	437	401	468	566	2,395	8.7
SALEM	16	18	18	14	14	80	0.3
SOMERSET	105	89	127	105	143	569	2.1
SUSSEX	29	41	27	28	45	170	0.6
UNION	448	398	400	452	476	2,174	7.9
WARREN	24	27	26	30	38	145	0.5
NJ TOTALS	5,940	5,130	5,091	5,325	6,026	27,512	100

Through education, enforcement and outreach, DHTS will continue to work toward reducing pedestrian injuries and fatalities in FFY 2011, thereby reducing the upswing experienced last year. DHTS will also continue to educate both motorists and pedestrians about the state's pedestrian safety law, which was amended on April 1, 2010, to require motorists to stop, rather than yield, for pedestrians in marked crosswalks. Additionally, the amended law clarifies the duties of pedestrians and calls upon them to take due care when crossing and to yield to motorists when they are not in the crosswalk or at intersections.

BICYCLE FATALITIES

During the nine year period from 2001 to 2009, 136 bicycle fatalities occurred statewide. Fatalities remained stable from 2006-2007, however, they rose significantly to 20 in 2008 before dropping to 14 in 2009. DHTS will continue to partner with law enforcement and transportation management agencies to promote safe and lawful riding practices, including the use of bicycle helmets (mandatory for all riders under 17 years of age), the importance of being highly visible, and the need to share the road.

BICYCLIST FATALITIES, ANNUAL AND 3-YEAR MOVING AVERAGE



MOTORCYCLE FATALITIES

During the nine year period from 2001 to 2009, there were 651 motorcycle fatalities in New Jersey. The greatest number of fatalities (99) occurred in 2006 while the lowest number (50) occurred in 2002. Motorcycle rider fatalities declined by 23 percent, from 85 in 2008 to 65 in 2009. Since 1999, motorcycle deaths have accounted for nearly 10 percent of all traffic-related fatalities, yet account for only 2 percent of all registered vehicles in the state.

MOTORCYCLE FATALITIES, ANNUAL AND 3-YEAR MOVING AVERAGE



The most important equipment for both motorcyclists and their passengers is a federally-approved helmet, which reduces the likelihood and severity of head injuries in the event of a crash. The three-year moving average shows an upward trend in the number of unhelmeted motorcycle fatalities since 2002, despite New Jersey requiring helmet use by all riders. In addition, alcohol and speed continue to be prevalent factors in motorcycle crashes. DHTS, in partnership with the New Jersey Motor Vehicle Commission (MVC) and motorcycle rider education groups, will continue to focus on public awareness initiatives that address rider behavior, helmet use, the importance of licensing and training (for new and experienced riders), and the need for all motor vehicle operators to share the road.

UNHELMETED MOTORCYCLE FATALITIES, ANNUAL AND 3-YEAR MOVING AVERAGE



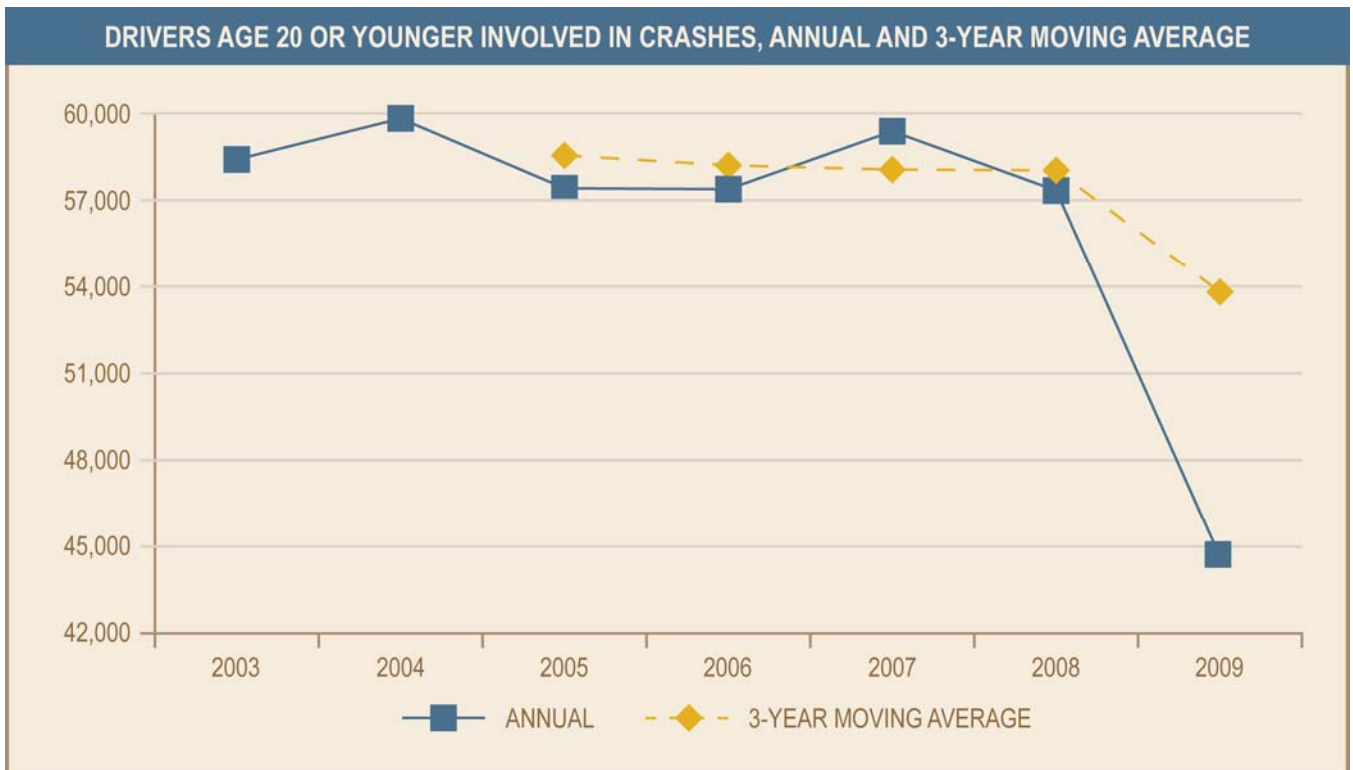
YOUNG DRIVER FATALITIES (16-20 YEARS OF AGE)

During the nine year period from 2001 to 2009, there were 993 fatalities in New Jersey involving young drivers with 131 occurring in 2001 and 81 in 2009. Using a three-year moving average, the chart below shows the trend for young driver fatalities. The lowest number of fatalities (81) occurred in 2009, and the greatest number (131) occurred in 2001. Fatalities in this age group have decreased since 2001 with the exception of calendar year 2006.

DRIVERS AGE 20 OR YOUNGER INVOLVED IN FATAL CRASHES, ANNUAL AND 3-YEAR MOVING AVERAGE



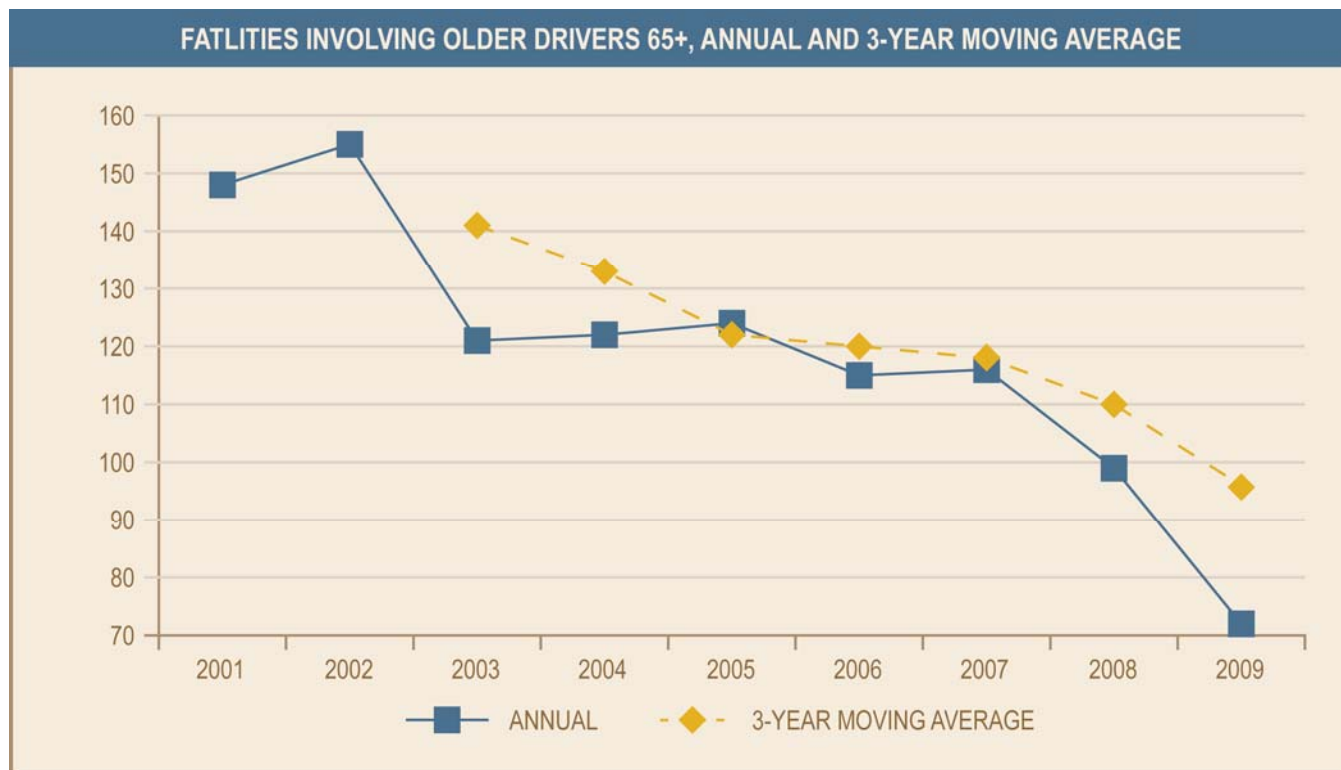
While the State's Graduated Driver License (GDL) system has helped reduce teen driver-related fatalities, the number of crashes has seesawed since the law's enactment in 2001. However, there was a significant decline in crashes from 57,355 in 2008 to 44,721 in 2009. The primary cause of teen crashes continues to be driver inattention/distraction and unsafe speed.



DHTS will continue to partner with MVC, law enforcement, driver education professionals, traffic safety organizations, and community groups to educate parents, teens and the public about the risks for novice drivers. Additionally, DHTS will continue to implement the recommendations in the Teen Driver Study Commission report issued in March 2008.

OLDER DRIVER (65+) FATALITIES

During the nine year period from 2001 to 2009, there were 1,072 fatalities involving older drivers in New Jersey. Using a three-year moving average, the trend for older driver fatalities continues to move downward (mirroring a national trend) as shown below. The lowest number of fatalities (72) occurred in 2009, while the greatest number (155) occurred in 2002.



DHTS will continue to work with its traffic safety partners to ensure that older drivers have access to training, technology and information that enables them to continue to drive safely as long as possible.

DISTRACTED DRIVERS

Driver inattention is a major contributor to highway crashes. Driver distractions or inattentive driving play a part in motor vehicle crashes. In 2009, driver inattention was identified as a contributing factor in nearly 1,400 crashes resulting in serious injury and/or death. Since 2008, there have been 3,610 crashes involving a motorist using a hand-held cell phone, resulting in 1,548 fatalities and 13 deaths. During the same time period, 3,129 crashes involving the use of a hands-free device resulted in 1,495 injuries and 6 fatalities.

In July 2004, New Jersey enacted a secondary law banning the use of hand-held cell phones while driving (a police officer could not stop and ticket a driver for violating the ban, unless the driver was also committing another offense). In March 2008, the law was upgraded to a primary offense and amended to prohibit text messaging while driving.

Using a cell phone while driving can increase the chance of being involved in a crash. But research shows other distractions such as eating, drinking, something outside the vehicle, passengers, personal grooming,

reading, and electronic devices can be just as distracting as talking on a cell phone. These distractions negatively impact eye scan, mental activity and reaction time and can result in injuries and/or fatalities.

DHTS once again partnered with Fairleigh Dickinson University's PublicMind poll in 2010 to survey motorist attitudes and behavior about key driver safety issues. More New Jersey drivers than ever admit to sending text messages from behind the wheel, with 25 percent now saying that they have done so in the past few years, a 20 percent increase from last year, when 21 percent said they had done so. In previous years, an increase in texting was sparked by drivers under the age of 30, but this is no longer the case. While the youngest drivers are more likely to text than any other age group (56 percent of drivers under age 30 said they have sent a text while behind the wheel), the increase in this year's study can be attributed to drivers age 30 to 60. In this year's survey, 37 percent of drivers 30 to 44 years of age said they've sent a text while driving, up 9 points from last year, and 17 percent of drivers 45 to 60 years of age said they have done so, up from 12 percent in 2009.

