

FEDERAL FISCAL YEAR 2017 • OCTOBER 1, 2016 THROUGH SEPTEMBER 30, 2017



# 2017 Annual Report to the Legislature

ZERO FATALITIES



**CHRIS CHRISTIE**  
GOVERNOR  
**KIM GUADAGNO**  
LT. GOVERNOR

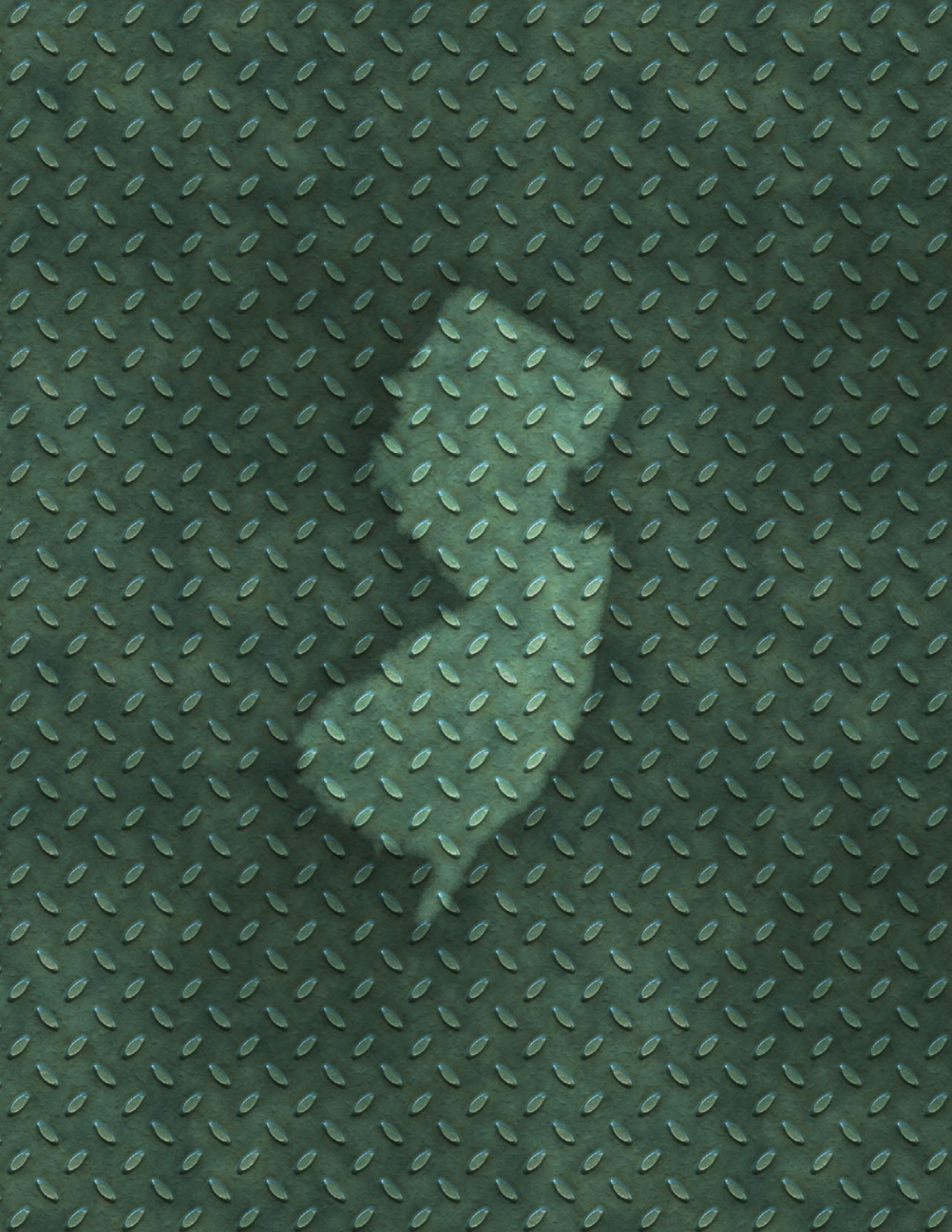


**CHRISTOPHER S. PORRINO**  
ATTORNEY GENERAL



**GARY POEDUBICKY**  
ACTING DIRECTOR







# INTRODUCTION



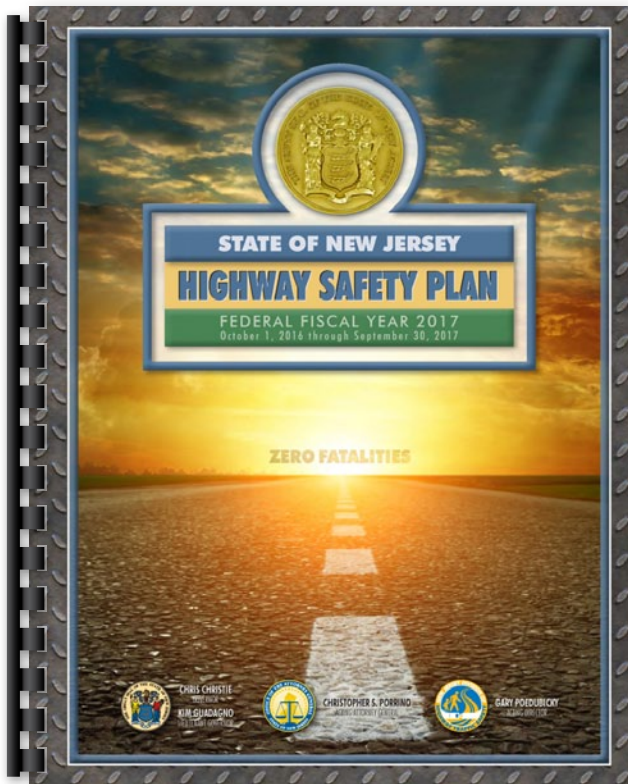
**T**he New Jersey Division of Highway Traffic Safety (DHTS), by N.J.S.A. 27:5F-18 et seq., is responsible under its Director for developing and implementing on behalf of the Governor, the New Jersey Highway Safety Program, a comprehensive plan to reduce fatalities, injuries and property damage resulting 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 2017 (FFY 2017), 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 (NHTSA), 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 (N.J.S.A. 27:5F-31). 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 2017 (October 1, 2016 - September 30, 2017) 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(b,c,d,e,f and h), National Priority Safety Program Grants. Funds from these sections 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 708 projects in 2017 compared to 639 in 2016. These projects were 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.

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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, which consists of 21 members, appointed by the Governor, who assist in recommending and developing traffic safety policy and programs. In addition, the NHTSA and the Federal Highway Administration provide leadership and technical assistance to DHTS. Other partners include the Division of State Police; Division of Alcoholic Beverage Control; Department of Transportation; Department of Education; Department of Health; 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. All of these partner organizations play a key role in the implementation of New Jersey's traffic safety programs.

# TRAFFIC CRASH DATA

Statewide traffic fatalities in 2016 increased by 7 percent from 562 in 2015 to 604. Fatalities have continued to climb in 2017, both nationally and statewide. Preliminary data for 2017 reveals a statewide increase of approximately 3 percent from the previous year. Much of the increase is attributed to lower gasoline prices and an improved economy which has increased vehicle mileage. Data is also indicating an increase in distracted driving. Driver distractions continue to be a leading cause of motor vehicle crashes and near crashes.

The total number of persons injured in motor vehicle-related crashes increased by nearly 3 percent in 2015 and 2016, however, a decline in injuries sustained in traffic crashes is anticipated in 2017.

The State's seat belt usage rate of 94.07 percent in 2017 was higher than the 93.35 percent usage rate observed in 2016. Overall, back-seat passenger safety belt usage rates were observed at 80 percent while usage rates for adults, 18 years of age and older, increased by one percentage point from 45 percent in 2016 to 46 percent in 2017.

Alcohol continues to play a significant role in motor vehicle crashes, accounting for 137 alcohol impaired fatalities in 2016. This represented a 27 percent increase from the 108 alcohol impaired driving fatalities reported in 2015. Pedestrian fatalities decreased in 2016 from 173 in 2015 to 165. Data from 2017 reveals an increase in the number of pedestrian related fatalities. Pedestrian fatalities represent approximately 29 percent of all traffic fatalities in the State.

Teen drivers (16-20 years of age) involved in fatal crashes increased by 10 percent in 2016 from 58 in 2015 to 64. A slight decrease in teen driver fatalities is anticipated in 2017. Motorcycle fatalities increased by 32 percent in 2016 from 50 in 2015 to 66 in 2016. More drivers on

the road have resulted in an increase in both motorcycle and bicycle related fatalities. Motorcycle fatalities have increased in 2017 while bicycle related fatalities are expected to increase slightly or remain stable.

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.

