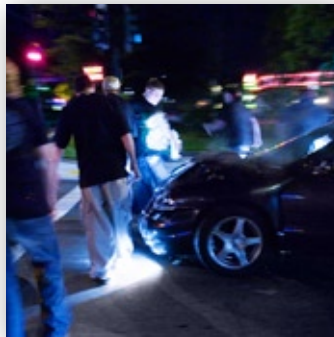




HIGHWAY SAFETY ANNUAL REPORT

State of New Jersey



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



CHRIS CHRISTIE
GOVERNOR
KIM GUADAGNO
LIEUTENANT GOVERNOR



PAULA T. DOW
ATTORNEY GENERAL



GARY POEDUBICKY
ACTING DIRECTOR

Introduction →

The New Jersey Division of Highway Traffic Safety (DHTS), by N.J.S.A. 27:5F-18 et seq., is responsible under its Director for developing and implementing on behalf of the Governor, the New Jersey Highway Safety Program, a comprehensive plan to reduce fatalities, injuries and property damage resulting from traffic crashes. The plan is developed in accordance with the U.S. Highway Safety Act of 1966 (P.L.89-564) and any acts amendatory or supplementary thereto. DHTS is also responsible for procuring and administering federal highway traffic safety funds, and processing and administering grants to State agencies, political subdivisions and nonprofit organizations. As the state's highway traffic safety agency, DHTS also promotes traffic safety and coordinates the traffic safety activities of state and local agencies as part of a comprehensive statewide traffic safety program. The Highway Safety Plan for Federal Fiscal Year 2011 (FFY 2011), developed in accordance with 23 U.S.C. 402, is part of this effort.



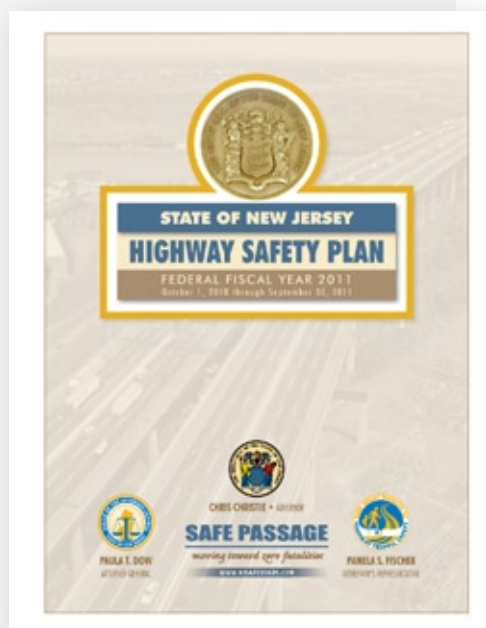
DHTS is located in the Department of Law and Public Safety. The Division Director is appointed by and serves at the pleasure of the Governor. By the terms of N.J.S.A. 27:5F-32, the Director is specifically appointed as the Governor's Representative for highway traffic safety matters to the National Highway Traffic Safety Administration, although as a functional matter this also entails dealing with the Federal Highway Administration of the United States Department of Transportation. The Director is also chairperson of the Governor's Highway Traffic Safety Policy Advisory Council (27:5F31). The Director's administration of the Division is under the auspices of the Governor and the Attorney General.

Executive Summary →

The Highway Safety Plan Annual Report for FFY 2011 (October 1, 2010 - September 30, 2011) addresses the use of monies from the annual allotment of Section 402 State and Community Highway Safety funds. The report also addresses the use of funds from the following grant programs: Section 405 Occupant Incentive Grant, Section 406 Safety Belt Performance Grant, Section 408 Traffic Information System Improvement Grant, Section 410 Alcohol Incentive Grant, Section 2010 Motorcycle Safety Grant, and Section 2011 Child Safety and Booster Seat Incentive Grant. 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 services, roadway safety, traffic records, and motorcycle safety. DHTS funded 558 projects, which totaled over \$12 million, and was implemented by state and local entities and nonprofit organizations. The Division also oversees and coordinates the state Drunk Driving Enforcement Fund, N.J.S.A. 39:4-50.8, the Pedestrian Safety, Enforcement and Education Fund and the Motor Vehicle Snow and Ice Removal Safety Fund.

The annual report provides an overview of the projects funded during the year and the status of the performance measures identified in the FFY 2011 Highway Safety Plan. Based on available data, DHTS anticipates achieving 13 of its 17 performance measures.

The cooperation and participation of governmental and private sector partners of the DHTS are critical to the overall success of the highway safety program. The principal forum for these traffic safety partners is the Highway Traffic Safety Policy Advisory Council (HTSPAC), which consists of 21 members, appointed by the Governor, who assist in recommending and developing traffic safety policy and programs. In addition, the National Highway Traffic Safety Administration and the Federal Highway Administration provide leadership and technical assistance to DHTS. State agencies, including the Division of





State Police, Division of Alcoholic Beverage Control, Department of Transportation, Department of Education, Department of Health and Senior Services, Office of Emergency Medical Services, Administrative Office of the Courts, Department of Community Affairs; local law enforcement agencies, including the Association of Chiefs of Police and the Traffic Officers Association; schools; advocacy groups, including the New Jersey State Safety Council, AAA and MADD; the Transportation Management Associations, New Jersey Inter-Scholastic Athletic Association, Municipal Excess Liability Joint Insurance Fund, Partnership for a Drug-Free New Jersey and the New Jersey Licensed Beverage Association as well as other private sector businesses and organizations play a key role in the implementation of New Jersey's traffic safety programs.

Although the data is not final, DHTS can confidently predict year-end results for the majority of its performance measures. A full report will be submitted under separate cover to the National Highway Traffic Safety Administration following receipt of calendar year 2011 data. DHTS will continue to conduct a thorough review of all of its performance measures to determine whether additional initiatives are needed to improve traffic safety in New Jersey.

Traffic Crash Data →

The State's usage rate rose for the 15th consecutive year to a record 94.5 percent.



Traffic fatalities decreased from 583 in 2009 to 556 in 2010. The number of fatalities dropped for a fourth consecutive year in 2010 and represented a decline of nearly 5 percent from the previous year. The total number of persons injured in motor vehicle-related crashes also declined from 93,562 to 91,809 for the same period of time. Based on preliminary data received for the current year, an increase in traffic fatalities is expected in 2011.

