

# Highway Safety Annual Report

## STATE OF NEW JERSEY

FEDERAL FISCAL YEAR 2010 • October 1, 2009 through September 30, 2010



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GOVERNOR  
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LT. GOVERNOR



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ATTORNEY GENERAL



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## 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 and political subdivisions. 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 2010 (FFY 2010), 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 (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.

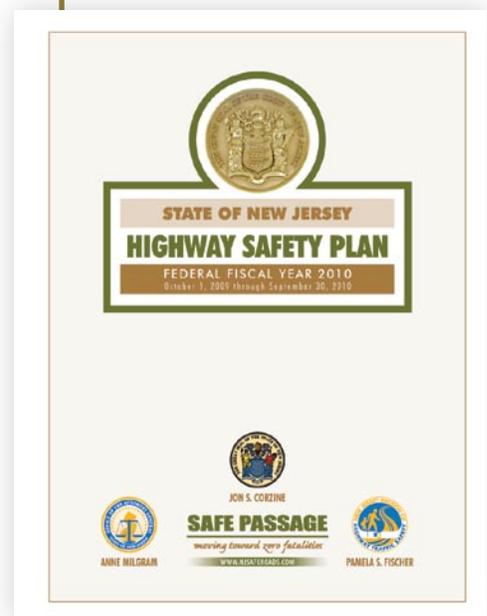


## EXECUTIVE SUMMARY

The Highway Safety Plan Annual Report for FFY 2010 (October 1, 2009 - September 30, 2010) 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 1906 Incentive Grant Program to Prohibit Racial Profiling, 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, motorcycle safety, roadway safety, and traffic records. DHTS funded 616 projects, totaling over \$14 million, 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 and the Pedestrian Safety, Enforcement and Education 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 2010 Highway Safety Plan. Based on available data, DHTS anticipates achieving 11 of its 15 performance measures. This success can be attributed to the diversity of projects and activities funded by DHTS at the state, county and local levels.

The cooperation and participation of governmental and private sector partners 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, New Jersey Prevention Network 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 2010 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

Traffic fatalities decreased from 590 in 2008 to 584 in 2009. The decrease in traffic fatalities is a further decline from the previous year when the lowest number of deaths in the State had been recorded since 1948. The total number of persons injured in motor vehicle-related crashes also declined from 94,343 to 93,562 for the same period of time. Based on preliminary data received for the current year, this downward trend is expected to continue in 2010.

While New Jersey experienced another year of record front seat belt usage, the rate increased for the 14th consecutive year to 93.73 percent, backseat belt use by adults stands at just 27 percent. Increasing back seat belt use is critical since nearly half of motor vehicle occupants killed in crashes between 2000 and 2009 were unrestrained. Alcohol consumption continues, as in previous years, to play a significant role in motor vehicle crashes. The percentage of alcohol related fatalities increased to 32 percent in 2009. Pedestrian fatalities account for nearly 27 percent of all traffic fatalities which is 14 percentage points higher than the national average. Indications are that pedestrian fatalities are expected to decrease in 2010.

Teen driver and teen passenger (16-20 years old) fatalities have declined every year since 2001 with the exception of 2006. Teen drivers and their passengers involved in crashes decreased by 16 percent in 2009 from 57,355 in 2008 to 47,960. Older driver (65 and older) fatalities have decreased by 40 percent from 2003 to 2009 despite a growing 65 plus population. Both of these trends are expected to continue in 2010.

Motorcyclist fatalities dropped again in 2009 from 85 in 2008 to 65. This represents a decrease of 34 percent since the nine-year (2001-2009) high of 99 fatalities in 2006. Preliminary data for 2010 indicates another decrease in motorcycle fatalities for the year. Bicycle fatalities decreased by 30 percent in 2009 from 20 in 2008 to 14. Preliminary data indicates the number of bicyclist fatalities will remain stable in 2010.



Driver distractions are a leading cause of motor vehicle crashes and near-crashes. Secondary activities have become an everyday occurrence behind the wheel of many motorists. Despite strong enforcement, with an average of 10,000 tickets written a month, the use of hand-held cell phones and texting by drivers persists.

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 2010 Highway Safety Plan. The ten core outcome measures, two behavior measures and three activity measures set forth in the 2010 Plan are listed below:

