

# Transportation Safety Resource Center (TSRC) 2010

FINAL REPORT

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In cooperation with

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Department of Transportation  
And  
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Federal Highway Administration

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**Table of Contents**

Acknowledgments..... iv

Abstract..... 2

Executive Summary..... 3

Background ..... 3

Objectives ..... 4

    Tier 1 - Planning ..... 5

    Tier 2 – Implementation ..... 5

    Tier 3 - Evaluation ..... 6

Tier 1: Planning ..... 6

    Plan4Safety: Crash Analysis and Decision Support Software ..... 6

    Road Safety Audits and Technical Assistance Program ..... 8

    NJTR-1 Refresher Training for Police Officers ..... 14

    Statewide Traffic Records Coordinating Committee (STRCC)..... 14

    Safe Passages ..... 14

Tier II: Implementation ..... 15

    High Risk Rural Roads (HRRR) ..... 15

    Safety and Traffic Engineering Program (STEP) ..... 15

    7<sup>th</sup> Annual Safety Forum 2011 ..... 16

Tier III: Evaluation ..... 16

    Plan4Safety Training ..... 16

    TSRC Website ..... 16

    Comprehensive Strategic Highway Safety Plan (CSHSP)—The “Plan” ..... 16

    Pedestrian Ticket Program..... 17

    12 Months of Safety..... 17

Outreach ..... 17

    Conferences ..... 18

    Media Materials..... 19

CAIT Newsletter Articles ..... 20

    Professional Development Programs (2010-2011)..... 21

    Press, Presentations & Awards ..... 21

*National Coverage* ..... 22

<i>Regional Coverage</i> .....	22
Organizational Involvement.....	24
Grants Awarded .....	25
Conclusion.....	26

## Abstract

The Transportation Safety Resource Center (TSRC) is the vital link in a collaborative partnership created among federal and state transportation agencies, local stakeholders, academic institutions, and the private sector to provide resources and solutions that address issues of safety on New Jersey's roads. TSRC functions as an extension of the New Jersey Department of Transportation (NJDOT) Division of Traffic Engineering and Safety. Working with federal, state, and local agencies—including the New Jersey office of the Federal Highway Administration (FHWA)—TSRC coordinates with municipalities to help them align their efforts with key safety initiatives already under way at the state, metropolitan planning organization (MPO), and county levels.

Annually in the United States, there is an average of 42,000 traffic fatalities and countless nonfatal crashes that range from fender benders to devastating injuries. TSRC is New Jersey's premier resource center for technical assistance, training, and traffic safety programs, providing invaluable support to state and local transportation and law enforcement agencies, including departments of transportation (DOTs), state police, MPOs, county engineers, municipal administrators, and others.

### Vision

TSRC will be recognized as a safety resource center national model for comprehensive programs that bridge political and geographical boundaries across the state by extending safety resources to local agencies through education, technical assistance, and support.

TSRC seeks to address issues behind crashes and traffic fatalities by applying education, engineering, and enforcement solutions. Examples include the New Jersey Comprehensive Strategic Highway Safety Plan, participation in statewide and regional initiatives such as road safety audits, and others.

## **Executive Summary**

Reducing traffic injuries and fatalities is a primary concern of safety professionals. In 2003, with nearly 700 fatal crashes on New Jersey roadways, the New Jersey Department of Transportation (NJDOT) recognized a need for more proactive, data-driven, and professionally guided expertise in assisting statewide safety agencies in improving roadway travel. One year later, the Transportation Safety Resource Center (TSRC) was established by the Rutgers' Center for Advanced Infrastructure and Transportation (CAIT) in response to an acute need for implementation of federally mandated traffic safety measures on local roads, which make up 67% of all roads in the state.

Functioning as an extension of NJDOT's engineering and traffic safety initiatives, TSRC supports FHWA's national "moving toward zero traffic deaths" program by providing technical assistance, guidance, and educational outreach to local agencies. Since its inception, TSRC has become a vital link in a collaborative partnership between CAIT, NJDOT, FHWA, DHTS, NHTSA, MPOs, and local governments and organizations in providing resources and solutions that address traffic and roadway safety.

Guided by FHWA's "moving towards zero traffic deaths" mission, TSRC has vigorously supported these federal, state, and local agencies with low- and no-cost traffic safety crash data analyses, on-site road safety audits, a solutions-based crash analysis software, engineering guidance and recommended countermeasures, educational training to improve the professional workforce, and marketing and outreach materials—providing these agencies with optimized, financially responsible solutions to traffic safety issues.

Upholding a diligent commitment to traffic safety, TSRC maintains healthy partnerships with local, county and state-level traffic safety agencies; attends and coordinates trade show and conference presentations; develops and presents traffic engineering courses to certified engineers; creates and disseminates promotional safety materials;; and continually enhances Plan4Safety, an online crash analysis software developed by TSRC and available for site field engineers who recommend and suggest best practice improvements to New Jersey safety professionals.

TSRC products and services have helped "drive down traffic deaths" to come closer and closer to zero—from 2005 to 2011, fatal crashes decreased from 689 to fewer than 550.

## **Background**

TSRC was established by CAIT in 2004 in response to an acute need for implementation of federally mandated traffic safety measures on local roads, which comprise 67% of all roads in the state. Established to function as an extension of the NJDOT Division of Traffic Engineering and Safety, TSRC supports the Division efforts in service provision of technical assistance and outreach to local agencies.



In line with the *National Strategy for Surface Transportation Research*, TSRC advances state-of-the-art knowledge and capabilities in use of crash data to make decisions to enable data-driven policy making and implementation of projects. Improving roadway safety enhances quality of life for all road users from the standpoint of both safety and mobility.

Through efforts aimed at reducing traffic related fatalities, injuries, and crashes, the Center provides support for the Safety Tactical Asset Management Plan of New Jersey by providing strategies to address network deficiencies. TSRC provides technical, administrative, and general support to the SMTF and all CSHSP State Emphasis Area team leaders. TSRC provides planning and support services for the state Safety Forum and regional conferences. And together, both NJDOT and TSRC are providing the leadership and outreach necessary to establish a statewide network of safety systems.

## Objectives

The TSRC is part of Rutgers' CAIT, and is a partnership between federal and state transportation agencies, local stakeholders, and Rutgers.

The purpose of this program is to support the Safety Tactical Asset Management Plan of New Jersey by providing optimal strategies to address network deficiencies by reducing traffic related fatalities, with an emphasis on providing services at the local/municipal level. Specifically, network deficiencies include (geometrics, sight distance, cross slopes, rutting, skid resistance, etc.) that can cross cut several/all asset categories. The TSRC will also provide support to other established programs such as the CSHSP, SMTF, Statewide Traffic Records Coordinating Committee (STRCC), Safety Conscious Planning (SCP), the Police Technical Assistance Program (PTAP), Senior Safety, the Delaware Valley Regional Planning Commission (DVRPC) Regional Safety Task Force (RSTF), and participation in statewide and regional safety initiatives. The activities associated with the TSRC are efforts to maximize the opportunity to advance safety at all levels throughout New Jersey with the goal to conduct analytical work which can be used to facilitate DOT management response to safety problem statements submitted from local governments and the specific needs of the motoring public.

