



MOBILIZATION REPORT

NEW JERSEY DIVISION OF HIGHWAY TRAFFIC SAFETY

OBEY THE SIGNS OR PAY THE FINES • 2008 NORTH REGION SPEED CRACKDOWN

2008 OBEY THE SIGNS OR PAY THE FINES CAMPAIGN

Speed-related crashes are a growing problem in New Jersey, having increased by 44% from 2003, according to New Jersey Department of Transportation traffic crash data. In 2006, there were 21,865 speed-related crashes, up from 14,624 in 2002. In addition, according to the National Highway Traffic Safety Administration (NHTSA), speed is a contributing factor in 30% of all fatal motor vehicle crashes nationwide.

A recent statewide survey of driver attitudes and behaviors, conducted by Fairleigh Dickinson University's Public-Mind poll in partnership with the New Jersey Division of Highway Traffic Safety (DHTS), further underscores the problem. Only one in six New Jersey drivers say they "never" exceed the 65 mile per hour speed limit, while nearly half admit to exceeding the speed limit "often" or "most of the time." Young drivers are the most likely to exceed posted speed limits both on highways and local roads.



In response to the pervasive problem of speeding on all types of roadways in New Jersey, DHTS conducted a region-wide speed crackdown with its law enforcement partners in July, 2008. The campaign took place throughout the Division's seven-county North Region (Bergen, Essex, Hudson, Morris, Passaic, Sussex, and Warren Counties).

The campaign was designed to build on the success of the 2006 NHTSA Tri-State Speed Enforcement Campaign as well as the 2007 *Obey the Signs or Pay the Fines* crackdown, during which more than 17,000 speeding summonses were issued by participating law enforcement agencies.

The goals of the 2008 *Obey the Signs or Pay the Fines* speed crackdown were to mobilize all 189 police agencies in the region in a concerted speed enforcement effort and raise awareness both locally and statewide about the dangers of excessive speed.

THE RESULTS

One-hundred sixty-eight police agencies (89% of all agencies) in the region participated in the campaign. These agencies issued 9,643 speeding summonses during the four-week campaign, down from 10,898 during the 2007 program. Other important categories included: 3,981 seat belt citations, 446 child restraint citations and 490 DWI arrests.

The campaign garnered extensive media coverage both statewide and locally. A news release issued by DHTS was picked up by numerous television, radio and newspaper outlets. In addition, participating police agencies issued their own releases, generating hundreds of local news stories. This media component served to raise awareness about the campaign and support for the enforcement effort.

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Police Agency Participation by Year

2006:	114 (4 counties)
2007:	171 (7 counties)
2008:	168 (7 counties)

Citations Issued

9,643 Speeding
3,981 Seat Belts
446 Child Restraints
490 DWI Arrests
59,888 Total

Participation by County

Bergen	65 of 70 agencies
Essex	21 of 25 agencies
Hudson	11 of 13 agencies
Morris	33 of 39 agencies
Passaic	13 of 17 agencies
Sussex	13 of 13 agencies*
Warren	12 of 12 agencies*

* 100% Participation

Police Agencies Reporting 150 or More Speeding Citations

Palisades Interstate Parkway	831
Hudson County Sheriff	587
Essex County Sheriff	501
North Bergen	338
Parsippany-Troy Hills	338
Bergen County	289
Elmwood Park	218
Jersey City	210
Sparta	203
Passaic County Sheriff	193
Sussex County Sheriff	168
East Rutherford	154
Morris Plains	154
Franklin Lakes	152
Hanover	151

For more information about the 2008 *Obey the Signs or Pay the Fines* Speed Crackdown, including a detailed breakdown of citations by participating police agencies, contact Robert Gaydosh at (609) 633-9022 or robert.gaydosh@lps.state.nj.us



NJ Office of the Attorney General
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