### CORE OUTCOME MEASURES

Goal	Results
1. To decrease traffic fatalities by 3 percent from the 2006-2008 calendar base year average of 695 to 674.	The number of traffic fatalities in 2009 totaled 584 or a reduction of 13 percent from the base year average of 674. As of November 23, 2010, there were a total of 495 fatalities or 5 percent less than the previous year for the same date.
2. To decrease serious traffic injuries by 2 percent from the 2006-2008 calendar year base average of 1,936 to 1,878.	The number of serious injuries increased to 2,557 in 2009 or a 36 percent increase from the base year average of 1,878. As of September 30, 2010 the number of serious injuries for the year totaled 1,676.
3a. To decrease fatalities/vehicle miles traveled (VMT) from the 2006-2008 calendar year base year average of 0.931 to 0.904.	The VMT in 2009 is estimated at 0.80 and a further reduction to 0.79 is anticipated in 2010.
3b. To decrease rural fatalities/VMT from the 2006-2008 calendar base year average of 0.124 to 0.120.	The VMT for rural roadways in 2009 is estimated at 0.110 and a further reduction to 0.109 is anticipated in 2010.
3c. To decrease urban fatalities /VMT from the 2006-2008 calendar base year average of 0.805 to 0.780.	The VMT for urban roadways in 2009 is estimated at 0.760 with an anticipated reduction to 0.750 in 2010.
4. To decrease unrestrained passenger vehicle occupant fatalities in all seating positions by 4 percent from the 2006-2008 calendar year average of 212 to 204.	The number of unrestrained occupant fatalities in 2009 was 144 or a reduction of 29 percent from the base year average of 204. As of September 30, 2010, the number of unrestrained passenger vehicle occupant fatalities totaled 110.
5. To decrease alcohol impaired driving fatalities by 4 percent from the 2006-2008 calendar base year average of 191 to 184.	The number of alcohol impaired driving fatalities in 2009 was 149 or a reduction of 19 percent from the base year average of 184*. Information regarding this core outcome measure is not available for 2010 at this time.
6. To decrease speed-related fatalities by 3 percent from the 2006-2008 calendar base year average of 67 to 65.	The number of speed-related fatalities in 2009 was 95 or an increase of 46 percent from the base year average of 65. As of September 30, 2010 there were a total of 49 speed-related fatalities.
7. To decrease motorcycle fatalities by 4 percent from the 2006-2008 calendar year base average of 89 to 85.	There were a total of 65 motorcycle fatalities in 2009 or a decrease of 24 percent from the base year average of 85. As of September 30, 2010, there were 56 motorcycle fatalities.

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

**CORE OUTCOME MEASURES (continued)**

Goal	Results
8. To decrease unhelmeted motorcycle fatalities by 17 percent from the 2006-2008 calendar base year average of 12 to 10.	There were a total of 14 unhelmeted motorcycle fatalities in 2009 or an increase of 40 percent from the base year average of 10. As of September 30, 2010, there were a total of 5 unhelmeted motorcycle fatalities reported.
9. To decrease drivers age 20 or younger involved in fatal crashes by 5 percent from the 2006-2008 calendar base year average of 108 to 103.	The number of drivers age 20 or younger involved in fatal crashes in 2009 totaled 81 or a decrease of 21 percent from the base year average of 103. Information regarding this core outcome measure is not available for 2010 at this time.
10. To reduce pedestrian fatalities by 3 percent from the 2006-2008 calendar base year average of 149 to 145.	The number of pedestrian fatalities in 2009 totaled 157 or an increase of 8 percent from the base year average of 145. As of November 23, 2010, there were a total of 118 pedestrian fatalities.

**BEHAVIOR MEASURES**

Goal	Results
1. To increase statewide observed seat belt use of front seat occupants in passenger vehicles by 1 percentage point from 92.67 percent in 2009 to 93.67 percent by December 31, 2010.	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 93.73 percent in 2010.
2. To increase statewide observed use of adult back seat occupants in passenger vehicles by 2 percentage points from 32 percent in 2009 to 34 percent by December 31, 2010.	From 2009 to 2010, the rear-seat passenger usage rate decreased by 5 percentage points to 27 percent.

**ACTIVITY MEASURES**

Goal	Results
1. To increase the number of seat belt citations issued during grant funded enforcement activities from 46,026 in 2008 to 47,100 by December 31, 2010.	There were a total of 46,118 seat belt citations issued during grant funded enforcement activities in 2010.
2. To increase the number of impaired driving arrests made during grant funded enforcement activities from 3,498 in 2008 to 3,585 by December 31, 2010.	There were a total of 4,258 impaired driving arrests made during grant funded enforcement activities in 2010.
3. To increase the number of speeding citations issued during grant funded enforcement activities from 9,643 in 2008 to 9,900 by December 31, 2010.	There were a total of 23,953 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 52 grants, totaling \$6,385,636.

### **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 161 grants, totaling \$771,004.

### **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 46 grants, totaling \$1,846,521.

### **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 three grants totaling \$573,888.

### E. Section 410 Program

The Section 410 Grant funds programs that address driving under the influence of alcohol and drugs. DHTS awarded 328 grants, totaling \$3,581,272.

### F. Section 1906 Program

The Section 1906 Grant provides funds to enact and enforce laws that prohibit the use of racial profiling in the enforcement of traffic laws on Federal aid highways, and to implement and allow for public inspection of statistics on motor vehicle stops. DHTS awarded two grants, totaling \$162,000, to the Office of Law Enforcement Professional Standards and the Clinton Township Police Department to establish a pilot program.

### G. 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 \$144,587 under this program to the New Jersey Motor Vehicle Commission.