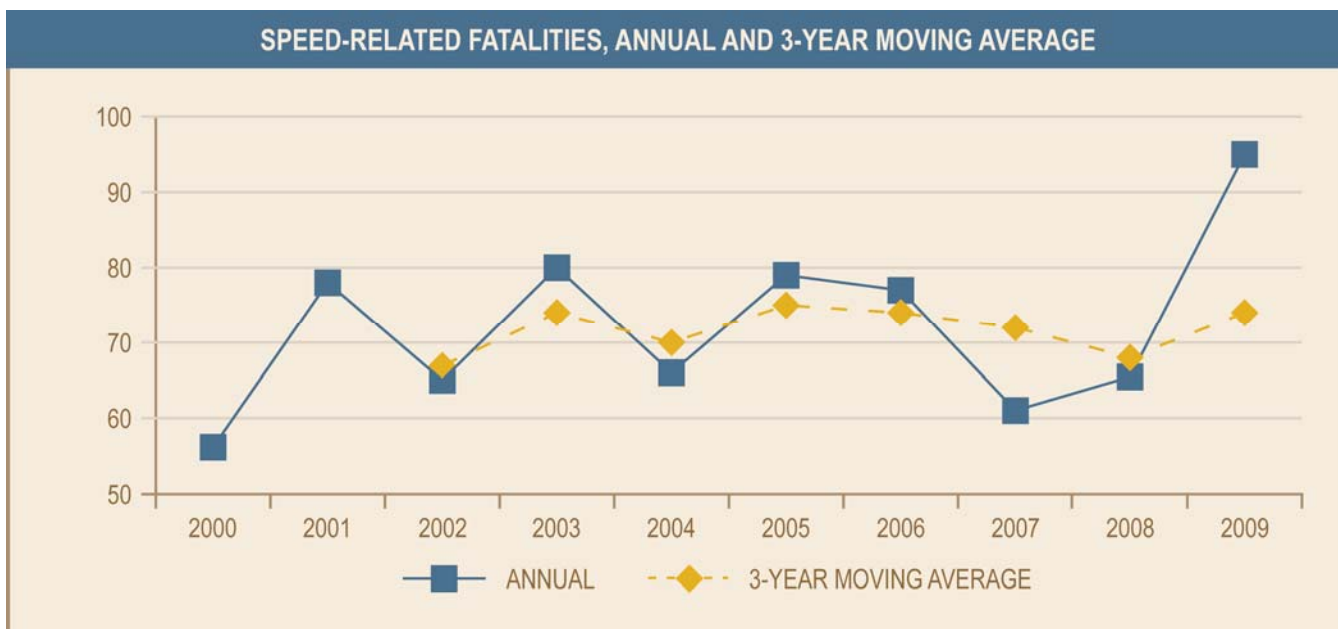
DHTS will continue to partner with government and private sector agencies and businesses to educate the public about the dangers associated not just with cell phone use, but all distractions. DHTS will continue to promote its message, "Hang Up! Just Drive," calling attention to the need for all motorists to focus 100 percent of their attention on driving and to refrain from using any electronic device – hand-held or hands-free – when behind the wheel. Additionally, DHTS has included Oprah's "No Phone Zone" pledge on its web site and will be working with its business, law enforcement and community partners to adopt workplace policies addressing distracted driving.

NUMBER OF DRIVERS INVOLVED IN CRASHES USING A CELL PHONE, 2009

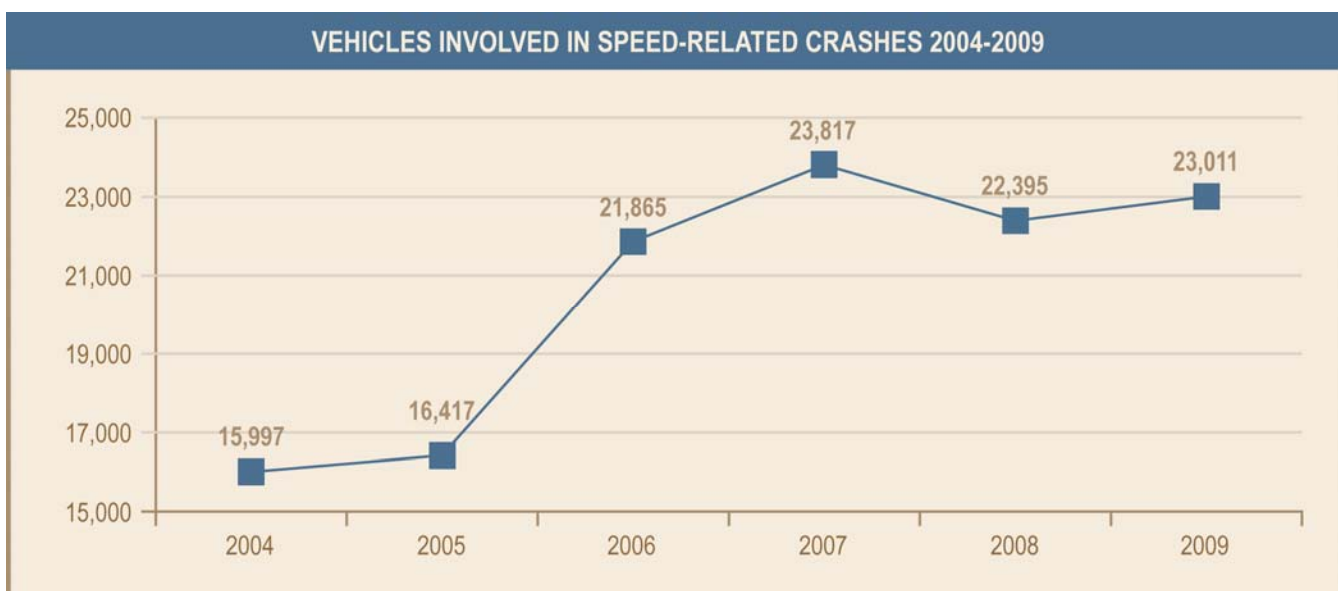


SPEED-RELATED FATALITIES & AGGRESSIVE DRIVING

Speed related fatalities have fluctuated sharply since calendar year 2000. Fatalities increased from 66 in 2008 to 95 in 2009. Speed is a contributing factor in fatal crashes regardless of road type. A reduction in speed-related crashes and the resulting fatalities requires a coordinated effort by engineering, education and enforcement agencies.



In 2009, unsafe speed resulted in 23,011 crashes. Speed is a key contributing factor in aggressive driving-related incidences on local, state and interstate roadways. Speed coupled with one or more other motor vehicle-related offenses such as tailgating, unsafe lane changes, running red lights or stop signs, and improper passing is defined as aggressive driving by DHTS and local and state law enforcement agencies. DHTS will continue to work with police agencies and traffic safety organizations to address speed and aggressive driving through high visibility enforcement, and public education and outreach.



NEW JERSEY MOTOR VEHICLE CRASH ANALYSIS KEY FINDINGS

1. Motor vehicle fatalities continued a 3-year decline in 2009, falling to their lowest level since the late 1940s.
2. The number of motor vehicle injuries declined for the sixth consecutive year, decreasing 17 percent during the 6 year period.
3. Young drivers involved in crashes fell 19 percent in 2009.
4. Bicycle fatalities dropped by 30 percent from 2008 to 2009.
5. Older driver fatalities have decreased by more than 50 percent since 2001.
6. Pedestrian fatalities increased by 16 percent between 2008 and 2009, and represented nearly 27 percent of all traffic fatalities in 2009, nearly double the national average.
7. Motorcycle rider fatalities declined by 23 percent from 85 in 2008 to 65 in 2009
8. New Jersey continues to have one of the highest seatbelt usage rates in the country at 93.7 percent. However, back seat restraint stands at just 27 percent for adults and 47 percent for all occupants regardless of age.
9. Alcohol related fatalities have dropped by 26 percent since 2007, but despite this, alcohol still accounts for approximately 25 percent of all fatalities.
10. The number of drivers who admit to texting has increased significantly since 2008.

REGIONAL TRAFFIC SAFETY PROGRAMS

DHTS implements and funds traffic safety programs on a regional basis. DHTS' regional supervisors and their staff are responsible for coordinating, monitoring and evaluating activities and programs within the three regions detailed below.

NEW JERSEY DIVISION OF HIGHWAY TRAFFIC SAFETY REGIONS		
REGION	SUPERVISOR	COUNTIES SERVED
REGION I – SOUTH	EDWARD O'CONNOR	ATLANTIC, BURLINGTON, CAMDEN, CAPE MAY, CUMBERLAND, GLOUCESTER, AND SALEM COUNTIES
REGION II - CENTRAL	ALFRED TINDALL	HUNTERDON, MERCER, MIDDLESEX, MONMOUTH, OCEAN, SOMERSET, AND UNION COUNTIES
REGION III - NORTH	ROBERT GAYDOSH	BERGEN, ESSEX, HUDSON, MORRIS, PASSAIC, SUSSEX, AND WARREN COUNTIES

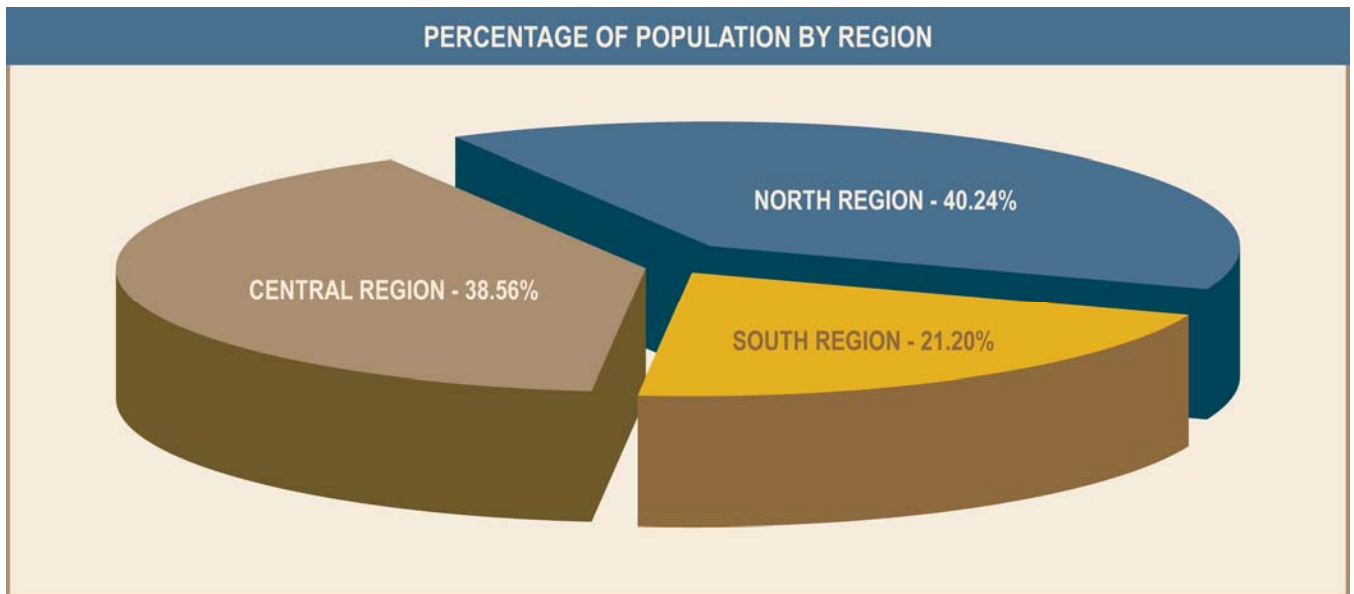
Traffic crashes and the resulting property damage, injuries and fatalities are often preventable. Recognizing this, DHTS has branded all of its initiatives with the theme, *Safe Passage, Moving Toward Zero Fatalities*. DHTS has also called on all of its grantees to adopt the brand and is urging its traffic safety partners to focus on moving towards zero fatalities by incorporating it into their safety plans and initiatives.

In an effort to continue the State's downward trend in fatalities, the following four-year target fatality projections have been set for DHTS' three regions:

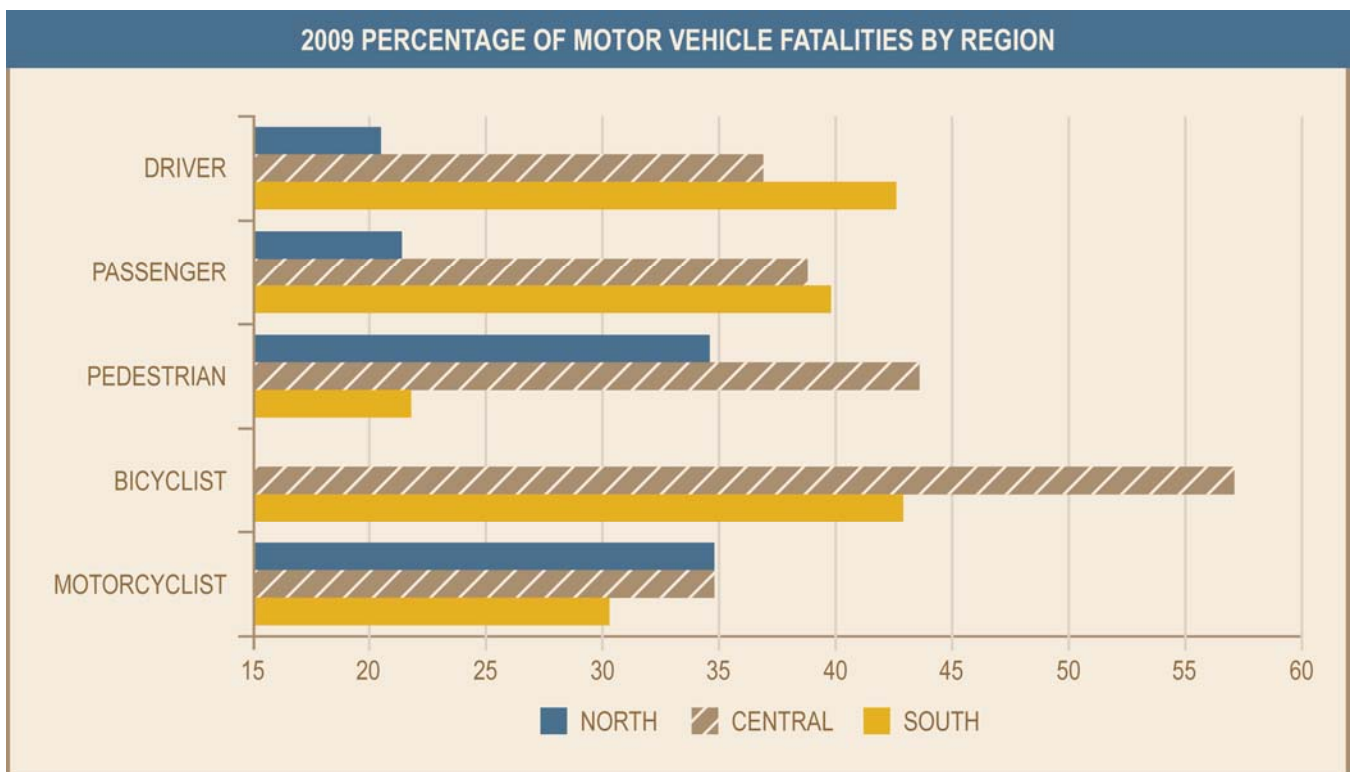
REGIONAL FATALITY TREND PROJECTION						
LOCATION	EXPECTED ANNUAL GROWTH RATE	2009 ACTUAL VALUE	2010 TARGET VALUE	2011 TARGET VALUE	2012 TARGET VALUE	2013 TARGET VALUE
REGION I	-1.20	205	201	198	195	192
REGION II	-1.47	229	222	215	209	204
REGION III	-2.88	149	147	144	141	135
TOTAL		583	570	557	545	531

Regional traffic safety needs differ by population and the number of persons per square mile. Region III (North) is predominantly urban with a population of over 3.5 million residents inhabiting approximately 1,940 square miles (26 percent of the state's land). Region II (Central) is primarily suburban with (3.3 million) people residing in 2,482 square miles (34 percent of the state's land). The remaining square miles (2,995 or 40 percent of the State's land) are located in Region I (South) where over 1.8 million citizens reside.

