










NJ's Safe Passage PSA Program for 2020 (as of 2/7/20)

Month	Theme (if any)	Message Displayed	DMS Display (where available)	Dates Displayed
January	Impaired Driving National Message	Drive Sober or Get Pulled Over		Wednesday, 1/1/20 (last day of National Campaign – alternated with Don't Drink and Drive – Get a Ride)
January	Move Over Law (Message displayed on the 6th day of each month)	Move over/Slow Down for Stopped Emergency Authorized Vehicles		Monday, 1/6/20 – Midnight to Midnight except for rush hours, inclement weather and/or emergencies
January	Distracted Driving Awareness	Texting and Driving Up to \$400 Fine		Tuesday, 1/7/20 (regular message for the 7th of every month)




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January	Move Over Law (in memory of NJDOT SSP employee, Joe Kealey on the 10th anniversary of his passing.	Move over/Slow Down for Stopped Emergency Authorized Vehicles		Saturday, 1/11/20 - Midnight to Midnight except during inclement weather &/or emergencies
January	Distracted Driving Awareness	Put down the Phone Just Drive		Tuesday, 1/14/20 (regular message for the 14th of every month)
January	Distracted Driving Awareness	State Law – Keep Right except to Pass		Wednesday, 1/15/20 (regular message for the 15th of every month)





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February	Regulatory Message	Speed Enforcement		Saturday, 2/1/20 (Regulatory messages – rotated on the 1st of every month)
February	National Campaign Message Super Bowl Weekend	Fans don't let Fans drive drunk		Sunday, 2/2/20 12 Noon until 12 Midnight
February	Move Over Law	Move over/Slow Down for STOPPED Emergency Authorized Vehicles		Thursday, 2/6/20 Midnight to Midnight except for rush hours, inclement weather and/or emergencies




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February	Distracted Driving Awareness	Texting and Driving, Up to \$400 Fine		Friday, 2/7/20
February	Distracted Driving Awareness	Pay Attention Just Drive		Friday, 2/14/20
February	Regulatory Message	State Law Keep Right Except to Pass		Saturday, 2/15/20




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February	Distracted Driving Awareness	Buckle Up Hang Up		Sunday and Monday, 2/16/20 and 2/17/20 President's Day Weekend
March	Regulatory Message	Back Seats Seat Belts It's the Law		Sunday, 3/1/20
March	Move Over Law	Move over/Slow Down for STOPPED Emergency Authorized Vehicles		Friday, 3/6/20 – Midnight to Midnight except for rush hours, inclement weather and/or emergencies
March	Distracted Driving Awareness	Texting and Driving Up to \$400 Fine		Saturday, 3/7/20




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March	Distracted Driving Awareness	Put down the Phone Just Drive		Saturday, 3/14/20
March	Regulatory Message	State Law Keep Right except to Pass		Sunday, 3/15/20
March	National Campaign Message St Patty's Day Holiday	Buzzed Driving is Drunk Driving		Monday, 3/16/20 and Tuesday, 3/17/20




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March	Distracted Driving Awareness	Buckle Up Hang Up		Friday, 3/20/20 through Sunday, 3/22/20
April is: National Distracted Driving Awareness Month	Regulatory Message	Prevent a Tragedy, Wear a Seatbelt		Wednesday, 4/1/20
April	Move Over Law	Move over/Slow Down for STOPPED Emergency Authorized Vehicles		Monday, 4/6/20 – Midnight to Midnight except for rush hours, inclement weather and/or emergencies (alternate on the 6th with U Drive, U Text, U Pay Campaign for April only.)