### *Objectives are to:*

- Support the Safety Tactical Asset Management Plan of New Jersey by providing (optimal) strategies to address network deficiencies by reducing traffic related fatalities;
- Assist NJDOT in their efforts to improve roadway safety, reduce crash severity, and reduce fatalities particularly on local roadways;
- Assist agencies with assignment funding when developing safety solutions through the use of available crash data and developing low cost quick fix solutions;
- Support NJDOT in the development/management of a statewide strategic safety management system through the implementation of the CSHSP; (SAFETEA-LU);
- Develop/maintain statistical crash analysis software, *Plan4Safety*, to assist in the identification and development of safety countermeasures. For example, the value of countermeasure "A" versus "B" in the assignment of priority and funding to attain a quantifiable performance measure; enhance

capabilities of *Plan4Safety* to provide a decision support framework for the development of benefit/cost analyses and proactive improvements to safety locations;

- Provide support to DOT decision making process by selecting the most cost-effective policies, programs, and projects, benefiting from keeping good infrastructure safety planning;
- Conduct analytical work which can be used to facilitate DOT management response to safety problem statements submitted from local governments and the specific needs of the motoring public.
- Provide technical services to the NJDOT Division of Traffic Engineering and Safety to support the integration of specialized data sources with the Crash Records Database (CRD);
- Provide reciprocal support to the adjoining safety programs named in the NJ Asset Management Plan, namely Intersection Improvement Program, Accident Reduction Program, Safe Corridor Program, Safety Management System, Median Crossover Prevention Program and the Pedestrian Program;
- Provide continued support of the NJDOT and MPOs with the goal of reducing crash severity by fostering the successful Safety Conscious Planning efforts previously begun;
- Utilize information that has been gathered regarding existing data collection systems or databases that would be of use to enhancing or supporting the existing CRD;

TSRC consists of three project units: Planning, Implementation, and Evaluation.

### **Tier 1 - Planning**

Services include technical assistance for safety related requests and traffic safety engineering support to local agencies in implementing low-cost, quick-fix countermeasures to reduce crash frequency and severity; providing support to the DOT decision making process with the aim of crash severity reduction; technical support of local agencies in the effective use of *Plan4Safety* crash analysis software and crash data to identify primary locations in need of safety programs; creation of a comprehensive training and outreach service, based on the Local Technical Assistance Program (LTAP) model and coordinated with New Jersey LTAP and centered on crash data analysis, safety programs, crash data completeness and improvements, and workforce development; support of safety initiatives at the state, county, and local levels to promote system-wide crash reductions through Road Safety Audits (RSAs); support of the Safety Tactical Asset Management Plan of New Jersey through identification of network deficiencies in collaboration with the state.

### **Tier 2 - Implementation**

Services include reciprocal ongoing support to the adjoining safety programs named in the New Jersey Asset Management Plan and collaborating closely with metropolitan planning organizations (MPOs) in providing traffic and safety engineering services to assist agencies in developing and implementing safety improvements. TSRC enhances safety awareness and education of the general public through programs like the Safety and Traffic Engineering Program (STEP) and the New Jersey Annual Safety Forum where professionals are shown best practices and methodologies in safety.

### **Tier 3 - Evaluation**

Ongoing evaluations of the services and training provided by the Center will help determine effectiveness of programs; develop and deliver training programs and technical assistance to agencies as warranted through discussions and recommendations of the customers; develop and maintain a tracking system to support the strategies and actions of the CSHSP.

## **Tier 1: Planning**

### **Plan4Safety: Crash Analysis and Decision Support Software**

Developed by the Transportation Safety Resource Center (TSRC) at Rutgers' Center for Advanced Infrastructure and Transportation (CAIT) and funded by the New Jersey Department of Transportation (NJDOT), Plan4Safety is a web-based, comprehensive crash analysis software application that provides decision support for New Jersey safety engineers, police officers, planners, researchers, and educators.

Implementing methodologies used by federal, state, and MPO-level professionals, Plan4Safety can rank high-risk crash locations, apply frequency analyses to crash data, dynamically produce cross-tabulation tables, and display interactive maps of crashes. New Jersey has dedicated its resources to data-driven decisions; Plan4Safety has provided the means to adhere to that policy while providing valuable assistance to the local communities that need it the most.

A tool for conducting traffic safety programs, Plan4Safety offers 144 distinct pieces of data about any given crash including crash type, injury level, cell phone use, alcohol impairment, occupant restraints, age, gender and much more from the NJTR-1 official crash report form; however, no personal information is divulged. Plan4Safety provides users with a plethora of anonymous yet multi-layered data to create cost-effective, well-informed and well-encompassing safety programs. The time required to address concerns such as who, what, where, when, and why has been reduced significantly, leaving professionals the rest of the time to work on addressing issues rather than finding them.

New Jersey has an average of 300,000 reportable crashes annually that are available to the users via the interactive user interface. The program sifts through these many reports by way of criteria specification (data elements from the NJTR-1) or map location (for crashes with an [x, y] coordinate). Once the desired crashes are found, all the tools housed within the program are available.

In accordance with USDOT excellence, this application serves to nominate TSRC for the conception, development and continued enhancement of the Plan4Safety software program.

### *Plan4Safety: Expansion, Updates and Applications for Improving Safety in 2010*

The development of ongoing updates to improve and expand Plan4Safety's functionality started in 2008. Throughout 2009, 2010 and 2011, there have been several enhancements, updates as well as applications of use that are noted below:

- A Roadway Safety Audit Form was created by TSRC members to be implemented into the Plan4Safety website for local and county planners and engineers who would like to request a Road Safety Audit for a particular location or corridor.
- The implementation of the SPF methodology has been incorporated. Waiting on NJDOT verification and approval.
- The curvature model is in development, the methodology generating the necessary data for horizontal and vertical curves has been completed. The methodology for detected curves based upon point data has also been completed. After verification and approval from the NJDOT, this tool can be made available.
- A new graphic design with a friendly user interface has been created and is being tested for Plan4Safety. In addition, there will be an upgraded GIS interface (ESRI ArcServer 10.0) that is more advanced in its functionality and provides the user with spatial properties. In order to ease the retrieval of data for the average user, the Plan4Safety team developed workflows to guide the user in creating a filter through answering very basic questions. Almost all elements of the NJTR-1 are represented in the workflow and it is a method to ensure accurate filter creation and data collection. The workflows created are "intersection workflow", "roadway segment workflow", and "general crashes workflow". There will be a "pedestrian workflow" coming within the next year.
- In early 2011, a blueprint for calculating a Cost Benefit Model is in development.
- There have been a few GIS data layers integrated into the new GIS interface including: EMS, Police Station, Fire Station, Hospital, Nursing Homes, NJ Safe Corridors, Intersection Model and finally, the latest version of the SLD database has been integrated into Plan4Safety.

Plan4Safety has continually been used in applications like the NJDOT Red Light Running (RLR) campaign. The program has helped countless municipalities, counties and enforcement officers to pinpoint problem areas, apply for safety grants and be more effective in enforcement. Plan4Safety has helped over 90 municipalities to date and at least 18 different counties.

Plan4Safety has been integral in providing assistance to programs like Safe Routes to School (SRTS), STEP, the Ocean County Older Adult Traffic Safety Task Force, Voorhees Transportation Center (VTC), Highway Traffic Safety Policy Advisory Council (HTSPAC), the New Jersey State Safety Council, the Center for Alcohol and Drug Resources, Transalt, the Tri-State Transportation Campaign and the Puerto Rican Action Board (PRAB), to name a few. In all instances, TSRC has provided pertinent data that guided the program or safety grant to data-driven success.