### H. 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 23 grants, totaling \$591,600.

## 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



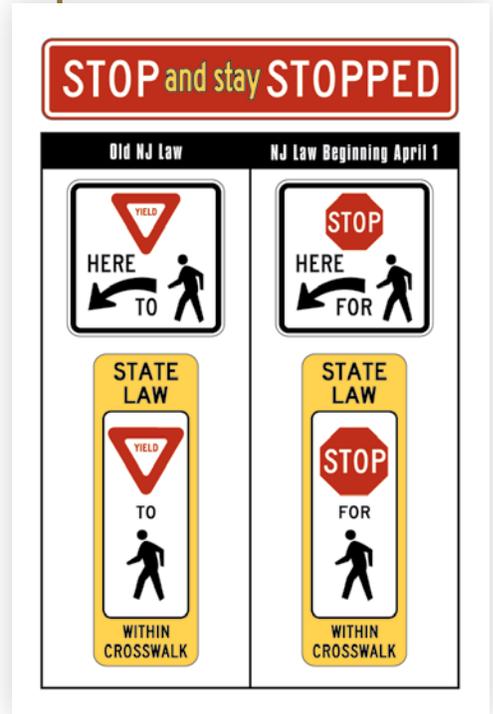
contribution to the fund. Law enforcement agencies, through application to DHTS and approval of the Director, may use DDEF monies for DWI enforcement patrols and any other appropriate DWI countermeasures. DDEF funds totaling \$3,269,141 were distributed to law enforcement agencies during State Fiscal Year 2010 (July 1, 2009 – June 30, 2010) 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 and stay stopped for a pedestrian crossing the roadway within any marked crosswalk. 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. A total of \$256,912 was available beginning July 1, 2010.

**C. Motorcycle Safety Education Program**

The motorcycle safety education 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. In 2010, training was offered solely at private locations by public and private educational institutions. The New Jersey Motor Vehicle Commission, while continuing to administer the statewide program, discontinued offering the motorcycle safety education course in 2009. A total of 7,100 riders were trained in 2010 compared to 7,201 the previous 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 *Over the Limit, Under Arrest* 2009 year-end crackdown raised awareness about the dangers of impaired driving during a time of the year when impaired driving increases by as much as 10 percent. DHTS invited 493 police agencies to participate in the holiday campaign, which ran from December 7, 2009 to January 3, 2010, and provided \$5,000 in overtime grant funding to 110 departments. Agencies not receiving funds were also 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 1,959 DWI arrests. In addition, participating police agencies issued 8,015 and 4,338 speeding and seat belt summonses, respectively. Police agency participation was strong with 370 agencies taking part in the crackdown.

From August 20 to September 6, 2010, 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 493 police agencies to support the initiative with 187 receiving overtime enforcement grants in the amount of \$4,400 each. Similar to the year-end

**CRACKDOWN REPORT**  
NEW JERSEY DIVISION OF HIGHWAY TRAFFIC SAFETY

**OVER THE LIMIT, UNDER ARREST YEAR-END CRACKDOWN • DECEMBER 7, 2009 – JANUARY 3, 2010**

Impaired driving is a crime that exacts a horrendous toll both nationally and in New Jersey. Every year, 13,000 people are killed on our nation's roadways in crashes involving impaired drivers, that equates to 37 deaths each day or one every 39 minutes. Between 2004 and 2008 there has been a downward trend in alcohol impaired driving fatalities, both nationally and in New Jersey, which indicates efforts involving high visibility enforcement are having a positive impact.

The goal of the *Over the Limit, Under Arrest 2009 Year-End Crackdown* was to raise public awareness about the dangers of impaired driving during a time of year in which impaired driving increases by as much as 10%. The New Jersey Division of Highway Traffic Safety (NJHITS) invited the 494 police agencies in New Jersey to participate in the campaign from December 7, 2009 – January 3, 2010, and provided \$5,000 in overtime grant funding to 110 departments. The remaining agencies were asked to support the crackdown with their own resources.

In addition to the enforcement effort, NJHITS utilized earned media 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 also asked to engage their local media in covering the mobilization, resulting in local newspaper and radio coverage across the state.

**THE RESULTS**

The *Over the Limit, Under Arrest 2009 Year-End Crackdown* resulted in 1,959 DWI arrests. In addition, the participating police agencies issued 8,015 and 4,338 speeding and seat belt summonses, respectively. The crackdown focused on impaired driving, but as with all statewide traffic safety initiatives, motorists were again reminded of the state's commitment to proper restraint and obeying posted speed limits.

Police agency participation in the crackdown was strong with 370 agencies taking part, down from 424 in 2008. Nineteen agencies reported making at least 16 DWI arrests during the three-week campaign. However, for every impaired driver removed from the road, dozens more are not apprehended, which continues to cause significant danger on our roadways. The Division will continue its partnership with the state's law enforcement community to remove impaired drivers from the road.

Police Agency Participation by Year	
2004	76
2005	124
2006	126
2007	333
2008	424
2009	370

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 1,707 DWI arrests, up from 1,528 arrests during the 2009 campaign. Participating police agencies issued 10,106 and 6,109 speeding and seat belt summonses, respectively. Eighty-five percent (417) of the state's police agencies participated in the crackdown.

The Alcohol/Drug Test Unit (ADTU) coordinators trained 749 new breathalyzer operators at four-day Breathalyzer Operator Courses. ADTU coordinators also re-certified 3,533 breathalyzer operators and conducted training for 9,262 police officers in the Alcotest 7110 conversion class. ADTU coordinators trained 398 police officers in DWI identification, apprehension, processing, and prosecution at five-day Standardized Field Sobriety courses. Additionally, 291 officers were trained at the one-day Standardized Field Sobriety Test refresher course. Three one-day Drug Recognition Expert training classes were held for 50 police officers and three regional Drug Recognition Expert training courses were attended by 64 officers. Four Advanced Roadside Impaired Driving Enforcement (ARIDE) classes were held for 80 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.

Attorney General Paula T. Dow kicked off a comprehensive law enforcement and public awareness program by the Divisions of Alcoholic Beverage Control and Highway Traffic Safety to combat underage drinking in Jersey Shore resort areas during the summer months. Efforts to keep people from underage drinking included a combination of law enforcement initiatives and public outreach programs.