The State's usage rate rose for the 15th consecutive year to a record 94.5 percent. Using the National Highway Traffic Safety Administration guidelines, this year's gains in seat belt use will prevent six additional fatalities, 176 serious injuries, 132 minor injuries and 307 non-fatal injuries with a savings of \$42 million in crash-related economic costs. Gains in back-seat passenger safety belt use were also made, but those numbers lagged behind front-seat usage. Sixty-one percent of back seat passengers wore their seat belts, an increase of 48 percent from the previous year and adults over the age of 18 buckled up only 35 percent of the time, but that was an increase from 27 percent in 2010. Alcohol continues to play a significant role in motor vehicle crashes, accounting for 168 alcohol impaired fatalities or 30 percent of all traffic fatalities. This is, however, a 10 percent reduction from 2009. Pedestrian fatalities decreased slightly in 2010, from 157 in 2009 to 139 and this downward trend is expected to continue in 2011. Pedestrian fatalities still account for a quarter of all traffic fatalities in New Jersey and are approximately 12 percentage points higher than the national average.

Teen driver and teen passenger (16-20 years old) fatalities continue to decline. Teen drivers and their passengers involved in crashes decreased by another 15 percent in 2010 from 51,349 in 2009 to 43,414. Older driver (65 and older) fatalities have decreased each year for the past seven years. In 2010, there was another 16 percent decrease in older driver fatalities. Both of these trends are expected to continue in 2011.

Driver distractions continue to be a leading cause of motor vehicle crashes and near-crashes. Secondary activities have become an everyday occurrence behind the wheel of many motorists.

The number of motorcyclist fatalities increased slightly from 65 in 2009 to 71 in 2010. Since 2006, motorcyclist fatalities have declined by 27 percent, but an uptick in fatalities is expected again in 2011. Bicycle fatalities decreased slightly in 2010 from 14 in 2009 to 13. This number is expected to increase slightly in 2011.

Driver distractions continue to be a leading cause of motor vehicle crashes and near-crashes. Secondary activities have become an everyday occurrence behind the wheel of many motorists.

Annually, over 20,000 crashes are caused by unsafe speed on the state's roadways. Speed coupled with unsafe aggressive driving behaviors such as tailgating, running red lights and stop signs, and weaving in and out of traffic are dangerous and contribute to crashes.

Great strides have been made in improving highway safety, but much remains to be done. DHTS will continue to work with its partners to reduce the number of people killed or injured on our roadways. As a lead state agency in this effort, DHTS will increase its focus on implementing programs that increase occupant restraint (seat belts, car and booster seats); curtail impaired, distracted and aggressive driving; improve pedestrian, bicycle and motorcycle safety; and reduce the incidence of crashes among teens and older drivers.

Performance Measures →

States are required to report progress on the set of performance measures used in the development and implementation of the 2011 Highway Safety Plan. The ten core outcome measures, two behavior measures and three activity measures set forth in the 2011 Plan are listed below:

CORE OUTCOME MEASURES

GOAL	RESULT
1. To decrease traffic fatalities by 2 percent from the 2007-2009 calendar base year average of 632 to 620.	The number of traffic fatalities in 2010 totaled 556 or a reduction of 10 percent from the anticipated base year average of 620. As of November 30, 2011, there were a total of 560 fatalities or an 11 percent increase from the previous year for the same date.
2. To decrease serious traffic injuries by 2 percent from the 2007-2009 calendar year base average of 2,094 to 2,053.	The number of serious injuries decreased to 1,253 in 2010 or a 39 percent decrease from the anticipated base year average of 2,053.
3a. To decrease fatalities/vehicles miles traveled (VMT) from the 2007-2009 calendar year base year average of 0.85 to 0.804.	The VMT in 2010 is estimated at 0.80. The VMT in 2011 is unavailable at this time.
3b. To decrease rural fatalities/VMT from the 2007-2009 calendar base year average of 1.3 to 1.2.	The VMT for rural roadways in 2010 is estimated at 0.11. The VMT in 2011 is unavailable at this time.
3c. To decrease urban fatalities /VMT from the 2007-2009 calendar base year average of 0.8 to 0.78.	The VMT for urban roadways in 2010 is estimated at 0.77. The VMT in 2011 is unavailable at this time.
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.	The number of unrestrained occupant fatalities in 2010 was 159 or a reduction of 5 percent from the anticipated base year average of 168. As of November 30, 2011, the number of unrestrained passenger vehicle occupant fatalities totaled 103.
5. To decrease alcohol impaired driving fatalities by 4 percent from the 2007-2009 calendar base year average of 167 to 160.	The number of alcohol impaired driving fatalities in 2010 was 153 or a reduction of 4 percent from the anticipated base year average of 160.* Information regarding this core outcome measure is not available for 2011 at this time.
6. To decrease speed-related fatalities by 3 percent from the 2007-2009 calendar base year average of 74 to 72.	The number of speed-related fatalities in 2010 was 141 or an increase of 95 percent from the anticipated base year average of 72. As of November 30, 2011 there were a total of 107 speed-related fatalities.
7. To decrease motorcycle fatalities by 3 percent from the 2007-2009 calendar year base average of 78 to 75.	There were a total of 71 motorcycle fatalities in 2010 or a decrease of 5 percent from the anticipated base year average of 75. As of November 30, 2011, there were 74 motorcycle fatalities.

*Based on the BAC (.08+) of all involved drivers and motorcycle riders only.

CORE OUTCOME MEASURES (continued)

GOAL	RESULT
8. To decrease unhelmeted motorcycle fatalities by 17 percent from the 2007-2009 calendar base year average of 13 to 11.	There were a total of 12 unhelmeted motorcycle fatalities in 2010 or an increase of 9 percent from the anticipated base year average of 11. As of November 30, 2011, there were a total of 5 unhelmeted motorcycle fatalities reported.
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.	The number of drivers age 20 or younger involved in fatal crashes in 2010 totaled 69 or a decrease of 26 percent from the anticipated base year average of 93. Information regarding this core outcome measure is not available for 2011 at this time.
10. To reduce pedestrian fatalities by 2 percent from the 2007-2009 calendar base year average of 147 to 144.	The number of pedestrian fatalities in 2010 totaled 139 or a decrease of 3 percent from the anticipated base year average of 144. As of November 30, 2011, there were a total of 124 pedestrian fatalities.

BEHAVIOR MEASURES

GOAL	RESULT
1. To increase statewide observed seat belt use of front seat occupants in passenger vehicles by 0.5 percent from 93.7 percent in 2010 to 94.2 percent by December 31, 2011.	The annual statewide seat belt usage survey, conducted by the New Jersey Institute of Technology, found the state's front seat belt usage rate rose to 94.5 percent in 2011.
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.	From 2010 to 2011, the rear-seat passenger usage rate for adults increased by 8 percentage points to 35 percent.

