Reducing Impaired & Distracted Driving in the Delaware Valley

Regional Safety Task Force
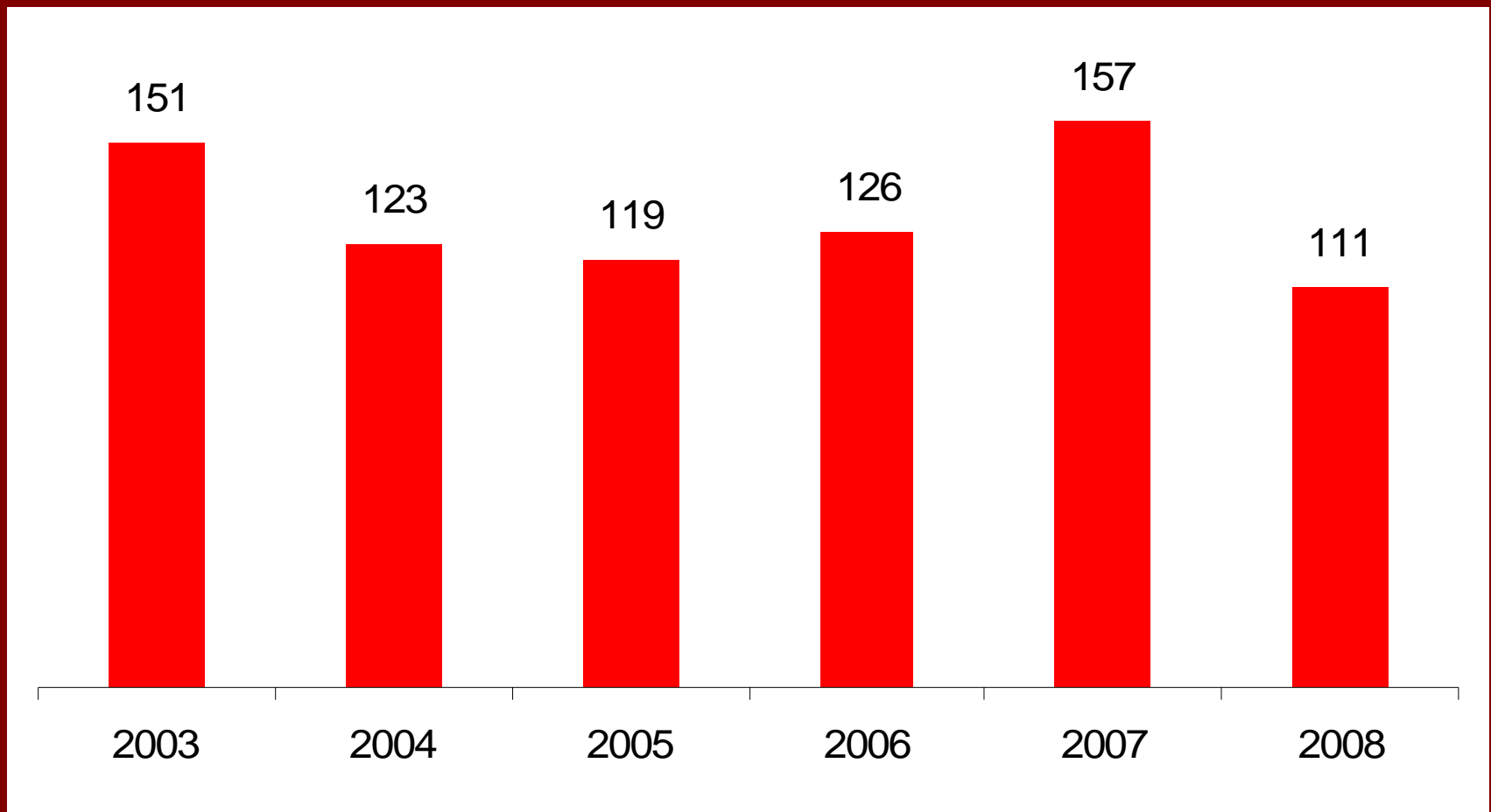
April 1, 2010

General Background

- **Updated Safety Action Plan for the Delaware Valley completed in 2009**
  - Data memo
  - Safety Action Plan
  - Summary cards

- **RSTF focusing on one emphasis area per meeting for implementation**
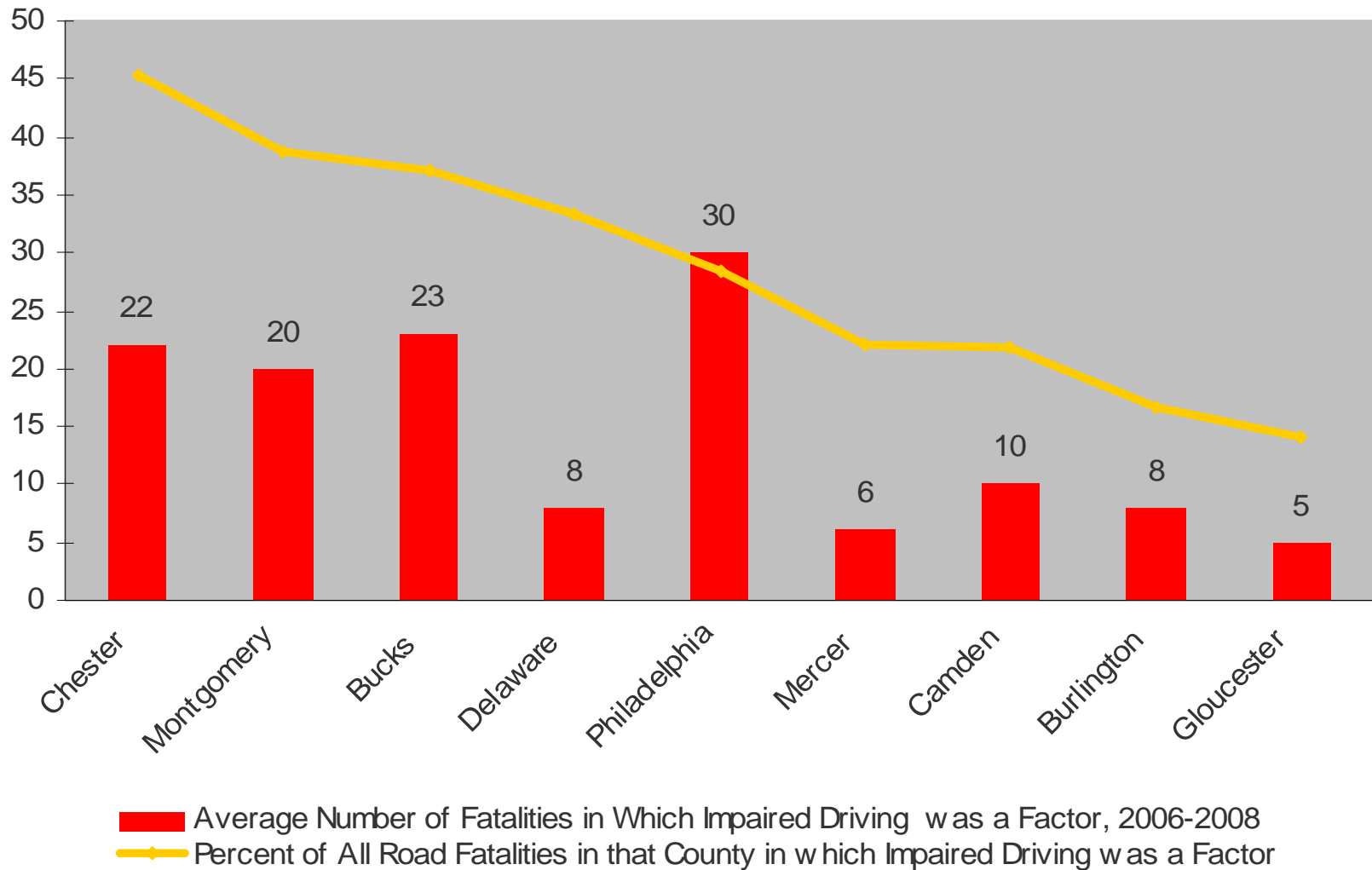
Impaired & Distracted

- Driving under the influence of alcohol

- Driving under the influence of drugs (legal or illegal)

- Drowsy driving

- Distracted driving (including due to speaking on a cell phone or texting)

Impaired Driving Fatalities

Crash Fatalities in Which Alcohol was a Contributing Factor in the Delaware Valley – Preliminary Update

Year	Fatalities
2003	151
2004	123
2005	119
2006	126
2007	157
2008	111

Importance of Reducing Impaired Driving - Preliminary

Average Number of Fatalities in Which Impaired Driving was a Factor, 2006-2008

Percent of All Road Fatalities in that County in which Impaired Driving was a Factor

Priority Strategies

1. Promote legislation to include distracted and drowsy driving as impaired driving

2. Increased manpower and funding for enforcement

3. Maintain education/awareness programs

Source: Safety Action Plan, pps. 47-48

Resources

- **All of you in the room**

- **Safety Action Plan and data memo**

- **DOT SHSPs, including District 6 Summit materials**

- **www.stopimpaireddriving.org (NHTSA)**

- **www.nsc.org/safety_road/Pages/safety_on_the_road.aspx (NSC)**

Starting Thoughts from…

- **Joe Ucciferro, Chairman of the Board of Directors, National Safety Council**

- **Pam Fisher, Director & Governor's Representative, NJ Division of Highway Traffic Safety**

- **Bonnie Weiner, Affiliate Executive Director, Mothers Against Drunk Driving-Southeast PA**