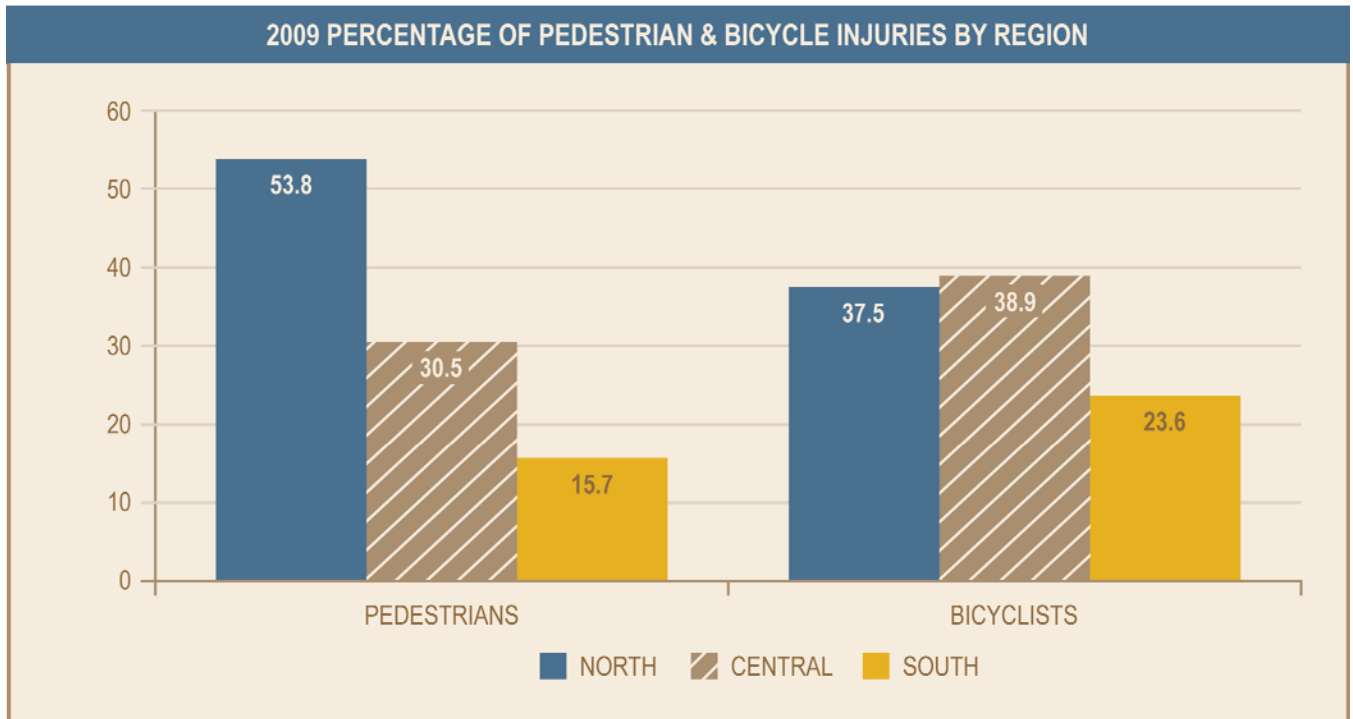
Since transportation safety needs also differ by region, fourteen Comprehensive Highway Traffic Safety Programs (CTSP) are funded by DHTS to track and analyze county and local crash data and develop and implement safety initiatives. All of the CTSP's implement public awareness campaigns, specialized training programs, and local enforcement initiatives that focus on addressing their communities' most pressing traffic safety problems.



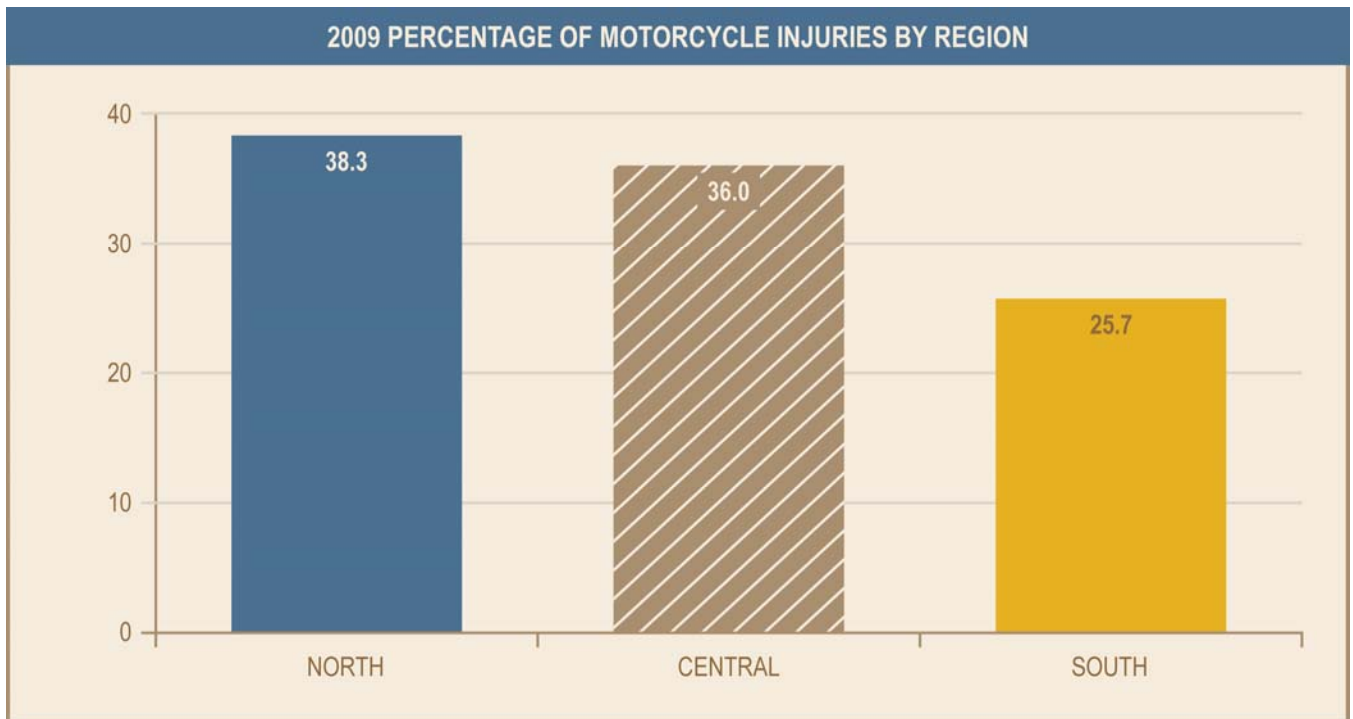
DHTS, in partnership with the CTSPs, regularly monitors where injuries and deaths are occurring on New Jersey's roadways so that resources can be directed to these areas. Region I, which has the lowest number of residents, has the highest percentage of driver and passenger fatalities in the state, while the largest percentage of pedestrian and motorcyclist fatalities occur in Regions II and III, where most New Jersey residents reside.



In 2009, over half of the state's pedestrian injuries occurred in Region III, while nearly 40 percent of bicycle injuries occurred in Region II.



Region II and III accounted for approximately 75 percent of the state's motorcyclist injuries.



DRIVER ATTITUDES, AWARENESS AND BEHAVIOR

DHTS partnered, for the fourth consecutive year with Fairleigh Dickinson University's PublicMind poll, an independent research organization, to conduct a telephone survey using a randomly selected sample of 953 state residents aged 17 and older who drive regularly. The survey conducted from May 2-June 2, 2010 asked drivers about their behavior and awareness of various safety issues.

Poll results help shed light on the public's perception of traffic safety and aid DHTS in identifying what safety programs are needed to engage the public in making safety a priority. Additionally, State's are required to track driver attitudes and awareness concerning impaired driving, seat belt use and speeding through periodic surveys. NHTSA has requested the survey be conducted during the current fiscal year (FY 2010) and the findings reported in the next fiscal year Highway Safety Plan (FY 2011). The major findings of the survey are as follows:

Eighteen percent of New Jersey drivers, down from last year's figure of 21 percent, admit to having consumed alcohol before driving in the past three years, with men twice as likely as women to do so (25 percent versus 12 percent). Moreover, a bit more than half of those drivers who said that they had driven after drinking in the past few years had also done so in the past few months. This indicates that drinking and driving may not be a one-time activity for many respondents, but something that they do regularly. Approximately 10 percent of respondents say they can have more than two drinks, and still be okay to drive, including 18 percent of men, but only 4 percent of women.

Many of the respondents said it is likely they will be pulled over for drinking and driving. Only about 1 in 6 (17 percent) drivers said that it is "not very" or "not at all" likely they will be arrested if they drive after drinking; 76 percent said that it is "very" or "somewhat" likely. Younger drivers are the most likely to fear arrest after drinking and driving; nearly 90 percent said that it is likely, compared with 78 percent of those 30 to 44 years of age. A bit less than half of drivers surveyed have heard something about drunk driving enforcement in the past month. However, exposure to these messages did not seem to have any relationship to their actual rates of drinking and driving or beliefs about how much the respondent can drink and still be safe to drive.

The proportion of drivers that said they use seat belts while driving increased slightly; 90 percent of men and 94 percent of women said they always do. In addition, 89 percent said they wear their seat belts while in the front passenger seat. While age was not a factor in the likelihood of a person wearing a seat belt in the front seat, younger people were somewhat more likely to "never" wear a seat belt while riding in the back of a vehicle than older respondents. Passengers in the back seat are, across the board, less likely to wear belts than those in the front seat, with only 53 percent of drivers "always" wearing belts in the back seat. Drivers think they are likely to be punished for not wearing their belts. Sixty-five percent of drivers said that it is "very" or "somewhat" likely they will receive a ticket if they don't wear a belt. Half of the respondents said they have heard something about seat belt enforcement by police in the past 30 days.

One in four drivers (26 percent) said they drive over 65 miles per hour (mph) on state highways "most of the time;" another 12 percent said they mostly drive more than 70 miles per hour. Younger drivers are the

most likely to speed, with 35 percent driving over 65 mph “most of the time,” and 17 percent driving over 70 mph “most of the time.” In contrast, just 7 percent of older drivers go over 70 mph “most of the time” and 40 percent say that they never go more than 70.

Drivers seem more respectful of the speed limit on local roads. Only 20 percent said they regularly go more than 5 miles per hour over the speed limit on streets with a limit of 30 mph, and the vast majority of respondents (80 percent) said they never do so or only do it “once in a while.” Overall, most driver’s think they will be ticketed if they go over the speed limit: 78 percent of drivers said that it is “somewhat” or “very” likely they will be cited if they go over the speed limit. Drivers with the longest commutes were no more likely to think that they could get away with going over the limit than those with shorter commutes. Drivers were slightly less likely to have heard about speed enforcement (44 percent) than seat belt enforcement (51 percent) in the past month. Younger drivers were more likely to have heard something about speed enforcement than older drivers; 49 percent of drivers under age 30 said they had compared to 40 percent of drivers over the age of 60.

While texting behind the wheel is on the rise, the use of hand-held phones while driving is on the decline. This year, only 12 percent of drivers said that they “very often” or “sometimes” talk on a hand-held cell phone while behind the wheel, down from 18 percent in 2009 and 26 percent who admitted doing so in 2007. Only 13 percent of drivers under age 30 said that they regularly talked on a hand-held phone while driving compared to 33 percent last year.

Seven percent of drivers admit to having taken the wheel after taking medication that made them drowsy. The number of drivers who have been involved in a crash has remained stable since 2008. Sixteen percent of respondents said that they had been in a collision in the past three years, including 21 percent of drivers under the age of 30.

Based on the results of the survey, DHTS will continue to focus its public outreach efforts and enforcement initiatives on cell phones/texting, speeding, impaired driving, and occupant protection.

GOAL SETTING AND PERFORMANCE MEASURES

NHTSA and the Governors Highway Safety Association (GHSA) have agreed on a minimum set of performance measures to be used in the development and implementation of behavioral highway safety plans. The minimum set contains 14 measures: ten core outcome measures, one core behavior measure and three activity measures. The measures cover the major areas common to the Highway Safety Plan and use existing data systems (a state's crash data file and the Fatality Analysis Reporting System). The following goals have been set for each of the 14 measures.

