

CITY OF VINELAND

RESOLUTION NO. 2014- 402

A RESOLUTION DECLARING OCTOBER 10, 2014 AS
“PUT THE BRAKES ON FATALITIES DAY”.

WHEREAS, October 10, 2014 has been declared Put the Brakes on Fatalities Day® by the City of Vineland in the County of Cumberland, State of New Jersey; and

WHEREAS, Across the nation, traffic crashes caused approximately 34,000 fatalities in 2012, and are the leading cause of death for young people ages 15 to 34; and,

WHEREAS, In New Jersey, 542 individuals lost their lives in traffic crashes in 2013; and,

WHEREAS, Alcohol-related crashes accounted for 22.5 percent of the State’s traffic fatalities, while 26 percent of all fatal crashes involved traveling at unsafe speeds; and,

WHEREAS, Motorcyclists, bicycle riders and pedestrians face increased risks on New Jersey’s roadways, as people opt for alternative modes of transportation; and,

WHEREAS, 57 motorcyclists, 14 bicyclists and 132 pedestrians were killed in New Jersey in traffic-related crashes in 2013; and,

WHEREAS, Safer driving behaviors such as buckling up, every ride; obeying posted speed limits; stopping for pedestrians in crosswalks and using crosswalks when walking; avoiding aggressive driving behaviors; never driving impaired; wearing proper safety gear while riding a motorcycle or bicycle; and, focusing solely on driving by avoiding distractions, can dramatically reduce the number of traffic-related injuries and deaths;

NOW, THEREFORE BE IT RESOLVED, by the Mayor and Council of the City of Vineland, in the County of Cumberland, State of New Jersey, do hereby proclaim October 10, 2014, Put the Brakes on Fatalities Day®, and call upon everyone to put these lifesaving behaviors into practice to improve safety on the roadways in our community and throughout the State.

Adopted:

President of Council

ATTEST:

City Clerk

Reid Wanda

From: Fulcher Christopher
Sent: Friday, September 19, 2014 9:14 AM
To: Monaco Denise; Reid Wanda
Cc: Lauria Jr John
Subject: FW: Put Brakes on Fatalities Day
Attachments: PTBOFDProclamation13 for release.doc

I will be publicizing this on our social media sites for October 10th. Would it be possible to include this on the Council agenda for the October meeting to help promote the program?

Please let me know if you need anything else from me.

Thank you,

Sgt. CF

From: Raymond Reeve [<mailto:Raymond.Reeve@lps.state.nj.us>]
Sent: Thursday, September 18, 2014 3:55 PM
To: chiefwen@comcast.net; dhsims@pd.twp.washington.nj.us; CWOOD@Police.VentnorCity.Org; rmolinari@ucnj.com; rpuschel@ucnj.org; sdavis@uniontownship.com; protella@usrpd.net; mills@vernonpolice.com; dhuber@veronapolice.org; Fulcher Christopher; lbordi@wtpd.com; mmessner@waldwicknj.org; rbrice@wallpolice.org; tnorton@wanaqueborough.com; msaum@warrenpolice.com; traffic@washtwppolice.org; [jcin@watchungnj.com](mailto:jcina@watchungnj.com); dringp@waynetownship.com; jczornomor@weehawkinpolice.com; bartzakwtpd@westamwelltpw.org; mbramhall@westcaldwell.com; chief@wtpd.net; daniel.cormaney@wtpd.org; dcompton@wtpdmorris.org
Subject: Put Brakes on Fatalities Day

September 19, 2014

Dear Chief:

I'm reaching out to you to ask for your support in getting out a lifesaving traffic safety message. On October 10, the New Jersey Division of Highway Traffic Safety will once again participate in the national campaign, "Put the Brakes on Fatalities Day," which is designed to call attention to the more than 34,000 motor vehicle fatalities that occur annually on the nation's roadways. Our goal is to engage the public so that for one day we have our drivers be extra cautious while operating their vehicles, or biking or walking so we have zero fatalities on October 10th

Last year in our state, 542 individuals lost their lives in motor vehicle related crashes and while we were able to see a reduction in fatalities from 2012 we still have a long way to go. While the public cites road safety as a key concern for themselves and their families, they're truly unaware of the number of people who are injured and killed in motor vehicle crashes each year.

Here's what you can do to participate and help. Issue a press release to your local media outlets showing community-wide support for this initiative (a sample press release and event media advisory are enclosed.) While this will garner awareness for the day, it will also engage the public in thinking about what they can do (i.e., buckle up, slow down, avoid distractions, stop for pedestrians, etc.) to be safe on the road.

A sample proclamation is also enclosed for use by local government officials. The proclamation can be used to publicly declare your municipality's commitment to keeping your community's roadways safe for all users.

This year we are again asking that those of you who have variable message boards to utilize them by displaying safety messages in the days leading up to and on October 10th. We hope by doing this to reach as many motorists as possible, to challenge them to drive safely, and help us realize our goal of zero fatalities. This year we would like to concentrate on distracted driving. Of course you can display any safety message appropriate to your jurisdiction, but if we display a unified message then we can really raise awareness regarding this safety issue. The message "Put It Down, Just Drive" should give us a message we can all display on our boards.

Chief, we recognize that your department has significant demands on its time. However, it's imperative that we do all we can to put the brakes on fatalities. In the event that your agency does experience a fatality on October 10th would you kindly contact Ray Reeve at the Division to advise us. Ray's direct phone number is (609) 633-9093. Also, if you have any other questions about the initiative, please feel free to contact him. In the meantime, thank you for your commitment to traffic safety and your ongoing partnership with the Division.

Thanking you in Advance

Gary Poedubicky

Acting Director