

RESOLUTION NO. 2025 - 91

A RESOLUTION AUTHORIZING THE ACCEPTANCE OF THE NEW JERSEY DIVISION OF HIGHWAY TRAFFIC SAFETY 2025 DISTRACTED DRIVING CRACKDOWN GRANT - "PUT THE PHONE AWAY OR PAY" FORMERLY KNOWN AS "U DRIVE, U TEXT, U PAY".

WHEREAS, the City of Vineland applied for and received funding from the New Jersey Department of Public Safety, Division of Highway Traffic Safety, through the 2025 Distracted Driving Crackdown Grant - "Put the Phone Away or Pay" formerly known as "U Drive, U Text, U Pay", in the amount of \$12,250.00, covering the project period April 1, 2025 to April 30, 2025; and

WHEREAS, the grant will provide for overtime enforcement related to special enforcement patrols targeting distracted drivers, which would remind New Jersey motorists of the state's distracted driving laws, raise awareness about the dangers of distracted driving and to reduce the number of motor vehicle fatalities in the state; and

WHEREAS, the City must submit to the New Jersey Department of Law and Public Safety a certified resolution authorizing the acceptance of said grant funding.

NOW THEREFORE BE IT RESOLVED, by the Council of the City of Vineland that the 2025 Distracted Driving Crackdown Grant - "Put the Phone Away or Pay" formerly known as "U Drive, U Text, U Pay" from the New Jersey Department of Law and Public Safety, Division of Highway Traffic Safety, in the amount of \$12,250.00 is hereby accepted.

Adopted: February 25, 2025

President of Council pfs

ATTEST:

Deputy City Clerk rgf



State of New Jersey

OFFICE OF THE ATTORNEY GENERAL
DEPARTMENT OF LAW AND PUBLIC SAFETY
DIVISION OF HIGHWAY TRAFFIC SAFETY
PO BOX 048
TRENTON, NJ 08625-0048

PHILIP D. MURPHY
Governor

TAHESHA L. WAY
Lt. Governor

MATTHEW J. PLATKIN
Attorney General

MICHAEL J. RIZOL, JR.
Director

February 3, 2025

Vineland Police Department
Chief Pedro Casiano Jr.
111 North Sixth Street
Vineland, NJ 8360

Dear Chief Pedro Casiano Jr.,

I am pleased to inform you that you have been invited to apply for grant funding to support the upcoming "Put the Phone Away or Pay" enforcement mobilization, formerly known as "U Drive. U Text. U Pay.", which will take place throughout April. While all departments across the state are eligible to apply, please note that funds are limited, and not all applications will be approved. However, your department's strong record in enforcing distracted driving laws makes you an ideal candidate for this funding, and your application is likely to be approved once received.

This grant will provide financial support for overtime for officers focused on traffic enforcement during the campaign. We encourage you to submit your application by the deadline of March 7, 2025. Enclosed, you will find the instructions needed to complete the application. If you have any questions, please reach out to Suzanne O'Hearn at (609) 376-9709 or Suzanne.O'Hearn@njoag.gov.

We appreciate your dedication to public safety and look forward to your involvement in this initiative. Thank you for your continued efforts to keep our roads safe.

Regards,

Michael J. Rizol, Jr., Director
NJ Division of Highway Traffic Safety

Enclosed: DDC 2025 Grantee Instructions
DDC 2025 Grant Invite List

RECEIVED

FEB 06 2024

**VINELAND POLICE
DEPARTMENT**



Tel: (609) 633-9300 (800) 422-3750 Fax: (609) 633-9020
www.NJSafeRoads.com



HTS Mobilization 2025 Distracted Driving Crackdown

Organization: Vineland City

General Information

Applicant Agency Vineland City
Project Title 2025 Distracted Driving Crackdown. U Drive. U Text. U Pay.
Federal Tax ID # 216001670
Unique Entity ID KGESQB8J95E1

Project Period
From 4/1/2025 to 4/30/2025

Final financial claim due one month following the end of the Project Period.

Type of Application
Initial

HTS Mobilization 2025 Distracted Driving Crackdown

Organization: Vineland City

Contact Information

Project Director

Prefix: Lieutenant
First Name: Owen
Last Name: Flores
Title: Lieutenant
Address 1: 620 East Plum Street
Address 2:
City: Vineland
State: New Jersey
Zip: 08360
Phone: 856-691-4111 ext. 4676
E-Mail: oflores@vinelandcity.org

Financial Director

Prefix: Mrs.
First Name: Susan
Last Name: Baldosaro
Title: Chief Financial Officer
Address 1: 640 East Wood Street
Address 2:
City: Vineland
State: New Jersey
Zip: 08360
Phone: 856-691-4111 ext. 4271
E-Mail: sbaldosaro@vinelandcity.org

Only Finance Officers or their designee(s) are authorized to certify SAGE grant applications and subsequent reimbursement requests. To name an authorized designee the CFO/Finance Officer must notify DHTS in writing with the name of the designee(s). Letters with this designation can be attached here. NOTE: An authorized designee(s) must be from the agencies finance office and cannot be the same person as the grant's Project Director.

Authorizing Official

Prefix: Honorable
First Name: Anthony
Last Name: Fanucci
Title: Mayor
Address 1: 640 East Wood Street
Address 2:
City: Vineland

HTS Mobilization 2025 Distracted Driving Crackdown
Organization: Vineland City
Narrative Description of Project

✓ I agree to the Terms and Conditions found below.*

Problem Statement:

According to NHTSA, 3,308 people were killed nationally in 2022 and an estimated 289,310 people were injured in motor vehicle crashes involving distracted drivers. In New Jersey, driver inattention has remained the most frequently cited cause of fatal and injury crashes, over seven times higher than the total crashes cited for unsafe speed over the five-year period 2018-2022.

