



# ANNUAL REPORT TO THE LEGISLATURE 2006



**Jon S. Corzine**  
Governor



**Stuart Rabner**  
Attorney General



**Roberto Rodriguez**  
Governor's Representative

## INTRODUCTION

The New Jersey Division of Highway Traffic Safety (DHTS) was established to implement the requirements of the National Highway Traffic Safety Act of 1966. The mission of the DHTS is to (1) annually develop a comprehensive highway traffic safety plan; (2) promote traffic safety; (3) procure and administer available federal traffic safety funds; and (4) coordinate traffic safety activities of state and local agencies toward a comprehensive statewide traffic safety program.

The DHTS is located in the Department of Law and Public Safety. The Division Director is appointed by and serves at the pleasure of the Governor. The Director serves as the Governor's Representative to the National Highway Traffic Safety Administration and the Federal Highway Administration of the United States Department of Transportation and is chairperson of the Governor's Highway Traffic Safety Policy Advisory Council. The Director's administration of the Division is under the direction and supervision of the Governor and the Attorney General. The Governor's Representative and Director of the Division of Highway Traffic Safety is Roberto Rodriguez.

The Highway Safety Plan for Federal Fiscal Year 2006 (October 1, 2005 through September 30, 2006) addresses the use of funding from the annual allotment of Section 402 State and Community Highway Safety funds. The Report also addresses the use of funds from the following incentive grant programs were also made available: Section 405 Occupant Incentive Grant, Section 406 Safety Belt Performance Grant, Section 157 Incentive Grant, Section 157 Innovative Grant, Section 163 Safety Incentives to Prevent Operation of Motor Vehicles by Intoxicated Persons and Section 2003(b) Child Passenger Safety Belt. Funds received under these sections of Title 23 supported projects in the following areas: alcohol and other drug countermeasures, occupant protection, pedestrian and bicycle safety, community traffic safety programs, police traffic records, roadway safety and traffic records. A total of 553 projects were funded for both state and local programs. The Division also continues to oversee and coordinate the state Drunk Driving Enforcement Fund, N.J.S.A. 39:4-50.8. Additional grant awards were also made to the state; however, these funds were not expended during FFY 2006 and have been carried forward into Federal Fiscal Year 2007 (FFY 2007). The funding sources are as follows: Section 408 Traffic Information System Improvement Grant, Section 410 Alcohol Incentive Grant, Section 1906 Incentive Grant Program to Prohibit Racial Profiling, Section 2010 Motorcycle Safety Grant and Section 2011 Child Safety and Booster Seat Incentive Grant.

The cooperation and participation of partners are critical to the overall success of the highway safety program. Many players were actively involved at all levels of government and other entities. The principal forum for the partners in traffic safety is the Highway Traffic Safety Policy Advisory Council. The Council consists of 21 members, appointed by the Governor, to assist in preparing traffic safety programs for New Jersey by reviewing and deliberating on issues and making recommendations. In addition, the National Highway Traffic Safety Administration and the Federal Highway Administration continued to provide leadership and technical assistance to the program. State agencies, such as

the Division of State Police, Division of Alcoholic Beverage Control, Department of Transportation, Department of Education, Department of Health and Senior Services, Office of Emergency Medical Services, Department of Community Affairs and the Department of Human Services; local law enforcement agencies, including the Association of Chiefs of Police and the Traffic Officers Association; schools; civic and non-profit groups, such as the New Jersey State Safety Council and the American Automobile Association; Mothers Against Drunk Driving and other private sector businesses and organizations all play a key role in steering New Jersey's program in the right direction.

Continued proactive involvement in local, state and national arenas allows New Jersey to stay in the forefront of highway safety. Expanding and enhancing partnerships should contribute to an even more successful program in the future.

## PROGRAM FUNDING

### A. Section 402 Program

The State and Community Highway Safety grant program is administered at the federal level primarily by the National Highway Traffic Safety Administration and partially by the Federal Highway Administration. The funds are intended to provide seed money to catalyze innovative programs and leverage other state, local and private resources. The 402 program improves enforcement of existing laws, changes public attitudes through educational programs and builds state and local leadership in highway safety. Funds in the amount of \$6,505,968 were obligated and 193 grants were awarded from the Section 402 program.

### B. Section 405 Program

The Section 405 Occupant Protection Incentive Grant program provides incentive grants to encourage states to adopt and implement effective programs to reduce highway deaths and injuries resulting from individuals riding unrestrained or improperly restrained in motor vehicles. Funds in the amount of \$1,457,261 were obligated and 247 grants were awarded from the Section 405 program.

### C. Section 406 Program

The Section 406 Safety Belt Performance Grant provides incentive grants to encourage the enactment and enforcement of laws requiring the use of safety belts in passenger motor vehicles. Grant funds may be used for any safety purpose under Title 23 or for any project that proactively addresses highway safety problems. Funds in the amount of \$2,542,724 were received, however, the late submission of the award allowed only \$65,000 to be obligated. There were 16 grant awards made from the Section 406 Program. The balance has been carried over into FFY 2007.

### D. Section 157 Incentive Program

The Transportation Equity Act for the 21st Century (TEA-21) established a program of incentive grants to encourage States to increase seat belt use rates. Incentive grants are awarded to states demonstrating an increase in seat belt usage rates. Funds in the amount of \$250,000 were obligated and 56 grants were awarded from the Section 157 Incentive Grant Program.

### E. Section 157 Innovative Program

The Innovative grant program provides funds to conduct a statewide program of highly visible enforcement and publicity programs that will result in increased seatbelt usage rates. Funds in the amount of \$114,799 were obligated and 4 grants were awarded from the Section 157 Innovative Program.

