TO: NJ Target Zero Action Plan Working Group Members
FROM: targetzero@rutgers.edu
June 12, 2025

Memorandum: Draft Safer People Actions

Instructions

This document contains a draft version of **Safer People** actions for the New Jersey Target Zero Comprehensive Safety Action Plan.

The purpose of this draft is to invite constructive input, particularly from Working Group members who have actively contributed to the development of these ideas. The actions outlined here were informed by submissions to the Target Zero Input Form, feedback from breakout discussions at previous meetings, and comments submitted via email to the Commission or Working Group. Actions are not listed in any priority or order.

This is a working draft that is **intentionally incomplete**. It is shared to invite input and ensure that additional perspectives help shape the details of each action item.

Comments are due by **5pm on Friday, July 11, 2025.**

Comments will be reviewed and incorporated, where appropriate, into the draft actions. **Not all actions listed will necessarily be included in the final action plan.** Final prioritization and inclusion of actions will be at the discretion of the agency members of the New Jersey Target Zero Commission.

How to Comment on Actions

- Comments are public and attributed to an Adobe-enabled account or a guest account with Adobe.
- To support precise feedback, all pages include both page numbers and line numbers for easy reference.
- You may also send comments via email to targetzero@rutgers.edu. Comments made via email should specify the page and line numbers.

Comments are encouraged to include, but are not limited to:

- Reactions to the text and suggestions for edits.
- Suggestions for new directions for specific actions.
- Additional leads on examples, similar programs, research, or other resources.
- Constructive criticism of the actions and their ability to be implemented.

- Suggestions on how best to involve Commission member agencies and other agencies or organizations, either as the lead oversight agency or in a supportive capacity.
- Assistance in determining the appropriate cost, timeframe, priority, and evaluation strategy.
    - Timeframes should be considered with respect to these draft ranges:
        - **Immediate:** Under 1 year
        - **Short:** 1–3 years
        - **Medium:** 4–8 years
        - **Long:** More than 8 years
    - Cost, priority, and evaluation criteria are more variable and are undergoing additional development. If you would like to comment on these, please provide details to help categorize these action item criteria.

If you feel Safer People actions are missing from this list, you can submit ideas through the Target Zero Input Form or via email to targetzero@rutgers.edu **no later than 5pm on Friday, July 11, 2025**.

Each action comprises of the following:

1. A table of criteria for organization of key information, such as relevant objectives, potential lead and partner agencies and organizations, etc.,
2. A description of the action item, comprising of one or more specific actions,
3. Notes, which provide relevant background information and a summary of findings from staff and student research.

This draft is the first of multiple anticipated documents to be shared with the working group. Draft Actions are intended to be shared via a single link per primary objective:

The Safe System Approach

- Safer People
- Safer Roads
- Safer Speeds
- Safer Vehicles
- Post-Crash Care

Additional Draft Priorities

- Safer Land Use
- Better Funding Processes
- More Technical Assistance
- Better Data and Evaluation

Contents

BAC Checks for Repeat Offenders

Action Item	BAC Checks for Repeat Offenders
Key Objective	Safer People
Other Objectives	Safer Vehicles
Lead Oversight Agency	Motor Vehicle Commission
Support Agencies	State Police, Div. Highway Traffic Safety
Other Partners	MADD, NJPN
Action Type	Legislative
Timeframe	
Priority	
Cost	
Performance Metric/Evaluation Method	

Description

- Strengthen the mandate of ignition interlock devices (IID) for repeat DUI offenders
- Escalate driving drunk with a child passenger from a misdemeanor to a felony (similar to Leandra's Law in New York)
- Permanently revoke driver's license for a road user involved in four or more drug or alcohol related incidents.

Notes

BAC checks for repeat DUI offenders help prevent dangerous driving and reduce the chances of someone reoffending. License suspensions are an imperfect tool for accomplishing both aims, as they do not stop drunk drivers from getting behind the wheel and they can prevent ex-offenders from supporting their livelihoods. In contrast, ignition interlock devices (IDD) prevent drunk driving while allowing ex-offenders to support themselves and their families (Quote by Gov Murphy). New Jersey should consider strengthening their current law (2023 c. 191) by reinforcing IDD requirements and criminalizing driving impaired with a child as a passenger.

New York's Child Passenger Protection Act (aka Leandra's Law) makes it a Class E felony to drive impaired with a child in the car. Alaska, Arizona, Indiana, Missouri, Oklahoma, and Texas have also implemented a felony as criminal penalty. In New Jersey, it is merely a misdemeanor. Current NJ ST 39:4-50.15 states that a first offense with a child passenger

incurs a fine between $25 and $100 and no jail, and no more than 90 days in jail for a second offense.

The New York State DMV put in place the Forfeit After Four Rule, which takes away a road user's driver license permanently if they are involved in four or more drug or alcohol related incidents. This is stronger than current New Jersey law, which revokes licenses for eight years for third time offenders. Recommending BAC checks for repeat offenders supports this approach and helps create safer streets.

Crossing Behavior-Oriented Design

Action Item	Crossing Behavior-Oriented Design
Key Objective	Safer People
Other Objectives	Safer Roads
Lead Oversight Agency	Dept. of Transportation
Support Agencies	Dept. of Community Affairs
Other Partners	County/local planners, engineers
Action Type	Design
Timeframe	Medium | Long
Priority	
Cost	
Performance Metric/Evaluation Method	Change in crash rate, crash severity at implementation locations

Description

- Focus on the factors that influence people's crossing behaviors (i.e. roadway design).
- Implement people-centered operational and engineering solutions at high-risk and/or high-injury crossings to encourage safer pedestrian crossings.
- Educate engineers to think about pedestrian safety in the design roadway corridors, intersections, and networks.
- Address historic inequalities in roadway design through equity-focused and justice-oriented investment in reshaping roadway design.

Notes

People-centered design countermeasures are context-based. Countermeasures may include but are not limited to: ***high-visibility crosswalks***, ***pedestrian refuge islands***, ***leading pedestrian intervals***. People-centered countermeasures make it easier for pedestrians to avoid higher-risk crossing behaviors. Implementations should included outreach and education (DCA) at key locations, if necessary.

The implementation process requires identification of high-risk/high-injury network locations, design and engineering review, physical installation, and evaluation period. Implementation timeline varies by location and countermeasure.

Pedestrian crossing behavior and travel patterns are influenced by the design of our roadways and streets. More pedestrian-friendly street designs can influence how people cross roadways, influence how drivers operate on these roadways, and ultimately lead to safer roads for all users.

An effective way to reduce the number of fatalities on our roadways is by addressing crossing behavior of individuals through roadway design. To do this, the investments we make in our roadways should be designed to take pedestrian safety into consideration, as well as address the current and past inequalities that exist in roadway design. An effective way to accomplish this is through the implementation of safer design measures and an increased prioritization on local community members and those who use non-motorized forms of transportation.

Focusing on the "upstream systems" that influence people's crossing behavior *beforehand* can be effective. With crossing behavior and roadway design, the upstream systems include looking at the education surrounding safe crossing behaviors and how the design of the system influences crossing behavior.

Education efforts should focus on teaching engineers how to design safer roadways for pedestrians and non-motorized travelers. Actions surrounding this can include requiring traffic engineers to research how high-speed designs can influence the safety of non-motorized travelers or having traffic engineers examine how roadway designs more focused on supporting other forms of mobility (walking, bicycling) can improve the overall efficiency of a roadway network. Planners and engineers should be using NJDOT's Complete and Green Streets Guide in all projects to promote more walking and bicycling on roadways while also fostering safer crossing habits.

It is also important to understand how the system's design has exacerbated current and past inequalities in traffic safety and roadway fatalities. In 2020, the rate that Black people were killed in a traffic crash was 34% higher than White people, and in 2024 those walking in low-income neighborhoods were 3x more likely to be hit by a driver than in high-income communities. In many locations, existing conditions foster an environment that promotes driving and driving at higher speeds, and discourage individuals who can walk or bicycle from doing so due to perceived risk; people who are unable to drive still walk, bicycle, or use micromobility despite a built environment not designed for them.

Applying a Safe System Approach to the issue of crossing behavior, design and engineering can also be used to address crossing behaviors. In this scope, the Safe Systems Approach can be used several ways. One, it can address the human limitations that exist when crossing roadways. Limitations include how fast an individual may be able to cross the road, where a person can safely cross, and where it is most convenient for people to cross.

1. Roadway design should take into account these limitations by identifying where is most convenient for people to cross in a roadway and making that a safe crossing, as well as producing designs that do not leave people exposed on roadways for extended periods of time.
2. Roadway design should focus on reducing the system's kinetic energy, i.e. how fast cars are traveling on the road. At slower speeds, drivers are more likely to stop for pedestrians waiting to cross, which is crucial for safety at unsignalized crossings.
3. Planners and engineers must be proactive in identifying the risks that exist on roadways for all users by examining which roadways systemically fail to promote a safe crossing environment for pedestrians and address these locations *before* a fatality occurs.

