

## **SOUTH JERSEY TRANSPORTATION PLANNING ORGANIZATION**

### **ITEM 0803-13: Endorsing a Highway Safety Project Grant from the N.J. Division of Highway Traffic Safety for the South Jersey Traffic Safety Alliance**

#### **BACKGROUND**

The Alliance's mission is to develop region wide traffic safety programs, share successful practices, provide training, and support capital projects geared toward bicycle and pedestrian safety.

The intent of this FY 2009 project is to educate the citizens of Atlantic, Cape May, Cumberland and Salem Counties, about all aspects of highway traffic safety, but especially in regards to: bicycle, pedestrian and motorcycle safety, the THINK SAFETY Campaign emphasis areas. Other emphasis areas will be teen driving, occupant protection for tweens (ages 9-12) and booster seats for children 4-8.

This project will continue to mobilize the four counties into a grass roots approach to seek support and participation of local and county government agencies, law enforcement agencies, educators, emergency services personnel, planners and engineers.

The SJTSA's FY09 Grant proposal totals \$78,100.00. This is a reduction of \$15,400.00 from the FY08 grant total of \$93,500.00.

The majority of that reduction is in funding for radio and TV ads for the THINK SAFETY Campaign. Previously \$40,000.00, that line item is now only \$30,000.00 or 38% of the budget. The remaining reductions are in the purchasing of safety items and the elimination of funding for child passenger safety. The Alliance has been able to make this program self funding by donations and grant money from the private sector.

The grant includes funding to continue with the new conference style workshops with break out sessions, as well as funding to send members to other training and workshops. Training and workshops comprises nearly 30% of the grant submission, consistent with the previous year.

Another 25% is made up of printing (brochures, posters and banners, for example) and purchasing safety items (bicycle spoke reflectors, for example).

The remaining 4% is for giveaways, such as pens and pencils, the maximum allowed for the grant.

A copy of the full grant proposal is available upon request.

**SEE ATTACHED RESOLUTION**

## **SOUTH JERSEY TRANSPORTATION PLANNING ORGANIZATION**

**RESOLUTION 0803-13: Endorsing a Highway Safety Project Grant from the N.J. Division of Highway Traffic Safety for the South Jersey Traffic Safety Alliance**

**WHEREAS, the South Jersey Transportation Planning Organization (SJTPO) is the Metropolitan Planning Organization (MPO) designated under federal law for the southern region of New Jersey including Atlantic, Cape May, Cumberland and Salem Counties; and**

**WHEREAS, the South Jersey Traffic Safety Alliance (SJTSA) was created to work with SJTPO to integrate traffic safety programs into its metropolitan planning; and**

**WHEREAS, the SJTSA brings together traffic safety professionals from the fields of law enforcement, community education, emergency services personnel, engineering, and planning, from Atlantic, Cape May, Cumberland, and Salem Counties; and**

**WHEREAS, the mission of the SJTSA is to assist all agencies and organizations, within the county and municipal structure, with problem assessment, development, implementation and evaluation of educational and enforcement programs, and engineering recommendations; and**

**WHEREAS, the N.J. Division of Highway Traffic Safety (NJDHTS) has funding available for educational and enforcement programs, addressing traffic safety issues, through the Highway Safety Project Grant; and**

**WHEREAS, the SJTSA desires to purchase safety items, produce posters and brochures, and provide training, addressing traffic safety issues in the four county region;**

**NOW THEREFORE, BE IT RESOLVED, that the Policy Board of the South Jersey Transportation Planning Organization hereby endorses the application by the SJTSA to the NJDHTS for the FY 2009 Highway Safety Project Grant for a total of \$78,100.00; and**

**BE IT FURTHER RESOLVED, that the SJTPO Policy Board requests the South Jersey Transportation Authority execute the appropriate contract arrangements with the NJDHTS on behalf of the SJTSA.**

### **Certification**

**I hereby certify that the foregoing is a correct and true copy of a resolution adopted by the Policy Board of the South Jersey Transportation Planning Organization at its meeting of March 17, 2008.**

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**Charles R. Sullivan, Secretary/Treasurer**