Law enforcement efforts included the *Cops In Shops* program. Under the program, local police officers work undercover in participating retail locations posing as either store employees



**DRUNK DRIVING**

**OVER THE LIMIT. UNDER ARREST.**

**Nearly one-third of all fatal crashes  
in New Jersey are alcohol-related**

**If you plan to drink, have a  
non-drinking, designated driver**

**Impaired drivers kill nearly 18,000  
people on our nation's roads  
each year**

**SAFE PASSAGE**

*moving toward zero fatalities*

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



or are positioned outside the establishment to apprehend adults who attempt to purchase alcohol for underage drinkers. Thirty-one shore police departments participated in the program and over 200 people were arrested through the summer program. In addition, 27 police departments conducted year-round *Cops In Shops* programs and/or undercover operations using funding provided by the federal Office of Juvenile Justice and Delinquency Prevention. The Division of Alcoholic Beverage Control also administered the *Cops In Shops College-Fall Initiative*. The College-Fall Initiative was made available to police departments with a college or university either within its borders or in a neighboring community. This program was conducted from November through June. Since its inception in 1996, more than 8,000 underage persons and adults have been arrested as a result of the *Cops In Shops* initiative.

Over 400 licensees and establishment employees attended the Cape May County “We Check for 21” ID training program. Over the Memorial Day holiday period, 297 individuals were refused the sale of alcoholic beverages in Cape May County because they failed to prove that they were at least 21 years of age.

Attorney General Dow and Olympic swimming medalist Dara Torres teamed up to tape a public service announcement talking about the importance of keeping children away from alcohol. The Division of Alcoholic Beverage Control continued its cooperation with the Partnership for a Drug-Free New Jersey to educate young people about the dangers of underage drinking. The Division of Alcoholic Beverage Control and the Partnership for a Drug-Free New Jersey paired up to sponsor two initiatives: *Listen-Up to the Dangers of Underage Drinking* Radio PSA Program and *Dangers of Underage Drinking* Billboard/Calendar Competition. The “Listen-Up” program challenged middle school students to create a script for a 30 second radio public service announcement that talked directly to parents about the dangers of underage use. The billboard/calendar competition encouraged middle school students and their parents to work together to create messages with the theme “Dangers of Underage Drinking.” Thirteen winning messages



will be featured on a calendar that will be distributed to middle schools at the start of the 2011 calendar year.

Funds were provided to enforce Alcoholic Beverage Control and other related laws pertaining to underage alcohol use and/or intoxicated patrons. Investigative personnel conducted operations in 929 licensed establishments. A total of 2,803 patrons were carded resulting in 176 arrests. In addition to the administrative charges filed against the licensed establishments for serving patrons under the legal age, investigative personnel detected 279 administrative violations (a 150 percent increase from the previous year.)



## REPORT II. Occupant Protection

The *Click It or Ticket* campaign was conducted May 24 – June 6, 2010. Key components of the campaign included targeted seat belt enforcement by the 493 police agencies in the state, 157 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 493 police agencies, 401 (81 percent) participated in the mobilization. The breakdown included 177 of 186 agencies (95%) in the Northern Region, 114 of 172 (66%) in the Central Region, 110 of 130 (85%) in the Southern Region, and the Division of State Police. The 401 agencies issued 35,671 seat belt citations during the two-week campaign. In addition to seat belt citations, police officers wrote 1,028 child restraint and 5,832 speeding citations, and made 592 DWI arrests.

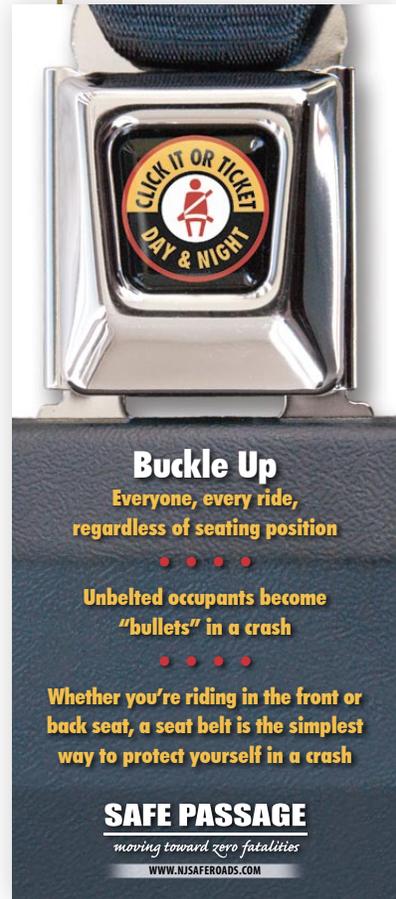
The annual statewide seat belt usage survey, conducted by the New Jersey Institute of Technology following the *Click It or Ticket* campaign, found the state's front seat belt usage rate rose for the fourteenth consecutive year from 92.67 percent



in 2009 to 93.73 percent in 2010. Eleven percent of New Jersey residents who did not use seat belts in 2009 were “converted” to using seat belts in 2010. Using guidelines set by the National Highway Traffic Safety Administration, a 1.06 percent increase in front seat belt use will prevent eight fatalities, 236 serious injuries and 177 minor injuries, and will save New Jersey nearly \$57 million dollars in crash-related economic costs annually. The three counties with the greatest increase in belt usage from 2009 to 2010 are: Burlington, up 3.42 percent to 95.36 percent; Camden, up 2.56 percent to 94.30 percent; and Somerset, up 2.55 percent to 94.39 percent. The five counties with the highest belt usage rates for 2010 are: Burlington at 95.36 percent; Morris at 95.17 percent, Middlesex at 95.15 percent; Bergen at 94.74 percent; and Somerset at 94.39 percent. The survey also showed the overall back seat belt usage rate dropped from 51.73 percent in 2009 to 47.77 percent.

