# State of New Jersey Highway Safety Plan

## Federal Fiscal Years 2024-2026

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**State of New Jersey**
**Highway Safety Plan**
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# NEW JERSEY FFY 2024-2026 HIGHWAY SAFETY PLAN

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## OVERVIEW

The New Jersey Division of Highway Traffic Safety (DHTS) is responsible for the administration of the federally funded State and Community Highway Safety Program and coordination of highway safety activities. The State and Community Highway Safety Program originated under the Highway Safety Act of 1966, 23 U.S.C. 402.

DHTS is responsible for establishing goals to reduce motor vehicle crashes using performance measures based on assessments of the roadway environment. The New Jersey Triennial Highway Safety Plan (HSP) is required by federal law to serve as a framework for setting performance goals and measures for reducing traffic crashes, fatalities, and injuries, and creating a safer and more efficient transportation system.

The Governor's Representative for Highway Safety is required to send the Triennial HSP to the National Highway Traffic Safety Administration (NHTSA) and the Federal Highway Administration (FHWA). NHTSA and FHWA approve the proposed activities and recommended expenditures eligible for federal funding.

## MISSION STATEMENT

Pursuant to N.J.S.A. 27:5-F-18 et seq., DHTS is responsible for developing and implementing, on behalf of the Governor, the New Jersey Highway Safety Program. The mission of DHTS is the safe passage of all roadway users in New Jersey as we move towards zero fatalities. To achieve our mission, the DHTS promotes statewide traffic safety programs through education, engineering and enforcement activities. DHTS administers and coordinates funding for State and local projects.

## EXECUTIVE SUMMARY

The triennial plan is referred to as the Highway Safety Plan (HSP). The Federal Fiscal Year (FFY) 2024-2026 HSP addresses the national priority program areas of NHTSA and FHWA. The following program areas will be addressed: alcohol and other drug countermeasures, pedestrian and bicycle safety, occupant protection, police traffic services, community traffic safety programs, public information and paid media, other vulnerable road users, and traffic records. The State and Community Highway Safety grant program, known as the Section 402 Program, is the primary source of funding for these initiatives. Federal law requires that 40 percent of these funds be used by or for the benefit of local government. Grant applications are also accepted from federally tax-exempt, nonprofit organizations that provide traffic safety services throughout the State.

In addition to the Section 402 Program, several other funding sources in FFY 2024-2026 will be used to continue the highway safety program. These include the Section 405(b) Occupant Protection grant, Section 405(c) Traffic Safety Information System Improvements grant, Section 405(d) Impaired Driving grant, Section 405(e) Distracted Driving grant, Section 405(f) Motorcycle Safety grant, Section 405(g) Non-motorized Safety grant, and Section 405(h) Preventing Roadside Deaths grant.

| FY 2024-2026 FEDERAL HIGHWAY SAFETY FUNDING | | |
|---|---|---|
| SECTION 402 | STATE AND COMMUNITY GRANT PROGRAM | $ 47,025,000 |
| SECTION 405(b) | OCCUPANT PROTECTION | $ 5,850,000 |
| SECTION 405(c) | TRAFFIC SAFETY INFORMATION SYSTEM IMPROVEMENTS | $ 8,250,000 |
| SECTION 405(d) | IMPAIRED DRIVING | $ 24,300,000 |
| SECTION 405(e) | DISTRACTED DRIVING | $ 7,500,000 |
| SECTION 405(f) | MOTORCYCLE SAFETY | $ 825,000 |
| SECTION 405(g) | NON-MOTORIZED SAFETY | $ 5,100,000 |
| SECTION 405(h) | PREVENTING ROADSIDE DEATHS | TBD |

The FFY 2024-2026 HSP begins with a comprehensive description of the processes, data sources and information used to create the plan and the problem identification, public participation and engagement, performance measures and countermeasure strategies contained therein.

This is followed by a statewide overview of the traffic safety issues facing the state as identified through an analysis of data, including geospatial and sociodemographic data. The public participation and engagement activities used to inform the plan are then described in detail. These include a statement of the State's starting goals for the public engagement including how they will contribute to the development of the highway safety program and countermeasure strategies; identification of the affected and potentially affected communities; the steps taken by the State to produce meaningful engagement with these affected communities including how the affected communities' comments and views are incorporated into the development of the HSP; and finally a description of the public participation and engagement efforts the State plans to undertake during the Triennial HSP period.

A performance plan follows, which lists data-driven quantifiable and measurable triennial performance targets that demonstrate constant or improved performance over the three-year period based on program areas identified during the planning process.

Based on the planning process, statewide data overview, community engagement activities, and performance plan a description is provided of the countermeasure strategies that will guide program implementation and annual project selection to achieve the performance targets.

The HSP concludes with a performance report, which provides a status update on progress toward meeting performance targets from the FFY2023 HSP and a detailed cost summary reflecting the State's proposed allocation of funds (including carry-forward funds) by program area for the three-year period 2024-2026.

DHTS has a strong working relationship with federal, State and local agencies, as well as other transportation and safety planning organizations in the State. These agencies are active partners in assisting DHTS in promoting traffic safety throughout the year. They include, but are not limited to:

**Division of Criminal Justice**

**Division of State Police**

**Division of Alcoholic Beverage Control**

**Department of Transportation**

**Motor Vehicle Commission**

**Department of Health and Human Services**

**Office of Emergency Medical Services**

**Federal Highway Administration**

**National Highway Traffic Safety Administration**

**Metropolitan Planning Organizations**

**Association of Chiefs of Police**

**Traffic Officers Association**

**AAA**

**Safe Kids Worldwide**

**Administrative Office of the Courts**

**MADD**

**Transportation Management Associations**

**Municipal Excess Liability Joint Insurance Fund**

**Partnership for a Drug-Free New Jersey**

**New Jersey Licensed Beverage Association**

**Rutgers University**

**NJ Institute of Technology**

**Kean University**

**Rowan University**

**New Jersey State Interscholastic Athletic Association**

# I. Highway Safety Planning Process and Problem Identification

DHTS uses three primary sources of crash data to identify and analyze traffic safety problem areas: the New Jersey Crash Records system maintained by the Department of Transportation (DOT), Bureau of Safety Programs, the Fatality Analysis Reporting System (FARS), maintained by NHTSA and housed at the Division of State Police, and the NJ Fatal Accident Unit Tracking System, maintained by the Division of State Police. All reportable crashes in the State are submitted to DOT for entry into the statewide crash records system. The data contained in the New Jersey Crash Records System provides for the analysis of crashes within specific categories defined by person (i.e., age and gender), location (i.e. roadway type and geographic location) and vehicle characteristics (i.e. conditions), and the interactions of various components (i.e. time of day, day of week, driver actions, etc.). At both the State and local level, the Numetric Crash Analysis Tool is also used to analyze crash data. The Crash Analysis Tool is a support tool, maintained with the assistance of Rutgers University, which is used by county and local engineers, law enforcement agencies and other decision makers to help identify and assess the most cost-effective ways to improve safety on the State's roadways through a data driven approach.

Signed into law by Governor Phil Murphy on September 18, 2020, New Jersey's Environmental Justice Law, N.J.S.A. 13:1D-157, (Law) requires the New Jersey Department of Environmental Protection (NJDEP) to evaluate the contributions of certain facilities to existing environmental and public health stressors in overburdened communities when reviewing certain permit applications.

An Overburdened Community (OBC) as defined by the law, is any census block group, as determined in accordance with the most recent United States Census, in which:

- at least 35 percent of the households qualify as low-income households (at or below twice the poverty threshold as determined by the United States Census Bureau); or
- at least 40 percent of the residents identify as minority or as members of a State recognized tribal community; or
- at least 40 percent of the households have limited English proficiency (without an adult that speaks English "very well" according to the United States Census Bureau).

DHTS has developed querying capabilities within the Crash Analysis Tool that aggregates crashes by the overburdened communities they are taking place in. The overburdened communities are summarized in the following categories and are elaborated on through this section of the HSP (Minority, Low Income and Minority, Low-Income, Low-Income Minority and Limited English, Minority and Limited English, and Low Income and Limited English). For more information see NJDEP| Environmental Justice | What are Overburdened Communities (OBC)?

The NJ DEP has recognized 3,168 census block groups that meet the criteria outlined in N.J.S.A. 13:1D-157, Environmental Justice Overburdened Communities throughout the State. Nearly half of New Jerseys population resides in these communities (4.5M in 2020 or 48.5). Over the last 5 years (2017-2021), there were approximately 1.23 million motor vehicle crashes in New Jersey with 42 percent taking place within an overburdened community. However, the proportion of total crashes taking place in overburdened communities has increased each year since 2014. In 2021, almost half of the crashes taking place in New Jersey took place in an overburdened community (48.9 percent). nearly identical to the percentage of New Jersey's population living in those communities.

Because information on race and ethnicity is not captured on New Jersey's Police Accident Reports, data from the Fatality Analysis Reporting System (FARS) was used to identify trends in fatal crashes. The fatality data in the FARS system includes race/ethnicity designation taken from medical examiner reports where available. The FARS query system was used to conduct analyses of all fatalities in motor vehicle crashes by race and ethnicity.

DHTS also utilizes the US Census Bureau Demographic Data Map Viewer (Census.gov) to identify population estimates and density by age and demographics on a State and County level. This data assists in identifying population groups that would best be served by safety programming.

The New Jersey Institute of Technology (NJIT) conducts the annual seat belt observational survey and provides usage rate data to DHTS. In addition, DHTS also requests information and data from other traffic safety groups. These include but are not limited to the following: Motor Vehicle Commission (licensing and motorcycle related data), Department of Transportation (crash data), and Administrative Office of the Courts (citation data). Additional sources of data available for the FY2024-2026 plan and beyond include driver distraction and rear seat belt use observational survey information from Rowan University, as well as a New Jersey Safety and Health Outcomes (NJ-SHO) Center for Integrated Data, developed in partnership with Children's Hospital of Philadelphia (ChOP). The planning process for this HSP occurred concurrently with development work on the Center for Integrated Data.

The Center's website will feature an interactive data dashboard that will enable users to visualize, monitor, and compare transportation safety and injury metrics over time, by community, and by population characteristics. The Center's dashboard will be powered by aggregate data from the NJ-SHO Data Warehouse - which includes linked records from motor vehicle crash, licensing, hospital, birth, death, and census-level data - previously available only for traffic safety research. While other states have linked some of these data for some populations, DHTS does not know of another state that has integrated as many data sources for their population statewide and has several unique features that will help identify underserved and overrepresented communities:

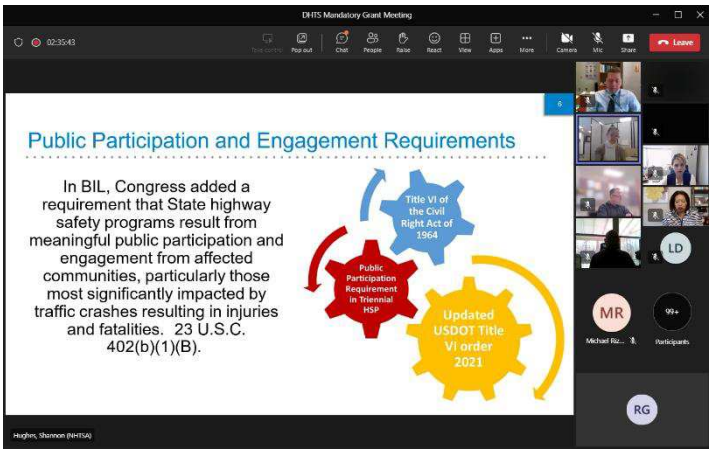
- More complete identification of crash-related injuries. By linking crash records and hospital discharge records, the center will be able to identify additional injuries besides those listed on the crash report using hospital data and also describe these injuries in more depth.
- Ability to identify and characterize the residential location of individuals. CHOP has geocoded the residential address for the vast majority of individuals in the data. Thus they are able to use a public health lens to capture the experience of communities in which crash-involved persons live.
- More complete data to identify transportation disparities and inequities. The ability to characterize residential communities (see above) allows for the examination of community-level indicators of equity. CHOP has also been able to identify individual's race/ethnicity – information not collected on NJ crash reports or driver licensing data – by linkage with data sources that do collect it, such as hospital discharge data. Further, an imputation process called Bayesian Improved Surname Geocoding (BISG), which uses residential address and last name, enables for estimates of the probability of an individual belonging to a particular race/ethnicity group.

To build a successful and useful Center, DHTS and CHOP are committed to gathering feedback from potential users of the Center and stakeholders across NJ. Thus far, in-depth interviews have been conducted with numerous stakeholders, including: community organizers, non-profit founders, fellows, transportation safety analysts, state agency directors, steering committee chairs and members. In addition, an online stakeholder survey has been sent to another 1,700 individuals and responses are being collected and analyzed.

These various data sources were used to identify problem areas and to analyze the nature of the problem. Members of the program staff began to meet in February to develop the Triennial HSP, and from there the process expanded to include input from other traffic safety partner agencies and individuals. Community engagement activities that were conducted were summarized and factored into the planning process, as well. The extensive federal guidance that was provided on the BIL final rule in the form of NHTSA national webinars and documents and regional meetings and training also played an invaluable role in creating the plan.

An analysis of statewide crash data over a period of several years was conducted to identify the most significant problems and what countermeasures should be instituted to address them. Within the crash data, each of the

following was reviewed as part of the problem identification process: crash severity, driver age, driver gender, time of day and where the crashes were occurring, race, ethnicity, demographic, underserved populations, etc. (as available).




As part of the FY2024 planning process, DHTS hosted a mandatory meeting for its partner agencies and grantees in March 2023. In light of the increase in crashes and fatalities in recent years, coupled with the pending opportunities and requirements included in BIL, DHTS believed it was a good time to get its partners together to discuss goals, strategies and priorities to meet current challenges.

Nearly 300 new and potential DHTS grantees attended the virtual session. Information was presented on the FY2024 grant process, priorities and expectations. Presentations were also given by federal and state partners relating to important issues such as community engagement requirements in our programs, data sources to assist in project planning and current challenges and opportunities that exist within the traffic safety law enforcement community. The key goal of the meeting was to stress to the state's traffic safety community that fresh ideas, partnerships, and strategies are needed to reverse recent negative trends and that the "same old" approach to our DHTS grants and projects will no longer be sufficient.

To further enhance the quality of FY2024-2026 grant programs, applications, and program management, DHTS partnered with Rutgers University, AAA, the New Jersey Police Traffic Officers Association, the StreetSmart Pedestrian Safety Program, and several specialists to conduct two Data-Driven Countermeasures for Traffic Safety classes for current and potential FY2024 grantees. The program and curriculum were specifically designed to draw into the grant process local jurisdictions with a history of crash over-representation, to help them develop a comprehensive traffic safety program based upon actual crash data and manage the program to successful fruition. The topics covered in the class included: the grant process, locating and using crash data, grant writing, countermeasures and case studies, and a follow-up presentation on program successes and lessons learned.

The problem identification process for the FY2024-2026 HSP took place simultaneously with implementation of the 2020 NJ Strategic Highway Safety Plan. Extensive work on the part of many stakeholders went into the updated Strategic Highway Safety Plan, and the SHSP implementation underway now works hand-in-hand with this HSP. The SHSP is an action-oriented, data-driven, comprehensive, multidisciplinary project that integrates the "5Es" of traffic safety: Education, Engineering, Enforcement, Emergency medical response, and Equity. 148 SHSP action items are being carried out within seven emphasis areas. The goals and strategies of the FY2024-2026 HSP align wherever possible with the SHSP.

In April, 2023, the SHSP Year 3 Priority Action Development Workshop was held. More than 100 public participants identified and prioritized action items to be undertaken during year 3 of the SHSP implementation. Participants broke off into six different emphasis area breakout rooms (data, equity, intersections, lane departures, driver behavior, and other vulnerable road users) to review and prioritize new and previously discussed action items. The top recommended actions from each emphasis area were later presented to the Core Working Group to determine their feasibility for implementation and coordination of effort amongst agencies. The CWG is still considering the potential actions but with a greatly enhanced emphasis on actionable items that should have more immediate impacts on reducing crashes and fatalities. For example, fewer literature reviews or research, and more actions that lead to immediate deliverables – like engaging with communities that have been less involved in SHSP activities in the past. There was also conversation about creating a new overarching emphasis

area (similar to data and equity) that focuses primarily on much-needed coordination of effort between different stakeholders and agencies.

In addition to fostering input from traffic safety partners and the community, the FY2024-2026 Highway Safety Plan takes into account the federal perspective on the traffic safety challenges facing the nation, and a new overarching approach to dealing with those challenges.


In 2022, U.S. Secretary of Transportation Pete Buttigieg announced a National Roadway Safety Strategy (NRSS) that summarizes the nation's roadway safety status, adopted a national goal of zero roadway fatalities and described the U.S. Department of Transportation's (U.S. DOT) planned major safety initiatives for the coming years. The strategy is based on the Safe System Approach, a new paradigm that acknowledges human mistakes and vulnerability and designs a redundant system to protect all roadway users. The NRSS is structured around five Safe System elements: Safer People, Safer Roads, Safer Vehicles, Safer Speeds and Post-Crash Care.

The NRSS acknowledges that no single approach alone will be effective in getting us to zero fatalities. We need infrastructure improvements, behavioral interventions, vehicle safety enhancements, emergency medicine and all safety countermeasures working together. It recognizes the importance of a broad and shared responsibility for highway safety and discusses in detail the important role of human behavior in reducing crashes, injuries and deaths on our roads. The NRSS reframes the impact of risky driving behaviors on road safety by acknowledging that "the overwhelming majority of serious and fatal crashes includes at least one human behavioral issue as a contributing factor."

The NRSS and Safe System Approach is further evidenced within the NHTSA Regional 2 "Regional Action Plan," which DHTS has pledged to support during the life of the 2024-2026 HSP. The plan consists of three primary tasks:

1. A region-wide High Visibility Enforcement (HVE) campaign each July focusing on the critical issue of speed, to coincide with the NHTSA national program on this issue.
2. A more holistic approach to impaired driving education that will include substance abuse treatment referral information in all messaging
3. A region wide dedicated summit on the issue of equity.

To meet the community engagement opportunities and requirements included in this HSP, extensive planning was done to develop and implement activities that could serve both the short-term goal of informing the development of the triennial plan as well as formulating more long range efforts to be carried out in the years ahead.

The community engagement work that was done in the short term to incorporate into this HSP includes:

- DHTS planning and oversight
- Community based grantee outreach
- Surveys
- Strategic Highway Safety Plan activities

The community engagement work planned for the FY2024-2026 period includes:

- A community engagement statewide coordinator
- Community based grantee efforts
- Regional grants initiative
- Law enforcement toolkit
- Surveys
- Public information, social media, paid media
- Support of other (non-DHTS) funded projects
- HTSPAC and other HTS activities

Based on a data-driven approach, the utilization of all available data sources, input from partners and the community, and in concert with the 2020 NJ Strategic Highway Safety Plan and National Roadway Safety Strategy, DHTS has established the following priority program areas. Projects in the following areas will receive priority in FFY 2024-2026 with the goal of reducing traffic crashes, injuries, and fatalities in the State:

- **Planning and Administration:** The planning, development, administration, and coordination of an integrated framework for traffic safety planning and action among agencies and organizations.

- **Alcohol and Other Drug Countermeasures:** Enforcement and education programs that are necessary to impact impaired driving.

- **Pedestrian and Bicycle Safety:** Development and implementation of education and enforcement programs that will enhance pedestrian and bicycle safety.

- **Occupant Protection:** Development and implementation of programs designed to increase usage of safety belts and proper usage of child restraints for the reduction of fatalities and severity of injuries from vehicular crashes.

- **Police Traffic Services:** Enforcement necessary to directly impact traffic crashes, fatalities and injuries relating to issues including speed and driver distraction. Comprehensive law enforcement initiatives and training opportunities for law enforcement officers will be pursued.

- **Community Traffic Safety Programs:** Commitment and participation of various groups of individuals working together to solve traffic safety related problems and issues through a lens of social equity.

- **Public Information and Paid Media:** Designed to heighten traffic safety awareness and support enforcement efforts throughout the State.

- **Other Vulnerable Road Users:** The development and implementation of programs that focus on the safety of younger drivers, older drivers, motorcyclists, and work zone personnel.

- **Traffic Records:** The continued development and implementation of programs designed to enhance the collection, analysis and dissemination of crash data that will increase the capability for identifying problems.

The performance targets identified for the various priority program areas in this Triennial HSP have been determined for the first time on a three-year basis as per the regulations in BIL. The targets are established in

accordance with the problem identification process, accepted methodology, and the understanding that several of the goals must coordinate directly with the SHSP and NJ DOT.

DHTS uses a multi-tiered approach to target development and ultimately to the selection of countermeasures. Program and data managers review statistical information on a rolling basis. Projects under consideration for funding are analyzed within a framework of established goals, data, demographic information, past trends, and staff experience. The ability, willingness, and past performance of agencies seeking funding are also considered.

In addition to the NJ DOT, which is the lead agency in the development of the State's Strategic Highway Safety Plan, a broad cross section of stakeholders also has input into the vision, mission, and goals of the Triennial HSP including engineers, planners, advocates, public health officials, law enforcement officers, educators and emergency response providers. Much of this input comes from members of the Highway Traffic Safety Policy Advisory Council. HTSPAC consists of representatives from the Department of Education; Department of Health; DOT; Motor Vehicle Commission; Division of State Police; Administrative Office of the Courts; municipal law enforcement agencies (New Jersey Association of Chiefs of Police and New Jersey Police Traffic Officers Association); Governor's Advisory Council on Emergency Medical Services; New Jersey State First Aid Council; private sector corporate representatives; and members of the general public. There is also a standing Traffic Records Coordinating Committee that is asked for its input. Recommendations from all the agencies represented are taken into consideration when developing performance targets and countermeasures.

The State has adopted the national vision of zero deaths for highway safety – *The Road to Zero* (2018). This calls for a national goal of zero traffic fatalities by the year 2050. This aspirational goal, which will take a generation to achieve, is worthy of support by all New Jersey traffic safety partners. To that end, the NJ Strategic Highway Safety Plan is collaboratively linked to the DHTS Triennial HSP as well as the Highway Safety Improvement Program and Comprehensive Statewide Freight Plan, both of which are prepared by the DOT. The DHTS and the DOT, in collaboration with their safety partners, are committed to implementing both the Strategic Highway Safety Plan and the HSP with a goal of zero roadway deaths.

The Plans (SHSP and HSP) identify key safety emphasis areas and the supporting countermeasures that are likely to have the greatest impact on improving safety on the roadways. Also, the HSP renews the State's commitment to target resources in a data-driven way to those safety strategies with a goal of reducing crashes, traffic fatalities and serious injuries.

It is normally required that both the DHTS Triennial Highway Safety Plan and the DOT Highway Safety Improvement Program (HSIP) agree on three core performance measures (number of traffic fatalities, number of serious injuries and fatalities per vehicle miles traveled). Note: This requirement has been waived for FY2024. A series of meetings were held in April and May 2023, facilitated by an NJDOT-funded consulting firm, during which 25 stakeholders discussed options for setting performance targets for FY2024-2026. The merits of setting aspirational vs. more realistic targets were debated, all within the context of the new requirement that the targets demonstrate constant or improved performance over the three-year period. Ultimately, the performance targets for FY2024-2026 were selected and all participants in the process agreed that the highway safety community needs to seize the narrative and focus now on new programs and investments to reverse the recent upsurge in traffic fatalities.

Motor vehicle fatalities in the State leveled off in 2022, following two years of increases (2020 and 2021). The mission at the DHTS is to reduce the number of fatalities occurring on the roadways through means of safety programing. The performance measures outlined in this Plan, and the countermeasures described, come from a comprehensive planning process which endeavored to collect input from a wide variety of new and existing stakeholders, multiple data sources, and instruction and guidance from our federal partners relating to the requirements of the newly triennial HSP.

## STATEWIDE OVERVIEW

### *Traffic Safety Problem Identification*

In 2021, roadway fatalities increased at 19 percent from 584 roadway fatalities in 2020 to 697. Total motor vehicle fatalities declined slightly in 2022 (0.3 percent) from 697 to 694. Though there are many cases pending (506 out of 671 at the time of this report), the main drivers of the increase were Pedestrian fatalities (23 percent increase from 2020) and Unbelted Occupants (12 percent increase from 2020). The graph depicts overall traffic fatalities in New Jersey as well as the 5-year moving average of those fatalities.

**Quick Facts**

**694**
Total fatalities in 2022.

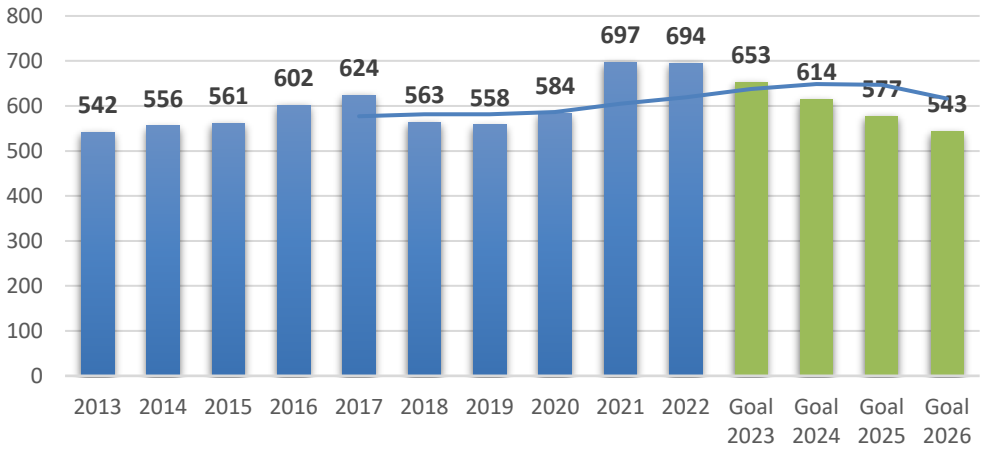
**27.7%**
Of roadway fatalities in 2022 were pedestrians.

**3,157**
Total Serious Injuries in 2021– 8.7% increase from 2020 (2,904).

**31.4%**
of roadway fatalities in 2021 involved drugs (Illicit and/or Med). A 42 - percent increase from 2020.

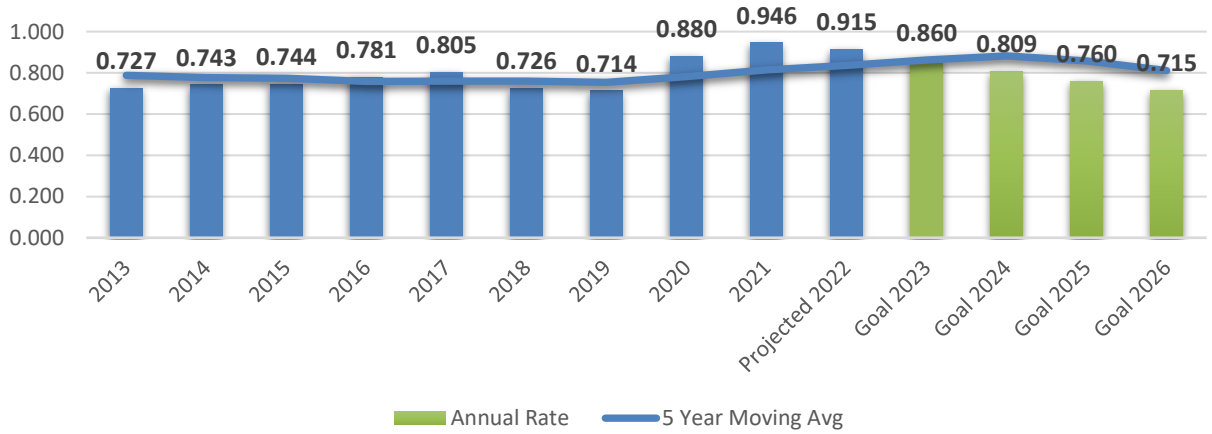
**18.7%**
Of all fatally injured persons were between the ages 25 and 34 (2017-2021).

TOTAL MOTOR VEHICLE FATALITIES, ANNUAL AND 5-YEAR MOVING AVERAGE




The statewide fatality rate per 100 million vehicle miles traveled decreased slightly from 0.946 in 2021 to 0.915 in 2022. The fatality rate for 2022 was based on the FHWA Traffic Volume Trends data, which estimated a 2.9 percent increase in the number of vehicle miles travelled prior to 2021 VMTs.

FATALITY RATE PER 100 MILLION VEHICLE MILES TRAVELED, ANNUAL AND 5-YEAR MOVING AVERAGE




After a 44.2% percent decrease in overall traffic violations issued from 2019 to 2020, there was a 14 percent increase from 2020 to 2021 and another 3.7 percent increase from 2021 to 2022. Based on preliminary 2023 data, projections show that traffic enforcement is increasing again in 2023, with overall summonses on pace to increase

by nearly 17%. The chart below summarizes the summonses that DHTS monitors to evaluate enforcement activities in priority program areas.

| NJ STATE SUMMONSES | 2019 | 2020 | 2021 | 2022 | 2023* |
|---|---|---|---|---|---|
| DWI Summonses (All) | 31,844 | 22,474 | 26,245 | 28,749 | 29,827 |
| Unrestrained Occupant Summonses | 107,435 | 46,622 | 52,743 | 53,719 | 54,720 |
| Speeding Summonses | 177,862 | 124,110 | 121,508 | 106,403 | 123,266 |
| Careless Driving Summonses | 146,644 | 94,999 | 105,258 | 110,948 | 123,766 |
| Move Over Law Summonses | 3,061 | 1,667 | 1,517 | 1,153 | 1,702 |
| Cell Phone Use Summonses | 53,687 | 18,340 | 25,252 | 27,479 | 35,424 |
| GDL Violations | 6,713 | 3,675 | 3,372 | 4,037 | 5,127 |
| Failure to Yield ROW to Pedestrians | 4,251 | 2,139 | 1,613 | 1,831 | 1,740 |
| Total Title 39: Summonses | 2,266,651 | 1,264,294 | 1,440,161 | 1,493,199 | 1,745,633 |
| % Change in total summonses from prior year | - | -44.2% | +13.9% | +3.7% | +16.9% |

Data Prior to 2018 Unavailable
*2023 Projected

Below is a 5-year breakdown (2016-2020) of persons killed in New Jersey's roadways by Race and Ethnicity, as well as by Person Type. A total of 2,933 persons were killed in motor vehicle crashes between 2016 and 2020. White-Non-Hispanic, Hispanic (All Races), and Black-Non-Hispanic populations made up 92 percent of total persons killed over those five years. The Black-Non-Hispanic population made up 18.1 percent of total persons killed despite comprising 15.3 percent of New Jersey's total population. Please note: Hispanic Origin and Race data for the 2021 FARS Annual Report File is currently incomplete due to delays in processing the death certificates. The table below represents fatalities occurring in 2016 through 2020.

| 2016-2020 Persons Killed in Fatal Crashes by Race (OMB Guidelines) (Hispanic and Non-Hispanic) and Person Type | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | Hispanic | White, Non-Hispanic | Black, Non-Hispanic | American Indian, Non-Hispanic | Asian, Non-Hispanic | Mixed Race, Non-Hispanic | All Other Races, Non-Hispanic | Unknown, Non-Hispanic | Total |
| DRIVERS | 242 | 953 | 255 | 5 | 33 | 12 | 8 | 24 | 1,532 |
| OCCUPANTS | 118 | 201 | 83 | 0 | 21 | 6 | 4 | 6 | 439 |
| PEDESTRIANS | 168 | 428 | 176 | 0 | 64 | 10 | 7 | 14 | 867 |
| BICYCLISTS | 23 | 42 | 13 | 0 | 2 | 1 | 2 | 1 | 84 |
| PERSONAL CONVEYANCES (2007-2019) | 3 | 3 | 4 | 0 | 0 | 0 | 1 | 0 | 11 |
| TOTAL | 554 | 1,627 | 531 | 5 | 120 | 29 | 22 | 45 | 2,933 |
| PERCENT OF TOTAL KILLED | 18.9% | 55.5% | 18.1% | 0.2% | 4.1% | 1.0% | 0.8% | 1.5% | 100.0% |
| POPULATION % OF TOTAL | 21.5% | 53.5% | 15.3% | 0.7% | 10.3% | 2.4% | 1.0% | 0.0% | |

*Persons fatally injured includes New Jersey and Non-New Jersey residents

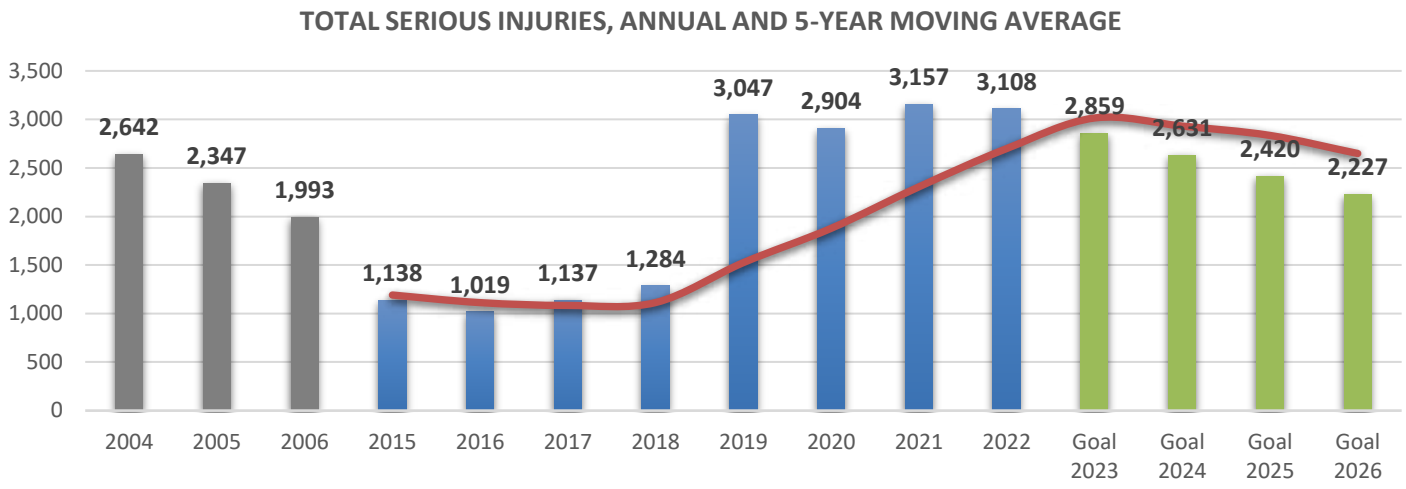
The next chart shows the breakdown of persons killed in motor vehicle crashes between 2016 and 2020 broken down by Race and Ethnicity, as well as age groups. Most fatally injured persons of Hispanic origin were between the ages of 25 and 34 (26 percent). The same applies for fatally injured Black-Non-Hispanic persons (22 percent). Most fatally injured White-Non-Hispanic persons were over the age of 74 (20 percent), followed by the 55-64 age group (19 percent). The total percentage of persons killed in each racial group closely mirrored the census data.

**2016-2020 Persons Killed in Fatal Crashes by Race (OMB Guidelines) (Hispanic and Non-Hispanic) and Age Group**

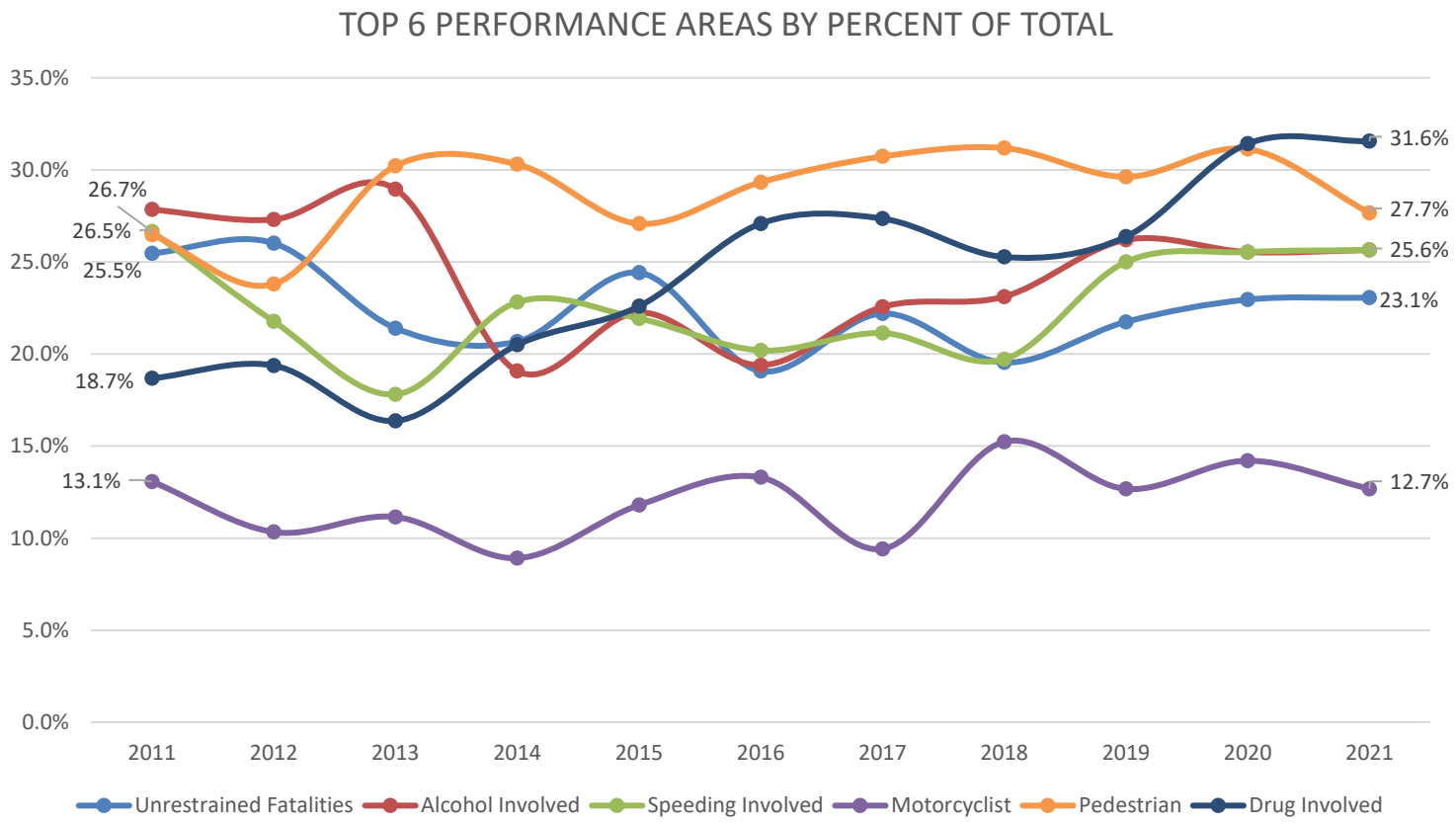
| | Hispanic | White, Non-Hispanic | Black, Non-Hispanic | American Indian, Non-Hispanic | Asian, Non-Hispanic | Mixed Race, Non-Hispanic | All Other Races, Non-Hispanic | Unknown, Non-Hispanic | Total |
|---|---|---|---|---|---|---|---|---|---|
| <5 | 9 | 2 | 5 | 0 | 0 | 0 | 2 | 0 | 18 |
| 5-9 | 6 | 5 | 2 | 0 | 3 | 1 | 0 | 0 | 17 |
| 10-15 | 16 | 16 | 2 | 0 | 0 | 0 | 1 | 1 | 36 |
| 16-20 | 54 | 75 | 46 | 0 | 5 | 4 | 2 | 4 | 190 |
| 21-24 | 61 | 86 | 58 | 0 | 8 | 3 | 1 | 0 | 217 |
| 25-34 | 145 | 253 | 119 | 2 | 17 | 11 | 4 | 7 | 558 |
| 35-44 | 99 | 170 | 83 | 0 | 11 | 4 | 2 | 4 | 373 |
| 45-54 | 58 | 213 | 74 | 1 | 19 | 0 | 1 | 8 | 374 |
| 55-64 | 53 | 296 | 79 | 2 | 22 | 2 | 4 | 6 | 464 |
| 65-74 | 35 | 193 | 42 | 0 | 20 | 3 | 2 | 6 | 301 |
| >74 | 17 | 318 | 19 | 0 | 15 | 1 | 3 | 7 | 380 |
| TOTAL | 554 | 1,627 | 531 | 5 | 120 | 29 | 22 | 45 | 2,933 |
| PERCENT OF TOTAL KILLED | 18.9% | 55.5% | 18.1% | 0.2% | 4.1% | 1.0% | 0.8% | 1.5% | 100.0% |
| POPULATION % OF TOTAL | 21.5% | 53.5% | 15.3% | 0.7% | 10.3% | 2.4% | 1.0% | 0.0% | |

*Persons fatally injured includes New Jersey and Non-New Jersey residents

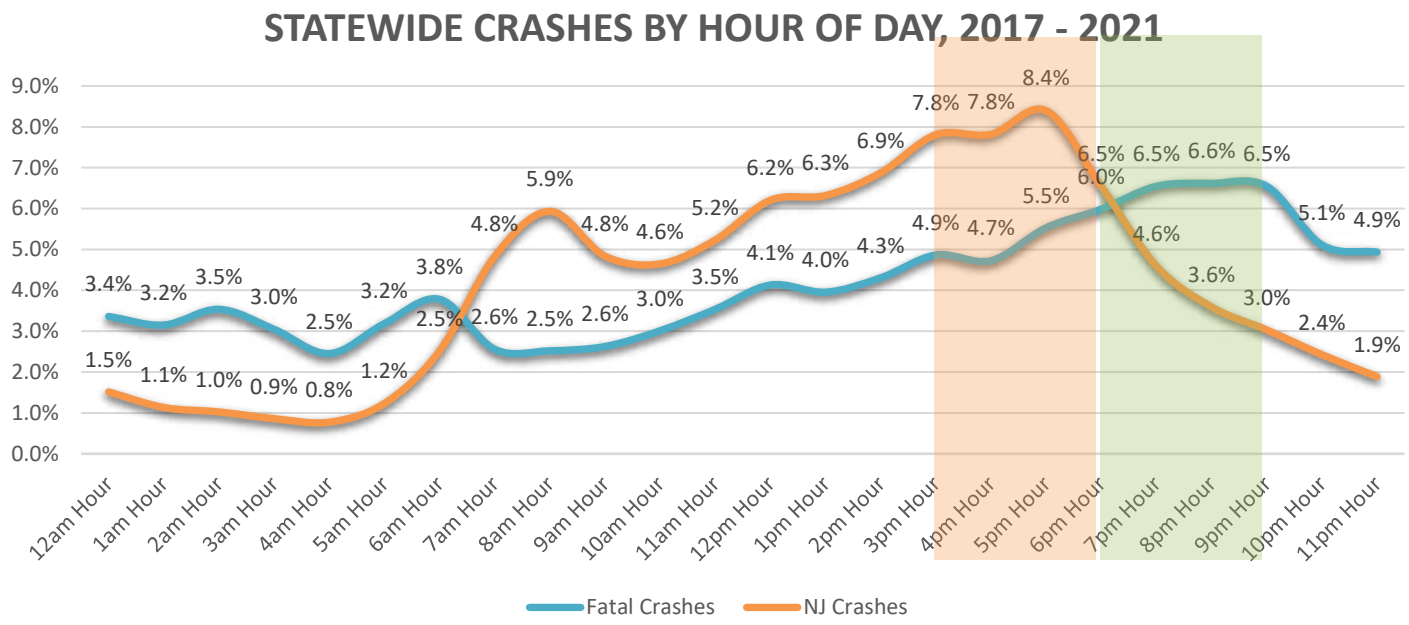
Beginning in 2019, NJ updated the police accident report to reflect the federally required injury classifications (Killed, Suspected Serious Injuries, Suspected Minor Injuries, Possible Injury and No Apparent Injury). As a result of this change, reported serious injuries sustained on New Jersey's roadways increased to 3,047 in 2019, an uptick of 137 percent from 1,284 in 2018. New Jersey is estimating (based on preliminary reports) 3,108 total serious injuries in 2022, slightly down from 3,157 in 2021. DHTS predicts the updated severity labels/definitions and the interpretation of injuries sustained in the crash by the reporting officer led to the recent large increases. An updated curriculum component has been added to the NJTR-1 Refresher Trainings pertaining to these new rules and will be a focus area for police instruction in future years.



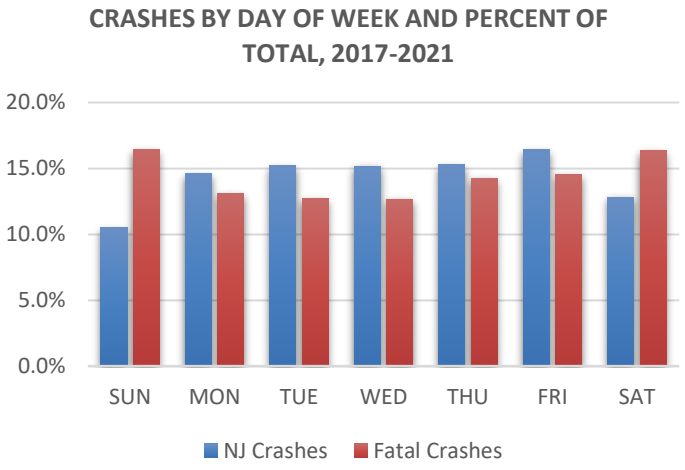

DHTS evaluates overall program performance of emphasis areas by comparing the percent of total persons killed because of a specific criteria involvement. In 2021, the Top 6 performance areas that made up the largest percent of the total (694 fatalities) were (in order): Drug (Illicit and Medication) Involved Fatalities (31.6%), Pedestrian Fatalities (27.7%), Speed related fatalities and Alcohol Involved fatalities (tied at 25.6%), and Unrestrained Fatalities (23.1%). Note, these percents will not add up to 100 because of category overlap.

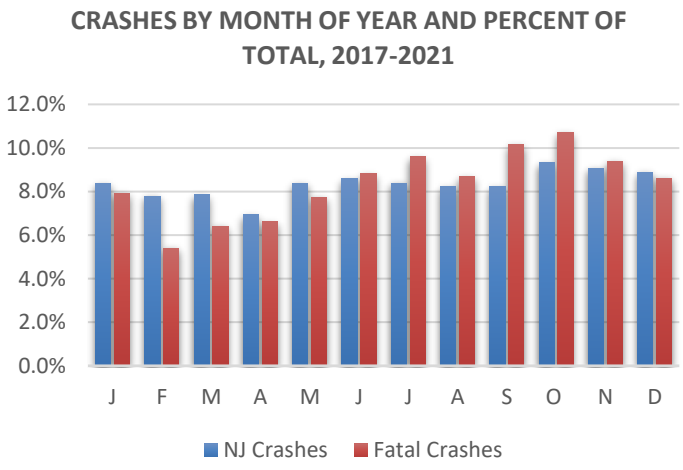


Most crashes taking place on New Jersey's roadways occur between the hours of 7am and 6pm. Over the last five years, 75 percent of all crashes occurred between those hours. Compared to total crashes over the last 5 years, only 48 percent of fatal crashes took place between 7am and 6pm, the rest occurring during nighttime hours. Over the past 5 years, the highest volume of crashes occurred between 4PM and 7PM (24 percent). The deadliest time on New Jersey's roadways occurred during the 7pm to 10pm interval (19.6 percent).




During the years 2017-2021, Saturdays and Sundays are overrepresented for fatal crashes compared to overall crashes, as are the months of June, July, August, September, October, and November.




Over the past 5 years (2017-2021), Essex County had the highest volume of injury producing crashes Statewide, totaling 30,393 (11.2 percent of total). Out of the 30,000 injury crashes in Essex County, 70 percent of them occurred in an overburdened community, the highest percent-of-total of any County. The City of Newark had the highest volume of injured producing crashes over the last 5 years, totaling 14,638 (5.4 percent of total injury crashes in NJ). Roughly 76 percent of all injury crashes in the City of Newark over the last 5 years occurred in an

overburdened community. Union Township (Union County) and Irvington both had the highest percent-of-total injury crashes occurring in an overburdened community at 88 percent.

**TOTAL INJURY CRASHES BY COUNTY, TOP 21 MUNCIPALITIES, PERCENT TOTAL OVERBURDENED COMMUNITY 2017-2021**

| COUNTY | TOTAL INJURY CRASHES | OVERBURDENED INJURY CRASHES 17-21 | % OF TOTAL | MUNICIPALITY | TOTAL INJURY CRASHES | OVERBURDENED INJURY CRASHES 17-21 | % OF TOTAL |
|---|---|---|---|---|---|---|---|
| Atlantic | 9,477 | 4,932 | 52% | Newark City | 14,638 | 11,189 | 76% |
| Bergen | 27,884 | 13,156 | 47% | Paterson City | 6,814 | 3,963 | 58% |
| Burlington | 12,371 | 3,739 | 30% | Jersey City | 6,711 | 4,102 | 61% |
| Camden | 17,574 | 6,971 | 40% | Elizabeth City | 5,135 | 3,145 | 61% |
| Cape May | 2,739 | 451 | 16% | Woodbridge Township | 4,805 | 3,616 | 75% |
| Cumberland | 5,707 | 3,437 | 60% | Edison Township | 4,153 | 2,884 | 69% |
| Essex | 30,393 | 21,135 | 70% | Clifton City | 4,084 | 2,231 | 55% |
| Gloucester | 8,502 | 1,413 | 17% | Lakewood Township | 3,819 | 2,749 | 72% |
| Hudson | 15,685 | 9,860 | 63% | Cherry Hill Township | 3,544 | 743 | 21% |
| Hunterdon | 3,061 | 114 | 4% | Toms River Township | 3,368 | 226 | 7% |
| Mercer | 10,439 | 5,024 | 48% | Union Township (Union Co) | 3,319 | 2,906 | 88% |
| Middlesex | 27,092 | 16,518 | 61% | Vineland City | 3,186 | 2,344 | 74% |
| Monmouth | 17,811 | 3,472 | 19% | East Orange City | 2,888 | 2,364 | 82% |
| Morris | 11,983 | 2,763 | 23% | Paramus Borough | 2,594 | 1,039 | 40% |
| Ocean | 16,070 | 3,973 | 25% | Irvington Township | 2,544 | 2,227 | 88% |
| Passaic | 18,140 | 8,467 | 47% | Hamilton Township (Mercer Co) | 2,534 | 715 | 28% |
| Salem | 2,084 | 113 | 5% | Trenton City | 2,472 | 2,038 | 82% |
| Somerset | 9,487 | 4,379 | 46% | Camden City | 2,300 | 1,366 | 59% |
| Sussex | 2,944 | 160 | 5% | Old Bridge Township | 2,238 | 727 | 32% |
| Union | 19,698 | 11,662 | 59% | Franklin Township (Somerset Co) | 2,146 | 1,707 | 80% |
| Warren | 3,124 | 207 | 7% | Egg Harbor Township | 2,135 | 1,599 | 75% |
| NJ Total Crashes | 272,265 | 121,946 | 45% | Top 21 Municipalities Total | 85,427 | 53,880 | 63% |

# ALCOHOL AND OTHER DRUG COUNTERMEASURES

## *Alcohol Impaired Driving • General Overview*

Due to the large volume of alcohol related pending cases that remain open in 2022, the numbers analyzed in this area are based on 2021 fatal records and preliminary data from 2022.

**Alcohol involved crashes** are defined as any crash where one or more drivers had a blood alcohol concentration level of 0.01 or greater, unless otherwise stated. **Alcohol impaired fatalities** are defined as any crash where one or more drivers had a blood alcohol concentration level of 0.08 or greater.

Over the past five years (2017-2021), New Jersey's roadways have experienced 32,117 alcohol involved crashes, resulting in 708 fatalities (2017-2021). Driving while intoxicated remains a major factor in contributing to fatalities, crashes, and injuries on the State's roadways. Drunk driving crashes fatally injured 19 percent of total persons killed between 2017-2021.

Over the past five years (2017-2021), alcohol contributed to roughly 2.6 percent of all crashes in New Jersey each year, except for 2020 where it accounted for 2.9%. During that same span, alcohol involvement in crashes contributed to 4.5

### Quick Facts

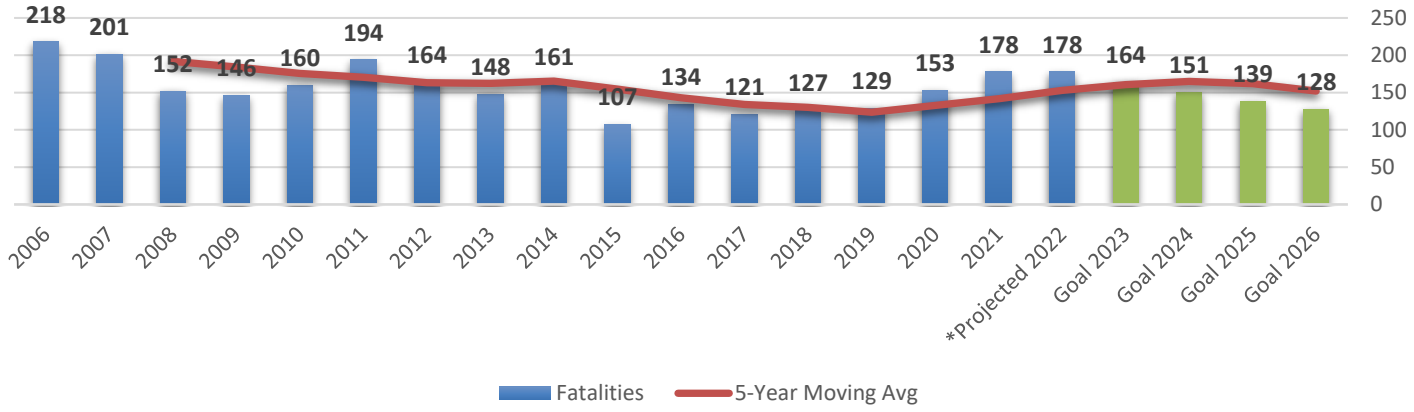
**21.6%**
of all NJ fatalities involved a driver with a 0.08+ BAC.

**653**
Total Alcohol Involved Fatalities – Decrease of 1.4% from 2016-2020 total (662).

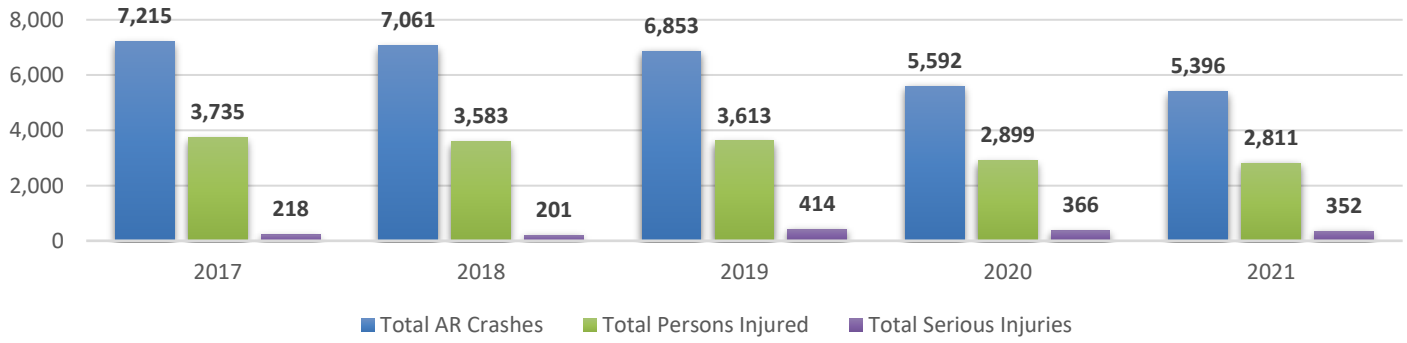
**1,551**
Total Serious Injuries – 10.8% increase from 2016-2020 total (1,400).

**46%**
of drivers under the influence of alcohol were between ages 21-35.

**ALCOHOL IMPAIRED DRIVING FATALITIES (BAC OF .08 AND ABOVE), ANNUAL AND 5–YEAR MOVING AVERAGE**

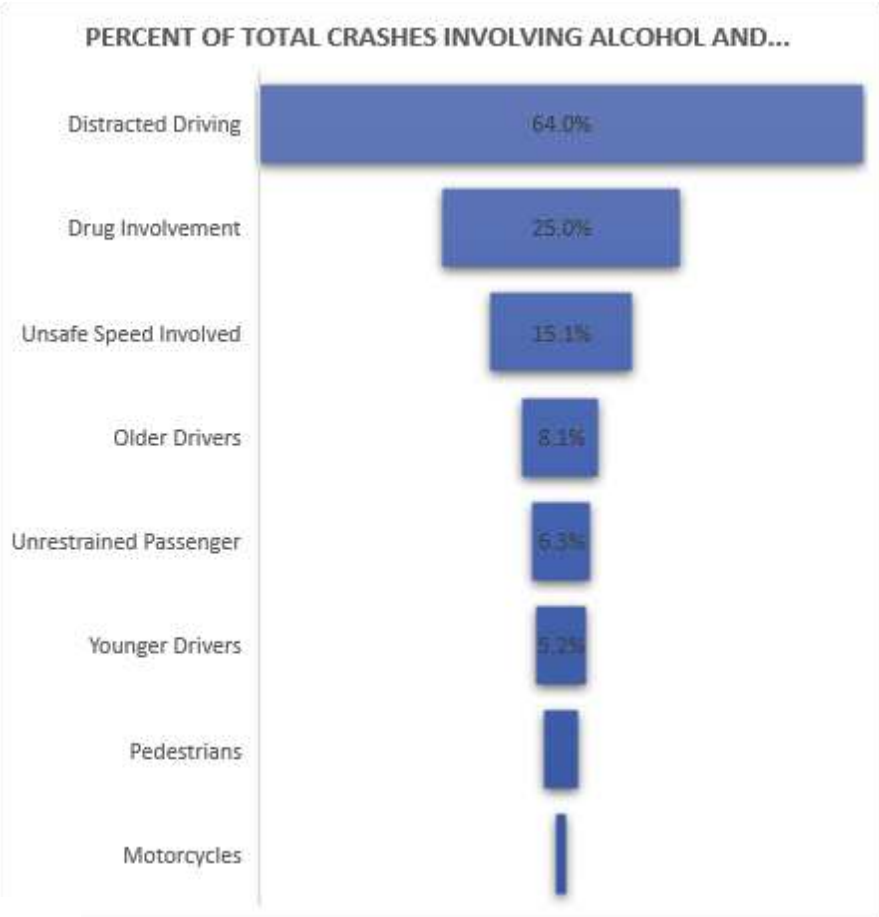



**INJURY OUTCOME OF ALCOHOL RELATED CRASHES, 2017-2021**



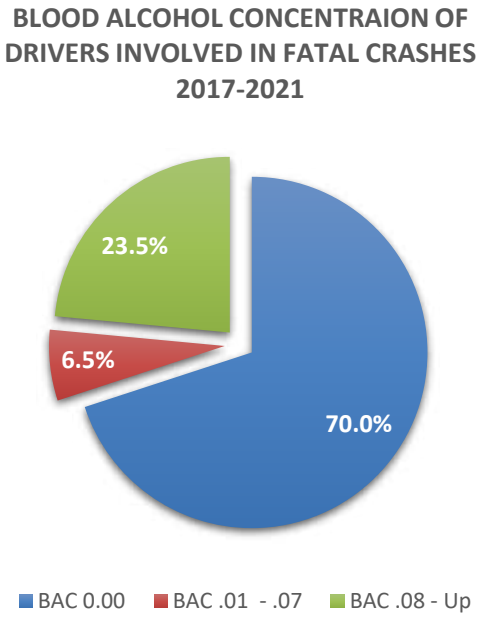
percent of all injured persons (motorists and non-motorists), 5 percent in 2020, and 14.4 percent of all seriously injured persons.

In most cases, alcohol was not the only contributing factor in the crash event. A combination of driver related factors and crash outcomes are overlapping and aid in New Jersey's understanding of crash occurrences that have multiple causation factors. This chart shows a representation of crashes involving alcohol and how they combine with other performance areas. From 2017-2021, 64 percent of crashes involving alcohol also involved a distracted driver. 25 percent of all alcohol involved crashes also involved drug impairment and 15 percent of crashes involving alcohol also involved driving too fast for conditions/speeding.



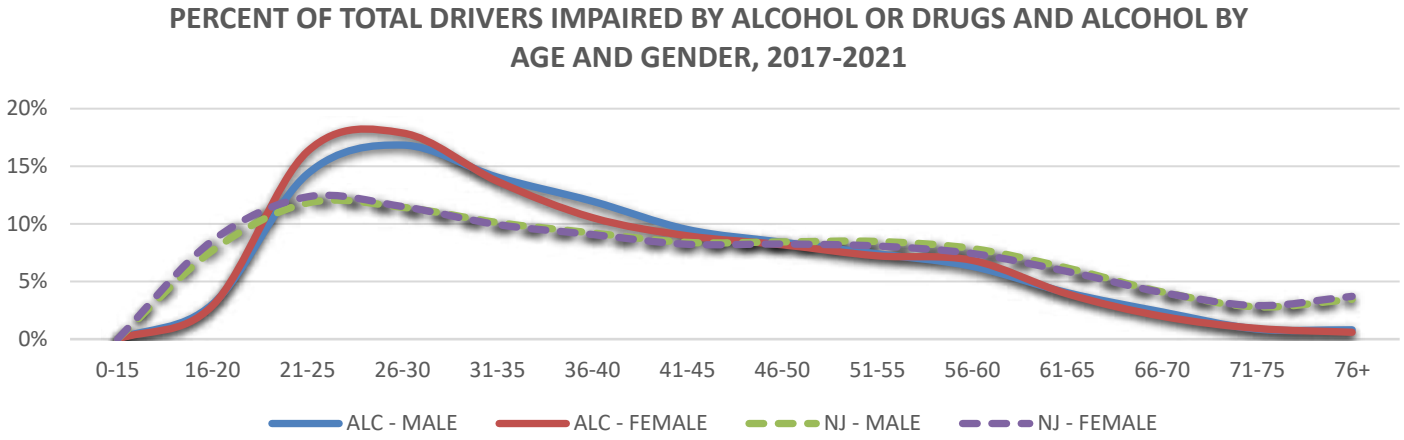

## *Alcohol Impaired • Analysis of Persons Involved*

Roughly 4,200 drivers were involved in fatal motor vehicle crashes on New Jersey's roadways between 2017 and 2021. During that span, 70 percent (2,932) had no alcohol in their system. Seven percent (273) had a BAC between .01 - .07, below the legal limit, and 24 percent (987) had a blood alcohol concentration of .08 or higher.




Between 2017 and 2021, there were more than 2.3 million drivers involved in crashes in New Jersey. Male drivers made up 56 percent of this population and female drivers 44 percent (Excludes Unknowns). By comparison, male drivers made up 73 percent of those involved in alcohol related crashes while females made up 27 percent.

Drivers between the ages of 21 and 35 made up nearly half (46 percent) of the drivers under the influence of alcohol between 2017 and 2021. A third of all drivers under the influence of alcohol were between the ages of 21 and 30. This compares to drivers between the ages of 21 and 35 making up 34 percent of the total population of drivers and drivers between the ages of 21 and 30 making up 24 percent.




The next chart shows the breakdown of persons killed in alcohol involved (BAC 0.08+) motor vehicle crashes between 2016 and 2020 broken down by Race and Ethnicity, as well as age groups. Persons between the ages of 21 and 34 made up the largest percent of total for all Races and Ethnicities of fatally injured persons killed as a result of an alcohol impaired driver. Slightly above 21 percent of all fatally injured persons were of Hispanic origin (compared to 21.5 percent of NJ population). Roughly 52 percent of all fatally injured persons were White-Non-

**2016-2020 Persons Killed in Alcohol Involved Fatal Crashes by Race (OMB Guidelines) (Hispanic and Non-Hispanic) and Age**

| | Hispanic | White, Non-Hispanic | Black, Non-Hispanic | American Indian, Non-Hispanic | Asian, Non-Hispanic | Mixed Race, Non-Hispanic | All Other Races, Non-Hispanic | Unknown, Non-Hispanic | Total |
|---|---|---|---|---|---|---|---|---|---|
| <5 | 3 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 5 |
| 5-9 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| 10-15 | 2 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 3 |
| 16-20 | 8 | 21 | 9 | 0 | 1 | 0 | 0 | 0 | 40 |
| 21-24 | 23 | 38 | 18 | 0 | 3 | 1 | 0 | 0 | 84 |
| 25-34 | 47 | 93 | 44 | 1 | 5 | 3 | 0 | 2 | 194 |
| 35-44 | 32 | 40 | 30 | 0 | 2 | 2 | 0 | 0 | 107 |
| 45-54 | 12 | 49 | 19 | 0 | 1 | 0 | 0 | 2 | 83 |
| 55-64 | 11 | 59 | 17 | 0 | 3 | 0 | 0 | 1 | 90 |
| 65-74 | 2 | 21 | 5 | 0 | 1 | 0 | 0 | 0 | 29 |
| >74 | 1 | 24 | 1 | 0 | 2 | 0 | 0 | 1 | 29 |
| TOTAL | 141 | 345 | 146 | 1 | 17 | 6 | 2 | 6 | 665 |
| PERCENT OF TOTAL KILLED | 21.2% | 51.9% | 22.0% | 0.2% | 2.6% | 0.9% | 0.3% | 0.9% | 100.0% |
| POPULATION % OF TOTAL | 21.5% | 53.5% | 15.3% | 0.7% | 10.3% | 2.4% | 1.0% | 0.0% | |

*Persons fatally injured includes New Jersey and Non-New Jersey residents

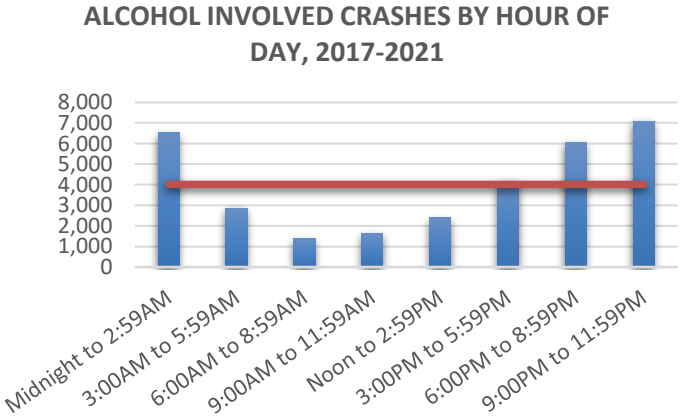
Hispanic (compared to 53.5 percent of NJ population), and 22 percent of all fatally injured persons were Black-Non-Hispanic (compared to 15.3 percent of NJ population).