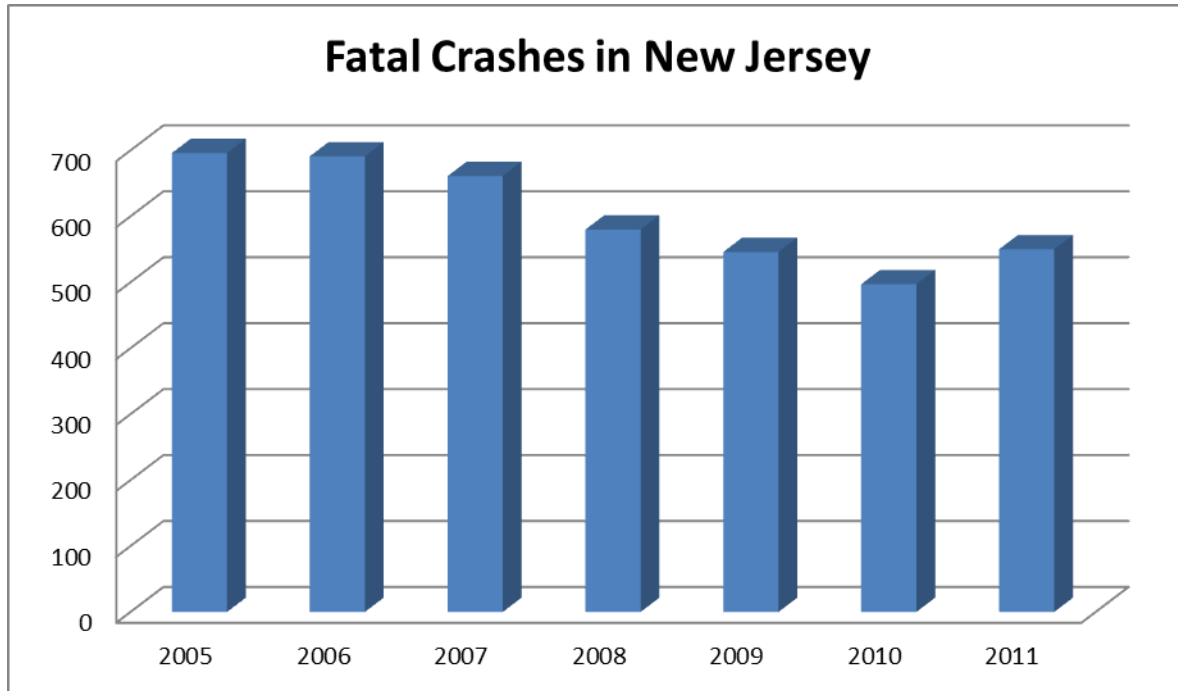


Figure 1: Fatal Crashes in New Jersey

Since 2005, fatal crashes on New Jersey’s roadways have declined from an average of almost 700 per year to fewer than 600. TSRC encourages a proactive, data-driven approach among statewide agencies on all levels to continue this downward trend. Collaborative efforts, professional development, outreach programs, and organizational partnerships described within this document will promote this forward-thinking approach to traffic safety. With an increase of users, and a new interface, TSRC is optimistic that the number of crashes and roadway fatalities will decline.

### Road Safety Audits and Technical Assistance Program

TSRC commits its in-house staff and dedicated network of engineering professionals to provide valuable, insightful, and expert advice on road improvements to requesting towns and counties. Through the RSA peer-to-peer network, TSRC and its affiliates will select a specialized expert to improve roadways in specific areas of need:

#### Technical Assistance:

- Field Investigations with NJDOT Engineer
  - I-78 & NJ 24, Springfield Twp., Union
  - I-78 & Glenside Avenue, Berkeley Heights Twp., Union
  - NJ 27 & River Road, Highland Park, Middlesex

- US 206 & Lawrence Township Municipal Building, Lawrence Township, Mercer
- US 206 & Darah Lane, Lawrence Township, Mercer
- US 206 & Eggerts Crossing Road, Lawrence Township, Mercer
- NJDOT approval of long-term road closure, Hoboken, Hudson

*Completed Field Safety Investigations with Other NJDOT Engineers:*

**NJDOT Designs Constructed & Reviewed:**

- NJ 17 & NJ 7, North Arlington Boulevard, Bergen County
  - Signal Timing Revision
  - Upgrade to Countdown Pedestrian Indications
- NJ 17 & Garden Terrace / Harding Avenue, North Arlington Boulevard, Bergen County
  - Upgrade to Countdown Pedestrian Indications
  - Signal Timing Revision
- NJ 17 & Melrose Avenue / Inman Place, North Arlington Boulevard, Bergen County
  - Upgrade to Countdown Pedestrian Indications
  - Signal Timing Revision
- NJ 17 & Illford Avenue / Abbot Place, North Arlington Boulevard, Bergen County
  - Upgrade to Countdown Pedestrian Indications
  - Signal Timing Revision
- NJ 17 & Franklin Place / Church Place, North Arlington Boulevard, Bergen County
  - Upgrade to Countdown Pedestrian Indications
  - Signal Timing Revision
- NJ 17 & Forrest Ave
  - Crosswalk instillation (paint, signage, & ADA Ramps)
- NJ 93 & Van Nostrand Ave, City of Englewood, Bergen County
  - Lane Drop Revisions (Signage and Pavement Markings)
- NJ 17 & Franklin Place / Church Place, North Arlington Boulevard, Bergen County
  - Signal Timing Revision
  - Upgrade to Countdown Pedestrian Indications
- NJ 17 & Arlington Boulevard, North Arlington Boulevard, Bergen County
  - Signal Timing Revision
  - Upgrade to Countdown Pedestrian Indications
- NJ 17 & Crystal Street / Cemetery, North Arlington Boulevard, Bergen County
  - Signal Timing Revision
  - Upgrade to Countdown Pedestrian Indications
- NJ 17 & Ridge Park Drive / Noel Drive, North Arlington Boulevard, Bergen County
  - Signal Timing Revision
  - Upgrade to Countdown Pedestrian Indications
- NJ 17 & Jauncey Avenue / Canterbury Ave, North Arlington Boulevard, Bergen County
  - Signal Timing Revision
  - Upgrade to Countdown Pedestrian Indications
- NJ 93 & Van Nostrand Ave, City of Englewood, Bergen County
  - Lane Drop Revisions
- NJ 94 & White Lake Road, Sparta Township, Sussex County
  - Instillation of Rail-Trail Crossing

- US 1 & Deans Lane, South Brunswick Township, Middlesex County
  - Truck Restriction Signage
- NJ 70 & Brick Blvd, Brick Township, Ocean County
  - Guide Signage Upgrades
- 

**NJDOT Field Investigations Completed/Closed:**

- NJ 7 & Newark Turnpike, Kearny Town, Hudson County
  - New ground signage to replace knocked down overhead sign structure.
- US 9 & Parkers Point/Taylor Lane, Lacey Township, Ocean County
  - Signal Warrant Analysis
- US 9 & Wells Mills / Bryant Roads, Ocean Township, Ocean County
  - Lane Use Revisions
  - Lane Use Revisions
  - Timing/Phasing Analysis
- NJ 17 & NJ 7, North Arlington Boulevard, Bergen County
  - As-Built
  - Signal Timing Revision
  - Upgrade to Countdown Pedestrian Indications
- NJ 17 & Garden Terrace / Harding Avenue, North Arlington Boulevard, Bergen County
  - As-Built
  - Signal Timing Revision
  - Upgrade to Countdown Pedestrian Indications
- NJ 17 & Melrose Avenue / Inman Place, North Arlington Boulevard, Bergen County
  - As-Built
  - Signal Timing Revision
  - Upgrade to Countdown Pedestrian Indications
- NJ 17 & Illford Avenue / Abbot Place, North Arlington Boulevard, Bergen County
  - Signal Timing Revision
  - Upgrade to Countdown Pedestrian Indications
- NJ 17 & Franklin Place / Church Place, North Arlington Boulevard, Bergen County
  - Signal Timing Revision
  - Upgrade to Countdown Pedestrian Indications
- NJ 17 & Arlington Boulevard, North Arlington Boulevard, Bergen County
  - As-Built
  - Signal Timing Revision
  - Upgrade to Countdown Pedestrian Indications
- NJ 17 & Crystal Street / Cemetery, North Arlington Boulevard, Bergen County
  - Signal Timing Revision
  - Upgrade to Countdown Pedestrian Indications
- NJ 17 & Ridge Park Drive / Noel Drive, North Arlington Boulevard, Bergen County
  - Signal Timing Revision
  - Upgrade to Countdown Pedestrian Indications
- NJ 17 & Jauncey Avenue / Canterbury Ave, North Arlington Boulevard, Bergen County
  - Signal Timing Revision
  - Upgrade to Countdown Pedestrian Indications
- NJ 35 & Osborne Ave, Bay Head Borough, Ocean County

