



# MOBILIZATION REPORT

NEW JERSEY DIVISION OF HIGHWAY TRAFFIC SAFETY

## BUCKLE UP SOUTH JERSEY • NOVEMBER 13-17 2006

### 2006 BUCKLE UP SOUTH JERSEY CAMPAIGN

Safety belt use is one of the most effective ways to reduce fatalities and serious injuries in motor vehicle-related crashes. New Jersey's statewide safety belt use rate is at an all-time high – 90%. However, belt use in New Jersey's southern counties, according to observational usage rates and "Click It or Ticket" mobilization campaigns, lags well behind their central and northern counterparts.

In an effort to bolster safety belt use in southern New Jersey and raise the overall state belt use average, the New Jersey Division of Highway Traffic Safety (NJ DHTS) sponsored the 2006 "Buckle Up South Jersey" campaign, November 13-17<sup>1</sup>. Fifty-one police departments in Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester and Salem Counties (NJ DHTS Region I) and the New Jersey State Police (Troop A provides manpower for many small Southern New Jersey municipalities) were invited to apply for mobilization grants. Emphasis was placed on engaging police departments from ethnically diverse and non-traditional municipalities (departments with no history of traffic safety programs, campus police, and bridge commissions). Another 37 unfunded agencies joined in the effort to bring total participation to 88.

NJ DHTS distributed grants totaling \$118,548 to offset the cost of these dedicated patrols. Every funded agency (excluding the NJSP) was required to conduct a pre-<sup>2</sup> and post-mobilization safety belt use survey of the driver and any front seat passengers and report their findings to NJ DHTS.

To spark public awareness of the campaign, NJ DHTS partnered with the Atlantic County Office of Highway Traffic Safety, to host a campaign kick-off event within easy access of the major South Jersey media markets (Atlantic City, Camden and Philadelphia). Small police departments, which make-up more than 24% of the region's law enforcement agencies and have limited manpower making it difficult to support mobilization efforts, were given banners, motorist palm cards for distribution at normal traffic stops, and a press release for dissemination to their local media. In addition, they were encouraged to give special attention to safety belt use during regular patrols.

<sup>1</sup> The New Jersey State Police (NJSP) enforcement detail actually ran from December 17-31. The unannounced mobilization resulted in a 10% decrease in violators as compared to NJSP's announced effort in 2005.

<sup>2</sup> A minimum of 200 vehicle observations was required for valid sampling.

### THE RESULTS

Prior to the mobilization, southern New Jersey had a safety belt usage rate of 77%, a 4% increase over the previous year, but still 13 percentage points lower than the statewide average. After the mobilization, belt use increased by 5.7 percentage points to 82.7%, narrowing the gap between the south and the rest of the state.

Camden and Gloucester Counties showed the most

improvement increasing their belt usage by nearly ten percentage points following the mobilization. Camden went from a pre-survey result of 72.8 percent to 81.1 post and Gloucester rose to 86.4 percent from a 76.8 pre result. Meanwhile, Cape May and Cumberland Counties, which have had the lowest pre-survey usage rates for the past three years (68% and 67%, respectively) made gains of less than one percent each.

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## THE RESULTS (continued)

A review of enforcement data shows that the law enforcement agencies serving Camden County wrote the most tickets (1,884), 500 more than the next highest county, Atlantic (1,299). While the blitz resulted in a 9% jump in belt use in Camden County, the county is still 8 percentage points below the statewide average.

The Atlantic City Police Department wrote the highest number of safety belt citations during the mobilization (431), followed closely by Camden (425). This is particularly noteworthy since neither city, the largest population centers in the southern region, has a long history of participation in the campaign. Fifteen other police departments wrote more than 100 safety belt tickets during the 5-day

mobilization period.

Highly visible enforcement of traffic safety laws has a tendency to result in criminal arrests. While no such arrests occurred during the mobilization, 13 drunk drivers were apprehended and removed from the road.

Media coverage by network affiliates, cable outlets and the print media helped reinforce the “Buckle Up South Jersey” message thereby helping to foster behavior change that could result in long term safety belt use. Continued mobilization campaigns in Region I are warranted and will be undertaken by NJDHTS.

### Buckle Up South Jersey 2006 Top 5 Funded Departments

Agency	County	Pre	Post	Seat Belt	CPS	Speed	Signals	Equip	DWI	Cell Phone	Other Moving	Non-Moving
Atlantic City PD	ATLANTIC	83	78	431	8	0	0	7	1	0	70	68
Camden City PD	CAMDEN	57.5	70	425	6	0	0	5	0	0	55	3
Pleasantville PD	ATLANTIC	78.5	87	197	2	5	0	3	0	0	39	12
Vineland City PD	CUMBERLAND	70.5	66	194	2	0	0	1	0	0	1	42
Millville PD	CUMBERLAND	53	59	182	1	0	0	3	0	0	7	23

