



NEWS FROM
ULSTER COUNTY
County Executive Jen Metzger

******For Immediate Release******

Date: Thursday, August 8, 2024

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‘Safe Start to Summer’ Road Safety Campaign a Success

COUNTY EXECUTIVE PLANS 'SAFE START TO SCHOOL' CAMPAIGN FOR SEPTEMBER

KINGSTON, NY - The “Safe Start to Summer” road safety campaign launched by County Executive Jen Metzger in partnership with the Ulster County Transportation Council and Traffic Safety Board, Office of the Sheriff, local governments, and state and local law enforcement, wrapped up in mid-July, and planning is now underway for a “Safe Start to School” road safety campaign to launch in early September. The County Executive discussed plans for the new campaign at a meeting of the Ulster County Police Chiefs Association on Wednesday morning and proposed that the two road safety initiatives be held on an annual basis.

The “Safe Start to Summer” campaign was a two-week educational, awareness-raising, and enforcement blitz that kicked off July 1 to elevate awareness about the dangers of speeding and distracted driving, and promote a culture of safety and respect on roadways.

Municipalities around the County participated in the enforcement program, with the Ulster County Sheriff’s Office providing enhanced enforcement for communities that do not have a local law enforcement agency. Enforcement efforts were targeted to areas determined to be the highest risk, based on data from the County Transportation Council and information from local law enforcement agencies.

An educational and awareness-raising campaign developed by the County's communications team in collaboration with the Ulster County Transportation Council was conducted over three weeks, including the week leading up to enhanced enforcement, and the materials were shared and used by municipalities and local law enforcement in their own social media and communications.

On the enforcement side, the Ulster County Sheriff's Office conducted 499 stops during the campaign, dispensing tickets or warnings for speeding and other infractions. In addition, local police departments reported the following data: 158 vehicle and traffic stops in Rosendale; 63 traffic stops in Saugerties; 12 vehicle stops in Lloyd; 142 stops in New Paltz; and 153 traffic stops in the City of Kingston. In addition to dispensing tickets and warnings, an educational fact sheet on road safety was also provided to drivers.

"'Safe Start to Summer' was a great start, and we're committed to keeping up the momentum to end distracted and aggressive driving and the senseless loss of life on our roads," **said County Executive Metzger**. "I want to express my gratitude to the Office of the Ulster County Sheriff, local and state law enforcement agencies, and the Ulster County Police Chiefs Association, Transportation Council, and Traffic Safety Board for their commitment and partnership in this effort and for the work they do every day to protect public safety."

"The 'Safe Start to Summer' program was a success with 499 traffic stops, 262 traffic tickets issued and numerous warnings to remind folks of the importance of traffic safety," **said Ulster County Sheriff Juan Figueroa**. "Traffic safety is the responsibility of all residents and tourists."

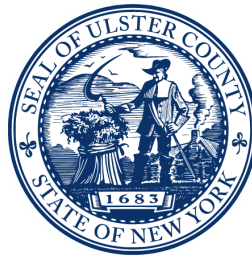
"Programs such as 'Safe Start to Summer', which addresses vehicle and traffic complaints, are invaluable. They serve as important reminders for even the safest drivers and promote the voluntary compliance we all desire for the operation of vehicles on our streets and in our neighborhoods. This program also provided an opportunity to dedicate officers to addressing concerns directly related to our residents," **said Rosendale Police Chief Scott Schaffrick, President of the Ulster County Police Chiefs Association**. "I am very pleased to see that many of our Ulster County agencies participated in this initiative and utilized it not solely as an enforcement tool, but as an opportunity to advise and educate motorists, cyclists, and pedestrians alike. As summer comes to a close and we begin a new school year, I hope we can continue to work together to reduce accidents on our roadways and make them safer for all users."

"At my recent listening tour meetings in different neighborhoods in Kingston, traffic safety has been the number one concern expressed by residents," **said City of Kingston Mayor Steve Noble**. "I want to thank the County Executive for her leadership in this initiative, and the men and women of the Kingston Police Department who help make our community safer each and every day. We look forward to participating again this fall when our students head back to school. We know we have a long way to go in making our streets safer for pedestrians and

cyclists, but we are working diligently to provide new infrastructure, education, and enforcement to make the streets of Kingston safer for all.”

For more information about the “Safe Start to Summer” road safety campaign, visit: participate.ulstercountyny.gov/road-safety

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