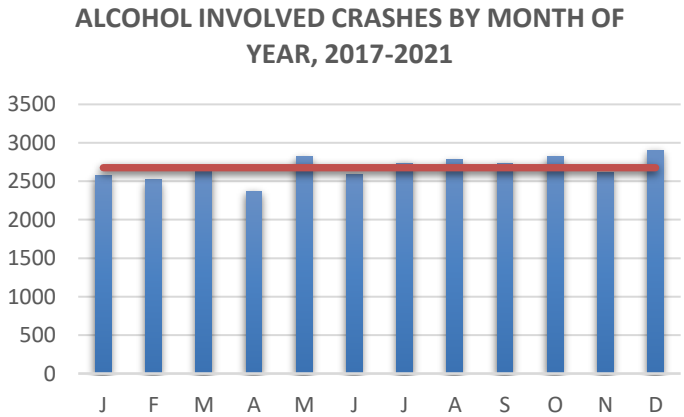
## *Alcohol Impaired Driving • Analysis of Occurrence*

To assist in targeting the enforcement of drivers driving under the influence of alcohol, it is important to observe when alcohol-involved crashes are most likely to occur. The graph below shows the Time of Day and Time of Year distribution of alcohol involved crashes. Over the past 5 years (2017-2021) approximately 40 percent of alcohol involved crashes occur between 9:00 PM and 2:59 AM, with a majority occurring during weekends.

**ALCOHOL INVOLVED CRASHES TIME OF DAY, DAY OF WEEK 2017-2021**

| | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY | TOTAL | |
|---|---|---|---|---|---|---|---|---|---|
| Midnight to 2:59AM | 748 | 401 | 500 | 532 | 737 | 1,675 | 1,944 | 6,537 | 20% |
| 3:00AM to 5:59AM | 255 | 169 | 168 | 206 | 273 | 776 | 1,000 | 2,847 | 8% |
| 6:00AM to 8:59AM | 184 | 158 | 161 | 173 | 183 | 212 | 307 | 1,378 | 4% |
| 9:00AM to 11:59AM | 209 | 235 | 230 | 238 | 264 | 234 | 236 | 1,646 | 5% |
| Noon to 2:59PM | 327 | 331 | 324 | 303 | 373 | 397 | 341 | 2,396 | 7% |
| 3:00PM to 5:59PM | 555 | 518 | 565 | 559 | 674 | 685 | 610 | 4,166 | 12% |
| 6:00PM to 8:59PM | 723 | 678 | 749 | 763 | 983 | 1,090 | 1,076 | 6,062 | 17% |
| 9:00PM to 11:59PM | 673 | 748 | 731 | 911 | 1,370 | 1,506 | 1,146 | 7,085 | 20% |
| TOTAL | 3,674 | 3,238 | 3,428 | 3,685 | 4,857 | 6,575 | 6,660 | 32,117 | 100% |
| | 11% | 9% | 10% | 11% | 14% | 19% | 19% | | |



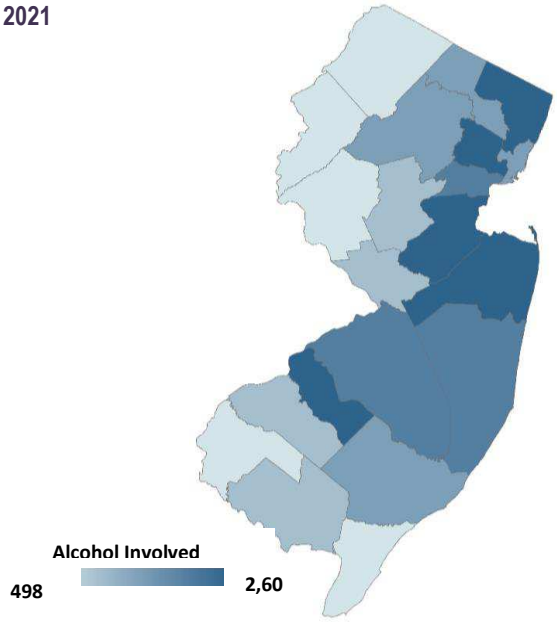

## *Alcohol Impaired Driving • Analysis of Location*

Determining where alcohol involved crashes are taking place aids the Division in targeting specific regions or counties where impaired driving enforcement is needed most. Bergen County (2,607 crashes) followed by Monmouth County (2,604 crashes) experienced the highest volume of alcohol involved crashes between 2017 and 2021. Salem County (392 crashes) and Warren County (498 crashes) had the lowest volume.

Between 2017 and 2021, 37 percent of alcohol involved crashes in New Jersey occurred in an overburdened community. Essex County (66 percent), Hudson County (58 percent), and Union County (55 percent) had the highest percent makeups of alcohol involved crashes occurring in overburdened communities.

A list of the Top 20 Municipalities with the greatest volume of alcohol involved crashes occurring in overburdened communities by community type is represented in the chart on the following page. The graph breaks down the type of overburdened community effected by alcohol involved crashes over the last five years (2017-2021).

**ALCOHOL INVOLVED CRASHES BY COUNTY 2017-2021**




**ALCOHOL INVOLVED CRASHES BY COUNTY, BY TOP 20 MUNCIPALITIES, PERCENT TOTAL OVERBURDENED COMMUNITY**

| COUNTY | TOTAL CRASHES 2017-2021 | OVERBURDENED CRASHES 17-21 | % OF TOTAL |
|---|---|---|---|
| Atlantic | 1622 | 718 | 44% |
| Bergen | 2607 | 1100 | 42% |
| Burlington | 1883 | 523 | 28% |
| Camden | 2377 | 855 | 36% |
| Cape May | 639 | 115 | 18% |
| Cumberland | 955 | 501 | 52% |
| Essex | 2338 | 1536 | 66% |
| Gloucester | 1250 | 208 | 17% |
| Hudson | 1885 | 1086 | 58% |
| Hunterdon | 514 | 10 | 2% |
| Mercer | 1127 | 481 | 43% |
| Middlesex | 2491 | 1353 | 54% |
| Monmouth | 2604 | 484 | 19% |
| Morris | 1626 | 353 | 22% |
| Ocean | 2206 | 409 | 19% |
| Passaic | 1529 | 670 | 44% |
| Salem | 392 | 22 | 6% |
| Somerset | 915 | 370 | 40% |
| Sussex | 598 | 20 | 3% |
| Union | 2061 | 1124 | 55% |
| Warren | 498 | 45 | 9% |
| Total Alcohol Involved Crashes | 32,117 | 11,983 | 37% |
| NJ Total Crashes | 1,237,394 | 193,507 | 16% |

| MUNICIPALITY | TOTAL CRASHES 2017-2021 | OVERBURDENED CRASHES 17-21 | % OF TOTAL |
|---|---|---|---|
| Newark City | 909 | 688 | 76% |
| Jersey City | 688 | 363 | 53% |
| Toms River Township | 517 | 34 | 7% |
| Camden City | 407 | 213 | 52% |
| Vineland City | 391 | 276 | 71% |
| Lakewood Township | 373 | 238 | 64% |
| Elizabeth City | 366 | 208 | 57% |
| Paterson City | 360 | 202 | 56% |
| Brick Township | 329 | 18 | 5% |
| Clifton City | 319 | 195 | 61% |
| Egg Harbor Township | 315 | 226 | 72% |
| Gloucester Township | 300 | 101 | 34% |
| Union Township (Union Co) | 295 | 227 | 77% |
| Cherry Hill Township | 281 | 58 | 21% |
| Edison Township | 281 | 201 | 72% |
| Atlantic City | 272 | 211 | 78% |
| Passaic City | 260 | 168 | 65% |
| Middletown Township | 259 | 0 | 0% |
| Hamilton Township (Mercer Co) | 257 | 68 | 26% |
| Deptford Township | 250 | 48 | 19% |
| Total Top 20 Municipalities Alcohol Involved Crashes | 7,429 | 3,743 | 50.4% |

| TOP 20 MUNICIPALITIES WITH ALCOHOL INVOLVED CRASHES IN OVERBURDENED COMMUNITIES, 2017 - 2021 | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| MUNICIPALITY | OVERBURDENED COMMUNITY TYPE | | | | | | | |
| | LOW INCOME | LOW INCOME AND LIMITED ENGLISH | LOW INCOME AND MINORITY | LOW INCOME, MINORITY, AND LIMITED ENGLISH | MINORTY | MINORTY AND LIMITED ENGLISH | TOTAL ALCOHOL OBC CRASHES | TOTAL ALCOHOL CRASHES |
| Newark City | 0% | 0% | 53% | 7% | 15% | 0% | 688 | 909 |
| Jersey City | 0% | 1% | 30% | 1% | 22% | 0% | 363 | 688 |
| Vineland City | 7% | 0% | 30% | 1% | 33% | 0% | 276 | 391 |
| Lakewood Township | 48% | 0% | 10% | 0% | 6% | 0% | 238 | 373 |
| Union Township (Union Co) | 0% | 0% | 8% | 0% | 69% | 0% | 227 | 295 |
| Egg Harbor Township | 0% | 0% | 56% | 0% | 16% | 0% | 226 | 315 |
| Camden City | 0% | 0% | 47% | 3% | 3% | 0% | 213 | 407 |
| Atlantic City | 1% | 0% | 70% | 2% | 5% | 0% | 211 | 272 |
| Elizabeth City | 0% | 0% | 34% | 11% | 12% | 0% | 208 | 366 |
| Paterson City | 0% | 0% | 44% | 3% | 9% | 0% | 202 | 360 |
| Edison Township | 0% | 0% | 2% | 0% | 70% | 0% | 201 | 281 |
| Linden City | 0% | 0% | 26% | 0% | 53% | 0% | 196 | 250 |
| Clifton City | 2% | 0% | 19% | 1% | 39% | 0% | 195 | 319 |
| Irvington Township | 0% | 0% | 49% | 7% | 28% | 0% | 173 | 204 |
| East Orange City | 0% | 0% | 60% | 0% | 20% | 0% | 172 | 214 |
| Passaic City | 0% | 0% | 44% | 14% | 7% | 0% | 168 | 260 |
| Trenton City | 0% | 0% | 62% | 5% | 8% | 0% | 168 | 222 |
| Pennsauken Township | 0% | 0% | 14% | 0% | 65% | 0% | 165 | 207 |
| Woodbridge Township | 0% | 0% | 7% | 0% | 71% | 0% | 164 | 211 |
| North Bergen Township | 0% | 0% | 22% | 1% | 49% | 1% | 138 | 191 |
| TOTAL | 3% | 0% | 13% | 1% | 19% | 0% | 11,983 | 32,117 |

*See page 6 of this report for further information on overburdened community type definitions

## *Drugged Impaired Driving • General Overview*

Driving while impaired by any substance, legal or illegal, is a daily traffic safety challenge. Alcohol, Cannabis, medications and illicit drugs can impair one's ability to drive. NHTSA's Drug and Alcohol Crash Risk Study found that cannabis users are more likely to be involved in crashes, however, the increased risk may be due in part because cannabis users are more likely to be young men, who are generally at a higher risk of crashes. In February 2021, the State legalized the recreational use of cannabis, paving the way for a retail market. The adult-use market opened in April 2022. To monitor the effects of this change, NJDHTS is working with its partners:

- To identify specific impaired-driving problems in the State (i.e., problem identification).
- To fund research on drug use and its involvement in fatal traffic crashes.
- To make recommendations to reduce impaired driving in the State. Examples could include increasing the use of sobriety checkpoints accompanied by intensive publicity.
- To identify and overcome obstacles impeding effective countermeasures in the State.
- To identify and address any unintended consequences that may result from proposed actions.
- To provide a network of communication and cooperation among the various stakeholders.

**Quick Facts 2017-2021**

**27.6%**
of all NJ fatalities involved a drug impaired driver

**837**
Total Drug Involved Fatalities – Increase of 11% from 2016-2020 total (754)

**600**
Total Serious Injuries – 11.7% increase from 2016-2020 total (537)

**45%**
of drivers under the influence of drugs were between the ages 21-35.

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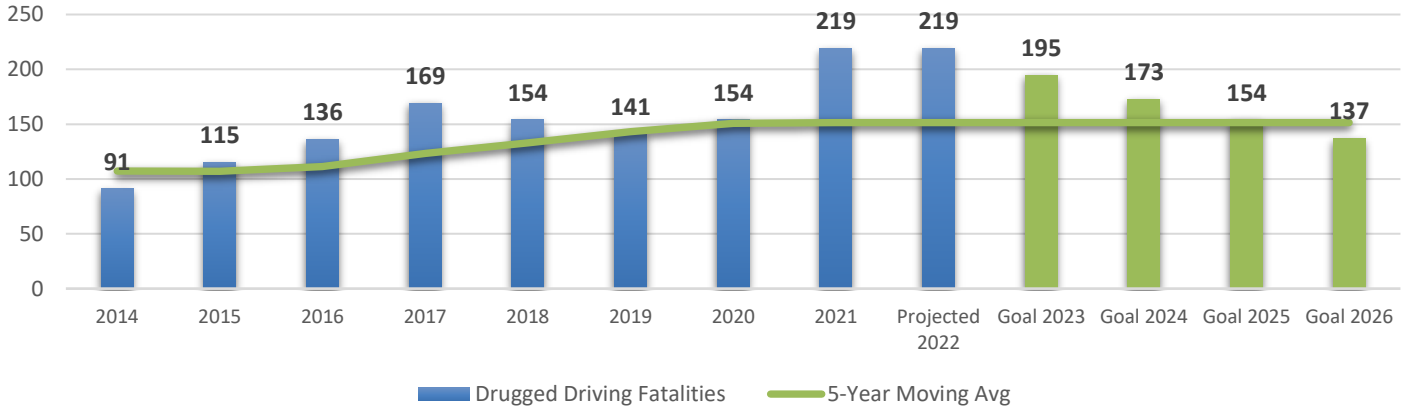
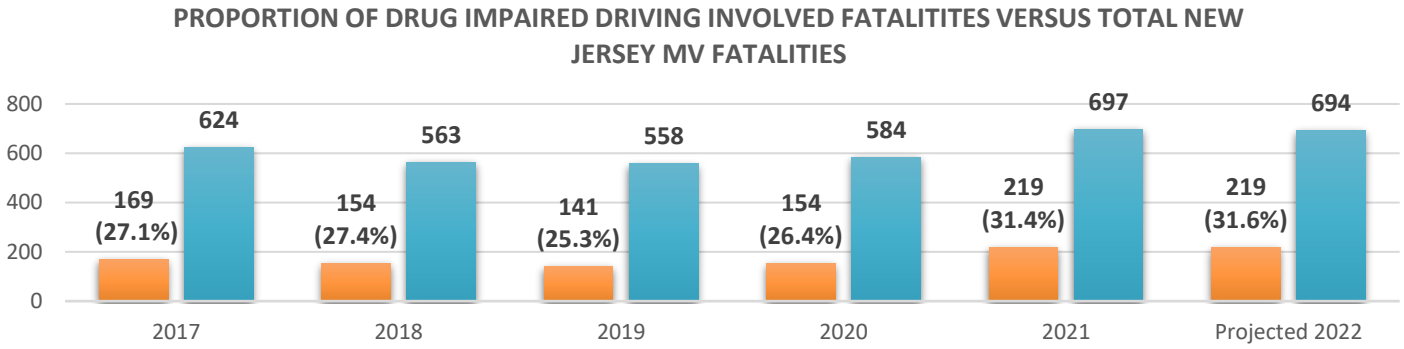
**DRUG IMPAIRED DRIVING INVOLVED FATALITIES, ANNUAL AND 5-YEAR MOVING AVERAGE**



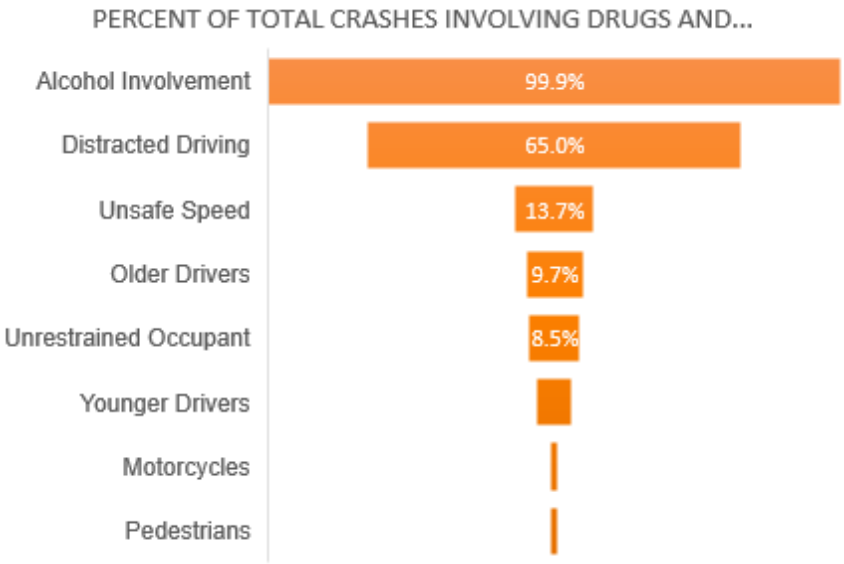

Beginning in FY2023, the values used to evaluate drug impaired driving fatalities were updated to include all persons killed in crashes involving a drug-impaired driver. The prior year's values reflect the number of deceased drivers that tested positive for drugs. The change took the focus from just the deceased driver involved and allows for a greater measure of the effects of drug impaired driving.

Drug impaired driving is defined as drivers being under the influence of a drug (illicit and/or medication) or a combination of drugs and alcohol. Drug impairment plays a significant role on New Jerseys roadways and was a factor in 31 percent of all fatalities in 2021, up from 26 percent of all fatalities in 2020. 2022 preliminary figures are inconclusive at this time, so 2021 figures were used for future forecasting.




New Jersey experienced a 9 percent increase in drug involved fatal driving crashes from 2019 to 2020, and a 42 percent increase from 2020 to 2021. This large increase (154 to 219) made drugged driving Involved fatalities the largest contributor to motor vehicle fatalities in 2021 (31.4 percent).

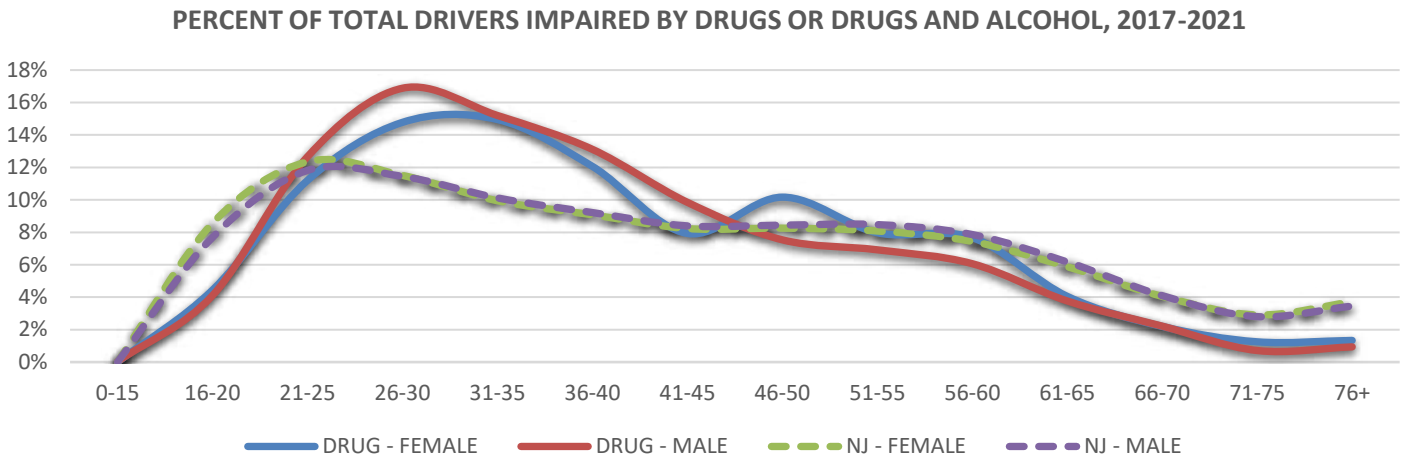
The report of drugged driving in overall crashes has increased since 2017. One of the reasons for this may be the addition of a secondary Driver Physical Status field on the NJTR-1 Crash Report, which enables reporting officers to indicate more than one physical status for each driver at the time of the crash. New Jersey also has the second highest amount of certified Drug Recognition Experts (DREs) in the US, which in tandem with a robust county call-out program has led to increased detection capabilities.




There are many other contributing circumstances reported in drug-involved crashes. Many of these circumstances are overlapping and aid in New Jersey's understanding of crash occurrences that have multiple causation factors. A representation of crashes involving drugs and how they combine with other performance areas is shown to the right. From 2017-2021, 99.9 percent of crashes where the reporting officer suspected impairment due to drugs, the officer also reported suspected alcohol impairment. This overlap limits the ability to differentiate drug and alcohol impairment using the available data on non-fatal traffic crashes. Approximately 65 percent of reported drug-involved crashes also were reported to have involved distracted driving, and 13.7 percent were reported to have involved speeding.

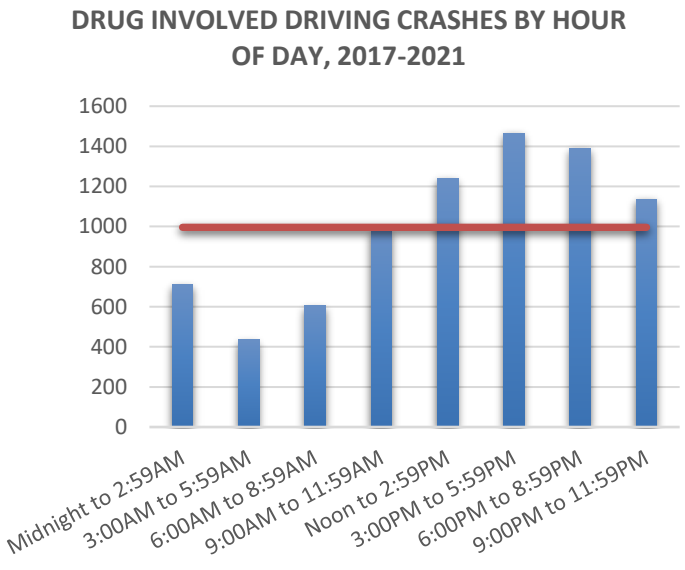
## *Drugged Driving • Analysis of Age/Gender*

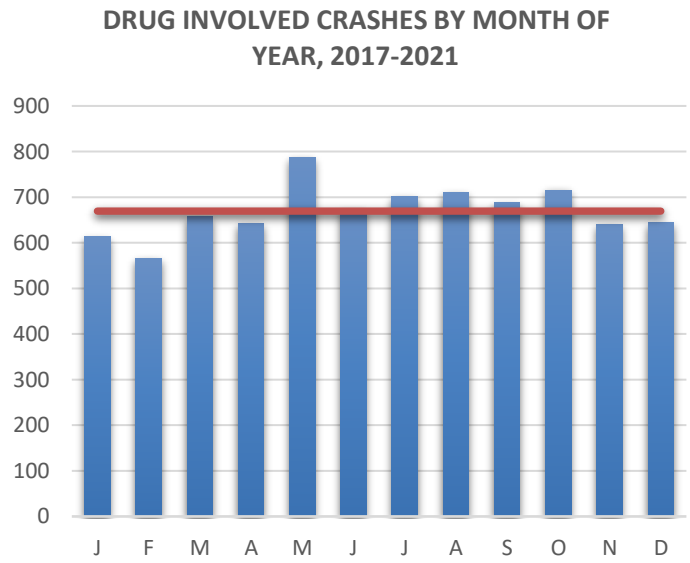
The difference in age and gender was a factor in the likelihood of an individual being involved in a crash where drugs are involved. The 21 to 35-year-old driver accounted for over 43 percent of total drug-related crashes that occurred from 2017-2021, and male drivers overall accounted for 73 percent of all drugged driver involved crashes. A graph representing the percent of total drivers impaired by drugs or drugs and alcohol between 2017 and 2021 is on the following page. Slightly over 56 percent of all drug impaired drivers were between the ages of 21 and 40, compared to 43 percent of total drivers of that age group involved in total New Jersey crashes.




### *Drugged Driving • Analysis of Occurrence*

To assist in enforcement targeting drivers under the influence of drugs, it is important to observe when drug involved crashes are most likely to occur. The graphic below shows the Time of Day and Month of Year distribution of crashes involving a driver under the influence of drugs. Over the past five years (2017-2021), approximately 34 percent of drug-impaired driving crashes occurred between 12:00PM and 5:59PM, with a majority occurring in May.



Day-of-week occurrences are one of the more important indicators to help shed light on the issue of drug impaired driving. As seen in the graph below, crashes involving drivers under the influence of drugs are like the typical distribution of all crashes in New Jersey, with the highest number taking place on Friday evenings.

**DRUG IMPAIRED DRIVING INVOLVED CRASHES TIME OF DAY, DAY OF WEEK 2017-2021**

| | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY | TOTAL | |
|---|---|---|---|---|---|---|---|---|---|
| Midnight to 2:59AM | 60 | 48 | 41 | 51 | 68 | 62 | 55 | 711 | 9% |
| 3:00AM to 5:59AM | 29 | 31 | 35 | 46 | 33 | 40 | 37 | 436 | 5% |
| 6:00AM to 8:59AM | 45 | 50 | 42 | 38 | 67 | 59 | 67 | 604 | 8% |
| 9:00AM to 11:59AM | 81 | 74 | 102 | 77 | 105 | 84 | 96 | 983 | 12% |
| Noon to 2:59PM | 106 | 84 | 120 | 111 | 129 | 92 | 102 | 1,242 | 16% |
| 3:00PM to 5:59PM | 112 | 97 | 115 | 117 | 142 | 113 | 124 | 1,466 | 18% |
| 6:00PM to 8:59PM | 95 | 91 | 114 | 109 | 143 | 118 | 105 | 1,390 | 17% |
| 9:00PM to 11:59PM | 81 | 88 | 80 | 88 | 92 | 98 | 108 | 1,136 | 14% |
| TOTAL | 609 | 563 | 649 | 637 | 779 | 666 | 694 | 7,968 | 100% |
| | 8% | 7% | 8% | 8% | 10% | 8% | 9% | | |

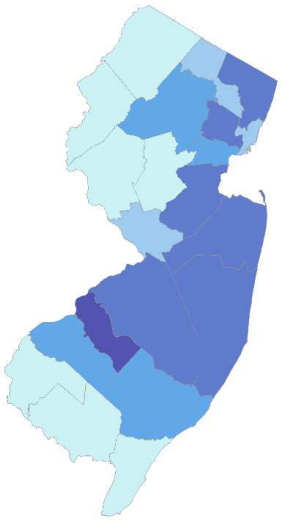
## *Drugged Driving • Analysis of Location*

Camden County had the highest volume of drug impaired driving crashes over the last 5 years (787 between 2017-2021). This made-up 10 percent of all drug impaired crashes in New Jersey during that period. Following Camden County was Monmouth County, which made up 8 percent of all drug impaired driving crashes (661).

The chart on the following page shows the total drugged driver involved crashes by County, as well as the number of drugged driving crashes that took place within an overburdened community with a percent of total. Essex County had the highest volume of drugged driver involved crashes occurring in overburdened communities in the State (341) which made up 64 percent of the total drugged driving involved crashes taking place there. Middlesex County had the second highest volume (324) which made up 58 percent of the total drugged driving involved crashes taking place there.

A list of the Top 20 Municipalities with the greatest volume of drugged driving involved crashes occurring in overburdened communities by community type is represented in the chart on the next page. The graph breaks down the type of overburdened community affected by drugged driving involved crashes over the last five years (2017-2021).

**DRUG IMPAIRED CRASHES BY COUNTY 2017-2021**



Drug Impaired Crashes

119 — 787

| DRUGGED DRIVING INVOLVED CRASHES BY COUNTY PERCENT TOTAL OVERBURDENED COMMUNITY 2017-2021 | | | | | | | |
|---|---|---|---|---|---|---|---|
| COUNTY | TOTAL CRASHES | OVERBURDENED CRASHES | % OF TOTAL | COUNTY | TOTAL CRASHES | OVERBURDENED CRASHES | % OF TOTAL |
| Atlantic | 459 | 197 | 43% | Middlesex | 562 | 324 | 58% |
| Bergen | 528 | 207 | 39% | Monmouth | 661 | 111 | 17% |
| Burlington | 569 | 149 | 26% | Morris | 428 | 89 | 21% |
| Camden | 787 | 291 | 37% | Ocean | 582 | 95 | 16% |
| Cape May | 179 | 33 | 18% | Passaic | 331 | 148 | 45% |
| Cumberland | 179 | 89 | 50% | Salem | 119 | 5 | 4% |
| Essex | 530 | 341 | 64% | Somerset | 185 | 56 | 30% |
| Gloucester | 421 | 62 | 15% | Sussex | 132 | 0 | 0% |
| Hudson | 389 | 214 | 55% | Union | 434 | 235 | 54% |
| Hunterdon | 172 | 3 | 2% | Warren | 128 | 13 | 10% |
| Mercer | 258 | 94 | 36% | Total Drugged Driving Crashes | 8,033 | 2,756 | 34% |
| | | | | NJ Total Crashes | 1,237,394 | 193,507 | 16% |

| TOP 20 MUNICIPALITIES WITH DRUGGED DRIVING INVOLVED CRASHES IN OVERBURDENED COMMUNITIES, 2017 - 2021 | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| MUNICIPALITY | OVERBURDENED COMMUNITY TYPE | | | | | | | |
| | LOW INCOME | LOW INCOME AND LIMITED ENGLISH | LOW INCOME AND MINORITY | LOW INCOME, MINORITY, AND LIMITED ENGLISH | MINORTY | MINORTY AND LIMITED ENGLISH | TOTAL DRUGGED OBC CRASHES | TOTAL DRUGGED CRASHES |
| Newark City | 0% | 0% | 60% | 5% | 17% | 0% | 162 | 198 |
| Jersey City | 0% | 0% | 28% | 1% | 23% | 0% | 95 | 180 |
| Camden City | 0% | 0% | 56% | 1% | 3% | 0% | 91 | 149 |
| Egg Harbor Township | 0% | 0% | 55% | 0% | 19% | 0% | 70 | 94 |
| Union Township (Union Co) | 0% | 0% | 6% | 0% | 71% | 0% | 60 | 78 |
| Woodbridge Township | 0% | 0% | 8% | 0% | 78% | 0% | 56 | 65 |
| Paterson City | 0% | 0% | 45% | 4% | 7% | 0% | 53 | 94 |
| Elizabeth City | 0% | 0% | 47% | 11% | 11% | 0% | 49 | 70 |
| Vineland City | 11% | 0% | 23% | 0% | 40% | 0% | 46 | 62 |
| Lakewood Township | 65% | 0% | 2% | 0% | 3% | 0% | 45 | 65 |
| Atlantic City | 2% | 0% | 81% | 2% | 4% | 0% | 43 | 48 |
| Linden City | 0% | 0% | 24% | 0% | 60% | 0% | 42 | 50 |
| Gloucester Township | 5% | 0% | 16% | 0% | 14% | 0% | 41 | 118 |
| Edison Township | 0% | 0% | 2% | 0% | 66% | 0% | 40 | 59 |
| East Orange City | 0% | 0% | 66% | 0% | 13% | 0% | 37 | 47 |
| Parsippany-Troy Hills Township | 0% | 0% | 0% | 0% | 50% | 0% | 34 | 68 |
| Trenton City | 0% | 0% | 66% | 5% | 7% | 0% | 34 | 44 |
| Pennsauken Township | 0% | 0% | 13% | 0% | 73% | 0% | 34 | 40 |
| South Brunswick Township | 0% | 0% | 0% | 0% | 91% | 0% | 30 | 33 |
| East Brunswick Township | 9% | 0% | 9% | 0% | 42% | 0% | 27 | 45 |
| TOTAL | 3% | 0% | 12% | 1% | 18% | 0% | 2756 | 8033 |

*See page 6 of this report for further information on overburdened community type definitions

# PEDESTRIAN AND BICYCLE SAFETY

## *Pedestrian Safety • General Overview*

Everyone has different preferences when it comes to transportation, but at one time or another everyone is a pedestrian. Pedestrians are one of the most vulnerable roadway users and, unfortunately, pedestrian fatalities and injuries increased in New Jersey. Over the past ten years, from 2013-2022, there were a total of 1,742 people killed while walking on and across New Jersey's roadways. In 2021, 217 pedestrian fatalities occurred, representing a 25 percent increase from 2020. However, in 2022, a preliminary total of 192 pedestrians were killed on New Jersey's roadways, resulting in an 11 percent decrease from 2021.

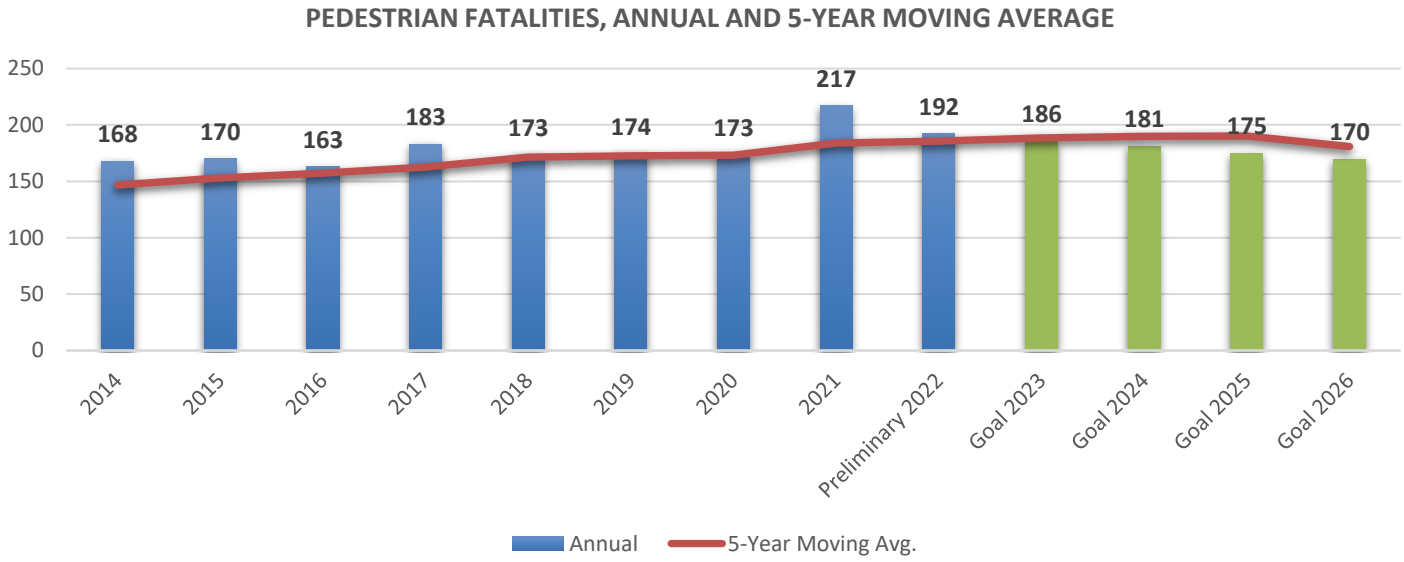
Pedestrian safety remains a major focus of educational and enforcement programs in New Jersey. Pedestrian fatalities accounted for over 30 percent of total roadway fatalities in 2018, 31 percent in 2019, 30 percent in 2020, 31 percent in 2021 and 28 percent in 2022.

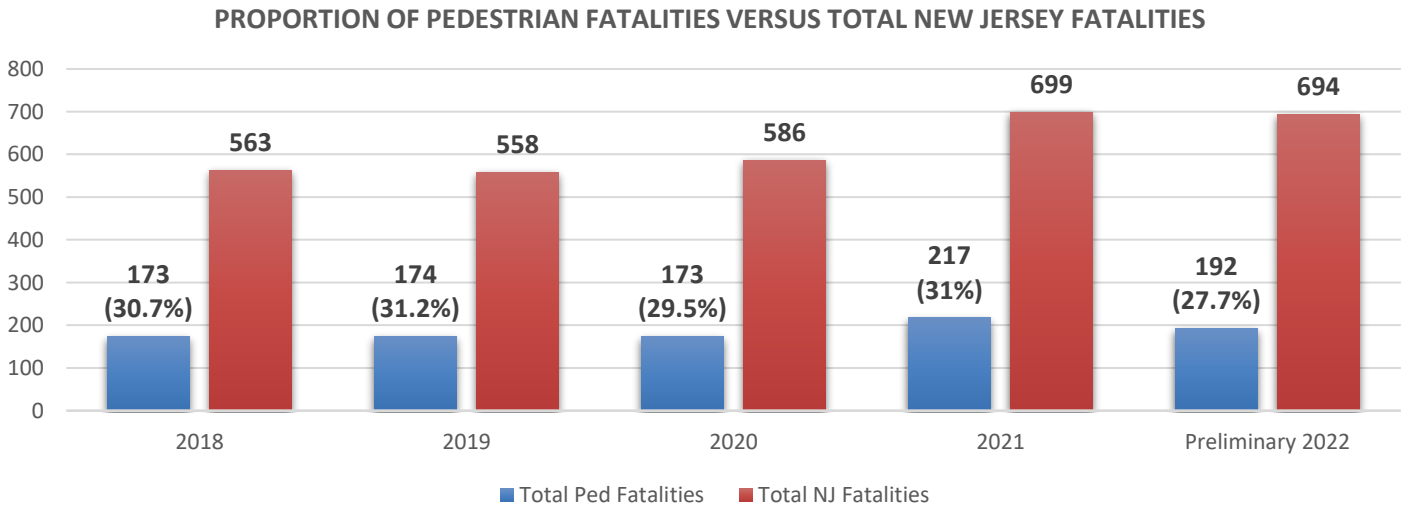
### Quick Facts

**28%**
of all NJ fatalities were pedestrians in 2022

**192**
Total Pedestrian Fatalities in 2022 – decrease of 11.5% from 2021

**1,689**
Total Serious Pedestrian Injuries (2017-2021)



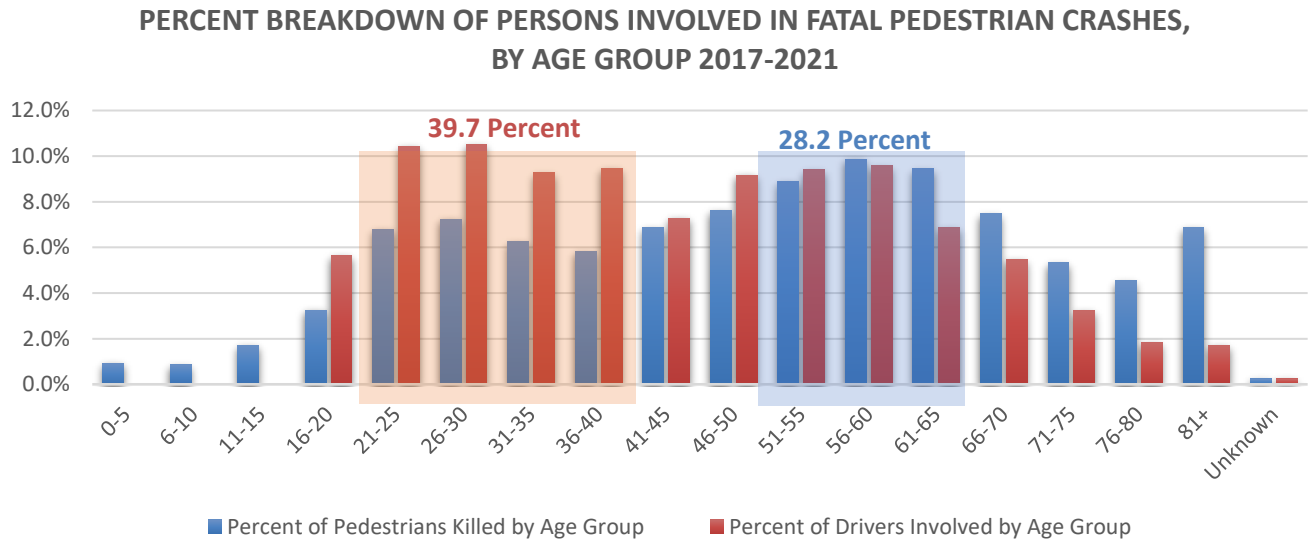
In 2021, the number of crashes between motor vehicles and pedestrians increased 5 percent from 2020. In light of this, pedestrian crashes remain a traffic safety concern in New Jersey. Thorough outreach and education efforts have been made to enhance the awareness of pedestrians in roadways and the visibility of the most dangerous intersections as well as improvements to pedestrian infrastructure in "hot-spot" locations.

| PEDESTRIAN INJURIES BY SEVERITY, 2017 - 2021 | | | | | |
|---|---|---|---|---|---|
| | 2017 | 2018 | 2019 | 2020 | 2021 |
| KILLED | 183 | 173 | 174 | 173 | 217 |
| TOTAL INJURED | 4,087 | 3,687 | 3,919 | 2,471 | 2,563 |
| SUSPECTED SERIOUS INJURY (A) | 202 | 179 | 480 | 379 | 481 |
| SUSPECTED MINOR INJURY (B) | 1,150 | 1,096 | 1,526 | 1,061 | 1,094 |
| POSSIBLE INJURY (C) | 2,735 | 2,412 | 1,913 | 1,031 | 988 |
| FATALITY RATE PER 100,000 POPULATION | 2.06 | 1.95 | 1.96 | 1.86 | 2.34 |
| NON-FATAL INJURY RATE PER 100,000 POPULATION | 45.99 | 41.49 | 44.12 | 26.60 | 27.59 |
| TOTAL PEDESTRIAN CRASHES | 4,997 | 4,394 | 4,696 | 3,018 | 3,173 |

## *Pedestrian Safety • Analysis of Age*

Over the last 10 years, nearly 10 percent of all pedestrians killed in crashes were between the ages of 56 and 60 and nearly two-thirds were Male (65.6 percent). Almost 30 percent **(28.2 percent)** of all pedestrians killed were between the ages of 51 and 65 compared to 26.9 percent nationally for the same age group.

During the same span (2012-2021) 20.9 percent of drivers involved in fatal pedestrian crashes were between the ages of 21 and 30 with 73.4 percent being Male. Almost 40 percent **(39.7 percent)** of drivers involved in fatal pedestrian crashes were between the ages of 21 and 40, the same being true for all fatal crashes in New Jersey during the same span. Comparing this breakdown to national figures, drivers between the ages 21 and 40 were involved in 38.6 percent of all pedestrian fatal crashes nationally and 40.2 of all fatal crashes.



Studies have shown racial disparities in pedestrian injury hospitalization rates and outcomes, particularly among Black, Hispanic, and Multiracial/Other race/ethnicity groups and support population and system-level approaches to prevention. Access to transportation is an indicator for health disparity, and these results indicate that access to safe transportation also shows inequity by race/ethnicity. (Dangerous by Design. (2021). Smart Growth America. The National Complete Streets Coalition). DHTS examined the race/ethnicity of fatally injured pedestrians to identify the populations that are disproportionately affected.

The chart below calculates the percent of total of pedestrians killed in motor vehicle crashes between 2016 and 2020 by Person Type and Race. The final two rows in the chart show the percent of total of pedestrians killed in motor vehicle crashes in New Jersey by Race as well as the percent of total of the population by Race. Since information on race and ethnicity is not captured on New Jersey's police crash reports, the NHTSA FARS data system was queried to extract the race and ethnicity data collected from medical examiner's reports for the motor vehicle fatalities that occurred in the state from 2016 to 2020. At the time of this report, Hispanic Origin and Race data for the 2021 FARS Annual Report is currently incomplete due to delays in processing death certificates.

Between 2016 and 2020, Black individuals were disproportionately killed in pedestrian crashes (20.3%) compared to 2020 US Census NJ population totals (15.3%). Approximately 19 percent of all pedestrians fatally injured between 2016 and 2020 were of Hispanic Origin, compared to making up 21.5 percent of New Jersey's population.

**2016-2020 Pedestrians Killed in Fatal Crashes by Race (OMB Guidelines) (Hispanic and Non-Hispanic)**

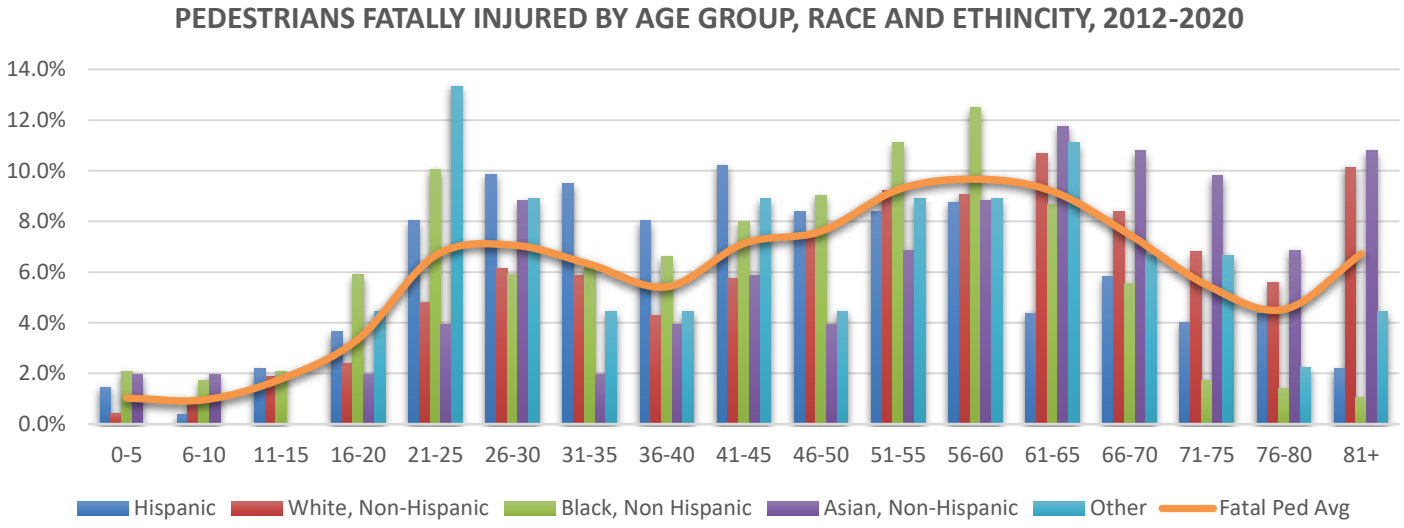
| | Hispanic | White, Non-Hispanic | Black, Non-Hispanic | American Indian, Non-Hispanic | Asian, Non-Hispanic | Mixed Race, Non-Hispanic | All Other Races, Non-Hispanic | Unknown, Non-Hispanic | Total |
|---|---|---|---|---|---|---|---|---|---|
| **TOTAL PEDESTRIANS KILLED** | 168 | 428 | 176 | 0 | 64 | 10 | 7 | 14 | 867 |
| **PERCENT OF TOTAL PEDESTRIANS KILLED** | 19.4% | 49.4% | 20.3% | 0.0% | 7.4% | 1.2% | 0.8% | 1.6% | 100.0% |
| **POPULATION % OF TOTAL** | **21.5%** | **53.5%** | **15.3%** | **0.7%** | **10.3%** | **2.4%** | **1.0%** | **0.0%** | |

***Persons fatally injured includes New Jersey and Non-New Jersey residents**

The graph on the next page summarizes the total pedestrians fatally injured in motor vehicle crashes between 2012 and 2020 broken down by Age Group and Race/Ethnicity. The age group that experienced the highest volume of fatally injured pedestrians for Black, Non-Hispanic pedestrians was between the ages 51 and 60, comprising 23.6 percent of the total Black, Non-Hispanic pedestrians fatally injured. The highest volume of fatally injured pedestrians of Hispanic origin (all Races) were between the ages 26 and 35, comprising 19.3 percent of all fatally injured Hispanic pedestrians (all races). The highest volume of fatally injured White, Non-Hispanic pedestrians were between the ages 56 and 65, comprising of 19.8 percent of fatally injured White, Non-Hispanic pedestrians.

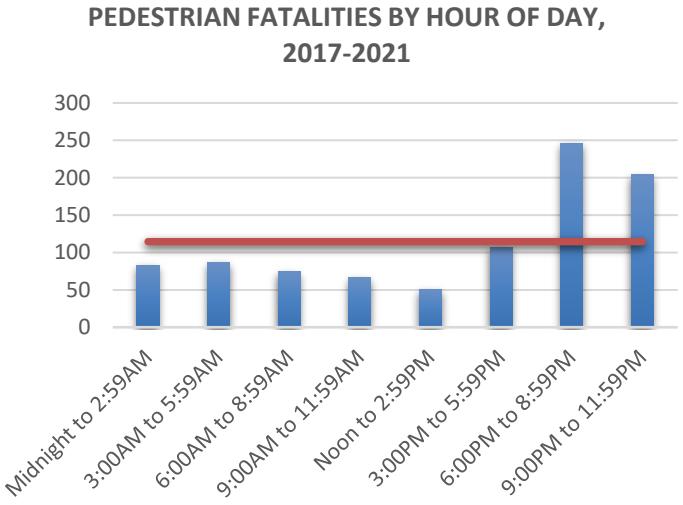
Comparing the percent makeup of age group of fatally injured pedestrians in New Jersey between 2012 and 2020 indicates that:

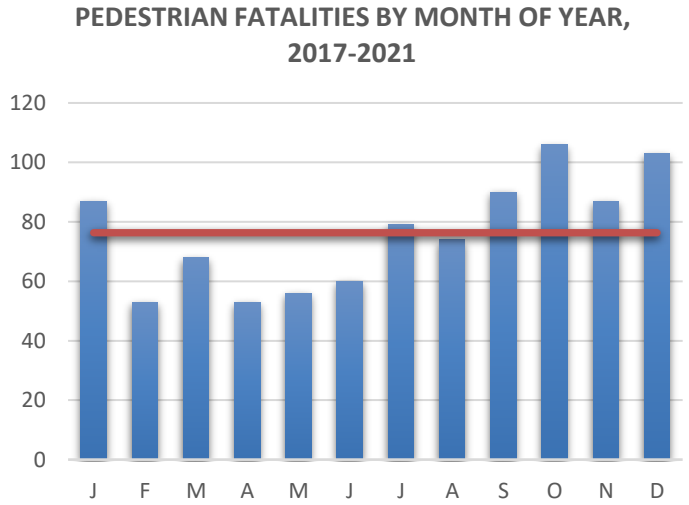
- Fatally injured Black, Non-Hispanic pedestrians were overrepresented in individuals between the ages of 0-10 (3.8 percent of total fatally injured Black, Non-Hispanic pedestrians compared to 2 percent of all fatally injured pedestrians), 16-25 (16 percent of total fatally injured Black, Non-Hispanic pedestrians vs. 10.1 percent of all fatally injured pedestrians) and 36-60 (53.5 percent of total fatally injured Black, Non-Hispanic pedestrians vs. 45.6 percent of all fatally injured pedestrians).
- Fatally injured Hispanic pedestrians between the ages 0-5 (1.5 percent of total fatally injured Hispanic pedestrians vs. 1 percent of all fatally injured pedestrians), and 11-50 (60 percent of total fatally injured Hispanic pedestrians vs. 45.5 percent of all fatally injured pedestrians).
- Fatally injured White, Non-Hispanic pedestrians were overrepresented in individuals between the ages of 61-81+ (41.7 percent of total fatally injured White, Non-Hispanic pedestrians vs. 33.5 percent of all fatally injured pedestrians).




## *Pedestrian Safety • Analysis of Occurrence*

Over the past 5 years (2017 through 2021), there have been 920 pedestrians fatally injured in crashes. Out of the 3,030 overall fatalities in New Jersey between 2017 and 2021, fatally injured pedestrians comprised of 30 percent



of all fatalities during that span. Nearly 31 percent of New Jersey's roadway fatalities were pedestrians in 2021 and just under 28 percent in 2022.

Pedestrians are more likely to be killed on weekend days (Friday, Saturday, and Sunday) where almost half (44 percent) of all fatally injured pedestrians were involved in crashes over the past 5 years (2017-2021). Almost a quarter (22.3 percent) of all pedestrians killed took place during crashes on a Friday, Saturday, or Sunday between the hours of 6:00PM and 11:59AM compared to 16 percent of all fatal crashes in New Jersey taking place during the same period. About one third (32.8 percent) of all fatalities took place between 6:00PM and 11:59PM compared to 49 percent of all pedestrian fatalities.

**PEDESTRIAN FATALITIES BY CRASH TIME OF DAY, DAY OF WEEK 2017-2021**

| | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY | TOTAL | |
|---|---|---|---|---|---|---|---|---|---|
| Midnight to 2:59AM | 15 | 10 | 7 | 10 | 9 | 11 | 21 | 83 | 9% |
| 3:00AM to 5:59AM | 11 | 10 | 8 | 11 | 12 | 14 | 20 | 86 | 9% |
| 6:00AM to 8:59AM | 11 | 14 | 11 | 8 | 16 | 7 | 7 | 74 | 8% |
| 9:00AM to 11:59AM | 3 | 13 | 13 | 16 | 10 | 3 | 8 | 66 | 7% |
| Noon to 2:59PM | 3 | 12 | 8 | 5 | 13 | 8 | 1 | 50 | 5% |
| 3:00PM to 5:59PM | 25 | 19 | 11 | 14 | 17 | 13 | 8 | 107 | 12% |
| 6:00PM to 8:59PM | 33 | 26 | 32 | 40 | 41 | 38 | 36 | 246 | 27% |
| 9:00PM to 11:59PM | 30 | 18 | 36 | 30 | 31 | 36 | 23 | 204 | 22% |
| TOTAL | 131 | 122 | 126 | 134 | 149 | 130 | 124 | 916 | 100% |
| | 14% | 13% | 14% | 15% | 16% | 14% | 14% | | |

The months with the least amount of daylight hours experience the highest volume of fatally injured pedestrians. Roughly one third of all pedestrians killed occurred during one quarter of the months (October – 11.6 percent, November – 9.5 percent and December – 11.2 percent, Total 32.3 percent). Approximately 27 percent of all fatalities occurred during the same period.

### *Pedestrian Safety • Analysis of Location*

Over the past 10 years (2011-2020) 1,631 pedestrians have been killed navigating the roadways in New Jersey. Nearly 7 percent of all pedestrians killed (111 of 1,631) during that period took place in the City of Newark, followed by Jersey City which made up 2.5 percent of all pedestrians killed. On average, over 11 pedestrians are killed each year in Newark due to motor vehicle crashes. The Top 20 municipalities with the highest volume of pedestrian fatalities is shown in the table below. Galloway Township had the highest pedestrian fatality rate (4.94 pedestrians killed per 100k population) (numbers of pedestrians killed / 100K population) followed by the City of Camden with a rate of 4.52.

***Total Pedestrian Fatalities by Volume (2011-2020) – Top 20 Municipalities***

| Municipality | 2020 Population | 10-Year Pedestrian Fatality Total (2011-2020) | % Of 10-Year NJ Fatality Total | 10 Year Average Pedestrian Fatalities | Pedestrian Fatal Rate of 10-Yr Avg per 100k Pop |
|---|---|---|---|---|---|
| *Newark* | 281,917 | 111 | 6.8% | 11.33 | 4.02 |
| *Jersey City* | 262,652 | 40 | 2.5% | 3.78 | 1.44 |
| *Elizabeth* | 128,484 | 35 | 2.1% | 3.56 | 2.77 |
| *Camden* | 73,742 | 31 | 1.9% | 3.33 | 4.52 |
| *Toms River* | 92,093 | 29 | 1.8% | 3.00 | 3.26 |
| *Trenton* | 83,387 | 27 | 1.7% | 2.56 | 3.06 |
| *Paterson* | 145,484 | 25 | 1.5% | 2.44 | 1.68 |
| *Lakewood* | 104,157 | 25 | 1.5% | 2.22 | 2.13 |
| *Hamilton Township* | 87,552 | 21 | 1.3% | 2.22 | 2.54 |
| *Galloway Township* | 35,967 | 19 | 1.2% | 1.78 | 4.94 |
| *Clifton* | 85,201 | 19 | 1.2% | 1.78 | 2.09 |
| *Edison* | 100,693 | 18 | 1.1% | 1.89 | 1.88 |
| *Egg Harbor Township* | 42,578 | 18 | 1.1% | 1.67 | 3.91 |
| *Hackensack* | 44,266 | 18 | 1.1% | 1.78 | 4.02 |
| *Cherry Hill* | 71,009 | 17 | 1.0% | 1.78 | 2.50 |
| *Wayne* | 53,657 | 17 | 1.0% | 1.67 | 3.11 |
| *Vineland* | 59,405 | 17 | 1.0% | 1.78 | 2.99 |
| *North Bergen* | 61,627 | 16 | 1.0% | 1.67 | 2.70 |
| *Bayonne* | 65,112 | 16 | 1.0% | 1.67 | 2.56 |
| *Union* | 59,728 | 16 | 1.0% | 1.78 | 2.98 |
| *Old Bridge* | 65,898 | 16 | 1.0% | 1.33 | 2.02 |

Between 2016 and 2022 there have been over 22,000 crashes involving pedestrians, 87 percent of those crashes resulted in one or more pedestrians being injured or killed. A Weighted Ranking list was created that aggregates the total volume of pedestrian injury crashes by injury severity, multiplied by an EPDO ranking system. Equivalent Property Damage Only (ePDO) is used to compare crash severity types among each other. Each severity is assigned a Severity Weight to indicate the number of property damage only crashes would be equivalent to a single crash of that severity (e.g. one “B Injury” crash could be considered equivalent to 19.1 “O Injury” crashes).

The expression used to determine the ePDO on a segment is:

$$\left(\left(\frac{SW_k}{SW_o}\right) \cdot CR_k\right) + \left(\left(\frac{SW_a}{SW_o}\right) \cdot CR_a\right) + \left(\left(\frac{SW_b}{SW_o}\right) \cdot CR_b\right) + \left(\left(\frac{SW_c}{SW_o}\right) \cdot CR_c\right) + (CR_o) + (CR_u)$$

***Weighted Ranking Score for Injured Pedestrian Crashes by Volume (2016-2020) – Top 20 Municipalities***

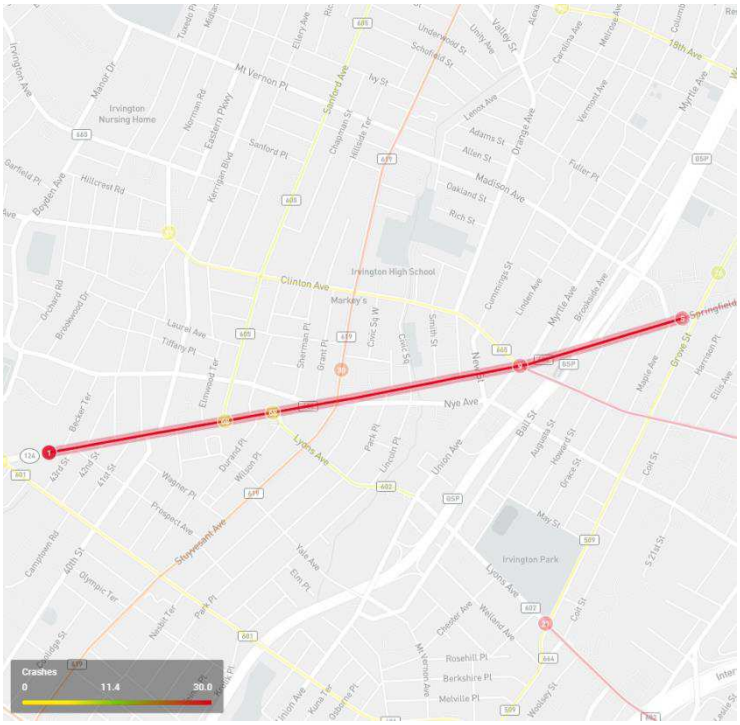
| *Top 20 Municipalities* | Total Injury Crashes | Weighted Score | Weighted Rank | Non-Weighted Rank | Weighted Difference* |
|---|---|---|---|---|---|
| *Newark City* | 2,129 | 35,772.8 | 1 | 1 | 0 |
| *Jersey City* | 1,309 | 18,816.1 | 2 | 2 | 0 |
| *Paterson City* | 1,061 | 15,060.4 | 3 | 3 | 0 |
| *Elizabeth City* | 572 | 9,769.6 | 4 | 4 | 0 |
| *Irvington Township* | 484 | 7,319.8 | 5 | 5 | 0 |
| *Passaic City* | 341 | 6,024.3 | 6 | 7 | 1 |
| *Trenton City* | 357 | 4,944.3 | 8 | 6 | -2 |
| *Camden City* | 319 | 5,312.9 | 7 | 9 | 2 |
| *East Orange City* | 328 | 4,676.9 | 10 | 8 | -2 |
| *Lakewood Township* | 305 | 4,803.2 | 9 | 10 | 1 |
| *North Bergen Township* | 286 | 4,216.1 | 14 | 11 | -3 |
| *Atlantic City* | 263 | 4,155 | 15 | 14 | -1 |
| *Hackensack City* | 272 | 4,450.7 | 12 | 13 | 1 |
| *Union City* | 276 | 4,629 | 11 | 12 | 1 |
| *Bayonne City* | 250 | 4,402.2 | 13 | 16 | 3 |
| *New Brunswick City* | 253 | 4,066.6 | 16 | 15 | -1 |
| *Clifton City* | 222 | 3,573.3 | 18 | 17 | -1 |
| *Perth Amboy City* | 218 | 3,605.8 | 17 | 18 | 1 |
| *Fort Lee Borough* | 185 | 2,946.9 | 21 | 20 | -1 |
| *West New York Town* | 177 | 2,775 | 25 | 21 | -4 |

To identify specific roadways that experience the highest instances of injury causing pedestrian crashes, a Network Screening analysis was conducted which filtered for pedestrian involved crashes on New Jersey's roadways over the last 5 years (2016-2020). The filter applied searched for crashes between the years 2016 and 2020 where 1 or more pedestrians were injured in a crash event. Injured pedestrian crash event = Crash Year (2016-2020) AND Total Pedestrians Injured >/= 1. The system then scans the roadway network for crashes pertaining to the applied filter and generates a ranking list of the roadway segments where injury causing pedestrian crashes occurred the most frequently.

The Network Screening ranking list showing the Top 20 roadway segments by injured pedestrian crash volume is outlined in the table on the next page. County Route 603 from Milepost 0 to 1.52 experienced the highest volume of pedestrian crashes resulting in injury over the last 5 years (2016-2020). This segment also had the highest EPDO weighted score (900.6) of the returned filter. Over the last 5 years, this 1.5-mile roadway segment, located in Irvington Township, experienced 108 total crashes or 14.2 crashes per mile. It was ranked first for pedestrian injury locations for four consecutive years. The second ranked roadway segment for pedestrian crashes resulting in injury occurred on Route 07141865 (Broad Street) in the City of Newark. Over 60 pedestrian crashes resulting in injury occurred along this corridor between 2016 and 2020 with an ePDO score of 699.1. Roughly 7.2 pedestrian crashes resulting in injury occurred on this roadway where it was ranked 9th in total volume in 2020, 3rd in 2019 and 2nd in 2018. A map depicting the Top 2 roadways where pedestrians are being injured Statewide are shown on the following page.

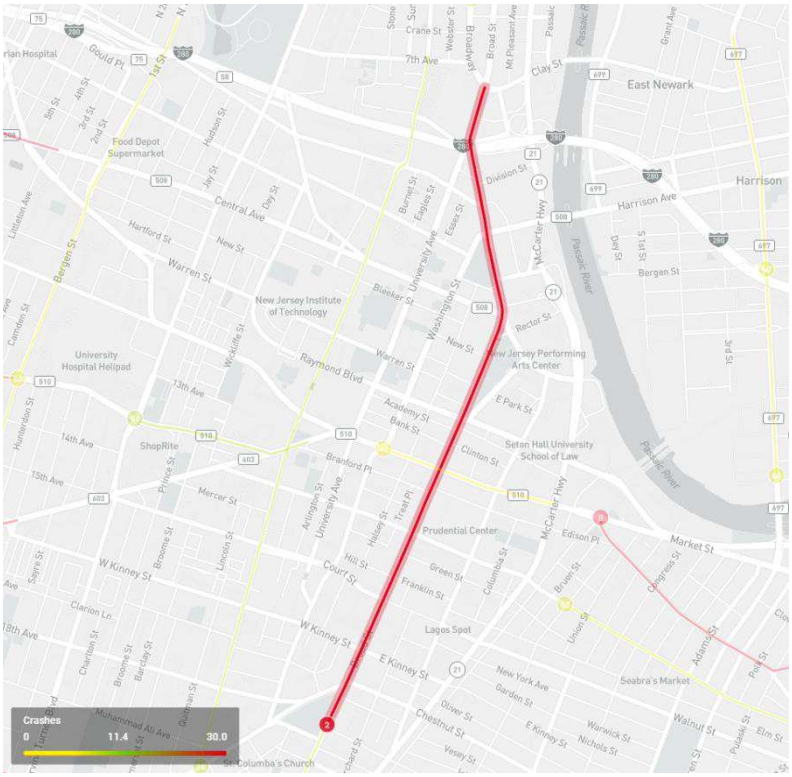
***Top 20 Roadway Segments By Volume***

| *Rank* | **Route** | **Roadway Name** | **Municipality** | **BMP** | **EMP** | **Crashes** | **Crashes Per Mile** |
|---|---|---|---|---|---|---|---|
| *1* | 07000603 | Springfield Avenue | Irvington | 0 | 1.519 | 108 | 14.2 |
| *2* | 07141865 | Broad Street | Newark | 0.6 | 2.38 | 64 | 7.2 |
| *3* | 00000510 | South Orange Avenue | South Orange/Newark | 24.6 | 26.6 | 60 | 6.0 |
| *4* | 00000501 | JFK Boulevard | Union City/North Bergen | 34.55 | 36.55 | 51 | 5.1 |
| *5* | 07000603 | Springfield Avenue | Irvington/Newark | 1.519 | 3.038 | 45 | 5.9 |
| *6* | 00000508 | Central Avenue | East Orange/Newark | 8.6 | 10.01 | 43 | 6.1 |
| *7* | 16000601 | Main Avenue | Paterson/Clifton | 4.79 | 6.64 | 42 | 4.5 |
| *8* | 07141844 | Ferry Street | Newark | 0 | 1.065 | 41 | 7.7 |
| *9* | 00000501 | JFK Boulevard | Jersey City/Union City | 32.57 | 33.88 | 40 | 6.1 |
| *9* | 07091881 | Clinton Avenue | Irvington/Newark | 0 | 1.84 | 40 | 4.3 |
| *11* | 09081254 | Bergenline Avenue | North Bergen/Guttenberg/West New York | 0 | 1.13 | 39 | 6.9 |
| *12* | 00000501 | JFK Boulevard | Jersey City | 29.16 | 30.56 | 38 | 5.4 |
| *12* | 01021382 | Pacific Avenue | Atlantic City | 0 | 1.285 | 38 | 5.9 |
| *14* | 09081254 | Bergenline Avenue | North Bergen/Guttenberg/West New York | 1.13 | 2.26 | 37 | 6.5 |
| *15* | 00000501 | JFK Boulevard | Jersey City | 27.4 | 29.16 | 35 | 4.0 |
| *15* | 02000029 | Anderson Avenue | Fairview/Cliffside Park/Fort Lee | 0 | 1.78 | 35 | 3.9 |
| *15* | 07000667 | Broadway | Newark | 1.06 | 2.12 | 35 | 6.6 |
| *18* | 00000506S | Bloomfield Avenue | Newark | 2.74 | 3.93 | 34 | 5.7 |
| *18* | 00000506 | Bloomfield Avenue | Montclair/Glen Ridge | 5.87 | 7.28 | 34 | 4.8 |
| *20* | 00000501 | JFK Boulevard | Jersey City | 30.76 | 32.57 | 33 | 3.6 |




Number 1 ranked location for pedestrian crashes resulting in injury. Irvington Township Route 603 MP 0 – 1.52 (Left)

Number 2 ranked location for pedestrian crashes resulting in injury. City of Newark – Broad Street MP 0.6 – 2.38 (Right)



## *Bicycle Safety • General Overview*

Bicycling activity has been increasing in New Jersey in recent years, especially during the COVID-19 pandemic. Due to this increase, New Jersey has seen an uptick in crashes and fatalities involving cyclists. Bicycle use includes many purposes such as commuting to work, running errands, or riding for leisure and fitness. Over the last five years (2018-2022), there have been a total of 92 bicyclist fatalities in the State. After a 44 percent increase from 2020 to 2021, bicyclist fatalities declined 35 percent in 2022.