ACTIVITY MEASURES

GOAL	RESULT
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.	There were a total of 41,031 seat belt citations issued during grant funded enforcement activities in 2011.
2. By December 31, 2011, the number of impaired driving arrests made during the grant-funded enforcement activities is expected to increase to 3,556.	There were a total of 4,541 impaired driving arrests made during grant funded enforcement activities in 2011.
3. By December 31, 2011, the number of speeding citations issued during grant-funded enforcement activities is expected to increase to 7,742.	There were a total of 20,548 speeding citations issued during grant funded enforcement activities in 2010.

Program Funding →

Federally Funded Programs



A. Section 402 Program

The State and Community Highway Safety Grant program is administered at the federal level primarily by the National Highway Traffic Safety Administration and partially by the Federal Highway Administration. The funds are intended to be used as seed money for innovative programs and as leverage to garner other state, local and private resources. The 402 program provides funds to improve the enforcement of existing laws, change public attitudes through education, and build state and local leadership in highway safety. DHTS awarded 60 grants, totaling \$6,628,555.

B. Section 405 Program

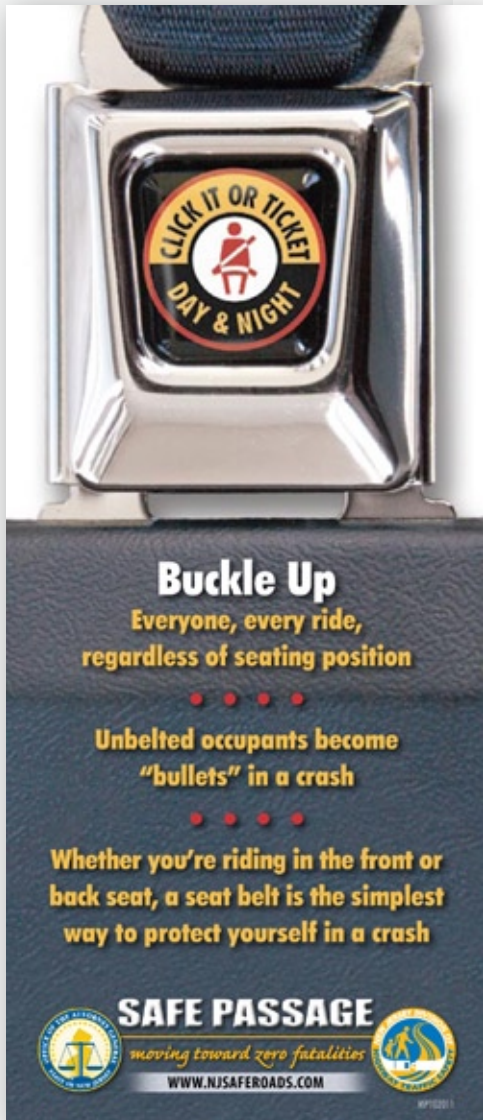
The Section 405 Occupant Protection Incentive Grant program funds initiatives that address proper restraint by all motor vehicle occupants. DHTS awarded 143 grants, totaling \$724,803.

C. Section 406 Program

The Section 406 Safety Belt Performance Grant provides incentive funds to encourage the enactment and enforcement of safety belt laws. Grant funds may be used for any safety purpose under Title 23 or for any project that proactively addresses highway safety problems. DHTS awarded 9 grants, totaling \$161,716.

D. Section 408 Program

The Section 408 Grant establishes a state traffic safety information system improvement grant program. The program encourages the coordination of safety data systems across agencies and the development and maintenance of a comprehensive traffic safety information system. Projects that improve the timeliness, completeness, uniformity, accessibility, and quality of crash data qualify for funding. DHTS awarded four grants totaling \$546,968.



E. Section 410 Program

The Section 410 Grant funds programs that address driving under the influence of alcohol and drugs. DHTS awarded 320 grants, totaling \$3,385,508.



F. Section 2010 Program

The Section 2010 Grant provides funds to implement programs that will reduce the number of single and multi-vehicle crashes involving motorcyclists. DHTS awarded one grant, totaling \$250,000 under this program to the New Jersey Motor Vehicle Commission.

G. Section 2011 Program

The Section 2011 Grant establishes an incentive grant program that allows for the enforcement of child safety seat laws and public education programs focusing on the proper use and installation of child restraints. DHTS awarded 21 grants, totaling \$570,000.

Program Funding →

State Funded Programs

A. Drunk Driving Enforcement Fund

The Drunk Driving Enforcement Fund (DDEF) established a \$100 surcharge on each drunk driving conviction. Monies in this fund are distributed to municipal, county, State, and interstate police agencies to increase enforcement of drunk driving laws. Every law enforcement agency whose officers make arrests leading to DWI convictions and imposition of the surcharge are entitled to grants representing its proportionate contribution to the fund. Law enforcement agencies, through application to DHTS and approval of the Director, may use DDEF monies for DWI enforcement patrols and any other appropriate DWI countermeasures. DDEF funds totaling \$3,256,668 were distributed to law enforcement agencies during State Fiscal Year 2011 (July 1, 2010 – June 30, 2011) to help reduce alcohol-related crashes and fatalities.

B. Pedestrian Safety, Enforcement and Education Fund

The Pedestrian Safety, Enforcement and Education Fund is a repository for monies provided pursuant to subsection c. of N.J.S.A. 39:4-36. Under the statute, a motorist must stop for a pedestrian crossing the roadway at an intersection. Failure to stop may result in a fine not to exceed \$200.00. A total of \$100.00 of such fine is dedicated to the Fund that is used to make grants available to municipalities and counties with pedestrian safety problems. During 2011, 31 pedestrian safety enforcement and education grants were funded in the amount of \$349,059.

C. Motorcycle Safety Education Program

The Motor Vehicle Commission administers the motorcycle safety education program. The program provides for a course of instruction and training designed to develop and instill the knowledge, skills, attitudes, and habits necessary for the safe operation of a motorcycle. Beginner and advanced rider training programs are conducted throughout the State. Training was offered at private locations by approved motorcycle safety providers. A total of 6,837 riders were trained in 2011 compared to 7,100 the previous year.