USDOT's Guide for Increasing Pedestrian Safety at Uncontrolled Crossing Locations discusses what measures that can be taken at uncontrolled crossings to improve pedestrian safety. Specifically, on pages 18-21, there are several example measures discussed. These measures can help foster a safer environment for pedestrians crossing the road and the implementation of these designs can have an impact *on how and when* pedestrians cross the street (their overall crossing behavior).

NYC has taken numerous steps to work towards safer roadway design for pedestrians, with initiatives like the NYC DOT Street Design Manual. The manual has a full section for Designing for People , where topics involving raised crosswalks and pedestrian safety islands are discussed. The measures noted here can be implemented systemically and systematically in New Jersey when looking to create roadways that promote safer crossing behaviors for pedestrians.

In New Jersey, Jersey City has taken steps to improve road designs to provide safer conditions for pedestrian crossings. The Pedestrian Enhancement Plan details plans to make the city's roadways safer for pedestrians, and specifically discusses plans regarding redesigning crosswalks, curb extensions, and intersections. These redesigns can help foster a safer environment for pedestrians crossing Jersey City's roadways, and the plan can serve as an example for other municipalities in New Jersey.

All of these examples can help improve crossing behavior as they prioritize safer spaces for pedestrians to cross roadways. Initial areas of focus may include arterial roadways where crossing behavior and driver behavior create a safety issue. Doing so can help achieve the goals set forth by NJ's Target Zero Plan.

Commercial Driver's License Educational Reform

Action Item	Commercial Driver's License Reform
Key Objective	Safer People
Other Objectives	Safer Vehicles
Lead Oversight Agency	Motor Vehicle Commission
Support Agencies	NJ TRANSIT
Other Partners	
Action Type	Policy | Legislative | Education
Timeframe	
Priority	
Cost	
Performance Metric/Evaluation Method	Revisions to CDL Manual; development of training presentation on vulnerable road users and newer laws

Description

- Update the CDL manual to include more comprehensive training on VRU safety.
- Implement a training presentation that educated CDL drivers on VRUs and newer laws.
- Mandate regular retraining for all CDL drivers. Standardize non-CDL driver training.

Notes

According to the 1986 Commercial Motor Vehicle Safety Act, all states in the US must implement the same CDL system. This is important for maintaining cohesion in interstate travel, but is also reflected in the lack of specificity in the NJ MVC CDL Manual. Information concerning pedestrians, bicyclists, and other vulnerable road users (VRU) is sparse. Currently, any information regarding pedestrians and cyclists is relegated to the Seeing Hazards subsection. An update to the CDL manual is needed to address attention to VRUs and to include newer laws.

A Canadian study found that CDL drivers viewed the inclusion of VRU safety and hazard anticipation in training positively. Drivers specifically wanted to see training on difficult truck maneuvers with the presence of VRUs, anticipating hazardous VRU actions, and navigating complex infrastructure components, included in training.

New Jersey requires drivers to renew their CDL every four years. This offers a great opportunity for refresher training. At present, only drivers of hazardous materials are required to retrain every three years in the US, and in Europe, drivers must receive refresher training for their Certificate of Professional Competence every five years. New Jersey can require retraining for all CDL drivers every time their renew their CDL as a way to ensure driver safety. As a major port and transportation center for the East Coast, adoption of increased training standards for CDL licensure could have positive regional impacts on commercial driver behavior in and around the Northeast I-95 corridor.

In addition, an educational presentation to be used uniformly across all CDL training schools should be developed to provide consistent information on vulnerable road users and newer laws. Although all drivers who train for the Commercial Drivers License are already licensed, this CDL training presents an opportunity to remind drivers of road safety and to provide context for operating commercial vehicles around other road users.

Updates to the CDL may not be sufficient for companies with delivery drivers whose vehicles do not require CDLs (e.g., regular vehicles for UPS, FedEx, and Amazon). These companies usually supply their own training programs for their drivers. Amazon for instance, requires a three-day training academy, UPS invests in driving simulators, and FedEx recently instituted a Quality Certification program for new and existing drivers. These different training programs can benefit from standardization and inclusion of VRU components.

Comprehensive Public Education Campaign

Action Item	Comprehensive Public Education Campaign
Key Objective	Safer People
Other Objectives	
Lead Oversight Agency	Div. of Highway Traffic Safety
Support Agencies	
Other Partners	
Action Type	Education
Timeframe	
Priority	
Cost	
Performance Metric/Evaluation Method	

Description

- Implement new and expand existing public education campaigns about Target Zero that build off of the message that no amount traffic fatalities or injuries are acceptable.
- Leverage the voices of communities who have already gone through the Target Zero process in public education campaigns.
- Develop and disseminate educational materials about safety countermeasures that are extensive, coordinated and consistent across agencies.
- Engage young people, health clinics, religious organizations, and community centers in Target Zero efforts through surveys, focus groups, and the Vision Zero Ambassador Program.
- Expand written and oral outreach into other languages to engage a wider audience.
- Work with media to shift away from victim blaming and give more attention to individual traffic fatalities.
- Complete adoption of "crash," not "accident" in messaging across all state agencies.

Notes

This effort is changing the culture and the sense that drivers own the road. Standardized materials, messages, and communication of Target Zero efforts will be most effective in educating the public; agencies should collaborate to create consistent materials. These

materials must be consistent and recognizable. Comprehensive public education campaigns can be modeled after Click It or Ticket, which is highly visible and enforceable. Appealing to morals by claiming that zero is the only acceptable number of deaths or injuries can be an effective tool for mobilizing community members under Target Zero efforts. Communities can also be engaged through street teams that visit high injury networks and disperse handouts that include local crash data.

NYC and San Francisco employed the strategies above when instituting Vision Zero. West Orange and Burlington City have effectively mobilized their youth through youth advisory programs and YMCAs.

A priority should be to educate local public officials about the Safe System Approach and creating a safety culture in their communities.

Abandon any language for prioritizing Safety and replace it with implementing a Safety Culture. Priorities will be placed in competition with each other for limited resources (with safety being a priority but not implementable on the project). Implementing a Safety culture is a decision that safety will be included in all efforts, initiatives, projects, and programs. It cannot be ignored or avoided because of funding or schedule limitations.

Court Appearances for Cell Phone Use

Action Item	Court Appearances for Cell Phone Use
Key Objective	Safer People
Other Objectives	
Lead Agency	
Support Agencies	
Other Partners	
Action Type	Legislative | Policy
Timeframe	
Priority	
Cost	
Performance Metric/Evaluation Method	

Description

- Amend New Jersey's distracted driving statute (N.J.S.A. 39:4-97.3) to remove the mandatory court appearance requirement for both officers and drivers in routine cell phone use violations.
- Allow officers to issue citations without appearing in court unless the case is contested.
- Standardize fines to match penalties for careless driving to improve consistency and increase enforcement.

Notes

Under current New Jersey law (N.J.S.A. 39:4-97.3), a court appearance is required for both the driver and the issuing officer for cell phone use violations while driving. This requirement has created unintended consequences that weaken the overall effectiveness. Officers often avoid writing these citations because court appearances take time away from patrol duties. This is especially true for New Jersey State Police troopers who live far from their assigned court locations and are not compensated for attending court while off duty.

As a result, enforcement of the statute is inconsistent. The requirement to appear in court discourages officers from addressing distracted driving through citations, weakening the law's deterrence. Although the statute was designed to be strict, with fines starting at $200

and reaching up to $800, along with motor vehicle points for repeat offenses its impact is limited if it is not regularly enforced.

Removing the mandatory court appearance would allow officers to issue tickets more easily and would likely increase the number of violations addressed. Court appearances would still be required if the citation is contested. This would preserve due process. Aligning fines for cell phone use with those for careless driving under 39:4-97 would also improve clarity and make the statute easier to apply consistently across jurisdictions.

Crash Reporting Task Force

Action Item	Crash Reporting Task Force
Key Objective	Safer People
Other Objectives	Better Data & Evaluation
Lead Oversight Agency	NJDOT
Support Agencies	State Police
Other Partners	
Action Type	Education
Timeframe	
Priority	
Cost	
Performance Metric/Evaluation Method	

Description

- Develop a task force(s) that sole purpose is to investigate serious crashes with the focus on understanding the circumstances that led to the crash and determine measures that can prevent future crashes.
- Focus the task force on the existing conditions that have led to the crash occurring.
- Allocate resources to provide new and advanced tools that can assist in crash reconstruction and investigations.
- Encourage cooperation among state and local agencies to streamline the crash investigation process.
- Develop a standardized training program that law enforcement can use to better prepare them for investigating serious crashes.