- As-Built for signature
- NJ 35 (NB) & Strickland Blvd, Toms River Township, Ocean County
  - Form B Signal Revisions (with ADA, PM & TE-9)
- NJ 72 & CR 539 - (Warren Grove - Whiting Rd), Barnget Township, Ocean County
  - As-built for Signature
- NJ 93 & Van Nostrand Ave, City of Englewood, Bergen County
  - Lane Drop Revisions
- NJ 94 & White Lake Road, Sparta Township, Sussex County
  - Instillation of Rail-Trail Crossing

**NJDOT Field Investigations under Review/Investigation/Pending:**

- US 1 & Fischer, West Windsor Township, Mercer County
  - Pending: As-built for signature
  - Pending: Form B Signal Upgrade
- US 1 (SB Ramps) & Perry St, City of Trenton, Mercer County
  - Review (9/10): As-built for signature
- US 1 (Ramps) & S. Stockton St, City of Trenton, Mercer County
  - Pending: As-built
- US 1 (Ramps) – S. Stockton St & Market St, City of Trenton, Mercer County
  - Pending: As-built
- US 1 & Deans Lane, South Brunswick Township, Middlesex County
  - Pending: Truck Restriction Signage
- NJ 4 & Ramp to Grand Ave (NJ 93), City of Englewood, Bergen County
  - Pending: Signage Upgrade (TE-9)
- NJ 5 & Bluff Road, City of Fort Lee, Bergen County
  - Pending: Pavement/Signage Enhancements
- US 9 & Schibanoff Lane, Freehold Township, Monmouth County
  - Pending: As-Built
  - Pending: Pedestrian Enhancements (Signage/Pavement Markings)
- US 9 & James St/Pine St, City of Lakewood, Ocean County
  - Review: Lane Use Revisions
  - Pending: Signal Enhancements
- US 9 & Parkers Point/Taylor Lane, Lacey Township, Ocean County
  - Pending: As-built (survey)
  - Pending: New Signal Design (Form A)
- US 9 & Wells Mills / Bryant Roads, Ocean Township, Ocean County
  - Review: Lane Use Revisions
  - Review: Timing/Phasing Analysis
  - Pending: Signal Upgrade (Form B)
- NJ 17 & NJ 7, North Arlington Boulevard, Bergen County
  - Review: Signal Revision
- NJ 17 & Garden Terrace / Harding Avenue, North Arlington Boulevard, Bergen County
  - Review: Signal Revision
- NJ 17 & Melrose Avenue / Inman Place, North Arlington Boulevard, Bergen County
  - Review: Signal Revision
- NJ 17 & Illford Avenue / Abbot Place, North Arlington Boulevard, Bergen County
  - Pending: As-Built



- NJ 17 & Franklin Place / Church Place, North Arlington Boulevard, Bergen County
  - Pending: As-Built
  - Review: Removal of Manual Control
- NJ 17 & Arlington Boulevard, North Arlington Boulevard, Bergen County
  - Review: Removal of Manual Control
- NJ 17 & Crystal Street / Cemetery, North Arlington Boulevard, Bergen County
  - Pending: As-Built
  - Pending: Signal Revision
- NJ 17 & Ridge Park Drive / Noel Drive, North Arlington Boulevard, Bergen County
  - Review: As-Built
- NJ 17 & Jauncey Avenue / Canterbury Ave, North Arlington Boulevard, Bergen County
  - Review: As-Built
  - Pending: Signal Revision
- US 22 & King George Road, Green Brook Township, Somerset County
  - Pending: TE-9 & PM Work Orders
- US 22 & Terrill Road, Watchung Borough
  - Review: TE-9, PM & Form B Work Orders
- NJ 31 & Ewingville Road, Ewing Township, Mercer County
  - Pending: Signal Revision
- NJ 34 & Allenwood – Glendola Rd, Wall Township, Monmouth County
  - Review: As-Built for Signature
  - Pending: Signal Revision
- NJ 35 & Bethany Rd / Poole Ave, Hazlet Township, Monmouth County
  - Pending: As-built for signature
- NJ 35 & Hazlet Ave, Hazlet Township, Monmouth County
  - Pending: As-built for signature
- NJ 35 & Warren Ave, Wall Township, Monmouth County
  - Pending: As-built for signature
- NJ 35 & Allaire Rd, Wall Township, Monmouth County
  - Pending: As-built for signature
- NJ 35 & Osborne Ave, Bay Head Borough, Ocean County
  - Review: Pedestrian Enhancements (Form B)
- NJ 35 (SB) & Strickland Blvd, Toms River Township, Ocean County
  - Review: Form B Signal Revisions (with TE-9)
- NJ 35 & Carmel Blvd, Toms River Township, Ocean County
  - Review: Signal Warrant Analysis (WDM)
- NJ 37 & Colonial Drive, Manchester Township, Ocean County
  - Pending: Signal Revision (for Split Phase Operations) (Form B)
- NJ 37 & Fischer Boulevard, Toms River Township, Ocean County
  - Pending: Signal Revision (for Split Phase Operations) (Form B)
- NJ 37 & Hooper Ave, Toms River Township, Ocean County:
  - Pending: Markings Revisions & ADA PPBs
- NJ 45 & Main Street, Mantua Township, Gloucester County
  - Review: Signal Timing Revisions
- NJ 67 & Tom Hunter Boulevard / Palisades Avenue, City of Fort Lee, Bergen County
  - Pending: As-Built for Signature
  - Pending: Pedestrian Upgrades (Form B)

