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MEMO

October 29, 2026

To: Raritan Borough Zoning Board

From: Hal Simoff, P.E.

Re: Updated Crash Analysis
Route 202 Billboard Application

Our File: 26-104

INTRODUCTION

At the Zoning Board meeting on September 23, 2026, the Board requested that the crash analysis be updated to include 2025 crash records. These records were not yet available when the original report was prepared. This memo updates the crash analysis for the affected section of Route 202 to include the 2025 data.

EXISTING CRASH RATES

We reviewed crash data along the section of Route 202 where the proposed billboard will be visible to passing motorists. NJDOT crash data for 2023 through 2025, the most recent three full years available, were analyzed. The 0.15-mile northbound and 0.15-mile

southbound segments from which the proposed billboard would be visible had the following numbers of crashes:

YEAR	CRASHES	
	Northbound	Southbound
2023	0	5
2024	1	2
2025	4	0
Three-year average	1.67 crashes/year	2.33 crashes/year

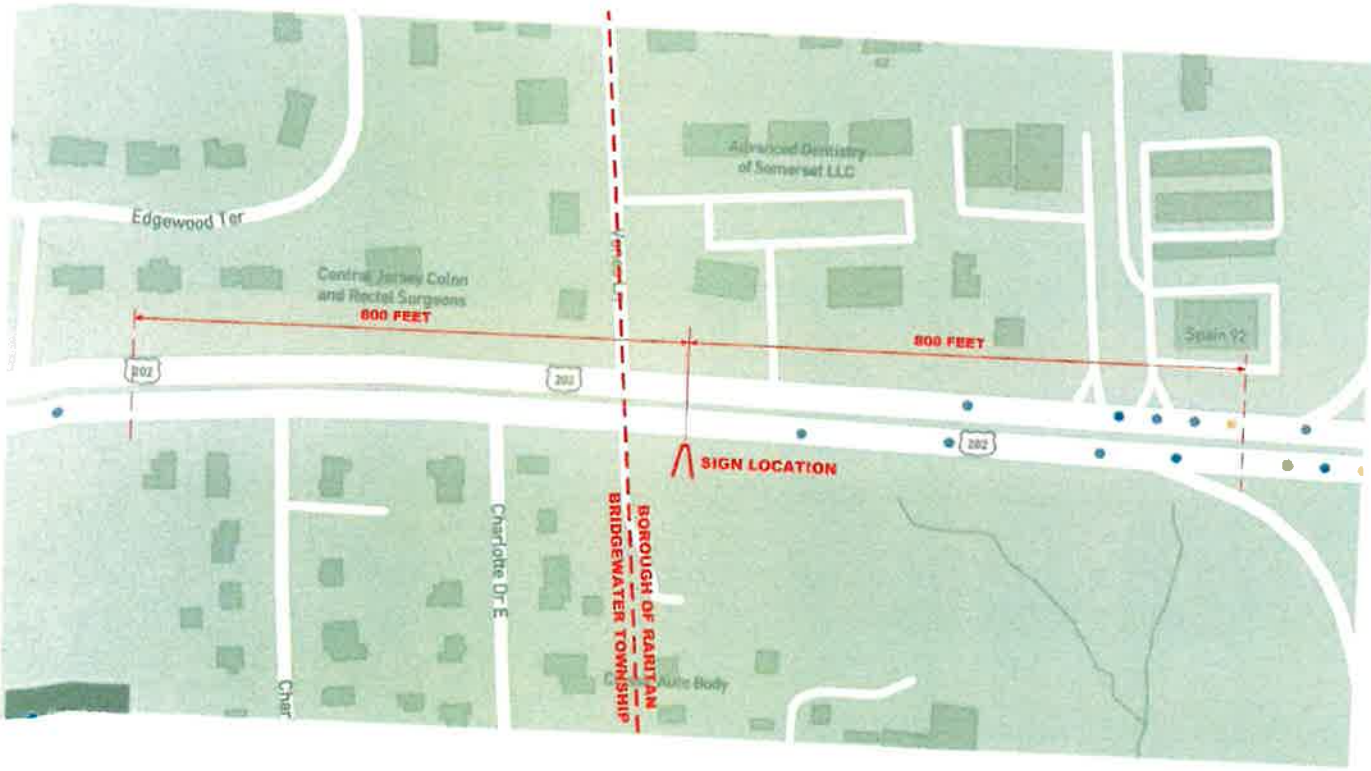
The AADT (Average Annual Daily Traffic) volumes utilizing 2013 data from the New Jersey Department of Transportation (latest available data). Utilizing this AADT data from 2013 and assuming higher traffic volumes post 2013, it indicates the crashes/year rate may be considerably lower. Using the published northbound AADT of 25,803 vehicles on Route 202, 9.4 million vehicles pass the site northbound each year. Using the published southbound AADT of 27,324 vehicles, 10.0 million vehicles pass the site southbound each year. The billboard visibility study area is 0.15 mile in each direction (800 feet). Crash rates are calculated from the average annual number of crashes, the total yearly traffic volume, and the segment length, and are expressed as crashes per million vehicle miles (MVM). The resulting crash rates for the proposed billboard viewing area are1.18 crashes per MVM northbound and 1.56 crashes per MVM southbound. These figures indicate low crash rates.

The calculated crash rate (crashes per MVM) for the 2022–2024 period are compared with those for the 2023–2025 period below:

	2022-2024	2023-2025
Northbound	1.2	1.18
Southbound	1.8	1.56

The northbound crash rate is essentially unchanged, and the southbound crash rate decreased. The differences between the two three-year periods do not change the crash characteristics of the section of roadway visible to passing motorists.

Attached are the plottings downloaded from the NJDOT website for the sections of Route 202 800' north and south of the proposed billboard location.



CRASH PLOTTING 2023
SOURCE: NJDOT DATA



CRASH PLOTTING 2024.
SOURCE: NJDOT DATA



CRASH PLOTTING 2025.
SOURCE: NJDOT DATA