Notes

When performing crash reconstruction, police reports can have inconsistencies and be incomplete, making it difficult to determine factors that contributed to the cause of the crash. Furthermore, when law enforcement investigates a crash, there is, at times, not enough focus on understanding the how, the why, and the preventative measures that can be taken to avoid future crashes. Even though these realities are known among crash analysists, crash reconstruction methods are still widely used in statistical analyses centered on Vision Zero efforts. In order to adequately examine crashes, an independent task force should be formed. The purpose of this task force would be to study real-life

collisions to understand how and why the crash occurred, as well as investigate what measures can be taken to prevent a future crash from occurring.

Solely relying on law enforcement to perform crash analyses can lead to things being missed, given that law enforcement's responsibilities are not focused in reconstructing a crash. Additionally, law enforcement may have a hard time receiving voluntary cooperation in collecting any electronic data, especially if this data can be used against the vehicle owner.

When a crash occurs that has resulted in serious injury or death, the task force should be called to the scene via notification by law enforcement. In the days that follow, the task force will investigate the scene of the crash using sUAS and/or laser scanning (the preferred methods), reconstruct the crash, and prepare a report based on the findings. The report will then be sent to the involved parties for a review in order for the next steps on mitigation to proceed.

The crash reporting task force can use the Crash Investigation Sampling System when investigating crashes in NJ. Using the system can help agencies in NJ understand *why* a crash occurred. The system investigates crashes where at least one passenger vehicle has been towed, and the system looks at skid marks, fluid spills, and any objects struck at the crash site. The use of the system in NJ will require the cooperation across organizations and departments.

The Strong Town Crash Analysis Studio is a model designed to analyze crashes in a way that looks at the *why* behind a crash and how to address the circumstances that make crashes likely. It is a simple, 4-step process, making it easily applicable to the needs of the NJ crash reporting task force. The model looks at crashes that occur within an area, works to bring people together to analyze why the crash occurred, determine solutions to address the factors that led to the crash, and make prompt changes to avoid future crashes. There are links to resources regarding how to start a crash analysis studio and there are also workshop opportunities that community leaders can attend. There is also the full Beyond Blame Report from Strong Towns on creating safer streets.

Design-Based Parking Enforcement

Action Item	Design-Based Parking Enforcement (aka "Daylighting")
Key Objective	Safer People
Other Objectives	Safer Roads
Lead Oversight Agency	Dept. of Transportation
Support Agencies	Dept. of Community Affairs
Other Partners	County/local planners, engineers
Action Type	Design
Timeframe	Medium | Long
Priority	
Cost	
Performance Metric/Evaluation Method	Change in crash rate, crash severity, stop rate for pedestrians in crosswalks at implementation locations

Description

- Increase the statewide adoption of physical daylighting designs near intersections and at marked crosswalks.
- Adopt quick-build and pilot strategies for implementation on state roads at priority locations where illegal parking is pervasive.
- Facilitate the adoption of quick-build and pilot strategies on county and local roads on the high-injury network where illegal parking is pervasive.
- Establish a long-term pilot and hardening plan to replace quick-build materials with more permanent facilities.

Notes

Physical daylighting involves using elements like curb extensions, planters, or delineator posts to physically prevent cars from parking too close to intersections. This includes the space within 25 feet of a crosswalk or 50 feet of a stop sign, which are distances already covered by New Jersey parking laws. By blocking off these areas through design, intersections become safer because parked vehicles can no longer block sight lines or create dangerous conditions for pedestrians and drivers.

There are a number of effective design approaches that help promote safer parking behavior and improve visibility at intersections. Painted or concrete bumpouts are widely appropriate and help define space clearly for all road users. For locations where quick, lower-cost solutions are needed, cities can use paint, large planters, and flexible plastic posts to simulate the effect of a curb extension. Delineator posts are another low-cost tool that can be installed easily and removed during the winter or for emergency access. The City of Hoboken has used both curb extensions and delineator posts as part of its safety strategy.

A study by the NYC Department of Transportation (NYCDOT) found that hardened daylighting treatments, such as physical barriers, helped reduce pedestrian injuries. However, the study also showed that these improvements were less effective than other safety strategies like road diets or protected bike lanes. It also found that using signs alone to daylight an intersection did not have any clear safety benefit. In fact, applying daylighting treatments uniformly across all intersections could have negative effects. The recommendation was to apply daylighting on a case-by-case basis depending on the specific site conditions. Sidewalk extensions were identified as one of the most impactful strategies for improving safety. Other measures that showed strong results included narrowing roadways to reduce vehicle speeds, adding protected bicycle lanes, and using turn-calming features at intersections.

In Jersey City, a city-led study highlighted how temporary projects using paint and planters helped reimagine intersections. These demonstration projects were well-received by pedestrians and worked especially well in Special Improvement Districts and commercial corridors. The study recommended painted curb extensions, parklets, and bike corrals as ways to improve both pedestrian visibility and parking behavior. It also emphasized that engaging the community is essential when designing and implementing these improvements. The report suggested curb extensions should be considered at most intersections, except in locations that serve as truck routes.

Implementation of physical daylighting involves the application of temporary or permanent curb extensions or other infrastructure that inhibit motorists from parking within 25 feet of a crosswalk or 50 feet of a stop sign, which is illegal by NJ statute. By redesigning intersections to inhibit illegal parking, there is less opportunity for parked cars to create an unsafe condition for other road users.

Distracted Driving Education

Action Item	Distracted Driving Education
Key Objective	Safer People
Other Objectives	
Lead Oversight Agency	NJ MVC, NJDHTS
Support Agencies	
Other Partners	
Action Type	Education
Timeframe	
Priority	
Cost	
Performance Metric/Evaluation Method	

Description

- Develop an educational framework on distracted driving, targeted especially towards the youth.
- Encourage child-to-adult and peer-to-peer distracted driving interventions.

Notes

Distracted driving adversely and disproportionately affects our youngest drivers. The National Highway Traffic Safety Administration defines distracted driving as anything that takes a driver's attention away from the road--especially texting and using a cell phone. It now causes more crashes for teens than impaired driving. Yet almost 50% of teens state that they have witnessed their parents using smartphones while driving at least sometimes. And teens consistently indicate that parents are their biggest influencers when it comes to driving. In 2019, 39% of high school students reported texted while driving, and was found to be more likely among older students. The USNDDC survey cited above also found that teens seriously underestimate the risks of driving distracted. Moreover, teens who engage in one transportation risk are more likely to engage in another. More needs to be done to educate teens about distracted driving and empower them to choose to drive without distraction.

Organizations like the Casey Feldman Foundation and End Distracted Driving provide workplace- and student-focused resources like presentations, lesson-plans, focus groups,

and videos that educate about the dangers of distracted driving. Organizations that focus on educating students and cultivating child-to-adult and peer-to-peer interventions are found to be effective in empowering students to intervene with a distracted driver, whether a parent or friend. Another organization provides lesson plans and activities on distracted driving to students as young as pre-school-age.

Moving forward, distracted driving laws will also be imperative in reducing fatalities and injuries on the road. Pennsylvania recently passed a law that prohibits the use of hand-held devices while driving, even when temporarily stopped. New Jersey should adopt a similar law in tandem with more comprehensive education.

Distracted Driving Law Update

Action Item	Distracted Driving Law Update
Key Objective	Safer People
Other Objectives	
Lead Oversight Agency	
Support Agencies	
Other Partners	
Action Type	Legislative
Timeframe	
Priority	
Cost	
Performance Metric/Evaluation Method	

Description

- Establish a Distracted Driver Enforcement and Education Fund by amending N.J.S.A. 39:4-97.3 to include a $100 surcharge for handheld device violations.
- Use collected funds to increase patrols and launch educational initiatives that reduce distracted driving, which causes hundreds of deaths and thousands of injuries annually in New Jersey.
- Expand the scope to prohibit all forms of device interaction, not just texting or talking, by including browsing, video streaming, and app use while driving.
- Align the law with current technology and crash-prevention research showing comprehensive bans reduce distraction-related incidents.
- Allocate revenue to the Highway Traffic Safety (HTS) office to implement high-impact public outreach, school-based education, and awareness campaigns.
- Strengthen successful programs like “U Drive. U Text. U Pay.” with sustainable state-level funding which will offset declining federal support.