- **Lt. Neil Brosnan, Assistant Bureau Chief, Operations Safety Bureau, NJ State Police**

Presentation to
Delaware Valley Regional Planning Commission

Overview of the Safety Agenda of the Nation &
Distracted Driving

Joe Ucciferro, P.E., PhD
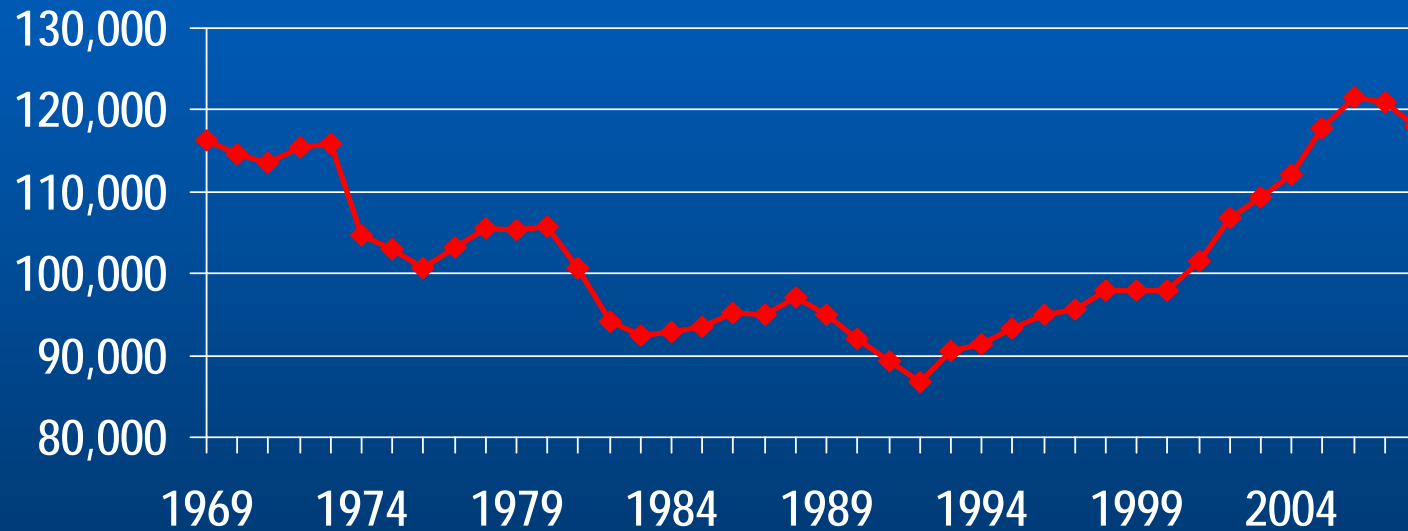*Chairman, Board of Directors*
National Safety Council

1

Latest Estimates: 2008

Class	2008 Deaths	Change from 2007
All U-I	118,000	-2.5%
Motor-Vehicle	39,000	-10%
Work	4,303	-11%
Home	54,500	+14%
Public	22,200	-20%

Injury Facts ®

2

Long-Term Trends

Total U-I Deaths, U.S., 1969-2008

Recent Trends

Death Rate Indexes (1992=100)

Workplace death rate* down 31%.

— Workplace

Chart y-axis: 150, 140, 130, 120, 110, 100, 90, 80, 70, 60

Chart x-axis: 1992, 1994, 1996, 1998, 2000, 2002, 2004, 2006, 2008

*Deaths per 100,000 workers.

Source: *Injury Facts*, 2010 Ed.

Injury Facts ®

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Recent Trends (Cont.)

Death Rate Indexes (1992=100)

Home & Community death rate* up 49%.

Legend:
- Home & Community
- Highway
- Workplace

*Deaths per 100,000 population.
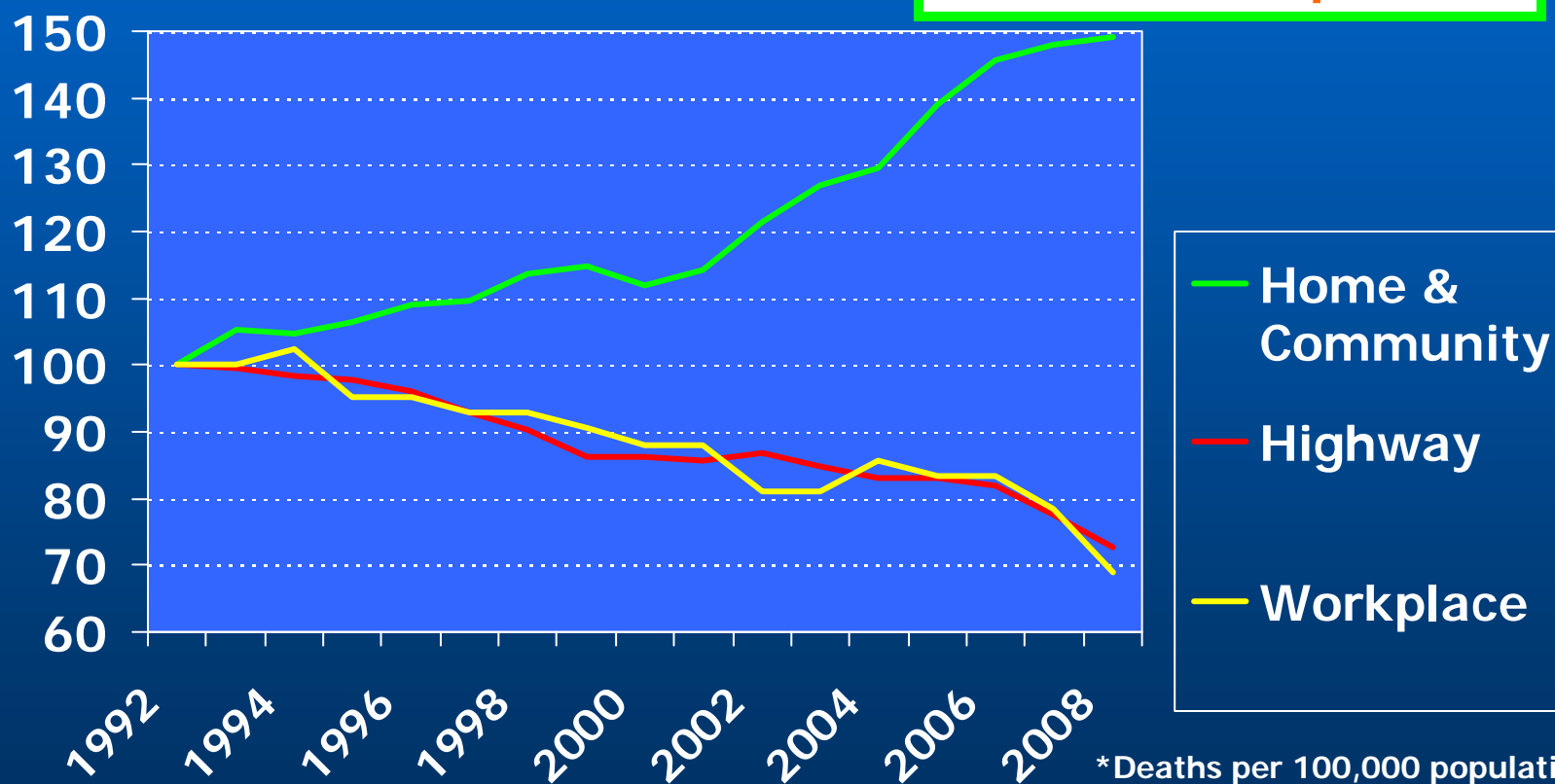
Recent Trends (Cont.)

Death Rate Indexes (1992=100)

Total U-I death rate* up 14%.