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April	Distracted Driving Awareness Month National Enforcement Mobilization	U DRIVE U TEXT U PAY		Monday, 4/6/20 through Monday, 4/13/20
April	Distracted Driving Awareness Month	Pay Attention Just Drive		Tuesday, 4/14/20
April	Regulatory Message	State Law Keep Right except to Pass		Wednesday, 4/15/20



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April	National Work Zone Safety Awareness Week	Protect our Workers Slow Down In Work Zones		Monday, 4/20/20 through Friday, 4/24/20
April	Distracted Driving Awareness Month	U DRIVE U TEXT U PAY		Saturday, 4/25/20 through Thursday, 4/30/20
May is: National Youth Safety Month National Motorcycle Safety Awareness Month and National Bicycle Safety Month	Regulatory Message	Speed Kills Slow Down		Friday, 5/1/20




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Month	Theme (if any)	Message Displayed	DMS Display (where available)	Dates Displayed
May	Move Over Law	Move over/Slow Down for STOPPED Emergency Authorized Vehicles		Wednesday, 5/6/20 Midnight to Midnight except for rush hours, inclement weather and/or emergencies
May	Distracted Driving Awareness	Texting and Driving Up to \$400 Fine		Thursday, 5/7/20
May	National Campaign Message Motorcycle Awareness Month	Share the Road with Motorcycles		Friday, 5/8/20 through Sunday, 5/10/20




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Month	Theme (if any)	Message Displayed	DMS Display (where available)	Dates Displayed
May	Bike/Ped Safety Display message on all non-interstate Permanent & Portable DMS – spell out Pedestrian where possible	Watch for Bicycles and Pedestrians		Monday, 5/11/20 - Friday, 5/15/20 Local Highways only PANYNJ will use also in the vicinity of the airports
May	National Regulatory Message leading up to, during, and after the Memorial Day Holiday weekend	Click It or Ticket and Buckle Up Everyone, Every time		Monday, 5/11/20 through Sunday, 5/31/20 Committee agreed to alternate these two messages rather than run one message for three weeks. See the following:




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Month	Theme (if any)	Message Displayed	DMS Display (where available)	Dates Displayed
May	National Regulatory Campaign Message Memorial Day Holiday	Click It or Ticket		Monday, 5/11/20 through Wednesday, 5/13/20
May	Distracted Driving Awareness	Put Down the Phone Just Drive		Thursday, 5/14/20 (Alternate with National message for May)
May	Regulatory Message	State Law Keep Right Except to Pass		Friday, 5/15/20 (Alternate with National message for May)




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May	National Campaign Message Memorial Day Holiday	Click It or Ticket and/or Buckle up everyone every time	 <p style="text-align: center;">STATE LAW BUCKLE UP EVERYONE EVERY TIME</p>	Saturday, 5/16/20 through Saturday 5/23/20
May	National Campaign Message	Click It or Ticket and/or Buckle up everyone every time	 <p style="text-align: center;">CLICK IT OR TICKET</p>	Sunday, 5/24/20 through Sunday, 5/31/20
June	Regulatory	Obey the Speed Limit Don't Tailgate	 <p style="text-align: center;">OBEY THE SPEED LIMIT DONT TAILGATE</p>	Monday, 6/1/20




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June	Move Over Law	Move over/Slow Down for STOPPED Emergency Authorized Vehicles		Saturday, 6/6/20 Midnight to Midnight except for inclement weather and/or emergencies
June	Regulatory Message	Texting and Driving Up to \$400 Fine		Sunday, 6/7/20
June	Distracted Driving Awareness	Pay attention Just Drive		Sunday, 6/14/20




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June	National Ride to Work Day	Share the Road with Motorcycles		Monday, 6/15/20 through Friday, 6/19/20
June	Regulatory	Save A Life Everyone Wear Seatbelts		Saturday, 6/20/20 through Saturday 6/27/20
July	Regulatory	Speed Limit Strictly Enforced		Wednesday, 7/1/20





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July	Independence Day Holiday	National Message is: Drive Sober or Get Pulled Over or Buzed Driving is Drunk Driving		Thursday, 7/2/20 through Sunday, 7/5/20
July	Move Over Law	Move over/Slow Down for STOPPED Emergency Authorized Vehicles		Monday, 7/6/20 – Midnight to Midnight except for rush hours, inclement weather and/or emergencies
July	Distracted Driving Awareness	Texting and Driving Up to \$400 Fine		Tuesday, 7/7/20 through Sunday, 7/12/20




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July	Distracted Driving Awareness	Put down the Phone Just Drive		Tuesday, 7/14/20
July	Regulatory Message	State Law Keep Right Except to Pass		Wednesday, 7/15/20
July	Regulatory Message	Back Seats Seat Belts It's the Law		Friday, 7/17/20 through Monday, 7/20/20