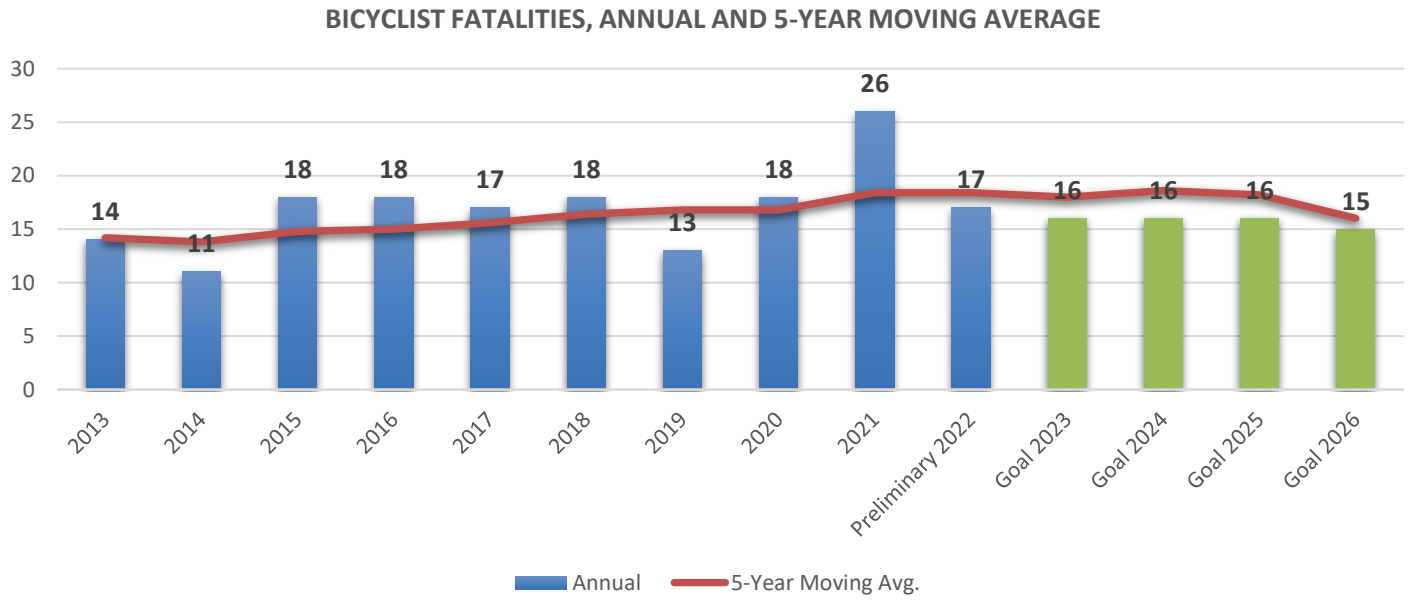
In 2021, over 2,000 bicyclists were involved in 2,091 crashes, or 1.2 percent of all crashes in New Jersey that year. Despite outreach and education efforts that have been made throughout the state to enhance the awareness of cyclists riding in roadways, the bicyclist fatality rate increased to 17.84 (0.18 fatalities per 100,000 population) in 2021 from 15.97 in 2020.

### Quick Facts

**80%**
Of bicyclist involved crashes resulted in an injury (2017-2021)

**92**
Total Bicyclist Fatalities over the last 5 years (2018-2022)

**32%**
Of riders involved in crashes were between the ages of 10 and 19 from 2017-2021




| BICYCLIST INJURIES BY SEVERITY, 2017 – 2021 | | | | | | |
|---|---|---|---|---|---|---|
| | 2017 | 2018 | 2019 | 2020 | 2021 | AVERAGE |
| KILLED | 13 | 18 | 26 | 17 | 19 | 13 |
| TOTAL INJURED | 1,343 | 1,660 | 1,483 | 1,657 | 1,505 | 1,343 |
| SUSPECTED SERIOUS INJURY (A) | 46 | 127 | 136 | 169 | 77 | 46 |
| SUSPECTED MINOR INJURY (B) | 496 | 804 | 796 | 595 | 636 | 496 |
| POSSIBLE INJURY (C) | 801 | 729 | 551 | 893 | 792 | 801 |
| NO APPARENT INJURY | 357 | 368 | 346 | 409 | 380 | 357 |
| FATALITY RATE PER 100,000 POPULATION | 0.15 | 0.20 | 0.28 | 0.18 | 0.21 | 0.15 |
| NON-FATAL INJURY RATE PER 100,000 POPULATION | 15.11 | 18.69 | 15.97 | 17.84 | 16.79 | 15.11 |
| TOTAL BICYCLE CRASHES | 1,931 | 1,718 | 2,043 | 1,846 | 2,091 | 1,892 |

## *Bicycle Safety • Analysis of Age*

Crashes involving bicycles continue to be a concern for riders between the ages of 10 to 19. Over the past five years (2017-2021) riders between 10 and 19 made up 32 percent of all riders involved in crashes, yet they make up 12.6 percent of New Jersey's population. This age group is made up of vulnerable road users that do not have the option of operating a motor vehicle and rely on foot-power or public transportation to travel. Riders between the ages of 51 to 60 made up 13.5 percent of riders involved in crashes yet were 28 percent of the bicyclists killed over the last 5 years. A breakdown of bicyclists by age group compared to New Jersey's population as a percent of total involved is depicted below.

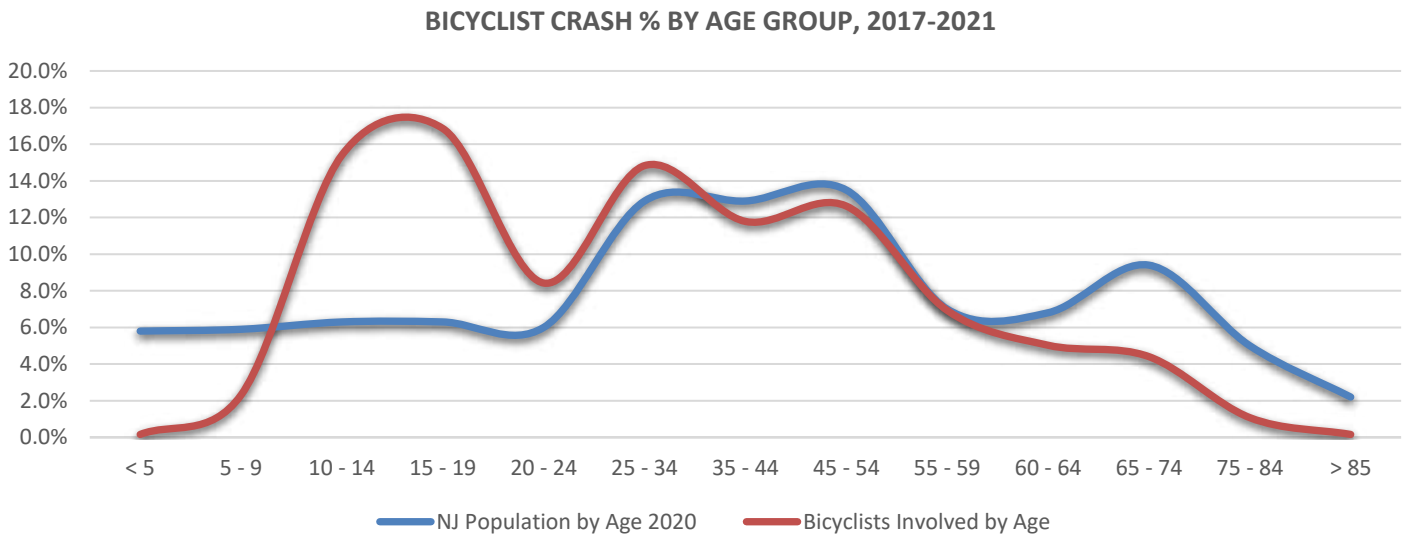
Between 2016 and 2020 there were 84 bicyclists killed on New Jersey's roadways. Approximately 27 percent of bicyclists killed were of Hispanic Origin, however this population makes up 22 percent of New Jersey's population.

DHTS will continue to partner with law enforcement and transportation management agencies to promote safe and lawful riding practices, including the use of bicycle helmets (mandatory for all riders under 17 years of age), the importance of being highly visible while riding, and the need to share the road with all users.

**2016-2020 Persons Killed in Alcohol Involved Fatal Crashes by Race (OMB Guidelines) (Hispanic and Non-Hispanic) and Age**

| | Hispanic | White, Non-Hispanic | Black, Non-Hispanic | American Indian, Non-Hispanic | Asian, Non-Hispanic | Mixed Race, Non-Hispanic | All Other Races, Non-Hispanic | Unknown, Non-Hispanic | Total |
|---|---|---|---|---|---|---|---|---|---|
| <5 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 2 |
| 5-9 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 2 |
| 10-15 | 4 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 8 |
| 16-20 | 2 | 3 | 0 | 0 | 0 | 0 | 1 | 0 | 6 |
| 21-24 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 2 |
| 25-34 | 1 | 4 | 3 | 0 | 0 | 0 | 0 | 0 | 8 |
| 35-44 | 6 | 2 | 1 | 0 | 0 | 0 | 0 | 0 | 9 |
| 45-54 | 3 | 10 | 4 | 0 | 2 | 0 | 0 | 0 | 19 |
| 55-64 | 3 | 13 | 5 | 0 | 0 | 0 | 0 | 1 | 22 |
| 65-74 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 2 |
| >74 | 1 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 4 |
| TOTAL | 23 | 42 | 13 | 0 | 2 | 1 | 2 | 1 | 84 |
| PERCENT OF TOTAL KILLED | 27.4% | 50.0% | 15.5% | 0.00% | 2.4% | 1.2% | 2.4% | 1.2% | 100.00% |
| POPULATION % OF TOTAL | 21.5% | 53.5% | 15.3% | 0.7% | 10.3% | 2.4% | 1.0% | 0.0% | |

*Persons fatally injured includes New Jersey and Non-New Jersey residents




## *Bicycle Safety • Analysis of Occurrence*

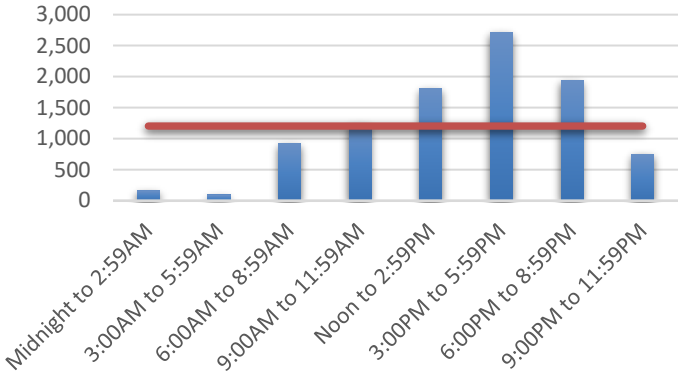
The occurrence of crashes involving bicycles by season and Day of Week provide insight as to when crashes involving cyclists are most likely to happen. During the period from 2017-2021, according to the data, the majority of bicyclist involved crashes take place during the evening rush hour M-F interval. The chart below shows the Time of Day and Time of Year distribution of crashes involving one or more bicyclists.

**BICYCLIST INVOLVED CRASHES TIME OF DAY, DAY OF WEEK 2017-2021**

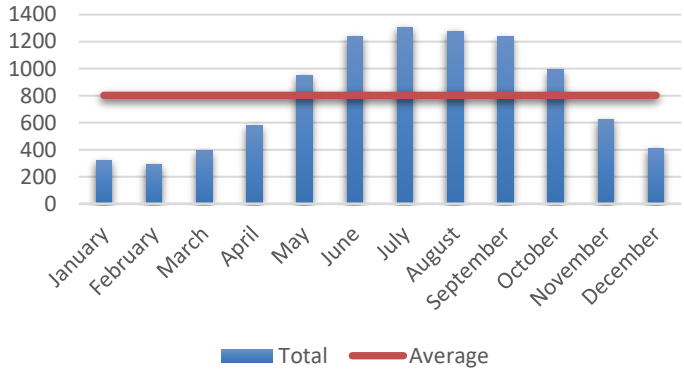
| | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY | TOTAL | |
|---|---|---|---|---|---|---|---|---|---|
| Midnight to 2:59AM | 20 | 23 | 16 | 15 | 25 | 30 | 35 | 164 | 2% |
| 3:00AM to 5:59AM | 12 | 18 | 16 | 9 | 15 | 13 | 10 | 93 | 1% |
| 6:00AM to 8:59AM | 156 | 165 | 168 | 164 | 147 | 72 | 51 | 923 | 10% |
| 9:00AM to 11:59AM | 132 | 155 | 160 | 162 | 179 | 230 | 210 | 1,228 | 13% |
| Noon to 2:59PM | 240 | 259 | 252 | 260 | 249 | 304 | 247 | 1,811 | 19% |
| 3:00PM to 5:59PM | 399 | 415 | 441 | 437 | 449 | 292 | 284 | 2,717 | 28% |
| 6:00PM to 8:59PM | 278 | 300 | 299 | 297 | 310 | 247 | 210 | 1,941 | 20% |
| 9:00PM to 11:59PM | 74 | 103 | 99 | 116 | 146 | 133 | 81 | 752 | 8% |
| TOTAL | 1,311 | 1,438 | 1,451 | 1,460 | 1,520 | 1,321 | 1,128 | 9,629 | 100% |
| | 14% | 15% | 15% | 15% | 16% | 14% | 12% | | |

During the period from 2017-2021, 28 percent of all bicyclist crashes occurred between 3 and 5:59PM. The months that experienced the highest volume of bicycle crashes were July and August with 1,306 and 1,278 crashes, respectively. July and August respectively accounted for 27 percent of all crashes involving bicycles over the past five years. As expected, the warmer months accounted for the highest rates of occurrence, with May through September making up 62 percent of all crashes that occurred.

**BICYCLIST CRASHES BY HOUR OF DAY, 2017-2021**




**BICYCLIST CRASHES BY MONTH OF YEAR, 2017-2021**

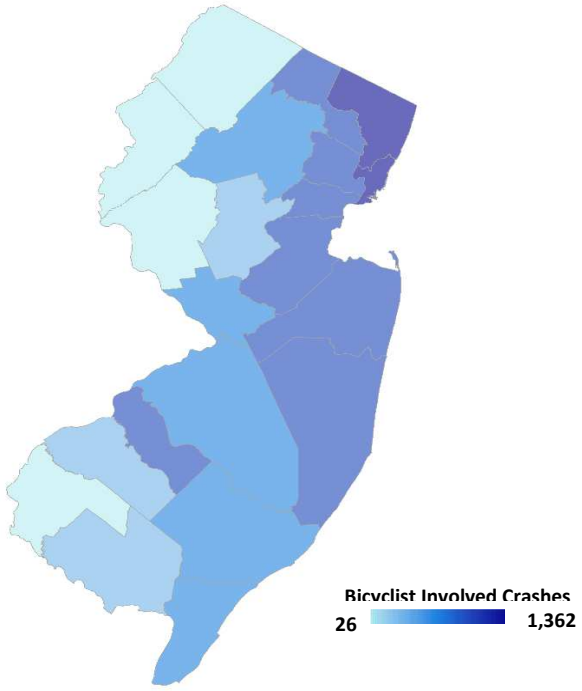



## *Bicycle Safety • Analysis of Location*

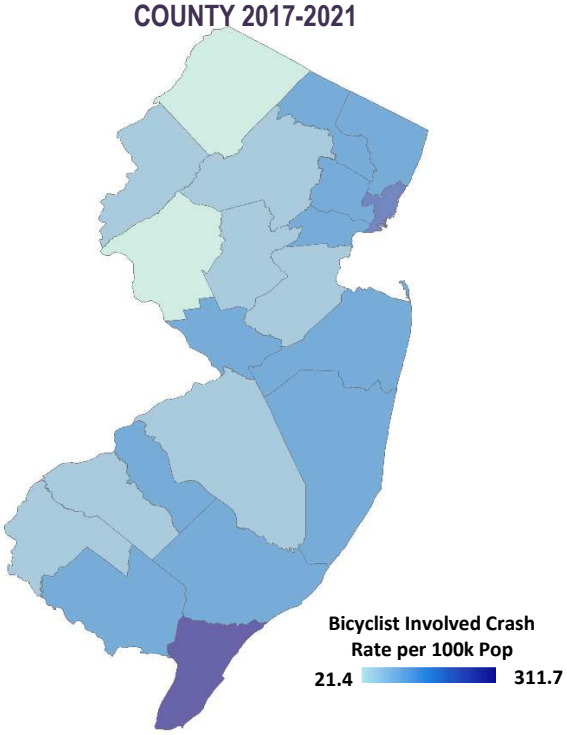
The maps below show the breakdown of bicyclist involved crashes by volume and by rate per 100k population (2020 Census). Between 2017 and 2021, Hudson County had the highest volume of bicyclist involved crashes (1,362) followed by Bergen County (1,174). Sussex County had the lowest volume of bicyclist involved crashes (26) followed by Salem County (33).

When normalizing bicyclist crashes with total population (per 100k population), Cape May County had the highest bicyclist crash rate (311.7 bicyclists per 100K persons), followed by Hudson County (198.6).

**BICYCLIST INVOLVED CRASHES BY COUNTY 2017-2021**




**BICYCLIST INVOLVED CRASH RATE (100K POP) BY COUNTY 2017-2021**



# OCCUPANT PROTECTION

## *General Overview*

In the instant you buckle up when driving or riding in a car or truck, you cut your risk of a fatal injury in a crash nearly in half. That is a massive return on the investment of the brief moment it takes to put on a seat belt. According to NHTSA, approximately 15,000 lives are saved annually in the United States because an occupant was wearing their seatbelt at the time of the crash. Not wearing a seatbelt in motor vehicle crashes not only poses an enormous threat to one's own life, but to other occupants within the vehicle. In 2021, New Jersey experienced over 4,000 crashes where one-or-more occupants were not wearing his or her seat belt, resulting in 160 fatalities. Fatal crashes involving an unrestrained driver and/or occupant increased 17 percent from 2019 to 2020, and another 26 percent from 2020 to 2021.

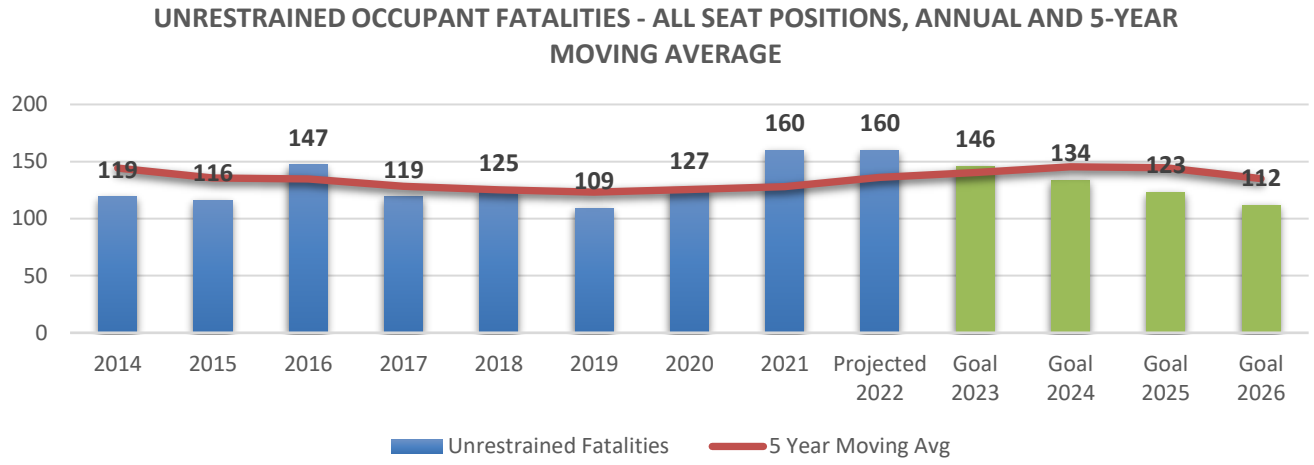
**Quick Facts**

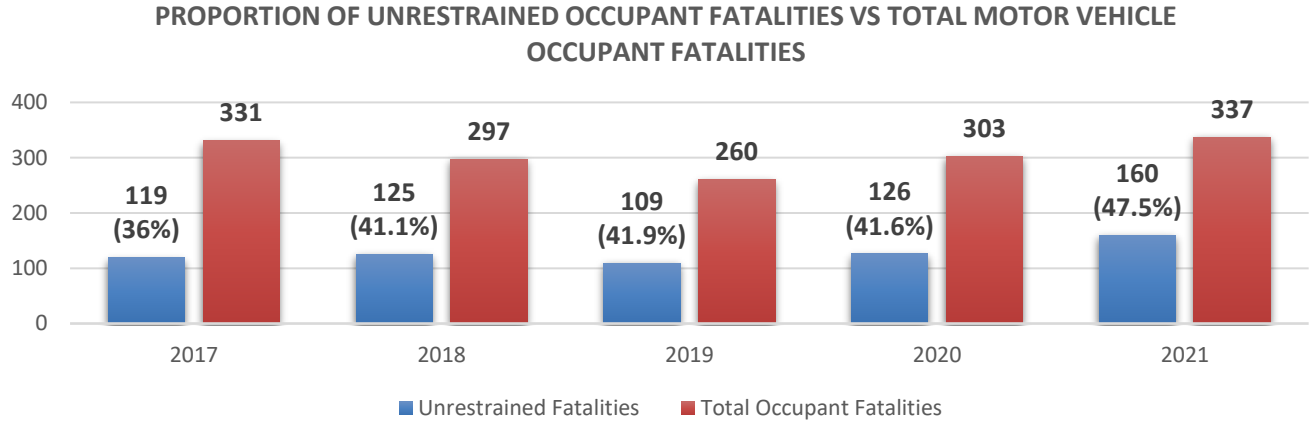
**26%**
Increase in Unrestrained Occupant fatalities in NJ from 2020 to 2021

**640**
Total Unrestrained Occupant fatalities over the last 5 years (2017-2021)

**13.9%**
Of unrestrained occupants killed in crashes were between 21 and 25 years of age (2017-2021)

Between 2017 and 2021 1,528 motor vehicle occupants were killed on New Jersey's roadways, of which 639 were not wearing a seatbelt (42 percent). There was a 17 percent increase in the number of unbelted occupant crashes from 2019 to 2020 and an additional 26 percent increase from 2020 to 2021. Roughly 47 percent of all fatally injured motor vehicle occupants were not wearing their seatbelt in 2021, the highest percent make up since 2010.



### *Analysis of Usage*

The 2022 Seat Belt Usage Study found a nearly 1 percent decrease from the 2021 New Jersey belt usage rate. In 2022, the observed seat belt usage rate in New Jersey was 92.97 percent. A 2020 Seat Belt Usage Study was not conducted due to the pandemic. The results of that survey and preceding years is summarized below.

| FRONT-SEAT SAFETY BELT USAGE RATE, 1998 – 2000, 2012 – 2021 | | | | | | |
|---|---|---|---|---|---|---|
| YEAR | NEW JERSEY | | | UNITED STATES | | |
| | Front-Seat Usage Rate | Percentage Change | Reduction in Non-Use | Front-Seat Usage Rate | Percentage Change | Reduction in Non-Use |
| 1998 | 63.0% | - | - | 62-70% | - | - |
| 1999 | 63.3% | + | | 67% | - | - |
| 2000 | 74.2% | + 10.9% | 29.7% | 71% | 4% | 12% |
| 2012 | 88.29% | - 6.22% | -113.3% | 86% | 2% | 13% |
| 2013 | 91.00% | + 2.71% | 23.1% | 87% | 1% | 7% |
| 2014 | 87.59% | - 3.41% | -37.9% | 87% | 0% | 0% |
| 2015 | 91.36% | + 3.77% | 30.4% | 89% | 2% | 15% |
| 2016 | 93.35% | + 1.99% | 23.0% | 90% | 1% | 9% |
| 2017 | 94.07% | + 0.72% | 10.9% | 90% | 0% | -4% |
| 2018 | 94.46% | + 0.39% | 6.6% | 90% | 0% | -1% |
| 2019 | 90.23% | - 4.23% | -76.4% | 91% | 1% | - - |
| 2020 | SURVEY WAS NOT CONDUCTED | | | 90.3% | -0.4% | -4% |
| 2021 | 93.92% | +3.69% | 37.8% | 90.4% | 0.1% | 1% |
| 2022 | 92.97% | -0.95% | -15.6% | - | - | - |

According to the American Association of Pediatrics (AAP), infants and toddlers should ride in a rear-facing car safety seat as long as possible, until they reach the highest weight or height allowed by their seat. Most convertible seats have limits that will allow children to ride rear facing for 2 years or more.

Once they are the proper age and weight to face forward, children should use a forward-facing car safety seat with a harness for as long as possible, until they reach the height and weight limits for their seats. Many seats can accommodate children up to 65 pounds or more. When children exceed these limits, they should use a belt-positioning booster seat until the vehicle's lap and shoulder seat belt fits properly. This is often when they have reached at least 4 feet 9 inches in height and are 8 to 12 years old.

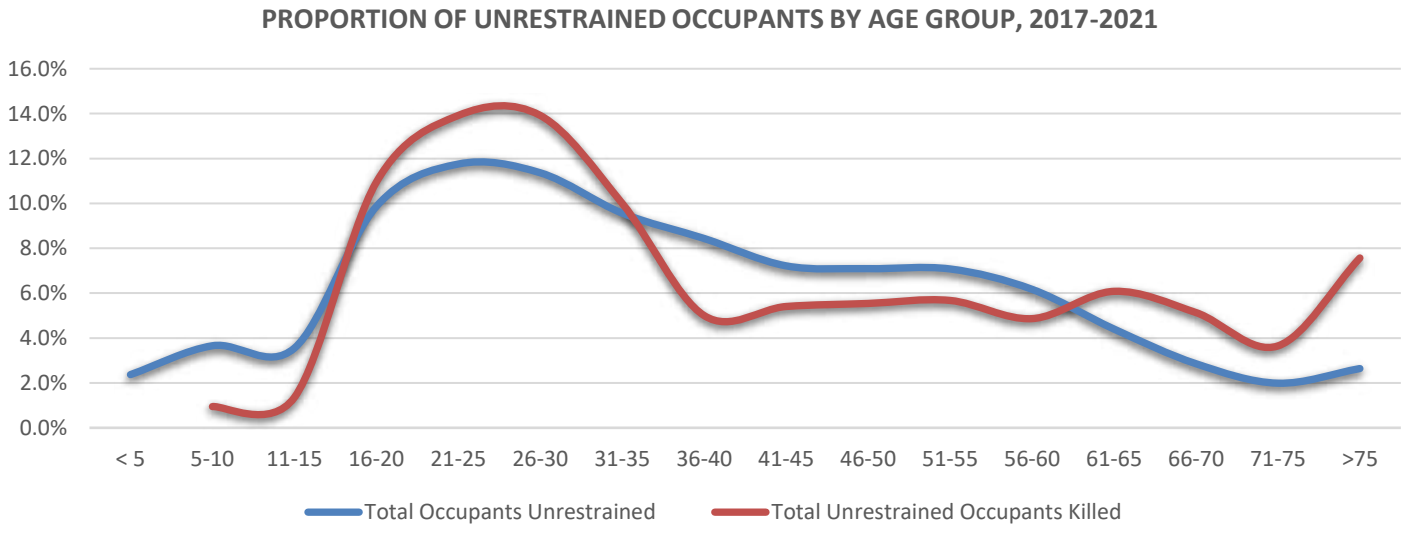
Between 2017 and 2021, there have been over 150,000 child occupants (0-12) involved in motor vehicle crashes throughout the State. The data indicates that nearly 80 percent of infant occupants (0-12 months) were in a rear-facing child restraint, about 20 percent were in forward facing seats and approximately 1 percent in boosters.

| CHILD RESTRAINT USE IN CRASHES 2017 – 2021, GROUPED BY AGE | | | | | |
|---|---|---|---|---|---|
| | 2017 | 2018 | 2019 | 2020 | 2021 |
| REAR FACING – RECOMMENDED FOR BRITH TO 2-4 YEARS OF AGE | | | | | |
| > 1 | 1306 | 1276 | 1358 | 786 | 773 |
| Age 1-4 | 2219 | 2189 | 2195 | 1257 | 1462 |
| Age 5-8 | 99 | 71 | 89 | 43 | 48 |
| Age 9-12 | 20 | 11 | 15 | 12 | 3 |
| FORWARD FACING – RECOMMENDED FOR 4-7 YEARS OF AGE | | | | | |
| > 1 | 415 | 313 | 292 | 184 | 134 |
| Age 1-4 | 7061 | 7096 | 6900 | 3725 | 4590 |
| Age 5-8 | 3047 | 3010 | 2913 | 1539 | 1908 |
| Age 9-12 | 223 | 210 | 212 | 104 | 109 |
| BOOSTER SEAT – RECOMMENDED FOR 8-12 YEARS OF AGE | | | | | |
| > 1 | 30 | 22 | 20 | 15 | 11 |
| Age 1-4 | 834 | 805 | 748 | 418 | 444 |
| Age 5-8 | 2461 | 2289 | 2289 | 1192 | 1387 |
| Age 9-12 | 243 | 242 | 268 | 123 | 161 |

### *Analysis of Age/Gender*

An analysis of age and gender showed the 21 – 25-year-old age group made up nearly 12 percent of all occupants not wearing a seatbelt at the time of a crash and 14 percent of all unbelted fatalities over the last 5 years (2017-2021). As individuals age, their decision to wear a seatbelt increases and the volume of injuries sustained in motor vehicle crashes decreases. Roughly 7.5 percent of all unbelted occupants were aged 66 and older, however this age group makes up over 16 percent of all unbelted fatalities over the last 5 years.

Males are the most likely to not wear a seatbelt while driving or riding as a passenger in a motor vehicle. Approximately 66 percent of those unbelted in a motor vehicle crash over the past five years were male.
The chart on the following page contains a breakdown of the Race and Ethnicity as well as age group of fatally injured occupants. The 25- to 34-year-old age group made up the majority of occupants of motor vehicles fatally



injured because of the lack of restraint use. About one-quarter (24 percent) of all fatally injured unbelted occupants were in that age group.

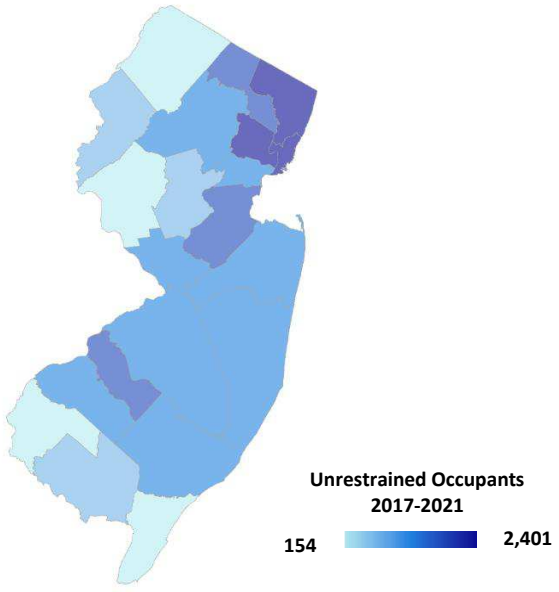
| 2016-2020 Unrestrained Occupants Killed in Crashes by Race (OMB Guidelines) (Hispanic and Non-Hispanic) and Age Group | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | Hispanic | White, Non-Hispanic | Black, Non-Hispanic | American Indian, Non-Hispanic | Asian, Non-Hispanic | Mixed Race, Non-Hispanic | All Other Races, Non-Hispanic | Unknown, Non-Hispanic | Total |
| <5 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| 5-9 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| 10-15 | 5 | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 8 |
| 16-20 | 18 | 26 | 17 | 0 | 0 | 0 | 0 | 3 | 64 |
| 21-24 | 17 | 35 | 18 | 0 | 4 | 0 | 0 | 0 | 74 |
| 25-34 | 39 | 59 | 36 | 1 | 5 | 5 | 1 | 1 | 147 |
| 35-44 | 21 | 39 | 17 | 0 | 1 | 1 | 1 | 1 | 81 |
| 45-54 | 9 | 37 | 11 | 0 | 5 | 0 | 0 | 1 | 63 |
| 55-64 | 4 | 51 | 7 | 1 | 1 | 0 | 0 | 0 | 64 |
| 65-74 | 3 | 50 | 5 | 0 | 2 | 0 | 0 | 1 | 61 |
| >74 | 1 | 53 | 4 | 0 | 2 | 0 | 0 | 3 | 63 |
| TOTAL | 118 | 351 | 116 | 2 | 20 | 6 | 2 | 12 | 627 |
| PERCENT OF TOTAL | 18.8% | 56.0% | 18.5% | 0.3% | 3.2% | 1.0% | 0.3% | 1.9% | 100.0% |
| POPULATION % OF TOTAL | 21.5% | 53.5% | 15.3% | 0.7% | 10.3% | 2.4% | 1.0% | 0.0% | |
| *Persons fatally injured includes New Jersey and Non-New Jersey residents | | | | | | | | | |

## *Analysis of Location*

Over the past 5-years (2017-2021), Essex County had the highest volume of crashes where one or more of the passengers involved were not wearing a seatbelt during the crash (2,401 or 13 percent of all unrestrained crashes). Bergen County had the second highest volume of unrestrained crashes with 1,724, making up 9 percent of all unrestrained crashes. Sussex and Hunterdon Counties had the lowest volume of unrestrained occupant crashes, both comprising 2 percent of the 5-year total.

The first table on the following page is a breakdown of total crashes involving an unrestrained occupant by County, as well as the number of crashes occurring in overburdened communities. Essex County had both the highest volume of unbelted crashes as well as highest volume of unbelted crashes in an overburdened community, 64 percent of the total. The second table on the following page is a breakdown of the Top 20 municipalities that had the highest volume of unrestrained crashes over the last 5 years, as well as the overburdened community type as a percent of total.

**UNRESTRAINED OCCUPANT CRASHES BY COUNTY 2017-2021**



| UNRESTRAINED OCCUPANT INVOLVED CRASHES BY COUNTY PERCENT TOTAL OVERBURDENED COMMUNITY 2017-2021 | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| COUNTY | TOTAL CRASHES | OVERBURDENED CRASHES | % OF TOTAL | | COUNTY | TOTAL CRASHES | OVERBURDENED CRASHES | % OF TOTAL |
| Atlantic | 936 | 419 | 45% | | Middlesex | 1401 | 672 | 48% |
| Bergen | 1724 | 769 | 45% | | Monmouth | 945 | 168 | 18% |
| Burlington | 842 | 249 | 30% | | Morris | 718 | 153 | 21% |
| Camden | 1348 | 568 | 42% | | Ocean | 982 | 185 | 19% |
| Cape May | 234 | 56 | 24% | | Passaic | 1136 | 471 | 41% |
| Cumberland | 461 | 240 | 52% | | Salem | 187 | 15 | 8% |
| Essex | 2401 | 1540 | 64% | | Somerset | 447 | 199 | 45% |
| Gloucester | 765 | 120 | 16% | | Sussex | 154 | 3 | 2% |
| Hudson | 1664 | 954 | 57% | | Union | 1040 | 580 | 56% |
| Hunterdon | 179 | 3 | 2% | | Warren | 325 | 31 | 10% |
| Mercer | 948 | 498 | 53% | | Total Unrestrained Involved Crashes | 18,837 | 7,893 | 42% |
| | | | | | NJ Total Crashes | 1,237,394 | 193,507 | 16% |

| TOP 20 MUNICIPALITIES WITH UNRESTRAINED OCCUPANT INVOLVED CRASHES BY OVERBURDENED COMMUNITY TYPE, 2017 - 2021 | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| MUNICIPALITY | OVERBURDENED COMMUNITY TYPE | | | | | | | |
| | LOW INCOME | LOW INCOME AND LIMITED ENGLISH | LOW INCOME AND MINORITY | LOW INCOME, MINORITY, AND LIMITED ENGLISH | MINORTY | MINORTY AND LIMITED ENGLISH | TOTAL UNBELTED OBC CRASHES | TOTAL UNBELTED CRASHES |
| Newark City | 0% | 0% | 51% | 6% | 12% | 0% | 765 | 1107 |
| Jersey City | 0% | 1% | 27% | 1% | 25% | 0% | 367 | 677 |
| Trenton City | 0% | 0% | 64% | 3% | 10% | 0% | 337 | 438 |
| Paterson City | 0% | 0% | 36% | 3% | 7% | 0% | 198 | 426 |
| Elizabeth City | 0% | 0% | 30% | 11% | 14% | 0% | 187 | 337 |
| Camden City | 0% | 0% | 50% | 6% | 1% | 0% | 186 | 326 |
| East Orange City | 0% | 0% | 51% | 0% | 23% | 0% | 205 | 277 |
| Clifton City | 1% | 0% | 17% | 0% | 39% | 0% | 138 | 243 |
| Union City | 0% | 0% | 50% | 14% | 12% | 0% | 185 | 242 |
| Vineland City | 6% | 0% | 24% | 1% | 29% | 0% | 136 | 222 |
| Fort Lee Borough | 0% | 0% | 0% | 11% | 77% | 0% | 192 | 217 |
| Irvington Township | 0% | 0% | 48% | 4% | 28% | 0% | 173 | 217 |
| Atlantic City | 0% | 0% | 66% | 2% | 6% | 0% | 156 | 211 |
| Toms River Township | 4% | 0% | 1% | 0% | 0% | 0% | 12 | 202 |
| Woodbridge Township | 0% | 0% | 4% | 0% | 50% | 0% | 103 | 191 |
| Winslow Township | 2% | 0% | 13% | 0% | 27% | 0% | 77 | 183 |
| Edison Township | 0% | 0% | 1% | 0% | 57% | 0% | 104 | 178 |
| Lakewood Township | 49% | 0% | 6% | 0% | 7% | 0% | 104 | 168 |
| Egg Harbor Township | 0% | 0% | 52% | 0% | 15% | 0% | 104 | 156 |
| Kearny Town | 0% | 0% | 8% | 0% | 34% | 1% | 67 | 154 |

*See page 6 of this report for further information on overburdened community type definitions

# POLICE TRAFFIC SERVICES (SPEEDING AND DISTRACTED DRIVING)

## *General Overview*

Speeding and driver distractions are the two most significant contributing factors in motor vehicle crashes. Traffic law enforcement is critical in deterring many contributing factors, such as impaired driving, increasing seat belt usage, encouraging compliance with speed laws and reducing unsafe driving actions. While some traffic laws mainly support the administration of the traffic system, several are directly and specifically tailored to prevent unsafe acts or reduce conditions that may cause crashes and increase their severity. These are generally referred to as hazardous moving violations. Hazardous moving violations are identified as contributing factors in fatal as well as non-fatal crashes. Two of the moving violations that contribute significantly to both fatal and non-fatal crashes and therefore require increased attention are speed and distracted driving.

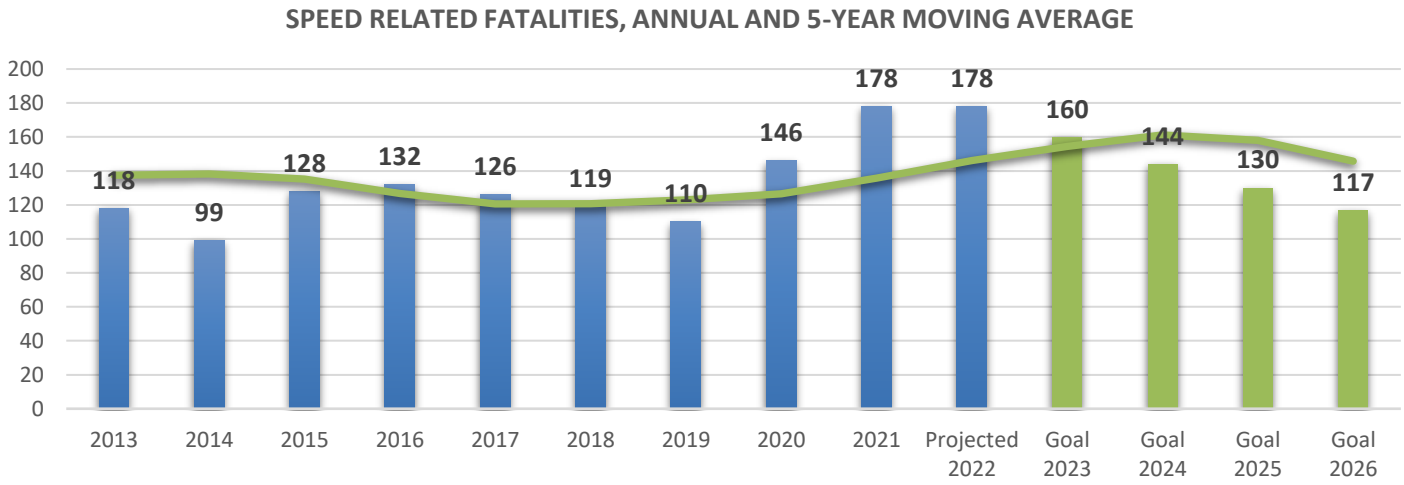
**Quick Facts**

**21.9%**
Increase in speed related fatalities from 2020 to 2021. Approximately 25 percent of all roadway fatalities in 2021 involved speeding.

**49.4%**
Of all crashes involved a distracted driver over the last 5 years (2017-2021).

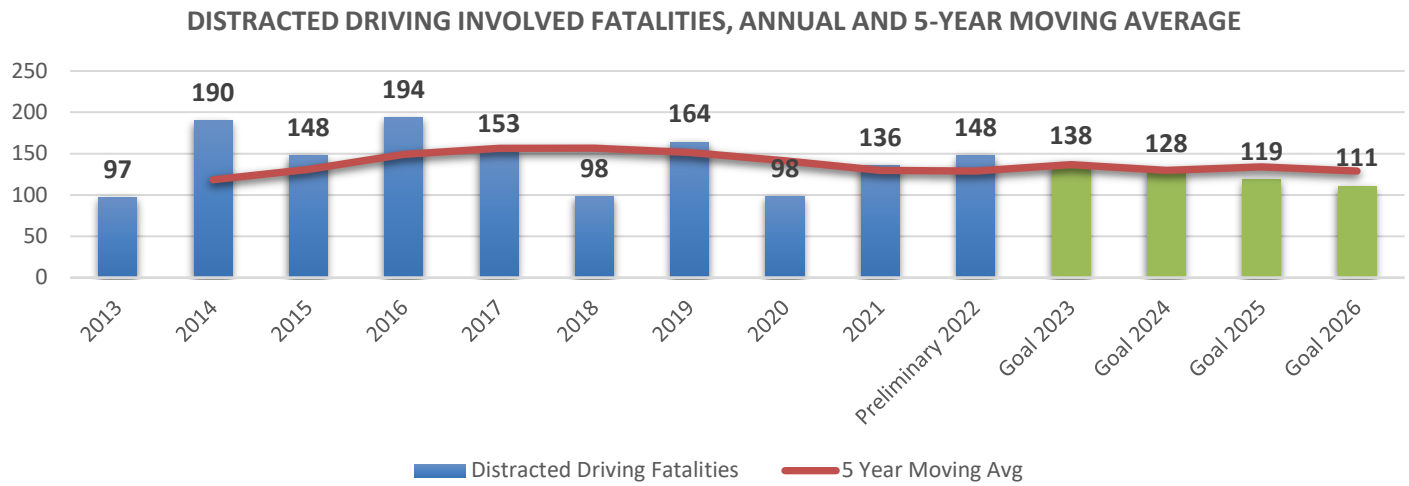
**NJ Route 1**
Had the highest volume of distracted driver and/or unsafe speed involved crashes (2017-2021).

Speed on New Jersey's roadways in 2021 resulted in 178 fatalities, the highest volume since before 2005. Driving too fast for conditions is a major factor in fatal crashes regardless of road type or functional class. New Jersey experienced a significant increase in speed related fatalities from 2019-2020 (32 percent increase) and again from 2020 to 2021 (22 percent increase).




Driver inattention has remained the most frequently cited cause of fatal and injury crashes, over seven times higher than the total crashes cited for unsafe speed over the past five years (2017-2021). The total persons killed each year due to a distracted driver has fluctuated greatly since collecting this data point began in 2010. There was a 40 percent reduction in distracted driving related fatalities from 2019 to 2020 as overall traffic volume and motor vehicle crashes declined during the COVID-19 pandemic. However, a 39 percent increase occurred from 2020 to 2021. Preliminary estimates indicate another 9 percent increase from 2021 to 2022.

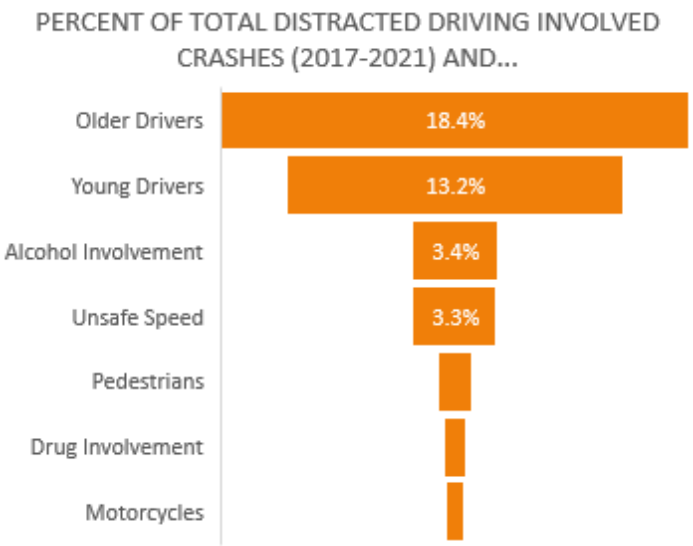
Research performed by Rowan University further demonstrated the extent of the driver distraction problem in New Jersey. A pilot observational driver distraction survey was conducted in 2021 and 2022 along ten high crash highway corridors, using video camera technology. The study found that the average rate of distraction for drivers sampled was between **20-25%.**

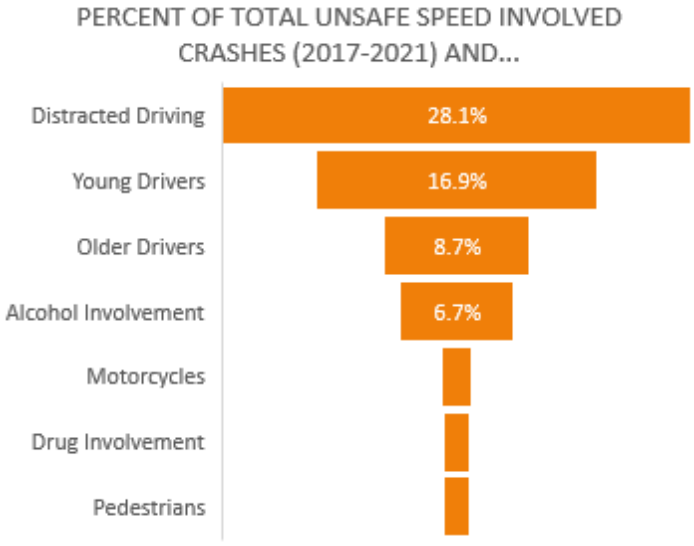



Despite an 11 percent reduction in overall speed related crashes from the prior year (2020), Unsafe Speed was the contributing circumstance in 5.5 percent of all crashes in 2021. Driver inattention was a contributing circumstance in 49 percent of crashes in 2021, up from 47 percent in 2020.

There are many other circumstances present in distracted driving and unsafe speed involved crashes. Many of these circumstances are overlapping and aid in New Jersey's understanding of crash occurrences that have multiple causation factors. Distracted driving and unsafe speed crashes and how they combine with other performance areas are represented in the next two tables.

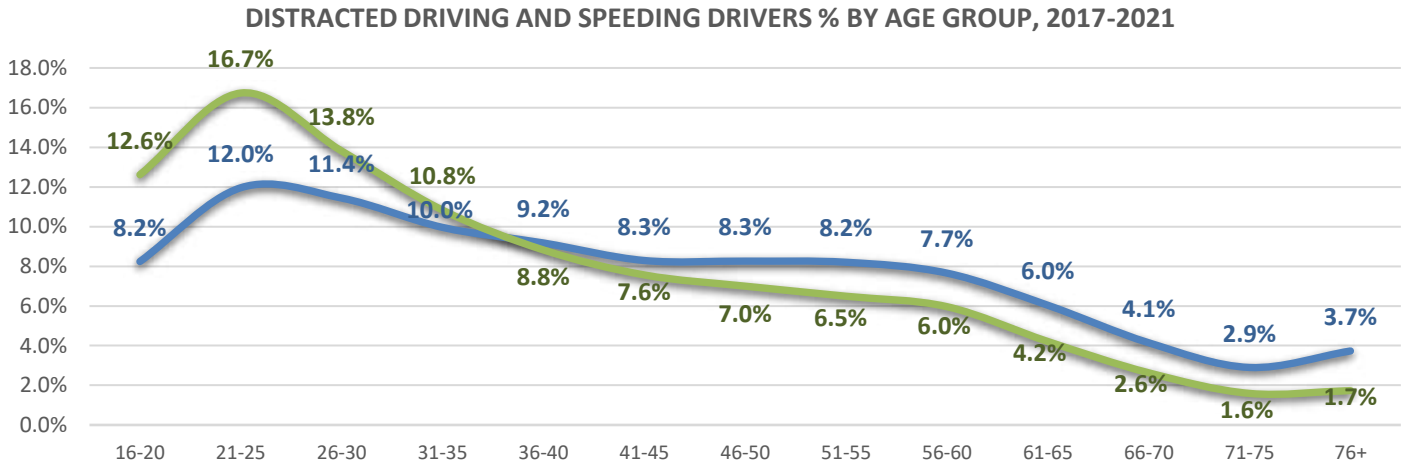
Between 2017 and 2021, over 600,000 crashes in New Jersey involved a distracted driver. During that same period, 18 percent of all distracted driving crashes involved an older driver (NJ Avg 17 percent) and 13 percent involved a Young Driver (NJ Avg 12.7 percent). Roughly 70,000 crashes in New Jersey were the result of a driver driving too fast for conditions (5.5 percent). About 28.5 percent of all unsafe speed crashes also involved distraction, and 17 percent of all unsafe speed crashes involved a young driver (NJ Avg 12.3 percent). Nearly 7 percent of all speeding crashes involved alcohol (NJ Avg 2.6 percent).

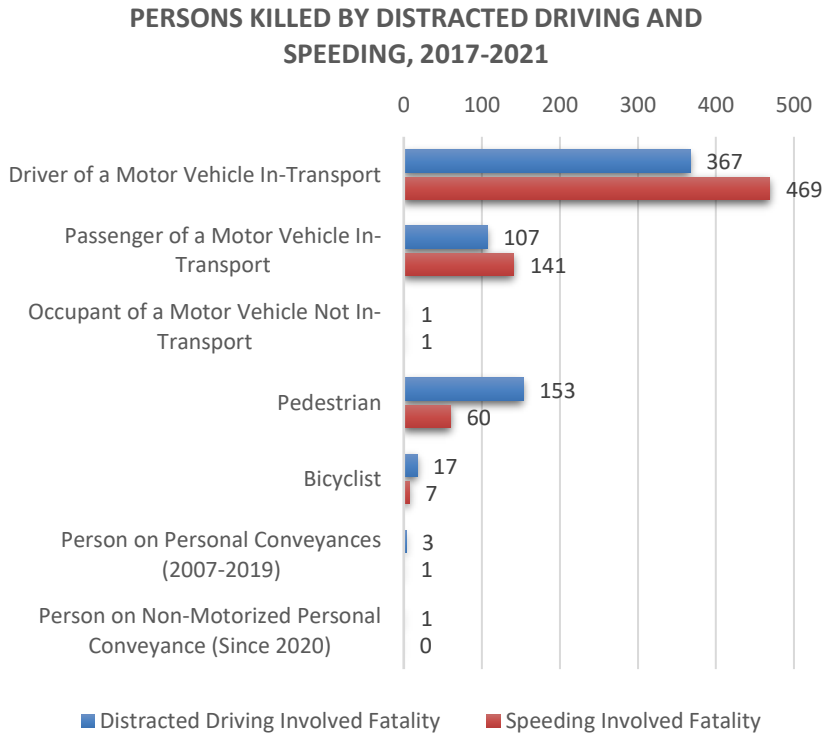


## Analysis of Age

The most prominent age group that operated a vehicle at unsafe speed and/or while distracted was 21-30 years of age. A 10-year sliding analysis of age finds drivers between the ages of 18 and 27 made up the largest group of distracted drivers (23.7 percent), as well as being the most prone to speed (33.4 percent) over the last 5 years (2017-2021).




Between 2017 and 2021, speeding fatally injured 469 Drivers, 141 Passengers, 61 Pedestrians or Persons on Personal Conveyances and 7 Bicyclists. Distracted Driving contributed to the deaths of 367 Drivers, 107 Passengers, 157 Pedestrians or Persons on Personal Conveyances and 17 Bicyclists.

## Analysis of Occurrence

The occurrence of crashes involving unsafe speed and distracted driving aids decision makers in addressing the specific patterns that may be taking place on New Jersey's roadways. Being able to identify the time-of-day, day-of-week and month of the year occurrences helps narrow the window where enforcement efforts would become the most effective. Over the last 5 years, distracted driving was a contributing circumstance in a similar pattern to

that of all crashes in New Jersey, with nearly half of the crashes involving 1 or more distracted drivers. Weekdays, especially Friday (17%), had the highest occurrences of distracted behavior in crashes.

**DISTRACTED DRIVING INVOLVED CRASHES TIME OF DAY, DAY OF WEEK 2017 - 2021**

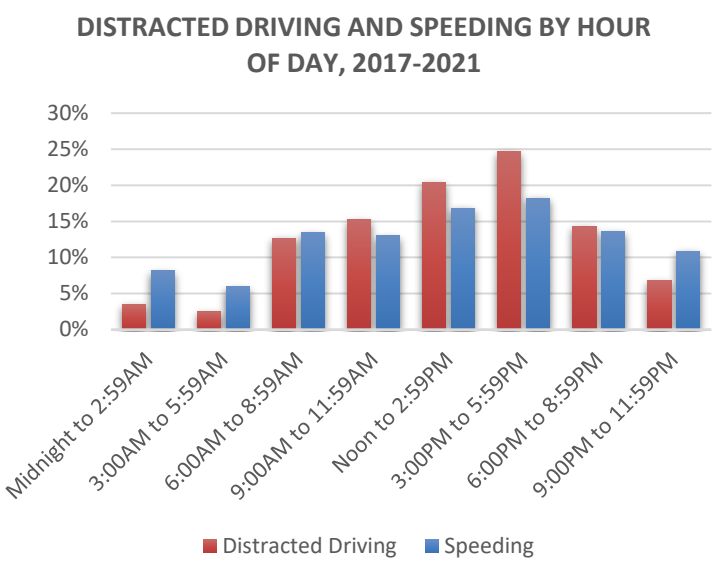
| | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY | TOTAL | |
|---|---|---|---|---|---|---|---|---|---|
| Midnight to 2:59AM | 2,529 | 1,719 | 1,983 | 2,158 | 2,598 | 4,807 | 5,597 | 21,391 | 4% |
| 3:00AM to 5:59AM | 1,853 | 1,548 | 1,569 | 1,623 | 2,027 | 3,050 | 3,339 | 15,009 | 2% |
| 6:00AM to 8:59AM | 13,555 | 14,750 | 14,418 | 13,874 | 12,382 | 4,908 | 3,480 | 77,367 | 13% |
| 9:00AM to 11:59AM | 14,232 | 14,276 | 13,958 | 14,054 | 14,445 | 13,158 | 8,753 | 92,876 | 15% |
| Noon to 2:59PM | 18,061 | 18,085 | 18,297 | 18,082 | 20,784 | 17,731 | 13,646 | 124,686 | 20% |
| 3:00PM to 5:59PM | 22,967 | 24,622 | 24,437 | 24,205 | 26,423 | 15,653 | 12,531 | 150,838 | 25% |
| 6:00PM to 8:59PM | 11,939 | 13,001 | 13,098 | 13,447 | 14,991 | 11,321 | 9,427 | 87,224 | 14% |
| 9:00PM to 11:59PM | 4,472 | 5,002 | 5,083 | 5,790 | 7,790 | 7,773 | 5,622 | 41,532 | 7% |
| TOTAL | 89,608 | 93,003 | 92,843 | 93,233 | 101,440 | 78,401 | 62,395 | 610,923 | 100% |
| | 15% | 15% | 15% | 15% | 17% | 13% | 10% | | |

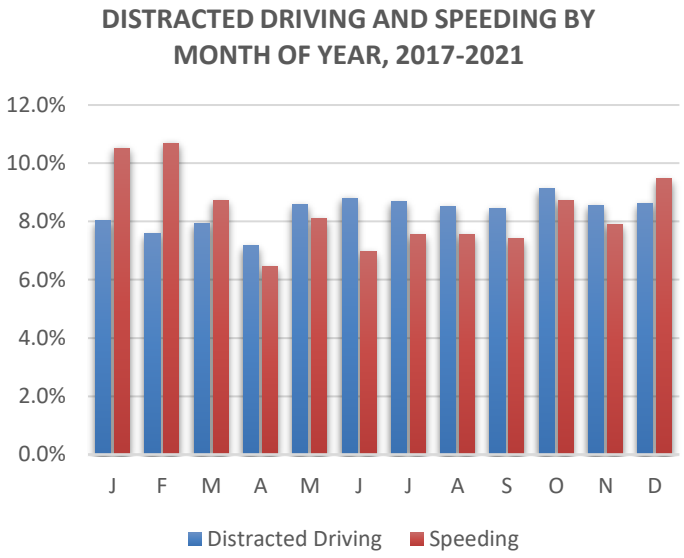
During that same period, most of the crashes where unsafe speed was a contributing circumstance occurred on weekends (31%). Nearly 3 percent of speeding involved crashes occurred on Friday between 3 and 5:59PM.

**UNSAFE SPEED INVOLVED CRASHES TIME OF DAY, DAY OF WEEK 2017 - 2021**

| | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY | TOTAL | |
|---|---|---|---|---|---|---|---|---|---|
| Midnight to 2:59AM | 735 | 517 | 549 | 584 | 764 | 1,258 | 1,463 | 5,870 | 8% |
| 3:00AM to 5:59AM | 532 | 432 | 376 | 502 | 600 | 884 | 945 | 4,271 | 6% |
| 6:00AM to 8:59AM | 1,668 | 1,415 | 1,327 | 1,649 | 1,358 | 1,156 | 1,083 | 9,656 | 13% |
| 9:00AM to 11:59AM | 1,360 | 1,392 | 1,129 | 1,308 | 1,294 | 1,460 | 1,402 | 9,345 | 13% |
| Noon to 2:59PM | 1,653 | 1,718 | 1,844 | 1,677 | 1,602 | 1,861 | 1,748 | 12,103 | 17% |
| 3:00PM to 5:59PM | 1,755 | 1,988 | 1,951 | 1,817 | 2,105 | 1,838 | 1,670 | 13,124 | 18% |
| 6:00PM to 8:59PM | 1,209 | 1,346 | 1,401 | 1,310 | 1,487 | 1,596 | 1,433 | 9,782 | 14% |
| 9:00PM to 11:59PM | 899 | 875 | 980 | 1,035 | 1,360 | 1,513 | 1,128 | 7,790 | 11% |
| TOTAL | 9,811 | 9,683 | 9,557 | 9,882 | 10,570 | 11,566 | 10,872 | 71,941 | 100% |
| | 14% | 13% | 13% | 14% | 15% | 16% | 15% | | |

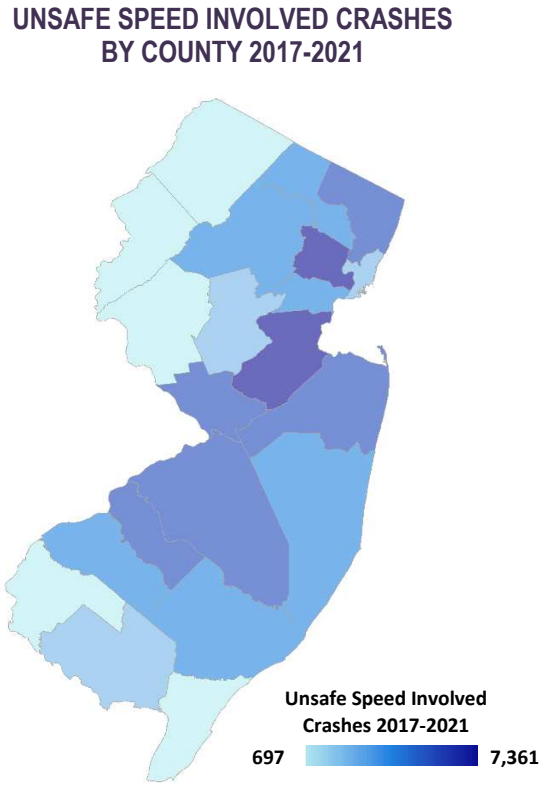
During the period from 2017-2021, the months that experienced the highest volume of crashes involving a distracted driver were October, November, and December. For unsafe speed, the most prevalent months were December, January, and February.

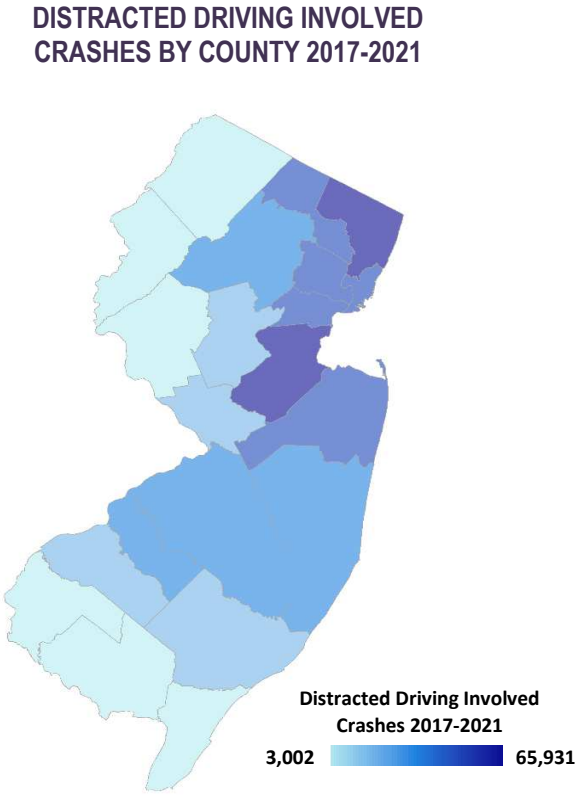



## *Analysis of Location*

Over the last 5 years (2017-2021), Middlesex County had the highest volume of distracted driving crashes (10.8 percent of total distracted driving crashes) followed by Bergen County (10.7 percent of total distracted driving



crashes). Cape May County and Salem County had the lowest volume of crashes, making up 1.4 percent of all distracted driving crashes combined. Middlesex County also had the highest volume of unsafe speed related crashes (10.2 percent of total speeding crashes) followed by Essex County (10 percent of total speeding crashes). Cape May and Salem County had the lowest volume of unsafe speed related crashes, making up 2.3 percent of all speeding crashes over the last 5 years.

The Numetric sliding window application is used to pin-point corridors where a particular crash phenomena is occurring. After applying crash filtering criteria, the application scans the roadway network for the designated segment size where the highest frequencies of the filtered crashes have been occurring. What results is a ranking list of crash corridors showing where the highest volumes, fatalities, crash rates and injury weighting have taken place.

A sliding-window analysis was conducted on the top 5-mile segments of roadway on Interstate, State and County Road systems where distracted driving and/or unsafe speeding was involved and resulted in an injury over the last 5 years. Route 1 had the highest volume of distracted and/or speeding involved injury crashes (5,113), followed by the Garden State Parkway (3,519 injury crashes). Four 5-mile segments along Route 1 made the Top 10 list for volume of distracted/speeding involved injury crashes (MPs 29-34, 54-59, 34-39/40-45 Tie).