OUTCOME MEASURES

1. To decrease traffic fatalities by 2 percent from the 2007-2009 calendar base year average of 632 to 620 by December 31, 2011 using a performance measure of total number of traffic fatalities
2. To decrease serious traffic injuries by 2 percent from the 2007-2009 calendar base year average of 2,094 to 2,053 by December 31, 2011 using a performance measure of the number of incapacitated injuries in traffic crashes.
- 3a. To decrease fatalities/VMT from the 2007-2009 calendar base year average of 0.86 to 0.840 by December 31, 2011 using a performance measure of total traffic fatalities and vehicle miles traveled.
- 3b. To decrease rural fatalities/VMT from the 2006-2008 calendar base year average of 0.124 to 0.120 by December 31, 2011 using a performance measure of rural traffic fatalities and vehicle miles traveled.
- 3c. To decrease urban fatalities/VMT from the 2006-2008 base year average of 0.805 to 0.780 by December 31, 2011 using a performance measure of urban traffic fatalities and vehicle miles traveled.
4. To decrease unrestrained passenger vehicle occupant fatalities in all seating positions by 4 percent from the 2007-2009 calendar base year average of 175 to 168 by December 31, 2011 using a performance measure of unrestrained passenger vehicle occupant fatalities in all seating positions.
5. To decrease alcohol impaired driving fatalities by 4 percent from the 2007-2009 calendar base year average of 167 to 160 by December 31, 2011 using a performance measure of all involved drivers and motorcycle operators only.
6. To decrease speeding-related fatalities by 3 percent from the 2007-2009 calendar base year average of 74 to 72 by December 31, 2011 using a performance measure of the number of speed-related fatalities.
7. To decrease motorcycle fatalities by 3 percent from the 2007-2009 calendar base year average of 78 to 75 by December 31, 2011 using a performance measure of the total number of motorcycle fatalities.
8. To decrease unhelmeted motorcycle fatalities by 17 percent from the 2007-2009 calendar base year average of 13 to 11 by December 31, 2011 using a performance measure of all motorcyclists killed while riding without a helmet.
9. To decrease drivers age 20 or younger involved in fatal crashes by 3 percent from the 2007-2009 calendar base year average of 96 to 93 by December 31, 2011 using a performance measure of all drivers involved in fatal crashes under 21 years of age.
10. To reduce pedestrian fatalities by 2 percent from the 2007-2009 calendar base year average of 147 to 144 by December 31, 2011 using a performance measure of total number of pedestrian fatalities.

BEHAVIOR MEASURES

1. To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles by 0.5 percent from 93.7 percent in 2010 to 94.2 percent by December 31, 2011 using a performance measure of the percent of restrained front seat occupants in passenger vehicles.
2. To increase statewide observed use of adult back seat occupants in passenger vehicles by 8 percentage points from 27 percent in 2010 to 35 percent by December 31, 2011 using a performance measure of the percent of restrained adult back seat occupants in passenger vehicles.

ACTIVITY MEASURES

1. By December 31, 2011, the number of seat belt citations issued during grant-funded enforcement activities is expected to be at least 41,442 using a performance measure of total seat belt citations.*
2. By December 31, 2011, the number of impaired driving arrests made during grant-funded enforcement activities is expected to increase to 3,556 using a performance measure of DWI arrests.*
3. By December 31, 2011, the number of speeding citations issued during grant-funded enforcement activities is expected to increase to 7,742 using a performance measure of total speeding summonses.*

* All of the activity measures above are projections based on past performance and the anticipated grant-funded law enforcement activities set forth in the Highway Safety Plan in response to projected violations by motorists.

FUNDING OF PROJECTS

The process for funding state and local safety programs begins in December with a notification in the New Jersey Register. State agencies and political subdivisions, including counties, municipalities, townships, and nonprofit organizations are eligible and must submit highway safety grant applications by the designated deadline, which in FY 2011 was March 31, 2010. Specialized enforcement campaigns (i.e., *Click It or Ticket*, *Over the Limit*, *Under Arrest*) are handled separately by DHTS.

The criterion DHTS uses to review and approve grant applications includes:

1. The degree to which the proposal addresses a state identified problem area. Primary consideration is granted to those projects addressing statewide traffic safety priorities. Also, projects are considered if they are well substantiated through data analysis and support identified problem areas.
2. The extent to which the proposal meets the published criteria.
3. The degree to which the applicant is able to identify, analyze and comprehend the local or state problem. Applicants who do not demonstrate a traffic safety problem or need are not considered for funding.
4. The assignment of specific and measurable objectives with performance indicators capable of assessing project activity.
5. The extent to which the estimated cost justifies the anticipated results.
6. The ability of the proposed efforts to generate additional identifiable highway safety activity in the program area and the ability of the applicant to become self-sufficient and to continue project efforts once federal funds are no longer available.

Priority for funding is given to ongoing applications for the overall management and administration of the grant program and grant applications which demonstrate a highway safety problem defined by NHTSA or DHTS.

HIGHWAY SAFETY PLAN PLANNING AND ADMINISTRATION

PROJECT NUMBER: PA 11-01-01

PROJECT TITLE: PLANNING AND ADMINISTRATION

PROJECT DESCRIPTION:

Funds from this task include the salaries of the Governor's Representative for Highway Safety, and the management, fiscal and clerical support staffs; most operating costs; and the cost of human resource and IT services provided to DHTS by the Department of Law and Public Safety's Office of the Attorney General.

The development of an electronic web-based system for the application and management of traffic safety grants has been initiated. The eGrants system will allow users to manage the entire lifecycle of the grant process including creating and submitting grant proposals; managing and monitoring grant projects and programs; and submitting performance reports and requests for reimbursement. The eGrants management system is expected to be fully operational by FY 2012.

BUDGET: \$600,000

PLANNING AND ADMINISTRATION: BUDGET SUMMARY			
PROJECT NUMBER	PROJECT TITLE	BUDGET	BUDGET SOURCE
PA 11-01-01	P&A	\$500,000	SECTION 402
PA 11-01-01	P&A	\$100,000	SECTION 406
402 TOTAL		\$500,000	
406 TOTAL		\$100,000	
TOTAL ALL FUNDS		\$600,000	

HIGHWAY SAFETY PLAN

ALCOHOL AND OTHER DRUG COUNTERMEASURES

PROJECT NUMBER: AL 11-07-01

PROJECT TITLE: PROGRAM MANAGEMENT

PROJECT DESCRIPTION:

Provides funds for program managers to coordinate alcohol and drug countermeasure activities with local, state and community organizations. These include developing awareness campaigns; supporting and assisting local, county and state task force initiatives; and providing technical assistance to project directors.

BUDGET: \$334,000

PROJECT NUMBER: AL 11-07-02

PROJECT TITLE: DWI TRAINING, DRE PROGRAM & ARIDE

PROJECT DESCRIPTION:

The Division of State Police will provide formal training to approximately 800 State and municipal police officers in DWI/Standard Field Sobriety Testing (DWI/SFST). The course includes instruction in the detection, apprehension, processing, and prosecution of DWI offenders as well as standardized field sobriety testing and horizontal gaze nystagmus. Ten DWI/SFST refresher class will be held for approximately 300 officers in the use of the SFST. Upon completion of the DWI/SFST course, an officer becomes eligible to enroll in the Drug Recognition Expert (DRE) course. It is anticipated that three DRE regional courses for approximately 60 officers and one DRE instructor course for approximately 10 officers will be held. In addition, the Drug Impairment Training Program for Educational Professionals will be conducted under the DRE program. This two-day training will be conducted for school administrators, teachers and nurses as well as state parole and probation officers.

A DRE pilot program conducted in Atlantic County in FY 2010 will be expanded to at least one northern county in FY 2011. The program establishes a county-wide policy and call-out procedure for the utilization of DRE's to evaluate and assess subjects who are arrested for driving while under the influence of drugs or drugs and alcohol.

The Advanced Roadside Impaired Driving Enforcement (ARIDE) program was created to address the gap in training between the SFST and the DRE program by providing officers with general knowledge related to drug impairment and by promoting the use of DRE's. The 16-hour training course stresses the importance of securing the most appropriate biological sample in order to identify substances likely

causing impairment and both reviews and requires student demonstration of the SFST proficiency requirements. This program will be implemented in select counties throughout the state.

BUDGET: \$536,902

PROJECT NUMBER: AL 11-07-03

PROJECT TITLE: ALCOHOL/DRUG TESTING PROGRAM

PROJECT DESCRIPTION:

While police officers are trained to recognize alcohol-impaired drivers, similar training is needed to aid law enforcement in apprehending drug-impaired drivers. The Alcohol Drug Testing Unit at the Division of State Police will provide training to members of the law enforcement community in drug impaired driving, and alcohol and highway safety to ensure that the level of expertise necessary to carry out assigned duties is maintained. In addition, funds from this task will be used by members of the Alcohol Drug Testing Unit and scientists from the Office of Forensic Science to obtain training in the latest trends in drug use and abuse, litigation and new resources.

BUDGET: \$12,285

PROJECT NUMBER: AL 11-07-04

PROJECT TITLE: ALCOTEST 7110 EVIDENTIAL BREATH TEST SYSTEM

PROJECT DESCRIPTION:

Identification, apprehension, investigation, and processing of persons suspected of driving while under the influence of alcohol and/or drugs require a uniform and systematic approach. Under the authority of the Attorney General, the Alcohol Drug Testing Unit spearheads the ongoing training and re-certification of police officers throughout the state to operate approved chemical breath test instruments and recognize alcohol and/or drug indicators present in suspects. Training will be offered to 450 police officers in the operation of the Alcotest 7110 MK III-C chemical breath test unit during a 4-day training program. This training will be offered a minimum of thirty times throughout the year. In addition, re-certification classes for approximately 6,000 students will be scheduled.

The Court ordered the State (State v. Chun) to create and maintain a centralized database of downloaded Alcotest results, which is currently underway. Following appropriate redactions of personal identification, this data must be made available to defendants and counsel. Funds will be used to acquire servers, modems and all necessary equipment and software to retrieve and store Alcotest results for future access.

BUDGET: \$165,000

PROJECT NUMBER: AL 11-07-05

PROJECT TITLE: DWI ENFORCEMENT

PROJECT DESCRIPTION:

The national *Drunk Driving, Over the Limit, Under Arrest* impaired driving crackdown is a comprehensive impaired driving prevention program that combines high-visibility enforcement and public awareness through paid and earned media. The national campaign slogan was adopted as the over-arching theme for all DWI initiatives implemented in the state beginning in FY 2008. Approximately 250 state, county and local police agencies will partner with DHTS during the summer holiday enforcement campaign, August 19-September 5, 2011. Another 20 municipal police departments and four county task forces are expected to participate in other alcohol-related enforcement activities including DWI checkpoints and saturation patrols throughout the year. The holiday season crackdown will be held December 16, 2010 - January 3, 2011.

BUDGET: \$1,600,000

PROJECT NUMBER: AL 11-07-06

PROJECT TITLE: UNDERAGE ENFORCEMENT INITIATIVES

PROJECT DESCRIPTION:

Funds will be used to initiate the *Cops In Shops* program for a seven-month period in municipalities with a college or university either within its borders or in a neighboring community. This program will fund overtime salaries for police officers to work in an undercover capacity in liquor stores in an effort to identify and bring criminal charges against underage persons who purchase or attempt to purchase alcoholic beverages and adults who purchase alcoholic beverages for minors. The program will be implemented in Atlantic, Bergen, Essex, Gloucester, Mercer, Middlesex, Monmouth, Morris, Somerset, and Union Counties. Additionally, the same program will be implemented during the summer in the state's shore communities and in municipalities in Atlantic, Cape May, Monmouth, and Ocean Counties.

Funds will also be 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 persons who order and/or consume alcoholic beverages as well as those who serve them. Appropriate criminal and/or administrative charges will be initiated against underage persons, those providing alcoholic beverages to underage persons as well as liquor licensees that allow this activity on their premises. This project reduces the purchase and consumption of alcohol by underage persons, while sending a strong message to the owners of licensed beverage establishments.

BUDGET: \$348,000

PROJECT NUMBER: AL 11-07-07

PROJECT TITLE: COLLEGE CAMPUS PROGRAMS

PROJECT DESCRIPTION:

Projects addressing underage drinking and driving at three New Jersey colleges and universities will be implemented. The College of New Jersey (CNJ) will host its 10th Statewide Peer Institute in 2011. The event trains students from New Jersey colleges and the tri-state area to become peer educators on their respective campuses. Programs will also be developed with the CNJ campus police force and Ewing Township Police Department to address alcohol and other drug-related issues. Police from both agencies will work collaboratively to patrol off-campus housing and popular student gathering spots.

Stockton College will sponsor alcohol/drug education workshops on campus emphasizing the risks associated with alcohol/drug abuse and driving. In addition, personnel from local taverns and restaurants will be trained on how to prevent drunk driving by student customers. The prevention program will include an intensive, three-hour training session leading to certification from Stockton College and regular communication with local restaurants and taverns to offer confidential counseling programs to students who are experiencing problems with drinking and driving.

The Rutgers Comprehensive Alcohol and Traffic Education and Enforcement Program will focus on helping to reduce the number of people killed or seriously injured in crashes caused by impaired drivers. The program combines community prevention efforts in law enforcement with innovative educational and community outreach activities on campus. A series of supplemental enforcement programs will be scheduled, which include DWI stops and the comprehensive *Check for 21* program. The education component will provide training resources for police officers to disseminate materials throughout the Rutgers community. Rutgers police officers will also receive training on alcohol and drug abuse prevention techniques. Police officers will serve as mentors and conduct drug and alcohol abuse education programs for the campus population.

BUDGET: \$212,813

PROJECT NUMBER: AL 11-07-08

PROJECT TITLE: LOCAL ALCOHOL PROGRAMS

PROJECT DESCRIPTION:

The Middlesex County *3D: Don't Drink and Drive Contest* is a local initiative that allows teens to educate their peers through the creation of thought-provoking public service announcements (PSAs). The contest is open to teens in all public and private schools in Middlesex County. Each high school will have an opportunity to submit English and/or Spanish, 30-second, student-produced PSAs for radio

and/or television. The contest helps to promote an awareness of the dangers and consequences of drinking and driving.

A second project will promote a “no use” message regarding alcohol and drugs to drivers under 21 years of age. The Middletown Township Police Department will conduct local programs to increase awareness of the dangers of driving while impaired. This will include demonstrating the effects of alcohol on the body utilizing Fatal Vision Goggles, conducting programs to raise awareness during prom season and providing information to teens about making healthy choices particularly when it comes to drugs and alcohol.

A third initiative will provide funding to an agency to develop and deliver a community outreach program serving drivers 16-20 years of age in the Hispanic community. The grantees will assign a project director to work with youth to produce a video or PSA for statewide distribution that addresses underage drinking and the dangers of drinking and driving.