D. Motor Vehicle Snow and Ice Removal Safety Fund

The Motor Vehicle Snow and Ice Removal Safety Fund is a separate, nonlapsing, dedicated account. All fines imposed and collected as a result of enforcement of N.J.S.A. 39:4-77.1 shall be deposited into the Fund. Monies in the account can be used to offset the costs associated with the establishment of a public awareness campaign and to develop a grant program that private companies can use to purchase, install, and maintain equipment and technology to remove snow and ice from commercial motor vehicles. A total of \$174,390 has been collected during the first year.



Program Reports →

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

Report →

I. Alcohol and Other Drug Countermeasures

The goal of the *Over the Limit, Under Arrest* 2010 year-end crackdown was to raise public awareness about the dangers of impaired driving during a time of year when impaired driving increases by as much as 10 percent. The DHTS invited 494 police agencies to participate in the holiday campaign, which ran from December 6, 2010 to January 2, 2011, and provided \$5,000 in overtime grant funding to 115 departments. The remaining agencies were asked to support the crackdown with their own resources. In addition to the enforcement effort, earned media was utilized to deliver the *Over the Limit, Under Arrest* message. A statewide press release was issued to print and broadcast media and police department grantees were asked to engage their local media in covering the mobilization, resulting in significant newspaper and radio coverage across the state. The year-end crackdown resulted in 2,115 DWI arrests. In addition, participating police agencies issued 8,687 and 5,119 speeding and seat belt summonses, respectively. Police agency participation was strong with 388 agencies taking part in the crackdown, up from 370 in 2009. Seventeen agencies reported making at least 15 DWI arrests during the three-week campaign.

OVER THE LIMIT, UNDER ARREST YEAR-END CRACKDOWN • DECEMBER 6, 2010 – JANUARY 2, 2011

Police Agency Participation by County		Arrests/Citations	
Regional (Inland) Counties		2,115 DWI Arrests	
Atlantic	12 of 19	8,687 Speeding Citations	
Burlington	22 of 22	5,119 Seat Belt Citations	
Camden	24 of 25		
Cape May	9 of 13		
Cumberland	4 of 6		
Gloucester	16 of 23		
Salmon	4 of 7		
Total	96 of 122 (78%)		
REGION 9 COUNTIES		Police Agencies Reporting (15) or More DWI Arrests	
Hudson	9 of 14	NJ State Police - Troop B	288
Marlborough	15 of 22	NJ State Police - Troop A	119
Madison	22 of 24	NJ State Police - Troop E	68
Monmouth	31 of 48	NJ State Police - Troop C	60
Ocean	22 of 31	NJ State Police - Troop D	50
Somerset	18 of 19	Arson/Inc	29
Union	26 of 32	East Brunswick	27
Total	128 of 170 (75%)	Woodbridge	23
REGION 10 COUNTIES		Elizabeth Park	21
Bergen	66 of 79	Garfield	19
Essex	19 of 25	Passaic	19
Hudson	15 of 15	Clifton	18
Morris	32 of 38	Linden	17
Passaic	17 of 17	Stuyvesant	16
Sussex	11 of 12	Califony	15
Warren	9 of 10	Passaic	15
Total	129 of 180 (72%)	Rocky Park	14

For more information about the 2010 *Over the Limit, Under Arrest* year-end crackdown, including a detailed breakdown of citations by participating police agencies, please continue to the next page. For other questions or comments, contact Robert Goydeck at (609) 433-9022 or robert.goydeck@dn.state.nj.us

SAFE PASSAGE
moving toward zero fatalities
WWW.NJSAFEROADS.COM



From August 19 to September 5, 2011, DHTS participated in the national *Over the Limit, Under Arrest* impaired driving crackdown. The goal of this crackdown was to mobilize all police agencies in the state to raise awareness about the dangers of impaired driving through a combination of stepped-up enforcement and media activities. DHTS invited all 494 police agencies to support the initiative with 168 receiving overtime enforcement grants in the amount of \$4,400 each. Similar to the year-end crackdown, the remaining agencies were asked to support the campaign through the use of their own resources.



To help spread the *Over the Limit, Under Arrest* message, a statewide press release was issued just prior to the start of the crackdown. The statewide crackdown resulted in 1,437 DWI arrests, down from 1,707 arrests during the 2010 campaign. Participating police agencies issued 5,966 and 3,684 speeding and seat belt summonses, respectively. Eighty-five percent (418) of the state's police agencies participated in the crackdown, up slightly from last year, when 417 agencies participated. A number of agencies reported noteworthy accomplishments during the crackdown, including 16 agencies making more than ten DWI arrests during the two-week campaign. There was an overall reduction in DWI arrests and other summonses compared to last year. This can be partially attributed to Hurricane Irene, which struck the state in the midst of the campaign. The storm and subsequent flooding severely affected the ability of many police agencies to dedicate their usual resources to the effort.

The Alcohol/Drug Test Unit (ADTU) coordinators trained 818 new breathalyzer operators at nine four-day Breathalyzer Operator Courses. ADTU coordinators also re-certified 4,125 breathalyzer operators and trained 797 police officers in DWI identification, apprehension, processing, and prosecution at the five-day Standardized Field Sobriety courses. Additionally, 166 officers were trained at the one-day Standardized Field Sobriety Test refresher course. Two regional Drug Recognition Expert training courses were attended by 41 officers. Five Advanced Roadside Impaired Driving Enforcement (ARIDE) classes were held for 168 police officers. This program was created to address the gap in training between the Standardized Field Sobriety course and the Drug Recognition Expert program by providing officers with general knowledge related to drug impairment. Six Drug Interdiction Training classes were held for educators and probation officers. A total of 1,935 individuals (1,540 educators and 395 probation officers) attended the drug recognition training program.

A comprehensive law enforcement and public awareness effort was launched by the Division of Alcoholic Beverage Control and DHTS to combat underage drinking. The *Cops In Shops College/*



Fall initiative grant was made available to police departments with a college or university within its borders or in a neighboring community. The program runs from November through June and had 23 participating agencies in 2011. Thirty Shore police departments participated in the *Cops In Shops Summer* program as well. Since its inception in 1996, more than 9,000 underage persons and adults have been arrested in the state as a result of the *Cops In Shops* initiative.

Public outreach efforts included the *Proms and Alcohol Don't Mix* PSA contest. The initiative asked high school seniors to create scripts for a 30-second television public service announcement. The statewide contest was designed to increase awareness about the dangers of underage drinking, particularly during prom and graduation season. The winning script was produced into a public service announcement which aired on cable stations throughout the state in April and June. The winning script was written by high school seniors from Pascack Valley High School in Hillsdale, Bergen County.