***Top 20 Roadway Segments By Volume***

| *Rank* | **Route** | **Roadway Name** | **Municipality** | **BMP** | **EMP** | **Crashes** | **Crashes Per Mile** |
|---|---|---|---|---|---|---|---|
| *1* | 00000001 | Route 1 | Edison | 29 | 34 | 760 | 102.7 |
| *2* | 00000022 | Route 22 | Springfield/Union | 52 | 57 | 745 | 111.5 |
| *3* | 00000030 | N/S Whitehorse Pike | Somerdale/Stratford | 9 | 14 | 623 | 269.9 |
| *4* | 00000001 | Route 1&9 | Jersey City | 54 | 59 | 510 | 310.9 |
| *5* | 00000003 | Route 3 | Clifton | 0 | 5 | 478 | 44.6 |
| *6* | 00000080 | Route 80 | Woodland Park/Paterson | 57 | 62 | 469 | 42 |
| *7* | 00000038 | Kaighn Avenue | Camden/Pennsauken/Cherry Hill | 0 | 5 | 454 | 95.8 |
| *8* | 00000017 | Route 17 | Hasbrouck Heights/Hackensack/Lodi/Maywood/Rochelle Park/Paramus | 8 | 13 | 425 | 44.5 |
| *9* | 00000280 | Route 280 | Orange/East Orange/Newark/Harrison | 10 | 15 | 416 | 62.8 |
| *10* | 00000001 | Route 1 | Woodbridge | 34 | 39 | 415 | 76.5 |
| *11* | 00000001 | Route 1 | Linden/Elizabeth | 40 | 45 | 414 | 67.6 |
| *12* | 00000001 | Route 1 | South Brunswick/North Brunswick | 17 | 22 | 392 | 73.4 |
| *13* | 00000001 | Tonnele Avenue | North Bergen/Fairview/Ridgefield | 59 | 64 | 391 | 127.3 |
| *14* | 00000004 | Route 4 | Paramus/River Edge/Hackensack/Teaneck | 2 | 7 | 382 | 38.3 |
| *15* | 00000501 | JFK Boulevard | Jersey City/Union City | 29 | 34 | 379 | 170.6 |
| *16* | 00000027 | Route 27 | New Brunswick/Highland Park/Edison | 16 | 21 | 376 | 200.9 |
| *17* | 00000003 | Route 3 | Rutherford/East Rutherford/Secaucus | 6 | 11 | 369 | 34.2 |
| *18* | 00000009 | Route 9 | Old Bridge/Sayreville | 126 | 131 | 367 | 60.4 |
| *19* | 00000082 | Morris Avenue | Springfield/Union | 0 | 5 | 367 | 165.7 |
| *20* | 00000078 | Route 78 | Union/Hillside/Newark | 52 | 57 | 365 | 26 |

This table shows the Top 20 Municipalities for Distracted Driving and Unsafe Speed involved crashes over that last 5 years (2017-2021). Almost 3.5 percent of all distracted driving involved crashes in New Jersey over the last 5 years occurred in Jersey City, followed by Paterson City (3.3 percent). The City of Newark had the highest percent of the total unsafe speed involved crashes, making up 5 percent of all speeding crashes over the last 5 years.

| DISTRACTED DRIVING AND UNSAFE SPEED INVOLVED CRASHES, TOP 20 MUNICIPALITIES WHERE CRASH OCCURRED 2017 - 2021 | | | | | | |
|---|---|---|---|---|---|---|
| RANK | DISTRACTED DRIVING MUNICIPALITY | TOTAL CRASHES | % OF TOTAL | UNSAFE SPEED MUNICIPALITY | TOTAL CRASHES | % OF TOTAL |
| 1 | Jersey City | 21,285 | 3.48% | Newark City | 3,597 | 5.00% |
| 2 | Paterson City | 20,033 | 3.28% | Trenton City | 1784 | 2.48% |
| 3 | Newark City | 15,552 | 2.55% | Woodbridge Township | 1573 | 2.19% |
| 4 | Edison Township | 13,134 | 2.15% | Pennsauken Township | 1142 | 1.59% |
| 5 | Clifton City | 11,958 | 1.96% | Camden City | 1070 | 1.49% |
| 6 | Woodbridge Township | 10,209 | 1.67% | Jersey City | 1020 | 1.42% |
| 7 | Union Township (Union | 9,225 | 1.51% | Paterson City | 996 | 1.38% |
| 8 | North Bergen Township | 8,912 | 1.46% | Middletown Township | 966 | 1.34% |
| 9 | Elizabeth City | 8,627 | 1.41% | Hamilton Township | 964 | 1.34% |
| 10 | Toms River Township | 7,384 | 1.21% | Elizabeth City | 951 | 1.32% |
| 11 | Trenton City | 7,340 | 1.20% | Edison Township | 920 | 1.28% |
| 12 | Lakewood Township | 6,684 | 1.09% | Toms River Township | 899 | 1.25% |
| 13 | Irvington Township | 6,275 | 1.03% | Egg Harbor Township | 868 | 1.21% |
| 14 | East Orange City | 5,683 | 0.93% | Mount Laurel Township | 862 | 1.20% |
| 15 | Cherry Hill Township | 5,621 | 0.92% | Cherry Hill Township | 829 | 1.15% |
| 16 | Brick Township | 5,134 | 0.84% | Irvington Township | 796 | 1.11% |
| 17 | Linden City | 4,889 | 0.80% | Old Bridge Township | 786 | 1.09% |
| 18 | South Brunswick | 4,789 | 0.78% | Wayne Township | 770 | 1.07% |
| 19 | Paramus Borough | 4,751 | 0.78% | Atlantic City | 762 | 1.06% |
| 20 | Hamilton Township | 4,706 | 0.77% | Ewing Township | 759 | 1.06% |

## COMMUNITY TRAFFIC SAFETY PROGRAMS

Fatalities and injuries sustained from motor vehicle crashes are significant public health issues. Growing evidence indicates that there are differences among racial/ethnic groups for risk of involvement in fatal crashes. In 2021, the Governors Highway Safety Association (GHSA) issued a report that analyzed data for the five-year period 2015-2019 and found that traffic crash fatalities disproportionately affect Black, Indigenous and People of Color (BIPOC). This study, *An Analysis of Traffic Fatalities by Race and Ethnicity*, was the first national analysis of this topic in more than a decade. The GHSA data analysis confirmed that:

- Compared with all other racial groups, American Indian/Alaskan Native persons had a substantially higher per-capita rate of total traffic fatalities. White, Native Hawaiian/Other Pacific Islander, Hispanic and Asians persons had lower than average rates.
- American Indian/Alaskan Native persons had the highest per-capita rate of total traffic deaths, speeding-related fatalities, and pedestrian and bicyclist deaths.
- Black persons had the second highest rate of total traffic deaths, pedestrian traffic deaths and bicyclist traffic deaths.
- Traffic fatality rates among white persons exceed those of BIPOC in motorcycle driver and passenger deaths.

Race/ethnicity is one of the largest areas of disparity in rates of motor vehicle crash injuries and fatalities and ethnic minorities are disproportionately affected. Thinking about the relationship between racial/ethnic minorities in the United States and fatal motor vehicle crashes often requires examining cultural and behavioral differences that may contribute to racial disparities in motor vehicle crashes. This may help in developing strategies and solutions that encourage positive changes in driving behaviors and safety awareness.

Furthermore, additional studies have shown racial disparities in pedestrian injury hospitalization rates and outcomes, particularly among Black, Hispanic, and Multiracial/Other race/ethnicity groups and support population and system-level approaches to prevention. Access to transportation is an indicator for health disparity, and these results indicate that access to safe transportation also shows inequity by race/ethnicity. (*Dangerous by Design.* (2021). Smart Growth America. The National Complete Streets Coalition).

To further explore this, DHTS has expanded its partnership with the Children's Hospital of Philadelphia to further their study and development of the New Jersey Safety and Health Outcomes Data Warehouse. A focus of the partnership is garnering a better understanding of how motor vehicle crashes impact not only the individuals involved but the communities in which they take place. The New Jersey Safety and Health Outcomes (NJ-SHO) Data Warehouse is being used by the Center for Injury Research and Prevention (CIRP) researchers and collaborators to advance safety and health research through novel administrative data linkages. This unique data source contains information spanning the pre-injury period to the post-injury period, supporting critical, high-priority research questions on injury prevention.

In Year 1 of this project, FY2023, website design work is being done to launch the NJ-SHO Resource Center website. The content and design of the website will have the capacity to expand and grow with the Center. CHOP will monitor traffic to and interactions with the website, tweaking search engine optimization parameters as needed to ensure reach to interested stakeholders. Ongoing feedback from users and stakeholders will be sought to improve the website's accessibility and usefulness. The Center's website will be promoted through a variety of mechanisms, including media interactions, direct contact with stakeholders, and local, state, and national forums.

The forward-facing public dashboard design being developed in Year 1 will ultimately result in the launch of a fully functional dashboard by Year 3. The public-facing dashboard will include interactive tools to generate community-focused safety profiles as well as to explore more detailed data visualizations related to traffic safety metrics.

Stakeholders will be engaged throughout the rollout and beyond to gauge the usefulness and usability of the dashboard so that improvements to its content and construction may be made.

### *General Overview*

The chart below calculates the percent of total of persons killed in motor vehicle crashes between 2016 and 2020 by Person Type and Race. The final two rows in the chart show the percent of total of individuals killed in motor vehicle crashes in New Jersey by Race as well as the percent of total of the population by Race (2020 Census). Since information on race and ethnicity is not captured on New Jersey's police crash reports, the NHTSA FARS data system was queried to extract the race and ethnicity data collected from medical examiners' reports for the motor vehicle fatalities that occurred in the state from 2016 to 2020. At the time of this report, Hispanic origin and race data for the 2021 FARS Annual Report is currently incomplete. Between 2016 and 2020, Black-Non-Hispanic individuals were disproportionately killed in motor vehicle crashes (18.1%) compared to 2020 US Census NJ population totals (15.3%). White-Non-Hispanics made up 58.54 percent of the drivers and passengers killed in traffic crashes compared to 2020 US Census NJ population totals (53.5%). Black-Non-Hispanics comprised 20.3 percent of the pedestrians killed compared to 2020 US Census NJ population totals (15.3%). Hispanics made up 27.4 percent of the bicyclists killed compared to 2020 US Census NJ population totals (21.5%).

**2016-2020 Persons Killed in Fatal Crashes by Race (OMB Guidelines) (Hispanic and Non-Hispanic) and Person Type**

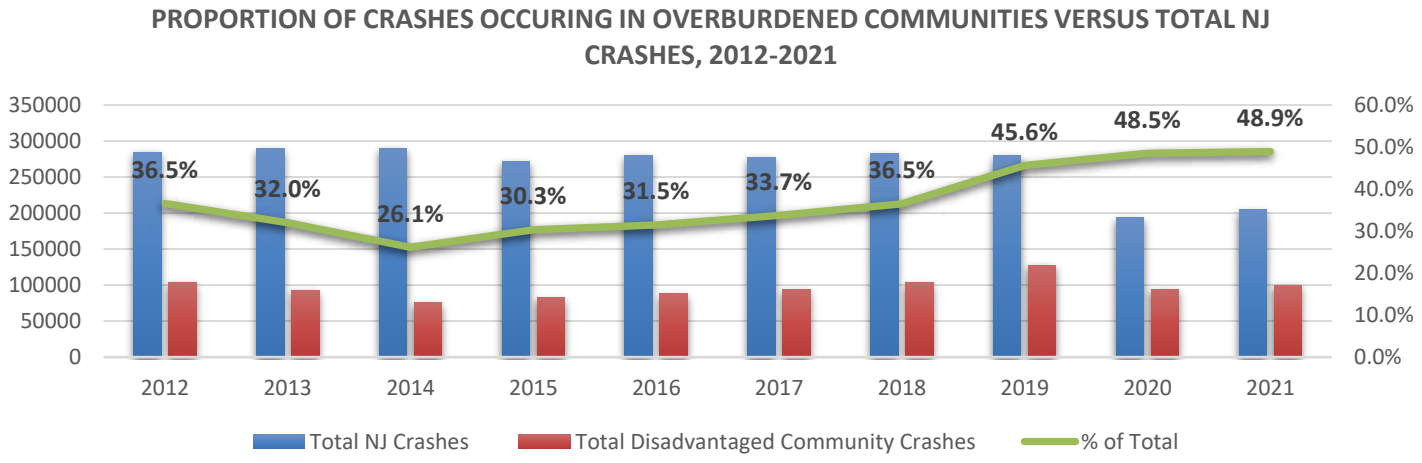
| | Hispanic | White, Non-Hispanic | Black, Non-Hispanic | American Indian, Non-Hispanic | Asian, Non-Hispanic | Mixed Race, Non-Hispanic | All Other Races, Non-Hispanic | Unknown, Non-Hispanic | Total |
|---|---|---|---|---|---|---|---|---|---|
| DRIVERS | 242 | 953 | 255 | 5 | 33 | 12 | 8 | 24 | 1,532 |
| OCCUPANTS | 118 | 201 | 83 | 0 | 21 | 6 | 4 | 6 | 439 |
| PEDESTRIANS | 168 | 428 | 176 | 0 | 64 | 10 | 7 | 14 | 867 |
| BICYCLISTS | 23 | 42 | 13 | 0 | 2 | 1 | 2 | 1 | 84 |
| PERSONAL CONVEYANCES MOTORIZED AND NON-MOTORIZED | 3 | 3 | 4 | 0 | 0 | 0 | 1 | 0 | 11 |
| TOTAL | 554 | 1,627 | 531 | 5 | 120 | 29 | 22 | 45 | 2,933 |
| PERCENT OF TOTAL KILLED | 18.9% | 55.5% | 18.1% | 0.2% | 4.1% | 1.0% | 0.8% | 1.5% | 100.0% |
| POPULATION % OF TOTAL | 21.5% | 53.5% | 15.3% | 0.7% | 10.3% | 2.4% | 1.0% | 0.0% | |

*Persons fatally injured includes New Jersey and Non-New Jersey residents

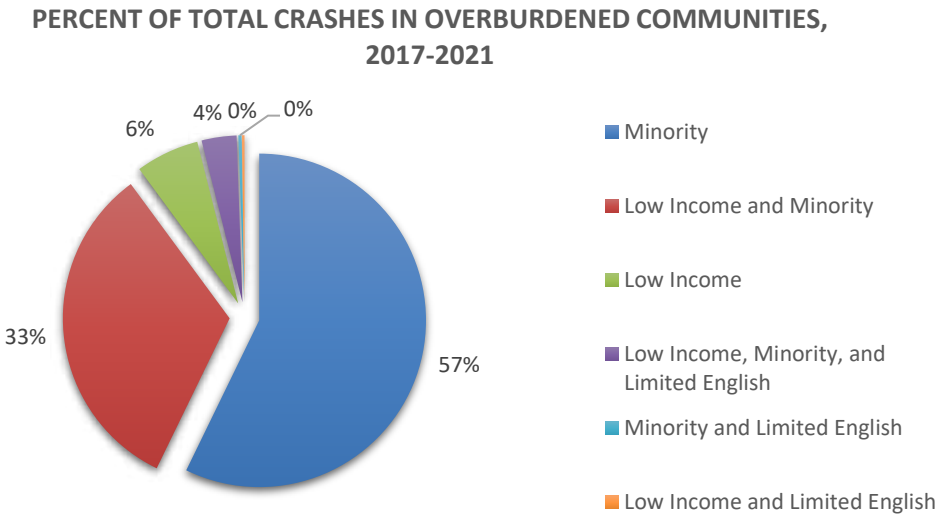
The chart on the following page shows the breakdown of persons killed in motor vehicle crashes between 2016 and 2020 broken down by Race and Ethnicity, as well as age groups. The largest age group of fatally injured persons of Hispanic origin and were between the ages of 25 and 34 (26 percent), the same applies for fatally injured Black-Non-Hispanic persons (22 percent). The largest age group of White-Non-Hispanic persons were over the age of 74 (20 percent), followed by the 55-64 age group (19 percent). Of the 35 persons under the age of 10 killed in traffic crashes, 28 (80 percent) were persons of color.

| 2016-2020 Persons Killed in Fatal Crashes by Race (OMB Guidelines) (Hispanic and Non-Hispanic) and Age Group | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | Hispanic | White, Non-Hispanic | Black, Non-Hispanic | American Indian, Non-Hispanic | Asian, Non-Hispanic | Mixed Race, Non-Hispanic | All Other Races, Non-Hispanic | Unknown, Non-Hispanic | Total |
| <5 | 9 | 2 | 5 | 0 | 0 | 0 | 2 | 0 | 18 |
| 5-9 | 6 | 5 | 2 | 0 | 3 | 1 | 0 | 0 | 17 |
| 10-15 | 16 | 16 | 2 | 0 | 0 | 0 | 1 | 1 | 36 |
| 16-20 | 54 | 75 | 46 | 0 | 5 | 4 | 2 | 4 | 190 |
| 21-24 | 61 | 86 | 58 | 0 | 8 | 3 | 1 | 0 | 217 |
| 25-34 | 145 | 253 | 119 | 2 | 17 | 11 | 4 | 7 | 558 |
| 35-44 | 99 | 170 | 83 | 0 | 11 | 4 | 2 | 4 | 373 |
| 45-54 | 58 | 213 | 74 | 1 | 19 | 0 | 1 | 8 | 374 |
| 55-64 | 53 | 296 | 79 | 2 | 22 | 2 | 4 | 6 | 464 |
| 65-74 | 35 | 193 | 42 | 0 | 20 | 3 | 2 | 6 | 301 |
| >74 | 17 | 318 | 19 | 0 | 15 | 1 | 3 | 7 | 380 |
| TOTAL | 554 | 1,627 | 531 | 5 | 120 | 29 | 22 | 45 | 2,933 |
| PERCENT OF TOTAL KILLED | 18.9% | 55.5% | 18.1% | 0.2% | 4.1% | 1.0% | 0.8% | 1.5% | 100.0% |
| POPULATION % OF TOTAL | 21.5% | 53.5% | 15.3% | 0.7% | 10.3% | 2.4% | 1.0% | 0.0% | |
| *Persons fatally injured includes New Jersey and Non-New Jersey residents | | | | | | | | | |

The proportion of total crashes taking place in overburdened communities has increased each year since 2014. In 2021, almost half of the crashes taking place in New Jersey took place in an overburdened community (48.9 percent), nearly identical to the percentage of New Jersey's population living in those communities.



From 2017 through 2021, over 500,000 crashes occurred in overburdened communities in the State. Of those crashes, 57 percent took place in communities with minority-only classifications (24 percent State total), and 33 percent in Low income and minority communities (13.7 percent State total).




Roughly 22 percent of the 1.23 million crashes in New Jersey resulted in a fatality and/or injury during the last 5 years (2017-2021), compared to 24 percent of the 517,000 crashes occurring in overburdened communities. The chart below shows the percent of total make-up for each overburdened community classification by crash severity. Compared to the percentage of total crashes taking place in each overburdened community, Fatalities and Serious Injuries were most prevalent in Minority and Low Income and Minority communities.

| SEVERITY OF CRASHES IN OVERBURDENED COMMUNITIES, 2017 - 2021 | | | | | | |
|---|---|---|---|---|---|---|
| Overburdened Community | Fatal Injury | Suspected Serious Injury | Suspected Minor Injury | Possible Injury | No Apparent Injury | % of Total Crashes |
| Low Income | 6.6% | 7.5% | 7.6% | 5.5% | 6.2% | 5.8% |
| Low Income and Limited English | 0.0% | 0.1% | 0.1% | 0.2% | 0.3% | 0.3% |
| Low Income and Minority | 36.5% | 40.5% | 32.7% | 34.2% | 32.3% | 31.8% |
| Low Income, Minority, and Limited English | 2.5% | 3.5% | 3.3% | 3.2% | 3.4% | 3.2% |
| Minority | 54.1% | 48.2% | 56.1% | 56.5% | 57.5% | 58.6% |
| Minority and Limited English | 0.3% | 0.2% | 0.3% | 0.3% | 0.3% | 0.3% |

An analysis of crashes taking place in overburdened communities versus crashes taking place outside of overburdened communities over the last 5 years (2017-2021) shows some slight disparities in crash circumstances. However, crashes taking place within and outside of overburdened communities are similar to the trends seen statewide. The largest disparity in crashes taking place in overburdened communities was in injury crashes with 3 percent more injury-causing crashes compared to non-overburdened communities. Compared to the overall crashes in New Jersey during the same period (2017-2021), 1.6 percent more injury-causing crashes occurred in overburdened communities. This is most likely due to the type of crashes experienced in overburdened communities versus non- overburdened communities. More non-motorist, mostly pedestrian, crashes occurred in overburdened communities versus non-overburdened communities, resulting in higher injury statuses.

| NJ DHTS Emphasis Areas | Overburdened % of Total | Non-Overburdened % of Total | OB vs Non-OB Difference | NJ % of Total | OB vs NJ Difference |
|---|---|---|---|---|---|
| Distracted Driving Involved | 49.4% | 49.4% | 0.0% | 49.4% | 0.0% |
| Injury Crashes | 23.3% | 20.7% | 2.7% | 21.8% | 1.6% |
| Older Driver (65+) Involved | 15.6% | 18.0% | -2.5% | 17.0% | -1.4% |
| Young Driver (16-20) Involved | 10.8% | 13.3% | -2.5% | 12.3% | -1.4% |
| Unsafe Speed Involved | 5.6% | 6.0% | -0.3% | 5.8% | -0.2% |
| Alcohol Involved | 2.3% | 2.8% | -0.5% | 2.6% | -0.3% |
| Pedestrian Involved | 2.1% | 1.3% | 0.8% | 1.6% | 0.4% |
| Unrestrained Occupant Involved | 1.5% | 1.5% | 0.0% | 1.5% | 0.0% |
| Motorcycle Involved | 0.8% | 0.8% | -0.1% | 0.8% | 0.0% |
| Bicyclist Involved | 0.8% | 0.8% | 0.1% | 0.8% | 0.0% |
| Drugged Driver Involved | 0.5% | 0.7% | -0.2% | 0.6% | -0.1% |
| Fatal Crashes | 0.2% | 0.2% | 0.0% | 0.2% | 0.0% |

The chart below shows a list of the Top 20 Municipalities with the greatest volume of crashes taking place in an overburdened community. The chart shows a breakdown of the municipality as well as the type of overburdened community affected. The city of Newark had the highest volume of crashes taking place in an overburdened community with approximately 72 percent of all crashes taking place occurring in overburdened communities. Of the Top 20 municipalities with crashes occurring in an overburdened community, Irvington Township had the highest percentage of total overburdened crashes with 84 percent of all crashes occurring in the Township occurring in a designated overburdened community.

**TOP 20 MUNICIPALITIES WITH CRASHES TAKING PLACE IN OVERBURDENED COMMUNITIES BY COMMUNITY TYPE, 2017 - 2021**

| MUNICIPALITY | OVERBURDENED COMMUNITY TYPE | | | | | | TOTAL OBC CRASHES | TOTAL NJ CRASHES |
|---|---|---|---|---|---|---|---|---|
| | LOW INCOME | LOW INCOME AND LIMITED ENGLISH | LOW INCOME AND MINORITY | LOW INCOME, MINORITY, AND LIMITED ENGLISH | MINORTY | MINORTY AND LIMITED ENGLISH | | |
| Newark City | 0% | 0% | 49% | 7% | 16% | 0% | 42,268 | 58,535 |
| Jersey City | 0% | 3% | 26% | 1% | 28% | 0% | 20,825 | 35,973 |
| Woodbridge Township | 0% | 0% | 6% | 0% | 67% | 0% | 15,958 | 21,936 |
| Paterson City | 0% | 0% | 42% | 3% | 10% | 0% | 15,168 | 27,702 |
| Elizabeth City | 0% | 0% | 30% | 10% | 15% | 0% | 13,441 | 24,375 |
| Edison Township | 0% | 0% | 2% | 0% | 62% | 0% | 12,072 | 18,928 |
| Union Township (Union Co) | 0% | 0% | 5% | 0% | 75% | 0% | 11,986 | 14,826 |
| Lakewood Township | 54% | 0% | 8% | 1% | 6% | 0% | 11,745 | 17,200 |
| East Orange City | 0% | 0% | 48% | 0% | 29% | 0% | 9,699 | 12,495 |
| Clifton City | 1% | 0% | 12% | 0% | 39% | 0% | 9,509 | 18,355 |
| Irvington Township | 0% | 0% | 46% | 10% | 27% | 0% | 9,322 | 11,086 |
| Trenton City | 0% | 0% | 63% | 3% | 9% | 1% | 8,885 | 11,773 |
| North Bergen Township | 0% | 0% | 17% | 0% | 45% | 1% | 7,553 | 11,872 |
| Franklin Township (Somerset Co) | 0% | 0% | 13% | 1% | 60% | 0% | 7,329 | 9,889 |
| South Brunswick Township | 0% | 0% | 0% | 0% | 79% | 0% | 6,848 | 8,706 |
| Vineland City | 8% | 0% | 28% | 1% | 34% | 0% | 6,843 | 9,742 |
| Fort Lee Borough | 0% | 0% | 0% | 11% | 69% | 0% | 6,711 | 8,365 |
| Linden City | 0% | 0% | 19% | 0% | 59% | 0% | 6,169 | 7,895 |
| Hackensack City | 0% | 0% | 29% | 0% | 31% | 0% | 6,098 | 10,189 |
| Passaic City | 0% | 0% | 43% | 12% | 6% | 0% | 5,739 | 9,323 |
| TOTAL | 3% | 0% | 14% | 1% | 24% | 0% | 517,882 | 1,237,394 |

*See page 6 of this report for further information on overburdened community type definitions

## OTHER VULNERABLE ROAD USERS

## (YOUNGER DRIVERS, OLDER DRIVERS, MOTORCYCLISTS, WORK ZONE SAFETY)

### *Younger Drivers • General Overview*

A younger driver is defined as an operator of a motor vehicle or motorcycle between 16-20 years of age. The risk of motor vehicle crashes is higher among young drivers than any other age group. During the last five years (2018-2022), there were 313 total fatalities in crashes that involved a younger driver behind the wheel. Young Driver involved fatalities increased 18 percent from 2019 to 2020, and another 20 percent from 2020-2021. At the time of this report, the preliminary figure for the number of young drivers involved in fatal crashes in 2022 is 66, 14 percent lower than 2021.

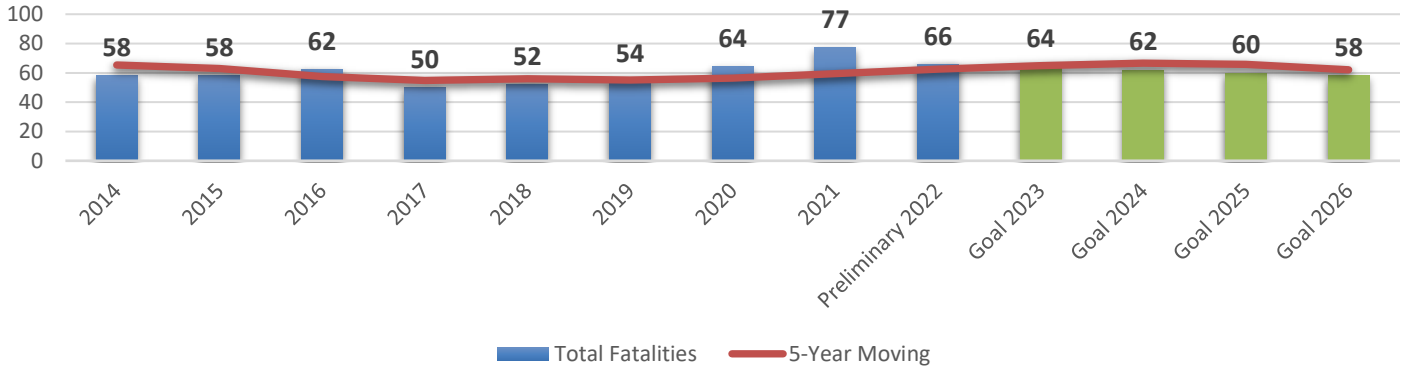
**Quick Facts**

**20%**
Increase in Young Driver involved fatalities from 2020 to 2021.

**7%**
Of all crashes in New Jersey involved a Young Driver (between 2017 and 2021)

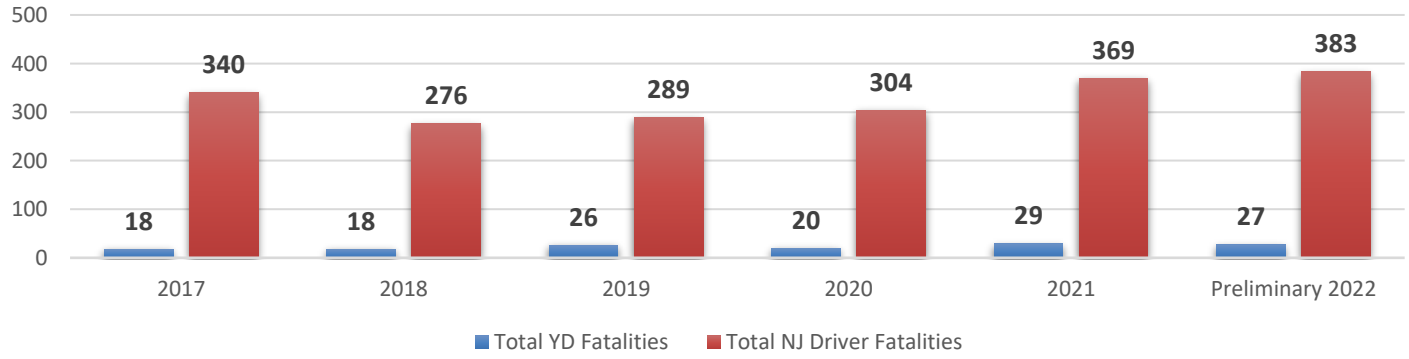
**111**
Drivers between 16 and 20 years of age were killed in crashes in New Jersey (2017-2021)

TOTAL FATALITIES IN CRASHES INVOLVING YOUNGER DRIVERS, ANNUAL AND 5-YEAR MOVING AVERAGE




Younger driver fatalities in 2021 in New Jersey accounted for nearly 8 percent of total drivers killed, up from 6.6 percent in 2020. Preliminary figures for 2022 are also showing a 7.6 percent make up of total drivers killed that year. A total of 29 drivers between the ages of 16-20 died on the State's roadways in 2022, no change from 2021, however, those totals are preliminary. A comparison of the number of younger driver fatalities in relation to the total number of drivers killed is depicted in the chart below.

PROPORTION OF YOUNGER DRIVER FATALITIES VERSUS TOTAL NEW JERSEY DRIVER FATALITIES



Younger driver involvement in crashes continues to decline year-to year, totaling 48,000 crashes in 2008 compared to 26,000 in 2021. Younger drivers were involved in slightly under 13 percent of all crashes in 2021 and made up 7 percent of the total population of New Jersey drivers involved in crashes that year.

| YOUNG DRIVER CRASHES VERSUS ALL CRASHES BY YEAR, 2015 – 2021 | | | | | | | |
|---|---|---|---|---|---|---|---|
| | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 |
| ALL CRASHES | 271,445 | 279,874 | 277,664 | 282,592 | 279,329 | 193,507 | 204,295 |
| 16-20 YO DRIVER INVOLVED CRASHES | 35,942 | 36,352 | 34,501 | 34,338 | 33,730 | 23,375 | 25,963 |
| YOUNG DRIVER CRASHES VS ALL CRASHES* | 13.2% | 13.0% | 12.4% | 12.2% | 12.1% | 12.1% | 12.7% |
| DRIVERS INVOLVED IN ALL CRASHES | 512,773 | 532,054 | 527,040 | 535,266 | 531,036 | 351,867 | 385,157 |
| 16-20 YO DRIVERS INVOLVED IN CRASHES | 37,986 | 38,353 | 36,363 | 36,203 | 35,566 | 24,470 | 27,355 |
| YOUNG DRIVERS VS ALL DRIVERS IN CRASHES* | 7.4% | 7.2% | 6.9% | 6.8% | 6.7% | 7.0% | 7.1% |

* Excludes undefined driver age.

## *Younger Drivers • Analysis of Gender*

Males between the ages of 16-20 accounted for 54 percent of younger drivers involved in crashes over the past five years, with females representing roughly 45 percent. Drivers between the ages of 16 and 20 accounted for 7 percent of all drivers involved in crashes in 2021. Approximately 27 percent of all fatally injured young drivers were of Hispanic Origin and are overrepresented in fatal crash involvement.

| % OF YOUNG DRIVERS INVOLVED IN CRASHES BY AGE AND GENDER, 2017 - 2021 | | | | | |
|---|---|---|---|---|---|
| AGE | % OF 16-20 AGE GROUP | MALE | FEMALE | UNKNOWN | TOTAL |
| 16 YEARS OLD | 0.8% | 0.4% | 0.4% | 0.0% | 1,261 |
| 17 YEARS OLD | 14.1% | 7.1% | 6.9% | 0.0% | 22,503 |
| 18 YEARS OLD | 28.2% | 15.3% | 12.9% | 0.1% | 45,118 |
| 19 YEARS OLD | 28.6% | 15.9% | 12.6% | 0.1% | 45,688 |
| 20 YEARS OLD | 28.4% | 15.8% | 12.4% | 0.1% | 45,388 |
| TOTAL | 100.0% | 54.5% | 45.1% | 0.3% | 159,958 |

| 2016-2020 Young Drivers Killed in Fatal Crashes by Race (OMB Guidelines) (Hispanic and Non-Hispanic) and Age Group | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | Hispanic | White, Non-Hispanic | Black, Non-Hispanic | American Indian, Non-Hispanic | Asian, Non-Hispanic | Mixed Race, Non-Hispanic | All Other Races, Non-Hispanic | Unknown, Non-Hispanic | Total |
| TOTAL YOUNG DRIVERS KILLED | 28 | 50 | 17 | 0 | 2 | 2 | 1 | 3 | 103 |
| PERCENT OF TOTAL YDs KILLED | 27.18% | 48.54% | 16.50% | 0.00% | 1.94% | 1.94% | 0.97% | 2.91% | 100.00% |
| POPULATION % OF TOTAL | 21.5% | 53.5% | 15.3% | 0.7% | 10.3% | 2.4% | 1.0% | 0.0% | |
| *Persons fatally injured includes New Jersey and Non-New Jersey residents | | | | | | | | | |

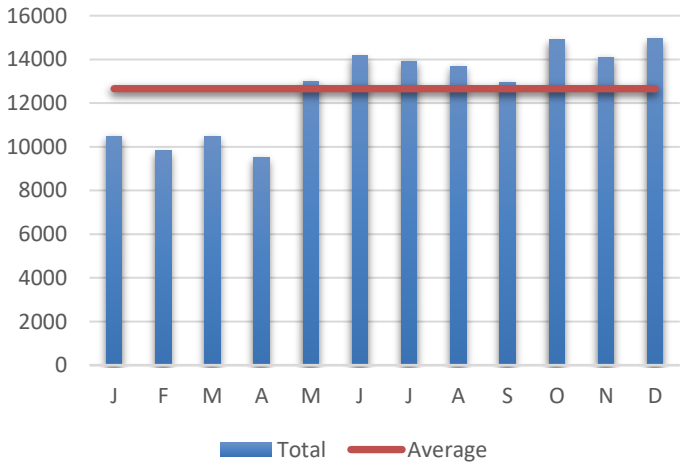
## *Younger Drivers • Analysis of Occurrence*

Between 2017 and 2021, about half of all crashes involving younger drivers occur between noon and 5:59PM (49 percent). About 17 percent of all young driver involved crashes took place on a Friday compared to 16.4 percent of all crashes in New Jersey taking place the same day. December had the highest volume of crashes accounting for nearly 10 percent. The occurrence of crashes involving a younger driver helps decision makers in addressing the specific concerns that are facing inexperienced users of the roadways.

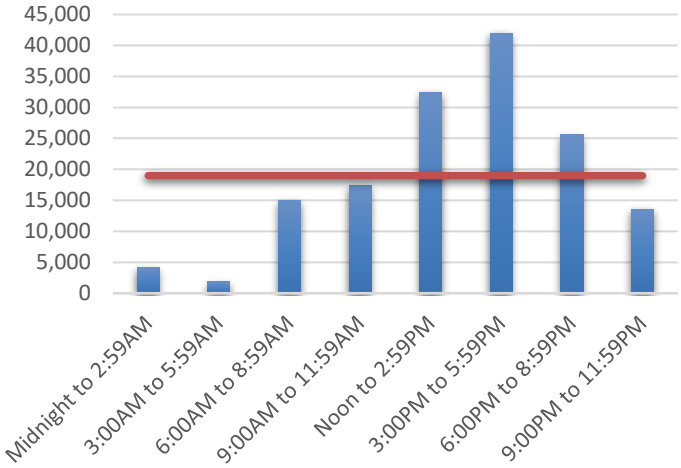
**YOUNG DRIVER INVOLVED CRASHES TIME OF DAY, DAY OF WEEK 2017 - 2021**

| | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY | TOTAL | |
|---|---|---|---|---|---|---|---|---|---|
| Midnight to 2:59AM | 461 | 381 | 381 | 440 | 500 | 920 | 1,073 | 4,156 | 3% |
| 3:00AM to 5:59AM | 210 | 193 | 181 | 193 | 249 | 407 | 407 | 1,840 | 1% |
| 6:00AM to 8:59AM | 2,558 | 2,913 | 2,891 | 2,741 | 2,392 | 854 | 615 | 14,964 | 10% |
| 9:00AM to 11:59AM | 2,448 | 2,630 | 2,462 | 2,559 | 2,596 | 2,702 | 2,010 | 17,407 | 11% |
| Noon to 2:59PM | 4,638 | 4,662 | 4,714 | 4,770 | 5,408 | 4,517 | 3,762 | 32,471 | 21% |
| 3:00PM to 5:59PM | 6,028 | 6,748 | 6,573 | 6,732 | 7,567 | 4,520 | 3,776 | 41,944 | 28% |
| 6:00PM to 8:59PM | 3,422 | 3,761 | 3,737 | 3,812 | 4,502 | 3,479 | 2,882 | 25,595 | 17% |
| 9:00PM to 11:59PM | 1,500 | 1,588 | 1,633 | 1,863 | 2,646 | 2,509 | 1,792 | 13,531 | 9% |
| TOTAL | 21,265 | 22,876 | 22,572 | 23,110 | 25,860 | 19,908 | 16,317 | 151,908 | 100% |
| | 14% | 15% | 15% | 15% | 17% | 13% | 11% | | |

**YOUNG DRIVER CRASHES BY MONTH, 2017-2021**




**YOUNG DRIVER CRASHES BY HOUR OF DAY, 2017-2021**



The State has made great advances in creating laws to protect the inexperienced users of the roadways, younger drivers between 16 and 20 years of age. The law governing the rules for new drivers, known as Kyleigh's Law, became effective on May 1, 2010, and three years ago celebrated its 10-year anniversary. The law limits the number of passengers allowed in the vehicle for new drivers, as well as limiting the hours in which they can operate a motor vehicle.

| ---------- KYLEIGH'S LAW EFFECTS ---------- YOUNG DRIVER CRASHES BY YEAR AND TIME PERIOD, 2017 – 2021 | | | |
|---|---|---|---|
| YEAR | 11:01PM - 4:59AM | 5AM - 11PM | TOTAL |
| 2017 | 1,917 | 32,584 | 34,501 |
| 2018 | 1,789 | 32,549 | 34,338 |
| 2019 | 1,727 | 32,003 | 33,730 |
| 2020 | 1,441 | 21,934 | 23,375 |
| 2021 | 1,486 | 24,477 | 25,963 |
| 2017 - 2021 Difference | -22.48% | -24.88% | -24.75% |

Crashes involving younger drivers have declined roughly 25 percent from 2017 (34,501) to 2021 (25,963). Since 2010 when Kyleigh's Law became effective, there has been a 49 percent reduction in overall young driver involved crashes. Crashes during the permissible driving hours for a young driver possessing a probationary driver license (5am – 11pm) declined 22 percent from 2017 to 2021. More importantly, crashes during the restricted driving hours for a young driver possessing a probationary driver license (11:01pm – 4:59am) fell nearly 25 percent over the same period. Not only are the number of crashes involving young drivers declining, but the crashes taking place during the restricted time-period are declining exponentially.

## *Younger Drivers • Analysis of Location*

Over the past 5 years (2017-2021), the City of Newark had the highest volume of crashes involving young drivers. Approximately 2 percent of all crashes involving a young driver occurred in Newark compared to 4.7 percent of all crashes in the State. From the Top 20 list, the municipalities that have the highest over-representation of young driver involved crashes were Toms River Township (1.8 percent of young driver crashes compared to 1.2 percent of all crashes), followed by Paramus Borough (1.2 percent of all young driver crashes compared to 0.9 percent of all crashes).

| TOP 15 MUNICIPALITIES INVOLVING A YOUNG DRIVER, 2017-2021 | | |
|---|---|---|
| MUNICIPALITY | TOTAL YD CRASHES | % OF TOTAL YD CRASHES |
| Newark City | 3,100 | 2.0% |
| Woodbridge Township | 2,793 | 1.8% |
| Toms River Township | 2,677 | 1.8% |
| Edison Township | 2,629 | 1.7% |
| Lakewood Township | 2,522 | 1.7% |
| Paterson City | 2,518 | 1.7% |
| Clifton City | 2,206 | 1.5% |
| Elizabeth City | 1,899 | 1.3% |
| Paramus Borough | 1,862 | 1.2% |
| Jersey City | 1,855 | 1.2% |
| Union Township (Union Co) | 1,835 | 1.2% |
| Cherry Hill Township | 1,787 | 1.2% |
| Wayne Township | 1,753 | 1.2% |
| Hamilton Township (Mercer Co) | 1,567 | 1.0% |
| Vineland City | 1,441 | 0.9% |
| Total Top 15 Municipalities Involving YDs | 39,260 | 25.8% |
| Total NJ Young Driver Involved Crashes | 151,907 | |

## *Older Drivers • General Overview*

An older driver is defined as an operator of a motor vehicle or motorcycle who is 65 years of age and older. During the last ten years (2013–2022), there were 680 older driver (65+) fatalities, up from 649 between 2012-2021. At the time of this report, 88 drivers aged 65 years or older were killed in 2022 compared to 63 in 2021. The population of New Jersey increases every year as does the number of residents over the age of 65. Our older drivers make up a large portion of our overall licensed drivers and can be considered a higher-risk population on the roadways. According to the US Census Bureau, New Jersey residents age 65 and older make up roughly 17 percent of the State's population.

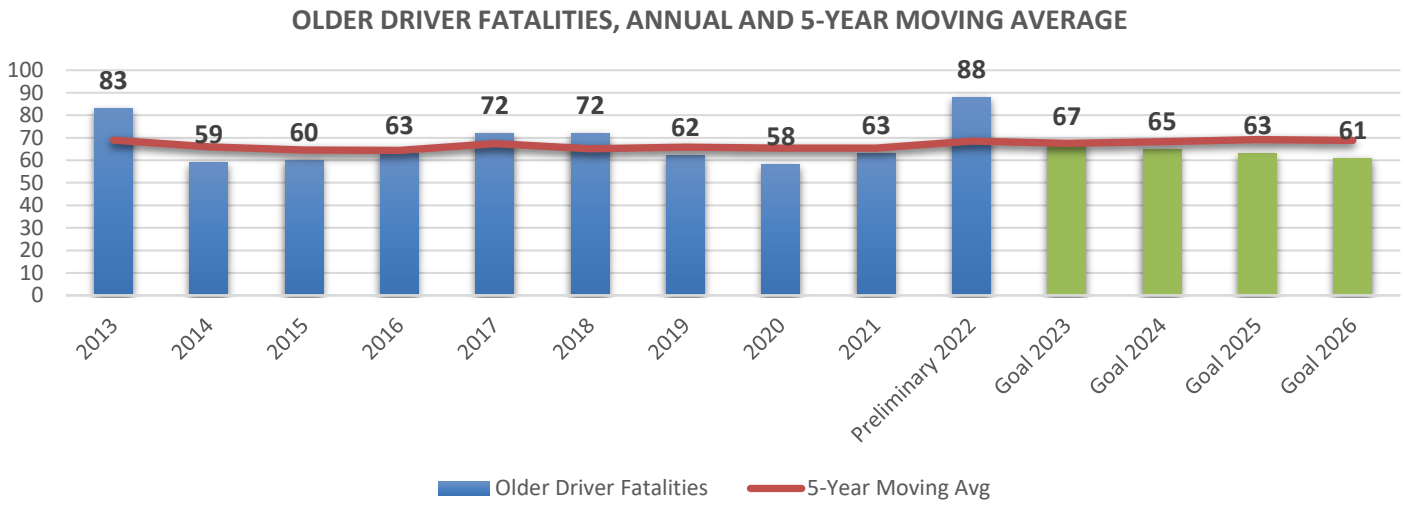
**Quick Facts**

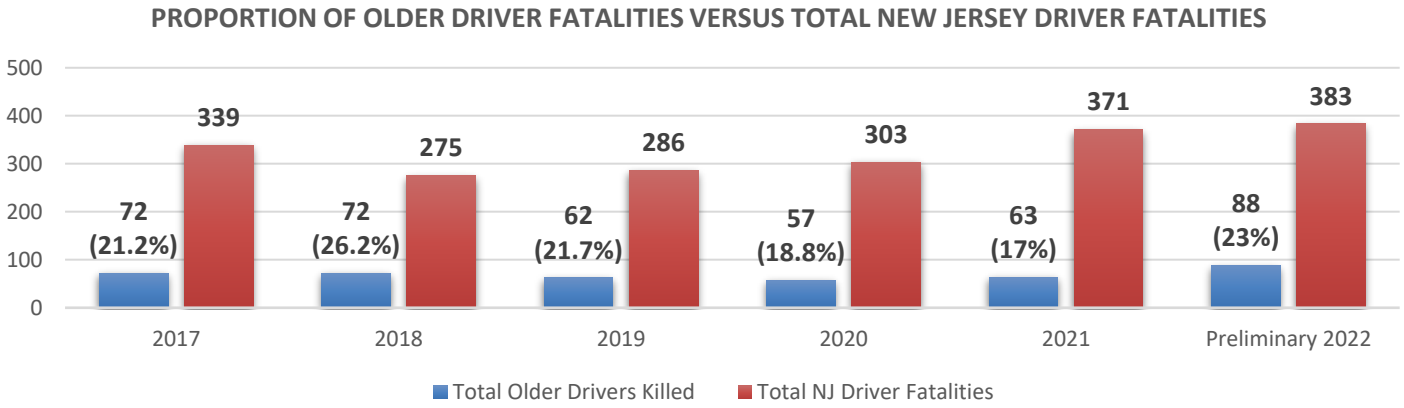
**17%**
Of crashes in New Jersey involved a driver 65 years of age or older (2017-2021)

**65%**
Of all older drivers involved in crashes in New Jersey were between the ages of 65 and 74 (2017-2021)

**343**
Drivers 65 years of age + were killed in crashes in New Jersey (2018-2022)

In 2021, there was a 13 percent increase in crashes involving older drivers from 2020. There were 34,000 crashes involving 37,000 older drivers. Over the last 5 years, older drivers were involved in 17 percent of all crashes in New Jersey and were 9.6 percent of the total drivers involved. In 2022, older drivers were involved in nearly 13 percent of all fatalities and accounted for 23 percent of all fatally injured drivers in New Jersey. The increasing population of older drivers in the State and involvement in crashes creates an important case for increased education, enforcement, and outreach to this group.



## *Older Drivers • Analysis of Gender*

The gender make-up of older drivers involved in crashes shows that male drivers aged 65 years and older accounted for 56 percent of total older drivers involved in crashes compared to the overall female driver involvement in all NJ crashes of 44 percent. Roughly 65 percent of all older drivers (65+) involved in crashes were between the ages of 65 and 74.

**% OF OLDER DRIVERS INVOLVED IN CRASHES BY AGE AND GENDER, 2017-2021**

| AGE | % OF 65 - 85+ AGE GROUP | MALE | FEMALE | TOTAL |
|---|---|---|---|---|
| 65 - 69 YEARS OLD | 38.0% | 68,029 | 51,509 | 119,538 |
| 70 - 74 YEARS OLD | 26.9% | 47,154 | 37,342 | 84,496 |
| 75 - 79 YEARS OLD | 17.4% | 30,119 | 24,704 | 54,823 |
| 80 - 84 YEARS OLD | 10.0% | 16,994 | 14,319 | 31,313 |
| 85+ YEARS OLD | 7.7% | 13,226 | 11,045 | 24,271 |
| TOTAL | 100.0% | 59.0% | 40.9% | 236,164 |

## *Older Drivers • Analysis of Occurrence*

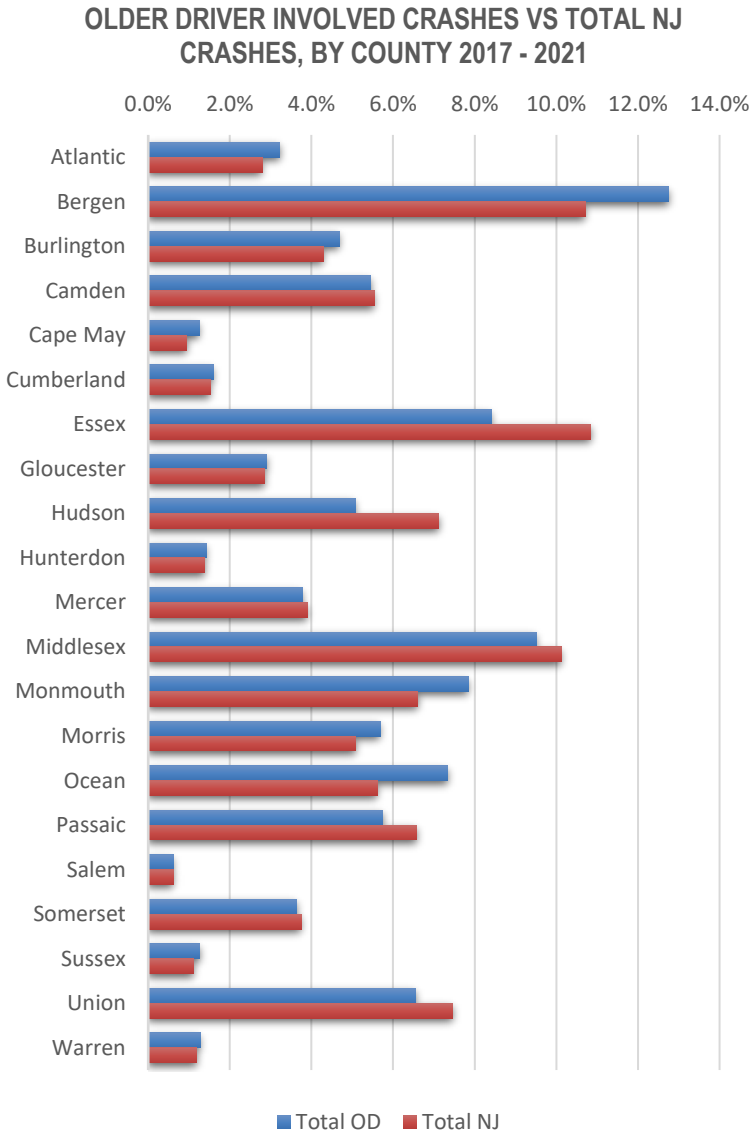
Time of day and day of week plays a significant role in crashes involving older drivers. Older drivers are at a greater risk of a fatal nighttime crash per distance driven compared to all drivers, except for drivers aged younger than 25 years. Between 2017 and 2021, more than half of all crashes involving older drivers occur between noon and 5:59PM (53%) with the majority taking place on weekdays (80 percent). October had the highest volume of crashes accounting for 9 percent of all older driver involved crashes.

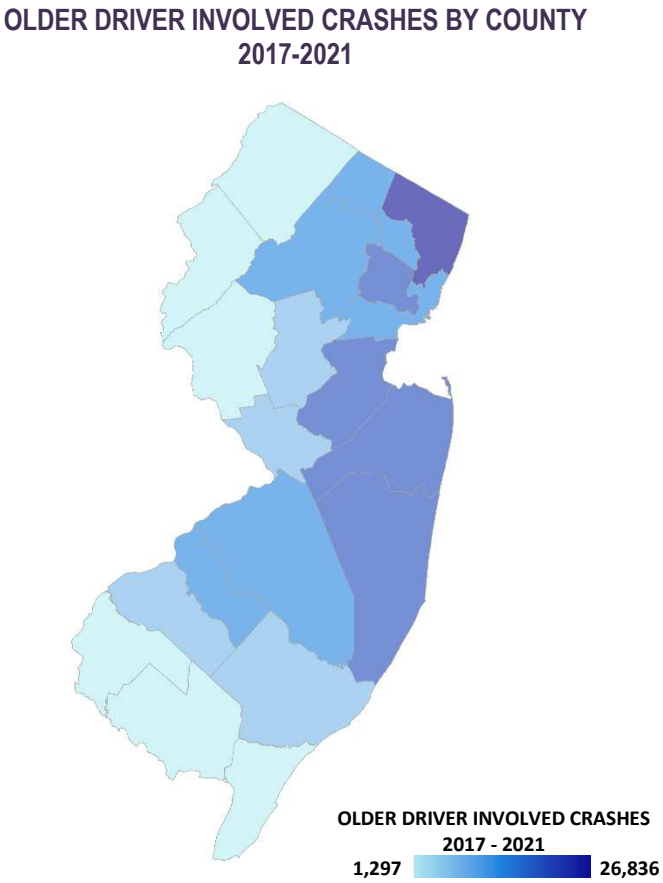
**OLDER DRIVER INVOLVED CRASHES TIME OF DAY, DAY OF WEEK 2017 - 2021**

| | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY | TOTAL | |
|---|---|---|---|---|---|---|---|---|---|
| Midnight to 2:59AM | 246 | 182 | 195 | 208 | 275 | 344 | 376 | 1,826 | 1% |
| 3:00AM to 5:59AM | 360 | 338 | 346 | 341 | 332 | 255 | 208 | 2,180 | 1% |
| 6:00AM to 8:59AM | 3,658 | 3,945 | 3,890 | 3,611 | 3,348 | 1,313 | 856 | 20,621 | 10% |
| 9:00AM to 11:59AM | 6,357 | 6,693 | 6,549 | 6,498 | 6,615 | 5,363 | 3,519 | 41,594 | 20% |
| Noon to 2:59PM | 8,233 | 8,630 | 8,755 | 8,642 | 9,549 | 7,195 | 5,347 | 56,351 | 27% |
| 3:00PM to 5:59PM | 8,473 | 9,257 | 9,065 | 9,259 | 9,737 | 5,588 | 4,186 | 55,565 | 26% |
| 6:00PM to 8:59PM | 3,302 | 3,704 | 3,811 | 3,956 | 4,093 | 3,188 | 2,589 | 24,643 | 12% |
| 9:00PM to 11:59PM | 801 | 914 | 1,040 | 1,136 | 1,404 | 1,362 | 868 | 7,525 | 4% |
| TOTAL | 31,430 | 33,663 | 33,651 | 33,651 | 35,353 | 24,608 | 17,949 | 210,305 | 100% |
| | 15% | 16% | 16% | 16% | 17% | 12% | 9% | | |

## *Older Drivers • Analysis of Location*

Between 2017 and 2021, Bergen County had the highest volume of crashes involving older drivers, 26,836 or 12.8 percent of all older driver crashes. Bergen County also has the highest over representation of crashes involving older drivers compared to all crashes taking place in the county (12.8 percent vs 10.7 percent of all NJ crashes). Following Bergen County was Middlesex County with 19,988 crashes or 9.5 percent of all older driver crashes.



## *Motorcycle Safety • General Overview*

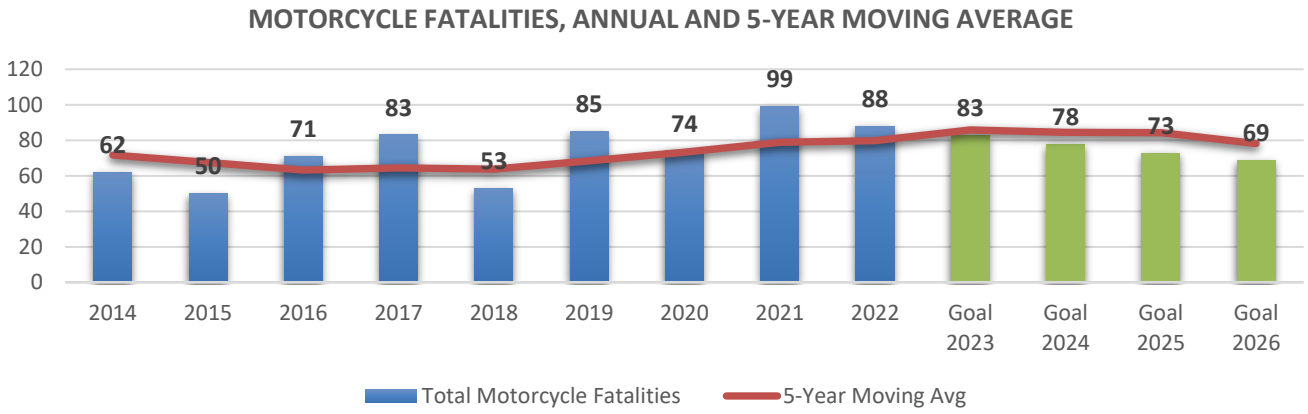
A motorcyclist fatality includes all operators or passengers of motorcycles that were killed because of a crash. The number of annual motorcycle fatalities in New Jersey has varied to a large degree in recent years. Nearly 13 percent of all motor vehicle fatalities in New Jersey were motorcyclists in 2022, down from 14.2 percent in 2021. One of the primary contributing factors in motorcycle fatalities is helmet use.

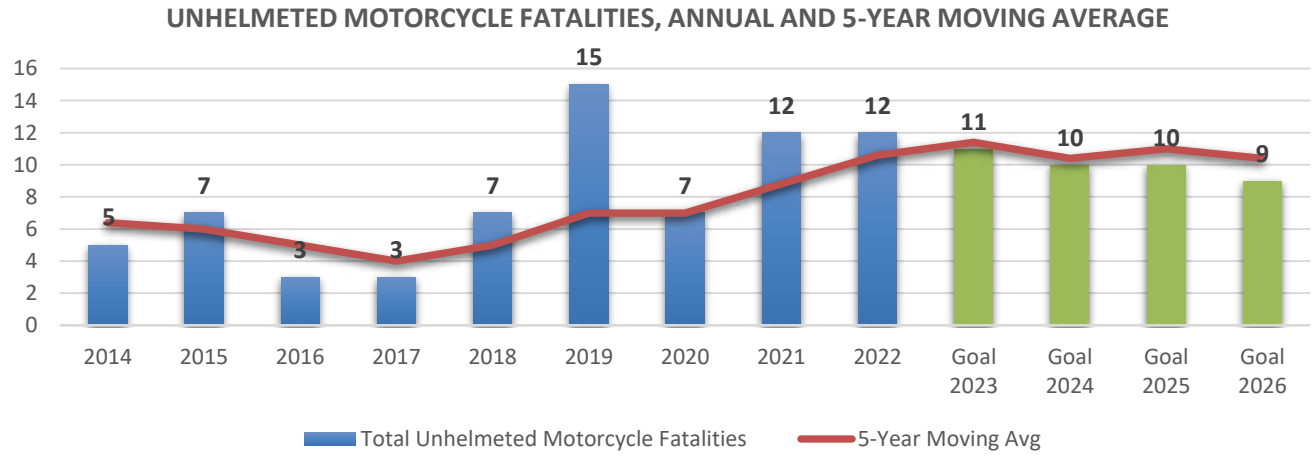
The decision to not wear a helmet when riding a motorcycle can mean life or death. Over 13 percent of fatally injured motorcyclists were not wearing a helmet during the crash event in 2022, up from 12 percent in 2021.

**Quick Facts**

**11.6%**
Of all motorcyclists killed between 2017 and 2022 were not wearing a helmet

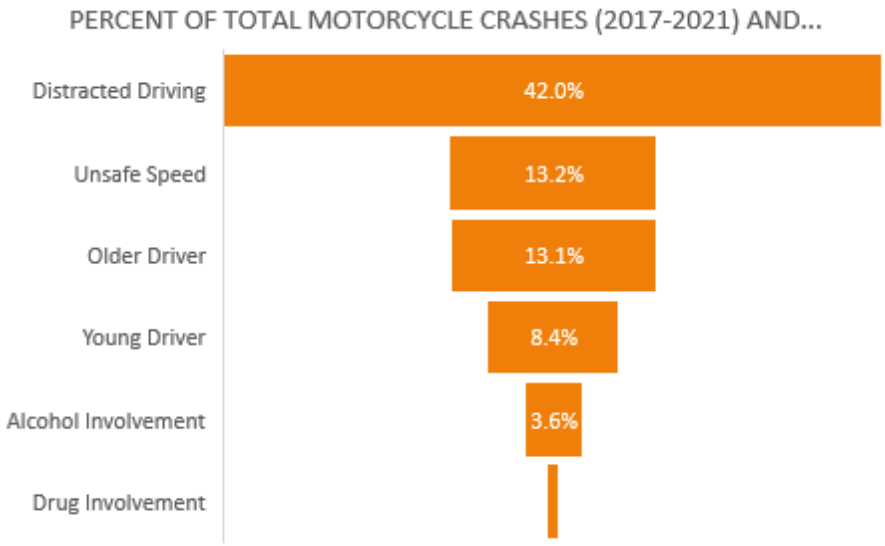
**482**
Total motorcyclists killed in New Jersey between 2017 and 2022




Motorcyclists pose unique risks to rides in terms of their crashworthiness because of the following factors: the absence of external protection that an enclosed vehicle structure provides, the lack of internal restraints such as seat belts and air bags, acceleration and speed capability, the propensity for riders to be thrown in a crash, and the relative instability of a two-wheeled vehicle. Due to these factors, motorcyclists fare the worst in crashes and have the highest rates of injury severity.

| ALCOHOL INVOLVEMENT IN MOTORCYCLE CRASHES, 2017 - 2021 | | | | | | |
|---|---|---|---|---|---|---|
| INVOLVEMENT | 2017 | 2018 | 2019 | 2020 | 2021 | TOTAL |
| NO INVOLVEMENT | 2,096 | 1,918 | 2,026 | 1,836 | 1,698 | 9,574 |
| INVOLVEMENT | 90 | 71 | 80 | 73 | 48 | 362 |
| TOTAL | 2,186 | 1,989 | 2,106 | 1,909 | 1,746 | 9,936 |
| INVOLVEMENT PERCENT OF TOTAL | 4.12% | 3.57% | 3.80% | 3.82% | 2.75% | 3.64% |

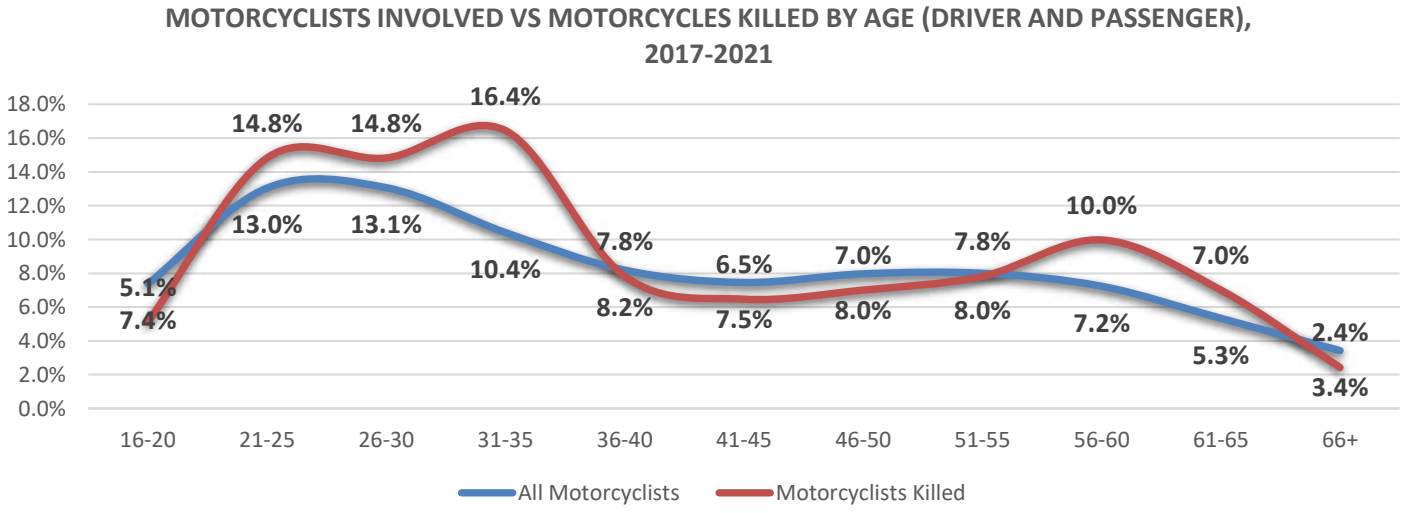



Alcohol was involved in 3.6 percent of all motorcycle crashes over the past five years and was a contributing circumstance in 2.8 percent of these crashes in 2021.

Between 2017 and 2021, there were almost 10,000 motorcycle crashes in New Jersey. Within those crashes, 42 percent involved a distracted driver (less than the overall NJ average of 49.3 percent) and 13.2 percent involved travelling at an unsafe speed/too fast for conditions (above the NJ average of 5.5 percent). Alcohol was involved in 3.6 percent of all motorcycle crashes (above the NJ average of 2.6 percent).

## *Motorcycle Safety • Analysis of Age, Gender, Licensure, and Ethnicity*

Between 2017 and 2021, 21 to 30-year-old riders accounted for 26.1 percent of all riders involved in motorcycle crashes and 27.4 percent of all motorcyclists killed in crashes. Almost a third of all motorcyclists killed in crashes were between the ages of 26 and 35. Most motorcycle riders involved in crashes were male riders, accounting for over 94 percent of total riders involved in crashes that occurred from 2017-2021.



Riders that operate a motorcycle without proper licensure are also at risk not only to other motorists on the road but also to themselves. One-third (33 percent) of motorcyclists killed on the roadways in 2021 did not have the proper license endorsement to operate that class of vehicle.

| LICENSE COMPLIANCE IN FATAL CRASHES FOR MOTORCYCLE DRIVERS, 2019 - 2021 | | | | | | |
|---|---|---|---|---|---|---|
| | 2019 | | 2020 | | 2021 | |
| | FATALITIES | % OF TOTAL | FATALITIES | % OF TOTAL | FATALITIES | % OF TOTAL |
| NOT LICENSED | 2 | 2% | 2 | 2% | 3 | 3% |
| NO VALID M ENDORSEMENT | 36 | 42% | 24 | 28% | 33 | 33% |
| VALID ENDORSEMENT | 47 | 55% | 52 | 61% | 58 | 59% |
| UNKNOWN | 0 | 0% | 0 | 0% | 1 | 1% |

The chart below breaks down the number of drivers and occupants of motorcycles that were fatally injured between 2016 and 2020 by race and ethnicity (2021 Race and Ethnicity data is not available). The percent of total drivers and occupants killed while riding a motorcycle nearly mirrors the percent of total of the population of New Jersey.

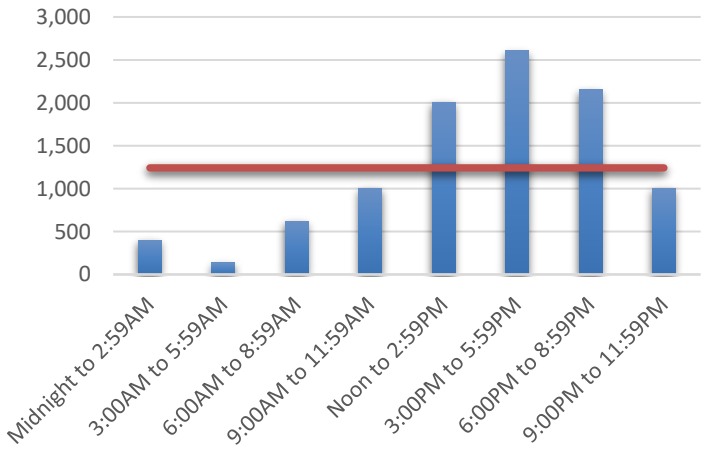
| 2016-2020 Motorcyclists Killed in Crashes by Race (OMB Guidelines) (Hispanic and Non-Hispanic) and Occupant Type | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | Hispanic | White, Non-Hispanic | Black, Non-Hispanic | American Indian, Non-Hispanic | Asian, Non-Hispanic | Mixed Race, Non-Hispanic | All Other Races, Non-Hispanic | Unknown, Non-Hispanic | Total |
| Driver | 71 | 218 | 52 | 0 | 4 | 1 | 0 | 4 | 350 |
| Occupant | 3 | 12 | 1 | 0 | 0 | 0 | 0 | 0 | 16 |
| TOTAL | 74 | 230 | 53 | 0 | 4 | 1 | 0 | 4 | 366 |
| PERCENT OF TOTAL KILLED | 20.22% | 62.84% | 14.48% | 0.00% | 1.09% | 0.27% | 0.00% | 1.09% | 100.00% |
| POPULATION % OF TOTAL | 21.5% | 53.5% | 15.3% | 0.7% | 10.3% | 2.4% | 1.0% | 0.0% | |
| *Persons fatally injured includes New Jersey and Non-New Jersey residents | | | | | | | | | |

Most motorcycle crashes take place on the weekends from 12pm to 6pm. Roughly 40 percent of all motorcycle crashes took place on a Saturday or Sunday over the last 5 years (2017-2021). The most dangerous hours of the day are between 3pm and 5:59pm (2,608 or 26 percent of all motorcycle crashes). Motorcycle crashes are most likely to occur during the warmer months of the year as nearly 68 percent of all motorcycle crashes happened between May and September.