Notes

Under N.J.S.A. 39:4-97.3, drivers are prohibited from using handheld wireless phones or electronic devices while operating a moving vehicle. Hands-free use is allowed only if it does not interfere with safety equipment and the driver is fully alert. New Jersey’s existing laws have helped improve road safety, particularly by targeting texting and calling while

driving. However, advancing technology has created new distractions that are not fully addressed by current legislation. Research shows that laws targeting all forms of device interaction, such as browsing, app use, and video streaming, are more effective in reducing crash rates than those that focus only on calls or texts.

The proposal would amend N.J.S.A. 39:4-97.3 to include a $100 surcharge for handheld device violations. The funds would support the creation of a Distracted Driver Enforcement and Education Fund. The fund would provide resources to state and local police for increased distracted driving patrols. It would also support education campaigns including school programs, advertisements, and public outreach. These efforts would help explain the purpose of the fine and raise awareness about the risks of distracted driving. Programs like “U Drive. U Text. U Pay.” have already proven effective in reducing handheld phone use, but federal funding for them is limited and shrinking. In 2024, a bill (S485) proposed a similar idea but recommended starting fines at $600. That bill did not advance. This current proposal is more modest and may be more politically feasible. The Highway Traffic Safety (HTS) office would manage the new fund for accountability, strategic use of resources, and alignment with New Jersey’s broader traffic safety goals.

Driver Education at License and Registration Renewal

Action Item	Driver Education at License and Registration Renewal
Key Objective	Safer People
Other Objectives	
Lead Oversight Agency	NJMVC
Support Agencies	Div. Highway Traffic Safety; Dept. of Community Affairs; Dept. of Human Services
Other Partners	NJ AHPERD; Dept. of Education
Action Type	Education; Legislative
Timeframe	Medium
Priority	
Cost	
Performance Metric/Evaluation Method	Pass rate on retests

Description

- Develop and implement a safety video that all drivers must watch before renewing their driver's license or vehicle registration.
- Accompany the video with a short refresher test that drivers must take.
- Focus the video and test on new laws and known knowledge gaps (e.g., how to drive around bikes and pedestrians).
- Include information on new laws (Safe Passing Law) and review older Stop for Pedestrians in Crosswalk/Yield to Pedestrians in Unmarked Crosswalk, as well as information on what to do when involved in highway collisions or breakdowns.

Notes

The only regular mandatory touchpoints the State has with drivers are when they must renew their driver's license or vehicle registration. New Hampshire and Illinois require testing for older adults when renewing their license; Ohio, Arizona, and Colorado require a vision exam and in-person renewal; and other states driver license renewals have special provisions for older drivers, but no state yet requires retesting at renewal. There are no such provisions in New Jersey during license or registration renewal. These opportunities can provide an effective platform to educate drivers about new laws, current safety issues, and other critical messages.

The vision is to require all drivers to watch a brief safety video or something similar before taking a short retest and renewing their license. This could be a simple yet impactful way to reach a vast audience. This video could play like an ad during online renewals or be shown at MVC locations. Additionally, it could guide viewers to further resources. Support agencies can help develop educational materials and outreach to inform community members about the change in process.

The Motor Vehicle Commission could tailor age-specific content to target various age groups, ensuring the safety information reaches those who need it. For instance, providing graduated driver's license rule reminders at the outset, information about impaired driving in one's 20s, child seat safety in their 30s, teaching their kids to drive in their 40s, and addressing vision concerns in their 50s and 60s. Other vehicle-specific safety topics could be included during annual registrations. The possibilities are endless.

Driver Education Revisions

Action Item	Driver Education Revisions
Key Objective	Safer People
Other Objectives	
Lead Oversight Agency	Motor Vehicle Commission
Support Agencies	
Other Partners	
Action Type	Education
Timeframe	
Priority	
Cost	
Performance Metric/Evaluation Method	

Description

- Improve driver education by digitizing and updating the NJ Driver Manual.
- Integrate interactive features into the digital Driver Manual.
- Create mechanisms for continuing driver education.
- Enhance and increase participation in defensive driving education courses.

Notes

Currently, the 2024 NJ MVC Driver Manual is available for free PDF download in four languages. Learning the rules of the road is essential for young drivers. Too often, individuals become licensed without fully grasping everything they need to know. Many take driver's education classes, typically in high school, yet still fail to learn all that the New Jersey Driver's Education manual has to offer. Continuing education is uncommon in New Jersey unless a driver with points is required to take a Defensive Driving Course. Other governments have stronger infrastructure for continuing education, including New York, which requires taxi and limousine drivers to take Defensive Driving Courses, and the European Union, which mandates periodic training for professional drivers.

It is time to shift to an interactive platform to make learning easier and more comprehensive for new drivers. In the proposed transition to a digital driver's manual, New Jersey will experience numerous advantages that will modernize and enhance the state's driver education process. One of the primary expected benefits is improved accessibility

and convenience. Learners will be able to access the manual at any time and from any location using smartphones, tablets, or computers, accommodating various learning styles and busy schedules. The new digital format will include interactive features such as videos, quizzes, and simulations to create a more engaging and effective learning experience, especially for younger drivers who are already familiar with digital environments. Additionally, this initiative will promote cost-effectiveness and environmental sustainability by reducing the reliance on printed materials, thereby lowering production and distribution costs. The digital manual will also allow for real-time updates to reflect any changes in traffic laws or regulations, ensuring that all users receive the most current and accurate information. Finally, the platform will enable robust data collection and performance tracking, providing learners with personalized feedback and allowing educators to identify and address areas where extra support may be needed.

Dooring Law

Action Item	Enact a Dooring Law
Key Objective	Safer People
Other Objectives	
Lead Oversight Agency	
Support Agencies	
Other Partners	
Action Type	Legislative
Timeframe	
Priority	
Cost	
Performance Metric/Evaluation Method	Dooring law written, passed by legislature, and signed into law

Description

- Develop and enact a dooring law that protects pedestrians and bicyclists and includes sidewalks, shoulders, and bicycle lands under its jurisdiction;
- Ensure the dooring law is consistent with other states' dooring laws.

Notes

A typical dooring law requires that a person opening a vehicle door ensure that it is reasonably safe to open the door, that opening the door will not interfere with moving traffic, and that the door is not open for any more time than necessary. These laws were introduced in the Uniform Vehicle Code in 1956 and have been amended several times since then. Dooring laws are common in the US, with 40 states enacting some type of dooring law. New Jersey is one of 10 states that does not have a dooring law.

The Rhode Island Dooring Law requires that individuals do not interfere with the movement of traffic, **including** pedestrians and bicycles on sidewalks, shoulders, and bicycle lanes. This law removes ambiguity and clarifies that pedestrians and bicyclists are part of traffic, whether they are on the road, sidewalk, or bicycle lane. By defining pedestrians and bicycles as part of traffic, this dooring law applies to both sides of the vehicle. Like dooring laws in most other states, Rhode Island's law also applies when loading or unloading passengers, and when the door is left open.

Enhance Enforcement of Laws Governing Dangerous Behavior

Action Item	Enhance Enforcement of Laws Governing Behavior
Key Objective	Safer People
Other Objectives	
Lead Oversight Agency	Div. Highway Traffic Safety
Support Agencies	State Police
Other Partners	Local Police Departments County Sheriffs
Action Type	Enforcement
Timeframe	
Priority	
Cost	
Performance Metric/Evaluation Method	

Description

- Develop a strategy to expand enforcement of 'stop for pedestrian' laws that educate both drivers and pedestrians.
- Increase high visibility enforcement of reckless driving.

Notes

In New Jersey, drivers must come to a complete stop at marked crosswalks to let pedestrians cross, in accordance with the 2010 Stop and Stay Stopped Law. The law was accompanied by new signage that includes a stop sign rather than a yield sign at marked crosswalks, as well as new enforcement infrastructure.

The Pedestrian Safety Education and Enforcement Program was initially supplemented with robust structured enforcement, which included educational components, roadway improvements to promote safety, and marketing of the new law. Peer-to-peer and community training workshops allowed law enforcement to learn and disseminate pedestrian safety information. This information was consolidated into warning cards that law enforcement give to drivers or pedestrians who violated the law. These training materials were last updated over a decade ago. Officers also enforce "stop for pedestrian

laws" through pedestrian decoy initiatives and warnings, summonses, and fines for violators.

Reckless driving poses a risk to pedestrians and other drivers. With the help of Data-Driven Approaches to Crime and Traffic Safety (DDACTS) Initiatives, law enforcement can identify and direct their presence to areas of high traffic violations. Dangerous behaviors can include speeding, running traffic signals and stop signs, failing to yield on left turns, and passing vulnerable roadway users too closely.