The Division of Alcoholic Beverage Control and the Partnership for a Drug-Free New Jersey paired up to sponsor two initiatives. The *Listen-Up to the Dangers of Underage Drinking* radio public service announcement program, aimed at middle school students, challenged young people to create a script for a 30-second radio public service announcement that directly spoke to parents about the dangers of underage alcohol use. The winning students produced and starred in the radio spots, which were distributed to stations in the New York, New Jersey and Philadelphia media market. A second program, *Dangers of Underage Drinking: Calendar/Billboard Competition*, encouraged middle school students and their parents to work together to create billboard/calendar messages that focused on the dangers of underage drinking. Thirteen winning messages were featured on a calendar that was distributed to middle schools at the start of the 2012 calendar year.

New Jersey Remembers, a tribute honoring those individuals who have lost their lives to impaired drivers, was held in April.

Report →



New Jersey's seat belt law requires all motor vehicle passengers in the front seats and back seats to buckle up. Belt use by the driver and all front seat passengers is a primary offense — a police officer may stop a vehicle and issue a ticket for this violation alone. The back seat belt requirement is a secondary offense — a police officer may only ticket the unbelted adult passenger if the driver of the vehicle has committed some other motor vehicle offense. Failure to comply with New Jersey's seat belt law carries a fine.

• • • • •
Wearing a seat belt, regardless of seating position, increases your chances of surviving a crash by as much as 75%

• • • • •
To learn more about seat belt use and the dangers of riding unrestrained, visit:

www.njbackseatbullets.com

II. Occupant Protection

The *Click It or Ticket* campaign was conducted May 23 – June 5, 2011. Key components of the campaign included targeted seat belt enforcement by the 494 police agencies in the state, 143 of which received \$4,000 overtime enforcement grants. Awareness about the campaign and the importance of wearing a seat belt were further enhanced by the distribution of educational materials by partner agencies statewide and earned media efforts. Of the 494 police agencies, 419 (85 percent) participated in the mobilization. The breakdown included 169 of 186 agencies (91%) in the Northern Region, 140 of 174 (80%) in the Central Region, 106 of 134 (79%) in the Southern Region, and the Division of State Police. The 419 agencies issued 32,228 seat belt citations during the two-week campaign. In addition to seat belt citations, police officers wrote 926 child restraint and 5,865 speeding citations, and made 953 DWI arrests.

The annual statewide seat belt usage survey, conducted by the New Jersey Institute of Technology following the *Click It or Ticket* campaign, found the state's front seat belt usage rate rose for the fifteenth consecutive year from 93.7 percent in 2010 to 94.5 percent in 2011. Using guidelines set by the National Highway Traffic Safety Administration, the gains in seat belt use will prevent six additional fatalities, 176 serious injuries, 132 minor injuries and 307 non-fatal injuries with a savings of \$42 million in crash-related economic costs. Somerset (97.39 percent) and Union (95.92 percent) counties posted the highest seat belt usage rates, while Passaic County saw the biggest

year-to-year upturn, rising 5.4 percent, from 90.1 percent in 2010 to 95.52 percent in 2011.

There are permanent child passenger safety inspection and education stations operating throughout the state covering all 21 counties. All were tasked with expanding their child passenger safety educational outreach to include booster seat and seat belt education programs for elementary school age children and older siblings in their respective areas.

DHTS also partnered with the Department of Children and Families to pilot a functional awareness course in child passenger safety for caseworkers in the state responsible for transporting children to various destinations. A one-day class was provided to a group of employees that provided information on size, height and weight requirements for each car seat and how car seats are to be installed. This training is expected to be conducted statewide in 2012 following the pilot training program.

Nine child passenger safety technician certification classes were conducted in 2011. These classes certified new child passenger safety technicians in each region of the state. In addition, four new child passenger safety instructors were trained.

The child passenger safety technical conference was held in May in Lake Placid, New York. Over 600 child safety advocates from throughout the northeast, Puerto Rico and the Virgin Islands attended the three day event which covered all aspects of child passenger safety.



Report →

III. Pedestrian and Bicycle Safety

The state experiences a disproportionate number of pedestrian injury crashes and fatalities compared to the nation as whole. To combat the problem, DHTS assists local and county agencies in the development of comprehensive pedestrian safety programs involving education and enforcement.

The education component involves getting the pedestrian safety message to all members of the community with a special emphasis on children, senior citizens and non-English speaking residents. The enforcement component involves police patrols at high pedestrian-crash locations in the community. During these patrols, warnings and summonses are issued to motorists and pedestrians whose actions put pedestrians at risk.

Comprehensive pedestrian safety grants have been very successful. On average, participating municipalities have seen a 15 to 20 percent reduction in crashes involving pedestrians. Pedestrians and motorists must both do their part to keep pedestrians safe.

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

The Brain Injury Association of New Jersey worked with community partners and law enforcement to increase helmet usage for children on bicycles. In conjunction with outreach activities and presentations, over 1,300 children bicycle helmets were distributed with an emphasis on distribution in underserved, low income communities. The Association provided programs for children from pre-school through high

ESTO ES UNA ADVERTENCIA

**USTED NO CUMPLIÓ CON PARAR
PARA DARLE PASO A LOS PEATONES
EN UN CRUCE PEATONAL MARCADO**

La ley es clara. (vea el reverso de la tarjeta)

Los conductores en Nueva Jersey **DEBEN** detenerse para darle paso a los peatones en un cruce peatonal marcado. El incumplimiento de esta ley, le puede acarrear una o más de las siguientes sanciones:

- 2 PUNTOS EN LA LICENCIA
- UNA MULTA DE \$200
(Más los costos administrativos de la corte)
- 15 DIAS DE SERVICIO COMUNITARIO
- RECARGOS EN EL SEGURO
DEL VEHICULO

**SHARED
RESPONSIBILITY**

**USTED ACABA DE INCUMPLIR LA
LEY DE LOS PEATONES**

La ley es clara, los peatones deben obedecer las señales peatonales y usar los cruces para peatones marcados en las intersecciones. El incumplimiento de ambas regulaciones de la ley le acarrea una multa de 54 dólares. (C.39:4-32 y 33)

Esta iniciativa se presenta como una herramienta educativa para fomentar la conciencia pública sobre la seguridad de los peatones y reducir las lesiones y muertes.

CAMINOS SEGUROS

vayamos adelante con cero fatalidades

WWW.NJSAFEROADS.COM



Report →

school, and senior citizens. All of the programs incorporated pedestrian and bicycle safety issues into the presentation.