Recent groundbreaking research performed by Rowan University further demonstrates the extent of the driver distraction problem in New Jersey. A pilot observational driver distraction survey was conducted in 2021 and 2022 along 10 high crash highway corridors, using video camera technology. The study found that the average rate of distraction for drivers sampled was between 20-25%.

Distracted driving is any activity that diverts a person's attention away from the primary task of driving. All distractions endanger driver, passenger, and bystander safety. These distractions include:

Texting

Using a cell phone or smartphone

Eating and drinking

Talking to passengers

Grooming

Reading, including maps

Using a navigation system

Watching a video

Adjusting a radio, CD player, or MP3 player

But, because using a hand held cell phone while driving to make calls or send text messages requires visual, manual, and cognitive attention from the driver, they are by far the most alarming distractions.

April is National Distracted Driver Month, which is a time to remind New Jersey motorists of the state's distracted driving laws, which include a ban on hand-held cell phone use and text messaging by all drivers and a ban on all cell phone use (hand held or hands free) by novice drivers.

From April 1-30, 2025, police officers, on an overtime basis, will conduct special enforcement patrols targeting distracted drivers. The enforcement will take the form of roving patrols and fixed checkpoints.

Objectives:

HTS Mobilization 2025 Distracted Driving Crackdown

Organization: Vineland City

Narrative Description of Project

To reduce the number of motor vehicle fatalities in the state with a distracted driver contributing cause (as detailed in the FY2024-2026 New Jersey Highway Safety Plan) through targeted distracted driving enforcement and education during the 2025 Distracted Driving Crackdown *U Drive. U Text. U Pay.*

Methodology:

REMINDER: As per directives from the National Highway Traffic Safety Administration (which provides the federal funding for this grant) Chiefs of Police are **not** eligible to work grant-funded overtime through this grant.****

This federally-funded grant project consists of an enforcement overtime campaign from **April 1 through April 30, 2025**. The project is designed to raise awareness about the dangers of distracted driving, to offer deterrence through visible enforcement, and to issue summonses for relevant motor vehicle violations. The grant will pay for overtime enforcement hours during the approved crackdown period, with a maximum rate to be reimbursed of **\$70 per hour**. The overtime hours will be used for roving patrols and checkpoints.

This is a **reimbursement grant**. Participating departments will incur all costs and then submit the necessary documentation to the Division of Highway Traffic Safety for reimbursement.

This is an **enforcement campaign**. A reasonable number of distracted driving related summonses are expected in relation to overtime hours worked.

All grantees are expected to conform to the established "Law Enforcement Performance/Productivity Standards for Federally Funded NJDHTS Grants."

The maximum project overtime rate is **\$70.00 per hour** regardless of what officer works the project hours. The officer is to receive the full dollar amount in overtime. Administrative costs or fees should be considered "in kind services" or soft matches and are not a part of this grant. **It is up to the agency to establish its pay rate for the project.** The Division encourages agencies to pay all participating officers a flat \$70 per hour rate for this overtime detail, but agencies may pay their usual overtime rates, if they wish, in which case the reimbursement from the Division will be:

Officers paid \$70.00 - project will reimburse at \$70.00 per hour

Officers paid less than \$70.00 - project will reimburse at that lower rate

Officers paid more than \$70.00 - project will reimburse at \$70.00 per hour with the municipality covering the remainder of the rate

Again, the maximum hourly rate to be reimbursed is \$70 per hour, regardless of whether all the grant-budgeted hours are worked or not.

HTS Mobilization 2025 Distracted Driving Crackdown

Organization: Vineland City

Action Plan and Methodology

In the box below provide a brief analysis of available data from your jurisdiction pertaining to the issue involved in this grant, as well as your plan of action and targeted areas of enforcement for this campaign.

****NEW:**

All NJ DHTS grantees are required to engage the community, including new, traditionally underserved segments of the community. In addition to your enforcement action plan, please describe tasks you will take to foster community engagement to maximize the effectiveness and reach of this campaign.

In 2024 the distracted driving issue has caused approximately 551 collisions in the City of Vineland.

- 517 involved driver inattention
- 10 involved a handheld electronic device
- 3 involved a hand free electronic device
- 5 involved passenger distractions
- 10 involved other inside vehicle distractions
- 6 involved general inattentiveness

In our community we intend to focus heavily on the main roadways, such as Delsea Drive, Chestnut Avenue, Main Road and Landis Avenue. We intend to engage our community with our social media websites such as Facebook. Engagement will also occur during Vineland Police Department involved events such as Coffee with a Cop. Vineland Police Department will utilize our moveable roadway sign to display distracted driver enforcement information.

Your action plan can also be attached here:

HTS Mobilization 2025 Distracted Driving Crackdown
 Organization: Vineland City
Enforcement/Education Details

Description:	Number of Hours:	Number of Staff	Hourly Rate:	Federal Share	State/Local Share	Total Amount
Distracted Driving Overtime Enforcement	175	1	\$70.00	\$12,250.00	\$0	\$12,250.00

HTS Mobilization 2025 Distracted Driving Crackdown

Organization: Vineland City

Budget Summary

Budget Line Item	Federal Share	State/Local Share	Total Amount Requested
Enforcement/Education Details	\$12,250	\$0	\$12,250