BUDGET: \$125,000

ALCOHOL AND OTHER DRUG COUNTERMEASURES: BUDGET SUMMARY			
PROJECT NUMBER	PROJECT TITLE	BUDGET	BUDGET SOURCE
AL 11-07-01	PROGRAM MANAGEMENT	\$ 334,000	SECTION 402
AL 11-07-02	DWI TRAINING/DRE PROGRAM/ARIDE	\$ 536,902	SECTION 410
AL 11-07-03	ALCOHOL/DRUG TESTING PROGRAM	\$ 12,285	SECTION 410
AL 11-07-04	ALCOTEST BREATH SYSTEM	\$ 165,000	SECTION 410
AL 11-07-05	DWI ENFORCEMENT	\$1,600,000	SECTION 410
AL 11-07-06	UNDERAGE ENFORCEMENT	\$ 348,000	SECTION 410
AL 11-07-07	COLLEGE CAMPUS PROGRAMS	\$ 212,813	SECTION 410
AL 11-07-08	LOCAL ALCOHOL PROGRAMS	\$ 125,000	SECTION 410
402 TOTAL		\$ 334,000	
410 TOTAL		\$3,000,000	
TOTAL ALL FUNDS		\$3,334,000	

HIGHWAY SAFETY PLAN PEDESTRIAN AND BICYCLE SAFETY

PROJECT NUMBER: PS 11-16-01

PROJECT TITLE: PROGRAM MANAGEMENT

PROJECT DESCRIPTION:

Provides funds for program managers to coordinate, monitor and evaluate projects focused on pedestrian and bicycle safety at the local, county and state level

BUDGET: \$201,000

PROJECT NUMBER: PS 11-16-02

PROJECT TITLE: PEDESTRIAN SAFETY PROGRAMS

PROJECT DESCRIPTION:

Reducing fatalities and injuries involving pedestrians is a difficult task. Pedestrian crashes occur for a variety of reasons, including errors in judgment by pedestrians and drivers or shortcomings in traffic engineering. Pedestrian crashes represent the second largest category of motor vehicle fatalities and injuries in the state. Funds will continue to be provided to develop and implement pedestrian safety campaigns in communities that have a high incidence of pedestrian crashes, injuries and fatalities. Emphasis will be placed on citing those motorists who fail to stop for pedestrians in the crosswalk.

The Pedestrian Decoy program will continue to apprehend drivers who fail to stop for pedestrians at intersections and crosswalks. Police officers in plain clothes will again pose as pedestrians in marked crosswalks, while officers watch for violations. Drivers failing to stop will be issued a citation. Officers involved in the enforcement effort will also educate drivers about the new pedestrian law, requiring drivers to stop and remain stopped, and emphasize to pedestrians the need to use due care and not jaywalk or step into traffic outside the required crossing points. The program will be coordinated with municipal prosecutors, the courts and local media.

The New Jersey Trauma Center at the University of Medicine and Dentistry (UMDNJ) began addressing child pedestrian safety in late 2006 with the formation of a community coalition, Pedestrian Injury Prevention Program or PIPP. To date, UMDNJ continues to educate children in collaboration with local partners such as Newark Public Schools. Through partnerships with local elementary schools, more than 5,000 children have already been educated using the WalkSAFE curriculum. The program has demonstrated an increase in the knowledge scores among most of these children and at least a temporary change in behaviors among many. Most important, there has been a significant decline in the number of children involved in pedestrian crashes in Newark. This year's project will continue to enlist partners

among local elementary schools (public, parochial and charter) and enlarge this list to include other community-based organizations with an interest in child safety. The WalkSAFE curriculum will be modified as needed for grades K-5 in collaboration with Newark Public Schools. Additionally, a component will be added to the curriculum that addresses the use of distracting technology (cell phones, I-pods, etc.) while walking. An extra effort will be made to disseminate the processes and findings about community collaboration and education of children in elementary schools through professional presentations and publication in peer-reviewed journals geared to public health, trauma, emergency medicine, and pre-hospital care organizations.

BUDGET: \$155,000

PROJECT NUMBER: PS 11-16-03

PROJECT TITLE: BICYCLE SAFETY PROGRAMS

PROJECT DESCRIPTION:

Particular emphasis will be given to immigrants, children, seniors, and families. The campaign will include continuing to disseminate English/Spanish language bicycle hang tags to retail and rental bike shops, bike clubs, Transportation Management Associations (TMAs), police departments, and other entities to reinforce key rider safety laws and tips.

Funds will be provided to implement programs in partnership with TMAs and police departments that educate bicyclists of all ages about the importance of wearing a helmet and how to do so properly. Awareness of state laws including the requirement that all persons under the age of 17 wear a helmet, bicycles must ride with traffic and obey all signs and signals, and bicycles must be equipped with proper safety equipment, will also be addressed.

The Division of State Police's Community Service Unit will continue implementing a statewide education campaign for law enforcement officers that focuses on bicycle traffic laws and its offenders. The program is an ongoing commitment to educate law enforcement officers in a meaningful approach to help curb injuries and fatalities involving bicyclists. The program has both an educational and enforcement component. The educational component will address at-risk bicyclists with instruction focused on safety and awareness, along with best practices for riders. The enforcement component will equip troopers with patrol bikes to help demonstrate bicycle safety practices and awareness. The project is expected to be effective in promoting bicycle safety with young bicyclist while enabling troopers engaged in community outreach activities to monitor and help prevent bicycle injuries and fatalities on the road.

BUDGET: \$51,000

PEDESTRIAN AND BICYCLE SAFETY: BUDGET SUMMARY

PROJECT NUMBER	PROJECT TITLE	BUDGET	BUDGET SOURCE
PS11-16-01	PROGRAM MANAGEMENT	\$ 201,000	SECTION 402
PS 11-16-02	PEDESTRIAN SAFETY PROGRAMS	\$ 155,000	SECTION 406
PS 11-16-03	BICYCLE SAFETY PROGRAMS	\$ 51,000	SECTION 402
402 TOTAL		\$ 252,000	
406 TOTAL		\$ 155,000	
TOTAL ALL FUNDS		\$ 407,000	

HIGHWAY SAFETY PLAN OCCUPANT PROTECTION

PROJECT NUMBER: OP 11-11-01

PROJECT TITLE: PROGRAM MANAGEMENT

PROJECT DESCRIPTION:

Provides funds for program managers to coordinate and monitor projects addressing occupant protection with an emphasis on seat belt and child safety seat projects delivered by law enforcement agencies.

BUDGET: \$736,000

PROJECT NUMBER: OP 11-11-02

PROJECT TITLE: CHILD PASSENGER SAFETY EDUCATION

PROJECT DESCRIPTION:

DHTS' occupant protection message *Buckle Up — Everyone, Every Ride* will continue to be publicized at permanent fitting stations around the state to ensure that children as well as their older siblings and parents are properly restrained.

Funds for personal services will be used to conduct child safety seat checks at county and municipal jurisdictions. Child safety seat technicians will perform safety seat checks and conduct educational seminars to reduce the misuse and/or non-use of child safety seats and dispel incorrect information regarding child passenger safety. Funds will also be used to purchase child safety seats for distribution to needy families at seat check events and fitting stations.

The Division of State Police's Community Outreach Unit will continue to maintain the child safety seat inspection/fitting station at Division headquarters. Approximately 25 child passenger safety details will be conducted. Promotional materials will also be obtained for distribution at designated child safety seat checkpoints throughout the state

The 32-hour Standardized Child Passenger Safety Training course will be offered at approximately nine sites (3 per region) across the state with an emphasis on training technicians who will assist under served populations. In addition, recertification classes will be conducted during the year to ensure that the state has an adequate cadre of technicians to serve the public.

A program has been developed to educate elementary school-age children about the life-saving importance of proper seat belt fit. The interactive program highlights the proper use of booster seats,

typically used by children under the age of eight, who have outgrown child safety seats. A train-the-trainer program for certified child passenger technicians, school teachers and law enforcement officials will be rolled-out in September, 2010.

BUDGET: \$495,000

PROJECT NUMBER: OP 11-11-03

PROJECT TITLE: CHILD PASSENGER SAFETY CONFERENCE

PROJECT DESCRIPTION:

The child passenger safety technical conference, scheduled for May 2011, will be held in Lake Placid, New York. Certified child passenger safety technicians/instructors from throughout the region will be attending the conference. Funds will be used to support the conference and provide grants to defray the cost of participation by New Jersey technicians and instructors.

BUDGET: \$30,000

PROJECT NUMBER: OP 11-11-04

PROJECT TITLE: SEAT BELT ENFORCEMENT

PROJECT DESCRIPTION:

The *Click It or Ticket* campaign will be conducted from May 23 – June 5, 2011 to increase seat belt use and educate the public about the impact belt use has on reducing injuries and fatalities in motor vehicle crashes. Funds will be provided to state and municipal law enforcement agencies to implement seat belt saturation and/or tactical overtime patrols. Approximately 250 state, county and municipal police departments will receive funds to participate in the enforcement efforts. All education-related occupant protection initiatives conducted at the local level will utilize DHTS' *Buckle Up — Everyone, Every Ride* materials. Emphasis will be placed on enforcing the recently enacted secondary seat belt law requiring all adult passengers in the back seat to buckle up.

BUDGET: \$700,000

PROJECT NUMBER: OP 11-11-05**PROJECT TITLE: SEAT BELT SURVEY****PROJECT DESCRIPTION:**

Funds will be provided to perform the statewide seat belt usage rate observation survey to determine the annual front seat occupant seat belt usage rate for the state as well as belt use by adults and children in the back seat. The survey will be conducted by researchers from the New Jersey Institute of Technology during the spring and summer of calendar year 2011.

BUDGET: \$140,000

OCCUPANT PROTECTION: BUDGET SUMMARY			
PROJECT NUMBER	PROJECT TITLE	BUDGET	BUDGET SOURCE
OP 11-11-01	PROGRAM MANAGEMENT	\$ 736,000	SECTION 402
OP 11-11-02	CHILD PASSENGER SAFETY EDUCATION	\$ 495,000	SECTION 2011
OP 11-11-03	CHILD PASSENGER SAFETY CONFERENCE	\$ 30,000	SECTION 2011
OP 11-11-04	SEAT BELT ENFORCEMENT	\$ 700,000	SECTION 405
OP 11-11-05	SEAT BELT SURVEY	\$ 140,000	SECTION 402
402 TOTAL		\$ 876,000	
405 TOTAL		\$ 700,000	
2011 TOTAL		\$ 525,000	
TOTAL ALL FUNDS		\$2,101,000	

HIGHWAY SAFETY PLAN POLICE TRAFFIC SERVICES

PROJECT NUMBER: PT 11-03-01

PROJECT TITLE: PROGRAM MANAGEMENT

PROJECT DESCRIPTION:

This task will fund the staff and expenses related to planning, developing, coordinating, monitoring, and evaluating projects within the police traffic services program area.

BUDGET: \$222,000

PROJECT NUMBER: PT 11-03-02

PROJECT TITLE: SPEEDAGGRESSIVE DRIVING & CELL PHONE PROGRAM

PROJECT DESCRIPTION:

Funds will be provided to allow municipal and state law enforcement agencies across the state to participate in high visibility enforcement designed to deter aggressive driving behaviors such as speeding, tailgating and red light running. Saturation patrols will concentrate on a multitude of problem areas, including main arteries into and out of towns, where speed and aggressive driving is a major problem and roadways that have historically experienced high crash rates.

On an overtime basis, police officers will conduct special enforcement patrols that will focus on stopping and issuing citations to drivers who are not complying with the primary cell phone/texting law. Pre- and post surveys will also be conducted by participating police departments to measure illegal cell phone usage and text messaging to ensure the initiative is having its intended affect – to improve compliance with the law, thereby improving safety.

BUDGET: \$125,000

PROJECT NUMBER: PT 11-03-03

PROJECT TITLE: SPEED DETECTION PROGRAM

PROJECT DESCRIPTION:

Excessive speed is a prevalent cause of serious injury and/or fatal crashes. Because enforcement is essential for compliance, funds will be provided to obtain laser speed detection devices. These units will be assigned to the Division of State Police for use on a statewide basis. Funds will also be provided to the Mount Olive Police Department to purchase new radars. The ability to integrate new radar

technology with current digital video technology already installed in patrol vehicles will allow for more successful motor vehicle prosecutions.

BUDGET: \$71,000

PROJECT NUMBER: PT 11-03-04

PROJECT TITLE: COMPREHENSIVE ENFORCEMENT/EDUCATION PROGRAM

PROJECT DESCRIPTION:

Funds will be provided to local law enforcement agencies to conduct comprehensive enforcement and education campaigns that focus on pedestrian, bicycle, older driver, and child passenger safety, as well as DWI. Programs will focus on increasing awareness by providing educational programs and instruction to seniors, school children and the general public. In addition, overtime funds will be used to increase police officer deployment at DWI checkpoints and provide for additional enforcement of occupant protection and pedestrian safety laws.

BUDGET: \$120,000

PROJECT NUMBER: PT 11-03-05

PROJECT TITLE: FATAL CRASH INVESTIGATION

PROJECT DESCRIPTION:

Funds will be provided to the Division of State Police's Fatal Crash Unit and Camden County Prosecutor's Office to purchase computers and laser technology crash reconstruction packages that will be used to enhance crash/crime scene investigations. Without this equipment, not only would crash scene investigation time be increased, but, more importantly, investigators would not be able to conduct a complete and proper investigation. As a result, proper documentation of the crash would not be achieved and could result in the unsuccessful prosecution of cases relating to the investigation.

BUDGET: \$50,000

PROJECT NUMBER: PT 11-03-06

PROJECT TITLE: TRAFFIC SPECIALIST

PROJECT DESCRIPTION:

A Deputy Attorney General, specializing in traffic law enforcement and prosecution, will serve as a focal point and resource for county and municipal prosecutor's and law enforcement personnel on issues of statewide importance pertaining to the enforcement and prosecution of traffic and motor vehicle offenses. Duties will include, but not be limited to: formulating uniform statewide policies for county and municipal prosecutor's and law enforcement personnel on the enforcement and prosecution of motor vehicle and traffic offenses, providing legal advice to the Alcohol/Drug Test Unit on matters pertaining to the enforcement and prosecution of drunken driving offenses, providing legal advice to the Division of Criminal Justice through the preparation of written comments on proposed and pending legislation which would impact the enforcement or prosecution of motor vehicle and traffic offenses, providing a point of contact for resolving criminal justice issues related to motor vehicle or traffic enforcement laws, and providing county prosecutor's offices with legal and/or technical assistance with respect to any underlying motor vehicle offense(s) related to the prosecution of indictable cases involving death or aggravated assault by motor vehicle in Superior Court.