### F. Section 163 Program

Section 1404 of TEA-21 established a program of incentive grants to encourage states to establish 0.08

percent blood alcohol concentration as the legal limit for drunk driving offenses. These funds can be used for any project eligible for assistance under Title 23. A total of \$843,602 was obligated and 36 grants were awarded from this program.

### **G. Section 2003(b) Child Passenger Safety**

Section 2003(b) provides funds to implement child passenger protection programs designed to prevent deaths and injuries to children, educate the public concerning the proper installation of child restraints and train child passenger safety personnel concerning child restraint use. A total of \$37,263 was obligated and 1 grant awarded from the 2003(b) program.

### **H. Additional Grant Awards**

Additional grant awards were received in FFY 2006 and are listed below. The funds from these awards were made available to the State in September, 2006 and obligated at that time. However, since the funds were not acquired until late in the federal fiscal year, no sub-grant awards were approved and the monies were carried into FFY 2007.

Section 408 established a state traffic safety information system improvement grant program. The program seeks the coordination of safety data systems across agencies and calls for the development and maintenance of a comprehensive traffic safety information system. Projects that improve the timeliness, completeness, uniformity, accessibility and quality of crash data will be funded from this program. A total of \$904,500 will be available for distribution in FFY 2007.

Section 410 allows for the implementation of programs to reduce traffic safety problems resulting from individuals driving while under the influence of alcohol. A total of \$2,473,961 will be available for project implementation in FFY 2007.

Section 1906 provides funds to enact and enforce laws that prohibit the use of racial profiling in the enforcement of traffic laws on Federal aid highways and to implement and allow public inspection of statistics on motor vehicle stops. A total of \$643,613 will be available for this initiative in FFY 2007.

Section 2010 provides funds to implement programs that will reduce the number of single and multi-vehicle crashes involving motorcyclists. A total of \$132,247 will be available for motorcycle safety initiatives during FFY 2007.

Section 2011 established an incentive grant program that allows for the enforcement of child safety seat laws and provides for educating the public on the proper use and installation of child safety seats and child restraints. Funds in the amount of \$992,703 will be available in FFY 2007.

**STATE PROGRAMS**

**A. Drunk Driving Enforcement Fund**

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

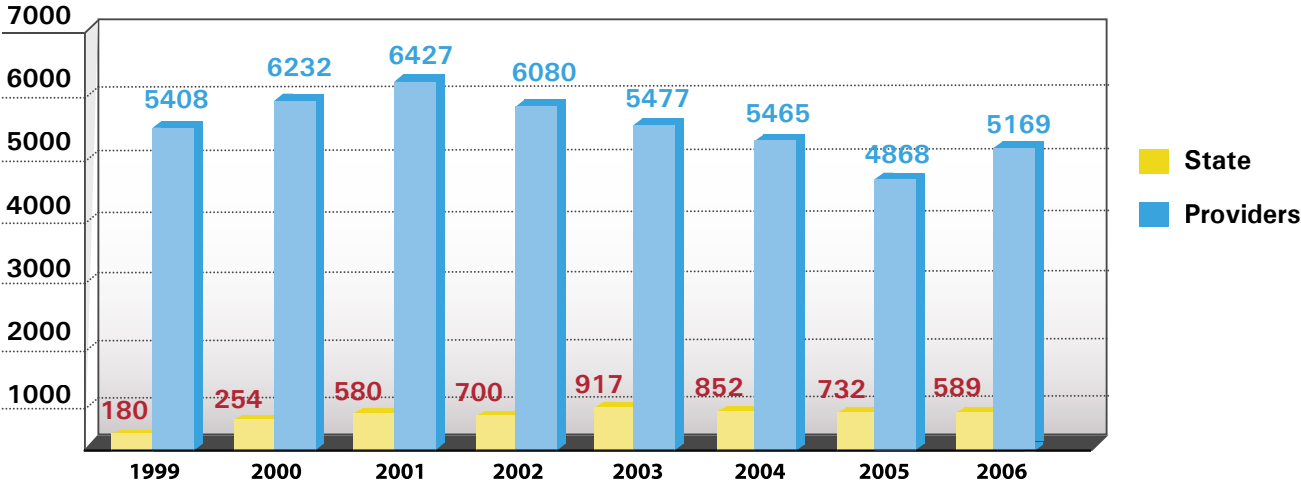
Municipalities, the Division of State Police, interstate law enforcement agencies and county law enforcement agencies apply to the Division to use Drunk Driving Enforcement Fund monies for additional DWI enforcement patrols and any appropriate measures pertaining to other DWI activities as approved by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

A total of \$3.8 million was made available to law enforcement agencies during State Fiscal Year 2006 (July 1, 2005 – June 30, 2006) in an effort to reduce alcohol-related fatalities and crashes.

**B. Motorcycle Safety Education Program**

The reorganization plan approving the transfer of the Motorcycle Safety Education Program from the DHTS to the Motor Vehicle Commission was approved on March 26, 2005. All functions, powers and duties with respect to the program and the offering of courses by the State and others were included in the transfer.