Although there has been an increase in fatalities over the past four years (2014-2017), the 5-year moving average for fatalities over the past 10 years continues to be on the decline. In addition, the number of traffic fatalities by category (driver, passenger, pedestrian, bicyclist, and motorcyclist) has declined during the past decade in all categories with the exception of pedestrians. Safety programs such as those that have resulted in increased belt use and reduced impaired driving have worked to lower the number of traffic fatalities over the years. Additional efforts and programs are needed; however, to develop and implement effective strategies to reduce pedestrian, motorcyclists and bicycle related injuries and fatalities. With the help of our partners, the DHTS will continue to strive to meet the goals outlined in the Highway Safety Plan and in those areas where the goals were not met; additional efforts will be pursued in enforcement, education and public relations to improve the problem areas.



# 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 NHTSA 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 55 grants, totaling \$5,940,615.

The statewide HERO campaign and 3D public service announcement initiative, initially planned for implementation by the Elliott Foundation and Middlesex County, were not funded due to the late submission of grant applications.

### **B. Section 405(b) Occupant Protection Program**

The Section 405(b) Occupant Protection Program provides funds to implement effective occupant protection programs to reduce deaths and injuries resulting from individuals riding unrestrained or not properly restrained in motor vehicles. DHTS awarded 105 grants, totaling \$1,489,207.

### **C. Section 405(c) State Traffic Safety Information System Improvements**

The Section 405(c) Traffic Records Program 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 five grants totaling \$1,836,186.

### **D. Section 405(d) Impaired Driving Countermeasures**

The Section 405(d) Impaired Driving Countermeasures Program provides funds to implement programs to reduce traffic safety problems resulting from individuals driving motor vehicles while under the influence of alcohol, drugs, or the combination of alcohol and drugs. DHTS awarded 344 grants totaling \$4,889,367.

### **E. Section 405(e) Comprehensive Distracted Driving**

The Section 405(e) Comprehensive Distracted Driving Program encourages States to enact and enforce laws prohibiting texting while driving and youth cell phone use while driving. Funds are used to educate the public about the dangers of texting or using a cell phone while driving and for enforcement of distracted driving laws. DHTS awarded 196 grants, totaling \$1,949,970.

### **F. Section 405(f) Motorcycle Safety**

The Section 405(f) Motorcycle Safety Program provides funds to implement programs that will reduce the number of single and multi-vehicle crashes involving motorcyclists. DHTS awarded one grant, totaling \$129,764 under this program.

### **G. Section 405(h) Non-motorized Safety**

The Section 405(h) Non-motorized Safety Program earmarks funds to train law enforcement on State laws applicable to bicycle and pedestrian safety; enforcement mobilizations and campaigns designed to enforce pedestrian and bicycle laws; and public information and awareness programs designed to inform motorists, pedestrians and bicyclists of State laws. DHTS awarded two grants, totaling \$24,850 under this program.

## 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 \$2,912,671 were distributed to law enforcement agencies during State Fiscal Year 2017 (July 1, 2016 – June 30, 2017) to help reduce alcohol-related crashes and fatalities.

## STOP and stay STOPPED

### ***B. Pedestrian Safety, Enforcement and Education Fund***

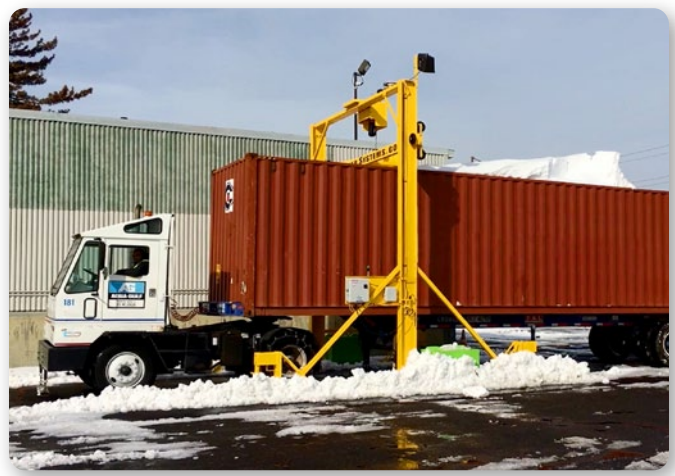
The Pedestrian Safety, Enforcement and Education Fund is a repository for monies provided pursuant to subsection c. of N.J.S.A. 39:4-36. Under the statute, a motorist must stop for a pedestrian crossing the roadway at an intersection. Failure to stop may result in a fine not to exceed \$200.00. A total 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 2017, 46 pedestrian safety enforcement and education grants were funded in the amount of \$628,524.

### ***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 provided to 8,036 riders during 2017 at private locations by State approved motorcycle safety providers.

### ***D. Motor Vehicle Snow and Ice Removal Safety Fund***

The Motor Vehicle Snow and Ice Removal Safety Fund is a separate, non lapsing, 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. One grant in the amount of \$27,200 was awarded in 2017.





# DESCRIPTION OF FUNDED PROJECTS AND ACTIVITIES

## ALCOHOL AND OTHER DRUG COUNTERMEASURES - PROJECT SUMMARIES

### *DWI Training/Drug Recognition Expert Program*

Standardized training courses in the detection, apprehension, processing, and prosecution of DWI offenders were provided to law enforcement officers. A total of 720 police officers were trained in all aspects of DWI from apprehension to prosecution. The Drug Recognition Expert (DRE) training program was conducted with 68 police officers trained and certified as DRE's and 190 officers completed the re-certification course. The Drug Recognition Expert Instructor course was held for 12 police officers. Advanced Roadside Impaired Driving Enforcement (ARIDE) courses were also held for 174 police officers. The ARIDE program addresses the gap in training between the Standard Field Sobriety Testing and DRE programs by providing officers with general knowledge related to drug impairment and driving. The Driving Under the Influence of Drug (DUID) courses were held for 110 prosecutors and the two-day Drug Impairment Training for Education Professionals (DITEP) was also attended by 110 prosecutors. The Drug Impaired Subject Training (DIST) course was held for 31 police officers. The ARIDE, DUID, DITEP and DIST training does not qualify participants as drug recognition experts, but is intended to make individuals competent in evaluating and documenting suspected abuse and impairment of drugs.



The DRE program trains law enforcement officers to determine whether an individual is under the influence of drugs through a visual evaluation. A DRE officer is

typically called in to assist an arresting officer to further evaluate a suspect arrested for drunk driving who has passed a breath test. The DRE's testimony has the capability of providing better evidence for the prosecution than toxicology reports. Blood tests may not measure the quantity of drugs taken and urine tests do not accurately pinpoint when the drugs were ingested and may not show the quantity. Therefore, blood and urine tests alone may be insufficient to prove a motorist was affected by drugs while driving. The DRE Call-Out program establishes policy and procedures for the utilization of DRE's to evaluate and assess motorists who are arrested for driving under the influence of intoxicating drugs and alcohol. The counties of Atlantic, Bergen, Monmouth, Morris, Ocean and Somerset counties participated in the Call-Out program. The program utilizes qualified DRE personnel, as part of a shared services agreement with local police departments, to assist in identifying and removing intoxicated drivers from the roadway. The DRE's are available to all agencies in the county on a call-out basis and for support at DWI sobriety checkpoints. The program continues to help increase the number of DRE evaluations.

### *Alcohol Breath Test System*

Under the authority of the Attorney General, the Alcohol/Drug Test Unit within the Division of State Police spearheads the continual process of training and re-certifying police officers throughout the State to operate the approved chemical breath test instrument (Alcotest System). In order to support and maintain the training program, funds were used to purchase the equipment necessary for training and re-certifying police officers as breath test operators. The number of officers trained on the use of the Alcotest totaled 576 while another 4,306 were re-trained.



### ***Drive Sober or Get Pulled Over Campaigns***

From August 18 - September 4, 2017, the DHTS again participated in the national *Drive Sober or Get Pulled Over* impaired driving campaign. The goal of the campaign was to mobilize all police agencies in the State to raise public awareness about the dangers of impaired driving through a combination of high visibility enforcement backed by targeted media activities. The DHTS provided overtime enforcement grants of \$5,500 to 151 police agencies and the Division of State Police. Police agencies which did not receive funding supported the campaign through the use of their own resources. To help spread



the *Drive Sober or Get Pulled Over* message, a statewide press release was issued just prior to the start of the campaign. Police departments also engaged their communities through the dissemination of press releases, public service announcements and displays on variable message boards.

The 2017 *Drive Sober or Get Pulled Over* campaign resulted in 1,382 DWI arrests. In addition, participating police agencies issued 7,767 and 4,449 speeding and seat belt summonses, respectively. The campaign focused on arresting impaired drivers, but as with all statewide traffic initiatives, motorists were reminded of the life-saving benefits of proper restraint usage and obeying posted speed limits. There were also 1,865 summonses issued relating to the distracted driving offenses of cell phone use or texting while driving. Seventy-eight percent (388) of the State's police agencies participated in 2017 compared to 365 in 2016.