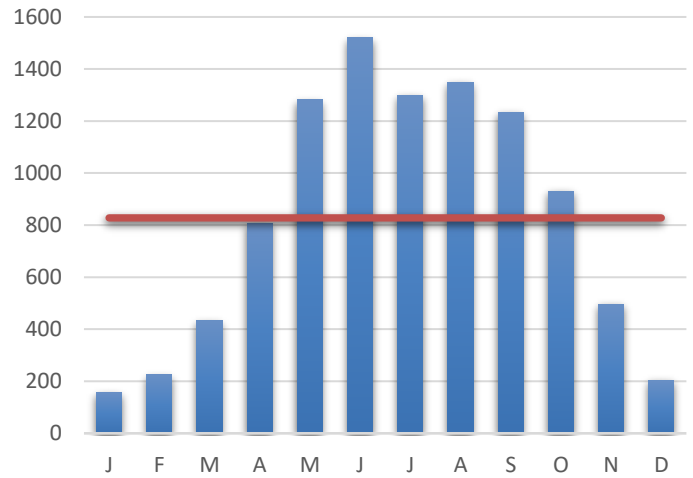
**MOTORCYCLE CRASHES TIME OF DAY, DAY OF WEEK 2017 - 2021**

| | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY | TOTAL | |
|---|---|---|---|---|---|---|---|---|---|
| Midnight to 2:59AM | 45 | 23 | 35 | 35 | 55 | 112 | 95 | 400 | 4% |
| 3:00AM to 5:59AM | 21 | 14 | 15 | 16 | 19 | 27 | 24 | 136 | 1% |
| 6:00AM to 8:59AM | 90 | 109 | 118 | 103 | 84 | 72 | 46 | 622 | 6% |
| 9:00AM to 11:59AM | 106 | 87 | 93 | 100 | 104 | 235 | 281 | 1,006 | 10% |
| Noon to 2:59PM | 189 | 204 | 193 | 205 | 224 | 494 | 499 | 2,008 | 20% |
| 3:00PM to 5:59PM | 268 | 316 | 334 | 329 | 389 | 492 | 480 | 2,608 | 26% |
| 6:00PM to 8:59PM | 232 | 276 | 285 | 289 | 322 | 368 | 383 | 2,155 | 22% |
| 9:00PM to 11:59PM | 94 | 120 | 121 | 137 | 175 | 209 | 144 | 1,000 | 10% |
| TOTAL | 1,045 | 1,149 | 1,194 | 1,214 | 1,372 | 2,009 | 1,952 | 9,935 | 100% |
| | 11% | 12% | 12% | 12% | 14% | 20% | 20% | | |

**MOTORCYCLE CRASHES BY HOUR OF DAY, 2017-2021**




**MOTORCYCLE CRASHES BY MONTH, 2017-2021**

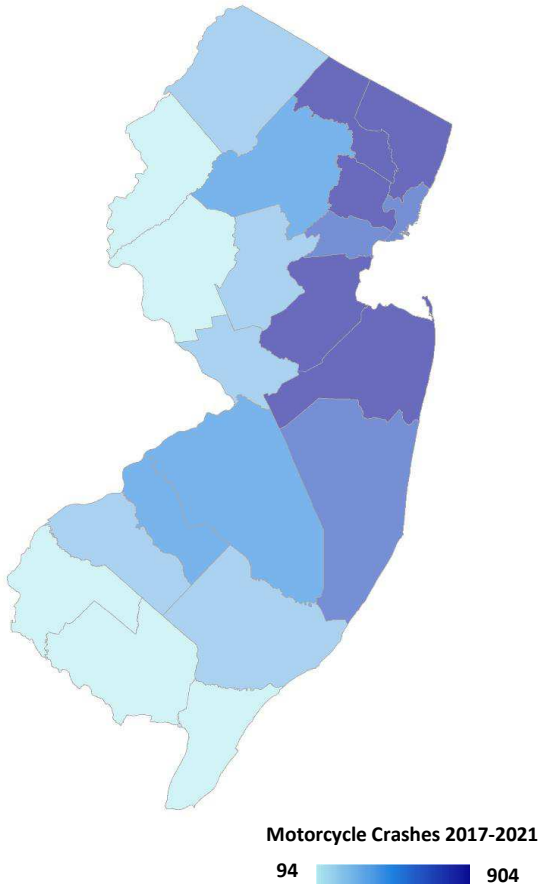


## *Motorcycle Safety • Analysis of Location*

Between 2017 and 2021, Bergen County had the highest volume of motorcycle crashes, 904 or 9.1 percent of all motorcycle crashes. Following Bergen County was Essex County with 900 crashes or 9.1 percent. Salem and Cape May Counties had the lowest volume of motorcycle crashes. Crashes in Salem County made up 0.9 percent and Cape May County 1.6 percent of all motorcycle crashes.

The chart below shows a breakdown of motorcycle crashes taking place in New Jersey between 2017 and 2021 by County, as well as the number of motorcycle crashes that took place within an overburdened community with a percent of total. Essex County, which ranked 2nd in total volume of motorcycle crashes in New Jersey over the last 5 years also had the highest volume of motorcycle crashes taking place in overburdened communities (70 percent). Hudson County, ranked 6th in total volume of motorcycle crashes, had the second highest percent of total taking place in overburdened communities.

**MOTORCYCLE CRASHES BY COUNTY 2017-2021**




**MOTORCYCLE CRASHES BY COUNTY PERCENT TOTAL OVERBURDENED COMMUNITY 2017-2021**

| COUNTY | TOTAL CRASHES | OVERBURDENED CRASHES | % OF TOTAL | COUNTY | TOTAL CRASHES | OVERBURDENED CRASHES | % OF TOTAL |
|---|---|---|---|---|---|---|---|
| Atlantic | 329 | 142 | 43% | Middlesex | 798 | 464 | 58% |
| Bergen | 904 | 442 | 49% | Monmouth | 715 | 130 | 18% |
| Burlington | 507 | 143 | 28% | Morris | 479 | 101 | 21% |
| Camden | 560 | 213 | 38% | Ocean | 633 | 119 | 19% |
| Cape May | 156 | 29 | 19% | Passaic | 707 | 276 | 39% |
| Cumberland | 217 | 110 | 51% | Salem | 94 | 10 | 11% |
| Essex | 900 | 634 | 70% | Somerset | 326 | 129 | 40% |
| Gloucester | 308 | 41 | 13% | Sussex | 293 | 8 | 3% |
| Hudson | 695 | 429 | 62% | Union | 603 | 367 | 61% |
| Hunterdon | 210 | 11 | 5% | Warren | 181 | 9 | 5% |
| Mercer | 320 | 146 | 46% | Total Motorcycle Involved Crashes | 9,935 | 3,953 | 40% |
| | | | | NJ Total Crashes | 1,237,394 | 193,507 | 16% |

## *Work Zone Safety • General Overview*

Nationally, on average, over 700 fatalities occur in work zones each year. To ensure the safety of both motorists and highway construction and maintenance workers, New Jersey's efforts to raise awareness about Work Zone Safety aims to prevent work zone injuries and fatalities.

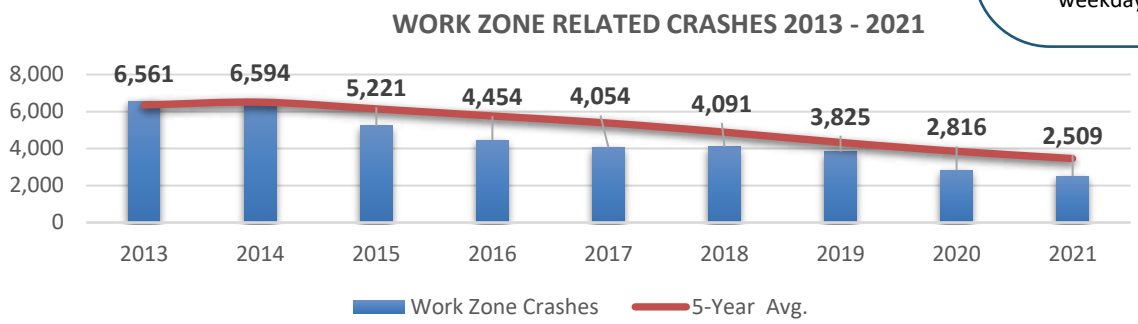
Crashes in and around work zones, maintenance zones and utility zones reached an all-time low in 2021 totaling 2,509 crashes, an 11 percent reduction from 2020. In 2021, Passaic County had the highest mean differential from the 3-year average of crashes (265) with 320 work zone related crashes. Hudson County had the lowest mean differential from the 3-year average of crashes (409) with 307 work zone crashes.

### Quick Facts

**10.9%**
Reduction in Work Zone crashes from 2020 to 2021

**38%**
of Work Zone crashes occurred on State Highways between 2017-2021

**84%**
of Work Zone crashes occurred on a weekday between 2017-2021




| WORK ZONE RELATED CRASHES BY COUNTY AND TOP 21 MUNICIPALITIES, 2017-2021 | | | | | | |
|---|---|---|---|---|---|---|
| COUNTY | TOTAL CRASHES | % OF TOTAL | | MUNICIPALITY | TOTAL CRASHES | % OF TOTAL |
| ATLANTIC | 602 | 3.5% | | Newark City | 1,029 | 5.9% |
| BERGEN | 1,491 | 8.6% | | Jersey City | 949 | 5.5% |
| BURLINGTON | 622 | 3.6% | | Little Falls Township | 536 | 3.1% |
| CAMDEN | 1,563 | 9.0% | | Bellmawr Borough | 534 | 3.1% |
| CAPE MAY | 128 | 0.7% | | Woodbridge Township | 435 | 2.5% |
| CUMBERLAND | 98 | 0.6% | | Clifton City | 395 | 2.3% |
| ESSEX | 2,143 | 12.4% | | Toms River Township | 357 | 2.1% |
| GLOUCESTER | 532 | 3.1% | | Rutherford Borough | 319 | 1.8% |
| HUDSON | 2,069 | 12.0% | | Kearny Town | 310 | 1.8% |
| HUNTERDON | 315 | 1.8% | | North Bergen Township | 279 | 1.6% |
| MERCER | 878 | 5.1% | | Egg Harbor Township | 244 | 1.4% |
| MIDDLESEX | 1,381 | 8.0% | | East Orange City | 242 | 1.4% |
| MONMOUTH | 793 | 4.6% | | Lawrence Township (Mercer Co) | 242 | 1.4% |
| MORRIS | 741 | 4.3% | | West Windsor Township | 240 | 1.4% |
| OCEAN | 841 | 4.9% | | Deptford Township | 223 | 1.3% |
| PASSAIC | 1,455 | 8.4% | | Paterson City | 193 | 1.1% |
| SALEM | 85 | 0.5% | | Union Township (Union Co) | 179 | 1.0% |
| SOMERSET | 530 | 3.1% | | Cherry Hill Township | 178 | 1.0% |
| SUSSEX | 100 | 0.6% | | Secaucus Town | 173 | 1.0% |
| UNION | 736 | 4.3% | | Roxbury Township | 166 | 1.0% |
| WARREN | 192 | 1.1% | | Camden City | 164 | 0.9% |
| TOTAL | 17,295 | 100.0% | | TOTAL | 7,223 | 41.8% |

The City of Newark had 1,029 work zone, maintenance, or utility zone crashes between 2017 and 2021. This made up nearly 6 percent of all work zone related crashes in the State during that period.

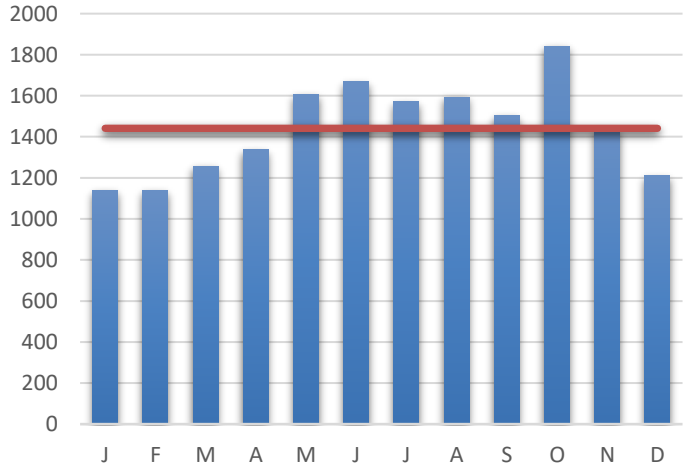
Between 2017 and 2021, most work zone crashes occurred on weekdays (84 percent). Nearly half of the work zone related crashes took place between 9AM and 2:59PM (53 percent). October had the highest volume of work zone related crashes with 10.6 percent of all such crashes.

**WORK ZONE CRASHES TIME OF DAY, DAY OF WEEK 2017-2021**

| | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY | TOTAL | |
|---|---|---|---|---|---|---|---|---|---|
| Midnight to 2:59AM | 49 | 72 | 93 | 119 | 109 | 176 | 82 | 700 | 4% |
| 3:00AM to 5:59AM | 44 | 93 | 82 | 56 | 68 | 103 | 62 | 508 | 3% |
| 6:00AM to 8:59AM | 398 | 434 | 480 | 426 | 369 | 149 | 56 | 2312 | 13% |
| 9:00AM to 11:59AM | 604 | 664 | 663 | 591 | 587 | 270 | 122 | 3501 | 20% |
| Noon to 2:59PM | 595 | 688 | 695 | 665 | 686 | 351 | 244 | 3924 | 23% |
| 3:00PM to 5:59PM | 442 | 509 | 542 | 510 | 499 | 238 | 211 | 2951 | 17% |
| 6:00PM to 8:59PM | 227 | 282 | 317 | 262 | 283 | 183 | 150 | 1704 | 10% |
| 9:00PM to 11:59PM | 209 | 266 | 266 | 319 | 323 | 175 | 137 | 1695 | 10% |
| TOTAL | 2568 | 3008 | 3138 | 2948 | 2924 | 1645 | 1064 | 17,292 | 100% |
| | 15% | 17% | 18% | 17% | 17% | 10% | 6% | | |

**WORK ZONE CRASHES BY HOUR OF DAY, 2017-2021**


**WORK ZONE RELATED CRASHES BY MONTH, 2017-2021**



# II. Public Participation and Engagement

## Starting Goals

The USDOT defines meaningful public involvement as a process that proactively seeks full representation from the community, considers public comments and feedback, and incorporates that feedback into a project, program, or plan when possible. The impact of community contributions encourages early and continuous public involvement and brings diverse viewpoints and values into the transportation decision-making process. This process enables the community and agencies to make better-informed decisions through collaborative efforts and improves the decision-making process. Features of meaningful public involvement include:

- Understanding the demographics of the affected community.
- Building durable relationships with diverse community members outside of the project lifecycle to understand their transportation wants and needs.
- Proactively involving a broad representation of the community in the planning and project lifecycle.
- Using engagement techniques preferred by, and responsive to the needs of, these communities, including techniques that reach the historically underserved.
- Documenting how community input impacted the final projects, programs, or plans, and communicating with the affected communities how their input was used.

(*Promising Practices for Meaningful Public Involvement in Transportation Decision-Making*. USDOT. October, 2022).

As a starting point for these activities, DHTS believes that meaningful public involvement is a process that will last throughout the lifecycle of the FY2024-2026 HSP, not as a single event or activity. It began in the planning process of the HSP, involves DHTS, its partners and subrecipients, and strives to include full representation from all communities affected.

DHTS feels that meaningful public involvement will:

- Increase trust between the organization and the community.
- Increase the likelihood that projects, programs, or plans will be accepted.
- Create more effective solutions.
- Improve a community's knowledge of projects, programs, and plans.
- Empower people from different backgrounds to become involved in traffic safety decision-making.
- Deliver a better project, program, or service with diverse ideas that promote equity and inclusion.

By practicing effective engagement, DHTS incorporated a wide range of voices and perspectives into its planning process and countermeasure strategies. Community members often know how best to reach and engage others in their community and can help unlock pathways to reach people who do not typically have access to or participate on traditional platforms. While it is important to identify and engage with these community representatives, it is not enough to rely solely on them to do the engagement work. They should be trusted partners that can help spread the word, make recommendations for whom to engage with, share information, and build relationships.

Implementing a thoughtful, respectful, and culturally competent project-specific public involvement plan or a community engagement plan early in the triennial HSP cycle allowed DHTS staff the time to identify grantees, partners, community leaders and advocates who can collectively work to meaningfully involve the community. The result will be traffic safety related decisions informed by community input that maximize benefits and mitigate the risk of harm to communities.

Though challenging, it is by understanding and accommodating the ways people in culturally diverse communities interact that the community is brought together to work toward common goals. Thoughtful engagement with traditionally underserved populations allows agencies to identify specific barriers and find effective ways to overcome them in a culturally aware and sensitive manner. These efforts will foster an effective relationship between agencies, organizations, and the community, thereby widening the consensus for a plan or project. The greater the consensus among community members, the more likely a plan or project will succeed.

The efforts that are already underway to engage with the community, and the efforts yet to come, will be in vain if the ideas and input received do not inform the countermeasures, strategies and projects that are implemented to improve traffic safety in the state. For that reason, the countermeasures included in this Triennial FY2024-2026 HSP are informed as much as possible by community engagement activities conducted to date and those planned for the future.

## *Identification of affected and potential affected communities*

A number of different tools and resources were used to identify affected and potentially affected communities, particularly underserved communities and communities overrepresented in the data.

The Crash Analysis Tool includes a new filter that analyzes crashes taking place in Overburdened Communities throughout New Jersey. An Overburdened Community (OBC) (also referred to as Disadvantaged Community), as defined by the law is any census block group determined in accordance with the most recent United States Census, as defined on page 6 of this report.

Because information on race and ethnicity is not captured on New Jersey's Police Accident Reports (PARs), data from the Fatality Analysis Reporting System (FARS) was used. The fatality data in the FARS system includes race/ethnicity designation taken from Medical Examiner reports where available. The FARS query system was used to conduct analyses of all fatalities in motor vehicle crashes by race and ethnicity.

Furthermore, Justice40 federal data and criteria were incorporated into the analyzed crash data in a number of ways. First, as the basis for the environmental justice/overburdened community language utilized and second in the form of special datasets embedded into Numetric to allowing for aggregating crashes to each designation within the various priority program areas.

DHTS also utilized the US Census Bureau Demographic Data Map Viewer (Census.gov) to identify population estimates and density by age and demographics on a State and County level. This data assists in identifying population groups that would best be served by safety programming.

The findings of this analysis are highlighted throughout the various program areas of this HSP.

Of particular note:

- On a statewide level, Black (Non-Hispanic) individuals accounted for 18.1 percent of total person killed in motor vehicle crashes (2016-2020) despite making up 15.8 percent of the state's population.
- Crashes in communities defined as overburdened are increasing. During 2017-2021 there were approximately 1.23 million motor vehicle crashes in New Jersey with 42 percent taking place within an overburdened community. However, the proportion of total crashes taking place in overburdened communities has increased each year since 2014. In 2021, almost half of the crashes taking place in New Jersey took place in an overburdened community (48.9 percent).
- There is an over representation of crash severity in Low Income and Low Income and Minority communities.

- In general, motor vehicle fatalities skew toward younger age groups among Hispanic and Black residents. The highest percentage of fatally injured persons of Hispanic origin were between the ages of 25 and 34 (26 percent). The same applies for fatally injured Black-Non-Hispanic persons (22 percent). Most fatally injured White-Non-Hispanic persons were over the age of 74 (20 percent), followed by the 55-64 age group (19 percent). Approximately 50 percent of all persons under the age of 5 killed on New Jersey roadways were of Hispanic origin, followed by Black-Non-Hispanic persons (28 percent).
- The city of Newark had the highest total number of crashes taking place in an overburdened community. Of the Top 20 municipalities with crashes occurring in an overburdened community, Irvington Township had the highest percentage of total overburdened crashes with 84 percent of all crashes occurring in the Township occurring in a designated OB community.
- In the area of Impaired Driving, 22 percent of those killed in alcohol-related crashes were Black (Non-Hispanic) while again making up just 15.8 percent of the state's population.
    * Between 2017 and 2021, 16 percent of alcohol involved crashes in New Jersey occurred in an overburdened community. Essex County (66 percent), Hudson County (58 percent), and Union County (55 percent) had the highest percent makeups of alcohol involved crashes occurring in overburdened communities.
    * The Top Five municipalities in the state for alcohol related crashes in overburdened communities are: Newark, Jersey City, Vineland, Lakewood, and Union Township.
    * Essex County had the highest volume of drugged driver involved crashes occurring in overburdened communities in the State (341) which made up 64 percent of the total drugged driving involved crashes taking place there. Middlesex County had the second highest volume (324) which made up 58 percent of the total drugged driving involved crashes taking place there.
    * The Top Five municipalities in the state for drugged driver involved crashes in overburdened communities are: Newark, Jersey City, Camden, Egg Harbor Township and Union Township.
- Between 2016 and 2020, Black individuals were disproportionately killed in pedestrian crashes (20.3%) compared to 2020 US Census NJ population totals (15.8%). Approximately 19 percent of all pedestrians fatally injured between 2016 and 2020 were of Hispanic Origin, compared to making up 21.6 percent of New Jersey's population.
- During the same period, there were 84 bicyclists killed on New Jersey's roadways. Approximately 27 percent of the bicyclists killed were of Hispanic origin, despite this subset making up 22 percent of New Jersey's overall population.
- Black (Non Hispanic) individuals also make up a disproportionate number of those killed in traffic crashes who were unrestrained at the time of the crash (19 percent of those killed and 15.8 percent of the overall population.
    * Essex County had both the highest volume of unbelted crashes as well as highest volume of unbelted crashes occurring in an overburdened community, 64 percent of the total. Hudson County was second with 57 percent.
    * The Top Five municipalities in the state for unrestrained occupant involved crashes in overburdened communities are: Newark, Jersey City, Trenton, Paterson, and Elizabeth.
- Young drivers (ages 16-20) of Hispanic origin accounted for 27 percent of fatal young driver crashes from 2016-2020, despite making up under 22 percent of the population.
- Essex County ranked 2nd in total motorcycle crashes in New Jersey between 2017-2021 and had the highest volume of motorcycle crashes taking place in overburdened communities (70 percent). Hudson County ranked 6th in total motorcycle crash volume and had the second highest percent of total taking place in overburdened communities.

## Triennial HSP Engagement Outcomes

A challenge in developing this Triennial FY2024-2026 HSP was the requirement to undertake community engagement in the short term, under very tight time constraints, that would bring about meaningful input and results that could be used to inform the plan. DHTS developed and implemented a series of tasks to fulfill this need, beginning with the realization that many of our grantees and partners are already actively engaging with their communities and simply needed a plan and system to memorialize these efforts and report them. Guidance was given and a structure was put in place for our grantees and partners to capture this information moving forward, the results of which can be seen in the data that follows.

The community engagement work that was done to inform this HSP included:

- DHTS planning and oversight
- Community based grantee outreach
- Surveys
- Strategic Highway Safety Plan activities

### *DHTS planning and oversight*

DHTS prioritized community engagement activities long before the NHTSA final rule detailing the requirements was released. The Division's efforts took many forms, including training of its staff members and grantees, the dissemination of guidance documents and reporting forms to its partner agencies, discussions within the Department of Law and Public Safety to identify gaps in community engagement capabilities, as well as actual engagement activities carried out at the local level with new partners.

Recognizing the coming requirements for community engagement, DHTS began emphasizing its importance through external and internal training activities. Community engagement was a central theme of both the FY2023 and FY2024 mandatory DHTS grantee training sessions, held for all DHTS grantees in the springs of 2022 and 2023. Internally, numerous meetings were held to develop short term and long-term community engagement plans and to disseminate relevant guidance to DHTS partners. DHTS staff members underwent specific training in this area through national webinars as well as from NHTSA Region 2 staff in June 2023.

In addition, at the outset of the FY2023 federal project year, DHTS instructed 15-20 of its core community based grantees to undertake community engagement with new partners, based on data, and to document and report on these efforts. A reporting form and instructions were provided to the grantees with a request that reports be submitted at the mid-point and closeout of the FY2023 year. Many successful community engagement activities have been reported by these grantees in FY2023 and are detailed later in this section. The reporting forms and guidance provided to the grantees was updated throughout FY2023, and included the later development of a new "Community Engagement Event Summary Form" on which grantees are able to provide details of individual engagement activities to include information such as the population reached, accommodations provided for the event, and input and feedback received.

Discussions took place between DHTS and leadership of the Department of Law and Public Safety to identify state resources that might be able to assist in the Division's community engagement efforts. The result of these talks was the conclusion that DHTS needs to bring into its employ a dedicated, experienced community engagement coordinator to lead and organize these efforts moving forward. The process of filling this position is underway with a hopeful start date for this individual in the fall of 2023.

DHTS also welcomed the opportunity to collaborate with its federal partners on new community engagement opportunities. In an effort to reach active-duty military personnel, DHTS teamed up with NHTSA Region 2 to host a Child Passenger Safety event at the Joint Military Base (McGuire-Fort Dix) in Lakehurst, NJ in April, 2023. The event took place during the observance of the Defense Department's "Month of the Military Child" and provided

opportunities to make inroads and develop trust within the military community, which will hopefully lead to additional traffic safety engagement opportunities in the future.

## *Community based grantee outreach*

Community-based programs which receive grant funding from DHTS, both governmental and non-profit, are well positioned to engage with the community and develop relationships and projects that will positively impact on the traffic safety environment. These grantees were tasked during the FY2024-2026 HSP planning process with undertaking new activities designed to strengthen relationships in their local communities and report on these activities to help develop and inform this HSP. The work that was done, in its totality, is too extensive to list in its entirety, but highlights include:

- **Community Traffic Safety Programs (CTSP's)**

The Atlantic County CTSP project directed targeted efforts to the underserved community of Atlantic City, which began with a review of Census and Crash data in addition to an overall look at the scope of their existing educational and outreach programs. The project worked to identify key demographics present within the city to ensure that each is accurately represented and considered for outreach. Atlantic City is a multi-language community that requires unique opportunities to engage and educate the public. Atlantic City is broken into six Wards, so community outreach is planned in each Ward to achieve meaningful dialogue with members of every neighborhood.

Planned attendance at annual neighborhood events and town hall style meetings at cultural community centers will provide the opportunity to solicit input from residents, in an informal setting, regarding traffic and pedestrian related concerns. Child Passenger Safety educational events are also being planned in each Ward in partnership with the Atlantic City Police Department and their translators. The non-English speaking and impoverished residents of the community do not currently have access to these engagement opportunities.

An initial, successful outreach event was held in October 2022 in partnership with the Atlantic City Police Department and the city's faith-based community. The National Faith and Law Enforcement Day Community Walk attracted a crowd of more than one hundred spectators and participants including police chaplains, law enforcement officers and many different faith-based organizations. The walk was a forum for residents to come together to display peace, unity and respect for all beliefs and backgrounds as well to voice concerns and learn about access to available programs and services. Feedback from residents was positive. Cleanliness and safety within the city were common topics of discussion. Broken or unlit streetlights are an issue throughout the city, according to residents, which cause pedestrian and safety concerns after dark. Residents were pleased to have their voices heard, and to have officials take the time to participate and make themselves available for discussion.

The Hudson County Safe Communities project analyzed crash and demographic data within its service area and found a number of communities worthy of targeting, including Jersey City, the county's largest city. Information gathered from the High Injury Network assessment tool (used for Jersey City's Vision Zero Action Plan), suggests that Jersey City is a Community of Concern which encompasses low-income, a minority concentration equal to or exceeding the regional threshold, and two more other indicators of disadvantage. All of these factors put individuals in this community at risk for injuries and fatalities. In fact, many Hudson County households fall below national averages for education, income and health insurance.

A number of community programs have been carried out in recent months in these target communities including a Bike Hudson Halloween event, sponsored by the Hoboken Housing Authority, with 30 participants, and a Jersey City Housing Authority Diaper Day event, where 50 participants received general traffic safety information and child seat education.

The Northern New Jersey Safe Communities project, which covers Morris, Sussex, and Warren counties, answered the call for increased community engagement by putting a strong focus on communication with "family leaders"

in underserved communities who seek out information and instill the knowledge to their other household members. A community of particular concern is Dover, with its high percentage of non-English speaking residents. New programming and partnerships were developed with several agencies in Dover to deliver important information to the residents including Dover Head Start, Homeless Solutions, and Project Self Sufficiency.

- **TMA's**

New Jersey's eight Transportation Management Agencies (TMA's) undertook extensive community outreach during the development of this Triennial HSP. This work by the TMA's helped to inform this HSP as well as their own local programs, which are included within the Statewide TMA grant project funded by HTS.

The TMA's reported a significant amount of grass-roots efforts during FY2023, too much to list in this plan in its entirety, however the work of one of the TMA's, goHunterdon, offers a representative example of the kinds of work that was done.

Informed by pedestrian and bicycle crash data and an understanding of the vulnerable populations who rely on bicycling and walking as their primary mode of transportation, goHunterdon focused its engagement efforts in Flemington Borough and the City of Lambertville. The Latino population in Flemington is thirty percent (30%), more than double the county rate of eight percent. The Latino population of Lambertville is fifteen percent (15%). Flemington has a poverty rate of nearly eight percent, more than double the county rate. Lambertville has a poverty rate of approximately seven percent.

The Flemington Police Department invited goHunterdon to participate in the development of Flemington Borough's "Comprehensive Community Safety Outreach Program". goHunterdon will work collaboratively with the Flemington Police Department, Flemington Borough, and non-profit partners the United Way of Hunterdon, Salvation Army, and Harvest Family Success Center to assist with educating the public, including outreach to limited English proficiency residents on the importance of following safe pedestrian behaviors and increasing personal visibility, particularly during nighttime hours. Preliminary conversations are underway to plan specific outreach to the Spanish speaking community, including continuing to coordinate with non-profit partners to participate in their events as well as reaching out to management at local restaurants and other service industry employers to allow goHunterdon to provide education and training to employees who walk or bike to work.

goHunterdon is also working with the City of Lambertville Police Department, Fisherman's Mark, a local non-profit that provides social services and a food pantry for residents, and Lambertville Public School on developing a plan to conduct outreach to those who walk and bicycle as their primary mode of transportation in the City with an emphasis on reaching the Spanish speaking community.

The TMA took part in a series of community events during December, 2022 and January, 2023 in which members of the public were interacted with, educated, and given the opportunity to provide feedback into ongoing traffic safety concerns and programs in the area.

goHunterdon participated in the Harvest Family Success Center's Holiday Party. The event drew two hundred predominately Latino families that utilize bicycling/walking as a primary mode of transportation. goHunterdon provided handouts on reflective materials, helmet fitting materials, and offered free helmets to anyone in need. Bicycle safety events for clients of the United Way of Hunterdon County took place at which new bicycles and helmets, donated by ExxonMobil, were distributed to adults and children. With translation by United Way volunteers and local Latino leaders, goHunterdon staff provided education on the importance of wearing a properly fit helmet and New Jersey's bicycle law requiring lights on the front and rear of each bicycle at night. goHunterdon provided light sets to approximately 40 adult bicycle recipients.

goHunterdon also participates as a member of the Hunterdon County Latino Access Coalition, facilitated by United Way of Hunterdon County. The Coalition is a trusted voice that empowers the community, providing culturally appropriate resources through advocacy, collaborations and action. The Coalition convenes monthly with representatives from a broad swath of organizations that serve the community. This includes representatives from local school districts, faith groups, healthcare professionals, social workers, students, and more.

The TMA reports that the engagement efforts carried out to date have helped build relationships that will serve as a strong starting point for the work to come. A few other examples of TMA engagement activities during the development of this plan include:

Hudson TMA provided pedestrian safety information in English and Spanish and engaged with community members at the Hudson County Chambers Health Fair (1,200 participants) at Saint Peters University in Jersey City as well as Casa Manito, Holy Rosary Senior Center, Nutrition Senior Center, and Mi Casa ES SU Casa (135 participants) of Hudson County. Another event, sponsored in partnership with the Marion Gardens Housing Authority in Jersey City was set up to discuss the issue of pedestrian safety in and around the housing complex.

Avenues in Motion held a tabling event at the heavily attended Morristown Fall Festival. Pedestrian safety was a key topic of discussion. Materials were distributed and conversations held with residents to gauge the effectiveness of materials and identify other issues of concern.

The EZRide TMA carried out numerous activities in their service areas, including many in predominantly minority and underserved communities:

- Working in the cities of Plainfield and Orange to conduct Street Smart engagement and enforcement campaigns. Pre- and post-campaign Street Smart surveys and educational outreach were conducted in person at the two intersections of East Front St & Park Ave in Plainfield and Main Street & Day Street in Orange. They spoke with and engaged with residents as well as with merchants. Safety presentations about walking, biking and driving will be carried out during FY2024-2026 at schools and at Senior Centers in both cities, and bike safety classes will be delivered in both cities for adults and youth.
- In Hackensack, they spoke to seniors at the Dr. MLK Jr. Senior Center in March 2023 and are working with the City and County to install an LPI and pedestrian crossing sign near the Senior Center. They engaged with students at the Jackson Ave School Safety and Wellness Fair in April, 2023 and discussed walking and bicycle safety.
- They installed a pilot intersection mural and high visibility crosswalks in the City of Passaic in partnership with the City and conducted community engagement via surveys and in person to determine the community's response and to find out if they wish to make the design permanent. They also worked with the City to conduct bike safety classes for 50 employees and to lead them on bike rides in Passaic during their Bike to Work Week during May, 2023.
- A Road Safety Audit around First Avenue School in Newark was completed with students and school staff. Student travel data was gathered and online and in-person surveys with parents and students are ongoing. A report with recommendations is expected in July, 2023.

Greater Mercer TMA participated in the health fair at St. Anthony Padua Church in Hightstown. The event was an opportunity to engage with several hundred residents for whom Spanish is their primary language. They promoted bicycle and pedestrian safety asking questions from a quiz wheel, distributed materials from FHWA, Street Smart NJ material, provided bike helmet fitting to participants and took input on safety issues of concern.

- ***Brain Injury Alliance of NJ***

The Brain Injury Alliance of NJ (BIANJ) has worked for many years in partnership with local community organizations to promote transportation safety programs and safe practices. Recent efforts have focused on the racially diverse city of Camden. According to the US Census Bureau, 52.8% of the city's population is Latino; 42.9% is African American, and 15.7% white. In 2019, Camden City was ranked as the poorest city in NJ according to a 24/7 Wall Street report. It has a population of 70,002 with a median household income of $27,015 and a poverty rate of 36.4%. According to the NJ Hospital Association 2019 Report, Camden City is also one of NJ's most vulnerable cities possessing 5 of the top 10 most vulnerable zip codes in NJ (08102, 08103, 08104, 08105).

BIANJ has begun a partnership with the LEAP Academy University School, a public charter school that serves primarily Latino and African American families and children in Camden. It consists of five schools including an Early Learning Academy, Lower Elementary, Upper Elementary, Intermediate and High School. Through a strategic partnership with Rutgers, The State University of New Jersey – Camden Campus, services and support for the school are channeled through school- based Centers of Excellence that provide educational, health, professional development, parent development and innovative academic programs for families, students, and staff.

A myriad of engagement programs have taken place in the last year through this partnership. Examples from the 2022-2023 school year include:

1. Safe Kids of Southern NJ and BIANJ provided a virtual School Bus and School Zone safety presentation and open discussion with families and staff of LEAP. Parents discussed safety issues with school bus and drop-off zones. LEAP staff provide translation in Spanish. 50 family members and staff attend.
2. Safe Kids of Southern NJ exhibited at Back to School Night. The exhibit table included safety information and resources for families and the opportunity to engage with families and discuss transportation safety issues and concerns. Approximately 400 families participated.
3. Safe Kids of Southern NJ and BIANJ engaged in an in-person Walk to School Day at LEAP with table and safety resources set-up outside of school as an opportunity to discuss pedestrian safety with families, students, and staff. Approximately 400 students and families took part.
4. Safe Kids of Southern NJ and BIANJ provided three in-person interactive booster seat safety programs for 1st grade students. The program included a mock-up seat of a vehicle seat with seatbelt, a booster seat, a life-size doll, and pull-up banner for students to measure how tall they need to be to sit in a car seat without a booster. Life-size dolls and student volunteers were used in the mock-up seat to show proper positioning of the seatbelt, and why the children still need to sit in booster seats. 120 students and staff participated.
5. BIANJ and Safe Kids of Southern NJ provided an interactive virtual workshop for families at LEAP on bike/helmet and pedestrian safety. The program included videos and pictures with information on the importance of wearing proper gear including a helmet when children are participating in wheeled sports, along with information about how a helmet works and the proper fit of a helmet, as well as information on proper bike maintenance and pedestrian safety. A discussion among families occurred after the workshop with family members sharing stories and asking questions. LEAP staff provided Spanish translation. Approximately 40 family members participated.
6. BIANJ and Safe Kids of Southern NJ conducted four bike/helmet/pedestrian and railroad safety programs to 4th and 5th grade students. The interactive program included videos and photos with follow-up questions. All students who answered questions correctly were given a ticket for a prize raffle to win a bike helmet. All children received safety information and resources and selected students won bike helmets that were fitted for them. Approximately 240 students and staff participated.

This exciting program will expand during the FY2024-2026 HSP period. In-person meetings with representatives from LEAP Academy, Safe Kids of Southern NJ, and BIANJ are ongoing to plan the schedule of programs for the 2023-2024 school and to brainstorm ideas to expand community engagement. Ideas include having LEAP high school students join the U Got Brains Champion Schools Teen Safe Driving Program and becoming a pilot site for

the Safety Ambassador program to expand into the southern part of the state. The Safety Ambassador program involves 11th and 12th grade students becoming "safety ambassadors" and creating interactive lessons for 1st grade students on topics including wheeled sports, helmet, pedestrian, and sports safety.

- ***NJ Bike and Walk Coalition***

The New Jersey Bike and Walk Coalition, with the support of DHTS funding, has spent the last year actively engaging with the community to promote NJ's Safe Passing Law. The law went into effect on March 1, 2022 and provides clear rules of the road for all motorists when interacting with vulnerable road users (people on foot, bicycle, scooter, in a wheelchair, or otherwise not in a car, bus, or truck). This new law aims to prevent the near misses, injuries and deaths that can occur when motorists pass cyclists, pedestrians, or other vulnerable road users.

The NJ Safe Passing Law bill was introduced in honor of Oscar Zanoni, who was fatally struck by a tractor-trailer while riding his e-bike on Route 27 near Vineyard Road in Edison, New Jersey. Every day, people experience risky passes that leave no margin for error, sometimes with fatal consequences. Furthermore, the COVID-19 pandemic led to a significant change in driving behaviors such as increased speeds and driving under the influence (NHTSA's Office of Behavioral Safety Research, 2021).

The NJ Safe Passing Law requires drivers to use due caution when they see vulnerable people on the road. Drivers must approach road users not in motor vehicles cautiously and slow down. If possible, drivers must move over a lane, or leave at least 4 feet between the motor vehicle and the person they are passing. Otherwise, drivers must slow down to 25 miles per hour and be prepared to stop and wait until they can pass safely without endangering those sharing the road.

The coalition's Safe Passing Law implementation plan has five key goals:

1. Educate drivers and increase awareness about the Safe Passing Law through NJMVC.
2. Increase awareness of the Safe Passing Law.
3. Educate drivers about the Safe Passing Law.
4. Educate vulnerable road users about the Safe Passing Law.
5. Ensure proper enforcement of the Safe Passing Law.

Highlights of activities conducted in recent months include:

- 184 participants in the first Streets Are for Everyone (SAFE) Network Meeting.
- Newsletter distribution to network of 18,000.
- Outreach meetings with the Complete Streets Working groups, Vision Zero Alliance, Bicycle & Pedestrian Advisory Council, and NJ Strategic Highway Safety Plan
- Virtual live classroom sessions on Street Savvy Cycling, Savvy Group Rider and Safe Systems resource tutorials.
- Numerous meetings/outreach and communications with advocacy groups and riding clubs regarding local efforts to promote the Safe Passing Law, working with their local police departments, advocating for safer streets and pursuing roadway safety grant funding.
- In person presentation at the SHAPE NJ Convention to driver education teachers about Street Savvy Cycling and the NJ Safe Passing Law.

Interactions between the coalition, its partners, and private citizens offered great opportunities to hear from a wide variety of communities (dense cities, sprawling suburbs and rural country settings) about the unique

challenges they are facing regarding roadway safety. The coalition offers a variety of support options in the form of curated web based resources, training, advice, and on the bike training.

Specifically, input received at SAFE Network meetings indicates there are a growing number of communities organizing to work with their municipal and county governments to make their roadways safer for all, in particular for our most vulnerable roadway users. There is a growing sophistication and understanding of the need for a "Safe Systems Approach" at the local level and a great need for support for municipalities to be able to pursue grant funding to develop successful projects. To that end, a new priority program area will be put in place by the coalition for FY2024-2026 to act as a liaison and clearinghouse resource to assist willing local agencies with identifying funding opportunities and resources to put important ideas for safer streets into reality.

In addition, the coalition surveyed New Jersey police agencies in Spring, 2023 to garner input on Safe Passing Law activities, issues, and concerns within the law enforcement community. The results showed that 79% of responding agencies have carried out specific training for their officers on the law while 62% have taken action to raise awareness about the law within their communities. Other information received from the survey included:

- Police agencies used a variety of tools to raise awareness about the law in their communities including social media, websites, printed materials, and variable message boards.
- Some of the obstacles to effective implementation and enforcement of the law include roadway environments in some areas that are too narrow and congested as well as a lack of manpower within police agencies to actively target the issue.
- A number of respondents questioned where this issue should fall within all of the priority traffic safety matters to be addressed and pointed to the need for cyclist conspicuity and accountability as well.
- A number of agencies reported seeing increased compliance with the law on the part of the motoring public but more say they have seen no change in driver behavior pointing to a need for more education and enforcement.

The coalition plans to use this valuable input as it crafts and carries out its awareness and engagement efforts during the FY2024-2026 period.

- **Street Smart NJ**

The Street Smart NJ Pedestrian Safety Program is a public engagement campaign coordinated by the North Jersey Transportation Planning Authority that aims to raise awareness of pedestrian and motorist laws and change the behaviors that lead to pedestrian and cyclist crashes and fatalities. Using education, extensive community outreach and enforcement the program uses various methods to get its messages to the drivers and pedestrians. A full campaign consists of pre and post surveys and observations with four weeks of focused engagement, outreach and enforcement activities. The BeStreetSmartNJ.org website provides the resources needed to lead a campaign and program materials in several languages.

Street Smart NJ, with the support of DHTS expertise and funding, has carried out widespread community-based pedestrian safety engagement in recent years and more recently within the development of this triennial highway safety plan.

A recently completed Strategic Highway Safety Plan action item established a process for the Street Smart NJ programs implementing partners (MPOs, TMAs, State agencies) to strengthen the program's core elements by:

1. Enhancing the program's support for a Safe System model across the state.
2. Developing performance-based metrics, goals, and objectives.
3. Prioritizing underserved locations based on equity, with local assistance.
4. Outlining communication mechanisms to support statewide implementation.
5. Addressing how campaigns can enhance community-based leadership.

6. Adding other MPOs as partners to target outreach for campaigns in underserved municipalities with high numbers of pedestrian injury and fatal crashes.

7. Diversify funding resources.

The chart below lists identified underserved communities in New Jersey that Street Smart NJ is currently engaged with:

*Note: Municipalities in the Top 20 in the state for pedestrian crashes are in **Bold**.*

| High Crash Underserved Communities WITH Street Smart Engagement | | | |
|---|---|---|---|
| Asbury Park | Edison | Linden | Piscataway |
| Atlantic City | **Elizabeth** | Lodi | Rahway |
| **Bayonne** | Englewood | Montclair | Red Bank |
| Belleville | Fairview | Morristown | Summit |
| Bergenfield | Fort Lee | Neptune | Teaneck |
| Bloomfield | Garfield | **Newark** | **Toms River** |
| **Camden** | **Hackensack** | **New Brunswick** | Trenton |
| Cliffside Park | Hamilton (Mercer) | **North Bergen** | Union |
| **Clifton** | Harrison | North Plainfield | **Union City** |
| Collingswood | Hasbrouck Heights | Passaic | Vineland |
| East Brunswick | **Irvington** | **Paterson** | **West New York** |
| **East Orange** | **Jersey City** | **Perth Amboy** | **Woodbridge** |
| Franklin (Somerset) | **Lakewood** | | |
| High Crash Underserved Communities WITHOUT Street Smart Engagement | | | |
| City of Orange | Gloucester | Middle Twp | Pleasantville |
| Egg Harbor Twp. | **Hoboken** | Millville | Roselle |
| Ewing | Kearny | North Brunswick | Weehawken |
| | | **Plainfield** | |

Recent (FY2022/2023) examples of Street Smart NJ local programs include:

North Plainfield 2022 project:

The 2022 Street Smart North Plainfield campaign was a collaborative effort between the RideWise TMA, West End Elementary School and the North Plainfield Police Department. Driver behavior improved somewhat after the campaign, but pedestrian behavior only improved when crossing guards were present both before and after the campaign. Post-campaign surveys demonstrate a need for further community engagement to raise awareness of pedestrian safety issues in the township. It is recommended that community educational activities be continued throughout the year, with assistance from RideWise. Increased outreach to the Spanish-speaking community is also recommended to reach more members of the North Plainfield community.

Newark 2022 project:

More than 1,000 city residents took part in pre and post campaign surveys. Findings included:

- The Street Smart Newark campaign and surveys heightened people's awareness that drivers, pedestrians, and cyclists share a responsibility to obey traffic laws.
- The campaign had an impact on those who completed surveys by increasing awareness of the law and unsafe pedestrian, cyclist, and driver practices.

- Results showed most survey respondents have a good understanding of pedestrian signals, but it's suggested to do more education on the flashing hand/countdown signals.
- Post-campaign observations showed that there was a significant reduction in the number of drivers who were distracted by phones and in the number of pedestrians who crossed on the red signal following the campaign. Based on the observations, it can be concluded the campaign was successful in changing some illegal and unsafe behavior.
- Based on intersection observations pre- and post-campaign, there needs to be a significant effort to educate drivers to stop for pedestrians in the crosswalk, for drivers to not turn right on red when prohibited, and for pedestrians to wait for the walk signal before crossing.

Recommendations included:

- The City should post "Stop for Pedestrians in Crosswalk" signs at target intersections and other busy intersections to raise awareness.
- Intersection crosswalk border lines need to be repainted with white paint. As the City completes resurfacing projects, it should consider replacing deteriorating red brick crosswalks with higher visibility ladder striping, which could be more effective in slowing drivers.
- Post signs on Broad Street to remind cyclists/scooters to wear helmets and ride with traffic or to yield to pedestrians on the sidewalks since most of them are riding on sidewalks. Also post signs that only one person should ride on a scooter or a bike at a time
- Paint "No Parking" stripes at corners and enforce no parking at corners.
- Hang "No Right Turns on Red" signs on the traffic signal post arms next to the Don't Block the Box signs - directly in front of drivers.
- Increase police enforcement of driver, pedestrian and cycling laws at intersections with high crash rates, and issue violations to deter driving with hand-held phones and drivers who are not stopping for pedestrians in crosswalks.

Finally, it is worth noting that in recent months the Street Smart NJ program has begun engagement efforts in the following communities which were listed in the chart above as “high crash without Street Smart NJ engagement”: City of Orange, Plainfield, Pleasantville and Roselle.

### ○ Local agency highlights

The Plainsboro Police Department recognized the need to better reach the diverse segments of its town's population. As part of its FY2023 sustained enforcement grant, the department has begun a project to tailor and develop, with BIPOC input, safety education campaigns and outreach efforts to address the needs and culture of BIPOC communities. The goal is to create campaigns that are culturally relevant and use appropriate distribution channels/methods that are delivered by individuals who are representative of the people to be reached. These campaigns will attempt to raise awareness and provide information to road users, community members, and planners and engineers with the goal of changing viewpoints or behaviors in order to improve safety.

A number of community meetings have been held so far in FY2023 between the police department and local groups. The agenda for the sessions covered the following topics:

- What to expect during Motor Vehicle Stops
    - How to safely pull over
    - What to expect from the officer
    - Dispelling any myths or rumors that may exist about motor vehicle stops
    - What documentation is required

- What to expect during regular community contacts
- What to expect if involved in a motor vehicle accident and the importance of wearing a seatbelt
- What to expect if you receive a summons or are arrested
- How to be a better witness
- Police Actions and appearance – answering common questions and concerns
- How to report misconduct or file a complaint

In another New Jersey community with a very diverse population, Piscataway Township, police recognized a disproportionate number of speed-related crashes occurring on local (25 MPH speed limit) roads as compared to county roads or state highways. In FY2023, the department launched a "Safe Streets Piscataway" speed abatement program with DHTS grant funding. As part of the program, 1,000 lawn signs were purchased with the "slow down" campaign message printed on them. Since announcing that the signs are available, hundreds of requests for them have been received from residents.

Recognizing an opportunity for direct community engagement, police officers are knocking on resident's doors when they deliver the signs, having a conversation about speeding and other traffic safety issues in the community, and documenting the feedback to help fine tune the program moving forward.

DHTS looks forward to receiving final reports on all of these activities later in the year as well as each department's plans for putting the community input to use during the FY2024-2026 period.

## *Surveys*

Surveys are a useful tool to engage with the public and assess widespread public opinion in a quantitative (numeric) format. Respondents represent a composite view of the larger population. Ideally, the sample of people who respond to the survey are representative of the total group invited to participate, and thus their responses can be extrapolated to the larger group. Surveys can be formal (scientifically assembled and administered) and provide broadly applicable results, or informal.

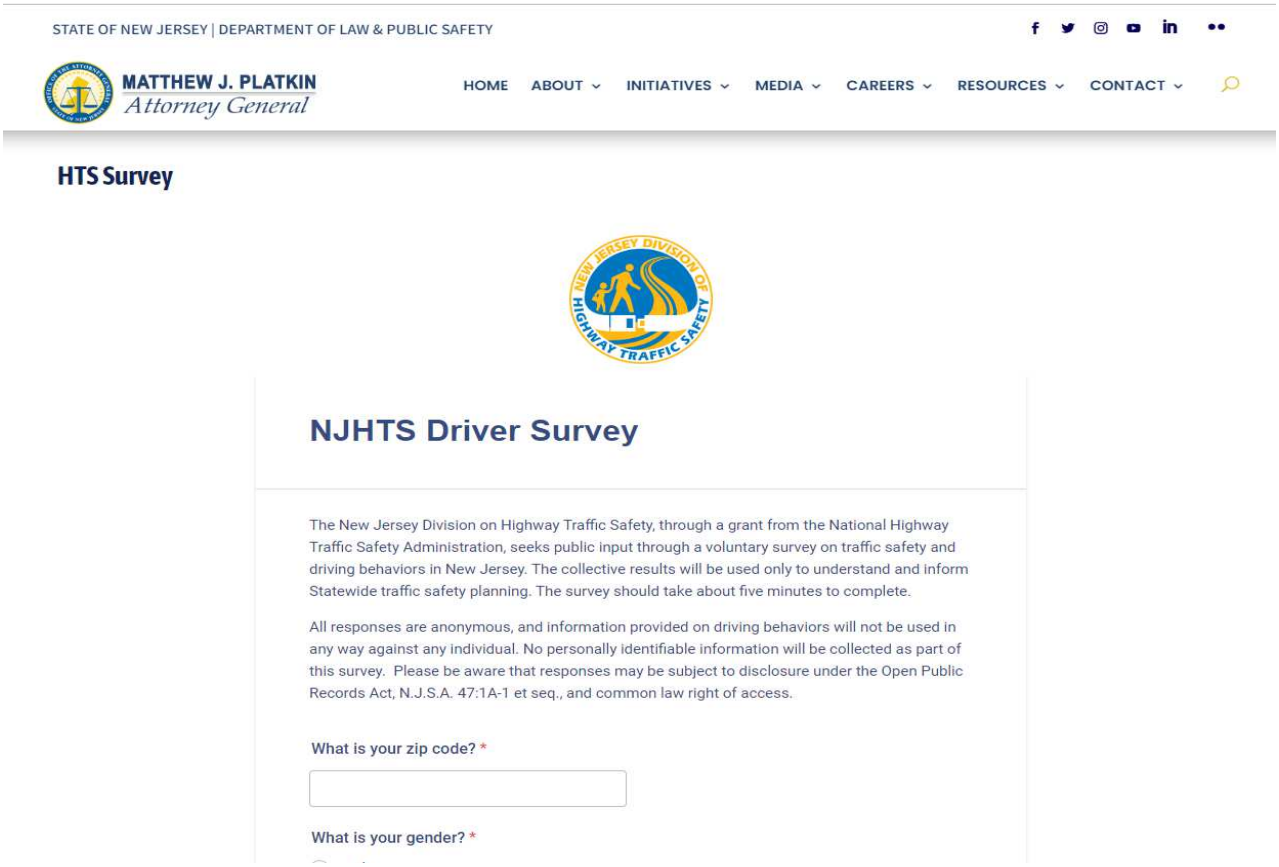
Determining whether a formal or informal survey is appropriate will depend on whether the organization wants opinions relatively quickly from known or easy to access participants (an informal questionnaire) or wants to invest in hearing from a representative sample of people who are not ordinarily involved in planning or transportation processes (a formal questionnaire and sample selection).

Informal surveys tend to bring responses from a convenience sample that often includes people who are easiest to reach and who are more personally interested in or opposed to specific transportation issues than the population at large. Informal surveys are not used as the basis for assessing widespread public opinion although they may provide insight to locally predominant features of public opinion. Formal surveys are created and administered by professionals who can ensure that the questions, recruitment methods, sample size, and analysis will ensure valid data that can be generalized to the total population. Professionals will be attentive to multiple levels of validity throughout the survey lifecycle. Calculating a statistically valid survey sample response size and ensuring the respondents are representative of the population can be complex, as there are many aspects of the survey process to consider.

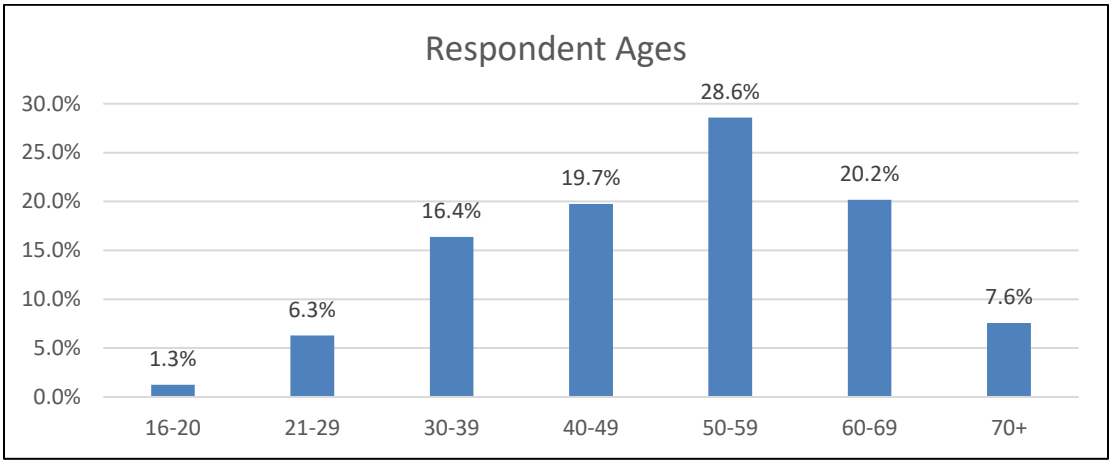
Surveys can gather information on either specific topics or broad ideas. Surveys represent community perceptions and preferences and can reach a wide audience that may not attend meetings or closely follow transportation issues. They can be used to test whether a project, program or plan is acceptable to the public as it is being developed and help inform decisions for change. Results are used to guide efforts to meet public concerns and develop effective messages.

Surveys can be conducted at any time during the HSP process. They are useful throughout the triennial HSP as a tool to measure changes in public perception. Repeated over time, they keep an organization informed of changes in public knowledge and shifts in overall public preferences.

Recognizing the great potential value of surveys in the engagement process, DHTS plans to use both informal and formal surveys during the FY2024-2026 HSP. To help garner valuable input in the short term to inform this HSP, a statewide web based survey was conducted during April, 2023. The survey consisted of 36 questions relating to pertinent traffic safety topics, and included two open ended questions for general ideas and feedback. Though the respondents were anonymous, demographic and zip code information was collected to help frame and categorize from whom the information was received.




238 New Jersey residents responded to the survey.




Results included the following:

**How would you describe yourself? Select all that apply. Race/Ethnicity**

| | | |
|---|---|---|
| White and European Americans | 189 | 82.2% |
| Hispanic and Latino Americans | 9 | 3.9% |
| African Americans | 9 | 3.9% |
| Asian Americans | 4 | 1.7% |
| Native Americans and Alaska Natives | 0 | 0.0% |
| Native Hawaiians and other Pacific Islanders | 0 | 0.0% |
| Middle Easterners and North Africans | 0 | 0.0% |
| Prefer not to answer | 19 | 8.3% |
| | 230 | |

**Do you always wear your seatbelt?**

| | | |
|---|---|---|
| Yes | 228 | 95.8% |
| No | 10 | 4.2% |

**In the last year have you driven after consuming any alcohol, drugs or medication (that warn of operating machinery after using)**

| | | |
|---|---|---|
| Yes | 32 | 13.4% |
| No | 206 | 86.6% |

**In your opinion, is it ever OK to drive after drinking alcohol or taking drugs?**

| | | |
|---|---|---|
| Yes | 36 | 15.1% |
| No | 202 | 84.9% |

**How frequently do you speed while driving (drive above the posted speed limit by 5 mph or more)?**

| | | |
|---|---|---|
| Always | 14 | 5.9% |
| Often | 73 | 30.8% |

| | | |
|---|---|---|
| Sometimes | 127 | 53.6% |
| Never | 23 | 9.7% |

**HOW OFTEN DO YOU SPEED 5 or more MPH above the posted speed limit) ON THE FOLLOWING TYPES OF ROADWAYS?:**

**Secondary roads through a residential neighborhood (secondary roads are lower volume roads usually identified by a local road name)**

| | | |
|---|---|---|
| Always | 6 | 2.5% |
| Often | 9 | 3.8% |
| Sometimes | 82 | 34.5% |
| Never | 141 | 59.2% |

**Secondary roads through a nonresidential neighborhood (secondary roads are lower volume roads usually identified by a local road name)**

| | | |
|---|---|---|
| Always | 5 | 2.1% |
| Often | 28 | 11.8% |
| Sometimes | 129 | 54.2% |
| Never | 76 | 31.9% |

**State Routes (ex: Rt. 35, Rt. 206, Rt. 130)**

| | | |
|---|---|---|
| Always | 17 | 7.1% |
| Often | 58 | 24.4% |
| Sometimes | 122 | 51.3% |
| Never | 41 | 17.2% |

**Interstate highways (ex: I-295, I-80, I-95, etc.)**

| | | |
|---|---|---|
| Always | 46 | 19.3% |
| Often | 82 | 34.5% |
| Sometimes | 85 | 35.7% |
| Never | 25 | 10.5% |

**HOW OFTEN ARE YOU DISTRACTED BY:**

**Hands-free cell phone**

| | | |
|---|---|---|
| Always | 10 | 4.2% |
| Often | 29 | 12.2% |
| Sometimes | 137 | 57.6% |
| Never | 62 | 26.1% |

**Other technology like vehicle navigation system, radio, climate controls, etc.**

| | | |
|---|---|---|
| Always | 9 | 3.8% |
| Often | 23 | 9.7% |
| Sometimes | 159 | 66.8% |
| Never | 47 | 19.7% |

**When passing a bicyclist on the roadway, do you always allow 4 feet of clearance?**

| | | |
|---|---|---|
| Always | 143 | 60.1% |
| Often | 61 | 25.6% |
| Sometimes | 29 | 12.2% |
| Never | 5 | 2.1% |

**As a pedestrian, do you only cross at crosswalks?**

| | | |
|---|---|---|
| Always | 60 | 25.2% |
| Often | 112 | 47.1% |
| Sometimes | 60 | 25.2% |
| Never | 6 | 2.5% |

**HOW OFTEN DO YOU SEE ANY OF THE FOLLOWING TRAFFIC SAFETY PROBLEMS WITHIN YOUR COMMUNITY OR ON THE ROADWAYS YOU TRAVEL:**

**Distracted Drivers**

| | | |
|---|---|---|
| Always | 94 | 39.5% |
| Often | 97 | 40.8% |
| Sometimes | 44 | 18.5% |
| Never | 3 | 1.3% |

**Drunk Drivers**

| | | |
|---|---|---|
| Always | 10 | 4.2% |
| Often | 26 | 10.9% |
| Sometimes | 149 | 62.6% |
| Never | 53 | 22.3% |

**Speeding**

| | | |
|---|---|---|
| Always | 131 | 55.0% |
| Often | 89 | 37.4% |
| Sometimes | 14 | 5.9% |
| Never | 4 | 1.7% |

**Road Rage**

| | | |
|---|---|---|
| Always | 33 | 13.9% |

| | | |
|---|---|---|
| Often | 84 | 35.3% |
| Sometimes | 103 | 43.3% |
| Never | 18 | 7.6% |

**HOW STRONGLY DO YOU SUPPORT OR OPPOSE:**

**Using automated cameras to ticket drivers who drive over the speed limit?**

| | | |
|---|---|---|
| Strongly Oppose | 79 | 33.2% |
| Somewhat Oppose | 34 | 14.3% |
| Neither Support or Oppose | 24 | 10.1% |
| Somewhat Support | 47 | 19.7% |
| Strongly Support | 54 | 22.7% |

**Lowering the legal limit for a driver's blood alcohol concentration from 0.08% to 0.05%**

| | | |
|---|---|---|
| Strongly Oppose | 45 | 18.9% |
| Somewhat Oppose | 30 | 12.6% |
| Neither Support or Oppose | 50 | 21.0% |
| Somewhat Support | 38 | 16.0% |
| Strongly Support | 75 | 31.5% |

**Making rear seat seatbelt use a primary stop offense**

| | | |
|---|---|---|
| Strongly Oppose | 44 | 18.5% |
| Somewhat Oppose | 28 | 11.8% |
| Neither Support or Oppose | 47 | 19.7% |
| Somewhat Support | 46 | 19.3% |
| Strongly Support | 73 | 30.7% |

Findings of particular note from the above include:

- 54% or respondents self-report that they always or often speed on interstate highways.
- 80% report always or often seeing distracted drivers.
- 92% report always or often seeing speeders.
- 49% report always or often witnessing road rage.
- 48% oppose automated speed enforcement, 42% support it, and 10% are neutral.

Two open-ended questions were asked, and the responses gathered indicate several key areas of concern:

**What other traffic safety concerns do you have within your community or on the roadways you travel?**

| | |
|---|---|
| Speed | 29.6% |
| Impairment | 4.4% |

| | |
|---|---|
| OVRU | 23.9% |
| Distracted drivers | 8.8% |
| Aggressive drivers | 19.5% |
| School zones/buses | 8.8% |
| Enforcement | 4.4% |
| Road conditions/design | 8.2% |
| Keep Right, pass left | 7.5% |
| Other violations | 35.8% |
| Other comment | 22.6% |

**What do you think can or should be done to improve roadway safety in New Jersey?**

| | |
|---|---|
| More enforcement/prosecution | 50.0% |
| Change Laws | 11.2% |
| Change road conditions/design | 36.2% |
| Change Driver Behaviors | 1.3% |
| More awareness | 9.9% |
| NEW idea | 12.5% |
| Other comment | 22.4% |

Excessive vehicle speeds on all roadway types is an area of concern for many residents. Some of the respondents expressed trepidation when traveling along the Garden State Parkway, New Jersey Turnpike, and other interstate and state highways due to speeding. Improper lane changes, aggressive driving, and erratic driving were also mentioned. Half of the respondents who answered the open-ended questions indicated that additional speeding enforcement would be beneficial, particularly in residential areas where pedestrians are particularly vulnerable. A common theme amongst the majority of respondents was the belief that regular police presence conducting speeding enforcement along with enforcing other traffic laws related to dangerous driving behaviors would make a positive difference.

Additional feedback indicates a desire for more holistic and systemic changes to the transportation network to enhance traffic safety. One respondent suggested reducing speed limits and also providing safe travel areas for additional road users, such as bike paths, pedestrian sidewalks, and more affordable and earth-friendly public transportation services. The individual also suggested developing local services and businesses within a 15-minute walking distance of neighborhoods so fewer people feel they need to use their cars and trucks outside of traveling to and from work. They believe that society needs to change how our lives have been designed around cars. Another respondent proposed improving public transit options to remove vehicles from the road and narrow streets to reduce vehicle speed, as well as increasing visibility at intersections to promote pedestrian safety. The survey participant also suggested building complete protected bike lane networks that connect people to their intended destinations without the need of motor vehicle travel as opposed to widening highways which would inevitably increase vehicular traffic.

In all, DHTS considers the survey to be a success, with interesting results and feedback received. The Division plans to carry out more detailed, quantifiable surveys during the FY2024-2026 period, as detailed later in this HSP.

An additional recent survey was carried out by the Brain Injury Alliance of New Jersey relating to teen driver seat belt use. As part of an action item within the Strategic Highway Safety Plan, BIANJ was contracted to first survey teens on their seat belt use habits in 2021. A follow-up survey was conducted in the spring of 2023 for comparison to the 2021 baseline results. Teen drivers were contacted through an online outreach campaign, email, and mailed

statewide distribution to 359 driver education teachers, who were instructed to distribute the survey to their current driver education students.

Nearly 1,700 young people participated in the survey and the results were informative when compared to 2021 as they indicated declines in seat belt usage by the respondents across the board.

Do you wear your seatbelt when driving?

| | 2021 | 2023 | Percent Change |
|---|---|---|---|
| Yes | 97.1% | 94.0% | -3.1% |
| No | 2.9% | 6.0% | +3.1% |

Do you wear your seatbelt as a passenger?

| | 2021 | 2023 | Percent Change |
|---|---|---|---|
| Yes | 98.3% | 96.9% | -1.4% |
| No | 1.7% | 3.1% | +1.4% |

Do you wear a seatbelt in the back seat?

| | 2021 | 2023 | Percent Change |
|---|---|---|---|
| Yes | 87.1% | 81.9% | -5.2% |
| No | 12.9% | 18.1% | +5.2% |

As a driver, do you:

| | 2021 | 2023 | Percent Change |
|---|---|---|---|
| Require passengers to buckle up before moving the vehicle | 45.2% | 42.1% | -3.1% |
| Check to see if others are wearing a seatbelt | 36.2% | 34.5% | -1.7% |
| Not check to see if others buckle up | 9.3% | 12.0% | +2.7% |
| Remind but don't require passengers to wear a seatbelt | 9.3% | 11.4% | +2.1% |

The survey results provide useful information for BIANJ as it finalizes its plans for high school and college campus young driver outreach in the years ahead.

## *Strategic Highway Safety Plan activities*

The work to develop this HSP took place concurrently with implementation of the 2020 New Jersey Strategic Highway Safety Plan (SHSP). The SHSP is a 5-year roadmap to develop programs, guidance and policies to save lives and reduce serious injuries on roadways throughout the state. The SHSP Year 2 Evaluation Report covering the period September 1, 2021 to August 31, 2022 demonstrates significant participation and engagement on the part of existing and new stakeholders.

36 formal SHSP meetings were conducted in Year 2, with a total of 855 stakeholders participating. The vast majority of participants (697) took part in 28 Emphasis Area team Meetings that occurred during the year. SHSP participants responded to a survey in August, 2022 to evaluate Year 2 attitudes towards plan implementation. According the NJDOT, professionals from the engineering, education, and equity disciplines were well represented among survey respondents, but better representation and engagement is needed in the years ahead from the enforcement and emergency response communities.