**Graph 1 - Motorcycle Riders Successfully Trained by the State and Providers**



## TRAFFIC CRASH DATA

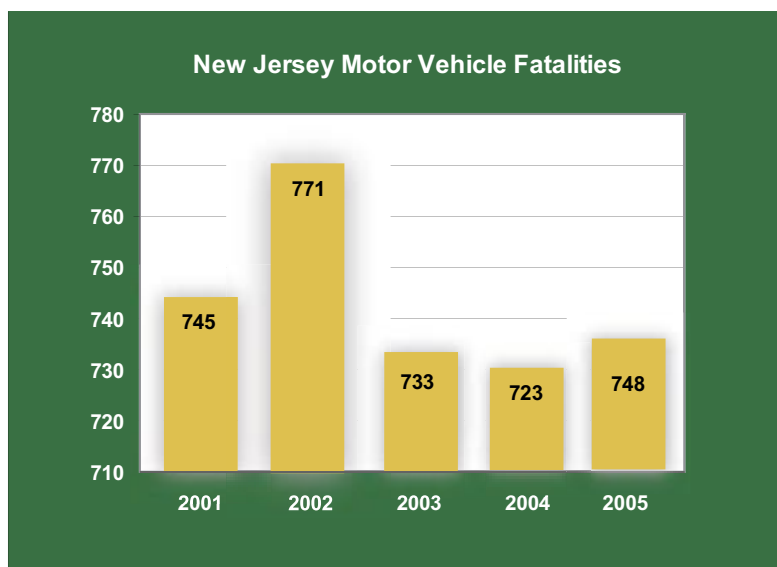
The purpose of the New Jersey Highway Traffic Safety Program is to coordinate state and local efforts in the struggle to reduce highway deaths and injuries. Highway deaths since 2002 have decreased from 771 to 748 in 2005. As of December 11, 2006, there were a total of 705 traffic fatalities.

Alcohol consumption is a costly and significant risk factor for motor vehicle crashes. Nationwide, 39 percent of all fatalities are alcohol related while in New Jersey alcohol related fatalities represent 34 percent of statewide traffic related fatalities.

Pedestrian crashes continue to represent the second highest category of motor vehicle fatalities. The high-risk groups continue to include the elderly and children. Pedestrian fatalities for the year, as of December 11, 2006, represented 22 percent of all traffic fatalities or 153 deaths.

The use of seat belts by occupants of motor vehicles is one of the most effective ways of reducing traffic fatalities and injuries. The statewide seat belt usage rate in calendar year 2006 increased to 90 percent compared to 86 percent in 2005. This represents the highest rate ever recorded in the state. The 2006 Click It or Ticket mobilization contributed to the high usage rate. A total of 442 law enforcement agencies participated in the mobilization. This number compares to 442 law enforcement agencies in 2006, 434 in 2005 and 381 in 2004 that participated in the mobilization.

There continues to be a downward trend in crashes, fatalities and injuries even though the number of vehicle miles traveled continues to increase. A record number of occupants are wearing seat belts, improvements are being made in pedestrian safety and alcohol related fatalities are on the decline. The highway traffic safety program in New Jersey has produced many positive results and the Division will continue to improve and expand on the programs in the upcoming year in an effort to further reduce traffic fatalities, injuries and crashes in the Garden State.



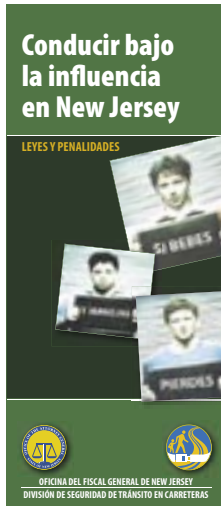
FARS DATA 8/22/06



## PROGRAM REPORTS

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

### I. Alcohol and Other Drug Countermeasures



The end-of-year holiday season impaired driving enforcement crackdown was conducted during the December 2005 through January 2006 holiday period. County and local police agencies in the four participating counties of Bergen, Essex, Middlesex and Monmouth were asked to carry out impaired driving roving patrols and checkpoints between December 5, 2005 and January 4, 2006. Strong participation was noted among police agencies in each of the four counties. A total of 124 agencies participated in the 2005/2006 campaign compared to 76 in 2004/2005. There were a total of 437 DWI arrests, 2,808 speeding summonses and 1,370 seat belt summonses issued. The campaign was also supported by a media campaign. Many of the departments issued news releases about the program to their local newspapers resulting in printed stories and thousands of radio listeners heard the message courtesy of radio announcements as part of the division's ongoing partnership with the New Jersey Broadcasters Association.

The law enforcement community was acknowledged for their continued support, dedication and commitment to enforcing the impaired driving laws of the state. The local chapters of Mothers Against Drunk Driving recognized the efforts of law enforcement officers at various events held throughout the state.

The division partnered with the Department of Human Services in an initiative to reduce underage drinking. Town hall meetings were held at 210 locations statewide to address underage drinking and driving. Communicating the message locally and raising citizen awareness to the problems that are associated with underage drinking is necessary in addressing this issue.



The statewide You Drink and Drive...You Lose impaired driving campaign was conducted from August 18 – September 4, 2006. The law enforcement community conducted high-visibility checkpoints and roving patrols during the campaign. A press conference was held on August 18 in Times Square, New York City to formally launch the campaign and raise awareness.



A second press conference was held during the second week of the campaign to renew attention to the mobilization and its importance to residents of the state. The press conference was held in Salem County in conjunction with the re-dedication of Ensign John Elliot's Memorial. Closely linked with the cam-





campaign is the Hero Campaign for Designated Drivers and John's Law, both of which were created as a result of Ensign Elliot's death in an alcohol related crash in calendar year 2000. John's Law requires police to impound a DWI violator's vehicle for up to 12 hours. Both media events were well covered by television, radio and print journalists that served to raise awareness of the DWI campaign.

Highlights of the two-week campaign included increased participation by police agencies. A total of 391 agencies participated in the

2006 mobilization compared to 382 in 2005. A total of 1,721 DWI arrests were made and nearly 70,000 summonses were issued, both of which exceeded the numbers produced during 2005.