The State's law enforcement community and other traffic safety agencies also teamed up from December 9, 2016 - January 1, 2017 to carry out the *Drive Sober or Get Pulled Over 2016 Year End Holiday Crackdown*. The goal of this campaign was to again mobilize the State's police departments during the critical end-of-year holiday period. During this campaign, 151 agencies received overtime grant funds and overall 78 percent (386) of police agencies in the State participated. The campaign resulted in 1,605 DWI arrests, 6,762 speeding summonses and 3,536 seat belt summonses.

### ***Underage Enforcement***

Funds were provided to the Division of Alcoholic Beverage Control to implement the *Cops In Shops* program. The program funded overtime salaries for police officers to work in an undercover capacity in liquor stores in an effort to identify underage individuals who purchase or attempt to purchase alcoholic beverages and adults who purchase alcoholic beverages for minors.

Enforcement efforts were held from November 1, 2016 through June 30, 2017 in Atlantic, Bergen, Camden, Essex,

# DESCRIPTION OF FUNDED PROJECTS AND ACTIVITIES

## ALCOHOL AND OTHER DRUG COUNTERMEASURES • PROJECT SUMMARIES *(continued)*

Gloucester, Mercer, Middlesex, Monmouth, Morris, Ocean, Passaic, and Union Counties. Additionally, the same program was implemented during the summer months in the shore communities of Atlantic, Cape May, Monmouth, and Ocean Counties. Retail license establishments also displayed posters warning underage individuals that police officers may be present in an undercover capacity.

A total of 27 towns participated in the Fall initiative and another 32 participated in the Summer program. The enforcement effort resulted in the arrest of 93 individuals during the Fall campaign and 178 during the Summer program. There were 127 total offenses charged in the Fall and 258 during the Summer campaign. Of the offenses charged, a majority were for violations of statutes related to the illegal possession or attempt to possess alcohol by a person that was underage or by an adult purchasing for an underage. There were also a number of ordinance violations related to underage possession of alcohol.

Funds were also provided to enforce Alcoholic Beverage Control acts and other related laws pertaining to underage alcohol use and/or intoxicated patrons. The use of undercover police personnel is intended to identify underage individuals who order and/or consume alcoholic beverages as well as those who serve them. Appropriate criminal and/or administrative charges were initiated against underage individuals, those providing alcoholic beverages to underage persons as well as liquor licenses that allowed this activity on their premises. Over 500 licensed establishments were identified for investigation of underage or intoxicated patron drinking activity. Over 50 administrative violations were also identified and submitted to the Division's Enforcement Bureau for prosecution of the violations and over 120 individuals were arrested for violations of the NJ Alcoholic Beverage Control Act.

Funds were provided to the Division of State Police and the Cape May County Prosecutor's Office to implement undercover operations at locations licensed to serve alcoholic beverages. The funds were used to identify individuals under the legal age attempting to purchase alcohol or providing alcohol to underage patrons and those utilizing fraudulent identification to purchase alcohol.

### **College Programs**

The Peers Educating Peers program at New Jersey City University (NJCU) aimed to reduce high risk behaviors among NJCU students, while providing alcohol-free events and implementing awareness-prevention campaigns. Activities included hosting discussion groups that addressed peer pressure, alcohol abuse and prevention methods. Peer educators manned information tables and provided handouts on the dangers of drinking and driving and shared referral materials for those dealing with alcohol addiction. The group also participated in town hall meetings to discuss the dangers of underage drinking and conducted an interactive exercise with the participants that surveyed their knowledge on issues related to drinking and driving among teens and young adults.



The College of New Jersey held a Peer Institute Conference on underage drinking and drinking and driving. The three-day conference was attended by over 100 college students representing eight schools. The College also uses evidence-based programs such as *CHOICES*, *BASICS*, and *E-CheckUp TO GO*. The *CHOICES* program provides for a small group environment in which students use



interactive journaling to learn about their alcohol use. *BASICS* is an individual program where students examine their drinking behaviors and *E-CheckUp TO GO* is a self-reporting tool that students can use to examine their alcohol use and the consequences.



The Center for Prevention and Counseling at Sussex Community College continued to provide educational presentations and programs to freshman students to increase their ability to make healthier decisions, especially when it comes to driving. In order to reduce students' risk to drug and alcohol-related problems, the *Rethinking Drinking Reality Check Program* was again utilized and allowed students to look at their behavior in regards to alcohol use. Additionally, E-CHUG – an evidence-based online alcohol program continued to motivate individuals to assess their alcohol consumption using personal information of their own drinking habits and behavior.

At William Paterson University, the HERO campaign was promoted at numerous events throughout the campus and peer health advocates conducted bi-weekly outreach in the student center. Alcohol awareness and educational materials were distributed as part of freshman orientation and welcome events in September as well as throughout the year.

## ***New Jersey Prevention Network***

The New Jersey Prevention Network was the agency responsible for coordinating the 2017 Annual Addiction Conference that was held on April 28. The conference was attended by nearly 1,000 professionals. These professionals included individuals working predominantly in substance abuse prevention agencies, schools, law enforcement, and health care. A highway traffic safety track was created and included workshops focused on reducing traffic and pedestrian crashes by reducing drug and alcohol use. Topics included reviewing best practices to reduce underage drinking and driving and local strategies for education and enforcement collaboration.



## ***Overview***

Although there was an increase in alcohol impaired driving fatalities from 108 in 2015 to 137 in 2016, the overall number has decreased over the last ten years (2007-2016) by 32 percent and the trend in alcohol impaired driving fatalities continues to be in decline. High visibility enforcement campaigns, drug recognition training and training in the detection and apprehension of DWI and drug offenders, and underage drinking initiatives implemented by the law enforcement community continue to be effective deterrence tools. Both increased public awareness efforts and educational initiatives have contributed to the decline. A further decline in alcohol and drug impaired driving is anticipated in 2017.

# DESCRIPTION OF FUNDED PROJECTS AND ACTIVITIES

## OCCUPANT PROTECTION • PROJECT SUMMARIES

### *Click It or Ticket*



The annual *Click It or Ticket* seat belt enforcement mobilization was conducted from May 22 – June 4, 2017. As always, the State’s law enforcement agencies were the driving force behind the campaign. The centerpiece of the campaign was targeted seat belt enforcement by 350 police agencies, 89 of which received \$5,500 for overtime enforcement. Awareness of the campaign and the importance of wearing a seat belt were further enhanced through the distribution of educational materials, earned media efforts, paid media conducted by NHTSA, *Click It or Ticket* banners and displays on dynamic message signs on major State highways. Visibility for the campaign was further heightened when New Jersey law enforcement agencies joined forces with police departments from States along the East Coast and Midwest for the Border-to-Border *Click It or Ticket* enforcement kickoff that was held on May 22, 2017.

The 350 participating agencies issued 17,792 seat belt citations during the two-week campaign. Seventeen police agencies issued more than 165 seat belt summonses each during the campaign. In addition to seat belt citations, police officers also wrote 498 child restraint and 6,363 speeding citations, and made 976 DWI arrests.

### *Seat Belt Survey*

The statewide seat belt survey for 2017, conducted by the New Jersey Institute of Technology, found that the State’s front-seat belt usage rate increased by 0.72 percent from 93.35 percent in 2016 to 94.07 percent in 2017. The driver and front-seat passenger usage rates are 94.25 percent and 93.35 percent respectively. These rates represent an increase in the driver’s usage rate of 1.03 percent and a decrease in the passenger usage rate of 0.60 percent.

Rear-seat passenger usage rates increased from 79 percent in 2016 to 80 percent in 2017. Children between the ages of 0-8 years old had the highest usage rate of 90 percent, compared to a usage rate of 95 percent in 2016. Passengers between the age of 8-18 had the next highest usage rate of 60 percent, compared to a usage rate of 64 percent in 2016. The 18 and older age group had the lowest usage rates, however, usage rates for this age group increased to 46 percent in 2017 compared to 45 percent the previous year.



### *Child Passenger Safety*

The Child Passenger Safety (CPS) program, funded through the DHTS, continued its efforts at reducing traffic injury and fatality rates through coordinated enforcement and education programs regarding the proper use of child restraints in motor vehicles. Grants were provided to eleven agencies for CPS programs that included technician



training, re-training and program development. These grantees directly worked one-on-one with over 27,500 parents and children and reached another several thousand children with the booster seat education program.

The DHTS assisted the CPS initiative by providing safety messages and information to the motoring public. The *100%, Everyone, Every Ride* message is publicized at child passenger safety programs around the State. The DHTS promoted National Child Passenger Safety Week from September 17-23, 2017 by calling attention to the importance of safely transporting children and promoting NHTSA's *4 Steps for Kids* campaign. As part of Child Passenger Safety Week, technicians were available on Saturday, September 23 to help parents and caregivers learn how to properly install and use car seats and booster seats in their vehicles. Known as Seat Check Saturday, the day-long event offered individuals educational information on this important topic, as well as hands-on assistance. Various publications on child passenger safety were also made available on the DHTS website, [www.njsaferoads.com](http://www.njsaferoads.com), throughout the year.

