



*New Jersey
Department of Transportation*

*Safety First
Initiative*



Safety through the 3 E's

- Engineering
- Education
- Enforcement



Safety First Legislation

(July 2003)

- Safe Corridor Program
- Equipment Violation Penalties
- Penalties for Out-of-State Overweight Carriers
- Establish Highway Safety Fund
- Establish a CDL Points School



Safe Corridor Program

- High Crash-Prone Areas Identified
- 130 Miles of Designated Roadways
- Double Fines Implemented
- Fines to be Distributed to Local Law Enforcement
- Safety Reviews on each Location (Safety Impact Team)





Safety Impact Team (SIT)

- Multidisciplinary Team Members
- Conducted on Safe Corridor Locations
- Short, Intermediate, & Long Term Recommendations
- Encourage Creative Thinking/Solutions





Local Safety Initiative

- **\$3 million Pilot Program**
 - 6 Locations Selected
 - Quick Fix Projects
- **Local Government Safety Institute at NJIT**
 - Technical Analysis
 - Solution Development



Communicating to Motorists

- Increased Ground Mounted Signing with easy-change messages
- VMS messaging
 - “slow down – keep a safe driving distance”
 - “click it or ticket”
 - Road conditions related to weather (RWIS)
- Senior citizen driver refresher course w/ AAA and AARP
- New driver emphasis program in NJ high schools.



Lead State Initiative Aggressive Driving

- #77 Implementation
- State Police Enhanced Enforcement Program using GIS to target enforcement - \$2 million annual program
- Task Team formed and plan developed





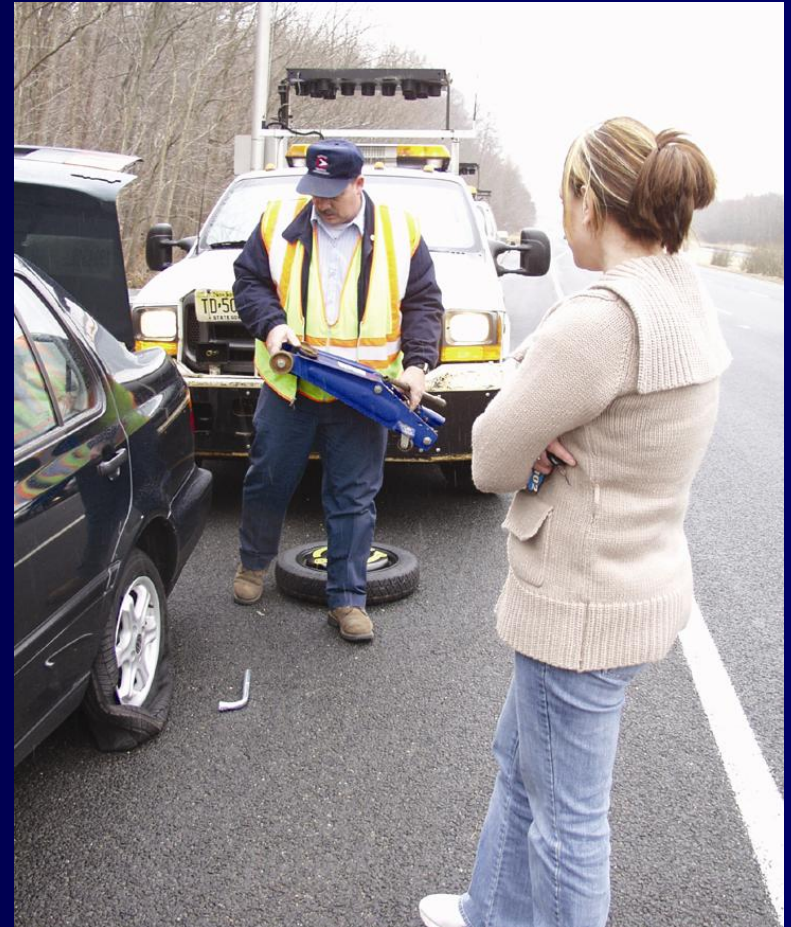
Cross Median Crash Prevention Program

- \$15 Million Commitment
- Pilot Installations 10/03
- Approx. 65 Miles to be Constructed Over the Next 2 Years



Emergency Service Patrols

- Motorist assistance program
- Basic vehicles services
- Trained in life-saving techniques
- Patrol all Interstate Highways
- ### Vehicles on Patrol





Truck Safety

- Task Force Implemented
- Partnership with NJ Motor Truck Association
- Safety First Legislation
- Driver's License Testing
- "Share the Road" Program
- "National Truck Network"



Results In 2003

- 38 fewer motor vehicle fatalities
- 42 fewer Pedestrian Fatalities

(1st half of 2004 ... 36 fewer fatalities)

Safety First