- NJ 70 & New Hampshire Boulevard, Lakewood Township, Ocean County
  - Review: As-Built
- NJ 70 & Brick Blvd, Brick Township, Ocean County
  - Review: Guide Signage Upgrades
- NJ 72 & CR 539 - (Warren Grove - Whiting Rd), Barnget Township, Ocean County
  - Review: Lane Use Revisions
  - Review: Lead Left Signal & Timing Revisions (Form B)
- NJ 79 & Vermont Court, Matawan Township, Middlesex County
  - Pending: School Bus Stop Signage
- NJ 88 & Van Zile Road, Brick Township, Ocean County
  - Review: Coordination of lane use revisions, utility pole relocations and repaving project
- NJ 93 & Van Nostrand Ave, City of Englewood, Bergen County
  - Review: As-built
  - Review: Lane Use Revisions
  - Pending: Full Signal Revision (Form B)
- I-95 & Scotch Road, Hopewell Township, Mercer County
  - Review: Signage and Striping Modifications
- US 130 & Deans – Rode Hall Rd, South Brunswick Township, Middlesex County
  - Pending: Truck Restriction Signage
- US 202 & Pleasant Run Rd, Readington Township, Hunterdon County
  - Review: Guide and Wayfinding Signage
- US 206 at Mile Marker 104.3, Hampton Township, Sussex County
  - Review: Instillation of Rail-Trail Crosswalk
- US 206 at Mile Marker 114, Hampton Township, Sussex County
  - Review: Instillation of Rail-Trail Crosswalk
- US 206 at Newton Town Square, Newton Township, Sussex County
  - Pending: Drafting of previous revision
  - Pending: Signal As-Built
  - Pending: Modification of Crosswalks
  - Pending: Instillation of Yield Signage
  - Pending: Signal Timing Revisions
  - Pending: Pedestrian Signal Indication Upgrade
  - Pending: Signal Revision (Form B)
- US 206 & Vanderveer Drive, Lawrence Township, Mercer County
  - Review: As-Built for Signature
- US 206 & Eggerts Crossing Road, Lawrence Township, Mercer County
  - Pending: As-Built for Signature
  - Pending: Form B work
- US 206 & Lawrence Township Municipal Driveway, Lawrence Township, Mercer County
  - Review: Signage and striping revisions
- US 206 & 4 Intersections, Bordentown Township, Burlington County
  - Review: Signal Timing Revisions
- NJ 208 & Summit Ave, Franklin Lakes, Bergen County
  - Pending: Signage Revisions
- NJ 440 & Pulaski Street, City of Bayonne, Hudson County
  - Pending: As-Built for Signature
- NJ 440 Signal Progression, City of Bayonne, Hudson County

- Pending: (Access Signal Work)
- I-280 (Ramp) & Williams / Wittingham / Kingslet, City of West Orange, Essex County
  - Review: As-built
  - Pending: Form B Revisions

### *Results for RSA's*

Fourteen RSAs have been completed up to October 28, 2011. The RSAs and changes in design, timing phase changes, updating and reinstalling traffic control devices and crosswalk installations allows for a general improvement to traffic and transportation safety. The construction projects have been implemented as a result of design guidance and engineering expertise from TSRC professionals.

In 2011, these implementations were especially crucial in the wake of a 7% spike in pedestrian fatalities and conflicts that year. In 2010, there has been a dramatic reduction in pedestrian incidents, but an increase again in 2011. Coupled with recent laws, TSRC and its partners expect to see a continued decline in pedestrian deaths.

### **NJTR-1 Refresher Training for Police Officers**

TSRC participated on a team that designed a presentation to be used as a refresher class for traffic officers. Worked with a vendor to make appropriate changes to the interactive online training program and made corresponding updates to the NJTR-1 instruction manuals and Police Guide. TSRC attended seven training sessions and produced a spreadsheet of questions from the audience, along with answers given by trainers, and noted items that required further research. A total of 75 police officers registered for these sessions.

### **Statewide Traffic Records Coordinating Committee (STRCC)**

TSRC has continued to support the STRCC by providing administrative and technical support to the committee chair and its members. TSRC developed marketing material as part of the STRCC Electronic Data Transfer Subcommittee to encourage electronic data transfer of crash records for police departments.

### **Safe Passages**

Led by the New Jersey State Police, TSRC members participate in Safe Passages, a group of about twenty traffic safety professionals from various state enforcement, engineering, legislative, and educational agencies and organizations. TSRC has been a lead in developing a more intensive web presence for the group, including both design and copywriting services with an emphasis on Search Engine Optimization (SEO) practices to help increase search engine rankings and therefore, visibility.

## **Tier II: Implementation**

### **High Risk Rural Roads (HRRR)**

TSRC supports NJDOT and the MPOs in administering the state's HRRR program. This includes administrative support, including data-drive analysis of HRRR segments/intersections, in addition to engineering support of programmatic preferred counter-measures. HRRR support additionally keys into the RSA program for concept development of countermeasures at identified locations. Additionally, in its recent High-Risk Rural Road Project document, FHWA presented Plan4Safety's role in identifying high-risk road segments statewide for metropolitan planning use.

TSRC provided the calculations of MPO-specific, HRRR segment lists so that each MPO can move forward on identifying and improving segments through collaborative projects with their regions' counties.

At the request of DVRPC, TSRC has developed a HRRR ranking methodology for intersections in addition to roadway segments. TSRC has worked to validate the merit of such a ranking through an RSA, through the final HRRRI RSA in Salem County.

Additionally TSRC is engaged with SJTPO and Salem County to provide a systemic study of locations with unprotected parapets at minor bridge locations. This systemic study will attempt to justify use of future HRRR funding.

The HRRR support from TSRC was praised when FHWA highlighted Plan4Safety's role in identifying high-risk road segments statewide for metropolitan planning organizations to use in its planning phases.

### **Safety and Traffic Engineering Program (STEP)**

TSRC provides programmatic support to the NJDOT to administer the STEP Program. STEP is a program, offered for free, which promotes safe helmet safety, pedestrian safety, proper crossing techniques, sign recognition, seatbelt safety, and the dangers of distracted driving to Pre-K through Grade 3 children.

TSRC provides marketing materials, administrative support, enhanced educational materials, and guidance on utilizing crash data to increase the impact and effectiveness of the program.

Using Plan4Safety data, areas of the state experiencing crashes involving pedestrians under the age of 13 were ranked according to crash frequency. TSRC prepared letters to be sent from NJDOT to elementary school principals and district superintendents in the highest ranking communities, offering to bring STEP to their schools at no cost. The response was very positive. Initially, 3 schools were visited to determine the logistics of setting up the program, and one STEP event was conducted in Orange, NJ (June, 2011). Additional schools that responded have been scheduled for Spring 2012.

Responsibility for running the STEP program gradually shifted to TSRC from NJDOT, as personnel resources began to shrink. In order to increase exposure, TSRC has partnered with NJ Safe-KIDS and has revamped the program from a station-to-station progression to an assembly-like presentation, allowing us to reach more children. During this period, STEP was presented at 3 schools, 1 summer camp, and 1

Robert Wood Johnson community event. In addition, all of the STEP activities were demonstrated to NJ Safe-Kids county coordinators.

### **7<sup>th</sup> Annual Safety Forum 2011**

Since 2005, TSRC has hosted an annual safety forum, a one-of-a-kind premiere event that unites safety professionals from engineering, enforcement, education, and EMS for a daylong workshop and speaking event. Each year the Forum theme reflects the most pressing issues in the traffic safety arena.

In 2011, the theme of the 7<sup>th</sup> Annual NJ Safety Forum was “Minimize Dollars, Maximize Safety” (Accessing Funds for Sustainable Safety Programs). This Forum stressed partnering, low cost countermeasures, and funding options when starting up a safety program. Over 240 people registered for this event which was offered at no cost for the first time. Due to last minute schedule changes, the number registered at the time of the event was 221. Actual attendance turned out to be around 180, most likely due to bad weather, flooding, and traffic.

## **Tier III: Evaluation**

### **Plan4Safety Training**

In order to support the HSIP, TSRC provides regular trainings in *Plan4Safety* to promote safety data collection and provide analysis. The trainings could give *Plan4Safety* users a process for establishing priorities for implementing highway safety improvement projects. TSRC has held over twenty-two classes reaching 65 new users; training county engineers, officers, planners, MPOs and many other safety professionals.

### **TSRC Website**

To inform the public of the updated traffic safety news and laws around New Jersey, TSRC has committed a portion of its website to news and events, in addition to having a strong presence on social media sites, such as Facebook. Facebook was launched this year to provide an open forum on infrastructure and safety topics.