Establish Rear-Seat Seatbelt as a Primary Enforcement Action

Action Item	Escalate Rear-Seat Seatbelt as a Primary Enforcement Action
Key Objective	Safer People
Other Objectives	
Lead Oversight Agency	DHTS
Support Agencies	
Other Partners	
Action Type	Legislative/Education/Enforcement
Timeframe	
Priority	
Cost	
Performance Metric/Evaluation Method	

Description

- Convert rear-seat seatbelt use from a secondary to primary enforceable offense to increase overall seatbelt use and decrease rear-seat unrestrained passenger fatalities.
- Require technology in all cars that remind the driver to check seatbelt usage, and inform the driver when a seatbelt is not in use.
- Analyze the existing legislative requirements in other primary enforcement states to develop a comprehensive implementation and enforcement plan in New Jersey.
- Continue to educate drivers and passengers on the importance of seatbelt usage through advertisements and billboards.

Notes

All occupants are required to utilize seat belts in all seating positions for all rides in a vehicle. But for people in the back seat, enforcement is not as strong. In New Jersey, not wearing a seat belt in the rear seat is not a primary offense, which means police cannot stop someone just for that. As a result, seat belt use in the back seat is much lower than in the front. Making rear-seat belt use a primary offense would likely improve compliance. Research shows that this kind of law change increases seat belt use without leading to a noticeable rise in traffic stops. A public education campaign could also help raise awareness and encourage better seat belt habits.

Data from the CDC and other sources show that states with primary enforcement laws have higher seat belt use among both drivers and passengers. When seat belt use is only a secondary offense, police are less likely to issue citations, and the public takes it less seriously.

There is not much research focused on New Jersey, but national data shows that rear-seat passengers face serious risks. According to a 2020 study in the Journal of Safety Research, 65 percent of the 39,312 rear-seat passengers who died in crashes between 2000 and 2016 were not wearing seat belts. Rear-seat passenger deaths also dropped by 44 percent during that time, which could reflect improved seat belt use and changes in enforcement.

Other states have already taken action. According to the Governors Highway Safety Association, 18 states, Washington D.C., and two U.S. territories treat rear-seat belt use as a primary offense. Many states also require minors in the back seat to wear seat belts but do not extend this to adults. The National Highway Traffic Safety Administration found that seat belt use is slightly higher in states with primary laws (92 percent) compared to those with secondary or no laws (91.3 percent). Most of these states issue a base fine of at least $20, with higher penalties for repeated violations.

Expand Integration of Road Safety Education for Children

Action Item	Expand Integration of Road Safety Education for Children
Key Objective	Safer People
Other Objectives	
Lead Oversight Agency	Dept. of Education
Support Agencies	
Other Partners	
Action Type	Education
Timeframe	
Priority	
Cost	
Performance Metric/Evaluation Method	

Description

- Prioritize education as an active strategy in increasing pedestrian safety in the New Jersey K-12 school curriculum as part of health, physical education, or social studies classes.
- Integrate good pedestrian and cyclist habits into child-appropriate lessons that progress in complexity as a child gets older.
- Tailor these lessons to the skillset and attention span of each age group to increase educational effectiveness.
- Revisit and adapt educational modules and approaches over time to changing environments and technology.

Notes

As road users, young people need to learn road safety so that they have the necessary skills to navigate streets safely as pedestrians or cyclists. A paper by the National Highway Traffic Safety Administration (NHTSA) emphasizes that effective pedestrian education programs must incorporate several learning principles. One insight is that knowledge acquired in a specific context may not easily transfer to different situations. Learners are more likely to retain and apply information when the learning environment closely resembles the context in which the knowledge was originally encoded. Therefore, the use of varied and immersive educational methods is strongly recommended. The paper also

highlights the importance of social interaction in the learning process. Engaging with peers and adults beyond traditional lecture-based instruction can significantly enhance children's understanding and retention of safety concepts. Interactive and immersive learning experiences help students internalize and apply pedestrian and bicycle safety skills effectively.

Several studies relate different approaches to educating children on this topic. In the Philippines, a peer-to-peer approach where young senior leaders were trained to teach younger students about road safety was successful in increasing pedestrian safety knowledge. This education focused on looking both ways before crossing the road, using designated crosswalks, and how to recognize the meaning of street signs.

Another study looks at using virtual reality as a way to engage students and educate them on road safety. The use of virtual reality is becoming more popular in schools for the education of STEM-related courses. The use of this technology expands a student's network of resources, allowing them to participate in hands-on, scenario-based learning modules. Virtual reality has been shown to increase student motivation and satisfaction in learning compared to students who receive lessons without virtual reality.

Many studies have tested a child's ability to analyze safe crossing distances in roadways, and hazard perception. In one study of 7-8-year-old children, three virtual reality or real-world scenario-based learning lessons were given to each group. After three tests, before the lessons, after the lessons, and six months after the lessons, both groups performed better in traffic safety knowledge than before the lessons. This conveys the strength of virtual reality as a tool to mimic real-world experiences from the safety and convenience of a classroom.

Outside of educational institutions, there are some phone, tablet, or computer apps that can be used to supplement children's education on road safety in an engaging and interactive manner. In the UK, The Road Safety Trust has developed an app that provides youth users with tasks that require them to navigate a virtual world, including road crossings, intersections, and traffic. Another app called Baby Panda's Kids Safety, developed in Singapore but available in the US is an educational game targeted at providing safety education for kids at home or on vacation. It includes interactive scenario education around roads, vehicles, pools, playgrounds, and at home.

Combined, incorporating road safety education into school curriculum and interactive apps would help to equip young populations with the necessary tools to safely understand and navigate streets as a pedestrian or on a bicycle. In the instance of mobile gamers, such as Pokémon GO players, parents, and caregivers could build off of this educational foundation by using the game as a learning opportunity. Adults should accompany young players to remind them to reduce distractions by putting the phone away when next to or

crossing roads, leaving headphones at home, staying alert by utilizing senses such as sight, smell, and hearing, and learning who to approach and how to ask for help when needed.

Flag Social Media Videos that Violate Safety Laws

Action Item	Flag Social Media Videos that Violate Safety Laws
Key Objective	Safer People
Other Objectives	
Lead Oversight Agency	
Support Agencies	
Other Partners	Social media companies
Action Type	Enforcement | Policy
Timeframe	
Priority	
Cost	
Performance Metric/Evaluation Method	

Description

- Develop a partnership with social media platforms to flag and remove videos that display distracted and unsafe driving behaviors;
- Increase the capacity of law enforcement to identify and prosecute distracted or reckless driving by reviewing videos posted on social media.

Notes

Some social media influencers create and post videos while driving, which qualifies as distracted driving. In some cases, the behavior showcases dangerous or reckless driving and stunts. Many of these videos remain on social media platforms without being tagged or removed. Creators can receive revenue from these videos when they are widely viewed, incentivizing additional dangerous behavior.

The status of social media platforms as private enterprises presents some challenges for the regulations of this content. One Supreme Court case show that the government can moderate and restrict certain content on social media platforms in order to protect the data of American users. Murthy v. Missouri similarly decided that governments can request social media companies to curb the spread of misinformation without violating the First Amendment. Nonetheless, another Supreme Court case, Moody v. NetChoice, upheld that, according to the First Amendment, the federal and state governments cannot

interfere with a private entity's activity by curating others' speech themselves. These cases show the indecision and ambiguity that the government's presence in social media is met with. When it comes to illegal or harmful behavior, it seems that the government has a right to enact legislation that requires social media platforms to take certain steps to prevent this behavior, such as flagging unsafe driving videos or allowing users to report such videos. New York recently passed a law that requires social media platforms to provide mechanisms for users to report hateful conduct.

Apart from legislation, Murthy v. Missouri shows that the government can collaborate with social media platforms to develop approaches to flagging videos with unsafe driving behaviors. Law enforcement can also prevent videos of unsafe driving at their source by monitoring the roads. The National Highway Traffic Safety Administration has created a report to help law enforcement identify and prosecute distracted driving.

Impaired Driving Research and Outreach

Action Item	Impaired Driving Research and Outreach
Key Objective	Safer People
Other Objectives	
Lead Oversight Agency	Dept. of Health
Support Agencies	State Police, Div. Highway Traffic Safety
Other Partners	Cannabis Regulatory Commission, NJ AHPERD, Dept. of Education, MADD
Action Type	Education | Legislative | Research
Timeframe	Long
Priority	
Cost	
Performance Metric/Evaluation Method	

Description

- Expand research on impairment caused by substances other than alcohol to improve understanding of their effects on driving ability.
- Educate the public about the dangers and consequences of driving under the influence of cannabis and other drugs.

Notes

Current roadside testing for drug impairment relies on both behavioral observations and biological sample testing, but both methods have significant limitations. Standard Field Sobriety Tests (SFSTs), such as the horizontal gaze nystagmus, walk and turn, and one-leg stand, are commonly used by police because they are quick and non-invasive. However, these tests are often criticized for being subjective, unreliable, and affected by external factors. They are generally accepted for detecting alcohol impairment at a blood alcohol concentration of 0.08 percent, but they are much less effective for identifying drug impairment, especially from cannabis.

On-site testing using oral fluid or sweat can detect recent drug use and the presence of parent drugs. These methods are non-invasive but results can vary based on the individual's biology, the device used, and possible contamination. Oral fluid tests have short detection windows and can be influenced by recent eating or drinking. Sweat tests

have high variability and are not compatible with all devices. Breath tests are another quick, non-invasive option that can be done on-site, but they require regular calibration to remain accurate.

Whether an officer can conduct these tests usually depends on their judgment. According to the National Highway Traffic Safety Administration, officers may proceed if they have observations or reasonably trustworthy information that suggests impairment. This makes the process inconsistent and raises concerns about fairness, especially in drug-related stops.

For cannabis, oral fluid and fingerprint tests offer quick results but are sensitive to environmental conditions and may give inaccurate results if the individual recently ate or drank. Blood and urine tests can detect cannabis for a longer period but are invasive and cannot be performed at the roadside. Studies have also shown that the amount of THC in the body does not reliably indicate how impaired a person is, which complicates enforcement.

Given these issues, current testing methods are not reliable or accurate enough to support new cannabis DUI enforcement strategies. More research is needed to create clear and consistent ways to measure cannabis impairment before changes are made.

Different states have different policies on cannabis DUIs. Colorado treats cannabis and alcohol DUIs the same and promotes public education, including training for budtenders. Washington uses a per se law, meaning drivers can be charged if their THC level is over the legal limit, regardless of their actual level of impairment. Arizona follows a zero-tolerance approach, where any detectable THC is considered illegal while driving.

Impaired driving, whether from alcohol or cannabis, can be addressed and reduced in several ways. Increased penalties and enforcement of policies, such as using DDEF funds for breathalyzer device training or updating the surcharge, can expand the capacity and number of staff. Mandatory post-crash testing or additional investigations of fatality crashes can hold drivers accountable and provide valuable data on the consequences of impaired driving. For the driver, increasing education and viability of alternatives to impaired driving, like transit and rideshare incentives, can prevent impaired driving in the first place. Most saliently, reducing the BAC limit can keep impaired drivers off the road.

Idaho Stop Legislation

Action Item	Idaho Stop Legislation
Key Objective	Safer People
Other Objectives	
Lead Agency	
Support Agencies	
Other Partners	
Action Type	Legislative
Timeframe	
Priority	
Cost	
Performance Metric/Evaluation Method	

Description

- Adopt a statewide policy that allows bicyclists to treat stop signs as yield signs and red lights as stop signs, also known as the "Idaho Stop," to improve rider visibility and reduce exposure at intersections.

Notes

Bicyclist stop-as-yield laws allow cyclists to mitigate risk to their advantage, increase their visibility to drivers and reduce exposure. (NHTSA, 2022)

The Idaho Stop law allows a bicyclist to treat a stop sign as a yield sign and a red light as a stop sign. This means the rider may proceed without coming to a full stop if there is no oncoming traffic. The law is intended to reflect how people on bikes already behave and to reduce unnecessary stopping, which can require more physical effort and create more time at intersections.

The Connecticut Department of Transportation https://portal.ct.gov/dot/-/media/dot/programs/vision-zero/assets/idaho-stop-study.pdf?rev=e776d86dd1314cad8878ef7dcb0ce32c&hash=45DBB172E4784662001765E72BE12749reviewed data and research related to the Idaho Stop. The review found that the law has not been linked to any long-term increase in bicyclist injuries or fatalities. In fact, Idaho saw a 14.5 percent drop in bicycle injuries the year after the law was

introduced. Boise, Idaho, showed lower injury rates when compared to similar cities in California that did not adopt the law. Idaho had the twelfth lowest bicyclist fatality rate in the United States as of 2014. While the data does not show a statistically significant safety benefit, it also does not show any increase in risk.

Mobility benefits are clear. The Idaho Stop allows cyclists to keep moving, especially in areas with frequent stop signs or signals. This can reduce delays and increase rider comfort. It may also formalize common rider behavior and make the law more predictable for everyone. However, the law places more responsibility on cyclists to judge when it is safe to proceed, especially at wide or complex intersections. In these cases, a rider's skill and awareness become even more important. Without education, some drivers and law enforcement officers may not understand how the law works, which could create confusion.

Ten states currently allow bicyclists to treat stop signs as yield signs. Fewer states allow red lights to be treated as stop signs, and some restrict Idaho Stops at rail crossings or complex intersections. Some cities, such as Washington, D.C., and Anchorage, Alaska, have also adopted local versions of the law. Many of these laws include things that requiring cyclists to yield to pedestrians and other vehicles already in the intersection. Connecticut DOT did not take a position for or against the law but recommended collecting more crash data from states that recently passed it. They also recommended reviewing public education campaigns and considering partial adoption for specific types of intersections. This could help determine if the law is appropriate for broader implementation.

Implied Consent for Drug Recognition Expert Examination

Action Item	Implied Consent for Drug Recognition Expert Examination
Key Objective	Safer People
Other Objectives	Safer Roads
Lead Oversight Agency	
Support Agencies	
Other Partners	
Action Type	Legislative
Timeframe	
Priority	
Cost	
Performance Metric/Evaluation Method	

Description

- Revise the implied consent law to mandate Drug Recognition Expert examinations for all drivers suspected of DWI.

Notes

Drivers are required to submit samples of their breath for the purpose of chemical testing when arrested for suspected DWI. Refusal to provide those samples carries a similar penalty as a conviction for DWI, and a conviction for both effectively doubles the consequence and serves as a deterrent to those who may refuse the test. No such requirement exists for those suspected of driving while impaired due to drugs. Adding the DRE examination to the existing implied consent law would eliminate suspected DWI offenders from simply refusing to perform the test required to determine their impaired state due to drugs.

Legal Recourse for Victims of Traffic Violence

Action Item	Legal Recourse for Victims of Traffic Violence
Key Objective	Safer People
Other Objectives	
Lead Oversight Agency	NJDOT
Support Agencies	
Other Partners	
Action Type	Legislative
Timeframe	
Priority	
Cost	
Performance Metric/Evaluation Method	

Description

- Adopt a version of the Vulnerable Road User (VRU) Law.

Notes

The League of American Bicyclists designed a model Vulnerable Road User (VRU) Law that "provide(s) important legal protection to bicyclists and other persons who are not protected by steel cages. VRU laws operate on the principal of general deterrence - by providing an increased penalty for certain road behaviors that lead to the serious injury or death of certain road users people will be deterred from doing those behaviors around those users. The model law includes very strong punishments for people who seriously injure or kill bicyclists and other vulnerable road users."

A 2022 report on Vulnerable Road User Laws, created as part of the NJ SHSP process, noted that the effect of enactment of a Vulnerable Road User law on the victims of road traffic crashes would be twofold. The inclusion of judicial proceedings to allow for victim's testimony, or the testimony of surviving family members, and determine compensation and enhanced penalties, would provide administrative and legal support. Incorporating an inclusive vulnerable road user definition coupled with an extensive awareness campaign to reach VRUs, drivers, the media, and policymakers would support the safety of VRUs along roadways.

Oregon's 2008 VRU law became the basis for the model law promoted by the League of American Bicyclists. States with VRU laws include Oregon (2007), Vermont (2009), Hawaii (2013), Wisconsin (2014), Connecticut and Maine (2015), Delaware (2018), Colorado (2019), as well as Florida, Utah, Washington, and Virginia (2020). The definition of a vulnerable road user and the degree of protection provided by the legislation varies by state.

Police on Bicycles

Action Item	Police on Bicycles
Key Objective	Safer People
Other Objectives	
Lead Oversight Agency	State Police
Support Agencies	
Other Partners	County/Municipal police
Action Type	Enforcement
Timeframe	
Priority	
Cost	
Performance Metric/Evaluation Method	

Description

- Research more the benefits of police on bicycles as they relate to Vision Zero efforts.
- Investigate the concerns/drawbacks of having police on bicycles, especially with Vision Zero efforts.
- Identify ways to address these concerns.
- Fund and encourage expansions of programming for police on bikes, including e-bikes

Notes

Maplewood NJ uses police on bikes, especially during events like Fourth of July.
Other examples include Seattle, Philadelphia, Tempe AZ, and Chicago.

Around the country, police departments are having officers patrol on bicycles as a new approach to community-based policing. The scope within each department varies, with some bicycle patrols only occurring during the summer months and special events, and other departments establishing a year-round bicycle unit for their municipalities. As more police departments embrace bicycle units within their departments, the benefits of establishing these units have been studied and identified.