In April, 2023, the SHSP Year 3 Priority Action Development Workshop was held. More than 100 public participants identified and prioritized action items to be undertaken during year 3 of the SHSP implementation. Participants broke off into six different emphasis area breakout rooms (data, equity, intersections, lane departures, driver behavior, and other vulnerable road users) to review and prioritize new and previously discussed action items. The top recommended actions from each emphasis area were later presented to the Core Working Group to determine their feasibility for implementation and coordination of effort amongst agencies. The CWG is still considering the potential actions but with a greatly enhanced emphasis on actionable items that should have more immediate impacts on reducing crashes and fatalities. For example, fewer literature reviews or research, and more actions that lead to immediate deliverables – like engaging with communities that have been less involved in SHSP activities in the past. There was also conversation about creating a new overarching emphasis area (similar to data and equity) that focuses primarily on much-needed coordination of effort between different stakeholders and agencies.

## Ongoing Engagement Planning

Effective and equitable transportation decision-making needs to incorporate input from and reflect the diverse communities that our systems serve in New Jersey. Successful projects and plans are the result of processes that center meaningful public involvement and balance the potential benefits with the impacts to the natural and human environment. DHTS is committed to providing guidance, support, and oversight to state and local recipients of federal funding to assure that equity and meaningful public involvement meet the spirit and intent of laws, regulations, policies, and guidance documents. Sound decision-making occurs when all factors are fully considered, and historically underserved communities are included. This means gathering input from communities to learn their needs, and informing communities about the projects, programs, and initiatives that organizations seek to undertake while planning for safe, efficient, equitable, and reliable transportation systems.

Organization-wide efforts by DHTS, and project specific public involvement and community engagement plans, outline the strategies used by an organization to ensure that members of the public can participate in the decision-making process in ways that are meaningful and inclusive. Efforts should be proactive and utilize strategies that both inform and obtain input from communities. They also establish the activities that meet and/or exceed the requirements outlined in applicable federal and state guidelines. Meaningful public involvement should:

• Provide the public with information on ways to get and stay involved.

• Actively engage the public in the traffic safety decision-making process.

• Keep the public informed of safety activities on an ongoing basis.

• Identify and seek to engage underserved communities.

• Encourage participation of community members in the decision-making process.

• Continuously strive to measure effectiveness and improve public participation.

This Triennial FY2024-2026 HSP affords the opportunity to undertake community engagement in a multi-faceted way in the long term, to result in meaningful input and results that can build successful partnerships, inform ongoing traffic safety planning, and positively affect traffic safety in the state.

DHTS plans to implement a series of tasks during the triennial period, with the realization that new ideas and best practices will emerge in the years ahead and processes will undergo continuous improvement. Guidance will be given and structures put in place for our grantees and partners to work with us to the most effective degree possible.

The community engagement work planned for the FY2024-2026 period includes:

- Community engagement statewide coordinator
- Community based grantee efforts

- Regional grants initiative
- Law enforcement toolkit
- Surveys
- Public information, social media, paid media
- Support of other (non-DHTS) funded projects
- HTSPAC and other HTS activities

## *Community Engagement Statewide Coordinator*

Recognizing the importance of this issue and the need for a coordinated approach, DHTS plans to hire an experienced full-time Community Engagement Manager for the office to lead these efforts moving forward.

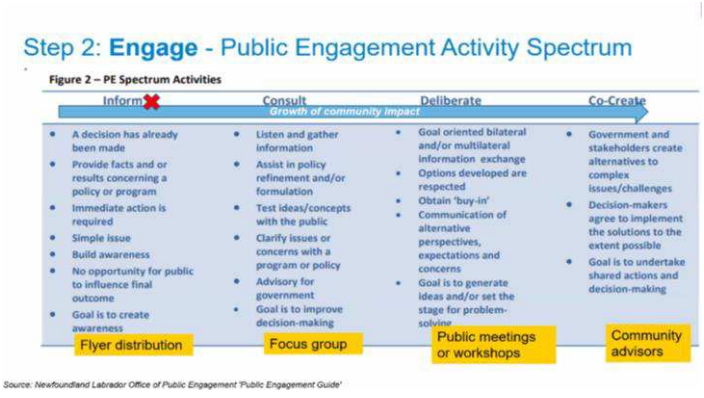
DHTS hopes to have this new position filled early in the FY2024 program year. The first order of business for this job will be to draft a Community Participation Action plan that will empower and engage our DHTS activities both internally and externally.

Creating an organization-wide program and culture for institutionalizing meaningful public involvement will not only elicit the participation of the public and other state, federal and local stakeholders, but it will also help ensure that any applicable legal requirements for public involvement are met, and that stakeholder and public expectations are proactively managed. Instilling a consistent organization-wide approach to public involvement means DHTS will provide the resources to follow through on public involvement commitments including hiring dedicated staff with community engagement and communications expertise, providing funding to implement robust community participation plans (CPPs), approving opportunities for staff to attend training in ever-evolving public engagement methods, and offering staff access to outreach tools and resources. This will also enable effective evaluation of DHTS grantee public involvement activities and inform staff when additional community engagement is needed.

## *Community based grantees*

DHTS grantees that have existing access to local communities will certainly play a central role in community engagement efforts during the FY2024-2026 period. Agencies like our grant-funded TMA's and CTSP's are building into their working plans tasks that will prioritize and embed ongoing community engagement to include things like survey work, focus groups, listening sessions, participation in community events, stakeholder/key-person interviews, and assisting police departments with outreach and engagement, engagement training, etc.

The goal over time is to assist our partners in developing community outreach efforts that move from the traditional process of informing the public to one which works in partnership with the public to identify and develop effective traffic safety countermeasures.



Public meetings and open houses will be used to share information, provide a setting for public discussion, and gather feedback from community members. They will be held in-person, online, or both. Public meetings:

- Provide an opportunity for organizations and the public to connect through a structured conversation.
- Typically have a presentation followed by questions and answers.
- May include interactive tools such as polls and surveys.
- Have informational materials to take home or download.

An open house, often used in conjunction with a public meeting, is a less formal event during which people receive information about a plan or project at their own pace, asking questions as they arise. Often, organizations collect comments during open houses through comment cards or through conversations with participants. During open houses:

- Organizational staff and project team members engage in open dialogue with attendees who may share opinions, comments, and preferences.
- Organizational staff answer attendee questions.
- Information is displayed as posters, boards, maps, models, or projected images.
- Non-organizational displays and information may be available.
- Websites are used as an online option in which materials are presented digitally and may include interactive features such as white-boards, comment areas, polls, and surveys.
- Feedback is received through print or digital comment cards.
- Informational materials are provided to take home or download.

Non-traditional events will be held as well, which are meetings and experiences scheduled at locations that are not at the usual public buildings where many government-sponsored events are held. A non-traditional event may be a site-visit or project area tour. An event could also be a table or booth at larger events or specific locations such as:

- Fairs and festivals
- Neighborhood block parties
- Sporting events
- Shopping centers and malls
- College campuses
- Train stations and bus stops

People who attend these events will have direct interaction with staff and receive information from brochures, factsheets, display boards, videos, or other visual tools.

Non-traditional events are used as part of in-person engagement strategy. They are useful at any phase of planning, especially when the organization needs to raise awareness with audiences in a specific project area that may not follow transportation topics on social media or other means. Although non-traditional events are typically one-time events, attending multiple events, or consistently attending recurring events during a multi-year project, will create an ongoing presence in the community for DHTS grantees.

New Jersey's eight Transportation Management Agencies (TMA's) have extensive community outreach plans in place for the FY2024-2026 period. Highlights of some of these plans include:

Over the next three years, Avenues in Motion will increase their community engagement and public participation activities in order to better address the traffic safety needs of communities and the people impacted most by crashes. Over the last year, they have made efforts to analyze both crash and equity data to determine areas that

are both underserved and overburdened by crashes to direct our focus our most impacted areas. They have taken steps to develop feedback activities at in-person events as well as incorporated public input questions into their surveys.

Avenues in Motion plans to add engagement and public participation components wherever possible into its current activities and utilize additional methods to obtain this information using key person interviews, focus groups, surveys, and other methods to elicit feedback from communities. Below are engagement efforts Avenues in Motion is planning to conduct:

- Conduct key person interviews with Connecting Dover, a group of community organizations that meet monthly to address needs in Dover.
- Implement a helmet survey for middle-school age bike riders to assess barriers to safe helmet use.
- Continue to include community feedback questions in pedestrian safety surveys.
- Utilize and analyze responses from our "what would encourage you to walk more in your community?" feedback activity board at in-person events and fairs.
- Partner with Dover Police Department to obtain in-road "stop for pedestrians" signs and solicit community input on locations for the signs and feedback on perceived effectiveness.
- Conduct walkability audits with increased efforts to have resident representatives participate.

EZ Ride will conduct walking and biking safety presentations at several schools in the City of Newark and are planning to install permanent intersection mural and curb extensions in the fall of 2023 in partnership with Essex County and two schools to slow down drivers and make it easier for students to cross Chancellor Avenue, a busy Essex County corridor. Bergenfield and Red Bank have been asked to do Street Smart campaigns in FY2024 and they will reach out to East Orange, Passaic, Prospect Park, and Roselle Park to conduct Street Smart engagement and enforcement campaigns in FY2025 and FY2026. EZRide also plans to install pilot intersection murals, curb extensions, high visibility crosswalks, or bike lanes in three communities in the next grant period, one per year, and conduct community surveys to get feedback on the changes. Elizabeth, Plainfield, Bergenfield, Roselle Park, and Paterson will be targeted for this work.

goHunterdon is in communication with United Way of Hunterdon County to convene a roundtable discussion with the Latino community to receive input on the best outreach methods. Several United Way staff members are bilingual and are very familiar with the Latino community, having provided services to individuals and families. United Way of Hunterdon will be an outstanding partner to assist in identifying the "trusted" leaders within the community who can effectively communicate safety messaging.
Discussions are also underway with United Way to co-host a bicycle safety and maintenance workshop for adults during FY2024. The process of identifying members of the Spanish speaking community who will "endorse" and promote the event is underway.

goHunterdon will also leverage programs conducted by the Salvation Army and Harvest Family Success Center, which focus on families to engage with the Latino community to promote bicycle and pedestrian safety. The Salvation Army conducts a summer feeding program/summer camp program and the Harvest Family Success Center hosts regular events that goHunterdon can participate in. goHunterdon understands that it is not possible to reach all members of the community through in person events alone. They also know that messaging is best received from trusted voices within the community. goHunterdon will work with non-profit partners and community leaders to develop informational video clips, featuring trusted voices, that can be shared on social media and other outlets to reach a broader number of individuals. The video clips will focus on personal "testimonials" to highlight and reinforce safety messaging. Video concepts will be developed in consultation with representatives of the Latino community to ensure cultural compatibility. goHunterdon will seek community feedback on initial videos and modify as appropriate.

Over the next three years, RideWise will increase community engagement and public participation activities to better identify and address safety needs in the community. RideWise recently hired a full-time staff person whose role is to represent the organization at community/public events in Somerset County. This team member engages residents and introduces them to the agency's programs and services. This team member also solicits feedback at in-person events by directing resident to online polls or surveys at the agency's website. RideWise will also expand participation with local governments by conducting walkability and bikeability audits, speed studies and pedestrian safety campaigns. These activities will look to include more participation from the community and its residents through focus groups and/or interviews. RideWise will expand driver, bicycle and pedestrian safety education to high school students and solicit their feedback on safety issues through surveys or in-person discussions.

Hudson TMA plans to reach and engage the communities identified as potentially affected by pedestrian, driving, and bicycling safety issues in Hudson County, NJ during FY2024-2026 through the following:

- Community Meetings: Hosting community meetings in the affected areas can provide a platform for residents to voice their concerns and provide feedback on potential solutions. The meetings will be held in community centers, schools, or other public spaces accessible to the community.
- Surveys: Conducting surveys can provide valuable insights into the specific needs and challenges faced by the communities regarding pedestrian, driving, and bicycling safety. The surveys will be distributed via mail, online, or in-person at community events.
- Multilingual Outreach: Providing information in multiple languages can ensure that all members of the community can access and understand the information provided. This can include translated materials, multilingual staff, and interpretation services at community meetings.
- Social Media Campaigns: Utilizing social media platforms such as Facebook, Twitter, and Instagram can reach a wide audience and provide a platform for community members to provide feedback and engage with the transportation authorities.
- Community Outreach Events: Organizing community outreach events such as block parties, bike rides, or safety workshops can provide a fun and interactive way to engage with the community and educate them about pedestrian, driving, and bicycling safety.
- Partnering with Community Organizations: Partnering with local community organizations such as neighborhood associations, schools, and religious organizations will provide access to the community and increase the effectiveness of outreach and engagement efforts.

These outreach and engagement opportunities will be conducted in a variety of ways, depending on the specific needs and challenges faced by the communities identified. It is important to ensure that the outreach and engagement efforts are inclusive and accessible to all members of the community, regardless of their socio-economic status, race, ethnicity, or language. By involving the community in the planning and implementation of safety measures, transportation authorities can ensure that they address the specific needs and concerns of the communities and create a safer transportation environment for all.

The Brain Injury Alliance of NJ, which has been very active in the community engagement realm, will expand its successful partnership with the LEAP Academy in the City of Camden. Plans include having LEAP high school students join the U Got Brains Champion Schools Teen Safe Driving Program and becoming a pilot site for the Safety Ambassador program, which involves 11th and 12th grade students becoming "safety ambassadors" and creating interactive lessons for 1st grade students on topics including wheeled sports, helmet, pedestrian, and sports safety. Also, in the planning stage are pre and post surveys and evaluations to gain greater feedback from the families, students, and staff at LEAP.

With an eye towards reaching a diverse pool of multi-cultural young drivers, BIANJ has developed a new project to bring its long-standing peer-to-peer high school safety driving program to college campuses in NJ. The CRASH Project (College Roads and Safety Habits), which will roll out and expand during FY2024-2026, is a peer-to-peer

education statewide program promoting the creation of transportation safety campaigns by college organizations. Pilot sites for the new project are: The New Jersey Institute of Technology, which has a total of 11,652 students, 55.7% of which are identified as racially ethnic minorities; Rutgers University – New Brunswick, which has a total of 33,788 full-time undergraduate students, 54% racially ethnic minorities; Kean University with 9,400 full-time undergraduate students, 63.3% racial-ethnic minorities; and Rowan University, with 13,832 full-time undergraduate students, 32% racial-ethnic minorities.

The Hudson County Safe Communities project has concrete plans in place to expand its community-based programming in the years ahead. Child passenger safety initiatives have traditionally targeted caregivers and parents throughout the county. Of late the project has begun to target staff members from social service agencies (i.e., Women Rising) who assist families to achieve self-sufficiency and live safe, productive and fulfilling lives, through social services, economic development, and advocacy services. Project leadership believes that providing education and hands on training to this group will allow information to be disseminated to a larger audience.

Given the diversity and change in demographics within Hudson County, the project is developing new methods to providing engagement and outreach. For example, in person booster seat education programs in the Bayonne public schools have gone on for many years. In 2023, they were asked to conduct the program in Spanish for public schools in Jersey City. They are currently working with one of the school nurses and ESL teachers to adapt the program in Spanish. In addition, they recently started to offer virtual education opportunities to explore different populations and language groups, including a virtual education series with the Jersey City Public Library.

In Atlantic County, the Atlantic County CTSP project is leading the way in forming a new community-based traffic safety committee that is sure to bear fruit in the years ahead. Membership on the Atlantic City Local Road Safety Plan Committee includes the Atlantic County Highway Safety Task Force, the Public Health Task Force, the Prosecutor's Office Community Outreach Unit, the Atlantic County Faith-Based Community, Atlantic City Police, and the Local Road Safety Plan Stakeholder Committee. Members of the group have been meeting to develop public engagement plans. To achieve long-term behavioral change, the plan is to partner with additional county agencies that regularly provide community programs and services to supplement the original outreach plans, such as the Division of Public Health, which holds roving clinics and engagement events throughout the community focused on reaching the entire population. These partnerships will assist in reaching the communities identified at the outset of community engagement efforts, assessing feedback, and pouring the necessary educational tools back into those areas.

The AAA Clubs of New Jersey rolled out a new program in recent years to engage with high school students on the dangers of marijuana use and driving. According to a study by the AAA Foundation for Traffic Safety, younger drivers were more likely to say they thought it was safe to drive after using marijuana. In fact, more citations are given to teen drivers for drugs than alcohol. Many young people believe marijuana is better for them than prescription drugs taken for anxiety or ADHD, because they consider it natural, even if the source is unknown and the dosage is uncontrolled.

The new “Shifting Gears” teen marijuana and driving program was delivered to more than 9,000 New Jersey highs school students in 2022 and 2023. The information presented focuses on the impact of marijuana on brains, bodies, and driving. It explores the effects of marijuana on the developing teenage brain and simulates the condition of marijuana-impaired driving by using special goggles. It also explains that driving under the influence of marijuana is a crime. During the 2022-2023 AAA targeted predominately underserved communities for this program and delivered multiple sessions to students in the cities of Passaic, Irvington, Newark and Orange.

## Regional Grants Initiative

DHTS believes that whenever possible, grant recipients should create and empower local committees to evaluate, discuss, and guide planning for decision-making for their projects and initiatives. By meeting with key community leaders, stakeholder representatives, and elected/appointed officials, decision-makers learn more about the community, vet the goals and scope of the program, promote transparency, increase efficiency of resources, and validate the direction of the program. Empowering these representatives and officials as partners in public involvement helps build strong relationships with communities. Talking with an array of interested parties will help organizations learn about previous projects or programs that may influence current interaction with community members. They can also recommend communication methods and outreach tools that are most likely to have success with the community they represent.

Beginning in FY2024, DHTS will undertake a pilot program to regionalize law enforcement grants to maximize efficiency and effectiveness in traffic safety programs. Three regions in the State have been selected to manage all grant funds for the municipal and county law enforcement agencies therein. These larger, more comprehensive programs will enable local project managers to better distribute funds to address local challenges. It will also enable better opportunities to implement many of the new BIL/IIJA regulations into their programs.

Every program within the pilot will be required to develop and maintain a regional community traffic safety advisory board to provide real-time input and feedback to project leadership in developing and implementing their traffic safety programming.

A community advisory board is a representative group of residents, business owners, community leaders and other interested individuals that meet regularly to discuss issues of common concern, and includes the following basic features:

- Representation from interest groups or individuals throughout a region
- Regularly held meetings
- Recorded comments documenting the points of view of participants
- Consensus building, but consensus is not required
- An important defined role in the traffic safety planning process

## Law Enforcement Toolkit

Recognizing the critical role that law enforcement plays in the realm of traffic safety and the need for greater community engagement and support for its efforts, this Triennial HSP will put an emphasis on assisting police agencies to reinvigorate their traffic safety enforcement efforts while also enhancing police-community relations.

During FY2023, the New Jersey State Association of Chiefs of Police in partnership with DHTS hosted a series of "Traffic Safety Roundtables" attended by active NJ Chiefs, the NJ State Police and key partners in the traffic safety arena. Opportunities and challenges in a number of key areas were discussed including personnel deployment, data collection, operations, and community engagement.

As a result of these discussions, several important considerations were identified to frame future work:

1. Law enforcement agency leadership must support and emphasize traffic safety issues via action and policy.
2. Law enforcement agencies would benefit from having a Traffic Safety Operational Plan that includes written traffic safety goals that align with the goals established in the DHTS Highway Safety Plan.
3. The Law Enforcement Traffic Safety Operations Plan must be endorsed by the law enforcement agencies service population (community) and governing body.

The New Jersey Division of Highway Traffic Safety in partnership with the New Jersey State Association of Chiefs of police will develop a "Traffic Safety Tool Kit" by the end of FY2024 to assist police agencies in creating or enhancing their traffic safety operational plans. The tool kit will include a robust community engagement protocol and will emphasize many key statewide priority enforcement areas like impaired driving, occupant protection, speeding, and distracted driving. The tool kit may include many of these components:

- **Leadership**
  - Model Law Enforcement Executive Action Statement on Traffic Safety
  - Model Policies on the four enforcement focus areas
  - Model Policy on Crash reporting
  - Model Goal setting strategies
  - Model Traffic Safety Operations Plan
- **Data**
  - Actionable and Timely Data collection
    - NJ Crash
    - Numetrics
  - Traffic Safety Problem Identification Strategies
- **Personnel**
  - Training Resources (4 Focus Areas, PIO, Leadership)
  - NJ DHTS Grant opportunities
  - Regional Task Force
  - NJ DRE Call Out Program
- **Operations**
  - Annual sustained effort
  - Model Campaign Operations Plan
    - Meaningful Community outreach
    - HSP
    - Media Strategies
    - Model Kickoff event
    - Pre & Post Observational Surveys
    - Campaign review and reporting
- **Community Outreach and Engagement**
  - Community Outreach Strategies
  - Social Media Strategies
  - Model Pres Release
  - Model Traffic Safety Resolution
- **Additional Resources**

DHTS believes strongly that a key to reducing serious injury crashes and fatalities during the FY2024-2026 HSP period will be enhanced traffic safety enforcement by state, county, and local law enforcement agencies, with the support and cooperation of the local community.

## *Surveys*

As mentioned earlier, surveys are a useful tool to engage with the public and assess widespread public opinion in a quantitative format. DHTS plans to expand on the preliminary informal surveying conducted in Spring, 2023 with more formalized, extensive, annual surveys during the FY2024-2026 period.

These surveys will be created and administered by professionals who can ensure that the questions will ensure valid data that can be generalized to the total population. We will gather information on specific topics as well as

broad traffic safety-related ideas. These surveys will help us gauge community perceptions and will be useful throughout the triennial HSP as a tool to measure changes in public attitudes. Repeated over time, they will keep DHTS informed of changes in public knowledge and shifts in overall public preferences.

### *Public Information, Social Media, Paid Media*

The media outreach that DHTS plans to undertake during the FY2024-2026 HSP period will be a critical component of our overall efforts to inform the community and engage with them for successful future programs. Our strategies will educate community members about projects and programs using paid (advertising), earned (media relations) and owned (social media and website) media outlets. Using these methods, DHTS will proactively frame important traffic safety messages that will:

- Help create wide awareness of a project or program.
- Be a critical source of information and engagement for community members who have little time to attend meetings or otherwise do not participate in public involvement activities.
- Provide a call to action for public participation.

During the next three years, DHTS will work diligently to establish a more robust relationship with print and broadcast media across the State. This outreach will encompass editorial submissions and granting interviews to State focused local and hyperlocal outlets. To increase media awareness regarding DHTS, a communications schedule will be created featuring monthly or bi monthly press releases on various traffic safety issues, grants, initiatives, and mobilizations. Furthermore, the Division will also seek to participate in podcasts focused on traffic safety, including but not limited to “Driving the Line.”

Public information materials will be created that will provide basic reader-friendly information about a process, project, or program and are typically used to inform, announce, and notify an audience. They should include information on how to comment, get involved, or stay informed. Public information materials will be created in a variety of formats, print and online, and will be used in combination with other public involvement tools.

The following will be considered to ensure these tools are used and implemented equitably:

- Tailor the content for reaching specific audiences.
- Translate materials to provide resources to people who use languages other than English.
- Distribute materials in multiple ways to reach a broad audience and to reach people in underserved communities.
- Coordinate with and compensate community-based organizations to help distribute materials; they will often know the best ways to reach specific audiences and have existing relationships with those audiences.
- Include the organization’s contact information and options for people with a range of disabilities and for those who use languages other than spoken English, including ASL and other sign language to reach out.

Public information materials are most effective when used early in a process as part of a larger outreach program and are updated regularly for ongoing and consistent information sharing. Public information materials are a one-way tool to inform the public and should be paired with other, more interactive engagement tools.

Social media can be an effective tool in community engagement. In the years ahead, DHTS will seek to enhance communication with its social media followers by creating more interactive posts, such as surveys, polls, and traffic related trivia on its Facebook, Twitter, and Instagram accounts. These pages are the most effective forward facing way to engage with the public and spread essential traffic safety guidance to over 22,500 followers across all platforms. A new “Ask the Director” initiative will feature monthly check-ins with the public, where the Director will answer questions about traffic safety. Questions will be submitted in advance in order to ensure thoughtful and informative responses. HTS will also enhance communications with increased messaging through the

Division's social media accounts regarding grant availability and funding in a timely and relevant manner. HTS will also continue to inform the public on critical traffic safety topics such as impaired driving, seat belts, pedestrian and bicycle safety, Community Traffic Safety Programs, child passenger safety, young and mature drivers, and motorcycle safety.

Social media campaigns in general:

- Are most successful when messages are actionable.
- Include tailored approaches for each platform rather than one single approach across multiple platforms.
- Can reach a wide audience with a high level of user engagement.
- Can be used to both broadcast information and solicit feedback.
- Are best tailored to the audience's particular needs.
- Use photographs and graphics to tell a story.
- Can build trust with the public when organizations quickly respond to comments, questions, and requests.
- Can increase audience reach when partners share your posts on their social media channels.

The Division will also continue to invest in paid advertising campaigns to engage with the public on the importance of safe driving and the physical, psychological, and legal repercussions of reckless driving. The campaigns run on social channels, including Facebook, Snapchat, and YouTube as well as static billboards, electronic signs, paid search, and streaming audio. These campaigns are complex, and the Division will seek to create coordinated launches of upcoming campaigns and mobilizations with law enforcement agencies to ensure a significant overall impact. Examples of these campaigns include Click It or Ticket, Drive Sober or Get Pulled Over, and U Drive U Text U Pay. The most recent impaired campaign alone resulted in approximately 131 million impressions.

The use of paid media or advertising offers control of message content and allows for specific message placement to reach the intended audience. Paid media can be costly to develop and purchase but allows for the message to be placed and delivered to communities that may be underserved by other communication channels such as in-language publications or low cost or no cost outlets such as radio, billboards, and TV.

Within our paid media campaigns, DHTS will prioritize the use of focus groups by our media partners to develop messaging that best targets our affected communities. It is critical to use the right platforms and the right messengers to reach our at-risk communities.

Focus groups are small group conversations led by a skilled facilitator and used to gauge public opinion and listen to concerns, needs, wants, and expectations. They are useful for identifying major points of agreement and/or divergence of opinions. Focus groups are not typically used for problem solving or information sharing, but rather as a way to gather perspectives, insights, and opinions of participants through conversation and interaction.

### *Support of other (non-DHTS) funded projects*

The USDOT has in recent years announced several large discretionary grant-funding programs that will provide major infrastructure and traffic safety investments to communities throughout the country. Many New Jersey municipalities have been selected to receive funding through these programs and DHTS pledges to support these projects wherever possible with its own resources and expertise.

The Bipartisan Infrastructure Law (BIL) established the new Safe Streets and Roads for All (SS4A) discretionary program with $5 billion in appropriated funds over 5 years. The SS4A program funds regional, local, and Tribal initiatives through grants to prevent roadway deaths and serious injuries. The City of Vineland received a SS4A Implementation Grant in the amount of $20 million to improve a crash prone stretch of Chestnut Avenue in the municipality. The project will increase mobility and safety for pedestrians and bicyclists, reduce vehicle speeds, and create connectivity for residents of this underserved community. DHTS will provide grant funding to increase pedestrian and bicycle safety enforcement and education along this roadway.

In addition to the Vineland project, nine other New Jersey communities received SS4A Planning and Demonstration Grants to develop or complete an Action Plan, conduct supplemental planning, and/or conduct demonstration activities that will inform the development of an action plan.

In other projects, the City of Atlantic City received $20 million through the Rebuilding American Infrastructure with Sustainability and Equity (RAISE) discretionary grant program. The program helps communities around the country carry out projects with significant local or regional impact. The funding will be used in Atlantic City to undertake major upgrades to Route 40, which is one of Atlantic City's main evacuation routes for vehicles and pedestrians. The project will improve safety by reducing vehicle crashes caused by wet roadway pooling and by improving evacuation routes.

The City of East Orange received a grant through the USDOT's Thriving Communities Program (TCP), which provides planning, technical assistance, and capacity building support to enable disadvantaged and under-resourced communities to undertake infrastructure projects that will increase mobility, reduce pollution, and expand affordable transportation options.

The City of East Orange and Orange Township will team up to address key challenges stemming from the construction of Interstate 280 and Freeway Drive in the 1960s which had a detrimental safety, environmental justice, economic, livability, housing, connectivity, and mobility impact on the communities. A study has recommended reconnecting the north and south segments of the community through improvements to bridges, roadways, and other transportation infrastructure.

### *HTSPAC and other HTS activities*

DHTS believes that its ongoing community engagement efforts can be amplified by increasing engagement with the Governor's Highway Traffic Safety Policy Advisory Council (HTSPAC). The statutory membership of HTSPAC is written into Law: "The council shall consist of the following 21 members appointed by the Governor: The Director of the Office of Highway Traffic Safety, who shall serve as chairperson of the council; one representative of the Department of Education; one representative of the Department of Health; one representative of the Department of Transportation; one representative each of the Division of Motor Vehicles, the Division of State Police, and the Police Training Commission in the Department of Law and Public Safety; one representative of the Administrative Office of the Courts; two representatives of county or municipal law enforcement agencies; two representatives of county or local governments; two members of the Governor's Advisory Council on Emergency Medical Services; one representative of the New Jersey State First Aid Council; three private sector corporate representatives; and three members of the general public."

DHTS is also building contacts within the statewide network of local substance abuse clinicians with an eye towards developing impaired driving programs and messaging that are more holistic and proactive. In response to the NHTSA Region 2 Action Plan that suggests incorporating holistic treatment messaging into our impaired driving educational programs, HTS undertook preliminary outreach in the spring of 2023, which should bear fruit in the three-year HSP period ahead.


HTS was invited by the Partnership for a Drug Free New Jersey and NJCARES.gov to give a presentation on its impaired driving programs as part of an ongoing series of educational webinars. The presentation, on April 27, 2023, was viewed by more than 1,100 substance abuse counselors and clinicians from around the state. HTS discussed the current state of impaired driving in New Jersey and the need for new, innovative programs to address the growing drugged-driving crisis. The primary message delivered was that HTS is looking to engage with the treatment community as a way of reaching people with substance abuse issues before impaired driving crashes occur. A lively question and answer session followed in which multiple participants suggested ideas for moving pilot programs forward.

DHTS also looks forward to lending its support to, and leveraging potential traffic safety benefits from, a new initiative announced in May 2023 by the New Jersey Office of the Attorney General. The creation of a "Multidisciplinary Public Safety Innovation Working Group" (Working Group) is designed to help strengthen and improve public safety across New Jersey. The Working Group is tasked with identifying best practices and policies for greater collaboration between law enforcement and community-based violence intervention organizations. The group is comprised of violence intervention experts, law enforcement professionals, and community leaders. The New Jersey Department of Law and Public Safety is working to improve how law enforcement officers interact with members of the community, with a particular emphasis on individuals experiencing mental health crises, emotional distress, and substance use disorder.

## III. Performance Plan

The Performance Plan includes the 12 core performance measures established by NHTSA, as well as the additional measures selected by New Jersey and the targets set for each of these measures in New Jersey's FY2024-2026 Highway Safety Plan. The performance targets identified for the various priority program areas in this Triennial HSP have been determined for the first time on a three-year basis as per the regulations in BIL.

### CORE PERFORMANCE GOALS

**NUMBER OF TRAFFIC FATALITIES***

| | | | | | |
|---|---|---|---|---|---|
| **BASELINE VALUE** | 619 | **BASELINE START YEAR** | 2018 | **BASELINE END YEAR** | 2022 |
| **TARGET VALUE** | 616 | **TARGET START YEAR** | 2022 | **TARGET END YEAR** | 2026 |

**GOAL STATEMENT** Reduce the Total roadway fatalities by 6 percent annually from the 2022 total through 2026.

**JUSTIFICATION** To reduce the 5-year average of total fatalities to equal to or less-than the baseline average of 619, New Jersey aims to reduce the number of total persons fatally injured in motor vehicle crashes by 6 percent annually through 2026. This reduction goal would result in a 0.6 percent reduction from the baseline average of 619 (2018-2022) to 616 (2022-2026 average.

| | BASE PERIOD | | | | | TARGET YEARS | | | |
|---|---|---|---|---|---|---|---|---|---|
| | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 |
| TOTAL FATALITIES | 563 | 558 | 584 | 697 | 694 | 652 | 613 | 576 | 542 |
| 5-YR AVERAGE | 581 | 582 | 586 | 605 | 619 | 637 | 648 | 647 | 616 |

**NUMBER OF SERIOUS INJURIES***

| | | | | | |
|---|---|---|---|---|---|
| **BASELINE VALUE** | 2,700 | **BASELINE START YEAR** | 2018 | **BASELINE END YEAR** | 2022 |
| **TARGET VALUE** | 2,649 | **TARGET START YEAR** | 2022 | **TARGET END YEAR** | 2026 |

**GOAL STATEMENT** Reduce the total serious injuries by 8 percent annually from the 2022 total through 2026.

**JUSTIFICATION** To reduce the 5-year average of total serious injuries to equal to or less-than the baseline average of 2,700, New Jersey aims to reduce the number of total persons seriously injured in motor vehicle crashes by 8 percent annually through 2026. This reduction goal would result in a 1.9 percent reduction from the baseline average of 2,700 (2018-2022) to 2,649 (2022-2026 average).

| | BASE PERIOD | | | | | TARGET YEARS | | | |
|---|---|---|---|---|---|---|---|---|---|
| | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 |
| TOTAL SERIOUS INJURIES | 1284 | 3047 | 2904 | 3157 | 3108 | 2859 | 2631 | 2420 | 2227 |
| 5-YR AVERAGE | 1114 | 1525 | 1878 | 2306 | 2700 | 3015 | 2932 | 2835 | 2649 |

**FATALITIES/VMT***

| | | | | | |
|---|---|---|---|---|---|
| **BASELINE VALUE** | 0.836 | **BASELINE START YEAR** | 2018 | **BASELINE END YEAR** | 2022 |
| **TARGET VALUE** | 0.812 | **TARGET START YEAR** | 2022 | **TARGET END YEAR** | 2026 |

**GOAL STATEMENT** Reduce the total fatalities per vehicle miles traveled (VMT) rate by 6 percent annually from the 2022 total through 2026

**JUSTIFICATION** To reduce the 5-year average of total fatalities per VMT to equal to or less-than the baseline average of 0.836, New Jersey aims to reduce the number of total persons fatally injured in motor vehicle crashes by 6 percent annually through 2026. This reduction goal would result in a 2.9 percent reduction from the baseline average of 0.836 (2018-2022) to 0.812 (2022-2026 average).

| | BASE PERIOD | | | | | TARGET YEARS | | | |
|---|---|---|---|---|---|---|---|---|---|
| | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 |
| TOTAL FATALITIES/VMT | 0.726 | 0.714 | 0.880 | 0.946 | 0.915 | 0.860 | 0.809 | 0.760 | 0.715 |
| 5-YR AVERAGE | 0.760 | 0.754 | 0.782 | 0.814 | 0.836 | 0.863 | 0.882 | 0.858 | 0.812 |

## NUMBER OF UNRESTRAINED FATALITIES

| | | | | | |
|---|---|---|---|---|---|
| **BASELINE VALUE** | 136 | **BASELINE START YEAR** | 2018 | **BASELINE END YEAR** | 2022 |
| **TARGET VALUE** | 135 | **TARGET START YEAR** | 2022 | **TARGET END YEAR** | 2026 |

**GOAL STATEMENT** Reduce the Total Unrestrained Occupant fatalities by 8.5 percent annually from the 2022 total through 2026.

**JUSTIFICATION** To reduce the 5-year average of unrestrained occupant fatalities to equal to or less-than the baseline average of 136, New Jersey aims to reduce the number of unrestrained fatalities by 8.5 percent annually through 2026. This reduction goal would result in a 1 percent reduction from the baseline average of 136 (2018-2022) to 135 (2022-2026 average).

| | BASE PERIOD | | | | | TARGET YEARS | | | |
|---|---|---|---|---|---|---|---|---|---|
| | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 |
| UNRESTRAINED FATALITIES | 125 | 109 | 127 | 160 | 160 | 146 | 134 | 123 | 112 |
| 5-YR AVERAGE | 125 | 123 | 125 | 128 | 136 | 140 | 145 | 145 | 135 |

FINAL TOTAL UNAVAILABLE AT THE TIME OF REPORTING. PRIOR YEAR FIGURE USED

## NUMBER OF ALCOHOL INVOLVED FATALITIES

| | | | | | |
|---|---|---|---|---|---|
| **BASELINE VALUE** | 153 | **BASELINE START YEAR** | 2018 | **BASELINE END YEAR** | 2022 |
| **TARGET VALUE** | 152 | **TARGET START YEAR** | 2022 | **TARGET END YEAR** | 2026 |

**GOAL STATEMENT** Reduce the Total Alcohol Involved fatalities (BAC 0.08+) by 8 percent annually from 2022 total through 2026.

**JUSTIFICATION** To reduce the 5-year average of Alcohol Involved (drivers with BAC of 0.08 or higher) fatalities to equal to or less than the baseline average of 153, New Jersey aims to reduce the number of alcohol involved fatalities by 8 percent annually through 2026. This reduction goal would result in a 1 percent reduction from the baseline average of 153 (2018-2022) to 152 (2022-2026 average).

| | BASE PERIOD | | | | | TARGET YEARS | | | |
|---|---|---|---|---|---|---|---|---|---|
| | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 |
| ALCOHOL INVOLVED FATALITIES | 127 | 129 | 153 | 178 | 178 | 164 | 151 | 139 | 128 |
| 5-YR AVERAGE | 130 | 124 | 133 | 142 | 153 | 160 | 165 | 162 | 152 |

FINAL TOTAL UNAVAILABLE AT THE TIME OF REPORTING. PRIOR YEAR FIGURE USED

## NUMBER OF SPEED RELATED FATALITIES

| | | | | | |
|---|---|---|---|---|---|
| **BASELINE VALUE** | 146 | **BASELINE START YEAR** | 2018 | **BASELINE END YEAR** | 2022 |
| **TARGET VALUE** | 146 | **TARGET START YEAR** | 2022 | **TARGET END YEAR** | 2026 |

**GOAL STATEMENT** Reduce the Total Speed Related fatalities by 10 percent annually from 2022 total through 2026.

**JUSTIFICATION** To reduce the 5-year average of Speed Involved fatalities to equal to or less than the baseline average of 146, New Jersey aims to reduce the number of alcohol involved fatalities by 10 percent annually through 2026. This reduction goal would result in no change (0.3%) from the baseline average of 146 (2018-2022).

| | BASE PERIOD | | | | | TARGET YEARS | | | |
|---|---|---|---|---|---|---|---|---|---|
| | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 |
| SPEED RELATED FATALITIES | 119 | 110 | 146 | 178 | 178 | 160 | 144 | 130 | 117 |
| 5-YR AVERAGE | 121 | 123 | 127 | 136 | 146 | 154 | 161 | 158 | 146 |

FINAL TOTAL UNAVAILABLE AT THE TIME OF REPORTING. PRIOR YEAR FIGURE USED

## NUMBER OF MOTORCYCLE FATALITIES

| | | | | | |
|---|---|---|---|---|---|
| BASELINE VALUE | 80 | BASELINE START YEAR | 2018 | BASELINE END YEAR | 2022 |
| TARGET VALUE | 78 | TARGET START YEAR | 2022 | TARGET END YEAR | 2026 |

**GOAL STATEMENT** Reduce the Total Motorcyclist fatalities by 6 percent annually from the 2022 total through 2026.

**JUSTIFICATION** To reduce the 5-year average of Motorcyclist fatalities to equal to or less than the baseline average of 80, New Jersey aims to reduce the number of Motorcyclists killed by 6 percent annually through 2026. This reduction goal would result in a 2.2 percent reduction from the baseline average of 80 (2018-2022) to 78 (2022-2026 average).

| | BASE PERIOD | | | | | TARGET YEARS | | | |
|---|---|---|---|---|---|---|---|---|---|
| | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 |
| MOTORCYCLIST FATALITIES | 53 | 85 | 74 | 99 | 88 | 83 | 78 | 73 | 69 |
| 5-YR AVERAGE | 64 | 68 | 73 | 79 | 80 | 86 | 84 | 84 | 78 |

## NUMBER OF UNHELMETED MOTORCYCLE FATALITIES

| | | | | | |
|---|---|---|---|---|---|
| BASELINE VALUE | 11 | BASELINE START YEAR | 2018 | BASELINE END YEAR | 2022 |
| TARGET VALUE | 10 | TARGET START YEAR | 2022 | TARGET END YEAR | 2026 |

**GOAL STATEMENT** Reduce the Total Unhelmeted Motorcyclist fatalities by 7 percent annually from the 2022 total through 2026.

**JUSTIFICATION** To reduce the 5-year average of Unhelmeted Motorcyclist fatalities to equal to or less than the baseline average of 11, New Jersey aims to reduce the number of fatally injured Motorcyclists that were unhelmeted by 7 percent annually through 2026. This reduction goal would result in a 1.6 percent reduction from the baseline average of 11 (2018-2022) to 10 (2022-2026 average).

| | BASE PERIOD | | | | | TARGET YEARS | | | |
|---|---|---|---|---|---|---|---|---|---|
| | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 |
| UNHELMETED MOTORCYCLIST FATALITIES | 7 | 15 | 7 | 12 | 12 | 11 | 10 | 10 | 9 |
| 5-YR AVERAGE | 5 | 7 | 7 | 9 | 11 | 11 | 11 | 11 | 10 |

## NUMBER OF YOUNG DRIVER INVOLVED FATALITIES

| | | | | | |
|---|---|---|---|---|---|
| BASELINE VALUE | 63 | BASELINE START YEAR | 2018 | BASELINE END YEAR | 2022 |
| TARGET VALUE | 62 | TARGET START YEAR | 2022 | TARGET END YEAR | 2026 |

**GOAL STATEMENT** Reduce the Total Young Driver (drivers between 16 and 20 years of age) Involved Fatalities by 3 percent annually from the 2022 total to through 2026.

**JUSTIFICATION** To reduce the 5-year average of Young Driver Involved Fatalities to equal to or less than the baseline average of 63, New Jersey aims to reduce the number of fatalities involving Young Drivers by 3 percent annually through 2026. This reduction goal would result in a 0.7 percent reduction from the baseline average of 63 (2018-2022) to 62 (2022-2026 average).

| | BASE PERIOD | | | | | TARGET YEARS | | | |
|---|---|---|---|---|---|---|---|---|---|
| | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 |
| YOUNG DRIVER INV FATALITIES | 52 | 54 | 64 | 77 | 66 | 64 | 62 | 60 | 58 |
| 5-YR AVERAGE | 56 | 55 | 56 | 59 | 63 | 65 | 67 | 66 | 62 |

## NUMBER OF PEDESTRIAN FATALITIES

| | | | | | | |
|---|---|---|---|---|---|---|
| **BASELINE VALUE** | 186 | **BASELINE START YEAR** | 2018 | **BASELINE END YEAR** | 2022 |
| **TARGET VALUE** | 181 | **TARGET START YEAR** | 2022 | **TARGET END YEAR** | 2026 |

**GOAL STATEMENT** Reduce the Total Pedestrian Fatalities by 3 percent annually from 2022 through 2026.

**JUSTIFICATION** To reduce the 5-year average of Pedestrian Fatalities to equal to or less than the baseline average of 186, New Jersey aims to reduce the number of pedestrians fatally injured by 3 percent annually through 2026. This reduction goal would result in a 2.7 percent reduction from the baseline average of 186 (2018-2022) to 181 (2022-2026 average).

| | BASE PERIOD | | | | | TARGET YEARS | | | |
|---|---|---|---|---|---|---|---|---|---|
| | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 |
| PEDESTRIAN FATALITIES | 173 | 174 | 173 | 217 | 192 | 186 | 181 | 175 | 170 |
| 5-YR AVERAGE | 171 | 173 | 173 | 184 | 186 | 188 | 190 | 190 | 181 |

## NUMBER OF BICYCLIST FATALITIES

| | | | | | | |
|---|---|---|---|---|---|---|
| **BASELINE VALUE** | 18 | **BASELINE START YEAR** | 2018 | **BASELINE END YEAR** | 2022 |
| **TARGET VALUE** | 16 | **TARGET START YEAR** | 2022 | **TARGET END YEAR** | 2026 |

**GOAL STATEMENT** Reduce the Total Bicyclist Fatalities by 3 percent annually from 2022 through 2026.

**JUSTIFICATION** To reduce the 5-year average of Bicyclist Fatalities to equal to or less than the baseline average of 18, New Jersey aims to reduce the total number of bicyclists fatally injured by 3 percent annually through 2026. This reduction goal would result in a 13 percent reduction from the baseline average of 18 (2018-2022) to 16 (2022-2026 average).

| | BASE PERIOD | | | | | TARGET YEARS | | | |
|---|---|---|---|---|---|---|---|---|---|
| | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 |
| BICYCLIST FATALITIES | 18 | 13 | 18 | 26 | 17 | 17 | 16 | 16 | 15 |
| 5-YR AVERAGE | 16 | 17 | 17 | 18 | 18 | 18 | 19 | 18 | 16 |

## SEAT BELT OBSERVATIONAL USE

| | | | | | | |
|---|---|---|---|---|---|---|
| **BASELINE VALUE** | 0.9236 | **BASELINE START YEAR** | 2018 | **BASELINE END YEAR** | 2022 |
| **TARGET VALUE** | 0.9249 | **TARGET START YEAR** | 2022 | **TARGET END YEAR** | 2026 |

**GOAL STATEMENT** Increase the Observed Seat Belt Use Rate by 0.1 percent by 2026.

**JUSTIFICATION** To increase the 5-year average of Observed Front-Seat Passenger Seat Belt Use Rate to equal to or less than the baseline average of 92.4% (0.9236), New Jersey aims to maintain the current observation rate through 2026. This goal would result in a 0.1 percent increase from the baseline average of 92.4% (2018-2022) to 92.5% (2022-2026 average).

| | BASE PERIOD | | | | | TARGET YEARS | | | |
|---|---|---|---|---|---|---|---|---|---|
| | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 |
| SEAT BELT OBS RATE | 0.9447 | 0.9023 | 0.9023 | 0.9392 | 0.9297 | 0.924 | 0.924 | 0.924 | 0.924 |
| 5-YR AVERAGE | 0.923 | 0.928 | 0.926 | 0.926 | 0.9236 | 0.919 | 0.924 | 0.928 | 0.9249 |

## NUMBER OF DRUG INVOLVED FATALITIES

| | | | | | |
|---|---|---|---|---|---|
| BASELINE VALUE | 177 | BASELINE START YEAR | 2018 | BASELINE END YEAR | 2022 |
| TARGET VALUE | 176 | TARGET START YEAR | 2022 | TARGET END YEAR | 2026 |

**GOAL STATEMENT** Reduce the Total Drug Involved Fatalities by 11 percent annually from 2022 through 2026.

**JUSTIFICATION** To reduce the 5-year average of Drug (Illicit and/or Medication influenced) Involved Fatalities to equal to or less than the baseline average of 177, New Jersey aims to reduce the total number of drug impaired driving fatalities by 11 percent annually through 2026. This reduction goal would result in a 1 percent reduction from the baseline average of 177 (2018-2022) to 176 (2022-2026 average).

| | BASE PERIOD | | | | | TARGET YEARS | | | |
|---|---|---|---|---|---|---|---|---|---|
| | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 |
| DRUG INV FATALITIES | 154 | 141 | 154 | 219 | 219 | 195 | 173 | 154 | 137 |
| 5-YR AVERAGE | 133 | 143 | 151 | 167 | 177 | 186 | 192 | 192 | 176 |

FINAL TOTAL UNAVAILABLE AT THE TIME OF REPORTING. PRIOR YEAR FIGURE USED

## NUMBER OF DISTRACTED DRIVING RELATED FATALITIES

| | | | | | |
|---|---|---|---|---|---|
| BASELINE VALUE | 129 | BASELINE START YEAR | 2018 | BASELINE END YEAR | 2022 |
| TARGET VALUE | 129 | TARGET START YEAR | 2022 | TARGET END YEAR | 2026 |

**GOAL STATEMENT** Reduce the Total Distracted Driving Involved Fatalities by 7 percent annually from 2022 through 2026.

**JUSTIFICATION** To reduce the 5-year average of Distracted Driving Involved Fatalities to equal to or less than the baseline average of 129, New Jersey aims to reduce the total number of distracted driving cause fatalities by 7 percent annually through 2026. This reduction goal would result in no change (-0.1%) from the baseline average of 129 (2018-2022) to 129 (2022-2026 average).

| | BASE PERIOD | | | | | TARGET YEARS | | | |
|---|---|---|---|---|---|---|---|---|---|
| | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 |
| DISTRACTED DRIVING FATALITIES | 98 | 164 | 98 | 136 | 148 | 138 | 128 | 119 | 111 |
| 5-YR AVERAGE | 157 | 151 | 141 | 130 | 129 | 137 | 130 | 134 | 129 |

## NUMBER OF OLDER DRIVER FATALITIES

| | | | | | |
|---|---|---|---|---|---|
| BASELINE VALUE | 69 | BASELINE START YEAR | 2018 | BASELINE END YEAR | 2022 |
| TARGET VALUE | 68 | TARGET START YEAR | 2022 | TARGET END YEAR | 2026 |

**GOAL STATEMENT** Reduce the Total Older Driver Fatalities by 3 percent annually from 2022 through 2026.

**JUSTIFICATION** To reduce the 5-year average of Older Drivers (drivers aged 65 and older) Fatally Injured to equal to or less than the baseline average of 69, New Jersey aims to reduce the number of older drivers fatally injured by 3 percent annually through 2026. This reduction goal would result in a 0.2 percent reduction from the baseline average of 69 (2018-2022) to 68 (2022-2026 average).

| | BASE PERIOD | | | | | TARGET YEARS | | | |
|---|---|---|---|---|---|---|---|---|---|
| | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 |
| OLDER DRIVER FATALITIES | 72 | 62 | 58 | 63 | 88 | 67 | 65 | 63 | 61 |
| 5-YR AVERAGE | 65 | 66 | 65 | 65 | 69 | 68 | 68 | 69 | 68 |

## NUMBER OF WORK ZONE RELATED CRASHES

| | | | | | |
|---|---|---|---|---|---|
| BASELINE VALUE | 3,150 | BASELINE START YEAR | 2018 | BASELINE END YEAR | 2022 |
| TARGET VALUE | 2,411 | TARGET START YEAR | 2022 | TARGET END YEAR | 2026 |

**GOAL STATEMENT** Reduce the Total Work Zone Related Crashes by 2 percent annually from 2022 through 2026.

**JUSTIFICATION** To reduce the total Work Zone Related crashes by to equal to or less than the baseline average of 3,150, New Jersey aims to reduce the number of work zone related crashes by 2 percent annually through 2026.This reduction goal would result in a 23.5 percent reduction from the baseline average of 3,150 (2018-2022) to 2,411 (2022-2026 average).

| | BASE PERIOD | | | | | TARGET YEARS | | | |
|---|---|---|---|---|---|---|---|---|---|
| | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 |
| WORK ZONE RELATED CRASHES | 4,091 | 3,825 | 2,816 | 2,509 | 2,509 | 2,459 | 2,410 | 2,361 | 2,314 |
| 5-YR AVERAGE | 4,883 | 4,329 | 3,848 | 3,459 | 3,150 | 2,824 | 2,540 | 2,450 | 2,411 |

FINAL TOTAL UNAVAILABLE AT THE TIME OF REPORTING. PRIOR YEAR FIGURE USED

## NUMBER OF CITATIONS ISSUED OR ARRESTS MADE DURING GRANT FUNDED ENFORCEMENT ACTIVITIES FY2022

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| SEAT BELT | 13,354 | IMPAIRED DRIVING | 1,646 | SPEEDING | 15,666 | CELL PHONE/TEXTING | 8,052 |

## ANNUAL TARGET GOALS ESTABLISHED FY2026

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| SOCIAL MEDIA OUTREACH | 250 | CTSP SUPPORTED COUNTIES | 21 | PCR TRAININGS | 15 | REGISTERED CRASH ANALYSIS TOOL USERS | 750 |

# IV. Countermeasure Strategy for Programming Funds

## Planning and Administration

The DHTS is the lead agency tasked with the planning, development, administration, and coordination of an integrated framework for traffic safety planning and action among agencies and organizations in New Jersey. The successful implementation of traffic safety programs must involve the combined efforts of a number of organizations in order to be successful.

Although the primary responsibility for managing traffic safety lies with the DHTS, a number of State and local government agencies and other organizations must also play a role if the entire traffic safety system is to be effective.

Funds from this task include the salaries of the management, fiscal and clerical support staffs and division operating costs. Funds will also be used for the maintenance of the eGrants system SAGE (System for Administering Grants Electronically) and for coordination/implementation of statewide traffic safety community engagement activities. In addition, funds will be used by DHTS personnel for travel related expenses to attend traffic safety seminars, workshops, and conferences as well as for Federal or State training related costs along with equipment, supplies, rent, and utility expenses to carry out the functions of the States' Highway Safety Office.

DHTS was able to undertake a much-needed increase in staffing within the fiscal unit of the office in FY2022 in FY2023. Moving into FY2024-2026, the plan is to add additional grant program staff positions, a dedicated community engagement coordinator, and additional support in the data research area, along with establishing succession plans and cross training to prepare for retirements by senior staff members in the years ahead.

**Funding Source: SECTION 402**
**Estimated 3-year allocation:**
**FY2024: $1.26 million**
**FY2025: $1.26 million**
**FY2026: $1.26 million**

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## *Alcohol and Other Drugs Countermeasures*

## Countermeasure Strategies in Program Area

| Countermeasure Strategies |
|---|
| Highway Safety Office Program Management |
| Law Enforcement Training |
| DRE Callout Program |
| High Visibility Saturation Patrols |
| Underage Drinking Enforcement |
| Youth Programs |
| Holistic Messaging |

## Countermeasure Strategy: Highway Safety Office Program Management

Funds will be provided for DHTS program managers to coordinate alcohol and drug countermeasure activities with local, State and community organizations. These include working with local, State and community organizations to develop awareness campaigns, supporting and assisting local, county and State enforcement initiatives and providing technical assistance to project directors. Funds will be used for salaries, fringe benefits, travel and other administrative costs that may arise for program supervisors and their respective staff.

Salary distributions are calculated by determining the percentage of grants program staff are responsible for administering in each program area. This is accomplished by comparing the total number of grants by program area to the total number of all approved grants. This percentage is then used to determine the distribution of salaries for each supervisor and their staff both in this program management area and those that follow.

Activities carried out by the staff members funded through this grant include all of the countermeasures in the alcohol program area, with the majority of work hours taking place in the following areas: DRE Callout and DWI Enforcement (high visibility saturation patrols, both sustained and national mobilizations).

Funds are also budgeted for travel and other miscellaneous expenditures such as equipment, supplies, rent, and utility expenses necessary to carry out the alcohol and other drug countermeasures functions of the States' Highway Safety Office.

**Funding Source: SECTION 402**
**Estimated 3-year allocation:**
**FY2024: $500,000**
**FY2025: $525,000**
**FY2026: $550,000**

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## Countermeasure Strategy: Law Enforcement Training

### *Overview*

For more than two decades, officers have used Standardized Field Sobriety Tests (SFST) to identify impaired drivers. The SFST is a test battery that includes the horizontal gaze nystagmus test, the walk-and-turn test, and the one leg stand test. Research shows the combined components of the SFST are 91 percent accurate in identifying drivers with BACs above the legal limit of .08 (Stuster & Burns, 1998).

As of August 2014, all 50 States and the District of Columbia have Drug Recognition and Classification programs, which are designed to train officers to become DREs. Several studies have shown DRE judgments of drug impairment are corroborated by toxicological analysis in 85 percent or more of cases (NHTSA, 1996).

In addition, the Advanced Roadside Impaired Driving Enforcement (ARIDE) training provides law enforcement officers with the knowledge and skills to detect drug impairment caused by drugs outside of alcohol or in combination with alcohol. It is designed to bridge the training gap between SFST and DRE by providing the officer with additional roadside tests and a broader knowledge of drug impairment indicators.

Providing SFST, DRE, ARIDE, and D.I.D. (Drug Impaired Driver) training to members of the law enforcement community to detect alcohol and drug impairment will ensure that officers possess the skills necessary to identify and apprehend impaired drivers and reduce impaired driving crashes. Furthermore, providing training and guidance to prosecutors who oversee court related prosecutions will also assist in increasing drunk driving conviction rates. Training law enforcement officers to identify drug related drivers and to categorize the type of impairing substance greatly assists in prosecuting cases of suspected drugged driving and makes up for gaps in the availability and reliability of toxicology testing.

The recent enactment of legalized cannabis in the state may present challenges to impaired driving enforcement. New Jersey will continue to monitor this change and to learn from states that have previously undergone legalization. According to a recent Rutgers University study, 6.6% of the population in New Jersey reported having smoked marijuana in the past month. In terms of fatal motor vehicle crashes, between the years 2015-2019, both testing and testing positive for cannabis in New Jersey increased in these crashes, growing annually from 34 or 6% of all fatal crashes in 2015 to 106 or 16% of all fatal crashes in 2019. (Cannabis Legalization in New Jersey: A Baseline Study. 2022. New Jersey State Policy Lab. New Brunswick, NJ: Rutgers University. Retrieved from https://policylab.rutgers.edu/projects/). Additional studies will be conducted in 2024

Standardized field sobriety testing (SFST), Alcotest Operator Training, and Drug Recognition Expert (DRE) training are the cornerstones to DWI enforcement. Giving officers the skills and proven methodologies are a critical investment in any DWI enforcement program. Officers who can follow a prescribed protocol and clearly describe an arrest are a critical element in obtaining DWI convictions.

### *Problem (link to strategy)*

- 21.6% of all NJ fatalities and 14.4% of all serious injury crashes involved a driver with a 0.08+ BAC.
- 27.6% of all NJ fatalities involved a drug impaired driver.
- New Jersey experienced a 9 percent increase in drug involved fatal driving crashes from 2019 to 2020, and a 42 percent increase from 2020 to 2021.

### *Countermeasures (and Justification)*

- Publicized Sobriety Checkpoints – CTW 4 stars citation
- High Visibility Saturation Patrols – CTW 4 stars citation
- Breath Test Devices – CTW 4 stars citation
- Enforcement of Drug Impaired Driving – CTW 4 stars citation
- Highway Safety Program Guideline No. 8 *Impaired Driving*, NHTSA November, 2006

### *Target (Link to Strategy)*

- Reduce the Total Alcohol Involved fatalities (BAC 0.08+) by 8 percent annually from 2022 total through 2026.
- Reduce the Total Drug Involved Fatalities by 11 percent annually from 2022 through 2026.

### *Estimated three-year funding allocation*

**Funding Source: SECTION 405d**
**Estimated 3-year allocation:**
**FY2024: $3,500,000**
**FY2025: $3,750,000**
**FY2026: $4,000,000**

### *Strategy to project considerations*

- Existing partnerships
- Prior successful program delivery

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## Countermeasure Strategy: DRE Callout Program

### *Overview*

A robust DRE callout program exists in New Jersey, with further expansion planned in the upcoming triennial period, in light of the critical role this program will play in dealing with the effects on traffic safety of the new recreational marijuana use law in the state. The DRE program is a coordinated effort involving all levels of law enforcement, beginning with the Division of State Police, which will provide DRE training to law enforcement officers as well as program oversight. County prosecutors are critical in the implementation and expansion of the program as they are tasked with developing countywide callout protocols in their jurisdictions that will allow for efficient project operations and successful prosecutions. Local Chiefs of Police also need to understand the importance of the program and the training involved, as their officers will make up the bulk of county DRE callout efforts. Funds will be used to pay for the overtime services provided by the DRE at the time of the call-out, as well as subsequent court related costs and report review by certified DRE instructors.

### *Problem (link to strategy)*

- New Jersey experienced a 9 percent increase in drug involved fatal driving crashes from 2019 to 2020, and a 42 percent increase from 2020 to 2021.
- 27.6% of all NJ fatalities involved a drug impaired driver.
- 5 percent of all alcohol involved crashes also involved drug impairment and 15 percent of crashes involving alcohol also involved driving too fast for conditions/speeding.

### *Countermeasures (and Justification)*

- Publicized Sobriety Checkpoints – CTW 4 stars citation
- High Visibility Saturation Patrols – CTW 4 stars citation
- Enforcement of Drug Impaired Driving – CTW 4 stars citation
- Highway Safety Program Guideline No. 8 *Impaired Driving*, NHTSA November, 2006

### *Target (Link to Strategy)*

- Reduce the Total Drug Involved Fatalities by 11 percent annually from 2022 through 2026.

### *Estimated three-year funding allocation*

**Funding Source: SECTION 405d**
**Estimated 3-year allocation:**
**FY2024: $1,250,000**
**FY2025: $1,500,000**
**FY2026: $1,750,000**

### *Strategy to project considerations*

- Crash data
- Emerging data trends
- Proposal solicitations
- Past performance

---

## Countermeasure Strategy: High Visibility Saturation Patrols

### *Overview*

At a sobriety checkpoint, law enforcement officers stop vehicles at a predetermined location to check whether the drivers are impaired. The purpose of a checkpoint is to deter driving after drinking or using drugs by increasing the perceived risk of arrest. Checkpoints should be highly visible, publicized extensively, and conducted regularly, as part of a publicized sobriety checkpoint program.

A saturation patrol (also called a blanket patrol or dedicated DWI patrol) consists of a large number of law enforcement officers patrolling a specific area to look for drivers who may be impaired. These patrols usually take place at times and locations where impaired driving crashes commonly occur and have been proven effective.

Within the realm of traffic safety countermeasures, enforcement is a critical tool for controlling impaired driving. Highly visible patrols resulting in arrests for driving while intoxicated by alcohol or drugs, coupled with an effective public information campaign, can reduce the incidence of alcohol related crashes by increasing the perceived risk of arrest.

The primary focus of impaired driving enforcement activities will be on utilizing available grant funding to increase the overall level of enforcement in the towns and counties that are identified as high-risk based on available data. DHTS will utilize a data-driven approach in its funding allocations. The towns and/or counties with the highest numbers of impaired driving-related crashes will be offered grant funding, both year-round sustained enforcement and mobilizations, on a scaled basis relating directly to data. Other agencies with historically high enforcement efforts will be included in the grant-funded program, as well. Note that an offer of grant funding to an agency by DHTS does not guarantee the funding will be accepted, but efforts will continue to include as many statistically deserving agencies in grant funded programs as possible.

### *Problem (link to strategy)*

- 21.6% of all NJ fatalities and 14.4% of all serious injury crashes involved a driver with a 0.08+ BAC.
- Roughly 4,200 drivers were involved in fatal motor vehicle crashes on New Jersey's roadways between 2017 and 2021. During that span, 70 percent (2,932) had no alcohol in their system. Seven percent (273) had a BAC between .01 - .07, below the legal limit, and 24 percent (987) had a blood alcohol concentration of .08 or higher.

- Bergen County (2,607 crashes) followed by Monmouth County (2,604 crashes) experienced the highest volume of alcohol involved crashes between 2017 and 2021.

### *Countermeasures (and Justification)*

- Publicized Sobriety Checkpoints – CTW 4 stars citation
- High Visibility Saturation Patrols – CTW 4 stars citation
- Enforcement of Drug Impaired Driving – CTW 4 stars citation
- Highway Safety Program Guideline No. 8 *Impaired Driving*, NHTSA November, 2006

### *Target (Link to Strategy)*

- Reduce the Total Alcohol Involved fatalities (BAC 0.08+) by 8 percent annually from 2022 total through 2026.
- Reduce the Total Drug Involved Fatalities by 11 percent annually from 2022 through 2026.
- Number of Citations Issues or Arrests Made during grant funded enforcement activities.

### *Estimated three-year funding allocation*

**Funding Source: SECTION 405d**
**Estimated 3-year allocation:**
**FY2024: $2,250,000**
**FY2025: $2,500,000**
**FY2026: $2,750,000**

### *Strategy to project considerations*

- Crash data
- Location
- Past performance
- Proposal solicitations

---

## Countermeasure Strategy: Underage Drinking Enforcement

### *Overview*

In all 50 states, alcohol vendors are required to verify the age of young customers to be sure they are at least 21 years of age. However, several studies indicate that underage persons can obtain alcohol without much difficulty. Other studies document that well-publicized and vigorous compliance checks, in which law enforcement officers watch as underage people attempt to purchase alcohol and then cite the vendor for a violation if a sale is made, do in fact reduce alcohol sales to youth.

Compliance checks are most effective when they are frequent, well publicized and well designed; solicit community support and impose penalties on the licensed establishment. Frequent use of compliance checks can potentially decrease alcohol sales to minors and decrease alcohol availability and lead to a reduction in alcohol related problems and crashes in young drivers. An effective compliance check program works primarily through deterrence.

Underage alcohol use remains a persistent problem with serious health and safety consequences. In addition to the age 21 minimum legal drinking age, zero-tolerance laws make it illegal for individuals under age 21 to drive after drinking with any alcohol in their system.

The purchase and consumption of alcohol by underage persons, as well as the over-consumption of alcohol by patrons in licensed beverage establishments has been a long-standing problem. Using the resources provided by this task, the Division of Alcoholic Beverage Control has historically undertaken efforts intended to result in administrative disciplinary charges against the offending license-holders as well as working with law enforcement that may also pursue criminal charges against those who purchase and/or provide alcoholic beverages to underage persons.

It is unclear how the recent enactment of a law legalizing recreational marijuana will impact traffic safety The implementation of the new law will be closely monitored entering the FY2024-2026 HSP period and may necessitate new direction in this program area.

The focus of this project will also include more of an educational and awareness-raising effort on the part of ABC. Among the new initiatives, ABC investigators will attend large alcohol-related events which are now popular in the state, to monitor and enforce underage drinking and to promote designated driving and other impaired driving messaging.

### *Problem (link to strategy)*

- Drivers between the ages of 21 and 35 made up nearly half (46 percent) of the drivers under the influence of alcohol involved in crashes between 2017 and 2021.
- 45% of drivers under the influence of drugs were between the ages 21-35.

### *Countermeasures (and Justification)*

- Zero-Tolerance Law Enforcement – CTW 4 stars citation
- Alcohol Vendor Compliance Checks – CTW 3 stars citation
- Other Minimum Legal Drinking Age 21 Law Enforcement – CTW 3 stars citation
- Highway Safety Program Guideline No. 8 *Impaired Driving*, NHTSA November, 2006

### *Target (Link to Strategy)*

- Reduce the Total Alcohol Involved fatalities (BAC 0.08+) by 8 percent annually from 2022 total through 2026.
- Reduce the Total Young Driver (drivers between 16 and 20 years of age) Involved Fatalities by 3 percent annually from the 2022 total to through 2026.

### *Estimated three-year funding allocation*

**Funding Source: SECTION 405d**
**Estimated 3-year allocation:**
**FY2024: $225,000**
**FY2025: $250,000**
**FY2026: $275,000**

### *Strategy to project considerations*

- Existing partnerships

- Past performance
- Location

---

## Countermeasure Strategy: Youth Programs

### *Overview*

Alcohol use on college campuses has an impact on virtually all the students at the institution, whether they drink or not (National Institute on Alcohol Abuse and Alcoholism, 2013). In light of this, it is important to address dangerous drinking behaviors and other cultural expectations, behaviors, and pressures that impact college students. Studies reveal that over 1,800 college student deaths each year are linked to alcohol, with a majority due to automobile crashes. Also, each year, researchers estimate that 696,000 students are physically assaulted and 97,000 sexually assaulted relating to alcohol.

