

THE CITY OF SUMMIT

N E W J E R S E Y

CITY HALL 512 SPRINGFIELD AVENUE SUMMIT, NJ 07901

News Release

For immediate release

Summit Mayor: Nora G. Radest (908) 273-6400

City Administrator: Michael F. Rogers (908) 522-3600

Media Contact: Amy Cairns (908) 277-9418

Summit Police Department announces safe driving campaign for April 2021

SUMMIT, N.J., March 30, 2021 – The Summit Police Department is announcing its participation in New Jersey's enforcement and awareness campaign, "UDrive. UText. UPay." during the month of April 2021. The initiative will target motorists who engage in dangerous distracted driving behaviors such as talking on hand-held cell phones and sending text messages while driving.

The National Highway Traffic Safety Administration reported that in 2018 there were 2,841 people killed in distracted driving crashes, and an estimated 40,000 people were injured. In 2018, driver inattention was listed as a contributing circumstance in fifty percent of crashes in New Jersey. Driver inattention was listed as a contributing factor in crashes at a rate seven times higher than that of the next highest contributing factor, speed.

Distracted driving is defined as any activity that diverts the attention of a driver from the task of safe driving, such as talking or texting on a mobile phone, eating and drinking, talking to other passengers, or fiddling with the stereo, entertainment, or navigation system. Texting is the most dangerous distraction. Sending or reading a text takes a driver's eyes off the road for approximately five seconds. At 55 miles per hour, this is the equivalent of someone driving the length of a football field with their eyes closed.

New Jersey is one of eight states to receive dedicated federal funds this year to tackle the issue of driver distraction. This federal funding will be used for police overtime enforcement grants at the local level, as well as a statewide multimedia public awareness campaign.

With any questions, please contact Lieutenant David Richel at 908-277-9382 or traffic@spdnj.org or Sergeant Charles Daly at 908-598-2171 or traffic@spdnj.org.

###