BUDGET: \$127,540

PROJECT NUMBER: PT 11-03-07

PROJECT TITLE: TRAINING

PROJECT DESCRIPTION:

This task provides training to members of the Division of State Police in specific areas of highway traffic safety that will provide information useful in implementing and promoting new highway traffic safety programs in the state.

Specialized training programs from the Institute of Police Technology and Management will also be made available to local and state law enforcement officers. Classes will be held in Traffic Crash Reconstruction, Pedestrian/Bicycle Crash Investigation, Motorcycle Crash Investigation, and Interviewing and Interrogation for the Crash Investigator. Two train-the-trainer classes in motorcycle enforcement for law enforcement officers will also be conducted.

BUDGET: \$500,000

POLICE TRAFFIC SERVICES: BUDGET SUMMARY			
PROJECT NUMBER	PROJECT TITLE	BUDGET	BUDGET SOURCE
PT 11-03-01	PROGRAM MANAGEMENT	\$ 222,000	SECTION 402
PT 11-03-02	SPEED/AGGRESSIVE DRIVING/CELL PHONE PROGRAM	\$ 125,000	SECTION 406
PT 11-03-03	SPEED DETECTION PROGRAM	\$ 71,000	SECTION 402
PT 11-03-04	COMPREHENSIVE ENFORCEMENT/EDUCATION PROGRAM	\$ 120,000	SECTION 406
PT 11-03-05	FATAL CRASH INVESTIGATION	\$ 50,000	SECTION 402
PT 11-03-06	TRAFFIC SPECIALIST	\$ 127,540	SECTION 402
PT 11-03-07	TRAINING	\$ 500,000	SECTION 402
402 TOTAL		\$ 970,540	
406 TOTAL		\$ 245,000	
TOTAL ALL FUNDS		\$1,215,540	

HIGHWAY SAFETY PLAN

COMMUNITY TRAFFIC SAFETY PROGRAMS

PROJECT NUMBER: CP 11-08-01

PROJECT TITLE: CTSP

PROJECT DESCRIPTION:

Funds will be provided to continue the Community Traffic Safety Programs (CTSPs), which address priority traffic safety concerns in the following counties: Atlantic, Bergen, Burlington, Camden, Cape May, Cumberland, Gloucester, Hudson, Middlesex, Morris, Ocean, Passaic, Salem, and Union. Each CTSP establishes a management system which includes a coordinator and advisory group responsible for planning, directing and implementing its programs. Traffic safety professionals from law enforcement agencies, educational institutions, community and emergency service organizations, and planning and engineering are brought together to develop county-wide traffic safety education programs based on their crash data. The CTSPs also share best practices, and provide information and training throughout their counties. CTSPs are encouraged to expand their partnerships to ensure diversity in membership and communities served.

Funds will also be provided to the Department of Community Affairs, Center for Hispanic Policy, Research and Development to assist at least three Hispanic organizations to establish and/or maintain CTSPs that will educate the communities they serve on all aspects of traffic safety. To obtain funding, selected agencies must adopt traffic safety as part of their core mission and develop a task force comprised of stakeholders who will partner with the agency to establish goals and implement programs to lower crashes, injuries and fatalities.

BUDGET: \$851,000

PROJECT NUMBER: CP 11-08-02

PROJECT TITLE: PUBLIC INFORMATION AND EDUCATION

PROJECT DESCRIPTION:

Funds will be used to increase public awareness of traffic safety issues and implement statewide public information initiatives to engage the general public as well as specific segments of the population. Funds will also support priority programs with printed materials, educational items, media campaigns, and special events. A new DHTS Safety Cruiser, outfitted with interactive, state-of-the art technology, is planned for FY 2011. The Cruiser will travel throughout the state bringing traffic safety information to thousands of citizens on a year-round basis.

Traffic safety awareness campaigns focusing on child passenger safety and teen driving will continue to be implemented. The child passenger safety campaign, *Buckle Up — Everyone, Every Ride*, will encourage parents, grandparents and caregivers to secure children in the appropriate child safety seat, with a strong emphasis on booster-seat age children. *Don't Drive Stupid*, a social marketing campaign aimed at teen drivers, will continue to emphasize the dangers of driving when distracted, impaired, unbuckled or in an aggressive manner. DHTS will continue its partnership with the New Jersey State Inter-Scholastic Athletic Association to further engage athletes, coaches, parents, and fans with the *Don't Drive Stupid* message and materials on teen driving and the importance of adhering to the GDL law. Funds will also be used to educate both motorists and pedestrians, through its *Hang Up, Just Drive* program, that talking on a cell phone or texting is distracting and dangerous. Motorists and pedestrians will continue to be educated about the new pedestrian law through the distribution of palm cards that outline the changes as well as the penalties for failing to comply whether a motorist or pedestrian.

BUDGET: \$400,000

PROJECT NUMBER: CP 11-08-03

PROJECT TITLE: COMMUNITY SAFETY AND TRAINING

PROJECT DESCRIPTION:

The statewide comprehensive traffic safety program at Kean University will be funded for a second year. Kean University will continue working closely with the traffic safety community to sponsor training and develop traffic safety/driver education educational curricula and a parent/teen driving orientation program. Crash Investigation training as well as development of the Crash I curriculum and course materials will be supported under this task. A series of Crash Investigation courses, developed by Northwestern University, Center for Public Safety, will be scheduled and taught by local law enforcement instructors at the 16 local police academies throughout the State. A total of 24 courses will be held between January and September 2011. Approximately 25 to 30 students per session are expected to attend the following courses: Crash Investigation I and II and Vehicle Dynamics.

An outreach program will also be established with CTSPs and enforcement partners to deliver parent/teen orientation programs to communities across the state. Partnering with the New Jersey Association of Health, Physical Education, Dance and Recreation Teachers (NJAHPERD), which includes driver education professionals, the New Jersey Driving School Associations and the New Jersey Brain Injury Association, DHTS will pilot test and make available through a web-based environment traffic safety and driver education lesson plans and modules for use by K-12 teachers.

The 6th Annual Safety Forum will be hosted by the Transportation Safety Resource Center at Rutgers Center for Advanced Infrastructure and Transportation. The Forum will provide an opportunity for engineers, as well as law enforcement, education and EMS professionals to participate in interactive

workshops and general sessions addressing key traffic safety issues. The Forum will not only serve to identify and focus on critical safety problems, but to spotlight best practices in engineering, enforcement, education, and EMS that may be implemented at both the local and state level.

Funds will be provided to New Jersey City University to address the link between substance abuse, irresponsible behavior and highway safety among university and high school students in the Jersey City area. The program will focus on strengthening the relationship between university and inner city high school students through interactive role modeling exercises and a peer education training program. A highway safety outreach program on the New Jersey City University campus, consisting of presentations, information tables with resources on substance abuse and highway safety, and a peer mentoring high school program will be developed. Peer educators will be used to reach student groups in elementary, middle and senior high schools as well as to conduct community outreach with local social service agencies.

BUDGET: \$212,000

PROJECT NUMBER: CP 11-08-04

PROJECT TITLE: MULTIMEDIA TRANSPORTATION SAFETY AWARENESS

PROJECT DESCRIPTION:

The Brain Injury Association of New Jersey will continue to focus on education and awareness efforts about the causes and consequences of transportation related injuries and fatalities targeted to teenagers and young adults. Additionally, parents will be educated on teen driving risks and the graduated driver licensing system, and driver education professionals will have access to licensing information, curriculum, best practices and other tools through a dedicated web site. A special focus on pedestrian safety issues for high-risk groups, including children, the elderly and Hispanic communities through outreach and safety presentations will be promoted. An emphasis will be placed on bicycle safety in all web-based applications and safety presentations. The Association's website and social networking content will also be provided in Spanish.

BUDGET: \$195,000

PROJECT NUMBER: CP 11-08-05

PROJECT TITLE: TEEN DRIVER PROGRAM

PROJECT DESCRIPTION:

The Division of State Police Field Operations Community Outreach Unit will conduct teen driver awareness programs. The program will be implemented at high schools throughout the state to educate

teens about the hazards of driving under the influence. The program involves the use of golf carts and Fatal Vision goggles to experience the effects of alcohol on reaction time and vision distortion. While not completely exposing a student to the physiological and psychological effects of alcohol, this practical exercise, combined with a classroom presentation explaining the hazards of driving while under the influence of alcohol, has a lasting impact on students. The Community Outreach Unit will also be used to conduct parent/teen driver orientation programs throughout the state. The program will address GDL requirements, the role of parents in teen driver safety, the risks for teens, and resources available to help families make better choices when it comes to their teens' safety behind the wheel.

BUDGET: \$20,000

PROGRAM NUMBER: CP 11-08-06

PROJECT TITLE: PAID MEDIA

PROJECT DESCRIPTION:

Fund will be used to place paid advertisements that address the dangers of drinking and driving, the lifesaving value of seat belts and other safety messages in publications that reach minority audiences, particularly the Latino community. This initiative will allow DHTS to continue its efforts to provide information that educates the community about traffic safety issues that will potentially decrease motor vehicle related crashes, injuries and fatalities.

BUDGET: \$140,000

PROGRAM NUMBER: CP 11-08-07

PROJECT TITLE: COMPREHENSIVE STATEWIDE INITIATIVES

PROJECT DESCRIPTION:

The State's eight Transportation Management Associations or TMAs (Meadowlink, TransOptions, HART Commuter Information Services, Greater Mercer, Cross County Connections, Ridewise, Keep Middlesex Moving, and Hudson), which serve all 21 counties in the state, will partner with local agencies, schools and businesses to conduct traffic safety outreach and education programs focused on lowering pedestrian and bicycle injury and fatality rates among all age groups, with a particular emphasis on children, seniors and immigrants. Non-English speaking adults who rely on bicycling and walking as their primary mode of travel have been identified as a risk group for injury or death due to a lack of awareness of bicycle and pedestrian safety measures. Funds will be used to increase awareness of bicycle and pedestrian safety, including the rules of the road, how to cross safely, and the importance of safety equipment such as helmets, visible clothing and reflective material. The promotion of seatbelt use by backseat passengers of carpool and vanpool members will also be addressed. The *Buckle Up – Everyone, Every Ride* decals will be provided to carpools and vanpools to remind them of the need to

make sure all passengers are using their seat belts when commuting. Materials will be distributed via a variety of methods including mailing, hand-delivery and worksite distribution.

Funds will be provided to the AAA Clubs of New Jersey to conduct a variety of traffic safety initiatives focusing on child passenger safety, senior mobility and teen driving. AAA will partner with child passenger safety technicians and hospitals to disseminate child passenger safety toolkits to local pediatricians to foster a greater awareness of proper restraint and free child safety seat checks. *CarFit*, a program aimed at helping mature drivers ensure that their vehicle “fits” them properly (i.e., mirror placement, distance seated from the steering wheel and gas and brake pedals, etc.), will be offered at AAA offices, senior housing units and community centers. *Dare to Prepare* teen driving seminars will be offered for parents and teens at high schools, PTA/PTO meetings, community gatherings, and health fairs. Low conspicuity can increase the risk of motorcycle crash related injuries. Conspicuity is very important to riders of motorcycles and increasing the use of reflective clothing could considerably reduce motorcycle crash related injury and death. In cooperation with existing public and private motorcycle safety organizations, education seminars will be conducted and reflective safety vests will be made available to a select number of riders.

Increasing awareness about the designated driver concept, which has been shown to reduce impaired driving, will be funded. The HERO Campaign, working in partnership with local colleges through their alcohol and drug prevention program, will place 20 billboards featuring an innovative message (in English and Spanish) at high-alcohol crash locations around the state.

Safe Kids New Jersey will conduct a statewide, multi-faceted campaign aimed at keeping families safe in and around cars. Utilizing the network of Safe Kids New Jersey Coalitions and certified CPS technicians/instructors, the *Safety In and Around Cars* program will be made available to schools and community groups. The program will address occupant restraints (teaching tweens and their caregivers about proper use of booster seats and safety belts), the dangers of trunk entrapment, and how to identify and avoid the blind spots around vehicles.

BUDGET: \$400,000

PROGRAM NUMBER: CP 11-08-08

PROJECT TITLE: TRAINING

PROJECT DESCRIPTION:

This task will provide a dedicated funding source for DHTS personnel to attend critical traffic safety training courses, seminars, workshops, and conferences. Attendance at these events will serve to increase the expertise and knowledge of DHTS personnel, which will aid in refining existing traffic safety programs and developing new initiatives.

BUDGET: \$30,000

COMMUNITY TRAFFIC SAFETY PROGRAMS: BUDGET SUMMARY

PROJECT NUMBER	PROJECT TITLE	BUDGET	BUDGET SOURCE
CP 11-08-01	CTSP	\$ 851,000	SECTION 402
CP 11-08-02	PUBLIC INFORMATION & EDUCATION	\$ 400,000	SECTION 402
CP 11-08-03	COMMUNITY SAFETY & TRAINING	\$ 212,000	SECTION 402
CP 11-08-04	MULTIMEDIA TRANSPORTATION SAFETY AWARENESS	\$ 195,000	SECTION 402
CP 11-08-05	TEEN DRIVER PROGRAM	\$ 20,000	SECTION 402
CP 11-08-06	PAID MEDIA	\$ 140,000	SECTION 402
CP 11-08-07	COMPREHENSIVE STATEWIDE INITIATIVES	\$ 400,000	SECTION 402
CP 11-08-08	TRAINING	\$ 30,000	SECTION 402
402 TOTAL		\$2,248,000	
TOTAL ALL FUNDS		\$2,248,000	

HIGHWAY SAFETY PLAN ROADWAY SAFETY

PROJECT NUMBER: RS 11-06-01

PROJECT TITLE: PROGRAM MANAGEMENT

PROJECT DESCRIPTION:

Funds will be provided for salary and administrative expenses. The program manager will be responsible for administering the federal funds directed to the highway safety portion of the plan.