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July	Motorcycle Awareness	Share the Road with Motorcycles		Thursday, 7/23/20 through Sunday, 7/26/20
August	Regulatory	Back Seats Seat Belts It's the Law		Saturday, 8/1/20
August	Move Over Law	Move over/Slow Down for STOPPED Emergency Authorized Vehicles		Thursday: 8/6/20 – Midnight to Midnight except for rush hours, inclement weather and/or emergencies
August	Distracted Driving Awareness	Texting and Driving Up to \$400 Fine		Friday, 8/7/20




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August	Distracted Driving Awareness	Pay Attention Just Drive		Friday, 8/14/20
August	Regulatory Message	Keep Right except to Pass		Saturday, 8/15/20 and Sunday, 8/16/20
August/September	National Safety and Enforcement Message (National Message) (8/19/20 through 9/7/20)	Drive Sober or Get Pulled Over (alternate with State Law, Buckle Up Everyone, Every time		Wednesday, 8/19/20 through Monday, 8/24/20




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August/September	National Safety and Enforcement Message (National Message)	Drive Sober or Get Pulled Over (alternate with State Law, Buckle Up Everyone, Every time)		Tuesday, 8/25/20 through Monday, 8/31/20
September	Regulatory	Prevent a Tragedy Wear a Seatbelt		Tuesday, 9/1/20
September	National Message (Labor Day Holiday Week)	Drive Sober or Get Pulled Over (alternate with State Law, Buckle Up Everyone, Every time)		Wednesday 9/3/20 through Monday, 9/7/20




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September	Move Over Law	Move over/Slow Down for STOPPED Emergency Authorized Vehicles		Sunday, 9/6/20 (alternate with Drive Sober or Get Pulled Over message)
September	National Message (Labor Day Holiday Weekend)	Drive Sober or Get Pulled Over		Monday, 9/7/20 (Labor Day)
September	Back to School Week (National Message)	Walk, Bike and Ride to School Safely		Tuesday 9/8/20 through Friday, 9/11/20




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September	Distracted Driving Awareness	Put Down the Phone Just Drive		Monday, 9/14/20
September	Distracted Driving Awareness	State Law Keep Right Except to Pass		Tuesday, 9/15/20
September	Regulatory	Prevent a Tragedy Wear a Seatbelt		Thursday, 9/17/20 through Saturday, 9/19/20




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September	Child Passenger Safety Week (Sunday, 9/20/20 through Saturday, 9/26/29) National Seat Check Saturday (9/26/20)	Kids in Cars Belong in Car Seats		Sunday, 9/20/20 through Saturday, 9/26/20)
October National Pedestrian Safety Month	Regulatory	Obey the Speed Limit Don't Tailgate		Thursday, 10/1/20
October	Move Over Law	Move over/Slow Down for STOPPED Emergency Authorized Vehicles		Tuesday, 10/6/20 – Midnight to Midnight except for rush hours, inclement weather and/or emergencies




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October	Bike/Ped Consider messages for arterials on "National Walk to School Day"	Watch for Bicycles and Pedestrians	National Walk to School Day/Safe Routes to School 	Wednesday, 10/7/20
October (Columbus Day Holiday Weekend)	Regulatory	Save a Life Everyone wear Seatbelts		Friday, 10/9/20 through Monday, 10/12/20
October	Distracted Driving Awareness	Pay Attention Just Drive		Wednesday, 10/14/20




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October	Regulatory Message	State Law Keep Right except to Pass		Thursday, 10/15/20
October	Regulatory Message Teen Driver Safety Week Note: This is also School Bus Safety Week	Texting And Driving Up to \$400 Fine		Sunday, 10/18/20 through Saturday, 10/24/20
October Recommendation made to use a message geared towards children's safety on 10/31/20	Distracted Driving Awareness Message for Halloween	Buzzed Driving is Drunk Driving		Thursday, 10/29/20 through Saturday, 10/31/20