Child Passenger Safety Coordinators, found in each county, helped the public locate technicians, assisted technicians with re-certification needs and provided information on child passenger safety programs in their respective counties. The public was able to contact county coordinators directly and arrange for child safety seat program presentations or receive information and guidance on proper installation techniques. Child passenger safety inspection and education programs were conducted in all 21 counties. This included the three regional State Police stations.

The DHTS is the State training contact for CPS training and also supports the national child passenger safety

certification program which provides a national certification to those that are successfully trained. Fifteen child passenger safety technician training courses were held in 2017 that trained 228 new technicians. There are now 1,081 individuals trained as certified technicians in the State working in public safety, health and injury prevention programs. Thirty-eight of the technicians are certified as CPS instructors.

### Overview

The *Click It or Ticket* high visibility enforcement campaign and year-round occupant protection enforcement efforts have helped to increase awareness of the State's occupant protection laws. In addition, education programs continued to be offered to help parents and caregivers get access to car seats and teach the importance of car seats and how to properly use them. These efforts have helped to increase seat belt usage rates.



# DESCRIPTION OF FUNDED PROJECTS AND ACTIVITIES

## PEDESTRIAN AND BICYCLE SAFETY • PROJECT SUMMARIES

### ***Pedestrian Enforcement and Education***

The *Street Smart Campaign*, conducted in partnership with the Federal Highway Administration, the New Jersey Department of Transportation and the DHTS, continued to be implemented in 2017. 46 agencies received pedestrian safety grants from the State Pedestrian Safety, Enforcement and Education Fund. The funds were used to pay for overtime enforcement that targeted high pedestrian crash locations and provided pedestrian safety education materials for delivery to high risk segments of the pedestrian population.

### **CHECK YOUR VITAL SIGNS**

Local police are enforcing pedestrian laws

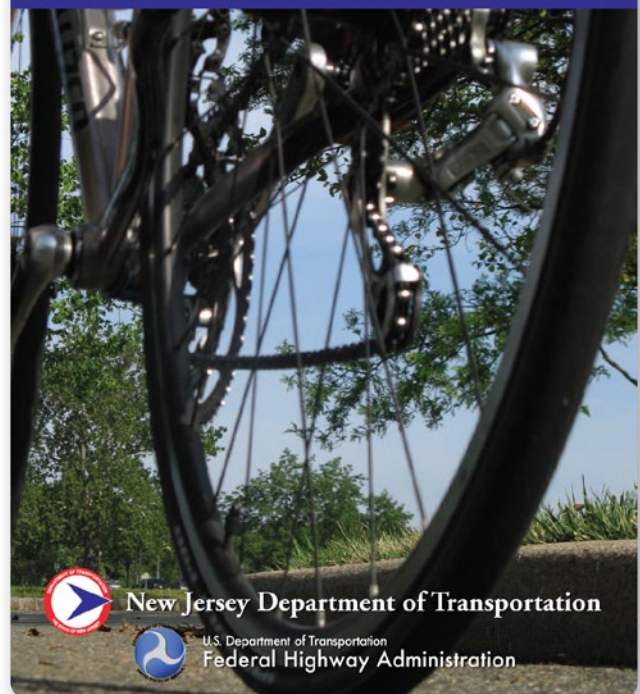


The *Street Smart Campaign* aims to raise awareness for both pedestrians and motorists, while enforcing laws and changing behaviors. The campaign uses five slogans to remind individuals of the major rules for pedestrian safety: obey the speed limit; stop for pedestrians; check your vital signs; use crosswalks; and heads up, phones down. The campaign uses outdoor advertising, radio public service announcements, internet advertising and outreach materials including street signs, posters and tip cards to remind individuals of tips to avoid pedestrian/vehicle conflicts. The message also includes a reminder that police are enforcing pedestrian laws for the safety of all roadway users.

### ***New Jersey Bicycle and Pedestrian Advisory Council (BPAC)***

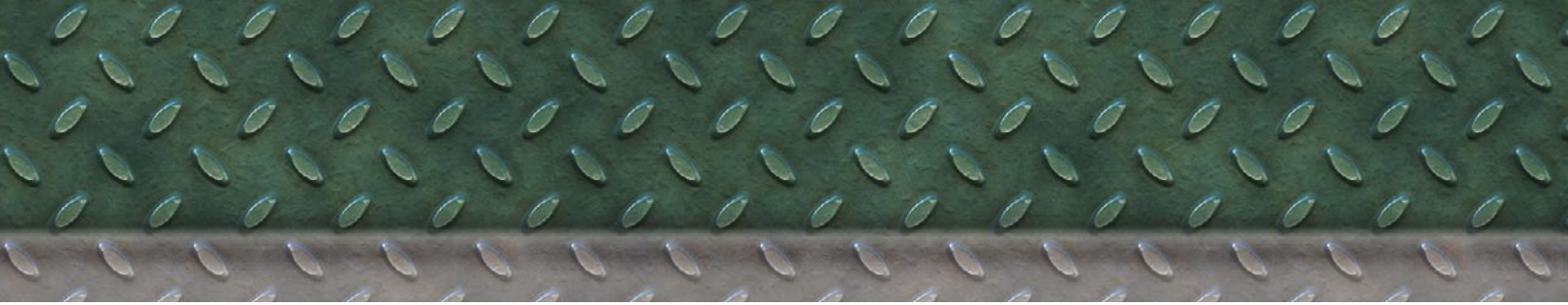
The BPAC is coordinated by the Alan M. Voorhees Transportation Center, in conjunction with the New Jersey Department of Transportation. The BPAC advises the Department of Transportation on policies, programs, research and priorities to advance bicycling and walking as safe and viable forms of transportation and recreation. Members of the Council include bicycle and pedestrian advocates, engineering and planning professionals, and staff members from local, county and State agencies from the transportation, health, environmental and enforcement fields.

### **New Jersey Bicycling Manual**



The Council contributed to the development of the New Jersey Bicycle Manual which provides information re-





quired by bicyclists to ride on roadways, proposed bicycle related recommendations to the State's Motor Vehicle Code (Title 39), evaluated local crosswalks and made recommendations to improve pedestrian safety. It also developed a paper on key policy and design issues for striped shoulders vs. bicycle lanes in the State's suburban and rural areas.

### ***Crossing Guard Program***

The New Jersey crossing guard training and resource program was funded jointly by the New Jersey Department of Transportation and DHTS. By combining grant sources, a full training and resource program has proven to be successful. The training program includes a PowerPoint presentation incorporating information from the guidance manual as well as references to on-line resources at the New Jersey Safe Routes to School Resource Center Crossing Guard website: <http://www.njcrossingguards.org>.

In 2017, representatives of the Voorhees Transportation Center conducted train the trainer classes at county police academies in Camden, Essex, Ocean and Somerset counties. Over 100 crossing guard supervisors attended the trainings.

### ***Bicycle Safety***

Funds were used by the Montclair Police Department to develop training materials for law enforcement officers in an effort to better enforce bicycle laws. A training power point was developed and used to train officers during roll-call. The police department also continued to provide safety talks at bicycle events to educate motorists and bicyclists on bicycle safety and enforcement details were conducted to enforce violations by both bicyclists and motorists.

The bicycle safety awareness program, coordinated and facilitated by the Division of State Police, continued the statewide education campaign for law enforcement professionals which focused on bicycle traffic laws and its offenders as it relates to injuries and fatalities. The program was an ongoing commitment to educate law enforcement officers, the communities and the public in a meaningful, proactive, and sensible approach in order to help curb injuries and fatalities that involve bicycle crashes. Additionally, emphasis was placed on educating New Jersey's school aged bicyclists on proper safety measures and consequences while utilizing a bicycle in their respective communities.

The Transportation Management Associations continued to hold bicycle safety programs for recreational riders as well as bicycle commuters. The programs emphasized techniques for safely sharing the road and a discussion on motor vehicle laws pertaining to bicyclists.

### ***Overview***

Reducing pedestrian and bicycle injuries and fatalities continues to be a challenge. Efforts continue to promote safe driving as well as the use and practice of safe walking and bicycling. Enforcement grants from both State and Federal funding sources that target high pedestrian and crash locations were again funded in 2017 in an effort to increase roadway compliance with appropriate traffic laws by motorists and pedestrians. DHTS continued to partner with law enforcement and transportation management agencies to promote safe and lawful riding practices, including the use of bicycle helmets and the importance of being highly visible while biking.

# DESCRIPTION OF FUNDED PROJECTS AND ACTIVITIES

## COMMUNITY TRAFFIC SAFETY PROGRAMS / TEEN DRIVER SAFETY • PROJECT SUMMARIES

### *Community Traffic Safety Programs*

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 communities. 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. Programs were developed in the following emphasis areas: pedestrian, bicycle and child passenger safety; aggressive, impaired, distracted, and teen driving; and seat belt use. The following counties received funds in 2017: Atlantic, Bergen, Burlington, Camden, Essex, Gloucester, Hudson, Middlesex, Morris, Somerset and Union.