### Buckle Up South Jersey 2006 Top 5 Non-Funded Departments

West Deptford PD	GLOUCESTER			70	2	10	5	53	7	5	27	0
Medford Twp. PD	BURLINGTON			58	0	13	0	43	1	1	4	28
Hamilton Township PD	ATLANTIC			57	0	1	4	29	0	0	12	27
Bordentown Twp. PD	BURLINGTON			48	3	4	1	37	1	0	11	21
Bellmawr PD	CAMDEN			41	0	0	1	4	0	1	1	18

**For additional information about the 2006 “Buckle Up South Jersey” campaign, including a detailed breakdown of pre- and post-survey safety belt usage by participating agency and county, please [continue to the next page](#). For other questions or comments, contact Ed O’Connor at (609) 633-9048 or [edward.o’connor@lps.state.nj.us](mailto:edward.o’connor@lps.state.nj.us)**



**NJ Office of the Attorney General**  
**New Jersey Division of Highway Traffic Safety**



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Agency	Funded	% Pre-Survey	% Post-Survey	Seat Belt	CPS	Speed	Signals	Equip	DWI	Cell Phone	Other Moving	Non-Moving
<b>ATLANTIC COUNTY</b>												
Absecon City PD				37	0	1	0	2	0	0	4	0
Atlantic City PD	●	83	78	431	8	0	0	7	1	0	70	68
Atlantic Cnty. Sheriffs Dept.	●	77.5	83	71	0	39	1	23	0	0	5	38
Brigantine City				8	0	7	1	0	0	0	3	1
Egg Harbor Township PD	●	79	82	102	1	5	7	29	4	1	71	44
Galloway Township PD	●	86	81	113	0	15	3	22	4	1	22	62
Hamilton Township PD				57	0	1	4	29	0	0	12	27
Hammonton PD	●	76	81	78	0	21	1	1	0	0	6	26
Linwood PD				37	0	0	0	0	0	0	0	1
Longport PD				0	0	0	0	0	0	0	2	3
Margate City PD	●	58.5	84	68	1	1	0	0	0	2	2	5
Mullica Township PD				4	0	3	0	0	0	0	5	0
Pleasantville PD	●	78.5	87	197	2	5	0	3	0	0	39	12
Richard Stockton College				11	0	0	0	0	0	0	3	1
Somers Point PD				20	3	13	5	4	2	1	0	18
Ventnor City PD	●	90	96	65	0	3	1	11	0	0	2	6
<b>ATLANTIC COUNTY TOTALS</b>		<b>78.6</b>	<b>84</b>	<b>1299</b>	<b>15</b>	<b>114</b>	<b>23</b>	<b>131</b>	<b>11</b>	<b>5</b>	<b>246</b>	<b>312</b>
<b>BURLINGTON COUNTY</b>												
Bordentown City PD				3	0	2	0	2	0	0	4	6
Bordentown Twp. PD				48	3	4	1	37	1	0	11	21
Burlington City PD	●	87.5	92	152	0	0	0	1	0		0	29
Burlington Cnty. Bridge Comm.	●	76.5	85	81	0	0	0	0	0	0	9	0
Delran PD	●	77	83	132	1	1	0	0	0	0	0	11
Edgewater Park PD				1	0	2	1	15	0	0	3	38
Florence Township PD				3	0	14	6	14	0	0	23	9
Mansfield Twp. PD	●	63	75.5	110	1	0	0	8	0	0	2	34
Medford Lakes PD	●	89	92	72	2	0	0	0	0	0	1	3
Medford Twp. PD				58	0	13	0	43	1	1	4	28
Moorestown Twp. PD	●	92	94	120	0	0	0	4	0	0	0	15
Mount Holly PD	●	91	89	102	2	2	1	3	0	0	3	16
Mount Laurel Township PD	●	85	85	165	1	1	5	4	2	0	13	34
New Hanover Township PD				0	0	3	0	3	0	0	3	1
Pemberton Boro PD	●	75	80	22	0	2	0	5	0	0	2	8
Pemberton Township PD				5	0	0	0	8	1	0	7	14
Riverside Township PD	●	85	89	88	0	0	0	3	1	2	2	24
Westampton Township PD	●	86	86	69	2	12	0	19	2	0	23	90
<b>BURLINGTON COUNTY TOTALS</b>		<b>82.5</b>	<b>86.4</b>	<b>1231</b>	<b>12</b>	<b>56</b>	<b>14</b>	<b>169</b>	<b>8</b>	<b>3</b>	<b>110</b>	<b>381</b>