BUDGET: \$173,000

PROJECT NUMBER: RS 11-06-02

PROJECT TITLE: TRAFFIC INTERNS

PROJECT DESCRIPTION:

Funds will be used to enable county and municipal traffic engineers to hire college/university engineering students to collect traffic crash data and assist in performing safety studies at high crash locations to determine if safety improvements are needed and subsequently have their intended effect.

BUDGET: \$20,160

PROJECT NUMBER: RS 11-06-03

PROJECT TITLE: WORK ZONE SAFETY

PROJECT DESCRIPTION:

The Rutgers University Center for Advanced Infrastructure and Transportation, Technical Assistance Program (LTAP) will offer training in work zone safety. The LTAP will conduct three Police Work Zone Safety Train-the-Trainer programs throughout the state for local law enforcement personnel. Each program will run for four days and teach the work zone safety requirements of the MUTCD, OSHA regulations, legal considerations, and the role of the police officer in work zones. Two one-day work zone safety workshops will be held for local public works agency personnel who are employed by a municipal or county public works road department.

The 12th Annual Work Zone Safety Conference will be held in conjunction with the 2011 National Work Zone Awareness Week. The one-day conference is designed to address the needs of a diverse audience of law enforcement, public works, traffic safety, and engineering personnel. LTAP will continue to

coordinate the quarterly meetings of the ad-hoc New Jersey Work Zone Safety Partnership, which promotes work zone safety statewide. In addition to the training programs and conference, technical assistance and resource distribution is a significant part of the LTAP outreach effort. LTAP will conduct work zone safety awareness outreach through dissemination of an e-newsletter and inquiry follow-up.

BUDGET: \$127,750

ROADWAY SAFETY: BUDGET SUMMARY			
PROJECT NUMBER	PROJECT TITLE	BUDGET	BUDGET SOURCE
RS 11-06-01	PROGRAM MANAGEMENT	\$173,000	SECTION 402
RS 11-06-02	TRAFFIC INTERNS	\$ 20,160	SECTION 402
RS 11-06- -03	WORK ZONE SAFETY	\$127,750	SECTION 402
402 TOTAL		\$320,910	
TOTAL ALL FUNDS		\$320,910	

HIGHWAY SAFETY PLAN TRAFFIC RECORDS

PROJECT NUMBER: TR 11-02-01

PROJECT TITLE: PROGRAM MANAGEMENT

PROJECT DESCRIPTION:

This management grant will provide funds for the administration of traffic records-related activities including participation on the Statewide Traffic Records Coordinating Committee (STRCC) and the coordination of projects under the Section 408 grant program.

BUDGET: \$262,000

PROJECT NUMBER: TR 11-02-02

PROJECT TITLE: DATA COLLECTION

PROJECT DESCRIPTION:

Funds will be provided to a select number of police departments to obtain the tools (including diagramming software) and training needed to electronically complete and upload the NJTR-1 crash report to the New Jersey Department of Transportation crash data file.

BUDGET: \$20,000

PROJECT NUMBER: TR 11-02-03

PROJECT TITLE: TRAINING GRANT

PROJECT DESCRIPTION:

Funds will be provided to personnel from the New Jersey Department of Transportation to reimburse them for travel expenses associated with attendance at traffic records training programs and NHTSA's annual Traffic Records Forum.

A series of ten training sessions aimed at improving police officer crash reporting will also be conducted. The training will focus on NJTR-1 crash reporting problem areas and revisit the basics of properly and accurately completing the NJTR-1 crash report to ensure sound data. Seven classes will be held at Rutgers University, while the other three sessions will be conducted at southern, northern and central New Jersey locations.

BUDGET: \$66,000

PROJECT NUMBER: TR 11-02-04**PROJECT TITLE: TRAFFIC RECORDS INFORMATION SYSTEM****PROJECT DESCRIPTION:**

Funds from this task will be used to implement projects under the Section 408 traffic safety information system improvement grant program. The Department of Health and Senior Services will continue to use funds to implement electronic patient care reporting to the state's advanced life support programs. The project will use real-time data management tools to provide stakeholders (Office of Emergency Medical Services, hospitals and advanced life support programs) with data needed to make decisions in the most efficient manner possible. The Office of Information Technology will integrate crash data collected by police agencies, EMS units and the Motor Vehicle Commission, so that it can be published in a variety of formats for use by law enforcement officials, engineers and other entities that need access to this information. This will result in an increase in the number of crash records geographically coded allowing state safety professionals to be better equipped to determine crash cluster locations.

BUDGET: \$550,000

TRAFFIC RECORDS: BUDGET SUMMARY			
PROJECT NUMBER	PROJECT TITLE	BUDGET	BUDGET SOURCE
TR 11-02-01	PROGRAM MANAGEMENT	\$ 262,000	SECTION 402
TR 11-02-02	DATA COLLECTION	\$ 20,000	SECTION 402
TR 11-02-03	TRAINING GRANT	\$ 66,000	SECTION 402
TR 11-02-04	TRAFFIC RECORDS INFORMATION SYSTEM	\$ 550,000	SECTION 408
402 TOTAL		\$ 348,000	
408 TOTAL		\$ 550,000	
TOTAL ALL FUNDS		\$898,000	

HIGHWAY SAFETY PLAN

MOTORCYCLE SAFETY

PROJECT NUMBER: MC 11-05-01

PROJECT TITLE: PUBLIC AWARENESS, EDUCATION & TRAINING

PROJECT DESCRIPTION:

Public education and awareness initiatives focusing on increasing helmet use and novice and experienced rider participation in training programs, reducing impairment, and increasing other drivers' awareness of the importance of sharing the road with motorcycles will be implemented to improve motorcycle safety.

A second project will look to increase the number of properly endorsed motorcyclists in the state. Working in cooperation with the Motor Vehicle Commission, motorcycle registration and licensure information will be cross-referenced and a notification issued to those motorcycle owners not holding the proper endorsement advising them of the need for licensure and the benefits of training. Funds will also be used to conduct motorcycle safety checkpoints to increase law enforcement communication with motorcyclists, distribute motorcycle safety materials, and enforce all laws associated with motorcycles and motorcyclists.

Funds will also be provided to conduct motorist and rider awareness training programs. The training will consist of one-hour sessions that will be offered to both motorists and motorcycle riders to enhance motorist awareness of motorcyclists, improve rider perception, and promote safe riding practices such as riding straight (alcohol awareness). In addition, rider coach training and the development of additional Motorcycle Safety Foundation courses will be pursued with the Motor Vehicle Commission.

BUDGET: \$200,000

MOTORCYCLE SAFETY: BUDGET SUMMARY			
PROJECT NUMBER	PROJECT TITLE	BUDGET	BUDGET SOURCE
MC 11-05-01	PUBLIC AWARENESS/ED/TRAINING	\$ 50,000	SECTION 402
MC 11-05-01	PUBLIC AWARENESS/ED/TRAINING	\$150,000	SECTION 2010
402 TOTAL		\$ 50,000	
2010 TOTAL		\$150,000	
TOTAL ALL FUNDS		\$200,000	

HIGHWAY SAFETY PLAN EMERGENCY MEDICAL SERVICES

PROJECT NUMBER: EM 11-09-01

PROJECT TITLE: EXPEDITED EMS RESPONSE

PROJECT DESCRIPTION:

Funds will again be provided to train police officers from the Borough of Eatontown in the EMT basic level course. Upon completion of training, the certified officers will be designated primary responders and able to provide expedited and qualified emergency medical services to traffic crash victims.

BUDGET: \$550

EMERGENCY MEDICAL SERVICES: BUDGET SUMMARY			
PROJECT NUMBER	PROJECT TITLE	BUDGET	BUDGET SOURCE
EM 11-09-01	EXPEDITED EMS RESPONSE	\$550	SECTION 402
402 TOTAL		\$550	
TOTAL ALL FUNDS		\$550	

STATE CERTIFICATIONS AND ASSURANCES

Failure to comply with applicable Federal statutes, regulations, and directives may subject State officials to civil or criminal penalties and/or place the State in a high risk grantee status in accordance with 49 CFR 18.12.

Each fiscal year the State will sign these Certifications and Assurances that the State complies with all applicable Federal statutes, regulations, and directives in effect with respect to the periods for which it receives grant funding. Applicable provisions include, but are not limited to, the following:

- 23 U.S.C. Chapter 4 – Highway Safety Act of 1966, as amended
- 49 CFR Part 18 – Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments
- 23 CFR Chapter II – (§§1200, 1205, 1206, 1250, 1251, & 1252) Regulations governing highway safety programs
- NHTSA Order 462-6C – Matching Rates for State and Community Highway Safety Programs
- Highway Safety Grant Funding Policy for Field-Administered Grants

CERTIFICATIONS AND ASSURANCES

SECTION 402 REQUIREMENTS

The Governor is responsible for the administration of the State highway safety program through a State highway safety agency which has adequate powers and is suitably equipped and organized (as evidenced by appropriate oversight procedures governing such areas as procurement, financial administration, and the use, management, and disposition of equipment) to carry out the program (23 USC 402(b) (1) (A));

The political subdivisions of this State are authorized, as part of the State highway safety program, to carry out within their jurisdictions local highway safety programs which have been approved by the Governor and are in accordance with the uniform guidelines promulgated by the Secretary of Transportation (23 USC 402(b) (1) (B));

At least 40 percent of all Federal funds apportioned to this State under 23 USC 402 for this fiscal year will be expended by or for the benefit of the political subdivision of the State in carrying out local highway safety programs (23 USC 402(b) (1) (C)), unless this requirement is waived in writing;

This State's highway safety program provides adequate and reasonable access for the safe and convenient movement of physically handicapped persons, including those in wheelchairs, across curbs constructed or replaced on or after July 1, 1976, at all pedestrian crosswalks (23 USC 402(b) (1) (D));

The State will implement activities in support of national highway safety goals to reduce motor vehicle related fatalities that also reflect the primary data-related crash factors within the State as identified by the State highway safety planning process, including:

- National law enforcement mobilizations,
- Sustained enforcement of statutes addressing impaired driving, occupant protection and driving in excess of posted speed limits,
- An annual statewide safety belt use survey in accordance with criteria established by the Secretary for the measurement of State safety belt use rates to ensure that the measurements are accurate and representative,
- Development of statewide data systems to provide timely and effective data analysis to support allocations of highway safety resources.

The State shall actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect. (23 USC 402 (b)(1)(E))

CERTIFICATIONS AND ASSURANCES

OTHER FEDERAL REQUIREMENTS

Cash drawdowns will be initiated only when actually needed for disbursement. 49 CFR 18.20

Cash disbursements and balances will be reported in a timely manner as required by NHTSA. 49 CFR 18.21

The same standards of timing and amount, including the reporting of cash disbursement and balances, will be imposed upon any secondary recipient organizations. 49 CFR 18.41

Failure to adhere to these provisions may result in the termination of drawdown privileges.

The State has submitted appropriate documentation for review to the single point of contact designated by the Governor to review Federal programs, as required by Executive Order 12372 (Intergovernmental Review of Federal Programs);

Equipment acquired under this agreement for use in highway safety program areas shall be used and kept in operation for highway safety purposes by the State; or the State, by formal agreement with appropriate officials of a political subdivision or State agency, shall cause such equipment to be used and kept in operation for highway safety purposes. 23 CFR 1200.21

The State will comply with all applicable State procurement procedures and will maintain a financial management system that complies with the minimum requirements of 49 CFR 18.20;

FEDERAL FUNDING ACCOUNTABILITY AND TRANSPARENCY ACT

The State will report for each **sub-grant** awarded:

- Name of the entity receiving the award;
- Amount of the award;
- Information on the award including transaction type, funding agency, the North American Industry Classification System code or Catalog of Federal Domestic Assistance number (where applicable), program source;
- Location of the entity receiving the award and the primary location of performance under the award, including the city, state, congressional district, and country; and an award title descriptive of the purpose of each funding action;
- A unique identifier (DUNS);
- The names and total compensation of the five most highly compensated officers of the entity if -- of the entity receiving the award and of the parent entity of the recipient, should the entity be owned by another entity:
 - (i) the entity in the preceding fiscal year received—
 - (I) 80 percent or more of its annual gross revenues in Federal awards; and (II) \$25,000,000 or more in annual gross revenues from Federal awards; and (ii) the public does not have access to information about the compensation of the senior executives of the entity through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986;
- Other relevant information specified by the Office of Management and Budget in subsequent guidance or regulation.

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (P.L. 88-352) which prohibits discrimination on the basis of race, color, or national origin (and 49 CFR Part 21); (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. §§1681-1683, and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. §794) and the Americans with Disabilities Act of 1990 (42 USC § 12101, et seq.; PL 101-336), which prohibits discrimination on the basis of disabilities (and 49 CFR Part 27); (d) the Age Discrimination Act of 1975, as amended (42 U.S.C. §§ 6101-6107), which prohibits discrimination on the basis of age; (e) the Drug Abuse Office and Treatment Act of 1972 (P.L. 92-255), as amended, relating to the nondiscrimination on the basis of drug abuse; (f) the comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment, and Rehabilitation act of 1970 (P.L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse of alcoholism; (g) §§ 523 and 527 of the Public Health Service Act of 1912 (42 U.S.C. §§290 dd-3 and 290 ee-3), as amended, relating to confidentiality of alcohol and drug abuse patient records; (h) Title VIII of the Civil Rights Act of 1968 (42 U.S.C. §§3601 et. seq.), as amended, relating to nondiscrimination in the sale, rental or financing of housing; (i) any other nondiscrimination provisions in the specific statute(s) under which application for

Federal assistance is being made; The Civil Rights Restoration Act of 1987, which provides that any portion of a state or local entity receiving federal funds will obligate all programs or activities of that entity to comply with these civil rights laws; and, (k) the requirements of any other nondiscrimination statute(s) which may apply to the application.