### *Public Information*

DHTS continued to work with an online marketing firm with expertise in social media optimization to produce and promote content that furthers the division's mission to ensure safety on the roads. The campaign aimed to increase awareness of the State's several traffic safety initiatives. Twitter, Facebook, Pinterest and Instagram pages have been created that engage and inform the public about the division's campaigns and programs. The division's social media pages are as follows [twitter.com/NJTrafficSafety](https://twitter.com/NJTrafficSafety), [facebook.com/pages/New-Jersey-DHTS/196911917122852](https://facebook.com/pages/New-Jersey-DHTS/196911917122852), [pinterest.com/NJTrafficSafety/](https://pinterest.com/NJTrafficSafety/) and [instagram.com/njtraffic\\_safety/#](https://instagram.com/njtraffic_safety/#). The DHTS has over 4,200 Twitter followers, nearly 12,200 "like pages" on Facebook, over 1,800 followers on Pinterest and nearly 720 followers on Instagram.



### *Community Programs*

DHTS partnered with various non-profit organizations that provided outreach and networking with community groups, corporate employers and students. Examples of activities conducted in 2017 are provided below:

North Jersey Foundation for Safety (AAA Clubs of New Jersey) sponsored traffic crash investigation and traffic engineering and crash reconstruction courses at county police academies and Rutgers University. Presentations on pedestrian, bicycle and car seat/booster seat safety were held for elementary and middle school students. School and community group presentations were conducted, including *Dare to Prepare* – an interactive pre-permit



workshop designed to help parents and teens before and during the first few years of driving. Adult presentations on distracted and winter driving, driving in inclement weather and car fit educational programs for senior adults were also conducted. During the year, AAA clubs presented traffic safety programs to over 50,000 youths and adults.

The statewide Transportation Management Associations continued to deliver pedestrian safety and distracted walking programs within their network of communities, senior groups, schools, libraries and businesses to reinforce safe walking tips. *Traffic Safety Town*, an interactive streetscape program for elementary school students in grades 3 through 5, was conducted to teach them how to safely



navigate the streets on foot or bicycle. Bike programs were offered to children from age 5 and adults age 17 and up. Helmet fittings were also provided to ensure that helmets are properly fitted in an effort to prevent head injuries. The *Share the Keys* teen driving program



was delivered to high school students and driving safety programs for seniors were offered to help them stay safe while being mobile both on foot and in the vehicle.

Safe Kids New Jersey, together with its network of local coalitions reached out to parents, grandparents, healthcare providers, children and community members to promote motor vehicle and pedestrian safety through various initiatives. The *Children In and Around Cars* program instructs not only kids about occupant protection and vehicle safety, but also parents and other adults about proper safety belt/booster seat usage, preventing trunk entrapment and teaching families to never leave a child alone in a vehicle. The *Spot the Tot* program provided children and parents with an awareness of the space around their vehicles to prevent accidental “back-over” injuries and deaths which occur in driveways or parking lots.

The *Safe Kids Walk This Way* program was delivered as part of the “Walk This Way” program. Children were given a checklist that was used as they walked to school with their parents and volunteers to make note of all hazard areas that they encounter on their routes to school.

The Brain Injury Alliance of New Jersey (BIANJ) continued to build upon the foundation established during previous years with an emphasis on teen drivers, motorcycle riders, motorists, passenger safety and pedestrian safety. In order to promote the BIANJ’s transportation message, the organization continued with the implementation of the Champion Schools Program in high schools across the State to encourage teens to develop a teen driving safety campaign within their school. Emphasis was placed on developing pedestrian safety campaigns during the 2017 campaign. The BIANJ also continued to provide transportation safety-related programs for school-aged children and focused on helmet, pedestrian, motor vehicle and passenger occupant protection issues.

### ***Put the Brakes on Fatalities Day***

On October 10, 2017, the DHTS again participated in the national campaign; *Put the Brakes on Fatalities Day*, which is designed to call attention to motor vehicle fatalities that occur on our nation’s roadways. The day of awareness encourages motorists to obey all traffic laws, including: buckling up every ride, driving the posted speed limit, avoiding distractions while driving, and always being safe and sober behind the wheel. The statewide effort included press releases to local media outlets showing community-wide support for the initiative, placing the safety message on variable message boards and issuing proclamations declaring the municipality’s commitment to keeping roadways safe for all users.

# DESCRIPTION OF FUNDED PROJECTS AND ACTIVITIES

## COMMUNITY TRAFFIC SAFETY PROGRAMS / TEEN DRIVER SAFETY • PROJECT SUMMARIES (continued)

### Driving Simulators

Driving simulators were acquired by the Hamilton Township (Mercer County) school district and used for driver education training. Students within the district's three secondary schools received the benefit of practicing their driving skills in a safe environment with no risks and less fear of failure. Good driving habits are formed in the simulator room and then are carried out in the behind-the-wheel experience. Over a thousand students received training during the course of the year.

### Interchange

Two issues of the *Interchange* have been created in calendar year 2017. The *Interchange* is a one-page informational traffic safety newsletter that is emailed to the State's traffic safety partners. Members of the New Jersey Business & Industry Association (NJBI) also received the *Interchange* as a result of the partnership created between the DHTS and the NJBI. Approximately 400 copies of each issue have been emailed to partners within the traffic safety community.

### OneDOT

DHTS teamed up with representatives from NHTSA, FHWA, NJ Department of Transportation, Federal Rail, Federal Transit and Federal Motor Carriers to keep each other informed of agency priorities and to also explore how best to collaborate to support traffic safety in the State. Efforts focused on conceptualizing a New Jersey Pedestrian Action Plan that focuses on developing a unified approach to reducing pedestrian injuries and fatalities.



## interchange

2017 — ISSUE 1

### Be a fan of Sober Driving this Super Bowl

Football fans across the country will celebrate America's most watched national sporting event, Super Bowl LI, on Sunday, February 5. For many, the celebration will include drinking alcohol. That's why the Division of Highway Traffic Safety and law enforcement officials are teaming up with the National Highway Traffic Safety Administration (NHTSA) for a special **Fans Don't Let Fans Drive Drunk** reminder to urge all football fans to call the right play on Super Bowl weekend by passing the keys to a sober driver before the drinking begins.

[Super Bowl LI Fact and Tip Sheet](#)

### Designate a Sober Driver.

FANS DON'T  
LET FANS  
DRIVE DRUNK.



### Drug Recognition Expert Program 2017

In 2016, the sixth and seventh Counties came on board with County DRE callout programs. Somerset and Hunterdon Counties joined Atlantic, Bergen, Morris, Ocean, and Monmouth by developing a County DRE policy and submitting a grant to DHTS for DRE evaluations and court time. In addition, the New Jersey State Police now have DRE's available to assist with municipal cases where a DRE is needed. This is particularly good news in the Counties where there is no callout program.

Because of the exponential increase in opiate dependency and the fact that many impaired drivers in the last few years have no trace of alcohol, the need for DRE's has never been greater. Please be aware that it is a long training (9 days classroom and several field certification details) and that there is a process for selection of candidates. It starts with an application to the Alcohol/Drug Test Unit at NJSP.

Applications require a sign off from the Officer's Chief or Station Commander, a recommendation from a Certified DRE in good standing, as well as prerequisites such as SFST and ARIDE as well as DWI arrest numbers for four years.

There are three DRE classes scheduled for FY2017.

[FY2017 DRE Application](#)

### SPOTLIGHT

Every day, 28 people in the United States die in an alcohol-related vehicle crash—that's one person every 53 minutes.

[Man in the Mirror Video Link](#)



Take **5 MINUTES** for safety

Find your VIN on your car dashboard, insurance documents or registration.

Use the VIN look-up tool at [safercar.gov](#) to check for recalls.

If you have a recall, get it fixed for free at your dealer.

SAFE CARS SAVE LIVES  
CHECK FOR RECALLS

NHTSA

### Safe Cars Save Lives

Protect yourself and the ones you love. Go to <https://www.safercar.gov/Vehicle-Owners/Check-For-Recalls/CheckForRecalls> and enter your vehicle identification number (VIN) to find out if your vehicle is included in any recalls. NHTSA recommends checking for recalls on your vehicle at least twice a year.



[Ice & Snow Informational Palm Card](#)

### IN THE NEWS

- [USDOT Proposes New Guidelines to Address Driver Distraction](#)
- [The Deadliest NJ Counties for Motorists in 2016](#)
- [Our Cars Are Safer, So Why Are Fatal Accidents in NJ Rising?](#)
- [Senate Panel Approves Adiego's "Task Force on Safety in School Transportation"](#)

### UPCOMING EVENTS & TRAINING OPPORTUNITIES

- Child Passenger Safety Technician Certification Course registration can be accessed thru the link below with course offerings thru July: [CPS Certification](#)
- Save the Date — 13th NHTSA Region 2 CPS Technical Conference — March, 2018
- Distracted Driving — April
- Click it or Ticket — May



## SAFE PASSAGE

moving toward zero fatalities

[WWW.NJSAFERROADS.COM](http://WWW.NJSAFERROADS.COM)





### ***Speed Detection Program***

Both radar and laser speed detection devices have been effective tools used by State Troopers assigned to patrol on both highway and rural roadways. Radar and laser team details used by the State Police for saturation enforcement resulted in over 35,000 speeding summonses during the fiscal year. The Bergen County Sheriff's Office also received funds to conduct overtime selective enforcement speed enforcement programs. Over 320 overtime hours were worked and approximately 1,600 speeding summonses were issued.

### ***Comprehensive Law Enforcement Programs***

Pedestrian safety, seatbelt enforcement, aggressive driver, and driving while intoxicated were the core components of the comprehensive traffic safety programs conducted in Brick Township, Jersey City, Toms River, Egg Harbor Township, Wall Township, Edison, Clinton Township and Camden County. Pedestrian decoy enforcement details were held at specific problem locations. Educational efforts included the dissemination of materials at schools, parks, stores and transportation hubs to minimize the risk of pedestrian crashes. Various enforcement and education programs were conducted to encourage seat belt use. Materials were also distributed at community meetings, city and county events, and at colleges and high schools on the risks of aggressive and distracted driving. Overtime patrols were used by police to deter aggressive and distracted driving incidents and apprehend drunk drivers. The Division of State Police also conducted Graduated Driver Licensing (GDL) enforcement details in an effort to deter and detect GDL licensed drivers who were in violation of the law. Presentations to high school students on topics including motor vehicle laws, driver distractions, occupant protection and driving after consuming alcohol or drugs were also presented.

### ***Distracted Driving Crackdown***



New Jersey was one of only three States to receive dedicated distracted driving incentive grant funds from the NHTSA. The funding allocation allowed the DHTS to award overtime enforcement grants to 192 police agencies during National Distracted Driving Awareness Month in April, 2017. The *U Drive. U Text. U Pay* distracted driving statewide crackdown resulted in 15,292 summonses for cell phone use/texting and 7,003 for careless driving.

During the month, Attorney General Christopher Porrino also announced the rebranding of the State's #77 program. The #77 program, first instituted in 1995 to combat aggressive driving, was expanded in a unique initiative. The new initiative opened up #77 to callers reporting



# DESCRIPTION OF FUNDED PROJECTS AND ACTIVITIES

## POLICE TRAFFIC SERVICES • PROJECT SUMMARIES *(continued)*



drivers using cell phones or otherwise driving distracted. The Division of State Police also sent letters, where possible, to those reported. The letters warn motorists that their vehicles have been spotted being driven dangerously or by a distracted driver and informed them of the penalties if caught by police. As of October 4, 2017, 2,138 calls about distracted drivers were received and 1,232 letters were mailed. The program helped spread the word that the law enforcement community is taking seriously the impact that unsafe driving has on the public.

In an effort to further combat the incidence of talking and texting, the Motor Vehicle Commission continued to promote its [JustDrive.com](http://JustDrive.com) campaign. Developed and

**JUSTDRIVE.COM**

managed by the Commission, the web, television, print, radio and billboard campaign highlights the dangers and penalties for distracted driving and features an interactive website that includes a forum for citizens to share

their own experiences and thoughts about the irresponsible behavior. The website also serves as a repository of information on the subject from federal, state and local entities.

### ***Training***

State and local police personnel attended numerous highway traffic safety and crash investigation training courses funded by DHTS. Crash Investigation I, which instructs officers on techniques for investigating collisions on roadways, was attended by 316 police officers at ten classes. Crash Investigation II, completed by 189 officers at seven classes, placed an emphasis on vehicle damage analysis and vehicle behavior during collisions. Three Traffic Crash Reconstruction classes were also offered and attended by 91 police officers. Eight specialized crash investigation courses were attended by 213 police officers.

### ***Traffic Safety Resource Prosecutor***

Due to the numerous municipalities and varying degrees of prosecutorial experience, the Traffic Safety Resource Prosecutor (TSRP) has provided training and support for these diverse entities. The TSRP has assisted prosecutors with complex legal issues regarding drug-impaired driving and disseminated pertinent information regarding drugged driving prosecutions. Training has also been provided to municipal and assistant prosecutors on how to prosecute drug-impaired driving cases. Training was conducted for Drug Recognition Experts, *Cops in Court for DREs*, on testifying and report writing and legal advice was provided to the Office of Forensic Sciences and the Division of State Police in the replacement of the Alcotest 7100 chemical breathe testing instrument. Training was conducted for certified radar instructors and assistant and municipal prosecutors were provided with relevant and new case law.





### ***Fatal Crash Unit***

The State Police Fatal Accident Investigation Unit performed many functions related to the investigation of fatal and serious injury motor vehicle crashes and the collection of statistical data related to fatal crashes. Unit personnel investigated serious and fatal crashes that occurred in the patrol areas of the State Police and responded to requests for technical assistance with on-scene investigations and/or post collision investigation from county prosecutors' offices and municipal police departments. Proper documentation of crash scenes is a vital part of any investigation and is critical to the successful prosecution of any criminal charges that result. Unit personnel relied on their advanced training and technical expertise as well as their specialized equipment in order to effectively and efficiently perform these vital functions.



### ***Data-Driven Approaches to Crime and Traffic Safety (DDACTS)***

To help law enforcement agencies operate with a higher degree of efficiency, the NHTSA, in cooperation with many local law enforcement leaders around the country, developed a law enforcement operational model that addresses competing demands for increased services. The DDACTS model places focus on traffic law enforcement

as a tool in reducing crime, crashes, and traffic violations in a community. The DDACTS relies on seven principles for its implementation: data collection, data analysis, community partnerships, strategic operations, information sharing and outreach, program monitoring, and measuring outcomes. The DHTS funded DDACTS projects in the following two communities: Monmouth County Sheriff and Toms River. Additionally, several municipal agencies have adopted the DDACTS model without funding.

The Monmouth County Sheriff's Office has a shared services agreement with Middletown Township and Tinton Falls Boro Police Departments to implement a county-wide DDACTS program with these departments. Location-based crime and traffic crash data have been provided to both Tinton Falls and Middletown Township and the information has been used to establish policies and targeted enforcement strategies. The DDACTS model has also been implemented in Toms River where proactive patrols have been deployed to hot spots and focal points identified in the model. This approach has produced a five percent reduction in traffic crashes at these locations.

### ***Law Enforcement Liaison***

The Law Enforcement Liaison duties included: providing assistance to DHTS staff in the promotion and monitoring of law enforcement grants during the seat belt, impaired driving and distracted driving mobilizations, promoting the division's traffic safety initiatives at monthly meetings of the State Association of Chiefs of Police and at monthly and quarterly meetings of the Traffic Officers Association, sharing news on traffic safety topics and initiatives with municipal Chiefs of Police via Email blast, coordinating the *Click it or Ticket* border to border enforcement operation, and attending regional and national conferences to share and learn about new enforcement programs.

# DESCRIPTION OF FUNDED PROJECTS AND ACTIVITIES

## ROADWAY SAFETY • PROJECT SUMMARIES

### Work Zone Safety

Roadway construction is a necessary part of maintaining and upgrading the roadway system. The combination of more work zones and heavier traffic volumes means work zones are having a greater effect on roadway systems. The safe and efficient flow of traffic through work zones is a major concern to transportation officials, industry, the public, businesses and commercial motor carriers. In an effort to address the on-going issue of work zone safety, the following workshops were held for over 600 law enforcement officers and municipal and county public works/utility personnel: three multi-day police work zone safety train the trainer sessions, three half-day sessions of work zone safety awareness for local police, one half-day session of police work zone safety refresher training, and three half-day sessions of work zone safety awareness for municipal and county public works/municipal utilities personnel.

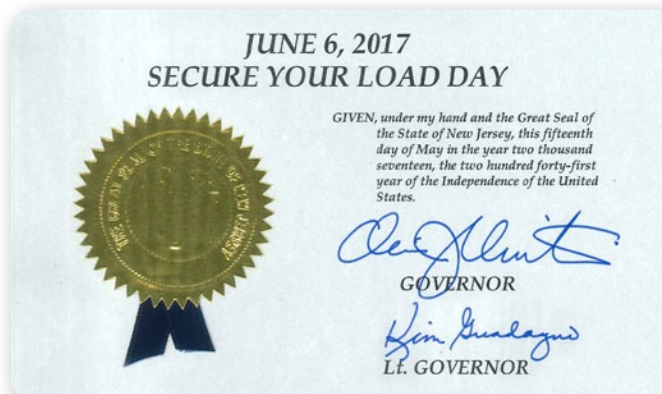
The Annual Work Zone Safety Conference was held on March 29, 2017 at the Conference Center at Mercer County Community College. The conference was hosted by the New Jersey Local Technical Assistance Program at Rutgers Center for Advanced Infrastructure and Transportation and the New Jersey Work Zone Safety Partnership. The conference, now in its 18th year, promoted work zone safety awareness through presentations and panel discussions with labor, industry, and law enforcement on new technologies and best practices. The New Jersey Work Zone Safety Excellence Awards were also presented in recognition of those that have demonstrated effective temporary traffic control in planned work zones on the State's roadways. These awards showcased the efforts of individuals, companies, and roadway agencies to inspire all in the area of work zone safety.