Legend:
- Home & Community
- Highway
- Workplace
- Total
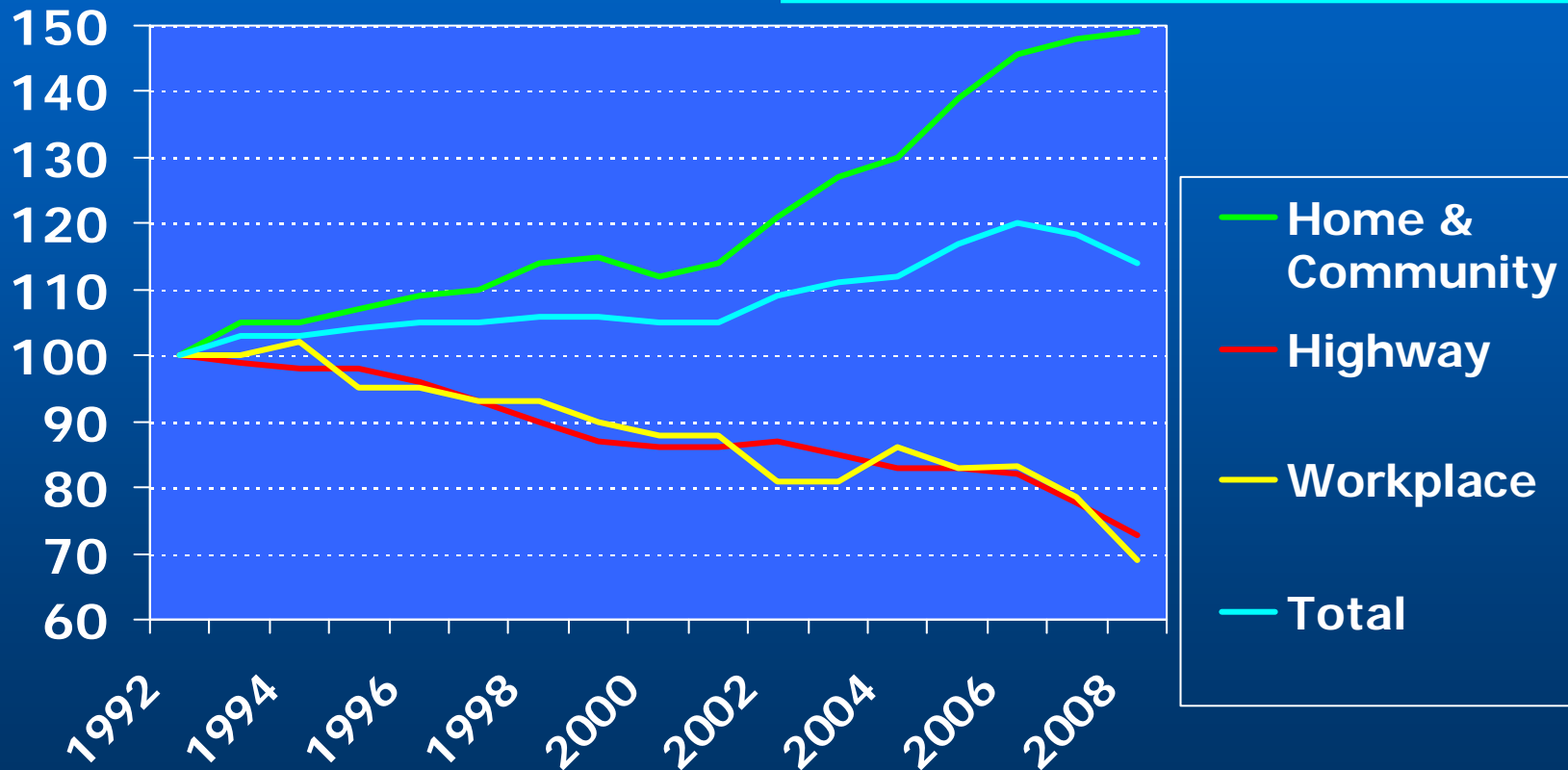
*Deaths per 100,000 population.

Injury Facts ®

Number of Total Fatal Occupational Injuries by Industry Sector, 2008*

Number of fatalities

| | 0 | 200 | 400 | 600 | 800 | 1,000 |

- Construction
- Transportation and warehousing
- Agriculture, forestry, fishing, and hunting
- Government
- Manufacturing
- Professional and business services
- Retail trade
- Leisure and hospitality
- Wholesale trade
- Mining
- Other services (exc. public administration)
- Educational and health services
- Financial activities
- Information
- Utilities

Total fatalities = 5,071

Injury Facts ®

* Preliminary, includes homicides and suicides

Rate of Total Fatal Occupational Injuries by Industry Sector, 2008*

Fatality rate (per 100,000 employed)

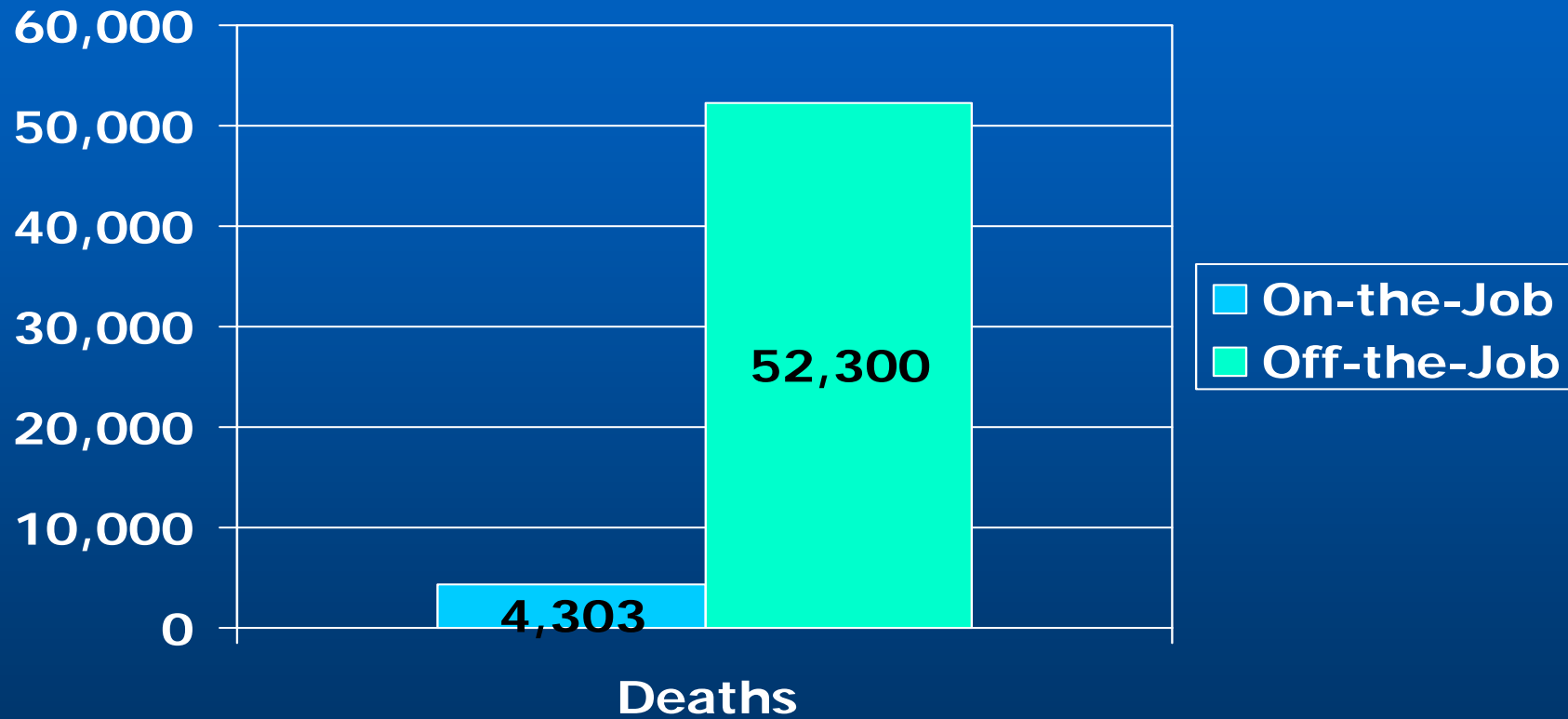| Industry Sector	
Agriculture, forestry, fishing, and hunting	~30
Mining	~21
Transportation and warehousing	~14
Construction	~9
Wholesale trade	~4.5
Utilities	~4.5
Professional and business services	~2.5
Manufacturing	~2.5
Other services (exc. public administration)	~2.5
Government	~2.5
Leisure and hospitality	~2
Retail trade	~2
Information	~1.5
Financial activities	~1
Educational and health services	~0.8

All worker fatality rate = 3.4

Source: Bureau of Labor Statistics

* Preliminary, includes homicides and suicides

Injury Facts ®

9

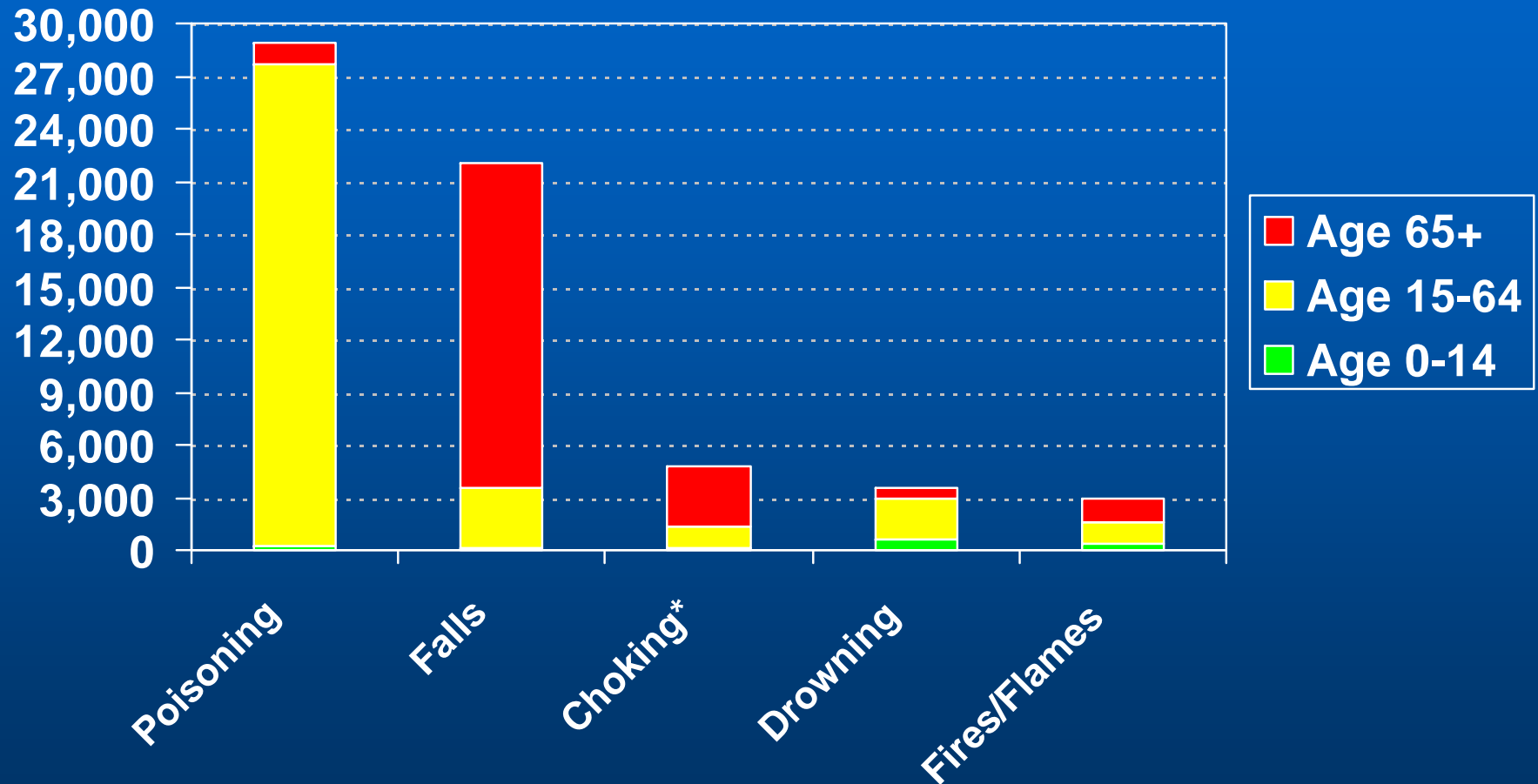# Off *vs* On-the-Job Deaths – 12:1

Source: *Injury Facts*, 2010 Ed.