The Alcohol/Drug Test Unit (ADTU) coordinators trained 182 new breathalyzer operators at seven five-day Breathalyzer Operator Courses. There are currently over 11,000 certified breathalyzer operators in the state. The ADTU coordinators also re-certified 2,523 breathalyzer operators, conducting 112 one-day re-certification classes. ADTU coordinators also trained 712 police officers in DWI identification, apprehension, processing and prosecution at the Standardized Field Sobriety classes held at 28 five-day courses. Additionally, the ADTU re-certified 365 officers at 19 one-day Standardized Field Sobriety Test refresher courses. ADTU coordinators trained 3,668 Alcotest operators at 163 conversion courses. There was no Alcotest re-certification course conducted during 2006.

The ADTU also coordinated the Drug Evaluation Classification/Drug Recognition Expert training program. A member of the ADTU has been appointed as State Coordinator. This training enables police officers to classify operators of motor vehicles as being under the influence of one or more of seven categories of drugs other than alcohol. The ADTU conducted training for 62 Drug Recognition Experts (DRE) in three classes. Additionally, 37 certified DRE's satisfied the mandatory requirements and were re-certified in four re-certification classes. The ADTU also co-sponsored one DRE seminar with the New Jersey Drug Recognition Expert Association which was attended by 70 Drug Recognition Experts. In addition, one class was held for 12 teachers attending the Drug Interdiction Training for Education Professionals program.

The Division of Alcoholic Beverage Control continued to oversee the statewide Cops In Shops Program. This program helped curtail underage drinking by bringing undercover law enforcement officers and retail establishments together in a partnership designed to deter the sale of alcohol to underage individuals and to stop adults from attempting to purchase alcohol for people under the legal age. The Cops In Shops College/Fall initiative provided grants to municipalities which have a college/university within its borders or have such a school in a neighboring town. The participating municipalities were as follows: Absecon, Deptford, Eatontown, Egg Harbor Township, Galloway Township,

Glassboro, Hackensack, Long Branch, Madison, Mahwah, Morris Township, Ocean Township (Monmouth County), Piscataway, Princeton Borough, Ramsey, Rutherford, South Bound Brook, South Orange Village, Summit and Teaneck.



A total of 93 arrests were made and 124 separate charges were lodged against those arrested. Of the 124 offenses charged, 71 were for violations relating to the illegal possession or attempt to possess alcohol by a person that is underage or by an adult purchasing for an underage individual. Once again, the program has proven successful in its efforts to deter underage drinking in these targeted areas. In the participating retail license establishments also displayed posters warning underage individuals that police officers may be present in an undercover capacity. This has proven to be a strong deterrent and has decreased the number of underage individuals attempting to purchase alcohol. The Division of ABC also conducts training sessions for the law enforcement community and retail licensees in identifying fraudulent identification items that are presented by those underage attempting to purchase alcohol.

A total of 23 communities that historically have a large youth population during the summer months also participated in the Cops In Shops summer shore initiative. The participating municipalities were as follows: Absecon, Avalon, Beach Haven, Egg Harbor Township, Harvey Cedars, Lake Como, Lakehurst, Lavallette, Lower Township, Manchester, Margate, Middle Township, Neptune Township, Long Beach Township, Ocean Township (Monmouth County), Ocean Township (Ocean County), Pt. Pleasant Beach, Pt. Pleasant Borough, Sea Isle City, Seaside Heights, Ship Bottom, Stafford Township and Wildwood. During this initiative, a total of 240 arrests were made and 304 separate charges were lodged against those arrested. Of the 304 offenses charged, 221 were for violations pertaining to the illegal possession or attempt to possess alcohol by a person that is underage or by an adult purchasing for an underage person. During the program a large number of underage individuals were found to possess false identification and were using the same to enter a licensed premise to obtain alcoholic beverages.

Additionally, overtime salaries were provided to investigators for undercover operations at bars, restaurants and nightclubs in an effort to curtail the consumption of alcoholic beverages by persons under the legal age. Investigative personnel conducted operations in 502 licensed establishments. A total of 2,197 patrons were carded which resulted in 204 arrests. In addition to Alcoholic Beverage Control administrative charges against the license for serving persons under the legal age, investigative personnel detected 103 other administrative violations against the licensed establishments.

Three peer educator programs were conducted at the College of New Jersey, Stockton College and New Jersey City University. The premise of peer education is that young people are more likely to hear a message and consequently change their attitudes and behavior if they see that the messenger has a similar lifestyle to their own and faces similar concerns and pressures. The key components of the program included presentations on substance abuse and highway safety, both on-campus and in the sur-



rounding communities; information tables and events on campus which provided students with information and resources on substance abuse and highway safety and a mentoring/training program with local high schools to help teenagers develop the skills to resist alcohol and drugs, provide them with positive role models, link them to the college/university and spread the message of substance abuse prevention and highway safety.