As part of National Child Passenger Safety Week, September 19-25, traffic safety advocates across the nation highlighted the proper installation and use of child passenger and booster seats as well as lap and shoulder restraints for children. The week was kicked-off with a series of car seat inspections designed to help parents and caregivers learn how to properly transport children in their vehicles. On September 25, known throughout the nation as “Seat Check Saturday,” certified technicians were available at locations around the State to offer instruction in the proper use of child restraints in motor vehicles.

A pilot program was developed to educate elementary school-age children about the life-saving importance of proper seat belt fit. The interactive program highlights the proper use of booster seats, typically used by children under the age of eight, who have outgrown child safety seats. A train-the-trainer program for certified child passenger safety technicians, school teachers and law enforcement officials was rolled-out in 2010 and is scheduled to be completed in November 2010.



## REPORT III. Pedestrian and Bicycle Safety

Police agencies throughout the state participated in a pedestrian safety enforcement and education program 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 initiative was used to help reinforce New Jersey’s pedestrian law, which was amended on April 1, requiring motorists to stop and stay stopped for pedestrians in marked crosswalks. DHTS will also partner with Downtown NJ, a statewide organization that works with elected officials, local businesses and community organizations to promote municipal downtown areas and reinforce the pedestrian safety message in town centers.

Helmet safety education and distribution were integral components of the Brain Injury Association of New Jersey’s program for the year, as 1,875 bicycle helmets were purchased and distributed to under served and low income communities in all 21 counties. The Association’s *Think Positive* tool kit assists police officers in developing, implementing and maintaining incentive programs that reinforce safe behavior, specifically, proper helmet use by children and adolescents on bicycles. *Think Positive* uses positive reinforcement to enforce the helmet law. The approach involves officers handing out positive tickets to reward children and adolescents “caught” wearing their helmets. Each ticket includes information on brain injury and helmet safety as well as a reward provided by local businesses.

The Transportation Management Associations (TMA) focused on reducing pedestrian and cycling injuries and deaths. 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. Road and sidewalk “audits” were conducted to flag unsafe places for



seniors to bike and walk. Programs were also delivered at senior housing establishments to raise awareness of pedestrian and cyclist safety programs. 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.

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

The hang tags, developed to educate bicyclists of all ages about bicycle safety in 2009, were distributed again in 2010 via bicycle retail and rental shops, and bicycling clubs and made available at and around colleges and transit centers where bicyclists are often found.



## REPORT 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 2010: Atlantic, Bergen, Burlington, Camden, Cumberland, Gloucester, Hudson, Middlesex, Morris, Ocean, Passaic, Salem, and Union. Safety emphasis areas addressed through compre-

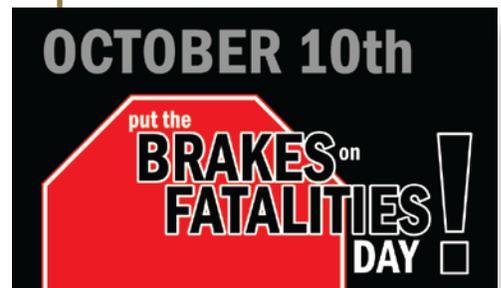


hensive action plans included: pedestrian, bicycle and child passenger safety; aggressive, impaired, distracted, and teen driving; and seat belt use.

The DHTS Safety Cruiser traveled to 28 community-based events throughout the State bringing traffic safety information to nearly 5,000 citizens of all ages. The cruiser is equipped with video equipment, child safety seats and educational materials designed to convey important safety messages.

DHTS partnered, for the fourth consecutive year, with Fairleigh Dickinson University's PublicMind poll, an independent research organization, to conduct a telephone survey using a randomly selected sample of 953 state residents aged 17 and older who drive regularly. The survey conducted from May 2 – June 2, 2010 asked drivers about their behavior and awareness of various safety issues. Some of the key responses were as follows: The proportion of drivers that said they use seat belts while driving increased slightly; 90 percent of men and 94 percent of women said they always do. In addition, 89 percent said they wear their seat belts while in the front passenger seat. While age was not a factor in the likelihood of a person wearing a seat belt in the front seat, younger people were somewhat more likely to "never" wear a seat belt while riding in the back of a vehicle than older respondents. Passengers in the back seat are, across the board, less likely to wear belts than those in the front seat, with only 53 percent of passengers "always" wearing belts in the back seat. Eighteen percent of New Jersey drivers, down from last year's figure of 21 percent, admit to having consumed alcohol before driving in the past three years, with men twice as likely as women to do so. Moreover, a bit more than half of those drivers who said that they had driven after drinking in the past few years had also done so in the past few months. This indicates that drinking and driving may not be a one-time activity for many respondents, but something that they do regularly. A summary of the findings can be found on the DHTS website at [www.njsaferoads.com](http://www.njsaferoads.com).