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November	Regulatory	Prevent a Tragedy Wear a Seatbelt		Sunday, 11/1/20
November	Move Over Law	State Law Move over/Slow Down for STOPPED Emergency Vehicles		Friday, 11/6/20 - Midnight to Midnight except for rush hours, inclement weather and/or emergencies
November	Distracted Driving Awareness	Texting And Driving Up to \$400 Fine		Saturday, 11/7/20




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November	National Traffic Incident Mgt. Response Awareness Week	Move Over-Slow Down for Stopped Emergency Authorized Vehicles	 <p style="text-align: center;">MOVE OVER - SLOW DOWN FOR STOPPED EMERGENCY AUTHORIZED VEHICLES</p>	TBD for 2020
November	Distracted Driving Awareness	Put down the Phone Just Drive	 <p style="text-align: center;">PUT DOWN THE PHONE JUST DRIVE</p>	Saturday, 11/14/20
November	Regulatory	State Law Keep Right Except to Pass	 <p style="text-align: center;">STATE LAW KEEP RIGHT EXCEPT TO PASS</p>	Sunday, 11/15/20




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November	Regulatory	Texting and Driving Up to \$400 Fine		Wednesday, 11/18/20 through Sunday, 11/22/20
November	Distracted Driving Awareness	Don't Drink and Drive Get a Ride		Tuesday and Wednesday, 11/24/20 and 11/25/20 prior to Thanksgiving Day
November	Thanksgiving Day Holiday Message (Used for 2019 Thanksgiving Holiday)	Back Seats Seat Belts It's the Law		Thursday, 11/26/20 only




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November	Distracted Driving Awareness	Buzzed Driving is Drunk Driving		Friday, 11/27/20 through Sunday, 11/29/30
December	Regulatory	Speed Limit Strictly Enforced		Tuesday, 12/1/20
December	Pre-Holiday Season National Message	Buzzed Driving is Drunk Driving		Wednesday, 12/2/20 through Wednesday, 12/9/20 (with the exception of 12/6/20 and 12/7/20)




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December	Move Over Law	Move over/Slow Down for STOPPED Emergency Authorized Vehicles		Sunday, 12/6/20 – Midnight to Midnight except for inclement weather and/or emergencies
December	Distracted Driving Awareness	Texting and Driving Up to \$400 Fine		Monday, 12/7/20
December	Distracted Driving Awareness	Buzzed Driving is Drunk Driving		Tuesday, 12/8/20 through Sunday, 12/13/20

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December	Distracted Driving Awareness	Pay Attention Just Drive		Monday, 12/14/20
December	Regulatory Message	State Law Keep Right Except to Pass		Tuesday, 12/15/20
December	Impaired Driving National Message (12-16-20 through 1/1/21)	Drive Sober or Get Pulled Over (alternate with Don't Drink and Drive, Get a Ride)		Wednesday, 12/16/20 through Sunday, 12/20/20

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December	Distracted Driving Awareness	<p>Don't Drink and Drive</p> <p>Get a Ride (alternate with Drive Sober or Get Pulled Over Message)</p>		Monday, 12/21/20 through Friday, 12/25/20
December	Distracted Driving Awareness	<p>Drive Sober or Get Pulled Over (alternate with Don't Drink and Drive, Get a Ride)</p>		Saturday, 12/26/20 through Tuesday, 12/29/20
December, 2020 and January, 2021	Distracted Driving Awareness	<p>Don't Drink and Drive</p> <p>Get a Ride (alternate with Drive Sober or Get Pulled Over Message)</p>		Wednesday, 12/30/20 through Sunday, 1/3/21






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Safe Passage Program Calendar Legend (unless circumstances warrant otherwise):
1st of Every Month: Regulatory Message – one of the following:

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	<p><i>6th of Every Month and on January 11th of every year on the anniversary of Joe Kealey's passing</i></p>			
	<p><i>14th of every month (Distracted Driving Message) (one or the other)</i></p>	 		
			<p><i>7th of every month (Distracted Driving Awareness)</i></p>	
			<p><i>15th of every month (Regulatory Message)</i></p>	
				
				

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National Messages – where there is one message that is repeated for a 3-week period – alternate the message with something different – for example:

