
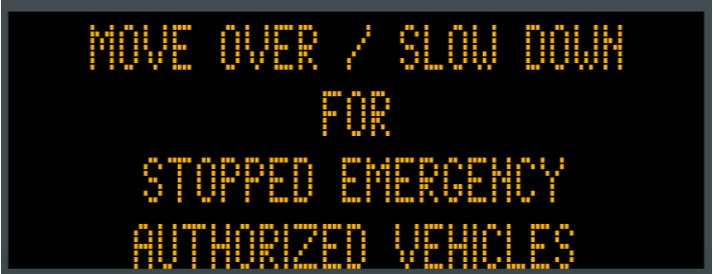
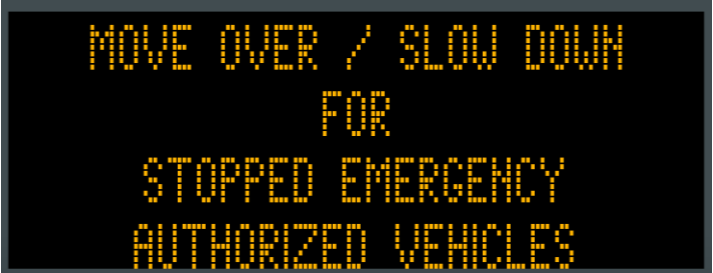







Draft Safe Passage Program for 2018 (updated 3/27/18)

Month	Theme (if any)	Message Displayed	DMS Display (where available)	Dates Displayed
January	Impaired Driving National Message	Drive Sober or Get Pulled Over		Monday, 1/1/18 (last day of National Campaign)
January	Move Over Law (Message displayed on the 6th day of each month)	State Law Move over/Slow Down for Stopped Emergency Vehicles		Saturday, 1/6/18 – Midnight to Midnight except for rush hours, inclement weather and/or emergencies
January	Move Over Law (in memory of NJDOT SSP employee, Joe Kealey on the 8 th anniversary of his passing.)	State Law Move over/Slow Down for Stopped Emergency Vehicles		Thursday, 1/11/18 - Midnight to Midnight except during rush hours (NJDOT signs only)

Draft Safe Passage Program for 2018 (updated 3/27/18)

Month	Theme (if any)	Message Displayed	DMS Display (where available)	Dates Displayed
January	Distracted Driving Awareness	Put down the Phone and Drive		Sunday, 1/14/18 (regular message for the 14 th of every month)
January	Distracted Driving Awareness	Report Distracted & Aggressive Driving Dial # 77 Hands Free	 	Monday, 1/15/18 (regular message for the 15 th of every month)




Draft Safe Passage Program for 2018 (updated 3/27/18)

Month	Theme (if any)	Message Displayed	DMS Display (where available)	Dates Displayed
February	Regulatory Message	Speed Enforcement		Thursday, 2/1/18 (There are 5 regulatory messages to rotate on the 1st of every month)
February	National Campaign Message Super Bowl Weekend	Fans don't let Fans drive drunk		Friday, 2/2/18 through Sunday, 2/4/18
February	Move Over Law	State Law Move over/Slow Down for STOPPED Emergency Vehicles		Tuesday, 2/6/18 Midnight to Midnight except for rush hours, inclement weather and/or emergencies




Draft Safe Passage Program for 2018 (updated 3/27/18)

Month	Theme (if any)	Message Displayed	DMS Display (where available)	Dates Displayed
February	Distracted Driving Awareness	Pay Attention Just Drive		Wednesday, 2/14/18
February	Distracted Driving Awareness	Report Distracted & Aggressive Driving Dial # 77 Hands Free	<p style="text-align: center;">1st panel</p>  <p style="text-align: center;">2nd panel</p> 	Thursday, 2/15/18




Draft Safe Passage Program for 2018 (updated 3/27/18)

Month	Theme (if any)	Message Displayed	DMS Display (where available)	Dates Displayed
February	Distracted Driving Awareness	Buckle Up Hang Up		Friday, 2/16/18 through Monday, 2/19/18 President's Day Weekend
March	Regulatory Message	State Law Keep Right except to Pass		Thursday, 3/1/18
March	Move Over Law	State Law Move over/Slow Down for STOPPED Emergency Vehicles		Tuesday, 3/6/18 – Midnight to Midnight except for rush hours, inclement weather and/or emergencies




Draft Safe Passage Program for 2018 (updated 3/27/18)

Month	Theme (if any)	Message Displayed	DMS Display (where available)	Dates Displayed
March	Distracted Driving Awareness	Put down the Phone Just Drive		Wednesday, 3/14/18
March	Distracted Driving Awareness	Report Distracted & Aggressive Driving Dial # 77 Hands Free	<p style="text-align: center;">1st panel</p>  <p style="text-align: center;">2nd panel</p> 	Thursday, 3/15/18


Draft Safe Passage Program for 2018 (updated 3/27/18)

Month	Theme (if any)	Message Displayed	DMS Display (where available)	Dates Displayed
March	National Campaign Message St Patty's Day Weekend	Buzzed Driving is Drunk Driving		Friday, 3/16/18 through Sunday, 3/18/18
March	Distracted Driving Awareness	Buckle Up Hang Up		Friday, 3/23/18 through Sunday, 3/25/18
April	Distracted Driving Awareness Month	U DRIVE U TEXT U PAY		Sunday, 4/1/18 through Thursday, 4/5/18 (includes Easter Holiday Weekend)




Draft Safe Passage Program for 2018 (updated 3/27/18)

Month	Theme (if any)	Message Displayed	DMS Display (where available)	Dates Displayed
April	Move Over Law	State Law Move over/Slow Down for STOPPED Emergency Vehicles		Friday, 4/6/18 – Midnight to Midnight except for rush hours, inclement weather and/or emergencies
April	Work Zone Safety Awareness Week	Protect our Workers Slow Down In Work Zones		Monday, 4/9/18 through Friday, 4/13/18
April	Distracted Driving Awareness Month	Pay Attention Just Drive		Saturday, 4/14/18




Draft Safe Passage Program for 2018 (updated 3/27/18)

Month	Theme (if any)	Message Displayed	DMS Display (where available)	Dates Displayed
April	Distracted Driving Awareness Month	Report Distracted & Aggressive Driving Dial #77 HANDS FREE	<p style="text-align: center;">1st panel</p>  <p style="text-align: center;">2nd panel</p> 	Sunday, 4/15/18




Draft Safe Passage Program for 2018 (updated 3/27/18)

Month	Theme (if any)	Message Displayed	DMS Display (where available)	Dates Displayed
April	Distracted Driving Awareness Month National message – no set week for this message	U Drive U Text U Pay Note: May change message to include fine for texting while driving		Monday, 4/16/18 through Saturday, 4/21/18
May	Regulatory Message	Obey the Speed Limit Slow Down		Tuesday, 5/1/18
May	Move Over Law	State Law Move over/Slow Down for STOPPED Emergency Vehicles		Sunday, 5/6/18 Midnight to Midnight except for rush hours, inclement weather and/or emergencies




Draft Safe Passage Program for 2018 (updated 3/27/18)

Month	Theme (if any)	Message Displayed	DMS Display (where available)	Dates Displayed
May State Highways	National Campaign Message Motorcycle Awareness Month (Weather dependent and/or the day can be split between Motorcycle Awareness and Seat Belt Use)	Share the Road with Motorcycles (daytime) Seat Belt Message (evening) State Law Buckle Up Everyone Every Time	 	Monday, 5/7/18 through Sunday, 5/13/18
May Local Highways PANYNJ will use also in the vicinity of the airports	Bike/Ped Safety Display message on all non-interstate Permanent & Portable DMS – spell out Pedestrian where possible	Watch for Bicycles and Pedestrians		Monday, 5/7/18 through Sunday, 5/13/18




Draft Safe Passage Program for 2018 (updated 3/27/18)

Month	Theme (if any)	Message Displayed	DMS Display (where available)	Dates Displayed
May	Regulatory Message	Put down the Phone Just Drive		Monday, 5/14/18
May	Distracted Driving	Report Distracted & Aggressive Driving Dial #77 HANDS FREE	<p style="text-align: center;">1st panel</p>  <p style="text-align: center;">2nd panel</p> 	Tuesday, 5/15/18




Draft Safe Passage Program for 2018 (updated 3/27/18)

Month	Theme (if any)	Message Displayed	DMS Display (where available)	Dates Displayed
May	National Campaign Message Memorial Day Holiday	Click It or Ticket		Wednesday 5/16/18 through Sunday, 6/3/18 (with the exception of Friday, 6/1/18)
June	Regulatory	Prevent a Tragedy Wear a Seatbelt		Friday, 6/1/18
June	Move Over Law	State Law Move over/Slow Down for STOPPED Emergency Vehicles		Wednesday, 6/6/18 Midnight to Midnight except for rush hours, inclement weather and/or emergencies




Draft Safe Passage Program for 2018 (updated 3/27/18)

Month	Theme (if any)	Message Displayed	DMS Display (where available)	Dates Displayed
June	Distracted Driving Awareness	Pay attention Just Drive		Thursday, 6/14/18
June	Distracted Driving Awareness	Report Distracted & Aggressive Driving Dial #77 HANDS FREE	<p style="text-align: center;">1st Panel</p>  <p style="text-align: center;">2nd Panel</p> 	Friday, 6/15/18




Draft Safe Passage Program for 2018 (updated 3/27/18)

Month	Theme (if any)	Message Displayed	DMS Display (where available)	Dates Displayed
June	National Ride to Work Day	Share the Road with Motorcycles		Saturday, 6/16/18 through Monday, 6/18/18
June	Regulatory	Save A Life Everyone Wear Seatbelts		Friday, 6/22/18 through Sunday, 6/24/18
July	Regulatory	Speed Limit Strictly Enforced		Sunday, 7/1/18




Draft Safe Passage Program for 2018 (updated 3/27/18)

Month	Theme (if any)	Message Displayed	DMS Display (where available)	Dates Displayed
July	Independence Day Holiday	National Message is: Drive Sober or Get Pulled Over		Monday, 7/2/18 through Thursday, 7/5/18
July	Move Over Law	State Law Move over/Slow Down for STOPPED Emergency Vehicles		Friday, 7/6/18 – Midnight to Midnight except for rush hours, inclement weather and/or emergencies
July	Distracted Driving Awareness	Don't Drink and Drive Get a Ride		Saturday, 7/7/18 through Monday, 7/9/18




Draft Safe Passage Program for 2018 (updated 3/27/18)

Month	Theme (if any)	Message Displayed	DMS Display (where available)	Dates Displayed
July	Distracted Driving Awareness	Put down the Phone Just Drive		Saturday, 7/14/18
July	Distracted Driving Awareness	Report Distracted & Aggressive Driving Dial #77 HANDS FREE	<p style="text-align: center;">1st Panel</p>  <p style="text-align: center;">2nd Panel</p> 	Sunday, 7/15/18




Draft Safe Passage Program for 2018 (updated 3/27/18)

Month	Theme (if any)	Message Displayed	DMS Display (where available)	Dates Displayed
July	Motorcycle Awareness	Share the Road with Motorcycles		Friday, 7/20/18 through Sunday, 7/22/18
August	Regulatory	State Law Keep Right Except to Pass		Wednesday, 8/1/18
August	Move Over Law	State Law Move over/Slow Down for STOPPED Emergency Vehicles		Monday, 8/6/18 – Midnight to Midnight except for rush hours, inclement weather and/or emergencies



Draft Safe Passage Program for 2018 (updated 3/27/18)

Month	Theme (if any)	Message Displayed	DMS Display (where available)	Dates Displayed
August	Distracted Driving Awareness	Pay Attention Just Drive		Tuesday, 8/14/18
August	Distracted Driving Awareness	Report Distracted & Aggressive Driving Dial #77 HANDS FREE	<p style="text-align: center;">1st Panel</p>  <p style="text-align: center;">2nd panel</p> 	Wednesday, 8/15/18




Draft Safe Passage Program for 2018 (updated 3/27/18)

Month	Theme (if any)	Message Displayed	DMS Display (where available)	Dates Displayed
August/September	National Safety and Enforcement Message (National Message) (1 day behind)	Drive Sober or Get Pulled Over		Thursday, 8/16/18 through Monday, 9/3/18 (Labor Day) with the exception of 9/1/18)
September	Regulatory	Speed Kills Slow Down		Saturday, 9/1/18
September	Back to School Week (National Message)	Walk, Bike and Ride to School Safely		Tuesday, 9/4/18 through Friday, 9/7/18