### Traffic Engineering Interns

The Warren County road system experiences approximately 900 reported traffic crashes annually. In order to minimize these crashes, high crash locations are identified and analyzed for appropriate improvements. A project was funded during the summer months with the Warren County Engineers Office that used the services of engineering students to collect traffic crash data and assist in performing safety studies at high crash locations. Under the supervision of the Assistant County Engineer, the students gathered crash data, created a computerized crash database, and performed field investigations as needed. High crash locations were identified and studied for possible improvements. Two reports were prepared during the grant year: *Warren County Road System Year 2016 Traffic Crash Data and Safety Assessment* and *Warren County Road System 2016 Traffic Study Locations Report*.

### Secure Your Load Day

The AAA Foundation for Safety reports that more than 200,000 crashes over the past four years were caused by road debris. New Jersey joined 46 States and the Virgin Islands in raising awareness of the dangers of this avoidable hazard. A proclamation was signed by Governor Christie declaring June 6th as *Secure Your Load Day* in an effort to further educate the public.





Traffic records 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:

### ***NJTR-1 Training***

The NJTR-1 crash record form is completed by law enforcement for any incident resulting in injury, death or damage in excess of \$500. Twelve half-day NJTR-1 refresher training workshops were conducted at ten training locations throughout the State. A total of 379 State, county, and municipal police officers coupled with engineering, data and safety personnel from 115 departments were trained in how to properly complete the crash form.

### ***Statewide Traffic Records Coordination and Analysis***

The Statewide Traffic Records Coordinating Committee (STRCC) exists to facilitate the integration and exchange of traffic records data between federal, state and local traffic-related agencies and organizations in an effort to reduce fatalities, crashes and injuries. The STRCC includes agency representatives involved in highway safety, highway infrastructure, law enforcement and adjudication, public health, injury control and motor vehicle and driver licensing. The Committee provides a forum for the discussion of highway safety data and traffic records issues, represents the interests of the agencies and organizations within the traffic records system and develops a traffic records strategic plan. Four quarterly meetings of the Committee were held during the fiscal year. The Committee also assisted the Department of Transportation's Safety

Team with technical support to upgrade and enhance the existing roadway inventory database to include additional data elements as per the Model Inventory of Roadway Elements (MIRE) developed by NHTSA.

The NJTR-1 Police Accident Report was fully revised and deployed on January 1, 2017 for use by all police agencies. The *Definition and Guidebook* was also revised to reflect the changes of the NJTR-1 crash report.

New crash analysis software, known as the *Crash Analysis Tool*, was created and developed in coordination with the Utah Department of Transportation. This tool is housed at the Center for Advanced Infrastructure and Transportation (CAIT) at Rutgers University and was used to provide information to transportation safety users.

An assessment of the State's traffic records system was conducted between February 10 and May 22, 2017 by a team of traffic records experts from around the country. The team conducted an in-depth review of the State's crash, vehicle, driver, roadway, citation, and adjudication and injury surveillance systems. Following the review, a report was generated and provided to the DHTS. The conclusions of the report will be used by the STRCC to develop recommendations and strategies to improve the State's traffic records system.

### ***Electronic Patient Care Reporting***

The Department of Health, Office of Emergency Medical Services continued to implement electronic patient care reporting (ePCR) for mobile intensive care programs. Prior to the ePCR program, all patient data was collected individually by multiple organizations either manually or through unlinked desktops and servers. With the ePCR program, patient and circumstantial data is collected

# DESCRIPTION OF FUNDED PROJECTS AND ACTIVITIES

## TRAFFIC RECORDS • PROJECT SUMMARIES *(continued)*

through tablet personal computer devices by the Advanced and Basic Life Support providers who are the first responders. As the data fields are completed, the information is transferred via modem, in real-time, to the closest hospital so all relative data to the patient and their injuries are available upon arrival. Simultaneously, data is also transmitted to the Office of Information Technology data warehouse where EMS providers as well as the Division of State Police, Department of Transportation, Motor Vehicle Commission and other agencies can access the data for report purposes. In essence, all patient information is captured electronically as one chart at the site of the injury, shared with any treatment facility, updated to those facilities and used by multiple State and federal agencies to produce their required reports.

The State also utilized the National Emergency Management Information System data dictionary to define elements contained in the EMS patient care record. To increase the quality and quantity of the records collected, the Office of Information Technology implemented a new data bridge that has been linked to the Crash Data Warehouse in partnership with the Department of Health. The transitioning to the bridge system in 2016 has allowed for more accurate and detailed analysis of EMS data. The total number of records transmitted to the data bridge increased by 13.35 percent from 1,129,561 in 2016 to 1,280,416. Also, the average number of days for the data to be entered decreased from 15 to 8.

### ***Crash Data Integration***

The on-going project data integration project, administered by the Office of Information Technology, continues to integrate data collected by police agencies and maintained by the Department of Transportation and the Division of State Police, injury and fatal data collected by volunteer

and career EMS units and maintained by the Department of Health, and motor vehicle inspection and driver data maintained by the Motor Vehicle Commission.

The Data Warehouse is a data storage and retrieval system designed to be a one-stop location for data access. The Data Warehouse has built-in query and export functions that help end-users acquire safety related data. The benefits of the data warehouse have included improvements to data quality and accessibility and allowed for better decision making.

### ***Crash Data Geocoding***

Of the hundreds of thousands of NJTR-1 crash records that are generated each year, a large percentage of them are missing the exact location of the crash. Procedures are in place at the Department of Transportation to geocode these records programmatically, but not all attempts have been successful due to other incomplete information on the records. An unacceptable number of records are excluded from information needed by statewide agencies to determine problem locations and crash clusters (hot spots) that can be ameliorated by applying crash countermeasures.

Over the past four years (2014-2017), Rutgers' students have geocoded over 130,000 records. Until the time comes when crash reports are generated and submitted electronically, with precise GIS information automatically entered at the site of the crash, there will always be records that need to have the crash location pinpointed. The nearly 28,000 crash records geocoded in 2017 were shared with the Bureau of Safety Programs at the Department of Transportation who then uploaded the enhanced records to the Crash Database, impacting the completeness and quality of crash data available in the State repository.



## MOTORCYCLE SAFETY • PROJECT SUMMARIES

Increasing awareness of the vulnerability of motorcycles on the road and promoting ways drivers of other vehicles are informed about safely sharing the road with motorcyclists was an initiative undertaken by the Brain Injury Alliance of New Jersey. The Alliance promoted the *Share the Road* message that targeted automobile drivers and the general public in an effort to increase awareness of motorcycles on the road and how they can contribute to keeping motorcyclist safe. Raising awareness was supported by increased messaging through traditional and social media. Programs for motorcyclists provided information on proper helmet use, safe riding gear and

exhibiting sound judgment when riding. The message was also promoted to new drivers through the Champion Schools Program where teens from high schools develop creative projects to encourage safe driving.

The Brain Injury Alliance continued to maintain the *NJSmartDrivers* website to educate the general public about the importance of sharing the road. The Motorcycle Safety Foundation's curriculum for certified rider coaches was also updated. Training for rider education instructors on the new curriculum was provided at seven locations throughout the State.

**SMART TRAINING**  
Riders with certified training have fewer crashes and sustain fewer injuries!

Learn from the best — take a rider training course certified by the Motorcycle Safety Foundation (MSF). From Basic Rider (BRC) and Basic Rider 2 (BRC2) to Street Rider and Advanced Rider (ARC) courses.

Be a life-long learner! Riding courses teach and improve a variety of skills, including:

- Hand and foot controls
- Effective turning
- Braking maneuvers
- Proper gear selection
- Obstacle avoidance
- Traffic strategies

Visit our website or download our app for a list of training sites.

**+** Many insurance carriers offer a discount for completing a certified training course every 2-3 years. Contact your carrier for details.

**DOWNLOAD OUR FREE APP!**  
Keep track of your gear, find training sites, get reminders and earn points for discounts and prizes! Download "NJ Smart Riders" in the app store.

**PLEDGE TO SHARE THE ROAD**  
Affirm your commitment to a safer New Jersey by making a pledge to ride safe at [njsmartriders.org](http://njsmartriders.org)

**Brain Injury Alliance**  
NEW JERSEY

825 Georges Road  
North Brunswick, NJ 08902  
(732) 745-0200

[njsmartriders.org](http://njsmartriders.org)

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[njsmartriders.org](http://njsmartriders.org)

Funded by the New Jersey Division of Highway Traffic Safety.

# PAID AND EARNED MEDIA

## *Latino Traffic Safety Awareness*

Motor vehicle related crashes remain the leading cause of death for Latinos ages 1 to 34. Latinos have lower seatbelt and child passenger restraint usage rates when compared to other populations and are overrepresented in alcohol related crashes. Forty-seven percent of Latino fatal crashes are alcohol-related. The disproportionate risk is compounded by the growth of this population. New Jersey's Latino population has increased by 39 percent in the last 10 years and is projected to continue growing at record levels. The Latino population is further diversified by the numerous countries of origin. The largest Latino origin groups are Mexican, Puerto Rican, Columbian, Cuban, Salvadorian, Dominican, Guatemalan, Ecuadoran, Honduran and Peruvian.



