



NEWS FROM
ULSTER COUNTY
County Executive Jen Metzger

****For Immediate Release****

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Ulster County Executive Jen Metzger Announces Return of 'Safe Start to Summer' Road Safety Campaign

KINGSTON, NY - Ulster County Executive Jen Metzger today announced the start of the annual "Safe Start to Summer" road safety campaign, which she first launched last year to promote safe driving behavior as the school year finishes and the busy summer season begins.

Running from July 1 through July 14, the campaign includes both an educational outreach effort and enhanced enforcement of traffic laws by the Ulster County Sheriff and participating local police departments at high-risk locations throughout Ulster County. The locations are identified by municipal input and/or crash data from the Ulster County Transportation Council.

"Through our Safe Start campaign, we are seeking to create a driving culture of vigilance, mindfulness, and respect on our roadways for every road user," **said County Executive Jen Metzger**. "With the school year ending and communities welcoming more outdoor activity and summer visitors, this is a particularly critical time to double down on awareness-raising and enforcement. I want to thank all our partners in this effort, including the Ulster County Sheriff, local elected leaders and police chiefs, and the Ulster County Traffic Safety Board."

Launched in 2024 in response to a series of tragic motor vehicle crashes in the County, Safe Start to Summer addresses the dangers of speeding, aggressive driving, and distraction behind the wheel — trends that have increased since the pandemic. The campaign emphasizes a shared responsibility to create safe roads.

Participating agencies again include the Ulster County Executive's Office, Ulster County Traffic Safety Board, Office of the Sheriff, and local law enforcement agencies.

A social media kit and educational materials for the campaign are available for local governments, law enforcement agencies, school administrators, interested organizations and members of the public at participate.ulstercountyny.gov/road-safety.

For more information, updates, or to get involved, please visit participate.ulstercountyny.gov/road-safety.

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