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Neighbors

[The Hammonton Gazette]

ACUA receives national recognition for Slow Down to Get Around Safety Campaign

PRESS RELEASE
 THE HAMMONTON GAZETTE

EGG HARBOR TWP., N.J.—The Atlantic County Utilities Authority (ACUA) recently received the 2024 Best Safety Innovation Award from the Solid Waste Association of North America (SWANA). This recognition highlights ACUA's outstanding efforts to improve public safety awareness and protect waste and recycling collection workers on the road.

ACUA Collections staff identified unsafe driving by the public as their most significant safety concern during daily operations. In response, ACUA's Risk Management and Authority Relations teams collaborated with the Collections team to create an impactful video aimed at educating the public on safe driving practices and raising awareness of New Jersey's Move Over Law.

The video was shared through email and social media channels, where it received positive feedback from the community. The initiative gained further momentum when the New Jersey Department of Highway Safety partnered with ACUA and provided a \$20,000 grant to expand the campaign's reach. The



funding was used to air the video to Xfinity cable subscribers for one month and produce rack cards promoting the Move Over Law. The campaign also included six billboard advertisements throughout Atlantic County, reinforcing the importance of road safety.

Since the video's release, ACUA has seen a remarkable improvement in safety outcomes. Prior to the campaign, ACUA experienced an annual average of three to five incidents involving employees and motor vehicles. Since the video aired,

there have been no such incidents reported.

"We are honored to be recognized for our campaign that brought much-needed attention to the dangers collection workers face on the road. The project was a true collaboration among our collection, safety and communications teams. The message hit home with the community and received a positive response from our employees. We hope it inspires others in the industry to invest in safety messaging," ACUA President Matthew DeNafo

said. "

Trash and recycling collection is ranked as the 6th most dangerous job in the United States, according to the U.S. Department of Labor. The risks are heightened by distracted driving and speeding, which can lead to severe or even fatal injuries for collection workers.

ACUA's campaign has been instrumental in raising awareness about the critical role drivers play in ensuring the safety of service workers on the road. New Jersey's Move Over Law requires drivers to move over one lane when approaching stationary emergency vehicles or service trucks, such as those operated by ACUA. If moving over isn't possible, drivers must slow down below the posted speed limit.

ACUA calls on the community to continue supporting the safety of its crews by following the Move Over Law.

"Please move over and slow down to get around. It's a small gesture that can make a significant difference in the safety and well-being of those working to keep our communities clean," DeNafo said.

For more information on the Slow Down to Get Around campaign and watch the PSA, visit acua.com/moveover.

Eighth St. bridge closed for reconstruction

PRESS RELEASE
 THE HAMMONTON GAZETTE

FOLSOM, N.J.—Beginning Monday, September 16, a detour has been in effect until further notice on Eighth Street in Folsom from the intersection of Mays Landing-Blue Anchor Road to Second Road, for reconstruction of the bridge. Construction is expected to be completed within a year.

Local residents and businesses will have access to their properties during construction.

Motorists are advised to follow the posted detour and plan travel time accordingly. Please exercise caution near the work site.

For a complete list of traffic advisories on or impacting county roadways, and to subscribe to receive notice of advisories as they are issued, please visit www.atlanticcountynj.gov.



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