The Transportation Management Associations (TMA) focused on reducing pedestrian and cycling injuries and deaths among all, but with a particular focus on three key groups, namely, children, seniors and immigrants. The TMA's partnered with after-school programs in an effort to keep children off the streets from 3 to 7 pm which is a high-risk time frame for children 16 years and younger. Several programs were provided to seniors that raised awareness of pedestrian and bicycle safety issues. Pedestrian and cyclist safety programs were delivered to community leaders and business owners in suburban and non-suburban areas with large Latino populations and leaders in high-risk urban areas (Camden, Atlantic City, Newark and Elizabeth) were contacted to discuss pedestrian and cyclist safety programs.

IV. Community Traffic Safety Programs/Teen Drivers

Community Traffic Safety Programs bring together public and private entities to identify and address traffic safety problems on a county-wide basis. The following counties received funds in 2011: Atlantic, Bergen, Burlington, Camden, Cumberland, Gloucester, Hudson, Middlesex, Morris, Ocean, Passaic, Salem, and Union. Safety emphasis areas addressed through comprehensive action plans included: pedestrian, bicycle and child passenger safety; aggressive, impaired, distracted, and teen driving; and seat belt use.

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 1,002 state residents aged 17 and older who drive regularly. The survey conducted from April 14 – May 17, 2011 asked drivers about their behavior and awareness of various safety issues. Some of the key responses were as follows: Since 2008, there has been no significant change in the aggregate proportion of drivers who



say they always wear their seatbelts while in the driver's seat: 90 percent said so in 2011, down insignificantly from last year (92 percent). This is not to say that the internal dynamics have not shifted. There was a significant decrease in the number of young drivers (under the age of 30) who report always wearing their belts to 83 percent, down 8 points from last year. Drivers under 30 years of age are also less likely than others to use their seat belt when they are passengers. This decrease among young drivers re-establishes the youngest age group as the least likely to buckle up when driving.

Approximately 1 in 5 drivers admit to having consumed alcohol before driving, unchanged from last year. Once again, however, young drivers are significantly more likely than other age groups to say that they had driven after drinking, with 24 percent saying they had done so, up 9 points from last year. The number of drivers who have been involved in a crash has remained unchanged. About 1 in 6 drivers say they have been in a collision in the past three years. However, the figures include a significant increase in the proportion of drivers under 30 who say they have been in a collision: 28 percent, up from 21 percent last year. A summary of the findings can be found on the DHTS website at www.njsaferoads.com.

DHTS once again coordinated a statewide effort to engage the public and media during the national observance of *Put the Brakes on Fatalities Day*, held annually on October 10. On this day, motorists across the nation are asked to slow down, buckle-up, avoid distractions, and follow all the rules of the road in an effort to achieve a 24-hour period without a fatal crash on the state's highways. During the 24 hour period on October 10, 2011, there were no fatalities reported. This information was posted on the DHTS web site. In addition, the state's three Metropolitan Planning Organizations, eight TMA's, the AAA Clubs of New Jersey, and many businesses, schools and safety organizations partnered with DHTS to generate awareness about the day and the magnitude of the state's crash problem. DOT and police agencies also promoted the observance through variable message boards on state and local roadways.

OCTOBER 10th

put the
BRAKES on
FATALITIES DAY!

HIGHWAY CRASHES
CLAIM nearly

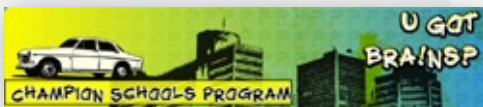
34,000 LIVES
EACH YEAR nationwide ...

On October 10th, every driver is encouraged to be **EXCEPTIONALLY CAREFUL** so that, for at least one day, there will be **NO FATALITIES** on our roads.

this **OCTOBER 10th**,
and **EVERY DAY**:
DRIVE as if YOUR LIFE
DEPENDED on it!

For more information:
www.brakesonfatalities.org

The Sixth Annual Safety Forum, hosted by the Transportation Resource Center at Rutgers, provided an opportunity for engineers, law enforcement officers, educators, and EMS professionals to learn, discuss and work towards resolving traffic safety issues. A total of 190 individuals attended the one-day forum in which safety professionals voiced their concerns, exchanged ideas and worked together to bring forth new traffic safety initiatives.



The Brain Injury Association's teen initiative, *Champion Schools Program*, was launched in 2011. The program provided an opportunity for students and staff to develop and execute campaigns to address teen driving safety. Nineteen schools developed teen driving safety programs in an interactive and competitive contest.

Report →

V. Police Traffic Services



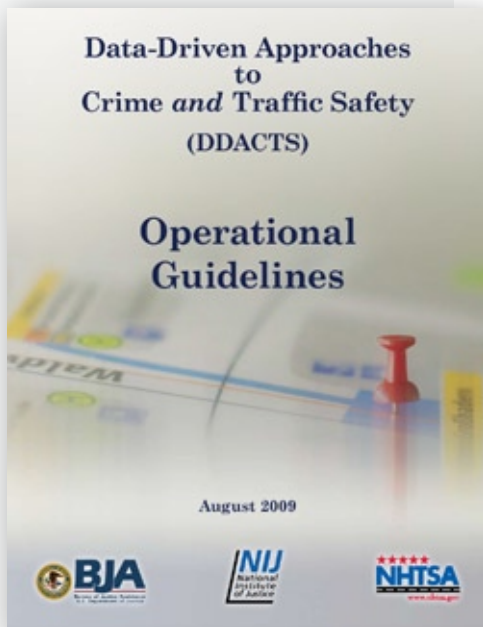
According to the PublicMind poll, the overall percentage of New Jersey drivers who report having sent a text message while driving has stabilized at 25 percent. However, the survey finds that among drivers under age 30, those who admit to texting while driving increased 8 points from a year ago (64 percent to 56 percent). The sobering fact is that younger drivers are more than twice as likely (17 percent) as any age group to say they send texts while driving. Similarly, while overall use of hand-held cell phones while driving (39 percent) has not increased over the past year, the percentage of drivers under the age of 30 saying they use their hand-held cell phones while driving increased 10 percentage points to 23 percent from 13 percent.

One in four drivers say they drive over 65 miles per hour on state highways most of the time with another 25 percent saying they do so often. One in four drivers also say that they drive over 70 miles per hour most of the time or often. Younger drivers cause concern: 64 percent say they regularly speed on highways, up from 56 percent a year ago. In addition, a third of drivers between 17 and 29 say they regularly go over 70

miles per hour on the highway, while only 22 percent of those aged 45-59 and 16 percent aged 60 and over say they do so.



Attorney General Dow joined members of state and local police and traffic safety communities to announce a variety of public awareness and enforcement efforts during the *101 Days of Summer Campaign*. In addition to encouraging motorists and passengers to buckle up, efforts to combat drunk and drugged driving, as well as motorcycle safety, distracted driving and work zone safety were addressed.



Toms River Police Department received funds to implement the Data-Driven Approaches to Crime and Traffic Safety (DDACTS) initiative. DDACTS integrates location-based crime and traffic data to establish methods for deploying law enforcement and other resources. Using geomapping to identify areas that have high incidences of crime and crashes, DDACTS uses traffic enforcement strategies that play a dual role in fighting crime and reducing crashes and traffic violations. Drawing on the deterrent of highly visible traffic enforcement and the knowledge that crime often involves the use of motor vehicles, the goal of DDACTS is to reduce the incidence of crime, crashes, and traffic violations. The initiative in Toms River was able to produce a decrease in both crime and traffic related incidents since the inception of the program in January, 2011.

State and local police personnel attended numerous highway traffic safety and crash investigation training courses funded by DHTS. Crash Investigation I, a basic at-scene course, which instructs officers on the proper techniques for recognizing and properly recording damages as a result of collisions on roadways, was attended by 285 police officers. Crash Investigation II, completed by 192 officers, places an emphasis on vehicle damage analysis and vehicle behavior during collisions. Vehicle Dynamics, attended by 139 police officers, focuses on advanced math as it applies to vehicular behavior. Three Traffic Crash Reconstruction classes were also offered and attended by 60 police officers. Specialized training classes in pedestrian/bicycle crash investigation; motorcycle

Report →**VI. Roadway Safety**

crash investigation; computerized collision diagramming; and advanced commercial motor vehicle inspection/collision investigation were attended by 182 students.

The Rutgers University Department of Civil and Environmental Engineering, Local Technical Assistance Program continued to promote work zone safety awareness by providing education and outreach to local law enforcement and public works/municipal utilities personnel. Educational programs included police work zone safety training. The continuation of this course has ensured consistency and validity of initiatives considered to be of high value to the safety of the work zone crew, law enforcement personnel and the motoring public. Work zone safety training for municipal and county public works personnel was also held. Attendees received course handbooks, work zone set up guides, flagger handbooks and traffic control guideline manuals. Workshops were presented to over 1,000 participants who learned about traffic control, as well as work zone and roadway safety.

The Sixth Annual Work Zone Safety Awareness Conference was held April 5, 2011 at the Livingston Campus Student Center at Rutgers University. Nearly 300 participants were in attendance. The agenda included work zone safety training, updates to the MUTCD for temporary traffic control and case studies and interactive round table discussions. Participants represented law enforcement, construction, public works, traffic safety and engineering personnel.

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



Report →

VII. Traffic Records

Traffic record projects are funded in an effort to expand statewide-integrated data collection and transmission systems that improve the timeliness, completeness, accessibility, accuracy, and linkage of safety information that will allow for an analysis of all traffic crashes for use in policy and program development. DHTS funded the following crash data-related initiatives:



The Office of Information Technology (OIT) has made progress in integrating crash data. Files have been uploaded from NJ Department of Transportation crash reports and EMS ambulance run reports. The OIT has been able to match approximately 60 percent of crash related EMS responses to specific motor vehicle crashes. The Motor Vehicle Commission's history files and fatal motor vehicle crash files maintained by the Fatality Analysis Reporting System have also been integrated to allow for more timely and accurate reporting.

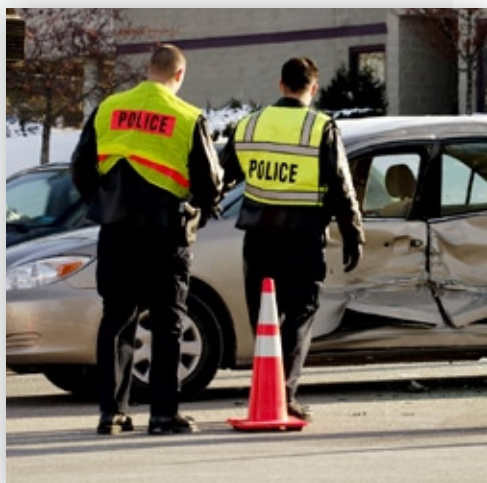


The Electronic Patient Care Reporting (ePCR) program, EMS Charts, continues to grow under the direction of the Department of Health and Senior Services. Prior to electronic Patient Care Reporting, all EMS reports were done manually using traditional paper reports. Data on the number of crash fatalities, airbag deployments, driving under the influence and weather induced collisions was not available without a tedious hand count of over 350,000 patient care records. The ePCR program has allowed such data to be collected and analyzed on a real time basis.

As of September 30, 2011, there were 510 EMS agencies registered for the EMS Charts program with 244 reporting. This represents a 21 percent increase in the agencies reporting data from last year. In 2011, all 19 Advanced Life Support programs began utilizing electronic Patient Care Reporting and submitting the data to the Crash Data Warehouse. This data is critical for identifying patient information such as injury location, severity of injury, as well as seat belt and airbag

utilization. The number of patient charts entered into the Data Warehouse increased to over 1 million in 2011. These EMS records provide critical information regarding crash statistics including incident location, of which most are complete with GPS coordinates. Additionally, all records include EMS arrival time to the scene, transport time to the hospital, as well as arrival time and name of the receiving health care facility. This data has proven to be invaluable and was virtually non-existent to agencies prior to the inception of the EMS ePCR program.

Under a project at Rutgers University, a total of 138,021 crashes were geocoded. Crashes that are geocoded help to pinpoint exactly where crashes are occurring and, in particular, high crash locations. This information is critical to DHTS, DOT and state and local police as they work to maximize resources to improve roadway safety. These records were shared with the Department of Transportation and used by safety professionals for crash analyses.



Law enforcement officers investigating a vehicle crash are required to complete a crash report. Typically, officers receive a short training session on how to properly complete the NJTR-1 crash report. NJTR-1 refresher courses were offered through the New Jersey Local Technical Assistance Program at Rutgers University. The one-day course focused on the basics of properly and accurately completing the NJTR-1 crash report and NJTR-1 crash reporting problem areas.