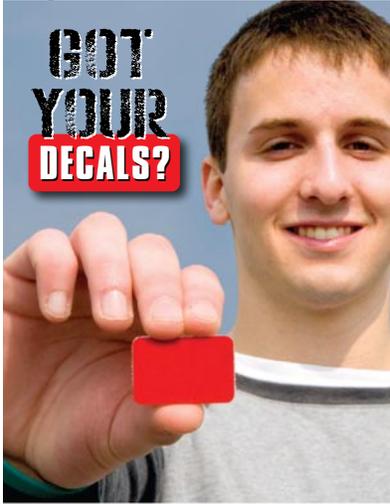
DHTS once again coordinated a statewide effort to engage the public and media during the national observance of *Put*



*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. A total of 341 police departments participated by reporting to DHTS all traffic crashes, injuries and fatalities that occurred on October 10, 2010. This information was shared with the media and posted on the DHTS website. 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.

The Brain Injury Association's website, [www.UGotBrains.com](http://www.UGotBrains.com), engages teens in understanding how their behaviors impact safety behind the wheel. The website, [www.njteendriving.com](http://www.njteendriving.com), is helping to educate parents about the risks associated with teen driving, New Jersey's Graduated Driver License law, and other teen driving related issues. A new website, [www.NJdrivereducation.com](http://www.NJdrivereducation.com), was launched in 2010 and serves as a one-stop shop for traffic safety and driver education resources for teachers in grades K-12. Social networking is also a vital aspect of marketing teen driver safety to young people. Twitter and Facebook are also being used to spread messages quickly and efficiently to over 3,000 followers.

Kyleigh's Law, N.J.S.A. 39:3-13.2a, the first in the nation initiative designed to help prevent teen driver deaths and injuries, became effective on May 1, 2010. The new law mandates the display of red, reflectorized decals on the front and rear license plates of any vehicle operated by a permit or probationary license holder under the age of 21. The new decal provides an additional tool for law enforcement officers to use in their continued efforts to enforce the Graduated Driver License law.

**GOT YOUR DECALS?**

All permit or probationary license holders under the age of 21 must display a special decal on the front and rear license plate of the vehicle they are driving. Available at all Motor Vehicle Agencies for \$4 a pair, the decals are easily affixed to the plates using a system that also allows for removal when the Graduated Driver License (GDL) holder is not behind the wheel.



## REPORT V. Police Traffic Services

According to the PublicMind poll, more New Jersey drivers than ever admit to sending text messages from behind the wheel, with 25 percent now saying that they have done so in the past few years, a 20 percent increase from last year, when 21 percent said they had done so. In previous years, an increase in texting was sparked by drivers under the age of 30, but this is no longer the case. While the youngest drivers are more likely to text than any other age group (56 percent of drivers under age 30 said they have sent a text while behind the wheel), the increase in this year's study can be attributed to drivers age 30 to 60. As a result, additional emphasis was placed on partnering with government and private sector agencies and businesses to educate the public about the dangers associated not just with cell phone use, but all distractions. DHTS continued to promote its message, "Hang Up! Just Drive," calling attention to the need for all motorists to focus 100 percent of their attention on driving and to refrain from using any electronic device – hand-held or hands-free – when behind the wheel. Since the inception of the cell phone law in 2008, an average of nearly 10,000 citations a month have been issued to motorists violating the law.

A palm card reminding motorists to remove ice and snow before driving, along with other winter driving safety tips were distributed statewide, at AAA offices and other traffic safety agencies throughout the state.

The state's Traffic Safety Resource Prosecutor interacted with Municipal Prosecutors, County Assistant Prosecutors and Deputy Attorneys General regarding the prosecution of traffic safety matters. This includes litigation support, legal advice, review and analysis of expert reports and provided resources necessary to litigate these cases. Support was also provided to the Division of State Police Alcohol/Drug Testing Unit in training and supporting the various police agencies in the continuing implementation of the Alcotest evidentiary breath testing program. Guidance was also provided to the Division



**No conversation is  
worth a ticket  
or your life.**

**SAFE PASSAGE**

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of State Police Traffic Safety Bureau on speed management and enforcement issues including radar, laser radar and speedometer calibration. In addition, 333 municipal and county prosecutors were trained on traffic prosecution issues.

New Jersey Transit Police conducted a year-long traffic enforcement campaign at its most problematic grade and light rail crossings resulting in an increase in the number of summonses issued for pedestrian violations and disregard of traffic control devices by motorists. In addition to enforcement, New Jersey Transit's communications office partnered with its police force to promote its *Look, Listen Up and Stay Alive* program to educate the public about the dangers associated with rail crossings.

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 272 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 135 police officers, focuses on advanced math as it applies to vehicular behavior. Three Traffic Crash Reconstruction classes were also offered and attended by 72 police officers. Specialized training classes in pedestrian/bicycle crash investigation; motorcycle crash investigation; computerized collision diagramming; and advanced commercial motor vehicle inspection/collision investigation were attended by 190 students.



## REPORT VI. Roadway Safety

The Rutgers University Department of Civil and Environmental Engineering, Local Technical Assistance Program continued to offer its work zone safety trainings. Workshops were presented to over 2,000 participants who learned about traffic control, as well as work zone and roadway safety. A four-day, train-the-trainer program was also developed for municipal police officers to help them gain a better understanding of work zone enforcement. The workshop was offered on four dates to approximately 65 police officers.