Binge drinking, and alcohol consumption in general, are concerns within the campus community. The 2018 National Survey of Drug Use and Health found the following: 54.9% of full-time college students ages 18-22 drank alcohol in the previous month, compared to 44.6% of other persons in that age group. 36.9% of college students ages 18-22 reported binge drinking in the previous month, compared to 27.9% of other persons in that age group. And 9.6% of college students ages 18-22 reported heavy alcohol use in the previous month, compared to 6.9% of other persons in the same age group.

The recent legalization of recreational cannabis and decriminalization of marijuana possession in NJ is also a source of concern. According to a 2017 report from the U.S. Drug Enforcement Administration, daily or near daily marijuana use by students on college campuses increased from 3.5 percent in 2007 to 4.6 percent in 2015. Almost 38 percent of college students said they used marijuana in 2015, compared with 30 percent in 2006. Since 2003, 19-22-year olds seeing regular marijuana use as "dangerous" to the user has declined sharply, from 58 percent in 2003 to 33 percent by 2015. (*Preventing Marijuana Use among Youth and Young Adults*, 2017). New Jersey will continue to monitor the effects of marijuana and the impact on impaired driving in young adults.

General alcohol and drug awareness programs are a good starting point to remind students about the risks of driving while impaired, but the message requires constant reinforcement in new and creative ways. These general awareness programs work best when combined with other programs that focus on individual behavioral change from a peer-to-peer perspective, and enhanced enforcement. According to an American College Health Association, National College Health Assessment conducted at several New Jersey colleges and universities, nearly two-thirds of college students consume alcohol and 19 percent drive after drinking.

### *Problem (link to strategy)*

- Drivers between the ages of 21 and 35 made up nearly half (46 percent) of the drivers under the influence of alcohol involved in crashes between 2017 and 2021.
- 45% of drivers under the influence of drugs were between the ages 21-35.

### *Countermeasures (and Justification)*

- Youth Programs – Research data citations
- Highway Safety Program Guideline No. 8 *Impaired Driving*, NHTSA November, 2006

### *Target (Link to Strategy)*

- Reduce the Total Alcohol Involved fatalities (BAC 0.08+) by 8 percent annually from 2022 total through 2026.
- Reduce the Total Drug Involved Fatalities by 11 percent annually from 2022 through 2026.
- Reduce the Total Young Driver (drivers between 16 and 20 years of age) Involved Fatalities by 3 percent annually from the 2022 total to through 2026.

### *Estimated three-year funding allocation*

**Funding Source: SECTION 405d**
**Estimated 3-year allocation:**
**FY2024: $75,000**
**FY2025: $100,000**
**FY2026: $125,000**

### *Strategy to project considerations*

- Existing partners
- Community engagement
- Location
- Emerging data trends

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## Countermeasure Strategy: Holistic Messaging

### *Overview*

The NHTSA Region II Regional Action Plan includes an innovative concept to take a more holistic approach to impaired driving messaging. The idea is to include referral information for substance abuse treatment in all SHSO materials and media outreach relating to drug or alcohol impaired driving. The hope is to get individuals with substance abuse problems into treatment before they get behind the wheel and potentially injure or kill themselves or others in a crash.

New Jersey sees the potential benefits of this concept and plans to support this proposal during the FY2024-2026 HSP period by including referral information to the 800-REACH-NJ (reachnj.com) one-stop substance abuse referral site in all marketing materials including printed brochures, social media posts, and paid media impaired driving campaigns.

### *Problem (link to strategy)*

- 21.6% of all NJ fatalities and 14.4% of all serious injury crashes involved a driver with a 0.08+ BAC.
- 27.6% of all NJ fatalities involved a drug impaired driver.
- New Jersey experienced a 9 percent increase in drug involved fatal driving crashes from 2019 to 2020, and a 42 percent increase from 2020 to 2021.

### *Countermeasures (and Justification)*

- Mass Media Campaigns – CTW 3 stars citation
- Highway Safety Program Guideline No. 8 *Impaired Driving*, NHTSA November, 2006

### *Target (Link to Strategy)*

- Reduce the Total Alcohol Involved fatalities (BAC 0.08+) by 8 percent annually from 2022 total through 2026.
- Reduce the Total Drug Involved Fatalities by 11 percent annually from 2022 through 2026.

### *Estimated three-year funding allocation*

**Funding Source: In Kind**
**Estimated 3-year allocation:**
**FY2024: 0**
**FY2025: 0**
**FY2026: 0**

### *Strategy to project considerations*

- Developing new partnerships
- Emerging data trends
- Pilot or new program

## *Pedestrian and Bicycle Safety Countermeasures*

## Countermeasure Strategies in Program Area

| Countermeasure Strategies |
|---|
| Highway Safety Office Program Management |
| Targeted Enforcement and Education |
| Elementary-age Child Bicyclist Training |

### Countermeasure Strategy: Highway Safety Office Program Management

Funds will be provided for program managers to coordinate, monitor and evaluate projects focused on the critical pedestrian and bicycle safety program area at the local, county and State level. Coordination of statewide pedestrian efforts with the SHSP and the numerous governmental and non-profit agencies involved in this issue will also be a priority. Funds will be used for salaries, fringe benefits, travel and other administrative costs that may arise for program supervisors and their respective staff.

Funds are also budgeted for travel and other miscellaneous expenditures such as equipment, supplies, rent, and utility expenses necessary to carry out the alcohol and other drug countermeasures functions of the States' Highway Safety Office.

**Funding Source: SECTION 402**
**Estimated 3-year allocation:**
**FY2024: $500,000**
**FY2025: $525,000**
**FY2026: $550,000**

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### Countermeasure Strategy: Targeted Enforcement and Education

#### *Overview*

New Jersey's roads experienced a 24 percent increase in pedestrian fatalities between 2011 and 2021 with the biggest annual increase occurring from 2020 to 2021 (26 percent – 218 total pedestrian fatalities). In 2021, New Jersey experienced the highest volume of pedestrian fatalities since 1989 (217 pedestrian fatalities in 1989). The percent of total pedestrian fatalities out of all traffic fatalities in New Jersey is nearly double the national make-up of traffic fatalities (31 percent vs 17 percent). During the FY2024-2026 HSP period, DHTS will work with new and existing safety partners on countermeasures involving engagement, education, and enforcement at identified pedestrian safety problem areas throughout the State. DHTS recognizes the need to find new partners to champion these efforts at the local level as well as new, integrated data sources to better target our efforts into underserved communities.

A coordinated program of targeted pedestrian and bicycle enforcement and education should involve a range of support activities and partners, such as communication and outreach to notify the public of the campaign, training law enforcement officers on enforcement procedures and pedestrian and crosswalk laws and educating prosecutors and judges so they understand the purpose of the campaign and are prepared for the increase in citations that the campaign will produce.

Reducing pedestrian crashes, fatalities and injuries continues to be a challenge, as there are many side issues that have an impact. Older pedestrians face increased risk due to age-related physical changes that may lead to walking more slowly, difficulty in crossing curbs, difficulty judging the speed of oncoming vehicles, and possible confusion about pedestrian signals.

A comprehensive research report conducted by DHTS in partnership with the Rutgers University Center for Advanced Infrastructure and Transportation (CAIT) analyzed ten years of pedestrian fatality data and included the following findings:

- In 2021, the pedestrian fatality rate (Pedestrian fatalities per 100K population) was 2.37, up from 1.86 and 1.96 in 2020 and 2019, respectively.
- Over the last 10 years (2011-2020), 28-percent of all pedestrians killed on New Jersey roads were between the ages of 51 and 65. Approximately 65-percent of all fatally injured pedestrians were Male.
- Black pedestrians were disproportionally killed in crashes (19.8 percent) compared to the 2020 US Census NJ Population total (15.8 percent of NJ population).
- Hispanic pedestrians made up 38-percent of all alcohol impaired pedestrians killed on New Jerseys roadways (compared to 19-percent of total pedestrians killed and 22-percent of NJ population).
- Approximately 54-percent of all fatal pedestrian crashes took place outside of the intersection box.
- Over 90-percent of all fatal pedestrian crashes outside of an intersection were crossing at an *unmarked crosswalk*.
- Over the 10-year period (2011-2020) 28-percent of pedestrians killed in motor vehicle crashes had a blood alcohol concentration (BAC) of 0.08+. Approximately 14-percent of pedestrians killed in motor vehicle crashes involved a driver with a BAC of 0.08+.
- Over 34-percent of fatally injured pedestrians had some alcohol in their bloodstream at the time of the crash (2011-2020).
- The City of Newark has had the highest volume of pedestrian fatalities over the 10-year period (2011-2020). 7 percent of all pedestrians killed in New Jersey occurred in the City of Newark, slightly over 11 pedestrian fatalities per year (average).
- County Road 603 (Irvington) from milepost 0-1.52 experienced the highest volume of pedestrian crashes that resulted in an injury over the last 5 years (2016-2020).

(Traffic Crash Facts: An Analysis of Fatal Pedestrian Crashes in New Jersey. 2023).

Efforts to promote pedestrian friendly safe driving as well as the use and practice of safe walking in and around the State will be continued, with a special emphasis on the more at-risk segments of the population. We know that these efforts can be effective. Police agencies in New Jersey that have conducted comprehensive pedestrian safety programs have seen reductions in pedestrian crashes. In Jersey City, which has been conducting targeted grant funded pedestrian enforcement for 15 years, pedestrian crashes declined to an all-time recorded low (264) in 2017.

Within the context of the SHSP, it would be beneficial to take a fresh look at pedestrian safety efforts in the state relating to design and infrastructure improvements. According to the authors of a 2021 study *Dangerous by Design,* "Our current approach to addressing the rising number of people killed by walking (I.E. enforcement and education) has been a total failure. It needs to be reconsidered or dropped altogether." (*Dangerous by Design.* (2021). Smart Growth America. The National Complete Streets Coalition).

As per the report, the number of people struck and killed each year in the U.S. rose 45 percent between 2010 and 2019. The report also highlights ongoing disparities in which groups of people are at the greatest risk of dying while walking. Older adults, Black or African Americans, American Indians, Alaskan Native people, and people in low-income communities continue to be disproportionately represented in pedestrian fatal crashes. The report

calls for an all-out focus on pedestrian friendly roadway design, theorizing that better designed roads will make dangerous driving behavior difficult and safe driving easier, thus reducing the need for police enforcement.

In terms of bicycle riding, the State Highway Safety Office can help ensure safe bicycle operations through communications and outreach campaigns and through training law enforcement officers about the laws, the safety benefits of obeying the laws and how to enforce bicycle safety-related laws. Law enforcement can also reinforce active lighting and helmet use laws in effect by stopping and educating offending bicyclists as well as writing citations if appropriate. Enforcement of laws related to bicycling is important, but an often-overlooked task as it relates to police departments. A one-day training program has been developed in NJ ("Title 39: A Bike Eye's View") that instructs law enforcement in ways to enhance the safety of bicyclists, and feedback to this program has been positive.

One reason for recent increases in bicyclist fatalities nationally may be the increasing dominance of pickups and SUVs on the nation's roads. Research consistently shows that such larger vehicles are more dangerous to bicyclists than cars. Ground-impact injuries — a frequent cause of head injuries — were more than twice as common in SUV crashes than those involving cars, a study from the Insurance Institute for Highway Safety showed. The findings follow earlier IIHS research that showed SUVs are more lethal than cars to pedestrians despite design changes that have made them less dangerous to other vehicles. SUVs cause more severe injuries than cars when they hit bicyclists likely because the vehicles' tall front ends strike the bicyclists higher on their bodies. (*Bicyclist crashes with cars and SUVs: injury severity and risk factors.* Insurance Institute for Highway Safety. April, 2023).

In addition, studies have shown that "Move Over" type laws can have a positive effect on motorists' interactions with cyclists. A 2018 study conducted by the Transportation Research Center for Livable Communities demonstrated that drivers' overtaking distances were significantly greater in locations with a five-foot "safe passing law" than in other areas. The study also found that roads with paved shoulders, wider travel lanes, and a greater number of lanes were associated with greater passing distances. In contrast, it was found that passing distance was shorter on roads with shared lane markings or higher truck composition. By comparing the surveys conducted in locations with different passing laws, the study illustrates that drivers usually overestimate the distance that they pass bicyclists. (Oh, Kwigizile, Van Houten, Feizi & Mastali, 2018).

Pedestrian crashes occur for a variety of reasons, including errors in judgment by pedestrians and drivers, excessive motor vehicle speed, impairment on the part of the driver or the pedestrian, and shortcomings in traffic engineering. Funds within this countermeasure will be provided to develop and implement pedestrian safety enforcement and education campaigns in communities that have a high incidence of pedestrian crashes, injuries and fatalities. Emphasis will be placed on citing those motorists who fail to stop for pedestrians in the crosswalk. Funds will be used for overtime enforcement and for printed materials to reinforce safety messages and campaign themes.

DHTS will utilize a data driven approach to allocate its pedestrian safety related funding. The Crash Analysis Tool will develop a list of the top 100 municipalities in NJ that experienced the highest number of pedestrian crashes over the last five-year period. Pedestrian crash weighting factors, as well as demographic and equity-related considerations when possible, will also be considered to target pedestrian safety enforcement and educational grant programs.

Grant funds will be targeted into appropriate municipalities, in a team approach leveraging other programmatic resources, local champions, and statewide partners who can assist in the effort. For FY2024-2026 renewed outreach will be made to Top 10 pedestrian crash agencies that have either not participated or participated with poor performance in recent years. Also, in FY2024 and beyond, pedestrian safety grants at the municipal level will undergo granular data analysis to allow for targeted Pedestrian Safety Zone Enforcement within high crash areas or roadways.

Many other statewide agencies have a stake in the pedestrian safety issue. DHTS will partner with the North Jersey Transportation Planning Authority, NJ Department of Transportation, Federal Highway Administration and the Transportation Management Associations in implementing the "Street Smart NJ" awareness program in communities that receive funding. The "Street Smart NJ" educational campaign will be the primary messaging tool to raise awareness for both pedestrians and motorists of the major rules for pedestrian safety. Grantees will also use earned and social media to promote the program.

The New Jersey Bike and Walk Coalition will receive additional grant funding again in the FY2024-2026 period to further its bicycle safety training efforts and its statewide public awareness efforts relating to the state's new Bicycle Safe Passing Law, which took effect March 1, 2022. The Voorhees Transportation Center itself will receive a grant to continue its crossing guard training initiative while the Brain Injury Alliance of New Jersey will also again receive funding from DHTS for its statewide pedestrian safety awareness campaigns.

The NJ Department of Transportation's Pedestrian Safety Improvement, Complete Streets, Local Aid, and Safe Routes to Schools programs also identify and provide support to high risk pedestrian locations through safety improvements including crosswalks, sidewalks, and high intensity activated crosswalk beacons. It is critical that the DHTS coordinate with DOT on these efforts by offering assistance to implement enforcement and education countermeasures in concert with the DOT projects. The NJ SHSP emphasis area teams are a good venue for this ongoing collaboration.

In an effort to maximize and leverage efforts, especially those utilizing the Safe Systems Approach at the local level, DHTS will look whenever possible to support pedestrian safety projects in the state being funded through other sources. As an example, during the FY2024-2026 period DHTS plans to award pedestrian safety enforcement and educational grant funding to the City of Vineland to augment the $20 million dollar grant Vineland received through the US DOT *Safe Streets and Roads for All* grant program for a comprehensive upgrade of a 2.25-mile crash-prone stretch of Chestnut Avenue in the municipality.

DHTS is fortunate to be able to utilize the State Pedestrian Safety Enforcement and Education Fund to supplement its pedestrian safety grant funding efforts. Under the statute enabling the fund, a motorist must stop for a pedestrian crossing in the roadway in a marked crosswalk. Failure to stop may result in a fine not to exceed $200. A total of $100 of such fine is dedicated to the Fund to be used to award grants to municipalities and counties with pedestrian safety problems. The State Pedestrian Safety Enforcement and Education Fund monies are an important matching component of the DHTS pedestrian safety program efforts.

### *Problem (link to strategy)*

- 28% of all NJ fatalities in 2022 were pedestrians.
- There were 1,689 serious pedestrian injuries between 2017-2021.
- Between 2016 and 2020, Black individuals were disproportionately killed in pedestrian crashes (20.3%) compared to their 2020 US Census NJ population totals (15.8%).

### *Countermeasures (and Justification)*

- Pedestrian Safety Zones – CTW 4 stars citation
- Reduce and Enforce Speed Limits - CTW 3 stars citation
- Enforcement Strategies - CTW 3 stars citation
- Motorist Passing Bicyclist Laws - Research data citations
- Highway Safety Program Guideline No. 14 *Pedestrian and Bicycle Safety*, NHTSA November, 2006

### *Target (Link to Strategy)*

- Reduce the Total Pedestrian Fatalities by 3 percent annually from 2022 through 2026.
- Reduce the Total Bicyclist Fatalities by 3 percent annually from 2022 through 2026.

### *Estimated three-year funding allocation*

Funding Source: **SECTION 402**
Estimated 3-year allocation:
FY2024: $250,000
FY2025: $275,000
FY2026: $300,000

Funding Source: **SECTION 405g**
Estimated 3-year allocation:
FY2024: $1,500,000
FY2025: $1,500,000
FY2026: $1,500,000

### *Strategy to project considerations*

- Crash data
- Location
- Past performance
- Community engagement
- Underserved communities/socioeconomic data
- Proposal solicitations

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## Countermeasure Strategy: Elementary Age Child Bicyclist Training

### *Overview*

Wearing a bicycle helmet while riding has a proven positive impact on safety. Properly wearing a helmet significantly reduces the risk of head and brain injury for bicyclists of all ages. This makes helmets the most effective way to reduce head injuries and fatalities resulting from bicycle crashes. Education is most effective when supported by other interventions such as parental role modeling and social media. Bike fairs, rodeos and skills training will make riders more aware of safe cycling behavior and encourage helmet usage.

As with pedestrians, bicyclists come in all ages with many levels of knowledge, skill, perception, and judgement. Thus, educational and enforcement programs must take these factors into account and be designed to target age specific and socio-economic considerations. Studies have found that general efforts and programs to increase bicycle safety education increases children's knowledge of laws and safe behaviors (Hooshmand et al., 2016; Lachapelle et al., 2013; Thomas et al., 2005).

A Cochrane systematic review and meta-analysis of twenty-two studies evaluating non-legislative helmet promotion programs aimed at children under 18 years found the odds of observed helmet wearing were significantly greater among those receiving the interventions. It was also found that pedestrian and bicycle conspicuity aids are beneficial, concluding that "fluorescent materials in yellow, red, and orange improved driver detection during the day..." (Kwan & Mapstone, 2004). Improving bicyclist conspicuity is intended to make bicyclists more visible to motorists and to allow motorists more opportunity to see and avoid collisions with bicyclists. A common contributing factor for crashes involving bicyclists in the roadway is the failure of the driver to notice the bicyclist, particularly at night.

An emerging issue is the increasing presence in urban areas of micromobility modes of transportation, which include electric scooters and skateboards, as well as shared bicycle services. In 2018, people took 84 million shared micromobility trips in the U.S., more than double the number of trips taken in 2017 (National Association of City Transportation Officials). Safety challenges relating to this issue include a lack of training by many riders, little to no local, state, or federal oversight, and minimal crash data. Two of the leading e-scooter companies, Bird and Lime, reported 470 injury crashes involving its devices as of July, 2018, but only following a public records request from the magazine Consumer Reports (https://www.consumerreports.org/product-safety/national-crash-data-from-e-scooter-ride-share-companies-revealed-for-first-time/).

Many resources have provided evidence of the role of the transportation environment in bicycle safety. Adopting and implementing *Complete Streets* policies have been identified as a lower cost and effective strategy for improving the condition for bicyclists. (Countermeasures That Work, 10th Edition, 2020).

Funds within this countermeasure will be provided to educate bicyclists about the dangers associated with not wearing a helmet while riding. Those under the age of 17 will be targeted through community wide education programs. Education and information will also be provided to bicyclists riding between the hours of sunset and sunrise when they are not conspicuous to motorists, as well as to at-risk new immigrant populations in certain communities.

NJ State Police, AAA, the state's TMA's, and the DHTS network of CTSP's will carry out bicycle safety programs and messaging targeting the youth cycling age group. Social media and public information campaigns will coincide with bicycle safety events and clinics in which properly sized and fitted bicycle helmets will be promoted. Education will also be provided on the importance of increasing the visibility of nighttime bicyclists in an effort to increase the safety for this group of high-risk cyclists. Funds will be used to pay for officer overtime, materials for use at safety talks, helmets in limited quantities, and printed material that will be handed out to participants at various engagement programs.

### *Problem (link to strategy)*

- 80% of bicyclist involved crashes resulted in an injury (2017-2021).
- 32% of bicycle riders involved in crashes were between the ages of 10 and 19.
- Approximately 27 percent of the bicyclists killed were of Hispanic origin, despite this subset making up 22 percent of New Jersey's overall population.

### *Countermeasures (and Justification)*

- Bicycle Helmet Laws for Children – CTW 5 stars citation
- Active Lighting and Rider Conspicuity – CTW 3 stars citation
- Bicycle Safety Education for Children – Research data citations
- Highway Safety Program Guideline No. 14 *Pedestrian and Bicycle Safety*, NHTSA November, 2006

### *Target (Link to Strategy)*

- Reduce the Total Bicyclist Fatalities by 3 percent annually from 2022 through 2026.

### *Estimated three-year funding allocation*

**Funding Source: SECTION 405g**
**Estimated 3-year allocation:**
**FY2024: $200,000**

**FY2025: $200,000**
**FY2026: $200,000**

***Strategy to project considerations***

- Existing partners
- Past performance
- Community engagement
- Underserved communities/socioeconomic data
- Location

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## *Occupant Protection Countermeasures*

### Countermeasure Strategies in Program Area

| Countermeasure Strategies |
|---|
| Highway Safety Office Program Management |
| Observational Survey |
| Enforcement and Education |
| Child Passenger Safety Education and Enforcement |

## Countermeasure Strategy: Highway Safety Office Program Management

Funds will be provided for program managers to coordinate and monitor projects addressing occupant protection with an emphasis on seat belt and child safety seat projects delivered by law enforcement agencies and other safety partners. Funds will be used for salaries, fringe benefits, travel and other administrative costs that may arise for program supervisors and their respective staff.

Funds are also budgeted for travel and other miscellaneous expenditures such as equipment, supplies, rent, and utility expenses necessary to carry out the alcohol and other drug countermeasures functions of the States' Highway Safety Office.

**Funding Source: SECTION 402**
**Estimated 3-year allocation:**
**FY2024: $500,000**
**FY2025: $525,000**
**FY2026: $550,000**

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## Countermeasure Strategy: Observational Survey

### *Overview*

Under the Occupant Protection Grant program (Section 405b), an eligible State can qualify for grant funds as either a high seat belt use rate State or a lower seat belt use rate State. A high seat belt use rate State is a State that has an observed seat belt use rate of 90 percent or higher; a lower seat belt use rate State is a State that has an observed seat belt use rate lower than 90 percent. (U.S. DOT/NHTSA – Uniform Procedures for State Highway Safety Grant Program). As of June 2019, there were 34 States and the District of Columbia that had primary belt use laws and 15 States had secondary enforcement laws. Only New Hampshire had no belt use law applicable to adults.

New Jersey's seat belt use rate (based on the most recent approved survey, 2022) is 92.97%, which is a slight decrease from the usage rate of 93.92% in 2021. In FY2020, no statewide survey was conducted pursuant to a NHTSA waiver of the requirement relating to the public health crisis.

In addition to determining how a State will qualify for Section 405 grant funds, the observational survey provides critical data driven information on compliance to the primary seat belt law and reveals locations in the State where funds should be directed to increase usage rates.

Funds within this proposed countermeasure will be provided to perform the annual statewide seat belt observation survey to determine the front seat occupant seat belt usage rate for the State, as per the approved methodology contained in the survey protocol. The survey will be conducted by researchers from the New Jersey Institute of Technology during the spring and summer of calendar years 2024-2026. Section 402 funds will be used

to pay salaries and wages to conduct the survey and prepare the report for submittal to NHTSA. As per the SHSP, Rowan University will receive funding to pilot its novel methodologies and techniques (i.e. video) to capture and study stubborn rear seat belt usage data.

### *Problem (link to strategy)*

- There was a 26% increase in Unrestrained Occupant fatalities in NJ from 2020 to 2021.
- 47 percent of all fatally injured motor vehicle occupants were not wearing their seatbelt in 2021.
- The 2022 Seat Belt Usage Study found a nearly 1 percent decrease from the 2021 New Jersey belt usage rate.

### *Countermeasures (and Justification)*

- State Primary Enforcement Seat Belt Use Laws – CTW 5 stars citation
- Highway Safety Program Guideline No. 20 *Occupant Protection*, NHTSA November, 2006

### *Target (Link to Strategy)*

- Increase the Observed Seat Belt Use Rate by 0.1 percent by 2026.

### *Estimated three-year funding allocation*

**Funding Source: SECTION 405b**
**Estimated 3-year allocation:**
**FY2024: $175,000**
**FY2025: $200,000**
**FY2026: $225,000**

### *Strategy to project considerations*

- Existing partnerships
- Prior successful program delivery

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## Countermeasure Strategy: Enforcement and Education

### *Overview*

The seat belt is an effective safety tool that not only saves lives, but also significantly reduces the severity of the injury that a vehicle occupant may sustain if they are not wearing the device. Lap and shoulder combination seat belts, when used, reduce the risk of fatal injury to front seat car occupants by 45% and the risk of moderate to critical injury by 50%. (Countermeasures That Work, 10th Edition, 2020). Although the State's seat belt usage rate is 92.97% as of 2022, additional rounds of sustained and short-term high visibility enforcement backed up by public education are needed to increase seat belt use awareness and compliance.

The most common high-visibility seat belt law enforcement method (HVE) consists of short (typically lasting 2 weeks), intense, highly publicized periods of increased belt law enforcement, frequently using checkpoints (in States where checkpoints are permitted), saturation patrols, or enforcement zones. All HVE programs include communications and outreach strategies that use some combination of earned media (e.g., news stories and social media) and paid advertising. Communications and outreach can be conducted at local, State, regional, or national levels.

Seat belt enforcement efforts should not be mobilization "blitz" efforts only. Nichols and Ledingham (2008) conducted a review of the impact of enforcement, as well as legislation and sanctions, on seat belt use over the past two decades and concluded that sustained enforcement is as effective as "blitz" enforcement (short-term, high-visibility enforcement) and unlike blitz campaigns, is not usually associated with abrupt drops in belt use after program completion. The effectiveness of high visibility enforcement has been demonstrated repeatedly both in the United States and abroad. The strategy's three components: laws, enforcement, and publicity cannot be separated. Effectiveness decreases if one of the components is weak or missing.

In New Jersey, seat belt use rates have plateaued in recent years in the 90-94% range. Convincing the final 10% of the population to consistently buckle up has proven difficult. A recent study took a deep dive into some of the demographic and psychological issues that may be behind this. The results of the research confirmed previously observed associations between demographic factors and seat belt use and demonstrated that psychological constructs like impulsivity and risk aversion can be useful for predicting seat belt use.

Being younger, male, and not married decreased the likelihood of reporting full-time seat belt use, while being non-Hispanic White increased this likelihood. Seat belt use differed significantly across geographic regions of the United States. Furthermore, people were less likely to wear a seat belt in the rear seat, in a taxi or rideshare, or in a work vehicle relative to when driving.

The results of the study may be useful for both identifying people at higher risk of seat belt non-use and for developing countermeasures targeted at high-risk occupants. As an example, education programs or messaging campaigns aimed at males may benefit from incorporating content designed to increase their perception of the risk of seat belt non-use. *Psychological Constructs Related to Belt Use*. (NHTSA Traffic Tech. Technology Transfer Series. December, 2020).

A comprehensive and data-driven approach to seat belt enforcement will be undertaken during the FY2024-2026 HSP period utilizing a combination of sustained enforcement and mobilization crackdowns. Based on a systematic review of unrestrained crashes in the state for the years 2017-2021, a ranking list of high crash municipalities and counties was developed.

As many of the Top 25 municipal agencies and Top 5 counties as possible from the list will receive grant funding for sustained seat belt enforcement efforts. In the effort to develop and fund these programs there must also be the realization of the challenges involved, which begin with the willingness or ability of the particular agency to participate. In addition, many of the agencies with high rates of unrestrained crashes also show up on other priority area lists such as pedestrian safety, impaired driving, and distracted driving. It is unrealistic to expect ongoing sustained enforcement in all of these areas within these agencies, so priorities will have to be set. Many of the high-ranking municipal and county agencies for unrestrained crashes will be offered multi-faceted enforcement grants that will include funding for seat belt enforcement and one or more additional priority areas such as distracted driving or impaired driving.

The Division of State Police will also receive grant funding to allow it, on an ongoing basis, to schedule patrols on major New Jersey highways as well as service areas and toll plazas. The purpose of these patrols will be to place an emphasis on the enforcement of the primary seat belt law, the secondary rear passenger law and the child passenger safety law.

The *Click It or Ticket* campaign will be conducted each year to increase seat belt use and educate the public about the impact belt use has on reducing injuries and fatalities in motor vehicle crashes. Approximately 125 state, county and municipal police departments will receive funds to participate in the spring 2024, 2025 and 2026 enforcement effort. The list of municipalities throughout the State that have a high percentage of unrestrained

motor vehicle crashes will be utilized to select grant participants during the *Click It or Ticket* mobilization. The results of the annual seat belt survey are also used to target those counties that have the lowest occupant usage rates. DHTS will rank and prioritize potential grantees based on the above-mentioned criteria (ex. Unrestrained crashes, low surveyed belt use, etc.) and will target these agencies, by invitation, to participate in the campaign. Awareness about the importance of wearing a seat belt will be enhanced by the distribution of education materials, social and earned media efforts, paid media conducted by NHTSA, and *Click It or Ticket* banners and displays on dynamic message signs on major highways. Visibility will also be heightened when local and state law enforcement agencies undertake their own earned media efforts and when they join forces with police departments from other states participating in the similar initiatives.

### *Problem (link to strategy)*

- There was a 26% increase in Unrestrained Occupant fatalities in NJ from 2020 to 2021.
- 13.9% of unrestrained occupants killed in crashes were between 21 and 25 years of age (2017-2021).
- Over the past 5-years (2017-2021), Essex County had the highest volume of crashes where one or more of the passengers involved were not wearing a seatbelt during the crash (2,401 or 13 percent of all unrestrained crashes). Bergen County had the second highest volume of unrestrained crashes with 1,724, making up 9 percent of all unrestrained crashes.
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### *Countermeasures (and Justification)*

- Short-Term High-Visibility Seat Belt Law Enforcement – CTW 5 stars citation
- Supporting Enforcement – CTW 5 stars citation
- Sustained Enforcement - CTW 4 stars citation
- Highway Safety Program Guideline No. 20 *Occupant Protection*, NHTSA November, 2006

### *Target (Link to Strategy)*

- Reduce the Total Unrestrained Occupant fatalities by 8.5 percent annually from the 2022 total through 2026.
- Increase the Observed Seat Belt Use Rate by 0.1 percent by 2026.
- Number of Citations Issues or Arrests Made during grant funded enforcement activities.

### *Estimated three-year funding allocation*

**Funding Source: SECTION 402**
**Estimated 3-year allocation:**
**FY2024: $700,000**
**FY2025: $750,000**
**FY2026: $800,000**

**Funding Source: SECTION 405b**
**Estimated 3-year allocation:**
**FY2024: $700,000**
**FY2025: $750,000**
**FY2026: $800,000**

### *Strategy to project considerations*

- Crash data
- Proposal solicitations
- Past performance
- Location

## Countermeasure Strategy: Child Passenger Safety Education and Enforcement

### *Overview*

Improved vehicle crashworthiness and greater use of child restraint systems have significantly affected the safety of children in automobiles. Major shifts in child restraint use, particularly the use of booster seats among older children, have occurred in response to public education programs and enhancements to child restraint laws in nearly every state. In addition, there has been a substantial increase in scientific evidence on which to base recommendations for best practices in child passenger safety.

The American Academy of Pediatrics (AAP) strongly supports optimal safety for children and adolescents of all ages during all forms of travel, which includes five evidence-based recommendations for best practices to optimize safety in passenger vehicles for all children, from birth through adolescence:

- All infants and toddlers should ride in a rear-facing car safety seat (CSS) as long as possible, until they reach the highest weight or height allowed by their CSS's manufacturer. Most convertible seats have limits that will permit children to ride rear-facing for 2 years or more.

- All children who have outgrown the rear-facing weight or height limit for their CSS should use a forward-facing CSS with a harness for as long as possible, up to the highest weight or height allowed by their CSS's manufacturer.

- All children whose weight or height is above the forward-facing limit for their CSS should use a belt-positioning booster seat until the vehicle lap and shoulder seat belt fits properly, typically when they have reached 4 ft 9 inches in height and are between 8 and 12 years of age.

- When children are old enough and large enough to use the vehicle seat belt alone, they should always use lap and shoulder seat belts for optimal protection.

- All children younger than 13 years should be restrained in the rear seats of vehicles for optimal protection. Imparting this critical information to parents and caregivers is the key.

Current estimates of child restraint effectiveness indicate that child safety seats reduce the risk of injury by 71% to 82% and reduce the risk of death by 28% when compared with children of similar ages in seat belts. Booster seats reduce the risk of nonfatal injury among 4- to 8-year-olds by 45% compared with seat belts.

The challenge is to ensure that these restraints, whether a car seat or booster seat, are installed in a proper manner. Misuse is a chronic issue. Overall misuse nationally was estimated at 46% in one study. Misuse varied by seat type and position, with the highest misuse rate being 61% for forward facing child seats. In order to combat this misuse, programs have been implemented to provide hands on assistance to parents and caregivers in proper child restraint use. Currently there are more than 43,000 certified Child Passenger Safety technicians and instructors nationally (Safe Kids Worldwide, 2021) and 4,900 inspection stations registered with NHTSA.

The Child Passenger Safety (CPS) program, funded by DHTS, will continue its efforts at reducing child traffic injury and fatality rates through coordinated enforcement and education programs regarding the proper use of child restraints in motor vehicles. Child safety seat check events have been at the core of the CPS program. This effort will continue to be supported and will include work with the New Jersey Department of Children and Families (DCF) in an effort to reach a greater portion of the urban and disadvantaged population.

During Fiscal Year 2022, grants were provided directly to agencies for CPS programs, technician training, re-training and program development. These grantees have directly worked one-on-one with over 28,000 parents and children and reached another several hundred children with the booster seat education program. Grants will continue to be awarded in FY2024-2026 to approximately 20 state, county, and local entities to conduct child passenger safety programs and to conduct technician training and re-training classes.

The grant programs are focused on two major areas: Education programs targeting parents and students, and technician training and re-certification. Parent (or caregiver) education programs are typically conducted at a community event or fixed, regularly-scheduled location, where a parent or caregiver works in a one-on-one situation with a trained technician and is instructed on how to properly install child safety seats. These events are usually attended by individuals with children age 4 and under with either rear facing (infant) or forward facing (toddler) seats. There are also various educational seminars provided at the municipal and county level.

Enhancing the number and quality of trained New Jersey CPS Technicians begins with offering initial certification courses. The goal for the period FY2024-2026 is to conduct 10 child passenger safety technician courses each year to certify 600 total new technicians. As of April 2023, there were 1,132 total technicians in the state working in the law enforcement, medical, and injury prevention realms, as well as 48 instructors.

DHTS assists in 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 and through social media. DHTS also promotes National Child Passenger Safety Week each September by calling attention to the importance of safely transporting children and promoting NHTSA's "4 Steps for Kids" campaign. Child Passenger Safety Weeks activities generally include ten special seat check events or programs. The most up to date standards, issued by NHTSA and based on the American Academy of Pediatrics Child Passenger Safety Technical Report and Policy Statement, are incorporated into all of the support materials. The DHTS website, which can be found at www.njsaferoads.com, educates New Jersey motorists about numerous highway traffic safety priority areas. The following child passenger safety information is available:

- Introduction and Overview
- Child Passenger Safety County Contacts
- Regularly Scheduled CPS Inspection and Education Stations
- Child Restraint Product Recalls
- Child Passenger Safety Training and Technical Resources

### *Child Passenger Safety County Contacts*

Child Passenger Safety Coordinators exist for each county in New Jersey. Coordinators help the public locate technicians, assist technicians with re-certification needs and provide information on child passenger safety programs in their respective counties. The public may contact these county coordinators directly and arrange for child safety seat program presentations or receive information and guidance on proper installation techniques. In addition, these contacts are tasked to keep DHTS advised of the trends and needs for services within their respective areas.

### *Child Safety Seat Check Schedule*

The DHTS website provides a routinely updated list of regularly scheduled Child Safety Seat Inspection and Education activities listed by region and county. There are also three regional Child Passenger Safety Stations which are operated by the New Jersey State Police. The sites are located in Totowa (North Region), Neptune (Central Region), and Camden (South Region). Each operates at least once per month. CPS providers report activity conducted directly to NHTSA. This information is included on a searchable map of all CPS permanent stations and is located on the national NHTSA website at NHTSA.gov. The public is able to search by zip code or by state to find the nearest provider.

### *Permanent Child Safety Seat Inspection and Education Stations*

There are permanent Child Passenger Safety Inspection and Education programs operating throughout the state covering all 21 counties. This includes the three Regional State Police stations. All are tasked with expanding their CPS educational outreach to include community education programs for all children age 15 and under in their respective areas.

For FY2024-2026, DHTS is requiring that its grant funded Child Passenger Safety programs make every effort to expand their reach into underserved communities. Funds for personal services will be used to conduct child safety seat checks at these state, county and municipal programs. Child safety seat technicians will perform safety seat checks and conduct educational seminars to reduce the misuse and/or non-use of child safety seats and to provide correct information regarding child passenger safety. Funds will also be used to purchase a small number of child safety seats for distribution at seat check events and fitting stations.

### *NHTSA Standardized Child Passenger Safety Training Program*

DHTS is the state training contact for CPS training and information and also supports the national child passenger safety certification program which provides a national certification to those that are successfully trained. There are now 1,132 individuals trained as certified technicians in the State working in public safety, health and injury prevention programs that remain certified. 48 of the technicians are certified as CPS instructors. For FY2024-2026, ten CPS training courses are planned per year.

The Department of Children and Families (DCF) and its Division of Youth and Family Services (DYFS) will conduct CPS training for staff whose assigned duties include the transportation of children. Staff will be instructed on how to select the correct car seat and provide hands-on practice on installing child restraints into vehicles utilized within the DCF fleet so that children under the Department's supervision, custody or guardianship are safely secured. An additional benefit of this program is that the local offices of the DCF/DYFS will be open and available to provide CPS education and awareness programs to the residents within those respective communities, thereby, enhancing efforts to reach underserved and urban communities.

### *Check to Protect*

As an added benefit to the public, attendees at some New Jersey Child Passenger Safety permanent fitting stations receive important vehicle recall information as part of the *Check to Protect* program. The program was developed by the Governor's Highway Safety Association (GHSA) to help address the more than 63 million unreported vehicle recalls in the United States.

### *Problem (link to strategy)*

- Between 2017 and 2021, there have been over 150,000 child occupants (0-12) involved in motor vehicle crashes throughout the State.
- 47 percent of all fatally injured motor vehicle occupants were not wearing their seatbelt in 2021.

### *Countermeasures (and Justification)*

- Strategies for Child Restraint and Booster Seat Use – CTW 3 stars citation
- Inspection Stations - CTW 3 stars citation
- Highway Safety Program Guideline No. 20 *Occupant Protection*, NHTSA November, 2006

### *Target (Link to Strategy)*

- Reduce the Total Unrestrained Occupant fatalities by 8.5 percent annually from the 2022 total through 2026.

### *Estimated three-year funding allocation*

**Funding Source: SECTION 405b**
**Estimated 3-year allocation:**
**FY2024: $1,000,000**
**FY2025: $1,000,000**
**FY2026: $1,000,000**

### *Strategy to project considerations*

- Location
- Past performance
- Community engagement
- Underserved communities/socioeconomic data
- Existing partnerships

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## *Police Traffic Services Countermeasures*

### Countermeasure Strategies in Program Area

| Countermeasure Strategies |
|---|
| Highway Safety Office Program Management |
| Speed and Distracted Driving Enforcement |
| Crash Investigation |
| Traffic Safety Resource Prosecutor |
| Law Enforcement Training |
| Law Enforcement Liaison (LEL) |

## Countermeasure Strategy: Highway Safety Office Program Management

Funds will be provided for program manager expenses related to planning, developing, coordinating, monitoring, and evaluating projects within the police traffic services program area. Funds will be used for salaries, fringe benefits, travel and other administrative costs that may arise for program supervisors and their respective staff.

Activities carried out by the staff members funded through this grant include all of the countermeasures in the police traffic services program area, with the majority of work hours taking place managing new and continuation sustained enforcement grants as well as large enforcement mobilizations relating to driver distraction.

Funds are also budgeted for travel and other miscellaneous expenditures such as equipment, supplies, rent, and utility expenses necessary to carry out the functions of the States' Highway Safety Office.

**Funding Source: SECTION 402**
**Estimated 3-year allocation:**
**FY2024: $550,000**
**FY2025: $575,000**
**FY2026: $600,000**

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## Countermeasure Strategy: Speed and Distracted Driving Enforcement

### *Overview*

High-visibility enforcement campaigns have been used to deter speeding, aggressive driving, and driver inattention through specific and general deterrence. In the high-visibility enforcement model, law enforcement target certain high-crash or high-violation geographical areas using either expanded regular patrols or designated aggressive driving patrols. The objective is to convince the public that speeding, aggressive driving, and distracted driving actions are likely to be detected and that offenders will be arrested and fined (Countermeasures that Work, 10th Edition., 2020).

In addition to high visibility enforcement campaigns and automated enforcement, a number of technologies have been recommended to address speeding and aggressive driving (NHTSA, 2001). Laser speed measuring equipment can provide more accurate and reliable evidence of speeding (NHTSA, 2001) Effective, high visibility communications and outreach are an essential part of successful speed and aggressive-driving enforcement programs (Neuman et al., 2003: NHTSA, 2000).

Traffic law enforcement personnel need accurate and reliable equipment to monitor traffic speeds and provide evidence that meets the standards of proof needed to uphold a speed limit citation. The use of speed detection

equipment provides a means of increasing enforcement effectiveness and permits police administration to make better use of scarce personnel.

Any measures that can achieve reductions in average operating speeds, including lower speed limits, enhanced enforcement, and communication campaigns, as well as engineering measures are expected to reduce fatal and injury crashes. Even small changes in average speed have a substantive impact. A reduction of 3 mph in average speed on a road with a baseline average operating speed of 30 mph is expected to produce a reduction of 27% in injury crashes and 49% in fatal crashes (AASHTO, 2010).

In terms of driver distraction, a 2021 report prepared under the Behavioral Traffic Safety Cooperative Research Program (BTSCRP) found that states with the strongest programs to address distracted driving have four key elements in place:

- Unambiguous statutory language that clearly defines when and how a wireless device can and cannot be used;
- Penalties and fines in line with other traffic citations;
- A combination of high visibility enforcement of the law and targeted public information, education and outreach campaigns; and
- Sustained coalition-building efforts.

(National Academies of Sciences, Engineering, and Medicine. 2021. *Using Electronic Devices While Driving: Legislation and Enforcement Implications*. Washington, DC: The National Academies Press.)

For FY2024-2026 grant dollars will be allocated to municipal, county, and State law enforcement agencies for them to participate in high visibility enforcement efforts designed to deter speeding, aggressive driving, and distracted driving. Saturation patrols will concentrate on problem roadways and locations as identified through a data driven approach and analysis. As with other priority program areas (alcohol, seat belts, and pedestrian safety), ranking lists are generated for distracted driving and speed related crashes, which will allow for targeted programmatic efforts.

Speed detection is the backbone of traffic enforcement programs aimed at reducing crashes and injuries, and is more important than ever in light of the increase in speed related crashes and fatalities during the pandemic period and since. Supplemental speed enforcement details will be targeted to enforce speeding violations through the use of radar speed detection devices. These details will be scheduled at targeted times in pre-determined areas where crashes involving unsafe speed as a contributing factor have been documented. Funds will be used to deploy Division of State Police supplemental radar and laser team details dedicated to speeding violator enforcement. Municipal and county law enforcement agencies will also be considered for sustained speed enforcement grant funding in combination with other priority program areas.

For FY2024-2026, DHTS will employ a comprehensive data-driven approach to speed, aggressive driving, and distracted driving utilizing a combination of sustained and targeted mobilization enforcement. Crash ranking lists of these crash types represent the starting point for our efforts. Based on the data included in these rankings, local and county agencies will be selected and offered sustained grants covering two or more priority areas (ex. Speed and Distractions) as well as grants for the scheduled national mobilizations. Every effort is made to engage police agencies in these high crash areas in our grant programs, but there is no guarantee that all agencies will be willing or able to participate. In many cases, priorities need to be set as many of the agencies with high rates of one type of crash, such as speed-related, also show up on other priority area lists such as pedestrian safety, impaired driving, and distracted driving.

New for FY2024: A sustained enforcement campaign will be carried out cooperatively by local police agencies in shore-area communities of Atlantic and Cape May counties during the summer months targeting speed, seat belt usage, and driver distraction.

The NHTSA Region II Regional Action Plan includes a region-wide high visibility speeding enforcement crackdown during the month of July in 2024, 2025, and 2026. DHTS will support this effort by having its sustained enforcement grantees target the issue of speed during this period. The effort will be supported by extensive media and awareness raising outreach, as per the proven successful HVE model.

Grant funding specifically for the 2024, 2025, and 2026 *U Drive. U Text. U Pay.* crackdowns will also be offered based on the rankings lists, in scaled amounts as much as possible, to focus available funding into the places of greatest need. To support the mobilization and raise awareness about the critical issue of driver distraction, DHTS will again develop and carry out multi-faceted paid media programs whenever possible in support of these enforcement campaigns.

### *Problem (link to strategy)*

- Between 2017 and 2021, speeding fatally injured 469 Drivers, 141 Passengers, 61 Pedestrians or Persons on Personal Conveyances and 7 Bicyclists. Distracted Driving contributed to the deaths of 367 Drivers, 107 Passengers, 157 Pedestrians or Persons on Personal Conveyances and 17 Bicyclists.
- Over the last 5 years (2017-2021), Middlesex County had the highest volume of distracted driving crashes (10.8 percent of total distracted driving crashes) followed by Bergen County (10.7 percent of total distracted driving crashes).
- Middlesex County had the highest volume of unsafe speed related crashes (10.2 percent of total speeding crashes) followed by Essex County (10 percent of total speeding crashes).

### *Countermeasures (and Justification)*

- High Visibility Cell Phone/Text Messaging Enforcement – CTW 4 stars citation
- Communications and Outreach Supporting Enforcement - CTW 3 stars citation
- Highway Safety Program Guideline No. 19 *Speed Management*, NHTSA November, 2006

### *Target (Link to Strategy)*

- Reduce the Total Distracted Driving Involved Fatalities by 7 percent annually from 2022 through 2026.
- Reduce the Total Speed Related fatalities by 10 percent annually from 2022 total through 2026.
- Number of Citations Issues or Arrests Made during grant funded enforcement activities.

### *Estimated three-year funding allocation*

**Funding Source: SECTION 402**
**Estimated 3-year allocation:**
**FY2024: $2,750,000**
**FY2025: $3,000,000**
**FY2026: $3,250,000**

**Funding Source: SECTION 405e**
**Estimated 3-year allocation:**
**FY2024: $2,500,000**
**FY2025: $2,500,000**
**FY2026: $2,500,000**

### *Strategy to project considerations*

- Crash data
- Past performance
- Proposal solicitation
- Uniform guidelines
- Location

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## Countermeasure Strategy: Crash Investigation

### *Overview*

The investigation of traffic crashes using advanced technology equipment provides a substantial improvement over traditional procedure. When technology is effectively applied to traffic incident management and crash investigation, safety is increased and traffic congestion is minimized. The use of traffic crash reconstruction technology has a significant impact on the safety of the investigators, the traveling public and the operation of the transportation system (*Crash Investigation and Reconstruction Technologies and Best Practices*, Federal Highway Administration, 2015).

In addition, the number of measurements obtained at a crash scene increases while the time required to collect the measurements decreases when modern equipment is used. The increased number of measurements results in a more accurate and detailed investigation and crash diagram. The use of computer plotting results in significant time savings when a detailed crash diagram is needed. Using the most sophisticated equipment also leads to quicker roadway clearance, less traffic congestion, fewer upstream crashes, and less exposure time for first responders. (*Evaluation of Advanced Surveying Technology for Crash Investigation*, Kentucky Transportation Center Research Report, 1994).

Technology today is constantly changing. Technology in crash investigation and crime scene processing is routinely updating to reflect the latest investigative techniques. Updated equipment, software, and training provides the necessary tools to conduct thorough and proper investigations, obtain proper data collections, and ensure a successful prosecution of traffic crashes.

The Fatal Accident Investigation Unit (FAIU) of the Division of State Police performs many functions related to the investigation of fatal and serious injury motor vehicle crashes and the collection of statistical data related to fatal crashes. FAIU personnel investigate serious and fatal crashes that occur in the patrol areas of the State Police and respond 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 charges that result. FAIU personnel rely on their advanced training and technical expertise as well as their specialized equipment in order to effectively and efficiently perform these vital functions.

Technology used in crash investigation and crime scene processing routinely updates and changes to reflect the latest investigative techniques. Keeping the FAIU equipment, software, and training current will allow personnel to effectively process crash scenes in a timely manner, which ultimately leads to better fatal crash-related data.

Proper documentation of crash scenes is a vital part of any investigation and is critical to the successful prosecution of any charges that result. There are many other benefits that result from the work of the FAIU, including better FARS reports and crash data, and enhancements to the overall Crash Investigation program in the state.

The FAIU and its operations are funded almost entirely through state monies, with many hundreds of thousands of dollars allocated each year for the team and its operations. DHTS grant funding in FY2024-2026 will support the purchase of equipment, software, and training that will allow FAIU team members to ensure a complete investigation and assist them in completing reconstructions of serious and fatal motor vehicle crashes. DHTS recognizes the critically important work done by the FAIU, which results in better crash data, quicker roadway clearance, officer safety, and improved evidence on crashes involving reckless driving behaviors.

### *Problem (link to strategy)*

- New Jersey experienced a significant increase in speed related fatalities from 2019-2020 (32 percent increase) and again from 2020 to 2021 (22 percent increase).
- Driver inattention was a contributing circumstance in 49 percent of crashes in 2021, up from 47 percent in 2020.

### *Countermeasures (and Justification)*

- Other Enforcement Methods - Research data citations
- Highway Safety Program Guideline No. 18 *Motor Vehicle Crash Investigation and Incident Reporting*, NHTSA April, 2014

### *Target (Link to Strategy)*

- Reduce the total roadway fatalities by 6 percent annually from the 2022 total through 2026.

### *Estimated three-year funding allocation*

**Funding Source: SECTION 402**
**Estimated 3-year allocation:**
**FY2024: $125,000**
**FY2025: $150,000**
**FY2026: $175,000**

### *Strategy to project considerations*

- Existing partnerships
- Uniform guidelines

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## Countermeasure Strategy: Traffic Safety Resource Prosecutor

### *Overview*

Traffic Safety Resource Prosecutors facilitate a coordinated, multidisciplinary approach to the prosecution of impaired driving and other traffic offenses.

TSRP's are typically current or former prosecutors who provide training, education, and technical support to local and county prosecutors and law enforcement personnel throughout their states. Traffic crimes and safety issues include alcohol and/or drug impaired driving, distracted driving, vehicular homicide, occupant restraint, and other highway safety issues. Each TSRP must assess the needs and demands unique to his or her own state and work in conjunction with many agencies to meet these needs. The National Highway Traffic Safety Administration, law enforcement agencies, judicial organizations, crime laboratories (including forensic toxicologists), medical examiners, local media, Governor's Highway Safety Offices, victim advocate groups, and resources available from the National District Attorneys Association's National Traffic Law Center should all be used to facilitate services to prosecutors and law enforcement. (NHTSA, *Traffic Safety Resource Prosecutor Manual*, 2nd Edition, 2016).

The TSRP provides training, education and technical support to prosecutors and law enforcement agencies throughout the State, as well as critical legal and programmatic advice to the highway safety office. These issues

include but are not limited to alcohol and/or drug impaired driving, vehicular homicide, occupant restraint and other highway safety issues. In one study, about half the prosecutors and judges said the training and education they received prior to assuming their position were inadequate for preparing them to prosecute or preside over DWI cases (Robertson & Simpson, 2002), which demonstrates the critical role that a TSRP can play.

The TSRP is important to the law enforcement community in all traffic safety issues but is most needed and valuable in the field of the enforcement and prosecution of impaired driving offenses (alcohol and drugs). Nearly every municipality in the State has its own Municipal Court, consisting of at least one Municipal Court Judge, a Municipal Prosecutor, a Municipal Public Defender, and associated court staff and personnel. In small jurisdictions and areas with smaller populations, joint or central Municipal Courts are utilized. There has evolved a great need for coordination, training, and support for these diverse entities. Additionally, there is a need for interaction between the courts, law enforcement and other traffic safety agencies.

Furthermore, the State began rolling out a new DWI chemical breath test instrument in FY2022. The TSRP will play an integral part in facilitating this roll out into FY2024-2026 and defending against any court challenges that occur. The TSRP's will also provide critical support during the implementation of the state's new legalized marijuana law, which is may have an impact on traffic safety.

In addition to being very involved in the aforementioned projects, New Jersey TSRP's conduct trainings for prosecutors and law enforcement officers (e.g. Prosecutor Alcotest Training, Prosecuting the Drug-Impaired Driver, Cops in Court for DREs, Legal Block at DRE School, Radar Instructor Re-certification). The attorneys also assist municipal and assistant prosecutors with issues they face in municipal court and on appeal; maintain a brief bank to help prosecutors reply to motions and appeals; and maintain files with information/ transcripts of many of the defense experts who appear in NJ's Municipal and Superior Courts.

### *Problem (link to strategy)*

- 21.6% of all NJ fatalities and 14.4% of all serious injury crashes involved a driver with a 0.08+ BAC.
- 27.6% of all NJ fatalities involved a drug impaired driver.

### *Countermeasures (and Justification)*

- Traffic Safety Resource Prosecutor – Research data citations
- Highway Safety Program Guideline No. 7 *Judicial and Court Services*, NHTSA March, 2009

### *Target (Link to Strategy)*

- Reduce the Total Alcohol Involved fatalities (BAC 0.08+) by 8 percent annually from 2022 total through 2026.
- Reduce the Total Drug Involved Fatalities by 11 percent annually from 2022 through 2026.
- Reduce the Total Speed Related fatalities by 10 percent annually from 2022 total through 2026.

### *Estimated three-year funding allocation*

**Funding Source: SECTION 402**
**Estimated 3-year allocation:**
**FY2024: $650,000**
**FY2025: $700,000**
**FY2026: $750,000**

***Strategy to project considerations***

- Existing partnerships
- Uniform guidelines
- Prior successful program delivery

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## Countermeasure Strategy: Law Enforcement Training

***Overview***

Traffic crashes have an effect on the lives of those involved, the lives of those who respond to the incident and the lives of those who investigate the incident. The collection of evidence at a crash scene is very important but the exposure of responders to the dangers of traffic increases the chance of a secondary collision occurring. When technology is effectively applied to traffic incident management and crash investigation, safety is increased and traffic congestion is minimized. The use of traffic crash reconstruction technology has a significant impact on the safety of the investigators, the traveling public and the operation of the transportation system. (*Crash Investigation and Reconstruction Technologies and Best Practices.* USDOT/FHWA, October, 2015)

The International Association of Chiefs of Police further encouraged specialized training for law enforcement officers in its publication, *Traffic Safety Strategies for Law Enforcement* (2003), to include traffic safety and related subjects in the battery of courses offered. Such courses should cover crash investigation and other courses with a focus on traffic safety. In the report it notes that both the public and the police agency itself are better served when officers are trained in the most up to date technologies and tools.

Local police officers are required to conduct investigations immediately after a roadway crash occurs to preserve physical evidence before it is altered or disappears. Fatal crash investigations become more complex and require the scientific processing of data and documentation to contribute to the successful prosecution of criminal charges. Training can assist in helping both local and State police to become proficient in the handling of crash scene evidence. There are a number of other key traffic safety functions that also benefit from ongoing, enhanced training, such as Child Passenger Safety, NJTR-1, and Impaired Driving detection and apprehension.

Traffic crashes can be extremely complicated events as they involve both human and mechanical factors. How they occur, who or what caused them, and why they occurred are facts that police must determine. Law enforcement officers generally get some degree of initial training in crash investigation while attending the police academy. This level of training is not adequate for tackling complex crash scenes requiring detailed analysis, especially if the information is needed for court presentations. A longer and more thorough crash investigation course is needed to properly equip police officers with the needed training. Ongoing training and refresher courses are beneficial in many other traffic safety areas as well. More complete and successful crash investigations result in better crash data, which is a critical tool for traffic safety programmatic decision makers.

Basic crash investigation courses and crash data retrieval technician training (through grants with New Jersey State Police and Kean University) will be held for local and State law enforcement officers. Specialized training programs from the Institute of Police Technology and Management will also be made available. Classes are anticipated to be held in topics including Traffic Crash Reconstruction, Pedestrian/Bicycle Crash Investigation and Motorcycle Crash Investigation and Event Data Recorder Use in Crash Reconstruction.

The State Police liaisons whose responsibilities include administering crash training programs and interfacing with DHTS program staff are also funded in this area. The liaisons are responsible for helping to monitor the numerous annual traffic safety grants that HTS awards to NJSP. HTS funds will be used for salaries of these State Police

liaisons and to pay instructors that teach the various crash investigation and special training courses to law enforcement officers. Funds will also be used for the purchase and printing of training materials.

This task also provides for training to members of the Division of State Police in specific areas of highway traffic safety that will provide information useful in implementing and promoting new highway traffic safety programs in the State. Funds will be used to pay for travel and training expenses.

Rutgers University will receive funding for its comprehensive law enforcement training grant which includes ongoing training programs relating to Work Zone Safety, NJTR-1 Crash Reporting, a new software reporting program for New Jersey DRE's, and a pilot program utilizing the emerging technology of Unmanned Aircraft Systems (drones) for crash investigation scene mapping.

A new and well-received instructional program, *Data Driven Countermeasures for Traffic Safety*, conducted through the Rutgers training grant, assists local police agencies in crash data analysis (Crash Analysis Tool training) and traffic safety data and enforcement countermeasures, with the ultimate goal of improving the quality of traffic safety grant submittals to HTS. This course will be offered twice per year in FY2024-2026, with expected participation of 15-20 agencies per class.

### *Problem (link to strategy)*

- 28% of all NJ fatalities in 2022 were pedestrians and there were 1,689 serious pedestrian injuries between 2017-2021.
- Between 2017 and 2021, there were almost 10,000 motorcycle crashes in New Jersey. Within those crashes, 42 percent involved a distracted driver (less than the overall NJ average of 49.3 percent) and 13.2 percent involved travelling at an unsafe speed/too fast for conditions (above the NJ average of 5.5 percent). Alcohol was involved in 3.6 percent of all motorcycle crashes (above the NJ average of 2.6 percent).
- 38% of Work Zone crashes occurred on State Highways between 2017-2021.

### *Countermeasures (and Justification)*

- Law Enforcement Training – Research data citation
- Highway Safety Program Guideline No. 18 *Motor Vehicle Crash Investigation and Incident Reporting*, NHTSA April, 2014

### *Target (Link to Strategy)*

- Reduce the total roadway fatalities by 6 percent annually from the 2022 total through 2026.
- Reduce the Total Work Zone Related Crashes by 2 percent annually from 2022 through 2026.
- Police Crash Report trainings.

### *Estimated three-year funding allocation*

**Funding Source: SECTION 402**
**Estimated 3-year allocation:**
**FY2024: $1,500,000**
**FY2025: $1,750,000**
**FY2026: $2,000,000**

### *Strategy to project considerations*

- Existing partnerships
- Uniform guidelines
- Prior successful program delivery

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## Countermeasure Strategy: Law Enforcement Liaison (LEL)

### *Overview*

Law enforcement is at the center of our work in traffic safety, playing a critical role in the effort to reduce crashes, injuries, and fatalities on the roadways of New Jersey. The National Law Enforcement Liaison Program was created by NHTSA and the Governors Highway Safety Association to create State and regional LELs who can provide technical assistance, communication, motivation, and coordination to the local law enforcement community.

Studies have revealed the LEL's can provide many critical functions within a state's highway safety program including maintaining open communication with police agencies to promote professionalism and trust, assisting SHSOs in selecting grantees, providing technical assistance in grant applications to prospective and current grantees, supporting grantees throughout the life of their projects, financially auditing grantees, and evaluating grantee performance. (*Characteristics of State Law Enforcement Liaison Programs: Case Studies*. USDOT/NHTSA. March, 2023).

New Jersey's LEL serves as a bridge between DHTS and the State's law enforcement community. LELs help promote and enhance state and national highway safety programs, initiatives and campaigns and perform a myriad of functions, including planning, organizing, networking, promoting, recruiting, implementing, reporting and evaluating law enforcement's role in traffic safety projects, activities, and achievements.

The LEL assists the HTS staff in recruiting and encouraging State and local law enforcement participation in the national and state traffic safety mobilizations and works toward a culture of sustained, effective and equitable traffic enforcement programs. The involvement of the LEL will help to increase the number of law enforcement agencies participating in traffic safety activities, and to increase the effectiveness of work they do, which will contribute to crash reductions.

### *Problem (link to strategy)*

- Bergen County (2,607 crashes) followed by Monmouth County (2,604 crashes) experienced the highest volume of alcohol involved crashes between 2017 and 2021.
- Over the past 5-years (2017-2021), Essex County had the highest volume of crashes where one or more of the passengers involved were not wearing a seatbelt during the crash (2,401 or 13 percent of all unrestrained crashes). Bergen County had the second highest volume of unrestrained crashes with 1,724, making up 9 percent of all unrestrained crashes.
- Over the last 5 years (2017-2021), Middlesex County had the highest volume of distracted driving crashes (10.8 percent of total distracted driving crashes) followed by Bergen County (10.7 percent of total distracted driving crashes).
- Middlesex County had the highest volume of unsafe speed related crashes (10.2 percent of total speeding crashes) followed by Essex County (10 percent of total speeding crashes).

### *Countermeasures (and Justification)*

- Law Enforcement Liaison – Research data citations

### *Target (Link to Strategy)*

- Number of Citations Issues or Arrests Made during grant funded enforcement activities.

### *Estimated three-year funding allocation*

**Funding Source: SECTION 402**
**Estimated 3-year allocation:**
**FY2024: $150,000**
**FY2025: $150,000**
**FY2026: $150,000**

### *Strategy to project considerations*

- Existing partnerships
- Uniform guidelines
- Prior successful program delivery

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## *Community Traffic Safety Program Countermeasures*

### Countermeasure Strategies in Program Area

| Countermeasure Strategy |
| --- |
| Community Programs and Outreach |

## Countermeasure Strategy: Community Programs and Outreach

### *Overview*

Community Traffic Safety Programs (CTSPs) are local, county, or regional groups of highway safety advocates who are committed to solving traffic safety problems through a comprehensive, multi-jurisdictional, multi-disciplinary approach. Members include city, county, state, and occasionally federal agencies, as well as private industry representatives and local citizens. The boundaries of the project area are up to the individuals comprising the team, and can be a city, a county, a region consisting of multiple counties, or any other jurisdictional arrangement.

The individuals and organizations involved in these projects work together toward a common goal of improving traffic safety in their community by utilizing proven highway safety countermeasures. By bringing together interested citizens and other traffic safety advocates within their communities, the CTSPs help to solve local traffic safety problems related to the driver, other roadway users, and the roadway. A common goal of each Community Traffic Safety Program is to reduce the number and severity of traffic crashes within their community.

CTSPs can be effective organizations for bringing together federal, State, and local resources for the implementation of safety initiatives. The best CTSPs are locally owned and managed extensions of the State Office of Highway Safety, serving populations of fifty to five hundred thousand, with a task force that represents many segments of the community and an experienced coordinator who can both manage and sell the program. CTSPs require extensive long-term State involvement and may not be appropriate for all communities. When successfully implemented, they can generate local countermeasure activity that far exceeds what would be expected from federal and State resources alone. (*Review and Analysis of Community Traffic Safety Programs*. USDOT/NHTSA. January 1994).

The effectiveness of the Seminole County Florida Community Traffic Safety Team (*Best Practices, Florida Community Safety Teams*, 2019) effort was demonstrated by the commitment and participation of the various groups and individuals working together to solve traffic safety related problems and issues. By using a team approach, utilizing task forces and combining law enforcement, emergency medical services, public education and engineering efforts, the task force brought a variety of perspectives into play when solving mutual traffic safety problems.

Having seen the many benefits of collaborative community-based grant programs, in FY2024 DHTS will undertake a pilot program to regionalize law enforcement grants to maximize efficiency and effectiveness in traffic safety programs. Three regions in the State have been selected to manage all grant funds for the municipal and county law enforcement agencies therein. These larger, more comprehensive programs will enable local project managers to better distribute funds to address local challenges. It will also enable better opportunities to implement many of the new BIL/IIJA regulations into their programs. For example, every program within the pilot will be required to develop and maintain a regional community traffic safety advisory council to provide real-time input and feedback to program staff in developing and implementing their traffic safety programming. DHTS anticipates challenges as this pilot program rolls out, but if the program is successful DHTS plans to add three additional regional grants in FY2025 and another three in FY2026.

When a community takes ownership of their traffic safety problems, its members are in the best position to make a difference. Community Traffic Safety Program members share a vision of saving lives and preventing injuries

caused by traffic related issues and their associated costs to the community. Their make-up is as various and unique as the community they represent, but at a minimum include injury prevention professionals, educational institutions, businesses, hospital and emergency medical systems, law enforcement agencies, engineers, and other community stakeholders working together and in partnership with DHTS. CTSP's serve as "satellite offices" for HTS, in a sense, as they help disseminate important traffic safety educational materials and deliver grass roots programming.

As described earlier, NJ's network of CTSP's has already taken a lead role in engaging with their communities and helping meet the new requirements to gather input that will help inform their local efforts as well as statewide traffic safety planning. It is expected that these CTSP's, whether currently existing or yet to be developed through the regional grants program initiative will take a central role in the years ahead in developing and maintaining meaningful community engagement.

Funds will be provided in FY2024-2026 to maintain a network of Community Traffic Safety Programs (CTSPs), which address priority traffic safety concerns at the regional and county level. Each CTSP establishes a management system which includes a coordinator and advisory group responsible for planning, directing and implementing its programs. Traffic safety professionals from law enforcement agencies, educational institutions, community and emergency service organizations, and planning and engineering are brought together to develop county-wide traffic safety education programs based on their crash data. The CTSPs also share best practices and provide information and training throughout their counties. This countermeasure strategy will include funding to several other long-time DHTS non-profit partners including the Brain Injury Alliance of New Jersey, the state's eight Transportation Management Associations or TMAs, Safe Kids New Jersey, and AAA.

