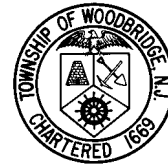


NEWS

TOWNSHIP OF WOODBRIDGE



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FOR IMMEDIATE RELEASE:

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WPD Announces: UDrive. UText. UPay. Distracted Driving Enforcement & Education Campaign April 1 – April 21, 2017

(WOODBIDGE) – Woodbridge Police Director Robert Hubner announced that the Woodbridge Police Department (WPD) Radio Patrol Division will participate in the statewide **“UDrive. UText. UPay.”** Distracted Driver Traffic enforcement campaign during the month of April.

“Beginning April 1 and running through April 21, WPD Traffic Enforcement Officers will participate in the statewide high visibility law enforcement initiative and will target motorists who engage in dangerous distracted driving behaviors such as talking on hand-held cell phones and sending text messages while driving,” said Director Hubner.

“Distracted driving is a serious issue on our roadways,” said Gary Poedubicky, Acting Director of the New Jersey Division of Highway Traffic Safety. “The National Highway Traffic Safety Administration reports that in 2014 alone, 3,179 people were killed in distracted driving crashes and an estimated 431,000 people were injured in motor vehicle crashes involving a distracted driver.”

Despite the fact that using a hand-held cell phone or texting while driving is illegal in New Jersey, the practice appears to be widespread. In a recent survey conducted by the FDU Public Mind Poll for the Division of Highway Traffic Safety, 67 percent of respondents said they “very often” see people driving and talking on a hand held cell phone. 42 percent of respondents said they “very often” see driver’s texting.

The WPD enforcement effort is being carried out during the month of April, which the National Safety Council has designated as Distracted Driving Awareness Month. The WPD campaign is modeled after similar successful high visibility enforcement programs such as *“Click It or Ticket”* and *“Drive Sober or Get Pulled Over.”*

Visit the WPD web page at: www.twp.woodbridge.nj.us for more for more information on the **“UDrive. UText. UPay.”** Campaign.

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