The 11th Annual Work Zone Safety Awareness Conference was held April 8, 2010 at the Livingston Campus Student Center at Rutgers University. More than 200 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 hired 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 55 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, operated by the Department of Health and Senior Services, has experienced tremendous growth. In October 2009, there were 387 agencies registered for the program. As of September 30, 2010, there are 456 agencies registered for the program. More than half of all EMS agencies in the state, including 178 licensed agencies and 277 volunteer agencies, have registered to use the ePCR data collection program. All EMS data is imported into the state's Crash Data Warehouse where over 682,000 electronic patient care records have been entered compared to 431,727 in 2009. These EMS records provide critical information regarding crash statistics including incident location, most 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 to such agencies as the Fatality Analysis Reporting System (FARS) and was virtually non-existent to agencies prior to the inception of the EMS ePCR program. With the state's electronic Patient Care Reporting Program, the state is working towards becoming a national leader in EMS data collection and turning the data into injury prevention strategies. Data stakeholders include the Department of Transportation, FARS, NHTSA, Rutgers University Transportation Safety Resource Center and the Motor Vehicle Commission.

Under a project at Rutgers University, the percentage of geocoded crashes increased to 74 percent. 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.

A growing number of agencies, including DHTS, are continuing to use the Plan4Safety software program developed by the Transportation Safety Research Center at Rutgers and funded by the New Jersey Department of Transportation. Plan4Safety is an online comprehensive crash analysis software application used to support safety professionals in making data-driven decisions. Plan4Safety provides detailed crash and injury data including cell phone use, alcohol impairment, seat belt use, property damage and injuries sustained, and driver age and gender. DHTS grantees are required to use Plan4Safety to analyze their local crash data to implement countermeasures that address their most critical traffic safety problems.



## **REPORT** VIII. Incentive Grant Program to Prohibit Racial Profiling

In September 2008, the Clinton Township Police Department implemented a policy of calling in to the Hunterdon County Computer-Aided Dispatch system information on the race and ethnicity of drivers and on the occupants in vehicles involved in motor vehicle stops. At the local level, an upgrade to the mobile data computers (MDCs) in patrol cars included software that had an extra data-entry screen associated with incidents having “motor vehicle stop” call types through which gender, race and ethnicity of the driver could be entered into the MDC system, along with traffic citation information. The Office of State Police Affairs (now the Office of Law Enforcement Professional Standards or OLEPS) in the Department of Law and Public Safety was responsible for overseeing the project

and assisted in developing protocols to collect data, not only on traffic citations, but also law enforcement outcomes related to motor vehicle stops. The software for this was developed with grant funds. The “Motor Vehicle Stop Report” was an enhancement to the MDC system, available to officers in their patrol cars. OLEPS staff explained the rationale for collecting such data and how it was connected to the departmental rules and regulations.

If FY 2010, Clinton Township Police Department used its funds to complete the purchase and implementation of electronic ticketing equipment and software for its “E-Ticket” program. The police department began implementing its electronic ticketing program on August 10, 2010. By September 23, a total of 712 “E-Tickets” had been issued. The department reports that the program has been well received by officers and by the courts, which no longer need to enter the ticketing information into their computer system. Consistent with the policy reinforced with the introduction of the program, officers are regularly recording that a citation was issued into the MDC system, in addition to issuing E-Tickets.

Besides public transparency in police actions as a tool in addressing any issues of racial profiling, the collection of race data is used by supervisors to address the performance of squads or individuals who fall outside the department norms or whose data indicate disproportion within their own activities. The data presented with regard to the racial, ethnic and gender composition of stops, as well as the citation rates with demographic categories is used at the squad and the individual level for supervisory review of individual actions. Such review lead to performance interventions that helps ensure unbiased policing.

The evolution of the Clinton Township Police Department over the last three years presents a model for local police seeking to demonstrate to the community at large a commitment to police practices that are transparent and free of bias.



## 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 ad), a monthly with a circulation of 20,000 distributed throughout Mercer, Middlesex, Monmouth, and Ocean Counties; Realidades (\$7,000, full page ad), a monthly with a circulation of 15,000 distributed throughout Bergen, Camden, Essex, Hudson, Mercer, Middlesex, Monmouth, Passaic, and Union Counties; Reporte Hispano (\$14,000, full page ad), a bi-weekly with a circulation of 10,000 distributed throughout Hunterdon, Mercer, Middlesex, Monmouth, and Somerset Counties; Al Dia (\$18,000, full page ad), a weekly with circulation throughout Atlantic, Burlington, Camden, Cumberland, Gloucester, Mercer, and Salem Counties; and Hechos Positivos (\$5,400), a monthly with circulation of 5,000 throughout Bergen, Morris, Hudson, and Passaic Counties.

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 600 grantees. Using news releases, feature stories, op-ed pieces, opinion columns, and public service announcements that are regularly distributed to print and broadcast media outlets in the state, as well as New York and Philadelphia, the agency has been able to increase public awareness about a wide variety of traffic safety issues. DHTS' use of trade publications, newsletters, and media blogs also helps to promote these efforts. Press conferences are also conducted to kick-off significant DHTS programs, including those related to drunk and underage drinking and driving; seat belt and child safety seat use; teen, aggressive and distracted driving; and pedestrian and bicycle safety.

In addition, coverage by radio, cable TV stations, and weekly newspapers has increased significantly. DHTS has also worked to develop cost-effective television public service announcements. To minimize costs, the state's public television station, NJN, is



used to produce the spots, which are distributed through the cable association free of charge. Both radio and television spots are also distributed to minor league ball parks, colleges and universities, and entertainment venues, where large crowds can see and hear the various highway traffic safety messages.