10

Injury Facts ®

Home and Community Trends
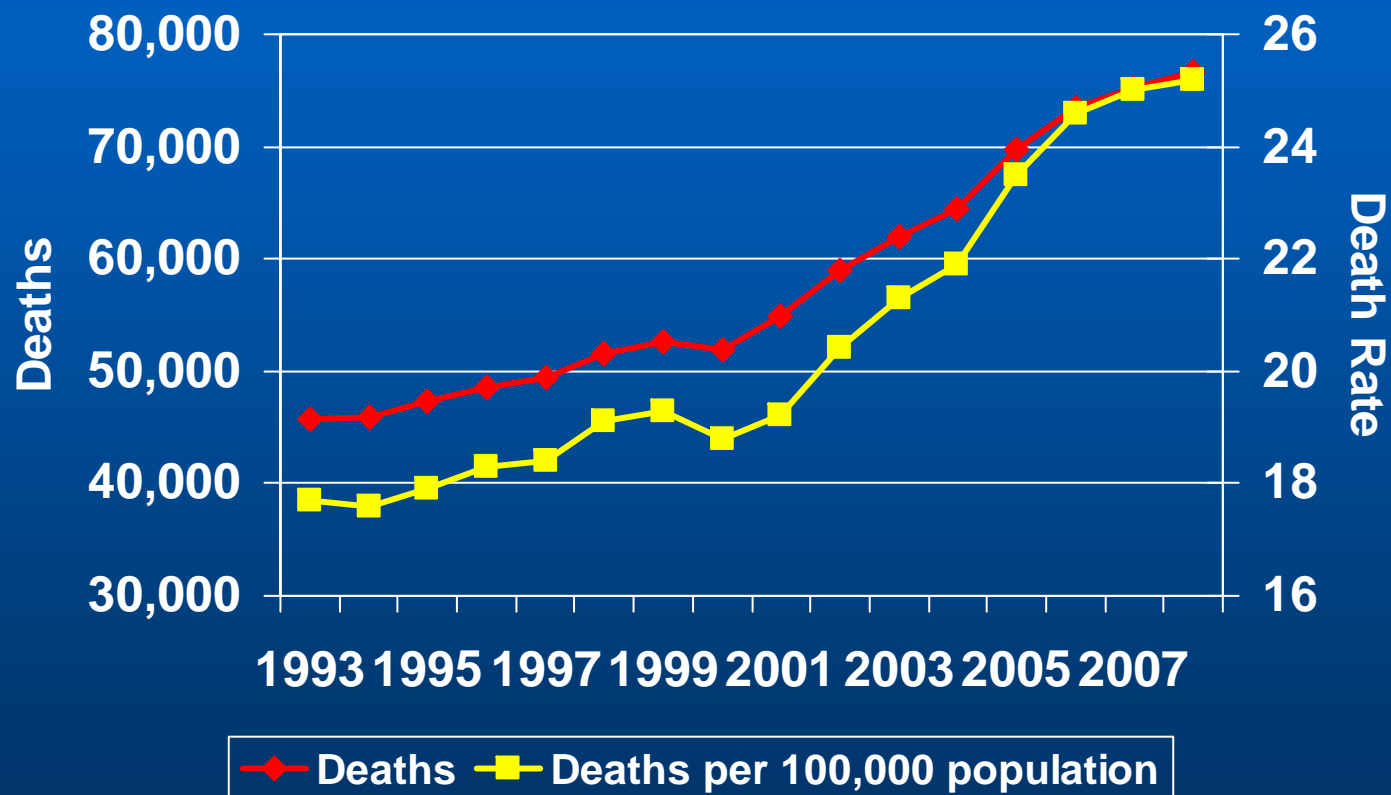
Source: *Injury Facts*, 2010 Ed

Injury Facts ®

Home & Community Deaths, 2007

Legend:
- Age 65+
- Age 15-64
- Age 0-14

Y-axis: 0; 3,000; 6,000; 9,000; 12,000; 15,000; 18,000; 21,000; 24,000; 27,000; 30,000

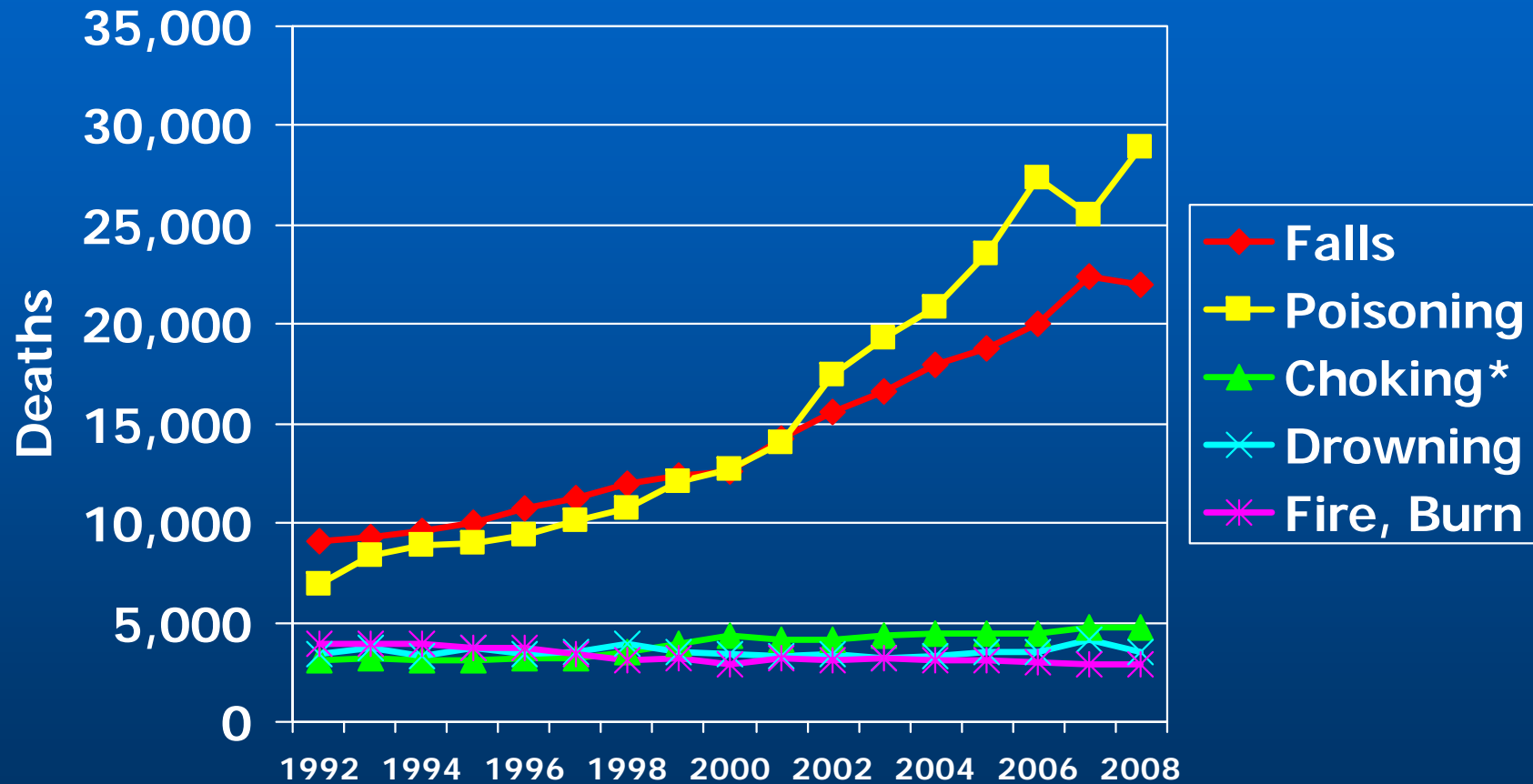Categories: Poisoning, Falls, Choking*, Drowning, Fires/Flames

*Inhalation or ingestion of food or object obstructing breathing.

Source: *Injury Facts*, 2010 Ed.

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Injury Facts ®
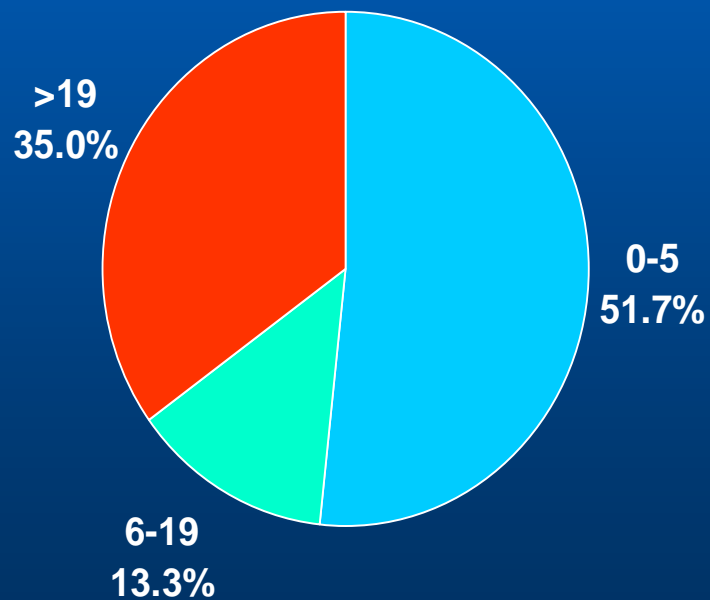
Trends in Leading Causes Home & Community

*Inhalation or ingestion of food or object obstructing breathing.

Injury Facts ®

Unintentional Poisoning

Poisoning Exposures, 2007

>19
35.0%

0-5
51.7%

6-19
13.3%

Poisoning Deaths, 2006

0-5
0.1%

6-19
2.9%

>19
97.0%

14

Poisoning Deaths by Substance
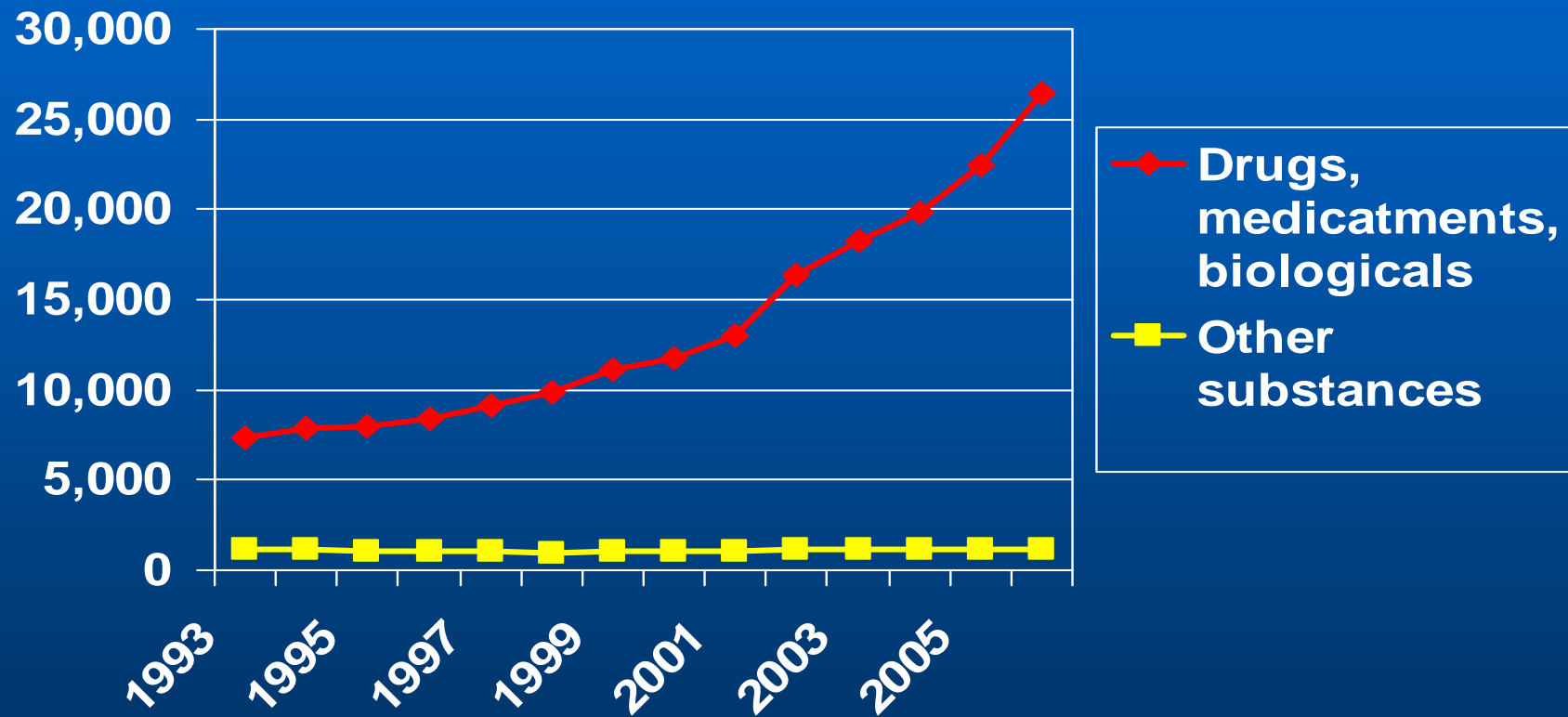
Source: *Injury Facts*, 2010 Ed.

Injury Facts ®

Poisoning Death Rates by Age

Injury Facts ®
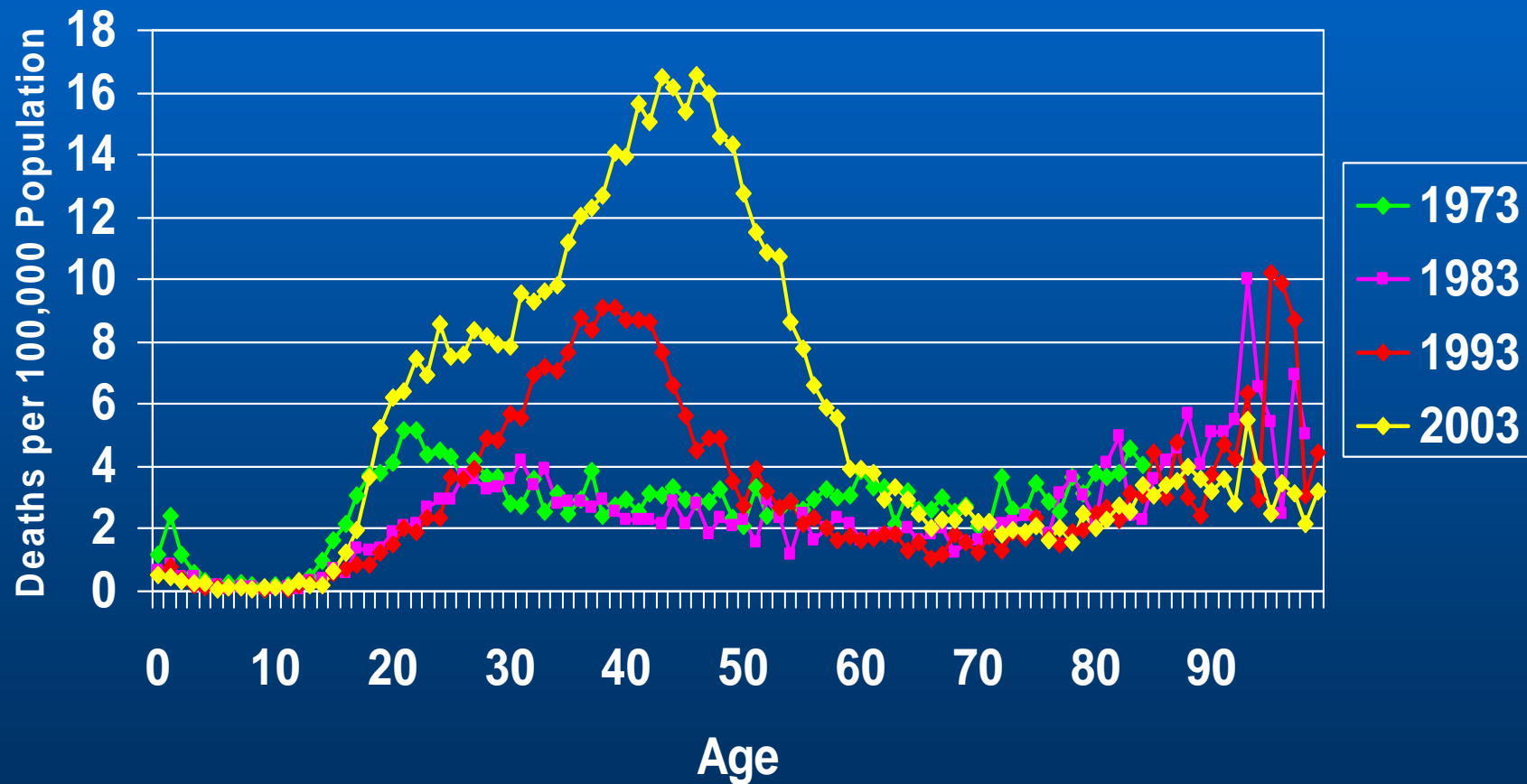
Highway

- **2.9 *trillion* vehicle-miles of travel (-3%)**
  - **14,000 miles/driver**

- **9/10 adults licensed**
  - **208 million drivers (+1%)**

- **5 vehicles / 4 licensed drivers**
  - **258 million vehicles (+1%)**

Injury Facts ®

Highway (Cont.)