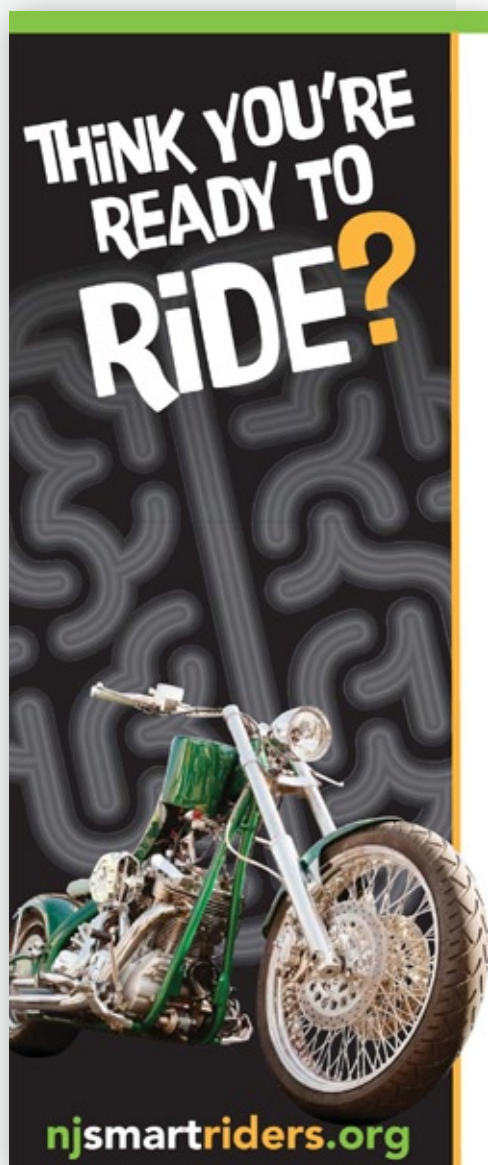
Report →

VIII. Motorcycle Safety

The Motor Vehicle Commission conducted a motorcycle safety awareness campaign. A short video, “*Take Off on a Lifetime of Safe Riding*”, was produced to promote the importance and availability of motorcycle safety courses offered around the state. The video showed the benefits of proper training for both experienced and inexperienced riders. The Commission’s website, NJRideSafe.org, was updated and became an outlet where new and experienced riders could find information about training courses and other relevant topics.

Cinema advertisements on “safe riding” were placed in 48 theaters across the state on 340 screens from April through June and reached approximately 130,000 individuals. *Share the Road with Motorcycles* posters were displayed on Transit Buses and at tollbooth signs as well. Posters were also displayed at rest stops on the Garden State Parkway and NJ Turnpike. Variable Message Signs ran periodically along numerous roadways throughout the month of May featuring the message *Share the Road with Motorcycles*.

The Brain Injury Association also launched its motorcycle safety website, NJSmartRiders.com, and distributed a newly created brochure. The Association’s campaign addressed three issues – smart judgment (riding sober), smart gear (helmets and proper clothing) and smart training (rider education).



Paid and Earned Media →



Paid advertisements, addressing the dangers of drinking and driving and the benefits of seat belts, were placed in the following Spanish language publications: Nostros (\$11,700, full page advertisement), a monthly publication with a circulation of 20,000 distributed throughout Mercer, Middlesex, Monmouth, and Ocean Counties; Realidades Virtual Magazine (\$7,000, full page advertisement, banner and video), a monthly publication with a circulation of 157,000 in-state and 772,000 out-of-state online visits; Reporte Hispano Newspaper (\$14,400, full page advertisement), a weekly publication with a circulation of 10,000 distributed throughout Hunterdon, Mercer, Middlesex, Monmouth, and Somerset Counties; Al Dia Newspaper (\$14,916, full page advertisement), a weekly publication with a circulation of 47,000 distributed throughout Atlantic, Burlington, Camden, Cumberland, Gloucester, Mercer, and Salem Counties; El Sol Newspaper (\$5,916, full page advertisement), a weekly publication with a circulation of 16,000 distributed throughout Atlantic, Camden, and Cumberland Counties; Hechos Positivos (\$10,800, full page advertisement), a monthly publication with a circulation of 5,000 throughout Bergen, Morris, Hudson, and Passaic Counties; and WWSI Telemundo (\$6,000) a local affiliate Spanish language television station based in Atlantic City, reaching residents in Atlantic, Burlington, Camden, Cumberland, Cape May, Gloucester and Salem Counties.

DHTS also worked effectively with Channel One (\$36,000) to reach young drivers with messages addressing seatbelt use and driver distractions. Channel One is the only in-school media via television broadcast in the classroom which reaches 120 high schools throughout the state.

DHTS has worked to effectively leverage earned media to promote traffic safety programs, initiatives and enforcement mobilizations, including those implemented by both DHTS and its more than 500 grantees. Using news releases that are distributed to print and broadcast media outlets in the state,

as well as New York and Philadelphia, the agency has been able to provide public awareness about a wide variety of traffic safety issues. Press conferences are also conducted to kick-off significant DHTS programs.

Legislative Initiatives →

The following highway safety legislation was enacted during calendar year 2011.

P.L. 2010, c.120

Approved on January 5, 2011, this act became effective immediately and permits the board of education of any school district to enter into a contact for the sale of advertising space on the exterior sides of school buses owned or leased by the school district.

P.L. 2011, c. 13

Approved on January 28, 2011, this act became effective immediately and created new motorcycle safety provisions. The legislation creates a restriction on the size of a motorcycle a person is licensed to operate to prevent new motorcycle riders from operating motorcycles with engine sizes too powerful for that driver's skill level. The legislation also creates a new category of low-speed motorcycles to address the increased use of small motorcycles by prohibiting low speed motorcycles. The legislation expands the authority of the Chief Administrator of the Motor Vehicle Commission to waive requirements for a motorcycle license or endorsement for holders of an examination permit who have completed a motorcycle safety education course by allowing a waiver of the written portion of the examination as well as the road test. The legislation requires all applicants for a motorcycle permit under the age of 18 years to successfully complete a motorcycle safety education course as a condition for obtaining a motorcycle license or endorsement. In addition, the legislation clarifies the times, roadways, and conditions on which holders of a motorcycle examination permit may practice.





SAFE PASSAGE
moving toward zero fatalities
WWW.NJSAFEROADS.COM



NEW JERSEY DIVISION OF HIGHWAY TRAFFIC SAFETY
140 East Front Street • 7th Floor
P.O. Box 048 • Trenton, NJ 08625-0048
(800) 422-3750 • www.njsaferoads.com