THE DRUG-FREE WORKPLACE ACT OF 1988 (41 U.S.C. 702;)

The State will provide a drug-free workplace by:

- A) Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- B) Establishing a drug-free awareness program to inform employees about:
 - 1) The dangers of drug abuse in the workplace.
 - 2) The grantee's policy of maintaining a drug-free workplace.
 - 3) Any available drug counseling, rehabilitation and employee assistance programs.
 - 4) The penalties that may be imposed upon employees for drug violations occurring in the workplace.
- C) Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (A).
- D) Notifying the employee in the statement required by paragraph (A) that, as a condition of employment under the grant, the employee will —
 - 1) Abide by the terms of the statement.
 - 2) Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.
- E) Notifying the agency within ten days after receiving notice under subparagraph (D) (2) from an employee or otherwise receiving actual notice of such conviction.
- F) Taking one of the following actions, within 30 days of receiving notice under subparagraph (D) (2), with respect to any employee who is so convicted —
 - 1) Taking appropriate personnel action against such an employee, up to and including termination.
 - 2) Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by Federal, State, or local health, law enforcement, or other appropriate agency.
- G) Making a good faith effort to continue to maintain a drug-free workplace through implementation of paragraphs (A), (B), (C), (D), (E), and (F) above.

BUY AMERICAN ACT

The State will comply with the provisions of the Buy America Act (49 U.S.C. 5323(j)) which contains the following requirements:

Only steel, iron, and manufactured products produced in the United States may be purchased with Federal funds unless the Secretary of Transportation determines that such domestic purchases would be inconsistent with the public interest; that such materials are not reasonably available and of a satisfactory quality; or that inclusion of domestic materials will increase the cost of the overall project contract by more than 25 percent. Clear justification for the purchase of non-domestic items must be in the form of a waiver request submitted to and approved by the Secretary of Transportation.

POLITICAL ACTIVITY (HATCH ACT)

The State will comply, as applicable, with provisions of the Hatch Act (5 U.S.C. §§1501-1508 and 7324-7328) which limit the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.

CERTIFICATION REGARDING FEDERAL LOBBYING

CERTIFICATION FOR CONTRACTS, GRANTS, LOANS, AND COOPERATIVE AGREEMENTS

The undersigned certifies, to the best of his or her knowledge and belief, that:

- 1) No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
- 2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.
- 3) The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 or not more than \$100,000 for each such failure.

RESTRICTION ON STATE LOBBYING

None of the funds under this program will be used for any activity specifically designed to urge or influence a State or local legislator to favor or oppose the adoption of any specific legislative proposal pending before any State or local legislative body. Such activities include both direct and indirect (e.g., “grass roots”) lobbying activities, with one exception. This does not preclude a State official whose salary is supported with NHTSA funds from engaging in direct communications with State and local legislative officials, in accordance with customary State practice, even if such communications urge legislative officials to favor or oppose the adoption of a specific pending legislative proposal.

CERTIFICATION REGARDING DEBARMENT AND SUSPENSION

INSTRUCTIONS FOR PRIMARY CERTIFICATION

1. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below
2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.
3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency may terminate this transaction for cause or default.
4. The prospective primary participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary participant learns its certification was erroneous when submitted or has been erroneous by reasons of changed circumstances.
5. The terms *covered transaction*, *debarred*, *suspended*, *ineligible*, *lower tier covered transaction*, *participant*, *person primary*, *covered transaction*, *principal*, *proposal*, and *voluntarily excluded*, as used in this clause, have the meaning set out in the Definitions and coverage sections of 49 CFR Part 29. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.
6. The prospective primary participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with the person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency entering into this transaction.

7. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion-Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.
8. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the list of Parties Excluded from Federal Procurement and Non-procurement Programs.
9. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
10. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tiered covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4 suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.

CERTIFICATION REGARDING DEBARMENT, SUSPENSION AND OTHER RESPONSIBILITY MATTERS

PRIMARY COVERED TRANSACTIONS

1. The prospective primary participant certifies to the best of its knowledge and belief, that its principals:
 - A) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by an Federal department or agency;
 - B) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain or performing a public (Federal, State, or Local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of record, making false statements, or receiving stolen property;
 - C) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State, or Local) with commission of any of the offenses enumerated in paragraph (1) (b) of this certification; and
 - D) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or Local) terminated for cause or default.
2. Where the prospective primary participant is unable to certify to any of the Statements in this certification such prospective participant shall attach an explanation to this proposal.

INSTRUCTION FOR LOWER TIER CERTIFICATION

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set below.
2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.
3. The prospective lower tier participant shall provide immediate written notice to the person to whom this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
4. The terms *covered transaction*, *debarred*, *suspended*, *ineligible*, *lower tier covered transaction*, *participant*, *person*, *primary covered transaction*, *principal*, *proposal*, and *voluntarily excluded*, as used in this clause, have the meanings set out in the Definition and Coverage sections of 49 CFR Part 29. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.
5. The prospective lower tier participant agrees, by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.
6. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility, and Voluntary Exclusion—Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions. (See below)
7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method or frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the List of Parties Excluded from Federal Procurement and Non-procurement Programs.
8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

CERTIFICATION REGARDING DEBARMENT, SUSPENSION, INELIGIBILITY, AND VOLUNTARY EXCLUSION – LOWER TIER COVERED TRANSACTIONS

1. The prospective lower tier participant certifies, by submission of this proposal that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.
2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

POLICY TO BAN TEXT MESSAGING WHILE DRIVING

In accordance with Executive Order 13513, Federal Leadership On Reducing Text Messaging While Driving, and DOT Order 3902.10, *Text Messaging While Driving*, States are encouraged to:

1. Adopt and enforce workplace safety policies to decrease crashes caused by distracted driving including policies to ban text messaging while driving—
 - A) Company-owned or rented vehicles, or Government-owned, leased or rented vehicles; or
 - B) Privately-owned when on official Government business or when performing any work on or in behalf of the Government.
2. Conduct workplace safety initiatives in a manner commensurate with the size of the business, such as—
 - A) Establishment of new rules and programs or re-evaluation of existing programs to prohibit text messaging while driving; and
 - B) Education, awareness, and other outreach to employees about the safety risks associated with texting while driving.

ENVIRONMENTAL IMPACT

The Governor's Representative for Highway Safety has reviewed the State's Fiscal Year highway safety planning document and hereby declares that no significant environmental impact will result from implementing this Highway Safety Plan. If, under a future revision, this Plan will be modified in such a manner that a project would be instituted that could affect environmental quality to the extent that a review and statement would be necessary, this office is prepared to take the action necessary to comply with the National Environmental Policy Act of 1969 (49 USC 4321 et.seq.) and the implementing regulations of the Council on Environmental Quality (40 CFR Parts 1500-1517).



Governor's Representative for Highway Safety

New Jersey

State or Commonwealth

2011

For Fiscal Year

08-31-2010

Date

PROGRAM COST SUMMARY

PROGRAM COST SUMMARY				
PROGRAM AREA	APPROVED PROGRAM COST	STATE/LOCAL FUNDS	FEDERAL SHARE TO LOCAL	CURRENT BALANCE
SECTION 402				
PLANNING & ADMIN	\$ 500,000	\$ 500,000		\$ 500,000
ALCOHOL	\$ 334,000			\$ 334,000
PED/BICYCLE SAFETY	\$ 252,000		\$ 51,000	\$ 252,000
OCCUPANT PROTECTION	\$ 876,000		\$ 140,000	\$ 876,000
POLICE SERVICES	\$ 970,540	\$2,000,000	\$ 280,000	\$ 970,540
CTSP	\$2,248,000		\$2,038,000	\$2,248,000
ROADWAY SAFETY	\$ 320,910		\$ 107,910	\$ 320,910
TRAFFIC RECORDS	\$ 348,000		\$ 86,000	\$ 348,000
MOTORCYCLE SAFETY	\$ 50,000		\$ 30,000	\$ 50,000
EMS	\$ 550		\$ 550	\$ 550
TOTAL SECTION 402	\$5,900,000	\$2,500,000	\$2,733,460	\$5,900,000

SECTION 405				
OCCUPANT PROTECTION	\$700,000	\$700,000	\$700,000	\$700,000
TOTAL SECTION 405	\$700,000	\$700,000	\$700,000	\$700,000

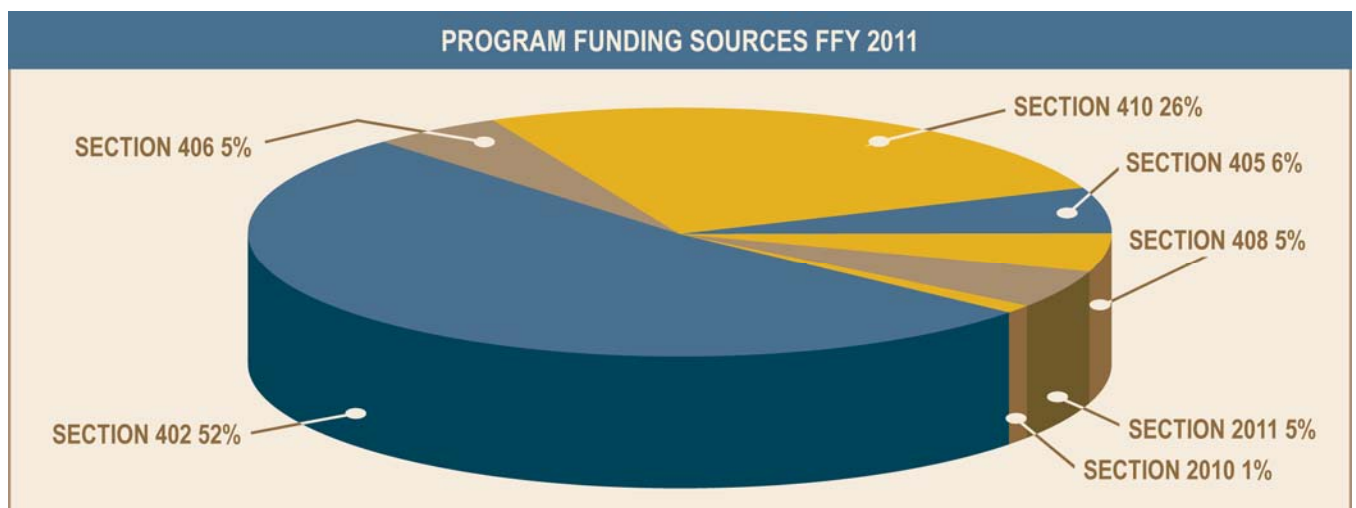
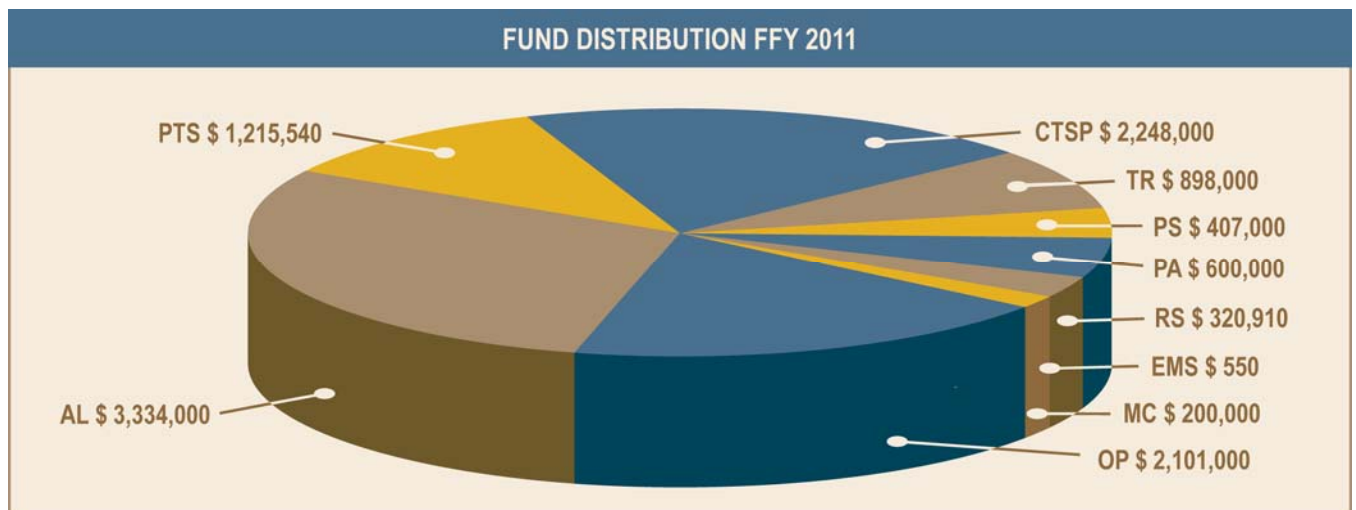
SECTION 406				
PLANNING & ADMIN	\$ 100,000			\$ 100,000
PED/BICYCLE SAFETY	\$ 155,000		\$ 155,000	\$ 155,000
POLICE SERVICES	\$ 245,000		\$ 245,000	\$ 245,000
TOTAL SECTION 406	\$ 500,000		\$ 400,000	\$ 500,000

SECTION 408				
TRAFFIC RECORDS	\$ 550,000	\$350,000	\$400,000	\$ 550,000
TOTAL SECTION 408	\$ 550,000	\$350,000	\$400,000	\$ 550,000

SECTION 410				
ALCOHOL	\$3,000,000	\$1,800,000	\$2,410,813	\$3,000,000
TOTAL SECTION 410	\$3,000,000	\$1,800,000	\$2,410,813	\$3,000,000

PROGRAM AREA	APPROVED PROGRAM COST	STATE/LOCAL FUNDS	FEDERAL SHARE TO LOCAL	CURRENT BALANCE
SECTION 2010				
MOTORCYCLE	\$ 150,000		\$ 150,000	\$ 150,000
TOTAL SECTION 2010	\$ 150,000		\$ 150,000	\$ 150,000

SECTION 2011				
CHILD SAFETY	\$525,000	\$1,100,000	\$ 500,000	\$525,000
TOTAL SECTION 2011	\$525,000	\$1,100,000	\$ 500,000	\$525,000



In conclusion, the goals of the above mentioned safety programs are to reduce crashes and the resulting property damage, injuries and fatalities on New Jersey's roadways. It is important to note that these programs support traffic safety areas where fatalities and crashes are over-represented in the state. This comprehensive plan prudently utilizes engineering, education, enforcement, and emergency medical services countermeasures to improve traffic safety on all of the State's roadways.

SAFE PASSAGE

moving toward zero fatalities

WWW.NJSAFEROADS.COM