Site tracking software is currently used, and will continue to be used to determine the origination of user traffic. This information is utilized to increase the effectiveness of the web resources, including the introduction of search engine optimization statistics.

### **Comprehensive Strategic Highway Safety Plan (CSHSP)—The “Plan”**

Under SAFETEA-LU of 2005, each state is accountable for a comprehensive plan to maintain, improve, and secure infrastructure within their respective states.

TSRC provided data from Plan4Safety and participated in the Safety Management Task Force, an executive committee comprised of NJDOT, FHWA, DHTS, and other state agency members to devise, write, and produce an intensive manual for the Plan.

In 2010, TSRC participated in an executive group to update the Plan.

## **Pedestrian Ticket Program**

In September 2010, director of NJDOT Traffic Safety and Engineering Patricia Ott and NJDOT Commissioner James Simpson visited a high-risk intersection on Kean University's campus to distribute TSRC-created "tickets" to jaywalkers. These tickets featured colorful language and memorable advice to improve road use behavior. The literature was also distributed in public campus centers and through the Elizabeth Police Department.

## **12 Months of Safety**

Upgrading the original issue of safety literature in 2007, TSRC is producing full-color brochures featuring audience-specific text. While the original brochures were distributed mainly through police departments and other safety agencies, the reboot of the 12 Months of Safety campaign features a data-driven methodology based on crash rates to distribute brochures in business locations likely frequented by the intended audience. For example, bars and liquor stores in areas with high rates of impaired driving crashes will be targeted to display literature on impaired driving. Additionally, the text of the brochures will feature more colloquial, more engaging, and easier to read language with visual graphics to convey a message of safety to the appropriate audience. Using psychological studies as a basis, the language will be crafted to show the benefits of safety, not the consequences of hazardous behavior. TSRC examined crash data and determined best locations for distribution, as well as targeted concepts for the following topic areas: aggressive driving, senior citizen driving, teen driving, motorcycle safety, inclement weather safety, intersection safety, impaired driving, and pedestrian safety.

## **Outreach**

TSRC has created and coordinated a number of materials and events to help spread a message of safety and to promote the valuable tools offered by the department. The materials include traditional and new media (e.g., print brochures for various partners, online presence, and online materials), and events are local, statewide, and international. From 2010 through 2011, TSRC organized and hosted an annual Safety Forum that united engineers, educators, enforcement professionals, and emergency medical services (EMS) professional to collaborate and learn about safety initiatives in the state. TSRC representatives attended and exhibited at the League of Municipalities conference—an annual public government conference in Atlantic City, New Jersey—to network with local agencies.

Partnerships with outside organizations and associations help TSRC pursue a mission of safety through specific targeted grassroots efforts. Through 2011, TSRC hosted three County and Municipal Traffic Engineers Association (CAMTEA) meetings and developed multiple newsletters and seminars on current topics of interest each trimester. A questionnaire was designed to gauge the level of interest in meeting topics, and a 7 member steering committee was formed to revitalize interest in regular CAMTEA meetings.

From 2010 to 2011, TSRC staff served as members of multiple safety committees, councils, and groups. A partial list of these groups includes the Comprehensive Strategic Highway Safety Plan Committee and Executive Working Group, the Safe Passages Committee, the Bicycle and Pedestrian Advisory Committee (BPAC), STRCC, New Jersey County Engineers, and various traffic officers groups.

Part of improving traffic safety is influencing the driving public directly. On April 24, 2010, TSRC participated in the second annual Rutgers Day program to educate the public on various CAIT activities, including what TSRC does with safety. TSRC plans to continue participating in each successive program with public-friendly tools and programs to improve driver behavior.

Additionally, TSRC produces promotional materials and participates in implementing the DOT-created Safety, Traffic and Education Program (STEP)—an in-house, no-cost school program for children ages 3 to 8. NHTSA data show that of all age groups, 3- to 8-year-olds are most at risk for being involved in traffic-related incidents.

## **Conferences**

### *League of Municipalities (November 2011)*

TSRC—alongside its parent center, CAIT—attends and exhibits at the League of Municipalities. TSRC enhanced the appearance of CAIT, TSRC, and NJ LTAP this year with a brand new trade-show display system. This display was unveiled this year at the 95th Annual League of Municipalities conference, a congregation of nearly every public official, including those in safety, planning, and political offices throughout New Jersey. The conference offered opportunities to promote Plan4Safety as a viable safety tool, as well as the training courses and workshops hosted by TSRC.

### *TRANSaction (April 2011)*

TSRC, alongside other CAIT program sites, displayed materials at TRANSaction—a national conference of engineers from local, state, federal, and private agencies. TSRC representatives promoted Plan4Safety, course announcements, event listings, and general research and safety activities.

### *7th Annual Safety Forum (October 2011)*

Since 2005, TSRC has hosted an annual Safety Forum, a one-of-a-kind premiere event that unites safety professionals from engineering, enforcement, education, and EMS for a 1-day workshop and speaking event. The Safety Forum hosts intensive workshops on the most pressing safety issues of the time and features an afternoon keynote speaker to discuss forward-moving initiatives in safety.

In 2011, the theme of the 7<sup>th</sup> Annual NJ Safety Forum was “Minimize Dollars, Maximize Safety” (Accessing Funds for Sustainable Safety Programs). This Forum stressed partnering, low cost countermeasures, and funding options when starting up a safety program. Over 240 people registered for this event which was offered at no cost for the first time. Due to last minute schedule changes, the number registered at the time of the event was 221. Actual attendance turned out to be around 180, most likely due to bad weather, flooding, and traffic.

### *Transportation Research Board International Conference (January 2011)*

TSRC and CAIT professionals attended a four-day international TRB conference in Washington, DC, to participate in a number of informative sessions in data management, safety, and security. Poster sessions provided insightful research opportunities and conclusions from various academic institutions, while exhibit floor presentations provide opportunities for proposal and paper applications.

### *NJTPA Walkable Communities Workshop (March-June 2011)*

Since 2006, with a focus on improving and enhancing walking in northern and central New Jersey, the North Jersey Transportation Planning Authority (NJTPA) has conducted a series of half-day “Walkable Community” workshops. The workshops are held in the 13 counties within the NJTPA region, plus the cities of Newark and Jersey City. The workshops train participants to identify barriers to walking and ways to improve pedestrian safety in each workshop community. Participants also learned how to inform and instruct residents, transportation professionals, and others about improving walkability.

### *Central Jersey Transportation Forum (March 2011)*

The Forum has been meeting since 1999 to address concerns of municipalities in Mercer, Middlesex, Somerset, and Hunterdon counties focused on the US 1 corridor. It gathers high-level representatives from twenty-one municipalities with relevant county, state, and other organizations to coordinate and to initiate solutions. The Forum itself is not an implementing agency. The key issues it addresses are east-west access; improving coordination of transportation and land use in this high growth, congested area; and transit.

### *11<sup>th</sup> Annual New Jersey Work Zone Safety Awareness Conference*

Work Zone Awareness Week 2011 was observed in New Jersey with this annual event. This annual conference promotes work zone safety awareness among a multidisciplinary audience from construction, maintenance and operations, engineering, and public safety.

### *13<sup>th</sup> Annual NJDOT Research Showcases (October 2011)*

The research showcases are opportunities for NJDOT customers to experience the broad scope of ongoing research initiatives, technology transfer activities, and academic research being conducted by university research partners and their associates.