Note: The Grant-funded Safe Kids New Jersey "Safety In and Around Cars" project will include programmatic efforts specifically to educate the public about the heat stroke danger of leaving children unattended in vehicles.

### *Problem (link to strategy)*

- On a statewide level, Black (Non-Hispanic) individuals accounted for 18.1 percent of total person killed in motor vehicle crashes (2016-2020) despite making up 15.8 percent of the state's population.
- Crashes in communities defined as overburdened are increasing. During 2017-2021 there were approximately 1.23 million motor vehicle crashes in New Jersey with 42 percent taking place within an overburdened community. However, the proportion of total crashes taking place in overburdened communities has increased each year since 2014. In 2021, almost half of the crashes taking place in New Jersey took place in an overburdened community (48.9 percent).
- There is an over representation of crash severity in Low Income and Low Income and Minority communities.

### *Countermeasures (and Justification)*

- Community Programs and Outreach – Research data citations

### *Target (Link to Strategy)*

- Reduce the total roadway fatalities by 6 percent annually from the 2022 total through 2026.
- Reduce the total serious injuries by 8 percent annually from the 2022 total through 2026.

### *Estimated three-year funding allocation*

**Funding Source: SECTION 402**
**Estimated 3-year allocation:**

**FY2024: $3,500,000**
**FY2025: $3,750,000**
**FY2026: $4,000,000**

***Strategy to project considerations***

- Existing partnerships
- Community engagement
- Underserved communities/socioeconomic data
- Prior successful program delivery

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## *Public Information and Paid Media Countermeasures*

## Countermeasure Strategies in Program Area

| Countermeasure Strategy |
| --- |
| Public Outreach |

## Countermeasure Strategy: Public Outreach

### *Overview*

Public information and raising awareness about important traffic safety issues is the cornerstone of our efforts to reduce crashes. The primary function of public information and paid media efforts is to engage with the public about traffic safety and to persuade the public to change their attitudes and behaviors in a way that leads to greater safety on the roads.

In cooperation with the Communications Office of NJ OAG, DHTS delivers traffic safety messaging on an ongoing basis utilizing paid media, social media, a dedicated website, special events, and through the printing and dissemination of educational materials. These awareness efforts are leveraged through partnerships with other state agencies and grantees to maximize the scope and reach of the program.

For FY2024-2026, public information/paid media efforts will follow the NHTSA Communications calendar and timeline. In addition, major awareness efforts are planned relating to: Legalized marijuana/impaired driving; Distracted Driving; and the state's Pedestrian/Bicycle Move Over Law. DHTS will work diligently to establish a more robust relationship with print and broadcast media across the State. This outreach will encompass editorial submissions and granting interviews to State focused local and hyperlocal outlets. To increase media awareness regarding DHTS, a communications schedule will be created featuring monthly or bi monthly press releases on various traffic safety issues, grants, initiatives, and mobilizations. Furthermore, the Division will also seek to participate in podcasts focused on traffic safety, including but not limited to "Driving the Line."

Road safety communication campaigns are considered an efficient strategy for reaching a wide audience. They aim to reduce the number and severity of road crashes by influencing road user behavior. Campaigns that have been formally evaluated have demonstrated success. As an example, a national awareness effort focusing on driver fatigue was carried out targeting professional drivers and other roadway users. Results indicated a statistically significant increase in the proportion of respondents who were aware of the causes and effects of fatigue while driving. An increase was noted in the percentage of professional drivers and all other drivers who self-reported that they stopped and rested for 15 minutes in the "during" and "after" phases of the campaign, as compared with the "before" phase (*Do Road Safety Communication Campaigns Work?: How to Assess the Impact of a National Fatigue Campaign on Driving Behavior.* G. Adamos, E. G. Nathanail, P. Kapetanopoulou. January, 2013).

Public information/education should also be carried out to support specific enforcement activities. In the High Visibility Enforcement model (HVE), the enforcement and public information/education portions of a project are planned and coordinated at the same time, so they are mutually supportive. By conducting enforcement and public information/education in a coordinated, concerted effort, the motoring public is made aware of the police enforcement activities and the perceived risk of being apprehended is increased. Either activity conducted in isolation does not create this same beneficial effect. Likewise, ongoing and sustained public information activities help to reinforce important messages relating to the priority traffic safety issues facing the state.

NHTSA and the Governor's Highway Safety Association undertook a study that highlighted the many opportunities that exist for getting traffic safety messages out through Social Media. A common theme that arose is that there

is no one way to deliver social media. Instead, there are a variety of ways to achieve a highly engaging social media approach. Important considerations that were identified included:

- Reuse safety messaging on multiple platforms;
- Consider the tone of your safety messages;
- Use pictures, videos, and links strategically;
- Use hashtags selectively;
- Time the posting of content to meet stakeholders' needs; and
- Collaborate with other State and local accounts to increase visibility of safety messaging

Sack, R., Foreman, C., Forni, S., Glynn, R., Lehrer, A., Linthicum, A., & Perruzzi, A. (May, 2019). *Social media practices in traffic safety* (Report No. DOT HS 812 673). Washington, DC: National Highway Traffic Safety Administration.

DHTS will seek to enhance communication with its social media followers by creating more interactive posts, such as surveys, polls, and traffic related trivia on its Facebook, Twitter, and Instagram accounts. These pages are the most effective forward-facing way to engage with the public and spread essential traffic safety guidance to over 22,500 followers across all platforms. A new "Ask the Director" initiative will feature monthly check-ins with the public, where the Director will answer questions about traffic safety. Questions will be submitted in advance in order to ensure thoughtful and informative responses. DHTS will also enhance communications with increased messaging through the Division's social media accounts regarding grant availability and funding in a timely and relevant manner. DHTS will also continue to inform the public on critical traffic safety topics such as impaired driving, seat belts, pedestrian and bicycle safety, Community Traffic Safety Programs, child passenger safety, young and mature drivers, and motorcycle safety.

Experience has shown that enforcement conducted in concert with well-planned public information and education is much more effective than when either activity is conducted in isolation. It is essential that public information and education be provided in support of major traffic safety law enforcement programs and on an ongoing basis throughout the year to promote and reinforce major safety issues. It is also known that repetitive public information messages lose their impact over time, so it is important to keep traffic safety messaging fresh and creative.

Recent efforts in this realm have successfully delivered important traffic safety messages to a significant number of NJ residents. A major paid public information campaign targeting impaired driving was undertaken in FY2023. The campaign featured a "memorial" theme depicting messages and images demonstrating the devastating effect of impaired driving. Using social media channels like Facebook, Snapchat, and Twitter as well as other streaming outlets like Pandora (audio), YouTube (video), and billboards on major highways and secondary roadways, the campaign generated 130 million impressions across all channels and almost 35,000 page views to the DHTS website.

For the FY2024-2026 HSP period, DHTS plans to work with its communications and media partners to engage focus groups to develop public awareness campaigns customized to meet those communities previously underserved and most at risk. New creatives will be developed to reach these communities by utilizing the correct messages delivered by the right messengers.

Note: The Grant-funded DHTS paid media project that provides ongoing traffic safety messaging via sponsorship of radio traffic and weather reports will include education to the public about the heat stroke danger of leaving children unattended in vehicles.

Funds from this task will be used to support the division's priority programs with printed materials, educational items, media campaigns and special events. Priority areas to be supported include seat belt usage, child passenger safety, teen driver safety, pedestrian safety, bicycle safety, distracted driving, aggressive driving, impaired driving

(drugs and alcohol) and motorcycle safety. Of special note for FY2024-2026 will be the refinement of acceptable safety messaging relating to the ongoing rollout of the state's new legalized marijuana industry. Funds will also be used to print the various publications provided by DHTS to the public. Brochures and banners will be purchased and used by law enforcement agencies to supplement the enforcement efforts of the national mobilization campaigns. Spanish language materials will be printed when feasible and appropriate.

DHTS will continue its robust social media presence as another critical tool to further the mission of the division and impart important traffic safety messages out to all segments of the community. Twitter, Facebook and Instagram pages will be used in such a way that the public will be engaged and informed about the division's campaigns and programs. The Division's social media reach continues to expand. In 2022, its Facebook page was visited nearly 21,000 times and reached more than 6 million people. On Twitter, the Division issued 260 posts and received 285,600 impressions. Lastly, the Division's Instagram page reached 2.9 million people and was visited nearly 10,000 times.

The four major national traffic safety enforcement mobilizations in FY2024-2026, as well as the NHTSA Region 2 Speed Enforcement Campaigns, will be augmented by targeted paid and earned media support, as per the proven High Visibility Enforcement model (HVE).

DHTS will also develop a series of inspirational traffic safety videos during the FY2024-2026 period that will specifically target different age groups and police officers with the ultimate objective of promoting traffic safety awareness. To effectively engage and educate these target audiences, DHTS will craft four or more unique video concepts tailored to each group's specific needs and interests: elementary school children, middle school children, high school children, and police officers.

DHTS will devise a distribution strategy encompassing various channels to ensure maximum reach and impact. DHTS will collaborate with educational institutions to incorporate the videos into their curriculum and safety programs, organizing screenings and discussions to enhance engagement and understanding. Additionally, dedicated channels on popular online platforms such as YouTube will be created to share the videos accordingly. The video directed at police will be featured during training sessions or roll call briefings, reinforcing the importance of traffic safety and the role of officers.

To evaluate the effectiveness of the campaign, key metrics will be closely monitored. DHTS will track the number of views, shares, and engagement on online platforms, providing insights into the videos' reach and impact. Feedback from teachers, parents, students, and police officers will be collected through surveys, comments, and direct communication to assess the effectiveness of the videos. DHTS will also conduct follow-up surveys or interviews to measure any positive changes in the target audiences' knowledge, attitudes, and behavior related to traffic safety.

By implementing this comprehensive video educational plan, DHTS aims to engage and inspire these target audiences to prioritize traffic safety. These powerful videos will serve as educational tools, motivating positive behavior changes and contributing to safer roads and communities for everyone.

Finally, during FY2024-2026 DHTS will undertake and analyze the results of an annual statewide traffic safety attitudes and awareness survey. A professional polling institute will conduct the survey to gage the current level of awareness of New Jersey motorists of traffic safety issues in the state and to see what are the main traffic safety concerns being felt by the motoring public.

***Problem (link to strategy)***

- 21.6% of all NJ fatalities and 14.4% of all serious injury crashes involved a driver with a 0.08+ BAC.

- 22 percent of those killed in alcohol related crashes were Black-Non-Hispanic (compared to 15.8 percent of NJ population).
- Approximately 27 percent of the bicyclists killed were of Hispanic origin, despite this subset making up 22 percent of New Jersey's overall population.

### *Countermeasures (and Justification)*

- Public Outreach – Research data citations

### *Target (Link to Strategy)*

- Reduce the total roadway fatalities by 6 percent annually from the 2022 total through 2026.
- Reduce the total serious injuries by 8 percent annually from the 2022 total through 2026.

### *Estimated three-year funding allocation*

**Funding Source: SECTION 402**
**Estimated 3-year allocation:**
**FY2024: $750,000**
**FY2025: $1,000,000**
**FY2026: $1,250,000**

### *Strategy to project considerations*

- Existing partnerships
- Location
- Community engagement
- Emerging data trends
- Pilot or new programs

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## *Other Vulnerable Road Users Countermeasures*

### Countermeasure Strategies in Program Area

| Countermeasure Strategy |
|---|
| Enforcement of GDL and Zero-Tolerance Laws |
| Communication Campaign-older drivers |
| Communication Campaign-motorcycle riders |
| Work Zone Safety Training |

## Countermeasure Strategy: Enforcement of GDL and Zero-Tolerance Laws

### *Overview*

Graduated driver licensing addresses both the inexperience and immaturity of young drivers. GDL provides a structure in which beginning drivers gain substantial driving experience in less risky situations. GDL raises the minimum age of full licensure and helps parents manage their teenage drivers. GDL's effectiveness in reducing young driver crashes has been demonstrated many times.

Teen driving laws are most effective when law enforcement officers are armed with the tools and information necessary to enforce them. The police play a key role in enforcing GDL laws by sending a strong message that the GDL is taken seriously by the law enforcement community. Parents also play a key role in their teenagers' driving and are in the best position to enforce GDL restrictions and impose additional driving restrictions on the young drivers in their home.

Inexperience makes certain circumstances more dangerous for younger drivers. In addition, immaturity increases the likelihood of young drivers putting themselves in risky circumstances. Areas of concern in relation to young drivers include passenger interaction, belt use, cell phone use, drinking and driving, marijuana use, and nighttime driving.

The Division of State Police will conduct patrols in identified high crash areas involving young drivers to enforce the GDL laws and other related traffic violations. In addition, troopers will take part in GDL checks at various high schools throughout the State to ensure that the GDL driver decal is affixed to motor vehicles. Literature will also be distributed to younger drivers on the GDL statute. Funds will be used to compensate troopers for overtime worked on traffic details.

A successful partnership with the New Jersey State Interscholastic Athletic Association, the governing body for high school sports in New Jersey, will continue in FY2024-2026. A paid and social media campaign will be carried out to deliver traffic safety messages to young drivers and their parents through NJSIAA's year-round calendar of athletic tournaments and events and its 435 member high schools. The campaign will include banners and print ads, public address announcements at major events, social media posts, and innovative tools to reach and engage young drivers, parents, teachers, and school administrators.

To further address teen driving safety, the statewide peer-to-peer Champion Schools Program, developed by the Brain Injury Alliance of NJ, will continue in FY2024-2026. The program offers an opportunity for students and staff of New Jersey high schools to develop campaigns to address teen driving safety in their community. The program has grown steadily over the years in both the number of participating schools as well as the number of corporate and non-profit sponsors. Since inception, the program has worked in every county of NJ and reached approximately 820,000 students. For the 2022-23 school year, BIANJ has partnered with a diverse group of 59 schools in 18 counties.

During FY2024-2026, the important information disseminated through the Champion Schools Program will be expanded to college campuses in the state. The new CRASH (College Roads and Safety Habits) Project was developed by BIANJ to spread traffic safety education to college students. The CRASH Project is a peer-to-peer education statewide program promoting the creation of transportation safety campaigns to be carried out on college campuses by college student-run organizations.

### *Problem (link to strategy)*

- Young Driver involved fatalities increased 18 percent from 2019 to 2020, and another 20 percent from 2020-2021.
- 111 drivers between 16 and 20 years of age were killed in crashes in New Jersey (2017-2021).
- Over the past 5 years (2017-2021), the City of Newark had the highest volume of crashes involving young drivers. Approximately 2 percent of all crashes involving a young driver occurred in Newark compared to 4.7 percent of all crashes in the State. The municipalities that have the highest over-representation of young driver involved crashes were Toms River Township (1.8 percent of YD crashes compared to 1.2 percent of all crashes), followed by Paramus Borough (1.2 percent of all YD crashes compared to 0.9 percent of all crashes).

### *Countermeasures (and Justification)*

- Graduated Driver Licensing – CTW 5 stars citation
- Enforcement of GDL and Zero-Tolerance Laws - CTW 3 stars citation
- Highway Safety Program Guideline No. 4 *Driver Education,* NHTSA March, 2009

### *Target (Link to Strategy)*

- Reduce the Total Young Driver (drivers between 16 and 20 years of age) Involved Fatalities by 3 percent annually from the 2022 total to through 2026.

### *Estimated three-year funding allocation*

**Funding Source: SECTION 402**
**Estimated 3-year allocation:**
**FY2024: $200,000**
**FY2025: $225,000**
**FY2026: $250,000**

### *Strategy to project considerations*

- Existing partnerships
- Prior successful program delivery
- Uniform guidelines
- Location
- Community engagement

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## Countermeasure Strategy: Communication Campaign-older drivers

### *Overview*

The overall goal of older-driver-related countermeasures is to enable older drivers to retain as much mobility through driving as is consistent with safety on the road for themselves, their passengers, and other road users. "Safe mobility for life" was the key phrase used in the U.S. Department of Transportation's *Safe Mobility for a Maturing Society: Challenges and Opportunities* plan published in 2003 (U.S. DOT, 2003). The plan established a number of strategies to address safe mobility on the State or local level. Strategies included educating and training older drivers to assess their driving capabilities and limitations and improving skills when possible. A general trend that has been identified is that as drivers get older they are over represented in crashes that require navigating more complex situations such as intersections, left turns, and reacting to an impending crash (Stutts, Martell, & Staplin, 2009).

Many organizations (AARP, AAA, National Safety Council) offer educational material for older drivers to inform them of driving risks, help them assess their driving knowledge and capabilities, suggest methods to adapt to and compensate for changing capabilities, and guide them in limiting their driving during potentially more risky times of day (National Cooperative Highway Research Program, 2004, Strategy D2). The limited information available suggests that some educational material may increase driver's knowledge.

It must be realized that of all the traffic safety programmatic areas, countermeasures targeting older drivers are among the most complex because they involve so many issues outside of the normal traffic safety realm (Countermeasures That Work, 10th Edition, 2020).

A potential positive development that will warrant further research is the beneficial effects of new vehicle technologies (backup cameras, blind-spot warning, automatic emergency braking and lane departure warning) in helping keep older drivers safe (https://mycardoeswhat.org/helping-older-drivers-stay-safe/ April, 2021)

There are several advantages that can be gained by older drivers attending and completing training programs. In addition to becoming aware of new laws and learning about the latest in car technology, defensive driving techniques are reviewed and the effects of medication while driving as well as other safety issues are discussed. In addition, older drivers show a need for self-assessment for age related concerns that limit driving ability. Self-assessment tools and programs assist in reducing the risk for crashes and crash related deaths for older drivers.

Our older drivers make up a large portion of our overall licensed drivers and can be considered a higher-risk population on the roadways. As drivers age, their physical and mental abilities, driving behaviors, and crash risks all change. Driving is a complex activity that requires a variety of high-level cognitive skills that can diminish through changes that occur with normal aging and/or as a result of other age-related factors.

The Voorhees Transportation Center at Rutgers University has developed older driver safety training curriculum and resources based on national best practices, which is housed on a web-based Older Driver Traffic Safety Resource Center. The Resource Center is the focal point for New Jersey's mature driver safety program. It contains safety materials, links, and educational programming that can be accessed and utilized by New Jersey safety partners in a coordinated approach to this important issue. It is expected that newly developed older driver educational programming will be delivered by this project during FY2024-2026.

In addition, educating older drivers to assess their driving capabilities and limitations will be provided through a series of *CarFit* training programs that will be offered to senior adults. *CarFit*, a program aimed at helping mature drivers ensure that their vehicle "fits" them properly (i.e., mirror placement, distance seated from the steering wheel and gas and brake pedals, etc.), will be offered at AAA offices, senior housing units, community centers and some child passenger safety check events. AAA also plans, with the support of grant funding, a series of general

senior traffic safety educational programs, targeted for those areas of the State overrepresented in older driver crashes.

### *Problem (link to strategy)*

- 17% Of crashes in New Jersey involved a driver 65 years of age or older (2017-2021).
- 343 Drivers 65 years of age + were killed in crashes in New Jersey (2018-2022).
- Between 2017 and 2021, Bergen County had the highest volume of crashes involving older drivers, 26,836 or 12.8 percent of all older driver crashes. Bergen County also has the highest over representation of crashes involving older drivers compared to all crashes taking place in the county (12.8 percent vs 10.7 percent of all NJ crashes). Following Bergen County was Middlesex County with 19,988 crashes or 9.5 percent of all older driver crashes.

### *Countermeasures (and Justification)*

- Communication Campaign-older drivers – Research data citations
- Highway Safety Program Guideline No. 13 *Older Driver Safety*, NHTSA April, 2014

### *Target (Link to Strategy)*

- Reduce the Total Older Driver Fatalities by 3 percent annually from 2022 through 2026.

### *Estimated three-year funding allocation*

**Funding Source: SECTION 402**
**Estimated 3-year allocation:**
**FY2024: $100,000**
**FY2025: $150,000**
**FY2026: $200,000**

### *Strategy to project considerations*

- Existing partnerships
- Prior successful program delivery
- Uniform guidelines
- Location
- Community engagement

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## Countermeasure Strategy: Communication Campaign-motorcycle riders

### *Overview*

NHTSA estimates that per vehicle mile traveled, motorcyclists are about 29 times more likely than passenger car occupants to die in a crash, as a motorcycle offers little rider protection in a collision (Countermeasures That Work, 10th Edition, 2020). A motorcycle is inherently more difficult to operate than a passenger vehicle because it requires more physical skill and strength. The relationship of motorcycle speed and stability is also a critical consideration when riding a motorcycle, as the stability of a motorcycle is relative to speed. As speed increases, the motorcycle becomes more stable, requiring less effort from the operator to maintain its balance, even as it

becomes less maneuverable. At very low speeds, the motorcycle becomes less stable, requiring greater effort from the operator to balance it.

Various strategies are employed to improve motorcycle safety. The most demonstrably effective strategy is the use of motorcycle helmets that meet FMVSS 218. Motorcycle helmets are highly effective in protecting motorcycle riders' heads in crashes. Research indicates that helmets reduce motorcycle rider fatalities by 22 to 42% and brain injuries by 41 to 69% (Coben et al., 2007; Cummings et al., 2006; Deuterman, 2004; Liu et al., 2008; NHTSA, 2003; NHTSA, 2006; NHTSA, 2019). Other strategies include training and the use of high-visibility gear. It is generally understood that motorcycle riders should be properly trained and licensed. They should also be alert and aware of the risks they face while riding while impaired by alcohol or drugs.

Several States have conducted communications and outreach campaigns to increase other driver's awareness of motorcyclists. Typical themes are "Share the Road" or "Watch for Motorcyclists." Some States build campaigns around "Motorcycle Awareness Month," often in May, early in the summer riding season. Many motorcyclist organizations, including MSF, SMSA, the Gold Wing Road Riders Association, and State and local rider groups, have driver awareness materials available. Some organizations also make presentations on drivers' awareness of motorcyclists to driver education classes. Although this countermeasure is widely used, no evaluations of the effectiveness of campaigns to increase driver awareness of motorcyclists are available (Countermeasures That Work, 10th Edition, 2020).

Kardamanidis, Martiniuk, Stevenson, and Thistlethwaite (2010) evaluated the results of 23 studies for a Cochrane Review and found conflicting evidence with regard to the effectiveness of motorcycle rider training in reducing crashes or offenses. Due to the poor quality of available studies, the authors were unable to draw any conclusions about its effectiveness. In terms of rider impairment, research by Becker, McKnight, Nelkin, and Piper (2003) confirmed earlier studies that motorcycle riders are more concerned with their physical well-being and the security of their motorcycle and less concerned about any fines or sanctions that might come from operating a motorcycle while impaired.

Both Basic and Experienced Rider Courses are offered by the Motor Vehicle Commission in an effort to better prepare riders to recognize potentially hazardous riding situations and encourage riders to assess their own risks and limitations, and to ride within those constraints. More than 9,800 riders received this training in 2022.

Many drivers are not aware of how to safely share roads with motorcycles. Although there are limited empirical studies testing the effectiveness of public awareness campaigns, statewide awareness messaging by DHTS, MVC, and grantee stakeholders will continue in FY2024-2026.

The Motorcycle Safety Coalition is a committee hosted by the Brain Injury Alliance of New Jersey. During FY2024-2026, the coalition will carry out educational and awareness programs geared towards the motorcycle rider and general public, provide Rider Coaches with annual training, and develop and distribute printed materials. The programs that are developed and instituted are interactive and engaging in nature, and are promoted through the web, social and traditional media with a common theme of "Share the Road".

### *Problem (link to strategy)*

- 482 total motorcyclists were killed in New Jersey between 2017 and 2022.
- Between 2017 and 2021, there were almost 10,000 motorcycle crashes in New Jersey. Within those crashes, 42 percent involved a distracted driver (less than the overall NJ average of 49.3 percent) and 13.2 percent involved travelling at an unsafe speed/too fast for conditions (above the NJ average of 5.5 percent). Alcohol was involved in 3.6 percent of all crashes (above the NJ average of 2.6 percent).

- Between 2017 and 2021, Bergen County had the highest volume of motorcycle crashes, 904 or 9.1 percent of all motorcycle crashes. Essex County was next with 900 crashes or 9.1 percent.

### *Countermeasures (and Justification)*

- Motorcycle Rider Training – Research data citations
- Motorist Awareness of Motorcycles – Research data citations
- Highway Safety Program Guideline No. 3 *Motorcycle Safety*, NHTSA November, 2006

### *Target (Link to Strategy)*

- Reduce the Total Motorcyclist fatalities by 6 percent annually from the 2022 total through 2026.
- Reduce the Total Unhelmeted Motorcyclist fatalities by 7 percent annually from the 2022 total through 2026.

### *Estimated three-year funding allocation*

**Funding Source: SECTION 405f**
**Estimated 3-year allocation:**
**FY2024: $250,000**
**FY2025: $275,000**
**FY2026: $300,000**

### *Strategy to project considerations*

- Existing partnerships
- Prior successful program delivery
- Uniform guidelines
- Location

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## Countermeasure Strategy: Work Zone Safety Training

### *Overview*

Transportation incidents and workers struck by vehicles or mobile equipment account for the highest number of fatal work injuries, according to the Bureau of Labor Statistics. Workers such as emergency responders, utility, demolition, construction, and others in areas where there are moving vehicles and traffic are exposed to being struck by moving vehicles. Work zones are used to move traffic in an approved direction and are typically identified by signs, cones, barrels, and barriers. There must be a traffic control plan for the movement of vehicles in areas where there are also workers conducting other tasks. Drivers, workers on foot, and pedestrians must be able to see and understand the routes they are to follow.
*OSHA Fact Sheet* (https://www.osha.gov/sites/default/files/publications/work_xone_traffic_safety.pdf)

Problems and ineffectiveness in work zones arise when the responsible agencies fail to monitor their work zones properly or fail to apply proper procedures and guiding principles in a consistent way (*Safe and Effective Work Zone Inspection,* American Traffic Safety Services Association, USDOT/FHWA, 2013*).*

Training and administrative controls are vital in the process by which highways are built and maintained, in order to minimize the risk of crashes, injuries and fatalities within work zones. In a 2013 study conducted for FHWA, the

NJ Institute of Technology analyzed work zone crashes in New Jersey and made a number of recommendations. While each work zone is unique and driver behavior is significantly impacted by the work zone configuration and roadway operation, speed-flow through the work zone is the critical factor. The time of day of the project, duration of the project, signage, and training of personnel are also important considerations (*Work Zone Safety Analysis, Final Report.* Daniel, Ozbay, Chien, 2013).

New Jersey streets and highways are expected to safely and efficiently move millions of vehicles each year. A complex network of interstate and state highways, county roads and city streets require ongoing maintenance. Responsibility for the design, construction and maintenance of the highway system falls on the public works departments at the state, county and local levels of government. There continues to be a need for advanced traffic engineering work to monitor highway operations, recommend improvements in the highway system and improve the safety of work zones and those that travel through them such as vehicle operators, pedestrians and bicyclists.

Local jurisdictions vary widely in the degree to which they are equipped to handle the roadway maintenance and operational review. Many lack basic programs such as sign and signal inventories, systematic traffic counts, or means and criteria for identifying and analyzing high crash locations. As populations increase, many do not have access to specialized expertise in traffic engineering to improve or maintain existing roadways.

Work zone safety continues to be a high-priority issue for traffic engineering professionals and highway agencies. Construction and maintenance crews, plus other groups working on the roadway require training on how best to protect themselves as well as the driving public in construction zones. Effective temporary traffic control must provide for the safety of workers, road users and pedestrians. Training in the proper set-up of a work zone by public works employees, utility workers, and police officers will allow drivers to clearly identify the proper travel lane and reduce the chances for a vehicle-vehicle or vehicle-worker collisions.

As part of the comprehensive police training grant operated by Rutgers University, various work zone safety related tasks will be carried out in FY2024-2026. Funds will be used to support the Annual Work Zone Safety Conference. The conference agenda appeals to a wide variety of attendees – typically laborers, managers, law enforcement, engineers and maintenance personnel. Input from a diverse group of stakeholders is used to develop a comprehensive agenda. Partnering agencies also use this venue to distribute pertinent safety materials and offer assistance and resources to participants.

Throughout the year there will be a variety of training programs offered that will vary from half-day overview courses that provide the basics for safe work zone operations to a comprehensive training program for police officers who will return to their organizations and in turn instruct their own personnel.

### *Problem (link to strategy)*

- There was a 10.9% reduction in work zone crashes from 2020 to 2021.
- 38% of Work Zone crashes occurred on State Highways between 2017-2021.

### *Countermeasures (and Justification)*

- Work Zone Safety Training – Research data citations
- Highway Safety Program Guideline No. 21 *Roadway Safety*, NHTSA

### *Target (Link to Strategy)*

- Reduce the Total Work Zone Related Crashes by 2 percent annually from 2022 through 2026.

### *Estimated three-year funding allocation*

**Funding Source: SECTION 402**
**Estimated 3-year allocation:**
**FY2024: $100,000**
**FY2025: $100,000**
**FY2026: $100,000**

### *Strategy to project considerations*

- Existing partnerships
- Prior successful program delivery
- Uniform guidelines
- Crash data

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## *Traffic Records Countermeasures*

### Countermeasure Strategies in Program Area

| Countermeasure Strategy |
|---|
| Highway Safety Office Program Management |
| Training and Data Improvements |

## Countermeasure Strategy: Highway Safety Office Program Management

This management grant will provide funds for the administration of traffic records-related activities including participation on the Statewide Traffic Records Coordinating Committee (STRCC) and the coordination of projects under the Traffic Records program area. Funds will be used for salaries, fringe benefits, travel and other administrative costs that may arise for program supervisors and their respective staff.

Funds are also budgeted for travel and other miscellaneous expenditures such as equipment, supplies, rent, and utility expenses necessary to carry out the traffic records functions of the States' Highway Safety Office.

**Funding Source: SECTION 402**
**Estimated 3-year allocation:**
**FY2024: $500,000**
**FY2025: $525,000**
**FY2026: $550,000**

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## Countermeasure Strategy: Training and Data Improvements

### *Overview*

Traffic records data serves as the primary source of knowledge about New Jersey's transportation environment. The State's traffic records system consists of numerous systems gathering, processing, and sharing information about crashes, the location and characteristics of the state's roadways, registered vehicles and licensed drivers, citation, adjudication, health, and census/demographic data. Together these systems provide the underpinnings of a comprehensive system to reduce and eliminate serious injuries and fatalities on New Jersey's roadways.

As an aspirational goal, New Jersey has adopted the Towards Zero Deaths (TZD) strategy for eliminating fatalities and serious injuries through the Strategic Highway Safety Plan (SHSP). In order to achieve this goal, New Jersey's traffic records systems must be able to provide timely, accurate, integrated and accessible data. This data is fundamental to focusing resources and monitoring progress toward short and long-term strategies.

High quality State traffic records data is critical to effective safety programming, operational management, and strategic planning. Every State, in cooperation with its local, regional and Federal partners, should maintain a traffic records system that supports the data-driven, science-based decision making necessary to identify problems; develop, deploy, and evaluate countermeasure; and efficiently allocate resources. (Traffic Records Program Assessment Advisory, NHTSA, 2012.)

Traffic records data remains the basis for funding programs to transport people safely and to reduce motor vehicle crashes. Accurate data enables safety officials to know the who, what, when, where, and why in the transportation safety field so improvements can be implemented.

New Jersey's primary crash information system is hosted and maintained by NJDOT. With few exceptions, the statewide database contains records for all police-reported motor vehicle crashes resulting in $500 or more of property damage. All crash reports undergo a process that relies heavily on the following characteristics: Timeliness, Accuracy, Completeness, Integration, and Accessibility. In 2023 Governor Murphy signed legislation requiring all police agencies to submit their crash reports electronically. This is currently being prepared for

implementation and it will enhance the timeliness, accuracy, completeness, integration, and accessibility of all of New Jersey's crash data.

| | | |
|---|---|---|
| TIMELINESS | FOR | CITATION SYSTEM |
| ACCURACY | | DRIVER INFORMATION SYSTEM |
| COMPLETENESS | | INJURY SURVEILLANCE |
| INTEGRATION | | VEHICLE INFORMATION |
| ACCESSIBILITY | | ROADWAY INFORMATION |

### *Timeliness:*

The transfer of motor vehicle crash data in an electronic format is the key that will ultimately facilitate a quick turnaround time from crash occurrence to entry into the system. In FY2022, NJDOT launched a statewide program *NJ Crash* for electronic transfer of crash report information from local police jurisdictions. As of April 2023, 89 municipal police agencies were participating in the program and another 59 were in the planning stages.

During the FY2024-2026 HSP period, funds will be allocated to assist existing vendors that provide electronic crash reporting and CAD service to NJ police agencies to integrate their systems with the *NJ Crash* portal. The goal is to greatly increase the number of agencies submitting reports electronically by assisting the software vendors in linking their systems with NJDOT.

### *Accuracy:*

Maintaining and maximizing the accuracy of crash reports is an ongoing challenge. Differences in interpretation on the part of the officer filling out the report can cause issues. In some cases, pinpointing the exact location of the crash can also be problematic since not all police agencies use the same locating methodologies in reports.

### *Completeness:*

The State crash report, the NJTR-1, collects a large volume of data on all reportable crashes, through dozens of fields that need to be entered on the report. Police officers receive only brief training on how to properly complete the NJTR-1 crash form through their police academy instructions or through in-service training. Funds will be used in FY2024-2026 to provide workshops for law enforcement that will address proper form completion and the importance of data accuracy. The trainings will put special emphasis on the recently revised NJTR-1 form and the more recent changes to serious injury reporting classifications within the crash report.

### *Integration:*

DHTS recognizes that expanding the types of data and related community information collected and analyzed is a cornerstone of the FY2024-2026 Highway Safety Plan and the countermeasures and strategies included in it. Leveraging non-traditional data collection and analysis resources will greatly enhance and deepen the understanding of the crash profile in the state, including historically underserved and/or overrepresented communities being impacted by crashes.

In FY2023 an exciting partnership was announced between DHTS and the Children's Hospital of Philadelphia (CHOP). With the support of DHTS funding, a new resource center will be created that will feature an interactive data dashboard to visualize, monitor, and track progress in traffic safety across communities and over time, with the intention of improving health and safety for all New Jersey residents.

For more than a decade, researchers from CHOP have been conducting research using the New Jersey Safety and Health Outcomes (NJ-SHO) Data Warehouse, a collection of linked administrative data sets from New Jersey on traffic safety and health outcomes that currently contains more than 80 million records on 22 million New Jersey residents over a 15-year period.

The NJ-SHO Center for Integrated Data will expand the use of these data and provide information about injuries and safety to stakeholders through a publicly accessible website and interactive online dashboard. The data will go far beyond just crash data and examine demographic and community characteristics of drivers, passengers, and pedestrians to promote transportation equity for all.

DHTS funding for this project will help take information available through the NJ-SHO Data Warehouse and advance it into an interactive tool, providing an unprecedented resource for injury-related data. CHOP researchers will be able to update the data warehouse regularly with additional years and sources of data and will also work with stakeholders across the state to make sure that this dashboard and the data it provides meets their needs. CHOP has already collaborated with a multitude of state agencies and community partners to accomplish the extraordinary data linkage required.

The New Jersey Department of Health will also receive funds to implement electronic patient care reporting to the state's advanced life support programs. The project uses real-time data management tools to provide stakeholders (Office of Emergency Medical Services, hospitals and advanced life support programs) with data needed to make decisions in the most efficient manner possible. With the electronic patient care program, patient and circumstantial data is collected 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 their arrival for treatment. The data collected will also be linked to CHOP's NJ-SHS Data Warehouse. The result is that all patient information is captured electronically as one chart at the site of the injury, shared with any treatment facilities, updated by those facilities and linked to larger, comprehensive data sets for analysis purposes.

***Accessibility:***

The state's Traffic Records Coordinating Committee carries out the critical function of managing New Jersey's traffic records system as well as projects designed to improve the system. Rutgers University will receive grant funding for the operation of the STRCC, tasks of which include facilitating STRCC meetings, recruiting new members and retaining current members, and executing the STRCC Strategic Plan (updated annually). The strategic plan details new and ongoing projects designed to enhance the traffic records system in the state and meet the recommendations of the most recent traffic records program assessment (2022). The STRCC also prepares reports on STRCC project activities and facilitates and/or participates in subcommittee work as needed. Funds within the project will also go to the annual maintenance contract and licenses for the DHTS Crash Analysis Tool.

The Crash Analysis Tool is a powerful analytical tool designed to allow engineers, planners, designers, and executives to perform analysis, reporting, and crash data review in one streamlined, easy to use platform. The tool allows merging of multiple data sets including crash data, roadway data, and various safety layers for a seamless experience, referencing data from various sources and using it to make data driven decisions regarding roadway safety. The tool includes the ability to quickly identify crash patterns, drill down within the data and analyze segments at varying levels. This multi-layered support and crash analysis program is used by DHTS and made available to potential grantees and stakeholders.

The collection and detailed analysis of data is a critical first step in the process of developing programs to reduce fatalities and serious injuries on New Jersey's roadways. The cornerstone of this effort is the development of the

Triennial Highway Safety Plan, Annual Grant Application and Annual Report. These documents rely on data to develop and prioritize highway safety program areas and to analyze the effectiveness of programs previously implemented. The data analysis involved in the process is extensive and involves several databases in order to ensure accuracy. The DHTS Crash Analysis Tool, FARS database, and other data sources are used to provide the data necessary for these reports. In order to efficiently and accurately provide this information to the State in a timely manner, dedicated and experienced individuals are assigned the task of performing data analysis, maintaining critical hardware and software, and assisting in the preparation of the Highway Safety Plan and Annual Report. Funds will also be provided in a grant to Rutgers University to pay for staff salaries, training, and travel expenses to assist with overall DHTS data efforts, as needed.

***Problem (link to strategy)***

- Inaccurate data entry on crash reports at the local level.
- Lack of electronic transfer of crash reports resulting in incomplete data.
- Need for a more robust, comprehensive data set for traffic safety analysis.

***Countermeasures (and Justification)***

- Training and Data Improvements – Research data citations
- Highway Safety Program Guideline No. 10 *Traffic Records*, NHTSA March, 2009

***Target (Link to Strategy)***

- Reduce the total roadway fatalities by 6 percent annually from the 2022 total through 2026.
- Reduce the total serious injuries by 8 percent annually from the 2022 total through 2026.

***Estimated three-year funding allocation***

**Funding Source: SECTION 405c**
**Estimated 3-year allocation:**
**FY2024: $2,750,000**
**FY2025: $2,750,000**
**FY2026: $2,750,000**

***Strategy to project considerations***

- Existing partnerships
- Prior successful program delivery
- Pilot or new program
- Program assessment
- Uniform guidelines

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## V. Performance Report

Outcomes from the Coordination of the Highway Safety Plan and Strategic Highway Safety Plan. Fatality Analysis Reporting System (FARS), the New Jersey Fatal Accident Investigation Unit and Crash data from the NJDOT Accident Records Database (ARD) for 2021 are the most recent data available to assess progress toward the performance targets set in the FY2022 HSP. Unfortunately, many were unmet because of the spike in traffic fatalities. Fatalities have risen across the state and the country. Several other targets are listed as "in progress" because the data is incomplete and a determination has not yet been made.

DHTS will continue to adapt and revise programs as best we can to counter changes and fulfill our obligation to make New Jersey's roads safer. DHTS believes we are now headed in the right direction. Continued support from our traffic safety partners and buy-in from the public will be the keys to our success.

| NHTSA PERFORMANCE MESASURES | TARGET PERIOD | TARGET YEAR(S) | TARGET VALUE FY22 HSP | FY22 PROGRESS RESULTS | ON TRACK TO MEET FY22 HSP TARGET YES/NO/IN PROGRESS |
|---|---|---|---|---|---|
| **C - 1) Fatalities** | 5 Year | 2018-2022 | 565 | 619 | Not Met |
| **C - 2) Total Serious Injuries** | 5 Year | 2018-2022 | 2,537.2 | 2,700 | Not Met |
| **C - 3) Fatalities/VMT** | 5 Year | 2018-2022 | 0.766 | 0.836 | Not Met |
| **C - 4) Unrestrained Occupant Fatalities** | 5 Year | 2018-2022 | 121.6 | 136 | In Progress |
| **C - 5) Alcohol-Impaired (BAC 0.08+) Fatalities** | 5 Year | 2018-2022 | 124.9 | 153 | In Progress |
| **C - 6) Speeding Related Fatalities** | 5 Year | 2018-2022 | 105.5 | 146 | Not Met |
| **C - 7) Motorcyclist Fatalities** | 5 Year | 2018-2022 | 69.1 | 80 | Not Met |
| **C - 8) Unhelmeted Motorcyclist Fatalities** | 5 Year | 2018-2022 | 7 | 11 | Not Met |
| **C - 9) Young Driver (16-20YO) Involved Fatalities** | 5 Year | 2018-2022 | 50.4 | 63 | Not Met |
| **C - 10) Pedestrian Fatalities** | 5 Year | 2018-2022 | 179.8 | 186 | Not Met |
| **C - 11) Bicyclist Fatalities** | 5 Year | 2018-2022 | 17.2 | 18 | Not Met |
| **B - 1) Observed Seat Belt Use for Front-Seat Passengers** | 5 Year | 2018-2022 | 0.9068 | 0.9236 | Met |
| **O - 1) Total Drug Involved Fatalities** | 5 Year | 2018-2022 | 76.4 | 177 | In Progress |
| **O - 2) Total Drug Involved Crashes** | 5 Year | 2018-2022 | 1,834 | 1,566 | Met |
| **O - 3) Total Distracted Driving Involved Fatalities** | 5 Year | 2018-2022 | 118.2 | 129 | Not Met |
| **O - 4) Total Distracted Driving Involved Crashes** | 5 Year | 2018-2022 | 135,722 | 122,947 | In Progress |
| **O - 5) Total Speed Related Crashes** | 5 Year | 2018-2022 | 14,764 | 13,962 | In Progress |
| **O - 6) Total Older Driver Fatalities** | 5 Year | 2018-2022 | 74.3 | 69 | Met |
| **O - 7) Total Work Zone Related Crashes** | 5 Year | 2018-2022 | 3,560 | 3,150 | In Progress |

### C – 1 and C – 2 and C – 3) Fatalities, Total Serious Injuries, and Fatalities/VMT

The 2024-2026 HSP will utilize a data driven approach, informed on an ongoing basis by community collaboration to engage new partners, reinvigorate traffic safety enforcement efforts, and carry out comprehensive statewide and grass roots educational programs with an eye towards engendering reductions in motor vehicle crashes, injuries and fatalities. Program highlights will include the launch of a comprehensive Safety and Health Outcomes Resource Center and Data Dashboard, additional yearlong sustained enforcement grants targeting impaired driving, speed, driver distraction, and other vulnerable road users in high crash cities that have traditionally not embraced our programs, along with cooperative work with our traffic safety partners to complete new critical tasks identified in the 2020 NJ Strategic Highway Safety Plan.

### C - 4) Unrestrained Occupant Fatalities

Despite having a traditionally high seat belt usage rate in the state (92.97% in 2022), work remains regarding the apparent increase in unrestrained passenger fatalities in 2022. The 2024-2026 HSP will provide funds for a comprehensive package of occupant protection countermeasures. Yearlong, data-driven sustained seat belt enforcement grants will be conducted, along with the annual *Click It or Ticket* seat belt mobilization, with a special emphasis on counties with lower seat belt usage rates and higher rates of unrestrained injury crashes. A data integration project with Children's Hospital of Philadelphia will open up new data sources for planning and targeting these efforts, while the DHTS network of organizations currently active at the grass-roots community level (CTSP's, TMA's, etc.) will be engaging with new local partners to reach additional citizens with this programming.

### C – 5 and O - 1) Alcohol-Impaired Fatalities and Total Drug Involved Fatalities

The 2023-2024 Triennial HSP includes a number of countermeasures relating to the issue of impaired driving. High visibility enforcement campaigns will be conducted in targeted data-driven locations during the summer and end-of-year national impaired driving mobilization periods, as well as on a sustained basis in some locations. Major public awareness campaigns are planned as well focusing on the issue of drug impaired driving. Drug recognition and standardized training in the detection and apprehension of DWI offenders will be provided to the law enforcement community. New Jersey has a robust DRE Call-Out Program, which will be critical with the rollout of legalized Cannabis sales in the state. Programmatic efforts in FY2024-2026 will also include supporting the roll out of a new Alcotest breath test unit in the state, enhanced data collection, oversight, and reporting tools for DRE's, and the validation of new NJ State Police toxicological testing equipment. Targeted social media messaging will be employed to get messaging to high-risk, diverse groups. Other activities that should have a positive impact include a DWI case outcomes study to be conducted by Kean University and an enhanced programmatic partnership with MADD. Also, the continued use of the state's Drunk Driving Enforcement Fund will allow for effective and efficient use of millions of dollars in non-federal impaired driving countermeasure resources.

### C – 6 and O - 5) Speeding Related Fatalities and Total Speed Related Crashes

In light of the devastating impact of speeding on New Jersey roads and the unfortunate marked increase in speeding nationally in recent years, the 2024-2026 HSP will provide funds for sustained enforcement and education programs to municipal and county police departments in areas of the State that are overrepresented in speed related crashes as well as to NJ State Police for sustained radar speed enforcement on major highways. A region-wide speed enforcement crackdown during July of 2024, 2025, and 2026 will also be supported. The equipment needed for law enforcement to monitor motor vehicle speeds will be enhanced through the purchase of additional radar speed detection units for NJ State Police, which will result in more of these units in service on the roads of New Jersey. The issue of excessive motor vehicle speeds, which has taken on renewed focus in the pandemic and post pandemic years, will be a major focus of DHTS social and paid media initiatives in the years ahead, as well.

## C – 7 and C - 8) Motorcyclist Fatalities and Unhelmeted Motorcyclist Fatalities

While programmatic limitations exist in the effort to reduce motorcycle related crashes and fatalities, the FY2024-2026 HSP will continue efforts to promote the *Share the Road* message to the motoring public and support the State's motorcycle safety education programs offered by the Motor Vehicle Commission. The statewide Motorcycle Coalition will review and modify the various "Share the Road" safety messaging that goes out to motorcycle riders and motor vehicle operators through traditional and social media, with a goal of diversifying messaging and reaching nontraditional audiences. Though federal-funded programs and messaging targeting helmet usage by motorcyclists is restrictive, this important information will be disseminated moving forward by DHTS's non-federally funded partners.

## C - 9) Young Driver Involved Fatalities

Educational programs for young drivers that were severely scaled back during the pandemic years have begun to return to full strength. Extensive public outreach and awareness efforts are planned in FY2024-2026, including a partnership with the NJ State Interscholastic Athletic Association, to deliver important safe driving messages to the state's younger drivers. There will also be dedicated social media messaging, special programs on high school and college campuses, ongoing Parent/Teen Driver Orientation programs, and sustained GDL enforcement and education efforts by the NJ State Police. In addition, the Brain Injury Alliance of NJ has developed a new program, modeled after the *Champion Schools* high school program, called the *C.R.A.S.H. Project*, which is an educational and awareness peer to peer program empowering college students to develop campaigns to address transportation safety on campus and in their communities.

## C - 10) Pedestrian Fatalities

In FY2024-2026, DHTS will work with new and existing safety partners on pedestrian safety countermeasures involving community engagement, education and enforcement at identified pedestrian safety problem areas throughout the State. In order to better address this persistently stubborn issue, DHTS recognizes the need to find new partners to champion these efforts at the local level, as well as utilize integrated data sources to better target our efforts in underserved communities. DHTS will utilize a data driven approach to allocate its pedestrian safety related funding. Renewed outreach efforts will be made to reach agencies that have either not participated or participated with poor performance in recent years, which include many of the largest cities in the state for pedestrian crashes. DHTS will partner with the North Jersey Transportation Planning Authority, NJ Department of Transportation, Federal Highway Administration and the Transportation Management Associations in implementing the "Street Smart NJ" awareness program in communities that receive funding. "Street Smart NJ" messaging and materials will be expanded to incorporate multiple languages. The New Jersey Bike and Walk Coalition will receive grant funding again to further its statewide public awareness efforts relating to the state's new Safe Passing Law. In addition, looking at pedestrian safety data through a new lens will be a key initial focus of the Safety Data Resource Center under development by the Children's Hospital of Philadelphia. Another priority for the early portion of the HSP period will be working with NJDOT, under the auspices of the NJ SHSP, to develop a statewide Pedestrian Safety Action Plan to assist in coordinating efforts among various agencies.

## C - 11) Bicyclist Fatalities

The recently enacted "New Jersey Safe Passing Law" has afforded DHTS and its grantees the chance to carry out important safety education and awareness on behalf of the state's most vulnerable roadway users. In addition to being incorporated into bicycle safety training programs for law enforcement personnel, a major public information campaign was launched to promote the new law, which will continue in 2024-2026. With the support and guidance of community input, DHTS will ask its governmental and non-profit partner agencies to expand their local bicycle safety programming efforts in the upcoming years. A recently launched program with the non-profit NJ Bike and Walk Coalition is building a network of community-based *Street Savvy Cyclist* teams, which will model,

promote and expand safe cycling behavior to other riders in their respective communities through education, special events and public awareness campaigns.

### O – 3 and O - 4) Total Distracted Driving Involved Fatalities and Crashes

Distracted driving remains one of the most significant challenges we face in terms of traffic safety in New Jersey. This is another program area, like speeding, that relies heavily on police enforcement of existing laws. DHTS continually works to engage new police agencies in its sustained and mobilization enforcement grant programs and to maximize the productivity of those agencies that do receive funding. Recent groundbreaking Rowan University driver distraction research is being validated and put into use. This innovative study uses infrared cameras and artificial intelligence to analyze distracted driver behavior to better understand the true nature of the challenges we face in this important area. DHTS has also dedicated significant paid and social media resources to the issue of driver distraction in recent years. These will continue in FY2024-2026.

### O - 7) Total Work Zone Related Crashes

Work zone safety continues to be a priority for traffic engineering professionals and highway agencies. Awareness of proper work zone setup, maintenance, personal protection, and driver negotiation are all factors to be considered in establishing a safe work zone. In 2024-2026, DHTS will support ongoing work zone training activities and the annual Work Zone Conference through a comprehensive police training-funded grant. DHTS will also continue to provide funding to train roadside and emergency workers in the principles and application of the New Jersey Traffic Incident Management (TIM) Strategic Plan, released in 2022, which should lead to further reductions in this crash area in the years ahead.

## PROGRAM COST SUMMARY

| FY 2024 PROGRAM COST SUMMARY | | | | |
|---|---|---|---|---|
| PROGRAM AREA | APPROVED PROGRAM COST | STATE/LOCAL FUNDS | FEDERAL SHARE TO LOCAL | CURRENT BALANCE |
| SECTION 402 | | | | |
| PLANNING & ADMIN - PA 24 | $ 1,250,000 | $ 1,250,000 | 0 | $ 1,250,000 |
| ALCOHOL - AL 24 | $ 500,000 | 0 | 0 | $ 500,000 |
| PED/BICYCLE SAFETY – PS 24 | $ 750,000 | 0 | $ 250,000 | $ 750,000 |
| OCCUPANT PROTECTION – OP 24 | $ 1,200,000 | 0 | $ 700,000 | $ 1,200,000 |
| POLICE TRAFFIC SVCS. – PT 24 | $ 5,925,000 | $ 11,134,330 | $ 3,400,000 | $ 5,925,000 |
| CTSP – CP 24 | $ 3,500,000 | 0 | $ 2,500,000 | $ 3,500,000 |
| PAID MEDIA & PI&E – PM 24 | $ 750,000 | 0 | $ 100,000 | $ 750,000 |
| TRAFFIC RECORDS – TR 24 | $ 500,000 | 0 | 0 | $ 500,000 |
| TOTAL SECTION 402 | $ 14,375,000 | $ 12,384,330 | $ 6,950,000 | $ 14,375,000 |
| SECTION 405(b) | | | | |
| OCCUPANT PROTECTION | $ 1,875,000 | $ 1,517,975 | | $ 1,875,000 |
| TOTAL SECTION 405(b) | $ 1,875,000 | $ 1,517,975 | | $ 1,875,000 |
| SECTION 405(c) | | | | |
| TRAFFIC RECORDS | $ 2,500,000 | $ 1,684,444 | | $ 2,500,000 |
| TOTAL SECTION 405(c) | $ 2,500,000 | $ 1,684,444 | | $ 2,500,000 |
| SECTION 405(d) | | | | |
| IMPAIRED DRIVING | $ 7,300,000 | $ 4,303,635 | | $ 7,300,000 |
| TOTAL SECTION 405(d) | $ 7,300,000 | $ 4,303,635 | | $ 7,300,000 |
| SECTION 405(e) | | | | |
| DISTRACTED DRIVING | $ 2,500,000 | $ 6,024,740 | | $ 2,500,000 |
| TOTAL SECTION 405(e) | $ 2,500,000 | $ 6,024,740 | | $ 2,500,000 |
| SECTION 405(f) | | | | |
| MOTORCYCLE | $ 250,000 | $ 586,227 | | $ 250,000 |
| TOTAL SECTION 405(f) | $ 250,000 | $ 586,227 | | $ 250,000 |
| SECTION 405(g) | | | | |
| NON-MOTORIZED SAFETY | $ 1,700,000 | $ 1,421,729 | | $ 1,700,000 |
| TOTAL SECTION 405(g) | $ 1,700,000 | $ 1,421,729 | | $ 1,700,000 |
| SECTION 405(h) | | | | |
| PREVENTING ROADSIDE DEATHS | TBD | | | TBD |
| TOTAL SECTION 405(h) | TBD | | | TBD |

## CLARIFYING QUESTIONS

*1. Additional clarification was requested on the statement of starting goals for the public engagement efforts.*

DHTS was able to identify a number of affected communities through its data analysis, including:

- Black (Non-Hispanic) individuals accounting for 18.1 percent of total persons killed in motor vehicle crashes (2016-2020) despite making up 15.8 percent of the state's population.
- White-Non-Hispanics made up 58.54 percent of the drivers and passengers killed in traffic crashes compared to 2020 US Census NJ population totals (53.5%).
- Between 2016 and 2020, Black individuals were disproportionately killed in pedestrian crashes (20.3%) compared to 2020 US Census NJ population totals (15.8%).
- Black (Non-Hispanic) individuals also make up a disproportionate number of those killed in traffic crashes who were unrestrained at the time of the crash (19 percent of those killed and 15.8 percent of the overall population.
- Hispanics made up 27.4 percent of the bicyclists killed compared to 2020 US Census NJ population totals (21.5%).
- Cities identified as having a high number of crashes in an overburdened community overall as well as relating to issues including seat belt use and drugged driving include Newark, Jersey City, and Camden.
- Finally, crashes in communities defined as overburdened are increasing, which points to a need for broad-based community engagement efforts. During 2017-2021 there were approximately 1.23 million motor vehicle crashes in New Jersey with 42 percent taking place within an overburdened community. However, the proportion of total crashes taking place in overburdened communities has increased each year since 2014. In 2021, almost half of the crashes taking place in New Jersey took place in an overburdened community (48.9 percent). However, this percentage is nearly identical to the percentage of New Jersey's population living in those communities (48.5%).

Our analysis compared the percentage of traffic fatalities by race and compared them to the population, even though only 90 percent of the persons killed in traffic crashes were New Jersey residents. Though our analysis did not identify significant areas of concern, New Jersey still intends to focus our efforts on improving community engagement in overburdened communities.

Understanding that engaging communities and documenting these efforts requires a clear plan, the starting goals for DHTS in the development of the FY2024-2026 HSP involved utilizing existing partners, with already established presences in these communities, to begin outreach and engagement with the groups listed above.

The short-term goal was to undertake tangible programming that could be highlighted in the HSP, with the more long-term goal being to lay the groundwork and educate DHTS partners in such a way that will facilitate the build out of a more robust program moving forward.

Important considerations included:

1) Identifying and being clear about the reason, goal and importance of engaging with the public. This is not just to meet Federal IIJA requirements, but rather it is to inform, consult, involve, collaborate, and empower communities in improving their own outcomes.
2) Sharing the identified purpose with stakeholders. DHTS set out to accomplish this through ongoing and renewed training of grantees in the community engagement concept and in the processes that have the greatest impact in reducing crashes and roadway fatalities. This will involve assessing countermeasure strategies and programming funds prioritization.

3) Selecting the right tools and processes that will meet the identified purpose. This involves an iterative process of evaluating ongoing engagement efforts for effectiveness and scalability.

Within these parameters and considering the short time frame available in the HSP development process, DHTS set the goal of reaching the aforementioned groups both broadly and specifically through programming conducted by its partner organizations.

*2. It was requested that a description be provided of how engagement opportunities were designed to reach the affected communities identified.*

Community-based programs which receive grant funding from DHTS, both governmental and non-profit, are well positioned to engage with the community and develop relationships and projects that will positively influence the traffic safety environment. These grantees were tasked during the FY2024-2026 HSP planning process with undertaking new activities designed to strengthen relationships in their local communities and report on these activities to help develop and inform this HSP.

These partner agencies were given specific instructions, preliminary training, reporting documentation, and most importantly data and guidance as to the priority focus groups for these efforts (the affected communities mentioned previously).

Examples of engagement opportunities that were planned and carried out focusing on the affected communities listed previously are related throughout the HSP, but highlights include:

- Atlantic County CTSP/Atlantic City Police Department (Atlantic City programs focusing on Black and Hispanic residents, pedestrian and bicycle safety, etc.)
- Hudson County Safe Communities/Hudson TMA (Jersey City Housing Authority programs focusing on Jersey City housing project residents relating to pedestrian safety, and child passenger safety)
- goHunterdon TMA/United Way of Hunterdon County (Bicycle safety engagement with at-risk Hispanic populations in Flemington and Lambertville)
- Avenues in Motion TMA (Bicycle safety and pedestrian safety engagement with Black and Hispanic residents of Morristown)
- EZRide TMA (Broad based traffic safety engagement with underserved communities of Newark, Passaic, Plainfield and Orange)
- Greater Mercer TMA (Pedestrian and bicycle safety engagement with Spanish-speaking residents of Hightstown)
- Brain Injury Alliance of New Jersey/LEAP Academy Charter School (Extensive programming in the City of Camden, one of New Jersey's most at-risk communities, focusing on pedestrian, bicycle and child passenger safety to Black and Hispanic residents)

*3. What accessibility measures were implemented by the state in its outreach efforts and in conducting community engagement opportunities?*

Accessibility begins with meeting people "where they are" and engaging them in locations that are familiar and comfortable. The importance of accessibility was stressed by HTS to its partners undertaking these efforts from the outset, though as a relatively new concept within the traffic safety realm it will require additional follow-up and guidance to consistently take hold.

There are many examples of accessibility measures provided in New Jersey's engagement efforts highlighted in the HSP, but to reiterate a few:

- goHunterdon engaged with residents at the Harvest Family Success Center's Holiday Party in Flemington. This trusted event draws two hundred predominately Latino families that utilize bicycling/walking as a primary mode of transportation. With translation by United Way volunteers and local Latino leaders, goHunterdon staff provided education on the importance of wearing a properly fit helmet and New Jersey's bicycle law requiring lights on the front and rear of each bicycle at night.
- The Atlantic County CTSP project is working with the Atlantic City Police Department to carry out traffic safety engagement activities in each of Atlantic City's six wards, the idea being to make this important information as accessible as possible to people, close to home.
- Brain Injury Alliance of NJ engagement efforts at several LEAP Charter School locations in the City of Camden included Spanish-language translation services on site as well as Spanish language materials.
- Greater Mercer TMA engaged with several hundred residents for whom Spanish is their primary language within familiar surroundings at St. Anthony Padua Church in Hightstown. The event included the distribution of Spanish language traffic safety materials and listening to input from residents on safety issues of concern.
- The Hudson TMA made accessibility a priority by taking its engagement activities directly to local residents at the Hudson County Chambers Health Fair (1,200 participants) at Saint Peters University in Jersey City as well as Casa Manito, Holy Rosary Senior Center, Nutrition Senior Center, and Mi Casa ES SU Casa (135 participants) of Hudson County. Another event, sponsored in partnership with the Marion Gardens Housing Authority in Jersey City was carried out to engage with residents, close to home, on the issue of pedestrian safety in and around the housing complex.

DHTS looks forward to accessibility considerations being augmented further during the FY2024-2026 period. Our new Community Engagement Coordinator will certainly work to embed the importance of this as our statewide program is built out in the years ahead. It should also be noted that demonstrating and reporting on accessibility within engagement activities is featured prominently in a new community engagement event reporting form to be provided to all DHTS grantee partners in FY2024.

*4. How were the comments and views received from the affected communities incorporated into the development of this HSP?*

From the outset, DHTS prioritized receiving actual input and comments from affected communities, so that this input could be analyzed and incorporated into our plans, both statewide in the FY2024-2026 HSP and within local grants. The concept of public input was continually stressed to our community based partner agencies, as they were advised of the need to work towards building durable relationships with diverse community members as an ongoing part of their project lifecycle while also proactively involving a broad representation of the community in this effort.

In reality, changing the way that we and our grantees do business and conduct our programs to move across the "Public Engagement Activity Spectrum" from "informing" to "co-creating" has been a challenge. Nonetheless, with greater training and knowledge being provided, progress is being made while the groundwork is laid for success in the future.

Many examples of community input received and utilized are included within the FY2024-2026 HSP. Some highlights:

- In the Atlantic City community engagement project carried out by the Atlantic County CTSP and Atlantic City police department, numerous local safety concerns were reported to DHTS and more importantly, to local authorities.
- Input received by the Bike and Walk Coalition of NJ during their engagement efforts pointed to the need for more safety training in at-risk communities as well as assistance in grant funding efforts in these communities, which the Coalition plans to address moving forward.
- Street Smart NJ was able to incorporate numerous suggestions and recommendations made by residents during its FY2022 City of Newark project into future efforts in the city.
- As part of a township-wide speeding educational program, the Piscataway Police Department delivered lawn signs door to door and took input from residents, through which they were able to identify local speeding hot spots as well as other traffic safety concerns.
- A new program underway in FY2023 in Plainsboro has seen the police department hold community listening sessions with BIPOC groups to take input on a variety of traffic safety concerns, to assist in developing appropriate programming moving forward.
- Street Smart NJ and the EZ-Ride TMA carried out a pedestrian safety project in the Borough of North Plainfield. Results and feedback from that effort revealed a need for a different approach to reach Spanish language residents, which will be implemented as a follow up in FY2024.
- A number of surveys were conducted by DHTS and the SHSP, and while the respondents were not always representative of the targeted populations identified, useful input was received nonetheless.

DHTS is confident that strong progress is being made in the effort to work collaboratively with the community and to incorporate community involvement and input as an ongoing part of traffic safety program development and delivery. In the FY2024-2026 HSP period, the DHTS Community Engagement Coordinator will work to embed the importance of this as our statewide program is further developed. Also of note, collecting, reporting, and most importantly utilizing community input to inform our efforts is featured prominently in the new Community Engagement Event reporting form to be provided to all DHTS grantee partners in FY2024.

*5. Additional clarification was requested on the statement of starting goals for the ongoing (FY2024-2026) public engagement efforts.*

The development process for the FY2024-2026 HSP provided many valuable lessons learned relating to community engagement. Some elements were carried out successfully, others were a bit more frustrating, but the result was a much greater understanding of the purpose and processes for community engagement on the part of DHTS and its partner agencies. The primary goal for the FY2024-2026 HSP implementation period is to build out our statewide community engagement effort so that it grows, improves and ultimately reaps the positive impact on traffic safety that everyone envisions.

DHTS plans to implement a series of tasks during the triennial period, with the goal of creating a robust statewide program that reaches many different communities in New Jersey, while also specifically focusing on the affected communities identified earlier. These plans are explained in great detail in the HSP, but further clarification as to how these tasks will positively impact the targeted affected communities is provided here:

- Community engagement statewide coordinator

  This new position at DHTS will be critical to the success of the program. This individual will be tasked with reaching out and building relationships in affected communities and cities where DHTS has struggled to develop programming in recent years (Newark, Jersey City, Camden, Trenton, etc.). The coordinator will also monitor and provide guidance to DHTS grantee partners to ensure they are reaching the specific affected groups (for example Hispanic cyclists or unbelted black motorists). As this is an emerging program

area, the coordinator will also be able to help train our statewide partners in the best practices to reach our target groups as they become available.

- Community based grantee efforts

  DHTS has a vast network of funded partners in place throughout the state, including in the communities and groups most in need of assistance. New Jersey eight TMA's and CTSP grant projects all have specific outreach plans in place for the years ahead, which are detailed extensively in the HSP. As one example, the EZ-Ride TMA has bicycle and pedestrian safety engagement planned in Newark, East Orange, and Passaic, all of which are overburdened communities ranked high for crashes and prime locations to reach specific population groups that have been identified.

- Regional grants initiative

  These large regional grants will provide many opportunities for enhanced community engagement, including local knowledge to direct funding and programs to communities in need and targeted efforts towards affected population groups, all of which will be guided by project Steering Committees that are a required element of each project and will include strong community membership.

- Law enforcement toolkit

  The role of law enforcement in community engagement has generally not been prioritized, but will be an important part of New Jersey's efforts. "Community collaboration" between law enforcement and the public is a required activity for the FY2024-2026 period. The toolkit being developed for police agencies in the state will be a valuable resource to help police agencies engage with the residents they serve, which has the potential to be very beneficial in identified overburdened communities and within affected groups.

- Surveys

  Surveys are a useful tool to engage with the public and assess public opinion, both widespread and within more targeted groups or communities. Professionally administrated surveys will be conducted to help DHTS and its partners gauge community perceptions, gather valuable input to inform program development, and measure changes in public attitudes. Though potentially challenging, efforts will be made to survey attitudes within identified affected groups and at-risk communities.

- Public information, social media, paid media

  The various public information efforts to be carried out by DHTS and its partners during the FY2024-2026 HSP period will be a critical tool in reaching and engaging individuals that have been identified as adversely suffering from roadway crashes. The plans are enumerated at length in the HSP, but in terms of focusing efforts on identified affected groups, this work will certainly include content tailored for reaching specific audiences (translated if necessary), distributed in multiple ways to reach audiences, with the support of trusted community leaders.

  Paid and social media present unique opportunities to reach target groups and begin the community engagement process with a call to action for input and involvement.

  The opportunities for successful engagement here are extensive. As an example, focus group sessions would be conducted to develop a targeted paid media campaign focusing on unbelted Black motorists. The focus group would gather input to help craft appropriate messaging, which will be placed strategically in overburdened communities in which these affected individuals live. The paid media would be augmented by the distribution of appropriate materials by trusted community partners, with ongoing feedback from residents encouraged.

- Support of other (non-DHTS) funded projects

  The cities mentioned in the HSP that are receiving federal grant funding for infrastructure improvement projects (Vineland, Atlantic City, East Orange, Orange) all qualify as potentially beneficial locations for

DHTS to support with community engagement activities as they are each designated overburdened communities and have large populations of identified affected groups. The new DHTS Community Engagement Coordinator will be tasked with conducting the initial outreach and offer of support.

- HTSPAC and other HTS activities

  As mentioned in the HSP, DHTS will make every effort to bring new, diverse voices to membership on HTSPAC, New Jersey's Highway Traffic Safety Policy Advisory Council, though DHTS does not have ultimate appointment authority for these positions.


Driving
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