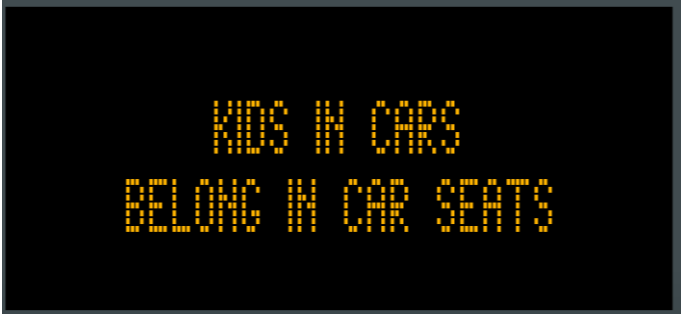


Draft Safe Passage Program for 2018 (updated 3/27/18)

Month	Theme (if any)	Message Displayed	DMS Display (where available)	Dates Displayed
September	Move Over Law	State Law Move over/Slow Down for STOPPED Emergency Vehicles		Thursday, 9/6/18 – will have to alternate with School Safety message below.
September	Distracted Driving Awareness	Put Down the Phone Just Drive		Friday, 9/14/18




Draft Safe Passage Program for 2018 (updated 3/27/18)

Month	Theme (if any)	Message Displayed	DMS Display (where available)	Dates Displayed
September	Distracted Driving Awareness	Report Distracted & Aggressive Driving Dial #77 HANDS FREE	<p style="text-align: center;">1st Panel</p>  <p style="text-align: center;">2nd Panel</p> 	Saturday, 9/15/18
September	Regulatory	Prevent A Tragedy Wear a Seatbelt		Monday, 9/17/18 through Friday, 9/21/18




Draft Safe Passage Program for 2018 (updated 3/27/18)

Month	Theme (if any)	Message Displayed	DMS Display (where available)	Dates Displayed
September	Child Passenger Safety Week and National Seat Check Day (9/29/18) Promotion and enforcement at NJTA and SJTA Rest Areas	Kids in Cars Belong in Car Seats		Sunday, 9/23/18 through Saturday, 9/29/18
October	Regulatory	Obey the Speed Limit Don't Tailgate		Monday, 10/1/18
October	Bike/Ped Consider messages for arterials on "National Walk to School Day"	Watch for Bicycles and Pedestrians	Walk to School Day/Safe Routes to School 	Wednesday, 10/3/18




Draft Safe Passage Program for 2018 (updated 3/27/18)

Month	Theme (if any)	Message Displayed	DMS Display (where available)	Dates Displayed
October	Move Over Law	State Law Move over/Slow Down for STOPPED Emergency Vehicles		Saturday, 10/6/18 – Midnight to Midnight except for rush hours, inclement weather and/or emergencies
October (Columbus Day Holiday Weekend)	Regulatory	Save a Life Everyone wear Seatbelts		Sunday, 10/7/18 through Tuesday, 10/9/18
October	Distracted Driving Awareness	Pay Attention Just Drive		Sunday, 10/14/18




Draft Safe Passage Program for 2018 (updated 3/27/18)

Month	Theme (if any)	Message Displayed	DMS Display (where available)	Dates Displayed
October	Distracted Driving Awareness	Report Distracted & Aggressive Driving Dial #77 HANDS FREE	<p style="text-align: center;">1st Panel</p>  <p style="text-align: center;">2nd Panel</p> 	Monday, 10/15/18
October	Placeholder		Towman's Ride	TBD
October	Teen Driver Safety Week No specific message	Put down the Phone Just Drive		Sunday, 10/21/18 through Thursday, 10/25/18




Draft Safe Passage Program for 2018 (updated 3/27/18)