- **1.33 deaths per 100 million vehicle miles**
  - **lowest on record**

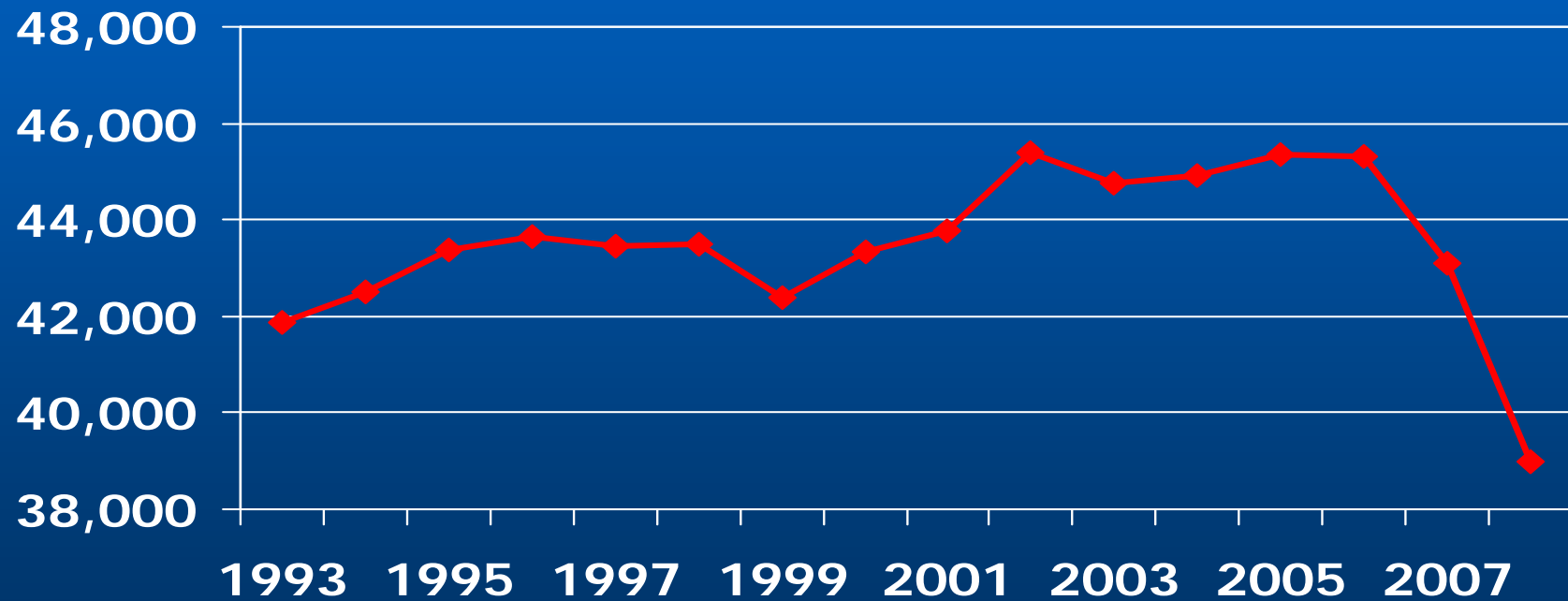- **12.8 deaths per 100,000 population**
  - **Lowest on record**

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Injury Facts ®

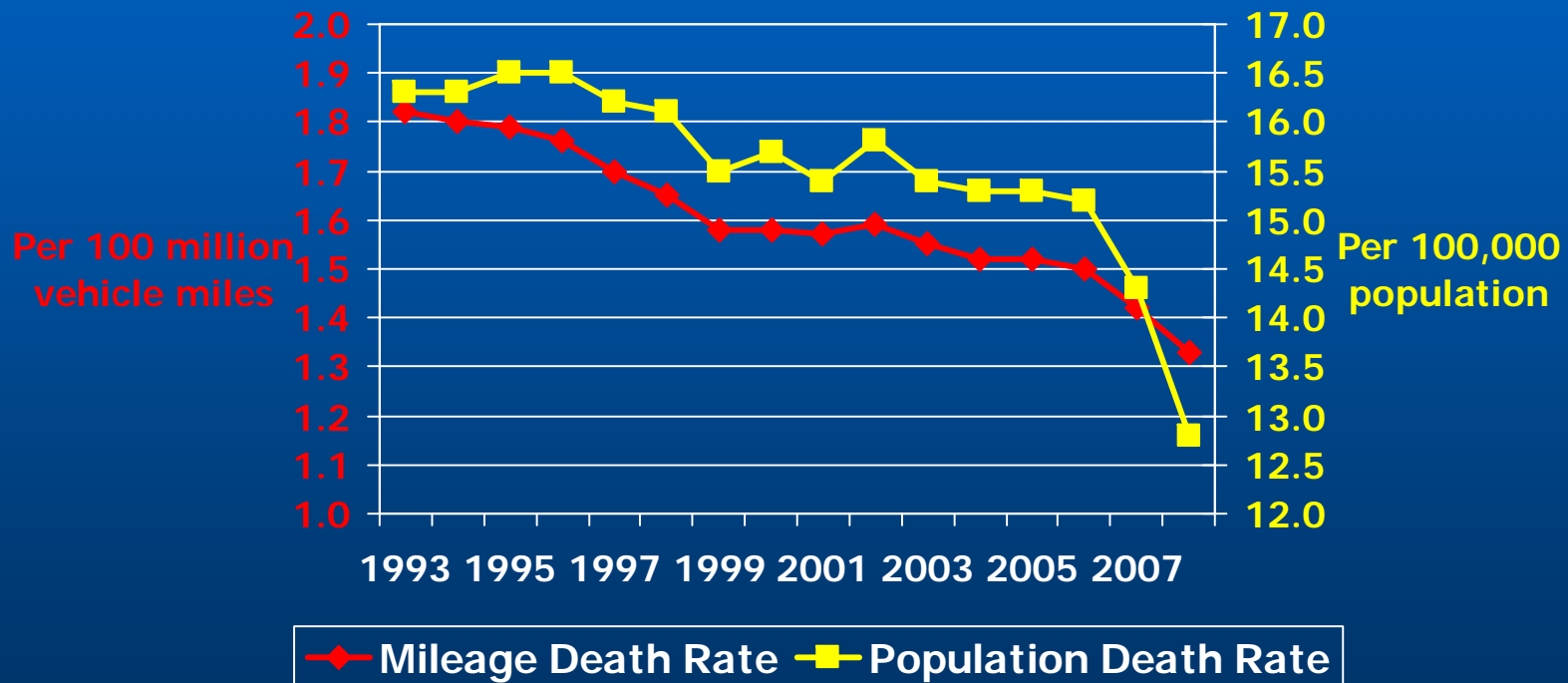# Recent Trends

M-V Deaths, U.S., 1993-2008

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Injury Facts ®

Recent Trends (Cont.)

Motor-Vehicle Death Rates, U.S., 1993-2008

Per 100 million vehicle miles

Per 100,000 population

— Mileage Death Rate — Population Death Rate

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Occupant Protection
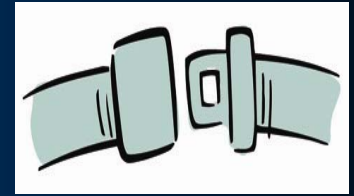
- **49 states and the District of Columbia have mandatory belt use laws in effect.**
  - **30 states and the District of Columbia allow standard (primary) enforcement.**

- **Safety belt use was 84% overall in 2009 and was statistically unchanged from the 83% use rate in 2008.**
  - **Belt use was at a significantly high 88% in states with primary enforcement laws.**

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Occupant Protection (Cont.)

- **>12,800 deaths of unrestrained occupants**

- **Helmet use increased from 58% in 2007 to 67% in 2009.**

Injury Facts ®

Alcohol

- **All states and the District of Columbia have 21-year-old minimum drinking age laws and a legal threshold BAC of 0.08 g/dL or higher.**

- **Fatalities in alcohol-impaired crashes declined by 10% to 11,773 from 2007 to 2008.**

- **In 2008, there was an average of 1 alcohol-impaired fatality every 45 minutes.**

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Injury Facts ®

Speeding

- **Excessive speed was a factor in 31% of all traffic fatalities in 2008.**

- **The number of speeding-related (11,674) fatalities represents a decline of over 10% from 2007 to 2008.**

- **Speeding-related crashes cost the nation over $40 billion annually.**

Injury Facts ®

Distracted Driving

- **It is estimated that drivers engage in potentially distracting tasks 34% of the time their vehicles are in motion.**

- **In 2008, 5,870 people lost their lives and an estimated 515,000 people were injured in police reported crashes that involved distraction.**

- **At any given time, 11% of drivers were using cell phones in 2008.**
  - **Use was highest among young drivers 16-24 years old and higher among females than males.**