The Rutgers Comprehensive Alcohol and Traffic Education and Enforcement (R-CAT) Program used enforcement, educational activities and community outreach efforts to deter unsafe activities on campus. The R-CAT program was administered by the Rutgers University Police Department. Sixty-two comprehensive mobile driving while intoxicated enforcement patrols were conducted on or near the Rutgers campus. A total of 79 violations were cited with the most arrests occurring on the New Brunswick campus, near fraternity houses and local bars. The education component provided training resources to police officers and community service staff members to continue distributing educational materials and maintain a website on drug and alcohol prevention. A total of 68,063 publications were distributed at the 294 workshops that were held. Seventy-five alcohol and drug abuse prevention and awareness training programs were also held for 31,000 students and staff members. Discussion topics included, but were not limited to, alcohol awareness, responsible social hosting, underage drinking violations of first year students, laws and fines associated with DWI offenses and drunk driving prevention. There was a decrease in the number of arrests made during this fiscal year compared to 2006, however, although not proven, may be attributed to increased distribution of educational resources. The distribution rate was double the expectations. The message of promoting responsible behavior, by not drinking and driving on campus has started to reach the student population. The R-CAT program has become a visible entity on campus and in the community.

## II. Occupant Protection



The key components of the 2006 Click It or Ticket mobilization, held from May 22 through June 4, 2006, included targeted seat belt enforcement and education by 441 police agencies in the state, 159 of which received Click It or Ticket grants. The 441 police departments represented participation by 93.2 percent of all local police agencies and was an increase compared to the

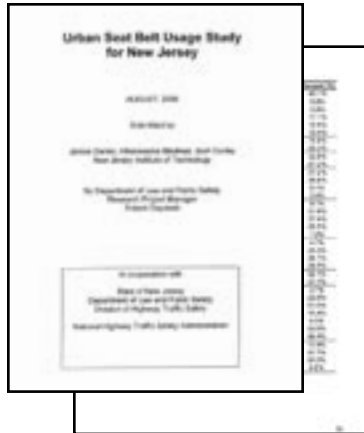
overall participation rate of 91.7 percent in 2005. This was particularly impressive since there was a 50 percent reduction in federal funding for the 2006 campaign compared to 2005 and a 40 percent reduction in the number of grantees that received funding. Three kickoff events were held to launch the campaign. The program was announced at the statewide "101 Safe Driving Days of Summer" event on May 16 on the Boardwalk in Seaside Heights. The enforcement phase of the program began with a pair of operations on the morning of May 22 at the George Washington Bridge in Fort Lee, conducted by the Bergen County Police Department and on Route 130 in Gloucester County, conducted by the Gloucester City Police Department. All three of media events generated coverage on radio, television and in newspapers. More than 56,000 seat belt summonses were issued statewide during the two-week campaign.

A report documenting the results of the data collected prior to and after the "Click It or Ticket" campaign was provided by the New Jersey Institute of Technology. A survey observing seat belt usage of drivers and front seat passengers was conducted. Overall, 90 percent of surveyed front seat occupants used a safety belt in the post-campaign survey compared to a usage rate of 84 percent in the pre-campaign survey. The state's usage rate has increased in each of the last ten years while also rising nearly 30 percentage points during that time.

The Buckle Up South Jersey seat belt mobilization was conducted from November 14-18, 2005. Law enforcement officers, traffic safety and medical professionals joined the Attorney General at a press conference held at the State Police Atlantic City Expressway Station on November 14 to kick off the mobilization and announce the second wave of enforcement of the State's primary seat belt law in Southern New Jersey. The one-week enforcement program provided grants to 92 police departments in the counties of Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester and Salem. A total of 9,744 seat belt summonses were issued by county, state and local law enforcement agencies. The total number of all summonses issued during the campaign exceeded 14,000. The pre-mobilization seat belt usage rate was identified at 73 percent. Following the week of enforcement that rate increased to 81 percent in the region.

With over 25 percent of the state's population comprised of African Americans and Latinos, it was important for the highway safety community to know more about seat belt use within these populations.





The New Jersey Institute of Technology conducted a study to determine the seat belt usage rates for African Americans and Latinos in selected urban sites within the state. A total of 946 questionnaires were administered in the six counties of Essex, Bergen, Passaic, Hudson, Union and Middlesex. The overall driver seat belt use rate in these urban areas was 76.74 percent compared to a 90 percent statewide rate. There was no statistical difference in belt use among African Americans and Latinos as compared to Asians and Whites. There were also no differences in overall belt use by vehicle type, income, educational level or drivers with or without children. There were, however, differences based on age, gender and marital status. Based on the limited

study, greater emphasis on increasing belt use in urban areas rather than designing campaigns directed at specific racial or ethnic populations may be considered.

The Fifth Annual Child Passenger Safety Conference, held from March 28-30, 2006 in Wildwood, New Jersey, was hosted by the State of New Jersey. Over 450 representatives from New York, New Jersey, Puerto Rico, and the Virgin Islands attended workshops and presentations by nationally recognized occupant protection experts. Because of the conference location, representatives from both Pennsylvania and Delaware also were able to participate. The conference provided certified technicians with updated information, studies, techniques and program ideas to better serve the public with child passenger safety programs.



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

ASPIRA, Inc. of NJ - Newark

La Casa de Don Pedro - Newark

Puerto Rican Action Board, Inc. - New Brunswick

PACO - Jersey City

Morris County Office of Hispanic Affairs - Dover

Mercer County Hispanic Association - Trenton

Puerto Rican Association for Human Development - Perth Amboy

Puerto Rican Action Committee of Salem County - Penns Grove

Spanish American Social Cultural Association - Willingboro

### III. Pedestrian and Bicycle Safety

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



Governor Corzine announced the creation of a five-year, \$74 million initiative to improve pedestrian safety throughout the state. The initiative addressed pedestrian awareness, driver behavior and roadway conditions that amplify the crash risk. The majority of the monies will be used from the Transportation Trust Fund in the upcoming year for intersection and sidewalk safety improvement projects and traffic mitigation measures. The DHTS will provide funding for education and enforcement efforts to educate the public on the critical issues and ensure the enforcement of the state's pedestrian safety laws.

The South Jersey Traffic Safety Alliance conducted a summer public awareness campaign in the shore towns of Atlantic and Cape May counties that addressed bicycle and pedestrian safety. Participating municipalities received "Think Safety" materials that included posters and banners. Aerial banners also started flying in June and continued through August. The goal of the program was to remind visitors and residents, whether sitting on the beach, walking around town or driving, to "Think Safety." The same three messages, A Shared Responsibility (pedestrian safety), Share The Road (bicycle safety) and Obey Traffic Signs and Signals were carried on all materials. To complete the program, Think Safety radio spots, produced by Atlantic City High School students, and television spots were aired on local stations.

The Brainy Bunch program is a statewide helmet safety education and public awareness program that promotes helmet use while bicycling for both children and adults. The Brain Injury Association continues to widely distribute resource and educational material throughout the state. Over 9,000 brochures and other literature were displayed and distributed at exhibits and community events. In addition, a total of 62 community presentations were conducted for students at schools and health fair events.

A vertical safety brochure with a blue header and footer. The header text reads "Personas de edad avanzada caminando seguras". The main body features a photograph of an elderly couple walking together. To the right of the photo, there is a column of text in Spanish providing safety advice. At the bottom, there is a list of safety tips in Spanish, the logo of the New Jersey Division of Highway Traffic Safety, and the logo of the New Jersey Office of the Fiscal General.



The website for the Association continues to serve as a mechanism to promote safety and prevention education. The website includes a helmet safety page offering specific information on facts, safety tips, resources, bicycle helmet news articles and safety quizzes. The Heads Up Seniors page offers information on the high incidence of brain injury among senior citizens, a safety checklist and tips on bicycle safety. The website received approximately 143,000 hits for the year. Over 1,600 bicycle helmets were distributed statewide. Educational presentations regarding the importance and proper use of helmets were provided to children on a statewide basis, and in particular to those children in lower income areas of the state.

## IV. Community Traffic Safety Programs



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

Highlights of the public information and education program included the ongoing partnership with the New Jersey Broadcasters Association. A DHTS contract with the Broadcasters Association once again allowed the highway safety message to reach millions of New Jersey residents through radio public service announcements. In addition, various messages were also aired by Shadow/Metro Traffic. Topics that were addressed included child passenger safety, You Drink and Drive...You Lose campaign, seat belt campaign, and cell phones/driver distraction. For the period October 2005 through July 2006, the Division received a total of 15,260 radio spots, 480 television spots and 1,029 shadow traffic spots with a value of \$2,028,497 for an investment of \$180,000.

The "Safety Cruiser" was successful again in providing traffic safety information to the citizens of the state. The bus provided citizens with access to information and materials on all areas of traffic safety. The bus is equipped with video equipment, child car seats and other materials. A total of 61 events were held and over 14,000 individuals took the opportunity to tour and experience the various traffic safety equipment located on the bus. The safety cruiser was on display at community events, school functions, press conferences, safety fairs and other special events throughout the year.



A "Night of Traffic Safety" was held in Toms River on October 28, 2005. Assisting in the event was the Dover Township Police Department and Ocean County Partnerships in Safety as well as the Ocean County Engineering Department and specialists from Toms River Fire Companies. The mini-safety fair included information on motorcycle safety and the state's motorcycle safety education program, pedestrian and bicycle safety, occupant protection programs and impaired driving demonstrations using fatal vision goggles.

The Highway Traffic Safety Summit and Governor’s Representative Awards were held on November 29, 2005. Over 350 law enforcement officers and traffic safety professionals and advocates attended the Summit to review the year’s accomplishments and discuss ways to enhance safety on the state’s roads. A series of workshops were held throughout the day emphasizing the importance of continued education and enforcement initiatives. The division also presented awards to fourteen individuals for their commitment to traffic safety and the actions they have taken to make the motoring public safer as a result.

A forum on Driver Education in New Jersey was held on May 3, 2006 as a result of the coordinated efforts of the Motor Vehicle Commission, DHTS, Department of Education, New Jersey State Safety Council, the College of New Jersey and Bridgewater Driving School. Workshop topics included the development of uniform lesson plans for driver education instruction, the need for parental involvement, an examination of young driver behaviors, graduated driver licensing requirements and the state’s licensing test. The consensus by those present at the forum was that improved driver education programs in secondary and private schools can reduce the frequency of teenage driving violations, crashes and fatalities.



A parent’s manual was also developed by the Motor Vehicle Commission and the DHTS. The manual provides information to parents on the requirements and restrictions of the GDL program and information for new drivers. A brochure was also produced in both English and Spanish regarding the GDL program.

**Graduated Drivers License**

New Jersey Motor Vehicle Commission  
 P.O. Box 160  
 Trenton, NJ 08666

609 292 6500 or  
 (toll-free in NJ) 888-486-3339  
 www.njmvc.gov

Crashes are the leading cause of death for people 24 years old.

44% Motor Vehicle Crashes

young drivers (16-19 years old), based on age, is about 4% of the total rate for drivers 16 years old.

## V. Police Traffic Services/Speed Control



The New Jersey Law Enforcement Challenge was held for the first time in the State. The Law Enforcement Challenge is a friendly way for departments to increase their attention to traffic safety. It provided opportunities for public recognition of exemplary programs, incentive for continuing traffic safety activities and documentation of agency effectiveness that can be used in the future. The Challenge recognized and rewarded the best overall traffic safety programs in the State. The areas of concentration included efforts to enforce

laws and educate the public regarding occupant protection, impaired driving and speeding. The winning safety programs were those that combined officer training, public information and enforcement to reduce crashes and injuries within its jurisdiction. The following agencies were recognized at an awards ceremony held on May 18, 2006: Denville Police Department, Randolph Police Department, Washington Township Police Department (Bergen County), Wayne Police Department and the New Jersey State Police, Troops A, B and E.



In July, 2006, the DHTS coordinated New Jersey's role in the National Highway Traffic Safety Administration Eastern Region's Tri-State Speed Enforcement Pilot Project. The other participating states were New York and Connecticut. The slogan that was selected for the project was "Obey the Signs or Pay the Fines." The goal of the campaign was to bring the speed reduction message and enforcement to the public in a way that would reach the 21 million residents of the Tri-State Region. In order to keep the focus on the Tri-State Region, specifically the New York City metropolitan area, it was decided that New Jersey's portion of the project would include four counties: Bergen, Essex, Hudson and Passaic counties. A total of 115 police agencies participated in the project with funding awarded to 37 agencies for overtime speed enforcement during the month of July. The enforcement campaign was kicked off on June 30, 2006, with a series of media events designed to raise awareness about the campaign. The Essex County Prosecutor's Office took the lead role by hosting a press conference in the community of Belleville. Additional publicized enforcement efforts took place that same day in the towns of Wayne and Teaneck. A total of 26,894 summonses





were issued during the campaign.

Police personnel attended various training courses directly related to highway traffic safety and crash investigation. Formal training in crash investigation, vehicle dynamics and crash reconstruction was provided throughout the year. Crash Investigation I is the basic or at-scene course, which instructs officers on the proper techniques for recognizing and properly recording damages as a result of collisions on roadways. This course was attended by 362 police officers. The Crash Investigation II course placed an emphasis on vehicle damage analysis and vehicle behavior during collisions. This course was attended by 190 police officers. The third course, vehicle dynamics, was attended by 166 police officers. This course provided attendees with advanced math as it applies to collisions and vehicular behavior. Six Traffic Crash Reconstruction classes were held with a total of 150 police officers attending. Advanced training was also conducted in Pedestrian/Bicycle Crash Investigation, Motorcycle Crash Investigation, Commercial Vehicle Crash Investigation and Traffic Crash Reconstruction Update. These advanced training courses were attended by 227 students.

Commercial motor vehicle enforcement details on the Route 24 corridor in Millburn were carried out by the police department to identify commercial vehicles that were mechanically unsafe or being operated in an unsafe manner. A total of 348 overtime enforcement hours were worked and 275 summonses were issued. In addition, 11 vehicles were impounded and 4 arrests were made.

The Deputy Attorney General serving as the traffic law enforcement and prosecution specialist in the Division of Criminal Justice has assisted in the development of a training curriculum that was used to train breath test operators in providing evidence in the detection and prosecution of drunk drivers. A total of 8,854 breath test operators, 293 Municipal Prosecutors and 457 Police Chiefs have been trained. Meetings and training sessions continued to be held with municipal prosecutors and assistant county prosecutors charged with the prosecution of traffic offenses, specifically drunk driving offenses in municipal court. Advice was provided to municipal prosecutors and law enforcement personnel regarding the operation of the Alcotest 7110 MKIII-C instrument and prosecution of cases in which the instrument was utilized. The level of interaction increased dramatically in part due to the scientific reliability proceedings which are now being heard. The rollout of the Alcotest 7110 MKIII-C breath test instrument has been temporarily put on hold pending the resolution of the Supreme Court hearing (State v. Chun). The Deputy Attorney General also participated as a member of the New Jersey Department of Transportation Safety Advisory Council and the Aggressive Driving Task Force.

Greater attention has been focused on fatal crashes involving teen drivers. An innovative driver education program aimed directly at high school students has been developed. The program is called "Smarter Driver=Safer Streets". The program was initially designed for urban schools in Essex County but has since been used on a statewide basis. A "Train-the-Trainer" course was held for 26 police officers to instruct them on how to develop similar programs for their communities. The often graphic program has been presented to more than 5,000 high school students in the state over the past two years.

A workshop was held on September 27, 2006 at Rutgers University that offered grantee training to over 125 representatives from municipal, county, and local government. This was the second year in which the training was offered and provided an overview of federal and state requirements, fiscal guidelines/requirements and a discussion on purchasing procedures for commodities and issues regarding public relations. In addition, seminars were held in each of the three regions that provided information and assistance to our current grantees in the grant writing process and development of effective grant proposals. Topics included, but were not limited to, writing credible problem statements, developing innovative program activities, establishing clear goals and objectives and building realistic, program oriented budgets. Approximately 250 individuals attended the three workshop presentations.

## VI. Roadway Safety

The Rutgers Center for Advanced Infrastructure & Transportation implemented a three-phase comprehensive roadway safety work force training and resource project. The Rutgers Center for Advanced Infrastructure & Transportation and the Paterson Board of Education, which sponsors the Garrett Morgan Academy transportation high school, conducted community outreach programs within the town of Paterson to all sectors of the population, and specifically, the Hispanic community. The transportation curriculum has been expanded to include transportation research and outreach projects. The Summer Transportation Institute also enabled incoming freshmen to learn about safety careers. This program enabled students to conduct studies on fatality trends and countermeasures. The group also demonstrated safety conscious behavior through participation in alcohol awareness, defensive driving and injury prevention programs.

A second phase of this roadway safety program was directed towards elected officials. An outreach program featured information on Safety Management Systems to support decision makers in conducting safety audits within their communities. A broad-based education approach was developed for elected officials on the importance of using crash data to support local traffic safety programs. Safety kits were distributed during the League of Municipalities Conference, which included information on safety conscious planning and resources on conducting traffic safety audits. Also, copies of the Local Agency Safety Management System were distributed as tools for local agencies to use in implementing or updating their existing safety programs.



Work zone safety was provided as the third phase of this comprehensive program. Training, distribution of resources and outreach activities were conducted on behalf of both public and private section employees. Since worker and work zone fatalities occur on all roadways of the state, a three-tiered approach (state, local, private section employees) was used for training engineering, enforcement and construction personnel. Additionally, the high turnover of workers and changes to the Manual on Uniform Traffic Control Devices facilitated the need to offer several refresher workshops.

The Seventh Annual Work Zone Safety Awareness Conference and New Technology Showcase was held on April 13, 2006. Roadwork has been identified by the Occupational Safety and Health Administration as being one of the most dangerous occupations in the nation. The purpose of the conference was to promote work zone safety awareness through recognition of the best practices in New Jersey. Over 200 people attended the day-long conference.





The City of Newark received grant funding to erect pedestrian crossing signs at school zones within the city. The project also began the process of installing Yield to Pedestrian signs at 100 intersection locations that have been identified as at-risk for pedestrians.

Five locations along John F. Kennedy Boulevard in Bayonne received enhancements at selected school zones. The work included signs and striping as well as thermoplastic marking and rumble striping. Traffic interns were hired during the summer months in Sussex and Warren counties. The primary work of the interns was to review crashes on county roads and analyze the data for possible engineering enhancements. The interns in Sussex County updated video logs that exist of all county roadways and completed inspections of county roads and bridges to identify dangerous structural issues. The interns also conducted speed studies and surveys along several county roadways as requested by the New Jersey Department of Transportation. In Warren County, the interns prepared the 2005 County Crash Report. In addition, a comprehensive report on the top 35 crash locations in the county, identified through the 2005 data, were analyzed and diagrammed and recommendations were made for possible improvements.

## **VII. Traffic Records**

The Statewide Traffic Records Coordinating Committee, chaired by the Department of Transportation, continued to meet and improve the state's traffic records program. Projects that improve the timeliness, completeness, uniformity, accessibility, and quality of crash data were considered under the Section 408 program. These projects will be implemented during FFY 2007. A DHTS staff member represented the Division on the National Safety Council's Traffic Records Executive Committee. Responsibilities included planning for the annual traffic records conference, membership rules and chairperson for both the best practices and best web site committees.

## PAID MEDIA

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



### **Immigration and American Citizenship Organization (IACO) –**

Quarterly Publication

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

Distributed statewide

Cost: \$3,840.00

### **Nosotros – Monthly Publication**

Circulation: (Hispanic – General Public) 10,000

Distributed throughout Monmouth, Mercer, Middlesex and Ocean Counties

Cost: \$630.00



### **Latino Expresso**

Weekly Publication

Circulation: (Hispanic – General Public) 15,000

Distributed throughout Mercer County and parts of Burlington and Middlesex Counties

Cost: \$4,679.00

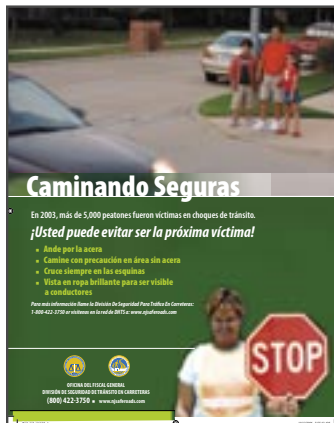
### **Dominican Times**

Bi-Monthly Publication

Circulation: 38,000

Distributed in the metro areas of New Jersey and New York

Cost: \$1,600.00



### **Realidades**

Monthly Publication

Circulation: 10,000

Distributed statewide

Cost: \$2,300.00

## LEGISLATION

The following highway safety legislation was enacted and became effective during calendar year 2006.

### **P.L. 2006, c. 9**

Approved on April 11, 2006, this legislation requires bid proposal documents to include traffic safety requirements. The legislation amends the “Local Public Contracts Law” to require all plans, specifications and bid proposal documents to include a statement indicating whether uniformed police officers, municipal police officers, or other specified traffic control personnel will be required. The statement is to include a line item allowance, which shall be a good faith effort on the part of the contracting unit, to reasonably estimate the total cost of traffic control personnel, vehicles, equipment, administrative, or any other costs associated with additional traffic control requirements required by the contracting unit, or any other public entity affected by the project, above and beyond the bidder’s traffic control personnel, vehicles, equipment and administrative costs.

### **P.L. 2006, c. 28**

Approved on June 19, 2006, this legislation provides that any matter concerning a motor vehicle incident where death or serious bodily injury has occurred, regardless of whether death or serious bodily injury is an element of the offense or violation, the Superior Court shall have exclusive jurisdiction over the offense or violation until such time that the Superior Court transfers the matter to the municipal court. In order to promote uniform enforcement in matters when death or serious bodily injury arises out of a motor vehicle incident, any guidelines developed by the Attorney General pursuant to provisions of the act, may be disseminated to the county prosecutors.

### **Assemble Joint Resolution No. 124**

Approved on December 19, 2006, the joint resolution declares the State of New Jersey a HERO campaign state, becoming the first state to participate in and endorse the HERO campaign. The Governor issued a proclamation calling upon the public officials and the citizens of the State to observe the declaration throughout the State with appropriate activities and programs. The HERO campaign’s mission is to end drunk driving fatalities, injuries and crashes by promoting the use of designated drivers.