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Agency	Funded	% Pre-Survey	% Post-Survey	Seat Belt	CPS	Speed	Signals	Equip	DWI	Cell Phone	Other Moving	Non-Moving
<b>CAMDEN COUNTY</b>												
Bellmawr PD				41	0	0	1	4	0	1	1	18
Berlin Township PD	●	79.5	91	78	1	0	0	9	0	0	2	35
Camden City PD	●	57.5	70	425	6	0	0	5	0	0	55	3
Cherry Hill PD				9	0	5	7	12	3	0	34	52
Chesilhurst PD	●	82	91	47	0	2	0	11	0	0	2	20
Clementon PD	●	77.5	88	123	0	0	2	9	0	0	4	32
Collingswood PD	●	69.5	64.5	45	1	0	1	14	0	0	3	8
Del. River and Port Authority PD	●	82	91	169	1	18	1	9	2	4	22	58
Gloucester City PD	●	77	75	176	0	0	0	6	0	0	1	4
Gloucester Township PD	●	77	81	180	6	0	0	15	0	0	0	9
Haddon Heights PD				11	0	23	9	31	4	1	14	7
Haddon Township PD				0	0	4	1	9	1	0	15	8
Laurel Spring PD				0	1	1	0	0	0	0	0	6
Lawnside PD	●	35	65	79	1	2	2	30	0	0	11	97
Lindenwold PD				1	0	0	0	1	1	0	15	7
Magnolia PD	●	74	84	79	0	1	6	46	0	0	26	66
Merchantville PD				10	0	3	0	7	1	0	8	11
Mount Ephriam PD				9	1	0	0	2	1	0	8	14
Pennsauken PD	●	72	??	130	5	5	0	54	2	96	96	196
Pine Hill PD				2	0	5	2	2	1	1	5	14
Runnemede PD				4	0	0	0	11	3	0	9	3
Somerdale PD	●	80	81	149	0	0	0	1	0	0	2	21
Stratford PD	●	83.5	92	98	2	10	1	4	1		11	26
Voorhees PD				13	0	6	2	4	0	0	22	8
Winslow Township PD				6	1	13	3	0	0	0	1	3
<b>CAMDEN COUNTY TOTALS</b>		<b>72.8</b>	<b>81.1</b>	<b>1884</b>	<b>26</b>	<b>98</b>	<b>38</b>	<b>296</b>	<b>20</b>	<b>103</b>	<b>367</b>	<b>726</b>
<b>CAPE MAY COUNTY</b>												
Cape May City PD				25	0	1	0	0	0	0	16	1
Lower Township PD	●	58.5	69	94	2	0	0	0	0	0	3	10
Middle Township PD				13	0	0	0	0	0	0	0	0
North Wildwood PD	●	78	67	85	0	2	0	0	0	0	2	8
Ocean City PD				2	0	24	1	0	1	1	17	4
Wildwood Crest PD	●	65	66	58	0	0	0	0	0	0	1	5
<b>CAPE MAY COUNTY TOTALS</b>		<b>67.2</b>	<b>68</b>	<b>277</b>	<b>2</b>	<b>27</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>39</b>	<b>28</b>
<b>CUMBERLAND COUNTY</b>												
Bridgeton PD	●	78	79	71	0	0	0	0	0	0	5	0
Millville PD	●	53	59	182	1	0	0	3	0	0	7	23
Vineland City PD	●	70.5	66	194	2	0	0	1	0	0	1	42
<b>CUMBERLAND COUNTY TOTALS</b>		<b>67.2</b>	<b>68</b>	<b>447</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>13</b>	<b>65</b>

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<b>GLOUCESTER COUNTY</b>												
Deptford Township PD	●	73	87	87	0	0	1	19	0	0	2	5
East Greenwich PD				6	0	22	1	5	2	0	8	16
Elk Township PD	●	59.5	81	35	0	7	0	17	0	0	2	21
Franklin Township PD				7	0	23	1	10	2	1	13	27
Glassboro PD	●	86.5	92.5	91	0	2	1	4	0	0	1	2
Harrison Township PD				0	0	1	0	0	0	0	2	1
Logan Township PD				0	0	0	0	2	0	0	2	4
Mantua Township PD				3	1	1	1	7	0	0	4	7
Monroe Township PD	●	76	73	67	0	1	0	6	0	0	3	33
Paulsboro PD				3	0	1	2	4	1	0	8	10
Pitman PD	●	86	89.5	104	0	0	0	39	0	0	2	10
South Harrison PD				2	0	6	0	5	1	0	5	1
Swedesboro PD				0	0	0	0	2	0	0	2	2
Washington Township PD	●	92	82	105	0	15	1	6	1	0	23	70
West Deptford PD				70	2	10	5	53	7	5	27	0
Woodbury PD	●	67.5	96.5	58	0	2	0	3	0	0	6	8
<b>GLOUCESTER COUNTY TOTALS</b>		<b>76.8</b>	<b>86.4</b>	<b>638</b>	<b>3</b>	<b>91</b>	<b>13</b>	<b>182</b>	<b>14</b>	<b>6</b>	<b>110</b>	<b>217</b>
<b>SALEM COUNTY</b>												
Carneys Point Township PD				21	0	12	0	10	0	0	5	22
Penns Grove PD				55	2	0	0	5	1	0	8	0
Pennsville PD				75	1	1	0	2	0	0	0	6
Woodstown PD				34	0	0	0	0	0	0	0	12
<b>SALEM COUNTY TOTALS</b>				<b>185</b>	<b>3</b>	<b>13</b>	<b>0</b>	<b>17</b>	<b>1</b>	<b>0</b>	<b>13</b>	<b>40</b>