Earned media is a critical component in every highway traffic safety program implemented by the DHTS. It's particularly important in light of a limited media budget, which does not allow for the purchase of air time for public service announcements on radio and TV stations, or advertisements in print publications. Print and broadcast media outlets throughout the state and region are helping DHTS deliver its message.



## LEGISLATIVE INITIATIVES

The following highway safety legislation was enacted during calendar year 2010.

### PL. 2009, c. 201

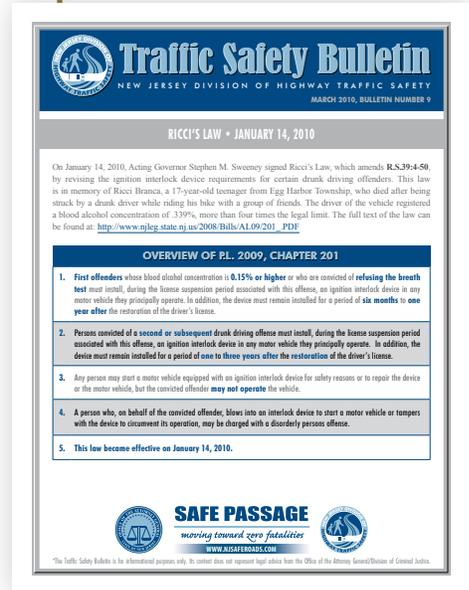
Approved on January 14, 2010, this act entitled, Ricci's Law, became effective immediately and requires all persons convicted of certain offenses for driving while intoxicated and all second, and third DWI offenses to install an ignition interlock device in any motor vehicle that they own, lease or operate. Persons convicted of refusing the breath test are also required to install an ignition interlock device. The device will be installed only on vehicles principally operated by the offender.

### PL. 2009, c. 219

Approved on January 16, 2010, this act became effective immediately and establishes a task force known as the Task Force on Underage Drinking in Higher Education. The task force will be comprised of 22 members. The duty of the task force is to study and develop recommendations regarding the most effective means of combating the consumption of alcohol by underage persons in the higher education setting.

### PL. 2009, c. 312

Approved on January 18, 2010, this act became effective immediately and increased the penalty for a driver who fails to yield to a pedestrian in a crosswalk if the violation results in a serious bodily injury to the pedestrian. The person convicted of the violation will be subjected to a fine of not less than \$100 or more than \$500, and may additionally be subject to a sentence of imprisonment not to exceed 25 days, or a license suspension not to exceed six months, or both, in the discretion of the court.



**P.L. 2009, c. 318**

Approved on January 18, 2010, this act became effective immediately and requires all passengers, regardless of where they are seated in a passenger automobile, to wear a seat belt.

**P.L. 2009, c. 319**

Approved on January 18, 2010, this act became effective on April 1, 2010, and requires drivers to stop and remained stopped to allow pedestrians to cross a roadway within a marked crosswalk when the pedestrian is upon, or within one lane of, the half of the roadway upon which the vehicle is traveling or onto which it is turning. The law also increases the fine to be imposed on a person convicted of violating the provisions of R.S. 39:4-36, which concerns intersections where traffic is not controlled by a traffic control device or police officer, from \$100 to \$200 and increases the amount of money to be deposited into the Pedestrian Safety, Enforcement and Education Fund from \$50 to \$100.



**OVERVIEW OF P.L. 2009, CHAPTER 319**  
**PEDESTRIAN RESPONSIBILITY**

1. A pedestrian has the right to fully complete a crossing begun at an intersection on a "stop," "walk" or "green" signal. However, a pedestrian may not walk against a "stop," "do not walk" or "red" signal regardless of whether the crossing is marked or unmarked.
2. A pedestrian crossing at any point other than within a marked or unmarked crosswalk at an intersection must yield the right-of-way to all vehicles.
3. While there is permissive inference that a driver did not exercise due care if a pedestrian is struck in a marked or unmarked crosswalk, this does not preclude a pedestrian from suing **due care** for his or her own safety.
4. The fine for pedestrians in violation of these requirements is \$54 (plus court costs and fees).

**FOUR-WAY INTERSECTION • ONE TRAFFIC LANE IN EACH DIRECTION\***

Vehicle must stop and remain stopped if a pedestrian is in the roadway upon which the vehicle is traveling or turning.

**FOUR-WAY INTERSECTION • TWO TRAFFIC LANES IN EACH DIRECTION\***

Vehicle must stop and remain stopped if a pedestrian is within one lane of the half of the roadway upon which the vehicle is traveling or turning.

**MID-BLOCK CROSSWALK • TWO TRAFFIC LANES IN EACH DIRECTION\***

Vehicle must stop and remain stopped if a pedestrian is within one lane of the half of the roadway upon which the vehicle is traveling.

**MID-BLOCK CROSSWALK • ONE TRAFFIC LANE IN EACH DIRECTION\***

Vehicle may proceed onto the pedestrian's beyond one lane away from the half of the roadway upon which the vehicle is traveling.

\*The driver's attention is directed to a pedestrian in a path to depict general rules when approaching pedestrian in roadway situations. They do not depict roadway conditions.

**THIS LAW BECAME EFFECTIVE ON APRIL 1, 2010**

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