Month	Theme (if any)	Message Displayed	DMS Display (where available)	Dates Displayed
October	Halloween Holiday Weekend (National Message)	Buzzed Driving is Drunk Driving	 <p style="text-align: center;">BUZZED DRIVING IS DRUNK DRIVING</p>	Friday, 10/26/18 through Wednesday, 10/31/18
November	Regulatory	Prevent a Tragedy Wear a Seatbelt	 <p style="text-align: center;">PREVENT A TRAGEDY WEAR A SEATBELT</p>	Thursday, 11/1/18
November	Move Over Law	State Law Move over/Slow Down for STOPPED Emergency Vehicles	 <p style="text-align: center;">MOVE OVER - SLOW DOWN FOR STOPPED EMERGENCY AUTHORIZED VEHICLES</p>	Tuesday, 11/6/18 – Midnight to Midnight except for rush hours, inclement weather and/or emergencies




Draft Safe Passage Program for 2018 (updated 3/27/18)

Month	Theme (if any)	Message Displayed	DMS Display (where available)	Dates Displayed
November	Distracted Driving Awareness	Put down the Phone Just Drive		Wednesday, 11/14/18
November	Distracted Driving Awareness	Report Distracted & Aggressive Driving Dial #77 HANDS FREE	<p style="text-align: center;">1st Panel</p>  <p style="text-align: center;">2nd Panel</p> 	Thursday, 11/15/18



Draft Safe Passage Program for 2018 (updated 3/27/18)

Month	Theme (if any)	Message Displayed	DMS Display (where available)	Dates Displayed
November	Distracted Driving Awareness	Buckle Up Hang Up	 <p>A black rectangular display with yellow text that reads "BUCKLE UP" on the top line and "HANG UP" on the bottom line.</p>	Friday, 11/16/18 through Sunday, 11/18/18
November	Distracted Driving Awareness	Don't Drink and Drive Get a Ride	 <p>A black rectangular display with yellow text that reads "DONT DRINK AND DRIVE" on the top line and "GET A RIDE" on the bottom line.</p>	Tuesday and Wednesday, 11/20/18 and 11/21/18 prior to Thanksgiving Day
November	National Thanksgiving Day Holiday Message	State Law Buckle Up, Everyone Every Time	 <p>A black rectangular display with yellow text that reads "STATE LAW" on the top line, "BUCKLE UP" on the second line, and "EVERYONE EVERY TIME" on the third line.</p>	Thursday, 11/22/18 only




Draft Safe Passage Program for 2018 (updated 3/27/18)

Month	Theme (if any)	Message Displayed	DMS Display (where available)	Dates Displayed
November	Distracted Driving Awareness	Don't Drink and Drive Get a Ride		Friday, 11/23/18
December	Pre-Holiday Season National Message	Buzzed Driving is Drunk Driving		Saturday, 11/24/18 through Wednesday, 12/12/18 (with the exception of 12/1/18 and 12/6/18)
December	Regulatory	Speed Limit Strictly Enforced		Friday, 12/1/18


Draft Safe Passage Program for 2018 (updated 3/27/18)

Month	Theme (if any)	Message Displayed	DMS Display (where available)	Dates Displayed
December	Move Over Law	State Law Move over/Slow Down for STOPPED Emergency Vehicles		Thursday, 12/6/18 – Midnight to Midnight except for rush hours, inclement weather and/or emergencies
December	Distracted Driving Awareness	Pay Attention Just Drive		Friday, 12/14/18

Draft Safe Passage Program for 2018 (updated 3/27/18)

Month	Theme (if any)	Message Displayed	DMS Display (where available)	Dates Displayed
December	Distracted Driving Awareness		<p style="text-align: center;">1st panel</p>  <p style="text-align: center;">2nd panel</p> 	Saturday, 12/15/18
December	Impaired Driving National Message -	Drive Sober or Get Pulled Over		Sunday, 12/16/18 through Tuesday, 1/1/19 with the exception of 12/21, 12/22 and 12/27

Draft Safe Passage Program for 2018 (updated 3/27/18)

Month	Theme (if any)	Message Displayed	DMS Display (where available)	Dates Displayed
December	Distracted Driving Awareness	Don't Drink and Drive Get a Ride		Tuesday and Wednesday, 12/21 & 12/22 and again on 12/27 in advance of Christmas and New Year's Holiday Weekends

Note: On Christmas Eve and New Year's Eve – NJTA will be providing motorists with free coffee. NJTA's DMS will read as follows: Take a Safety Break, Free Coffee and Tea at Service Areas.