A major benefit that has been identified with police bicycle units is that these units are an effective tool in fostering positive relations between the public and the police. When compared to traditional patrols (police in automobiles) officers are much more in-tune to their surroundings as they patrol. Furthermore, officers are more likely to have face-to-face with the public while on a bicycle. The increase in face-to-face interactions makes the officers more approachable, which can lead to more positive interactions between officers and the public.

Building on fostering positive relations between the police and the public, having bicycle units also helps develop positive relationships between the police and cyclists. As police officers patrol more on bicycles, they can establish relationships with other members of the public who are frequent cyclists. Additionally, police officers on bicycles are more likely to become aware of the safety concerns posed on arterial roadways for bicyclists. The more police become aware of these safety concerns, the more likely the police will support initiatives geared at promoting safer bicycling conditions. Having this support can be beneficial for policies designed to make roadways safer for all users in support of Vision Zero efforts.

With the positives of bicycles police patrols, there are also concerns regarding the practice. In New York City, a major concern is the history that the police department has with cyclists. The concerns stem from the police involvement against movements like Critical Mass, and the use of bicycles by the police against protestors in recent years. Furthermore, the Bicycle Coalition of Greater Philadelphia is removing police enforcement from Vision Zero efforts altogether. The group highlights that police-centered enforcement does not have a place in Vision Zero efforts, citing concerns regarding officers on bicycles unequal treatment toward low-income, minority communities and the desire to not make Vision Zero efforts a platform for discrimination. (Camden, NJ bike enforcement by police cited as an example)

Numerous municipalities in New Jersey have begun to place patrol police officers on bicycles. While many municipalities have officers patrol on bicycles year-round, there are some where bicycle units are only used during the summer months. Some key examples of municipalities establishing a bicycle patrol unit include Morristown (Bike Unit), Holmdel (Patrol Bikes), and in Gloucester Township (Bicycle Patrol Program).

In Morristown, there is the Morristown Bike Unit, which began in 1996, and it is currently comprised of 15 officers. When the is adequate staff, there is one officer is assigned to patrol the Green, the business district, and busier housing developments. The unit has been classified as a success from the Morristown Police Department, with the department stating that the use of police officers on bicycles makes the officers more approachable and is able to foster better community involvement.

The Holmdel Patrol Bikes has a staff of six officers, and operate primarily in Holmdel's shopping centers and denser housing complexes, as well as during special events. The Holmdel Police Department has highlighted several benefits associated with having officers on bicycles. One benefits is that the officers are able to be more in-tune to the surrounding areas compared to being in an enclosed vehicle. The Holmdel Police Department also believes that Patrol Bike Unit will assist the department as it moves towards more community-based styles of policing.

Gloucester Township launched their Bicycle Patrol Program in 2010, and it is classified as an additional duty that officers undertake. Police officers on bicycles are used during both day and night hours, as well as during the township's special events. Common patrol areas for the Bicycle Patrol Program include parks, trails, bike paths, and denser neighborhoods and residential areas. The Gloucester Township Police Department has highlighted that having the officers on bicycles invites better interactions between the officers and the public and makes the officers more approachable. These benefits help the department in its goal of more community-based policing and allows the department to better serve all road users.

Reduce BAC Level to 0.05%

Action Item	Reduce BAC Level to 0.05%
Key Objective	Safer People
Other Objectives	
Lead Oversight Agency	DHTS
Support Agencies	State Police
Other Partners	
Action Type	Legislative
Timeframe	
Priority	
Cost	
Performance Metric/Evaluation Method	

Description

- Reduce the Blood Alcohol Count (BAC) limit to 0.05% for driving under the influence of alcohol in New Jersey.
- Conduct outreach to drivers through education campaigns and at license renewal. Retrain law enforcement on the updated law.

Notes

The current BAC limit in New Jersey is 0.08%. A BAC level of 0.05% is the most common limit for driving around the world and the level at which scientists have determined that individuals are too impaired to drive safely (i.e. the point at which a driver's risk of crash involvement has doubled). All states in Australia, as well as Austria, France, Germany, Italy and Spain have a 0.05% limit--0.05% is the average European limit. Several countries have even lower BAC limits, including China, Norway, and Poland.

The National Transportation Safety Board recommends that states adopt a 0.05% or lower BAC limit for all drivers. A 0.05% or lower BAC limit can significantly reduce fatal motor vehicle crashes. Utah was the first state to lower its BAC limit from 0.08% to 0.05% (2018), which resulted in significant reductions in alcohol-related fatal crashes in subsequent years.

A lower BAC level in New Jersey would still retain the reliability of testing and enforcement. Although a study found that only the horizontal gaze nystagmus is sufficient in detecting BACs between 0.04-0.08%, another study has found that "most adults are significantly impaired at 0.05 BAC." An additional study supports this claim, finding that even when a driver's BAC was around 0.05% and officers had estimated their BAC to be higher, the officers were still correct in identifying impairment in the driver, suggesting that Standardized Field Sobriety Tests are sufficient if the BAC level is reduced.

Utah has used fact-sheets, Q&As, and informational videos to educate the public on the new BAC limit, focusing outreach on common party times (e.g. Memorial Day Weekend, when there is increased DUI and high-visibility enforcement). Australia similarly educates the public about its lower BAC limits through the Transport Accident Commission's ad campaigns, which emphasize that "Just a little bit over" the BAC limit is still dangerous.

Visibility of alternative transportation, including transit and rideshare incentives, transit alternatives in night-life districts, removal of parking minimums/mandates, and residential zoning changes which allow small neighborhood pubs to facilitate walkable consumption sites, can be deterrents to impaired driving.

An increase in the Drunk Driver Enforcement Fund increase surcharge would significantly enhance the state's capacity to combat impaired driving. The DDEF, funded by a $100 surcharge on DWI convictions, is dedicated to supporting law enforcement efforts against drunk driving. An increased surcharge would provide additional resources for critical enforcement activities, such as funding overtime for officers, conducting sobriety checkpoints, and purchasing equipment like breath-testing instruments and safety gear. These enhancements would enable more frequent and effective enforcement operations, thereby acting as a stronger deterrent against impaired driving. Moreover, the additional funds could support educational initiatives and training programs aimed at preventing drunk driving, further contributing to road safety. By investing in these areas, New Jersey can expect a reduction in alcohol-related accidents and fatalities, aligning with the state's commitment to public safety. Increasing the DDEF surcharge would provide vital funding to strengthen enforcement and prevention strategies, ultimately leading to safer roads for all New Jersey residents.

Seatbelt Outreach

Action Item	Expand Seatbelt Outreach
Key Objective	Safer People
Other Objectives	
Lead Oversight Agency	Div. of Highway Traffic Safety
Support Agencies	Motor Vehicle Commission; Dept. of Health; Dept of Human Services; Office of Faith-Based Initiatives (DoS)
Other Partners	Safe Kids New Jersey; AAA
Action Type	Education
Timeframe (Implementation Year)	Short
Priority	
Cost	
Performance Metric/Evaluation Method	Number of participating clinics and/or programs

Description

- Create additional educational resources while expanding outreach across New Jersey in order to reach a broader audience.
- Connect and engage with additional partners, including rideshare and taxi companies, health clinics, faith-based institutions, and community centers.
- By focusing on outreach at the point-of-service or point-of-care, the education and resources will reach a broader audience, stressing the importance of seatbelt use and ultimately increasing passenger safety.

Notes

Unrestrained back seat occupants continue to contribute to state-wide fatalities. Challenges include people in taxis and rideshare, and a misconception about the safety of passengers in the back seat. Focusing on outreach with specific partners can target messaging to the appropriate audience. Agencies, such as the MVC, DOH, DHS, and DOS-OFBI have the ability to support outreach efforts by distributing messages and resources to their customers and networks of service providers and locations.

The Federal Motor Carrier Safety Administration (FMCSA) has developed a campaign called "Buckle Up," which provides educational materials to promote seatbelt use among commercial motor vehicle drivers. These materials are designed to be distributed through different channels, including healthcare providers to increase their reach.

The Office of Public Affairs handles community outreach by connecting with neighborhoods, local groups, and organizations across New Jersey. Through these efforts, they act as the go-between for DHS and the public, helping to spread information and resources throughout their local networks.

The NJ Office of Faith-Based Initiatives helps churches and community groups get the funding and support they need by offering grants, like Project ATLAS, and running trainings and webinars to build up their skills and capacity to serve their communities better.

The Office of Faith-Based Initiatives works closely with churches and other houses of worship by acting as a bridge between them and the state. They help share important information and resources, support programs that offer food, housing, and education to underserved communities, and also team up with other state agencies to improve safety through initiatives like the Houses of Worship Security Program.