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Young Drivers

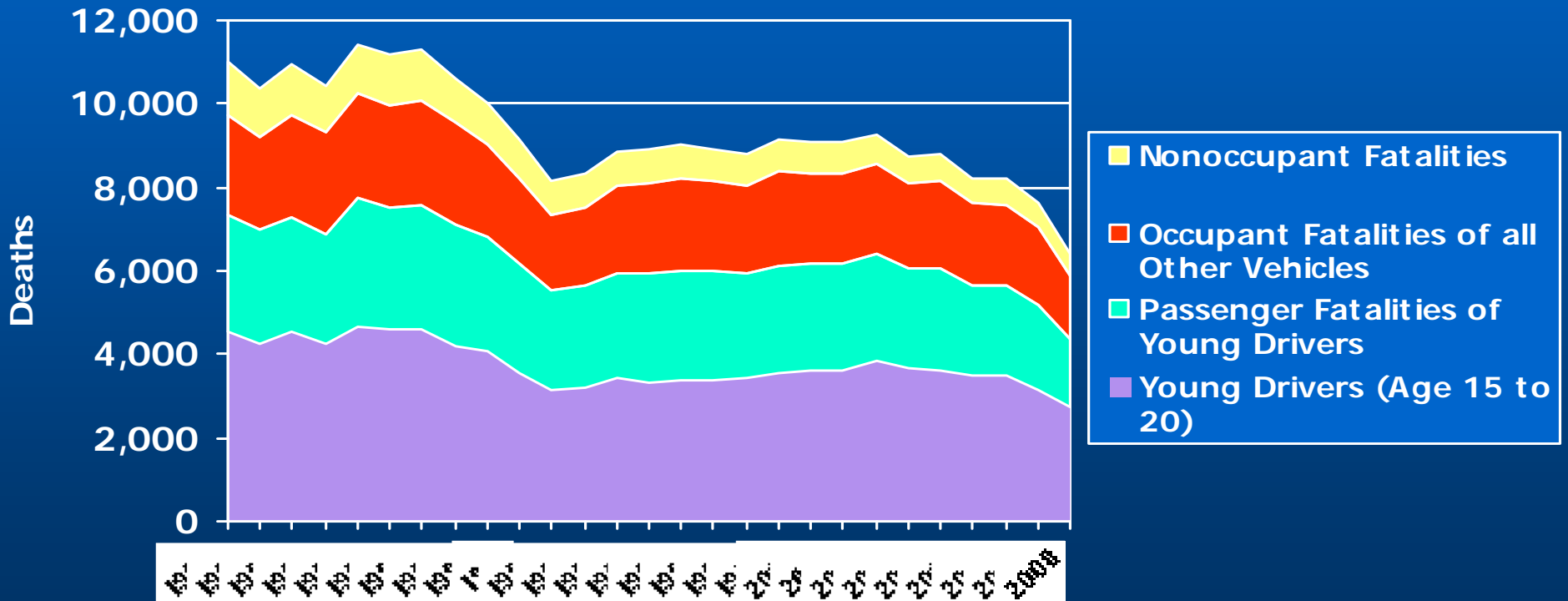- **Total fatalities in crashes involving 15-20 year old drivers exceeded 6,200 in 2008.**

- **The latest 2006 mortality figures show that motor-vehicle crashes are the leading cause of death for 15-20 year olds.**

- **Young driver fatalities account for only about half of the overall fatalities associated with young drivers.**

Source: National Highway Traffic Safety Administration

Injury Facts ®

Young Drivers (Cont.)

Historical Trend of Young Driver Related Fatalities

Legend:
- Nonoccupant Fatalities
- Occupant Fatalities of all Other Vehicles
- Passenger Fatalities of Young Drivers
- Young Drivers (Age 15 to 20)

Source: *Injury Facts*, 2010 Ed.

Injury Facts ®

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Teen driving, distracted driving and off-the-job safety potentially attractive focus areas for NSC beyond workplace

Motor Vehicle

	Workplace	Teen driving[2]	Impaired driving[3]	Occupant restraint[4]	Aggressive driving[5]	Distracted driving	Falls[6]	Poisoning[7]	Overexertion[8]	Off-the-job safety
Is there unaddressed space in the safety landscape	⬇	⬇	✗	✗	✗	⬇	⬇	⬇	⬇	⬇
Would addressing this issue make an impact[1]	⬇	⬇				⬇	⬇	⬇	⬇	⬇
Does NSC have the required capabilities	⬇	⬇				⬇	⬇	✗	⬇	⬇
Are the economics feasible	⬇	⬇				⬇	✗		✗	⬇
	Workplace	**Teen driving**				**Distracted driving**				**Off-the-job safety**

NSC Strategies

1. Educate the public about the risks of cell phone use and texting while driving, and the special risks of cognitive distraction.

2. Engage business leaders to set policies banning cell phone use by their employees.

3. Enact laws banning texting and cell phone use.

4. Promote technologies that prevent drivers from using cell phones in moving vehicles.

Injury Facts ®

Education Strategy

- Increase understanding of the risks.

- Use emotion from personal stories.

- Partner with the wireless industry to reach parents and teens.
    - Parents as enforcers for teens.
    - Peer-to-peer viral strategies to reach teens.

- Develop social norming strategies to change the culture and make it socially unacceptable to use a cell phone while driving.
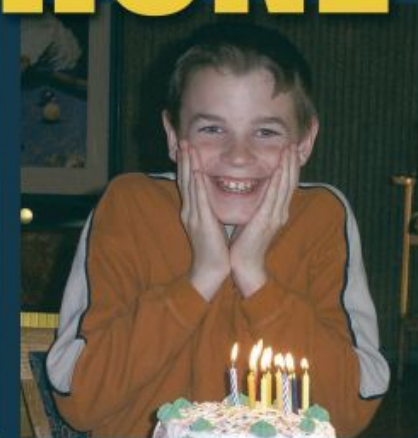
Injury Facts ®

Example of Industry Messaging

Scientific research on the subject of wireless phone use and driving has been conducted worldwide for several years. According to the National Highway Traffic Safety Administration (NHTSA), the available research indicates that using a wireless phone while driving degrades a driver's performance, whether it is a hands-free or hand-held wireless phone.

For your well being and the well being of those around you, you should consider turning your phone off and allowing calls to go to voice mail while you are driving.

...Verizon Website

Injury Facts ®

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Business Strategy

- Broad outreach to NSC members, business leaders and public sector.

- Allowing employees to conduct business on cell phones while driving represents acceptance of a 4x increase in crash risk.

- Today: 500 NSC member companies with total bans covering 1.6 million employees.

- Federal government and many businesses have taken a first step with texting bans.

Cell Phone Policy Kit

Legislative Strategy

- Support bans on teens, texting and total bans.

- Leverage public opinion.
  - 53% support total bans on cell phone use while driving;
  - 80% support bans on texting and emailing.
  - 82% say they would change their behavior if required by law.

- Support effectiveness research, ultimately to use in support of additional laws.

Injury Facts ®

Applying the lessons learned from "Click it or Ticket": Enforcement Works

- Some people believe cell phone laws cannot be enforced. Many also once believed seat belt laws could not be enforced.

- Work with local and state law enforcement agencies to build and enhance enforcement models.

- Conduct research to validate how enforcement changes behavior, increases compliance, and reduces crashes, injuries and deaths.

Injury Facts ®

Technology Strategy

- Support development of products that prevent phones from operating while driving.

- Most products work off GPS chip in phones that denote when a phone is in a moving vehicle.

- Services can enable outgoing calls to 911 or other special allowances.

- Technologies include handset apps., plug-ins to cars coupled with handset software, and systems that reside on carrier networks.

Injury Facts ®

District 6-0 Safety Summit Summary
December 16, 2009

The **2009 Safety Action Plan for the Delaware Valley** identified seven **Safety Emphasis Areas** and 25 **Priority Strategies** to improve highway safety in the Delaware Valley. The District 6-0 Safety Summit intended to build on this document through the participation of attendees in the form of seven break-out groups, assigned by **Safety Emphasis Area**, to establish a more defined focus. The seven break-out groups proposed a variety of ideas to conclude the summit.

A more refined list was ultimately developed from the numerous safety summit ideas, many of which had applicability to several of the **Safety Emphasis Areas**. This exercise ultimately revealed four overarching safety concepts from which 10 preferred strategies stood out. The **District 6-0 Safety Summit Top 10 Preferred Strategies** are:

Promote thoughtful consideration of high impact safety legislation
1) The region will work to hold a Legislative Symposium emphasizing the following 3 Safety Focus Areas:

   --**Curbing Aggressive driving;**
   --**Increasing Seat Belt usage;**
   --**Reducing Impaired Driving.**

The Symposium should consider issues such as local radar use, automated enforcement, primary seat belt laws, refined DUI laws, distracted driving (drowsy, texting, young drivers), etc.

Promote proven regional education / enforcement / awareness programs that modify driver behavior
The region will emphasize the modification of driver behavior through the following education / enforcement / awareness programs, which will be monitored / tracked to ensure effectiveness and ongoing commitment:

-2) Aggressive Driving Enforcement and Education Program;

-3) Click It or Ticket Program;

-4) Team DUI Program.

Establish mainstream policies/standards that promote system-wide safety upgrades and implementations
The region will emphasize the following <u>system-wide</u> safety improvement implementations, which will be monitored / tracked to ensure effectiveness and ongoing commitment:

-5) Reduce roadway departure crashes through the systematic deployment of edge line, shoulder and center line rumble strips per standard on all numbered traffic routes;

-6) Encourage safe senior mobility and maximum sign visibility through the systematic upgrade of all destination and warning signs on state roads (12 year cycle / program);

-7) Improve signalized intersection safety by requiring the use of overhead signal heads, LEDs and pedestrian countdown timers as appropriate;

-8) Improve pedestrian safety and awareness at un-signalized intersections by requiring a 3E commitment when deploying Yield-To-Pedestrian channelizing devices.

