



NEWS FROM
ULSTER COUNTY
County Executive Jen Metzger

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Ulster County Executive Jen Metzger Announces Launch of 'Safe Start to School' Road Safety Campaign

KINGSTON, NY - Building on the success of the “Safe Start to Summer” traffic safety campaign initiated in July, County Executive Jen Metzger announces the launch of the “Safe Start to School” road safety campaign to focus on the safety of school-aged youth, elevate adherence to traffic laws relating to school buses and school zones, and increase awareness of traffic safety among children, parents, and all users of our roadways.

The campaign is a collaboration of the Ulster County Executive, Ulster County Transportation Council, Ulster County Traffic Safety Board, Office of the Ulster County Sheriff, school districts, and state and local law enforcement, and involves both public education and enhanced enforcement of traffic laws at specific locations — including school zones and other speed zones in communities around Ulster County. School districts will distribute road safety information prepared for students, parents and guardians by Ulster County’s communications team in partnership with the Ulster County Transportation Council. The County has also provided school districts with a social media kit to elevate awareness in the school community during the three-week campaign.

“Making our roads safer is a priority of my office, and we are excited to partner with our school communities and public safety agencies in our Safe Start to School initiative,” **said Ulster County Executive Jen Metzger**. “As kids return to school, it’s important that every road user be vigilant, follow traffic safety laws, and slow down in school zones. No parent should have to worry about their children getting to and from school safely.”

“Safety is not just a priority; it’s a shared responsibility,” **said Ulster County Sheriff Juan Figueroa**. “Let’s make this school year one to remember for all the right reasons — by staying alert, driving responsibly, and protecting our children on the road.”

"The 'Safe Start to Schools 2024' campaign will elevate everyone's awareness of road safety at a crucial time — as our children return to their bus stops for the start of school," **said Ulster BOCES District Superintendent Dr. Jonah Schenker.** "We must all work together to make our roads safer, and the Ulster County superintendents and myself are grateful to work in partnership with our local governments, law enforcement, and the entire community to help foster a culture of safety and collaboration that goes beyond our school walls. Raising awareness about road safety and helping to ensure our students, families, and community members understand the importance of slowing down and staying focused will make our county roads safer for everyone."

"As the new school year begins, it's crucial to prioritize the safety of our children. Delays may occur, but they are a necessary part of ensuring that everyone arrives safely," **said Rosendale Chief of Police Scott W. Schaffrick.** "No parent should ever face the devastating news that their child won't be coming home due to someone's negligence. Please plan your commutes with extra time and make safety your top priority."

More information about Safe Start to School and other County road safety initiatives can be found on a dedicated page on the County's Participate Ulster website, which is updated regularly: participate.ulstercountyny.gov/road-safety

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