## **Media Materials**

### *Spring, Summer, and Fall/Winter Course Brochures 2010*

Three full calendar listings for spring, summer, and fall/winter sessions informed current and prospective attendees on courses offered by TSRC and NJLTAP.

### *Spring/Summer and Fall/Winter Course Brochures 2011 (2)*

Two full calendar listings for spring, summer, and fall/winter sessions informed current and prospective attendees on courses offered by TSRC and NJLTAP. This year, the brochure was redesigned to cater more specifically to different audiences: engineers, planner, law enforcement, public works, and highway construction personnel.

### *7<sup>th</sup> Annual Safety Forum Promotional and Program Materials*

A set of promotional materials including postcards, programs, vendor and award applications for the Annual Safety Forum each year helped to promote the event to traffic safety professionals in education, engineering, enforcement, and EMS areas.



### *STEP Promotional Brochure*

Geared toward school administrators, this full-color brochure detailed the Safety and Traffic Educational Program (STEP), a free in-house traffic safety education activity for schoolchildren.

### *Put the Brakes on Fatalities Day – October 10, 2010*

Each year, Put the Brakes on Fatalities Day is recognized nationwide in an effort to drive traffic deaths down to zero. TSRC participated in the promotional activities by securing space on the Rutgers' football stadium electronic scoreboard during game day, and through several live reads by disc jockeys on Philadelphia's 94.1 WYSP radio station.

### *TSRC Exhibit Promotional Materials*

A set of promotional materials including an updated flyer and exhibit banner for the various trade events were created in 2011 to inform users of TSRC initiatives.

### *TSRC Website*

TSRC continued its online presence in 2010 with its official website. The website features links and information on various initiatives, such as the Road Safety Audit (RSA) program, and the NJDOT/FHWA *12 Months of Safety* literature. Articles on TSRC updates and New Jersey-specific traffic safety news are posted on a regular basis. Additionally, an electronic RSA request form and Plan4Safety login form were added to the website to streamline processes and enhance the user experience.

### *CAIT Facebook Page*

In 2010, CAIT created a Facebook fan page to advertise news and events to social media users. This page is regularly used to advertise TSRC courses, events, and traffic safety news.

### **CAIT Newsletter Articles**

Several TSRC-specific articles appeared in CAIT's national newsletter, *Transportation Today*. These articles include:

#### *July 2010 - Plan4Safety Marketing Analysis Software?*

##### *Police Examine Effectiveness of Safe Corridors Campaign with TSRC Application*

In June 2010, TSRC's efforts to analyze enforcement-distributed brochures through crash data were explored in this article.

#### *July 2010 - Empirical Evidence Supports Cell Phone Bans*

##### *One of Secretary LaHood's Core Causes Gets Scientific Backing*

Within the same issue, TSRC outlined a nationally-acclaimed study that proves human beings cannot really focus on two tasks at the same time with accuracy—including using cell phones while driving.

#### *October 2010 - Baristas need not apply*

##### *CAIT interns gain career experience that counts at NJDOT*

A recap of TSRC's NJDOT internship program, undergraduate students are able to fully explore the field of civil engineering by working directly with NJDOT engineers on state projects.

### *October 2010 - Marriage of convenience ... and necessity*

#### *“Matchmakers” pair traffic experts with towns and counties to improve safety*

This article described the value of TSRC’s RSA service and its ability to pair a multidisciplinary team to specific safety issues. Completed RSA projects were also discussed.

### *October 2010 - Free traffic safety lessons for NJ school kids*

#### *Safety and Traffic Education Program (STEP)*

An introduction to the TSRC/NJDOT school program, this article highlighted the curriculum of the program and its benefit to New Jersey schoolchildren.

### *January 2011 - Recipe for success: mix one part psychology, one part traffic safety, and 200 safety professionals*

This recap article on the 6<sup>th</sup> Annual Safety Forum highlights author Tom Vanderbilt’s keynote address, the cutting-edge science of perception in engineering, crafting campaigns for audience-specific safety goals, and more.

### *January 2011 - Recipe for success: mix one part psychology, one part traffic safety, and 200 safety professionals*

This recap article on the 6<sup>th</sup> Annual Safety Forum highlights author Tom Vanderbilt’s keynote address, the cutting-edge science of perception in engineering, crafting campaigns for audience-specific safety goals, and more.

### *July 2011 - RSA Chronicle #1: Newark, NJ*

#### *CAIT engineers improve at-risk roads in New Jersey’s largest urban center*

In the first of many “RSA Chronicles,” this article described the conditions surrounding a multi-use intersection and the RSA team’s recommendations on improving it.

## **Professional Development Programs (2010-2011)**

- Guiderail and Median Barrier Design
- Designing Ground Mounted Sign Supports
- Synchro Basic, Intermediate, and Advanced (Synchro I; Synchro II; and Synchro III)
- NJTR-1 Refresher Training for Police Officers (7 sessions)
- Traffic Signal Design

## **Press, Presentations & Awards**

### *International Awards*

#### **June/July 2011 – Traffic Technology International Magazine**

TSRC engineer Andy Kaplan, who serves on a sub-regional technical advisory committee for the Jersey City-Hoboken area, was featured in an article entitled “Urban Warrior” for his extracurricular work (outside of TSRC) to improve pedestrian safety. FHWA has named New Jersey a “pedestrian-focus” state.

### *National Awards*

#### **Association of Transportation Safety Data Professionals (ATSIP) 2010 Traffic Records Forum Best Practices Award**

TSRC traveled to New Orleans, Louisiana, in July 2010 to accept the 2010 Traffic Records Forum Best Practices Award for its excellence and innovation in crash and safety analysis and reaching out to help agencies make data-driven decisions. A national conference of crash data and safety professionals, Plan4Safety received front-and-center attention during a luncheon ceremony.

### *National Competition Awards (Presentations)*

#### **April 2011 UTC Sponsored Research Demonstration/Exhibition (Plan4Safety)**

Of 70 applicants, TSRC was one of 27 chosen presenters to speak to high-ranking officials on Plan4Safety at this prestigious national research conference.

#### **November 2011 UTC “Improving Roadway Safety Programs Through University-Agency” presentation conference Partnerships (TSRC, P4S, CSHSP, and RSAs)**

TSRC submitted three of 312 national proposal submissions—and all three were accepted—to exhibit at UTC’s national conference highlighting impactful programs developed through strong partnerships. TSRC presented on: TSRC and its various initiatives, the road safety audit service, and the Plan4Safety software platform.