Promote the cost-effective deployment of high impact safety improvements at targeted crash locations
The region will emphasize the following <u>targeted</u> safety improvement implementations, which will be monitored / tracked to ensure effectiveness and ongoing commitment:

- 9) Identify / improve high priority crash locations where vehicles are leaving the travel lane;

-10) Identify / improve high priority crash locations at signalized and un-signalized locations.
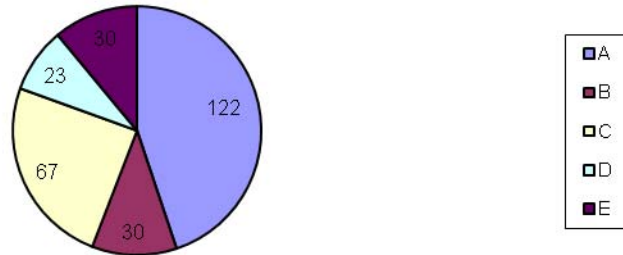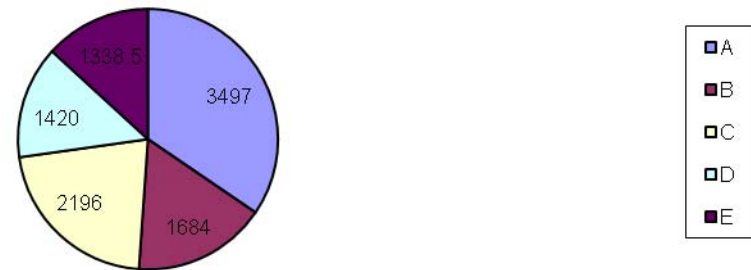
Neil Brosnan, Lieutenant

Assistant Bureau Chief

Operations Safety Bureau

New Jersey State Police

609-882-2000 ext 2289

Lpp4768@gw.njsp.org

DDEF

DWI Arrests by Troop

Legend:
- A
- B
- C
- D
- E

Values: 122, 30, 67, 23, 30

Detail Hours by Troop

Legend:
- A
- B
- C
- D
- E

Values: 3497, 1684, 2196, 1420, 1338.5

Index of DWI's per/Hour				Index of STOPs per/Hour			
Station (T-Code)	**# DWI**	**# Hours**	**p/Hr.**	**Station (T-Code)**	**#Stops**	**# Hours**	**p/Hr.**
AC Expressway (T061)	1	12	0.083	Sussex (T230)	256	174	1.471
Bellmawr (T012)	20	346	0.058	Netcong (T242)	431	326	1.322
Allenwood (T430)	20	419.5	0.048	Bloomfield (T862)	391	304.5	1.284
Woodbine (T038)	12	288	0.042	Holmdel (T863)	494	391	1.263
Port Norris (T037)	4	96	0.042	Sports Complex (T231)	121	96	1.260
Bridgeton (T027)	24	656	0.037	Cranbury (T602)	552	448	1.232
AC Expressway (T106)	39	1245	0.031	Moorestown (T601)	388	320	1.213
Bass River (T812)	20	643	0.031	Willburtha (T439)	843	707.5	1.192
Bellmawr (T001)	21	684	0.031	Somerville (T239)	441	372	1.185
Willburtha (T439)	20	707.5	0.028	Perryville (T216))	181	156	1.160
Netcong (T242)	9	326	0.028	Red Lion (T444)	473	427.5	1.106
Allenwood (T429)	17	641.5	0.027	Hope (T237)	229	220	1.041
Perryville (T216)	4	156	0.026	Totowa (T240)	352	340	1.035
Cranbury (T602)	11	448	0.025	Allenwood (T430)	429	419.5	1.023
Red Lion (T444)	10	427.5	0.023	Woodstown (T007)	73	72	1.014
Totowa (T240)	7	340	0.021	Woodbine (T038)	289	288	1.003
Bloomfield (T862)	6	304.5	0.020	Bass River (T812)	634	643	0.986
Hope (T237)	4	220	0.018	Bellmawr (T001)	664	684	0.971
Newark (T603)	10	652	0.015	Port Norris (T037)	91	96	0.948
Woodstown (T007)	1	72	0.014	Buena Vista (T029)	69	73	0.945
Somerville (T239)	5	372	0.013	Allenwood (T429)	598	641.5	0.932
Holmdel (T863)	4	391	0.010	Bellmawr (T012)	319	346	0.922
Moorestown (T601)	2	320	0.006	AC Expressway (T061)	11	12	0.917
Sussex (T230)	1	174	0.006	Newark (T603)	596	652	0.914
Buena Vista (T029)	0	73	0.000	Bridgeton (T027)	516	656	0.787
Sports Complex (T231)	0	96	0.000	AC Expressway (T106)	940	1245	0.755

www.njsp.org/info/fatalacc

‹ OAG Home

⟩ OAG Home   OAG Services from A - Z

STATE POLICE NJ

Colonel Rick Fuentes ›
Superintendent

NEW JERSEY STATE POLICE Honor · Duty · Fidelity

‹ NJSP Home

> NJSP Home | > Public Information | > Crime Reports & Statistics

NJSP Quick Links   Public Information

Fatal Accident Statistics

2010 - Year To Date By County

NJSP Fatal Accident Statistics for 2010

Statistics current as of **Wed Mar 31 10:00:01 EDT 2010**.
This web page provides minimal statistics about Fatal Accidents in the state of New Jersey as recorded by the New Jersey State Police. These statistics are unofficial and subject to change until the associated case is completed by the NJSP Fatal Accident Investigation Unit.

New Jersey State Totals for 2010	
Accidents	Fatalities
100	105

Click These Links for Additional Statistics (PDF Files)

Year to Date Comparative   **Victim Classification by County**

Click a county in the image of New Jersey to see statistics for that county.
(Statistics are ordered by date & time - most recent first.)
(Route 444=Garden State Parkway, 445=Palisades Interstate Parkway, 446=Atlantic City Expressway, 95=New Jersey Turnpike)
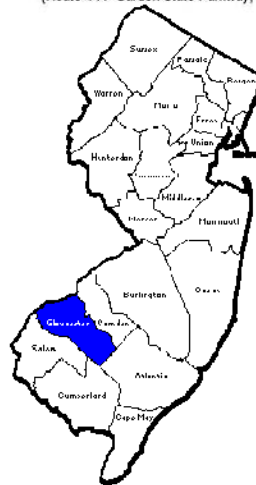
Gloucester County				
Municipality	**Date**	**Time**	**Location**	**Fatalities**
Franklin Twsp	03/24/2010	2022	State Highway 47	1
Washington Twsp	03/19/2010	1813	Fries Mill Rd	1
Westville Boro	03/07/2010	0046	Interstate 295 S MP 25.5	1
Monroe Twsp	01/29/2010	0112	Flanagan Ave	1
Logan Twsp	01/15/2010	1643	State Highway 130 E MP 9.42 at Center Square Road	1
Washington Twsp	01/14/2010	1907	County 689 E MP 3.54	1
Accident Count: 6			**County Totals:**	**6**

2009 Alcohol Related Fatalities

	No	Yes	08 -09 Change
BURLINGTON	23	4	0%
CAMDEN	6	5	-38%
GLOUCESTER	8	1	-90%
MERCER	10	3	-50%

Station DWI Arrest Rankings - 2009

RANKINGS BY STATION - DIVISIONWIDE:

Ranking	Station	# Arrests	# Pers.	Index	Index/12
1	Bellmawr	497	39	12.744	1.062
2	AC Expressway	517	43	12.023	1.002
3	Bass River	411	47	8.745	0.729
4	Netcong	327	50	6.540	0.545
5	Cranbury	259	49	5.286	0.440
6	Holmdel	247	48	5.146	0.429
7	Totowa	268	55	4.873	0.406
8	Newark	252	54	4.667	0.389
9	Bordentown	227	49	4.633	0.386
10	Woodbine	167	37	4.514	0.376
11	Hope	164	40	4.100	0.342
12	Bloomfield	188	46	4.087	0.341
13	Woodstown	129	33	3.909	0.326
14	Bridgeton	165	45	3.667	0.306
15	Somerville	200	55	3.636	0.303
16	Port Norris	126	37	3.405	0.284
17	Hamilton	199	63	3.159	0.263
18	Buena Vista	110	36	3.056	0.255
19	Moorestown	131	46	2.848	0.237
20	Tuckerton	90	33	2.727	0.227
21	Sussex	157	58	2.707	0.226
22	Perryville	109	41	2.659	0.222
23	Red Lion	93	40	2.325	0.194
24	Washington	94	41	2.293	0.191
25	Kingwood	43	33	1.303	0.109

	Total Arrests	Avg. Index	
	5170	4.602	0.383

RANKINGS BY TROOP:

	Station	Arrests	Index/12
Troop A	Bellmawr	497	1.062
	AC Expressway	517	1.002
	Woodbine	167	0.376
	Woodstown	129	0.326
	Bridgeton	165	0.306
	Port Norris	126	0.284
	Buena Vista	110	0.255
	Average	244	0.516
Troop B	Netcong	327	0.545
	Totowa	268	0.406
	Hope	164	0.342
	Somerville	200	0.303
	Sussex	157	0.226
	Perryville	109	0.222
	Washington	94	0.191
	Average	188	0.319
Troop C	Bordentown	227	0.386
	Hamilton	199	0.263
	Tuckerton	90	0.227
	Red Lion	93	0.194
	Kingwood	43	0.109
	Average	130	0.236
	Cranbury	259	0.440
Troop D	Newark	252	0.389
	Moorestown	131	0.237
	Average	214	0.355
	Bass River	411	0.729
Troop E	Holmdel	247	0.429
	Bloomfield	188	0.341
	Average	282	0.500

Numbers used for the rankings were obtained from the Management Accountability Conference indicator reports. Rankings were based on the DWI Index which is the total number of DWI arrests made during the month divided by the number of personnel assigned to the station. Rankings are purely a statistical analysis and do not take into consideration the nature of the work typically performed by station personnel.

Month	Arrests
Jan	394
Feb	441
Mar	277
Apr	441
May	508
Jun	474
Jul	511
Aug	498
Sep	423
Oct	464
Nov	406
Dec	333

Total Arrests YTD: 5170

Date of Report: 1/21/10

Operations Safety Bureau, Field Operations Section