Reaching this underserved population remains a priority for the DHTS, one which is accomplished through public outreach and education. Effectively messaging and educating this high risk population is complicated by language and cultural barriers as well as the New Jersey media market which is split between two of the largest US markets, Philadelphia and New York. Advertising is costly in these markets and must be duplicated in both media markets to effectively reach New Jersey's Latino population.

The DHTS works with Spanish language media partners through year-round paid and earned media by promoting all areas of traffic safety and complimenting NHTSA's national communications plan with a specific emphasis on occupant restraint and impaired driving. DHTS has worked to identify quality media partners and cultivate relationships that have resulted in deeply discounted rates for advertising. Print media is the primary outlet used based on cost and research. According to the National Association of Hispanic Publications, over 80 percent of Hispanics surveyed indicated they read a Spanish language publication at least once a week. Hispanic publications are also a trusted source of advertising and information.

The Division expended a total of \$88,800 in 2017 with the following media partners:

### *Hechos Positivos Newspaper*

(\$36,000 full page ad and Director's message) - monthly publication with circulation of 5,000 throughout Bergen, Morris, Hudson and Passaic Counties.

### *Reporte Hispano Newspaper*

(\$52,800 full page ad - twice monthly) - weekly publication of 55,000, which is distributed throughout the State.

### *New York Jets*

DHTS partnered with the New York Jets to promote awareness of the dangers of impaired driving. In-game radio commercials (two :30 second pre-recorded impaired driving messages and one in-game live read) were announced during all home and away games throughout the 2016-2017 season. In addition, fans entering the stadium were greeted by ten full-color video pylons, 50' high x 20' wide. The pylons feature back-to-back video signage with rotating messages. The *Drive Sober Or Get Pulled Over* message was featured on the video signage boards before and after each home game. The Division expended \$100,000 on this program.



# RECENT LEGISLATIVE ENACTMENTS

The following highway safety legislation was approved during calendar year 2017.

## ***P.L. 2017, c.43***

This act expands the “move over law” requirement to include sanitation vehicles displaying flashing amber warning lights. Specifically, the act requires the operator of a motor vehicle approaching a stationary sanitation vehicle to approach with due caution and, absent any other directions by a law enforcement officer, make a lane change into a lane not adjacent to the sanitation vehicle, if possible. If a lane change is not possible, the operator is to reduce the speed of the motor vehicle to a reasonable and proper speed for the existing road and traffic conditions. The act also provides that sanitation vehicles must display flashing amber warning lights while stopped upon a street and while engaged in the collection of garbage, solid wastes and refuse or while moving between stops at a speed not greater than 10 miles per hour. Approved on May 1, 2017, this act became effective immediately.

**THE NEW JERSEY MOVE OVER LAW**

**Slow Down  
Move Over**

**MOVE OVER**  
when you see stopped  
emergency or service vehicles

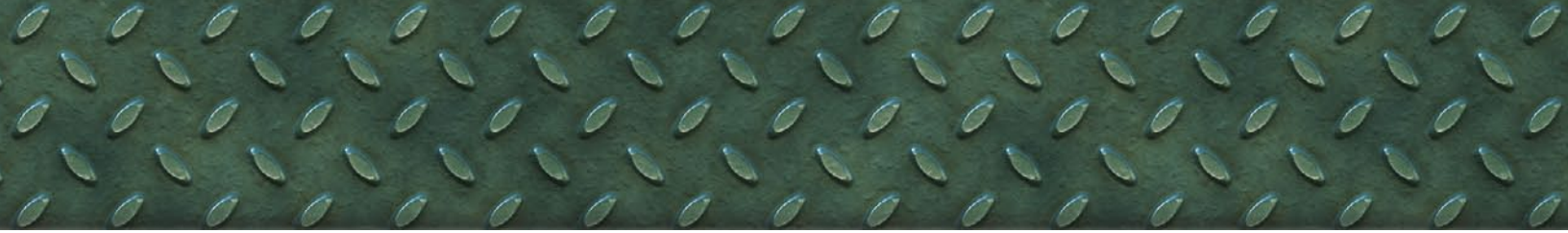
**It's the Law!**  
[www.MoveOverLaw.com](http://www.MoveOverLaw.com)

## ***P.L. 2017, c. 165***

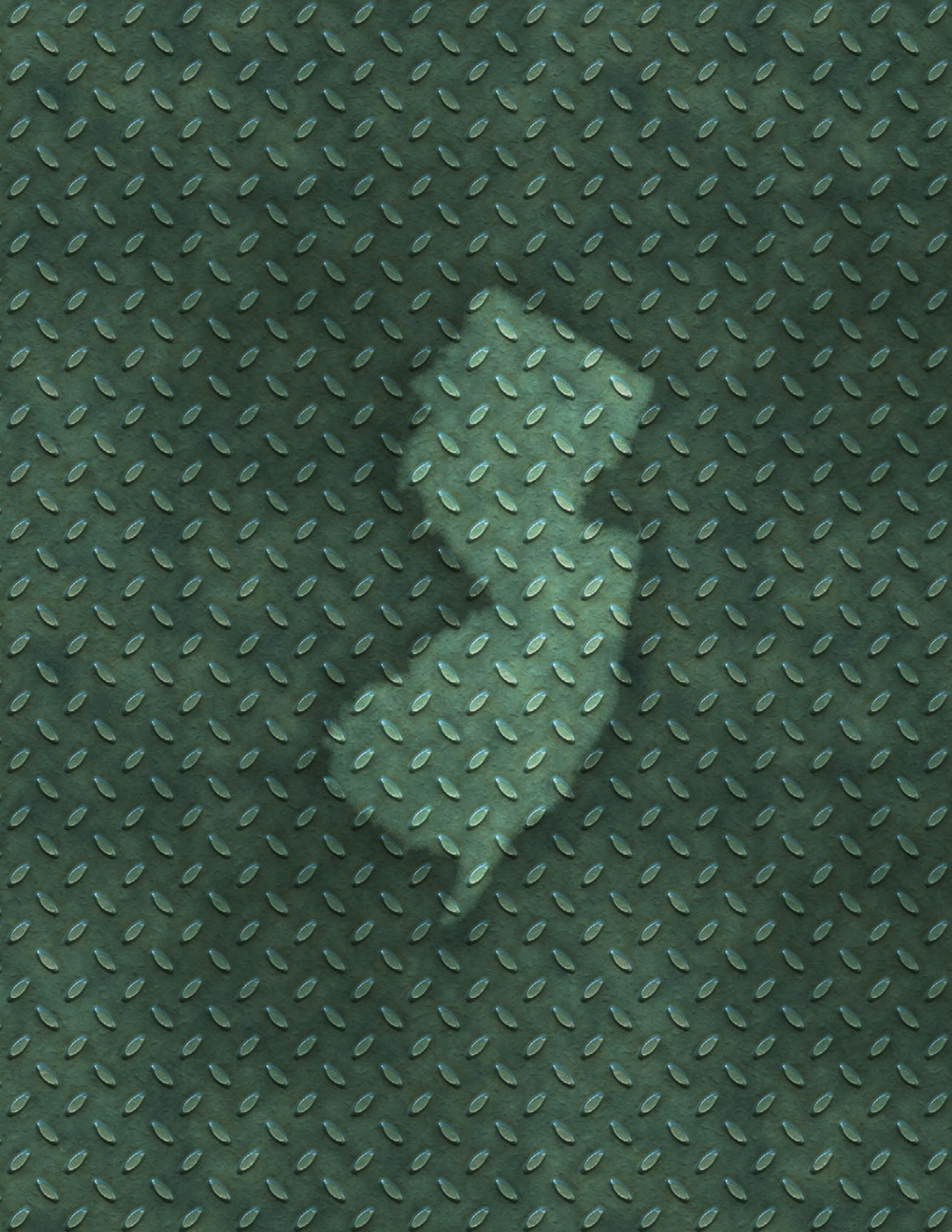
This act establishes the crime of negligent vehicular homicide for killing a person while drunk driving. Under the act, criminal homicide constitutes negligent vehicular



homicide when it is caused by negligently driving a motor vehicle in violation of the State’s drunk driving laws. Negligent vehicular homicide is a crime of the third degree under the act. Third degree crimes generally are punishable by a term of imprisonment of three-to-five years, a fine of up to \$15,000 or both. But the act specifies that the presumption of non-incarceration that normally applies to persons convicted of third degree crimes who have no previous convictions does not apply. Therefore, a violator will receive a minimum three-year term of imprisonment. Under the act, drunk drivers who cause a person’s death could be prosecuted for negligent vehicular homicide and required to serve a significant jail sentence. Approved on July 21, 2017, this act became effective immediately.











# SAFE PASSAGE

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