### *National Coverage*

- March 2011 ITE Newsletter in an article entitled, "Efficiencies in Web-based Crash Reporting" about P4S
- February 2011 UTC Newsletter, "Investing in the Transportation Leaders of Tomorrow" featured TSRC and its RSA and P4S programs
- 2009 FHWA Safety Compass Newsletter, “A Powerful Plan4Safety” (Plan4Safety)

### *Regional Coverage*

- December 8, 2011 Jersey Journal/nj.com article “[Jersey City schoolchildren in Greenville learn about pedestrian safety](#)” –TSRC members Mitra Fetrat, Carissa Sestito, and Michael Weber joined Safe Kids of Hudson County to teach kids about safe street-crossing and walking
- October 12, 2011 Northjersey.com (Bergen Record) article entitled “[Nutley accidents drop 12 percent](#)” –CAIT and Plan4Safety were mentioned as data providers for this welcome downward trend
- June 26, 2011 Asbury Park Press article entitled “Coming and Going on Roundabouts” –TSRC engineer Andy Kaplan was a major information source in this article
- October 21, 2010 “Road Warrior” on northjersey.com: “[Driving insights from author Tom Vanderbilt](#)” about TSRC’s 6<sup>th</sup> Annual Safety Forum

### *2011 Academic Presentations*

**Evaluation of Pedestrian Improvements in the Vicinity of Rail Stations**, 13th Annual New Jersey Department of Transportation Research Showcase, West Windsor, NJ

**Road Safety Audits**, Poster Session, Improving Roadway Safety Programs through University-Agency Partnerships: A Conference, Washington, DC

### *2011 Public Presentations*

**Road Safety Audits**, Southern New Jersey ASHE & Mid Atlantic Section of ITE Joint Meeting, Cherry Hill, NJ

**Road Safety Audit Facilitation**, Six High Risk Rural Road Intersections in Salem County, Pittsgrove Township, NJ

**Conducting Road Safety Audits**, Full Day Professional Development Course, Rutgers CAIT, Piscataway, NJ

**Road Safety Audit Facilitation**, Main Avenue between Passaic Avenue and Monroe Street, City of Passaic, NJ

**Sources of No-Cost Transportation Safety Support**, Hudson County Chief of Police Association, Hoboken, NJ

**Road Safety Audit Facilitation**, Livingston Avenue between Suydam Street and Sandford Street, City of New Brunswick, NJ

**Road Safety Audit Facilitation**, Ernston Road Pedestrian Crash Hot Spot Intersections in the Vicinity of Bus Stops, Old Bridge Township and Borough of Sayreville, NJ

**Road Safety Audit Facilitation**, Park Avenue & 1st/4th Street, City of Newark, NJ  
2010

**Career Panel**, Princeton University, ASCE Younger Member Group

**Career Panel**, Rutgers University, ASCE Younger Member Group

**School Bus Traffic Safety**, 7th Annual Ocean County Safe Routes to School Event

**Road Safety Audit Facilitation**, Hot Spot Intersections along Grand Avenue/Engle Street, City of Englewood, NJ

### *6th Annual Safety Forum Press Coverage*

On October 21, 2010, northjersey.com's famed "Road Warrior" dedicated his column to TSRC's 6th Annual Safety Forum. The column was entitled, "Driving insights from author Tom Vanderbilt."

### *Put the Brakes on Fatalities Day – October 10, 2010*

*Each year, Put the Brakes on Fatalities Day is recognized nationwide in an effort to drive traffic deaths down to zero. TSRC participated in the promotional activities by securing space on the Rutgers' football stadium electronic scoreboard during game day, and through several live reads by disc jockeys on Philadelphia's 94.1 WYSP radio station.*

## Organizational Involvement

### *Collaboration with Metropolitan Planning Organizations (MPOs)*

Partnering with North Jersey Transportation Planning Authority (NJTPA), South Jersey Transportation Planning Office (SJTPO), and Delaware Valley Regional Planning Commission (DVRPC), TSRC alerts safety professionals of upcoming training sessions on planning and engineering and offers safety support and opinion to public enhancement projects.

Partnership with these three organizations supplies TSRC with a direct connection to the regions and local communities in New Jersey. Working with the MPOs, TSRC has been able to reach professionals at the county and local level to interact with stakeholders, provide technical outreach, continuing education, and support for safety initiatives.

### *American Society of Civil Engineers*

TSRC members participate in monthly ASCE meetings, and help to promote attendance at these meetings through the production of colorful mailed postcards and website maintenance.

### *Future City New Jersey Regional Competition*

Future City challenges students to envision a city one hundred fifty years into the future revolving around a specific theme, such as green living, clean water or nano-technology. TSRC staff participated in the coordination and judging of the event.

### *Statewide Traffic Records Coordinating Committee (STRCC)*

TSRC personnel regularly participate in the Statewide Traffic Records Coordinating Committee (STRCC) to unite with other safety personnel for a more seamless data interactions between organizations.

### *Safety Management Task Force*

An executive committee for 2010, TSRC members are on board to update and redesign the manual for a more palatable public document. This year, TSRC members have devised a plan to reorganize emphasis areas in targeting driving behaviors (Aggressive Driving, Impaired/Drowsy Driving, Distracted Driving, and Other [Vehicular Failures, Medical Emergencies, Construction Incidents]).

### *Bicycle and Pedestrian Action Committee*

TSRC members participate in informative sessions hosted by the Voorhees Transportation Center to gain insight and move forward with initiatives to improve the safety of bicyclists and pedestrians in the wake of a fatality spike in NJ.

### *Safe Passages*

Led by the New Jersey State Police, TSRC members participate in Safe Passages, a group of about twenty traffic safety professionals from various state enforcement, engineering, legislative, and educational agencies and organizations. TSRC has been a lead in developing a more intensive web presence for the group, including both design and copywriting services with an emphasis on Search Engine Optimization (SEO) practices to help increase search engine rankings and therefore, visibility.

### *STEP program*

TSRC members participate in the STEP program, a traffic safety program designed to educate K-3 schoolchildren through tailored games and workshop activities. The STEP program, headed by the NJDOT, is a free in-house program available for all schools throughout New Jersey.

### *New Jersey Walks and Bikes Newsletter*

As part of outreach coordination, TSRC members have participated in the editorial and writing process of New Jersey Walks and Bikes, a newsletter geared toward the pedestrian and bicyclist community. Topics include new technologies, “walkable communities,” notable current events impacting the walking culture, legislature, and more.

## **Grants Awarded**

### *Accelerating Safety Activities Program (ASAP) 2010*

TSRC has applied for ASAP funds to help enhance the Annual Safety Forum in 2010 to feature a national industry speaker and cover materials costs for lectures, workshops, and registration materials. Additionally, the funds will help to accelerate a more intensive promotional approach to reach even more professionals this year. FHWA Program Priorities such as roundabout design, intersections, rural areas, setting strategic directions for safety, maximizing safety resources, median barriers, and more will be focal points of the 6<sup>th</sup> Annual Safety Forum in October 2010.

### *North Jersey Transportation Planning Authority (NJTPA): Pedestrian Safety and Near Bus Stops Study*

TSRC will play a subcontracted role in the NJTPA’s bus stop research project. Data supplied from Plan4Safety helped to pinpoint pedestrian crash hotspots and worked to decrease the number of incidents in those areas.

### *Association of Transportation Safety Data Professionals (ATSIP) 2010 Traffic Records Forum Best Practices Award*

Plan4Safety earned the 2010 Traffic Records Forum Best Practices Award for its excellence and innovation in crash and safety analysis and reaching out to help agencies make data-driven decisions. A national conference of crash data and safety professionals, Plan4Safety received front-and-center attention during a luncheon ceremony.

### *6TH Annual Safety Forum Press Coverage*

On October 21, 2010, northjersey.com's famed "Road Warrior" dedicated his column to TSRC’s 6th Annual Safety Forum. The column was entitled, “Driving insights from author Tom Vanderbilt.”

## **Conclusion**

TSRC is a growing program that plans to expand its reach and resources to better serve the state of New Jersey and its safety professionals. TSRC will continue to vigorously support various state and local agencies with their traffic safety initiatives.

Upholding a diligent commitment to traffic safety, the goal of TSRC will always be to exist as the premiere one-stop resource center with a major focus on the traffic safety concerns of local agencies. With the enhancement of Plan4Safety and the acquisition of state and federal grant research projects, TSRC will branch out with conclusive research evidence, provide white paper research reports on approved countermeasures and media programs, create and disseminate promotional supplementary safety materials, attend and coordinate trade show and conference presentations, and continually enhance Plan4Safety to provide intensive support to all traffic safety professionals.