Special Event Designated Driver Program

Action Item	Special Event Designated Driver Program
Key Objective	Safer People
Other Objectives	
Lead Oversight Agency	Dept. of Health
Support Agencies	Dept. of Community Affairs
Other Partners	NJSEA, Sports Teams and Facilities, Concert Venues, Festival
Action Type	Encouragement
Timeframe	Immediate
Priority	
Cost	
Performance Metric/Evaluation Method	Number of participating venues or events Number of participants at special events

Description

- Establish a statewide Designated Driver Program at concerts, festivals, and sporting events by partnering with venues to identify and incentivize sober drivers.
- Provide wristbands, free soft drinks, and promotional rewards to participants who agree to remain sober and transport others safely.
- Coordinate implementation through the Department of Health and Department of Community Affairs, encouraging venue participation with logistical and financial support.
- Use this program to promote a culture of responsibility and reduce impaired driving at high-risk events.

Notes

The National Highway Traffic Safety Administration and the Community Guide have identified designated driver incentives. For example, wristbands and free soft drinks as promising tools to increase the number of sober drivers at events. That being said, evidence on reducing drunk driving crashes is limited. Studies show these programs effectively raise participation, but impact on crash rates is unclear.

Professional sports and entertainment venues have used this approach effectively. The NFL and TEAM Coalition, supported by all thirty-two teams since 2001, encourages fans to

pledge as designated drivers and offers entry into sweepstakes or rewards. For example, the New England Patriots Designated Driver Program engaged approximately 23,000 fans per season with wristbands, free soft drinks, and recognition prizes for designated drivers. The Cleveland Guardians ran a similar program on their Ballpark App.

Community-level programs also show success. In Hawaii, a designated driver campaign at military and family facilities provided wristbands and free non-alcoholic beverages to drivers, with over eight participating venues. Local police–business partnerships are common and effective, as seen in Hingham, Massachusetts, where 100 percent of downtown alcohol-serving businesses participate in offering free non-alcoholic drinks to designated drivers.

These insights suggest that a state-level Special Event Designated Driver Program that is managed by the Department of Health and supported by the Department of Community Affairs can partner with sporting venues, concert halls, and festivals. Encouragement strategies could be wristbands, soft drinks, and promotional incentives, potentially subsidized by state funding to encourage participation and equity.

Track Unsafe Behavior with Phone Technology

Action Item	Track Unsafe Behavior with Phone Technology
Key Objective	Safer People
Other Objectives	Better Data and Evaluation
Lead Oversight Agency	
Support Agencies	
Other Partners	
Action Type	Policy
Timeframe	
Priority	
Cost	
Performance Metric/Evaluation Method	

Description

- Develop a user-friendly mobile phone app to monitor risky driving habits and provide driver feedback on actions such as speeding, heavy braking, and mobile phone use.
- Enact policies to ensure that this technology prioritizes consumer privacy and transparency.
- Facilitate the creation of partnerships between insurance agencies and other companies to provide rewards that incentivize drivers to commit to safe driving practices.
- Establish a plan to educate drivers of all ages on the importance of this technology in creating better drivers, and designing safer roadways.

Notes

Various forms of technology can track drivers' habits and driving styles while operating a vehicle. The main ones are plug-in GPS devices, built-in vehicle computer technology, and mobile phone apps. Recognizing unsafe driving patterns can inform planning and policy decisions and safe driving enforcement to boost overall road safety. This will ultimately decrease traffic incidences relating to unsafe behavior, increase overall public health and safety, and create a safer driving experience for all citizens.

Two types of technology or apps used on mobile devices can track and analyze a driver's habits. The first are apps that block or restrict cell phone use while driving. An example of this is the "do not disturb while driving" function on an iPhone, which automatically enables "do not disturb" when the phones built-in sensors detect movement over a certain speed. This technology reduces driver distractions by blocking incoming phone calls and messages, silencing incoming notifications. Challenges include its limited ability to block certain apps, and the relative ease with which users can override the screen block to access a map or change their music.

The second are specific apps that track speed, rapid acceleration, sudden braking, and aggressive turns, such as Life360, DriveScore, and RoadReady. These apps are often installed on the phones of new drivers by their parents. Research has shown that the feedback provided to drivers based on their driving data promotes safer and more controlled driving habits. A significant challenge associated with this is in promoting the adoption of this technology by drivers who may have privacy concerns, or other technological issues with their phone battery, storage, or cellular connection. Insurance companies may offer a reduced rate as an incentive to install these monitoring apps. The cost and resources necessary to develop reliable software that can adapt to different cars and phone types are an added difficulty (e.g. automatic vs. manual, iPhone vs. Android).

Unlocking the Power of Telematics & Technology for Safe Streets applies the opportunity to utilize mobile-based technology to identify and reduce dangerous driving behaviors in an innovative fashion. Through a combination of mobile phone app data and in-car sensors, drivers around the US are able to opt-in to Cambridge Mobile Telematics (TMC) DriveWell platform, which gathers data relating to how they drive. To encourage participation, good driving is rewarded through gift cards, cash prizes, and insurance discounts. In 2024, Missouri held a "safest driver" competition called Buckle Up, Phone Down, which resulted in safer driving behaviors, such as decreased harsh braking, phone use, and speeding among the students and businesses that participated.

Research reveals that many drivers fear that their driving habits would be used against them if their mobile phones were used to track them. To overcome this fear, it is important for app developers to place a strong emphasis on privacy and user control through app transparency. Before using the app, users should be informed about what data is used, how it will be stored, and who will have access to it. Should any changes occur, the user must be notified to avoid privacy violations. Relevant policies should be discussed and put in place that ensure user protection from punishment unless a user specifically opts in and gives permission for their data to be shared. Making the app software user-friendly from easy download to account creation and clear feedback will help increase use among the older generations.

Consumers may be more inclined to participate when they understand the role that insurance companies play in utilizing driver data. Insurers use the data collected to determine a driver's insurance cost. This may include the distance, speed, and behaviors that one engages in when they are driving. If a driver is deemed to engage in safe driving practices that meet certain parameters, they may pay less than they would with traditional auto insurance. Different insurers and apps collect and store the data in different ways, therefore it is important to research and understand the specific technology or insurance company before agreeing to use it.

As a way to expand use of this technology, companies could form partnerships to reward safe drivers with discounts outside of insurance. These discounts could be on car-related services such as tire rotations or replacement parts, or even separate benefits like food or a discounted gym membership. Beyond financial incentives, adoption could be encouraged by offering the use of this technology to individuals who have received traffic violations, potentially in exchange for a reduced fine. This showcases a proactive approach to promoting safer streets through both rewards and rehabilitation.

Training Modules on Safe System Approach

Action Item	Expand Training Modules on Safe System Approach
Key Objective	Safer People
Other Objectives	More Technical Assistance
Lead Oversight Agency	Dept. of Transportation
Support Agencies	Dept. of Health, Division of Highway Traffic Safety
Other Partners	University planning & engineering programs; Rutgers-CAIT LTAP & Bloustein School ITE; Office of the Attorney General, Div. of Consumer Affairs New Jersey Society of Professional Engineers
Action Type	Education
Timeframe	Immediate | Short
Priority	
Cost	
Performance Metric/Evaluation Method	Measure enrollment of PE continuing education courses

Description

- Develop targeted training modules and materials to emphasize the importance of the FHWA's Safe System Approach.
- Deliver this material appropriately to local and state engineers, planners, leaders, and decision-makers.
- Further, develop and distribute these materials to be tailored to cross-sector participation among pedestrians, drivers, business owners, and professional or educational institutions to create the cultural shift necessary to make roadways safer.
- Prioritize pedestrian safety by integrating educational resources throughout public spaces and educational programs.

Notes

A range of professional and public stakeholders influence road design and infrastructure development, underscoring the need for and importance of well-rounded education. This education is important for all levels of participation so that persons who are involved in

roadway design are applying the appropriate safety principles to projects to create a safer environment for all road users. For instance, highlighting the economic benefits of safety improvements can increase participation, as a reduction in perceived danger will increase foot traffic, benefiting the local economy.

The target audience of educational materials and training includes engineers, planners, politicians, local leaders, the business community, other professionals, and the general public. Through well-rounded participation across all sectors and levels of leadership, projects are more likely to be consistent and well-aligned with the Safe Systems Approach. This approach to education requires varied training modules that are applicable to different locations, needs, roles, and audiences. Engineers may require technical training from a modern approach, while local leaders may require education on relevant policy, and CDL training schools would benefit from scenario-based practical training.

As everyday users of the streets, the general public also plays an important role in advancing the Safe Systems Approach to reach zero traffic deaths on roadways. NJSA 39:4-32, describes the law for drivers and pedestrians at crosswalks and/or intersections. For the safety of both pedestrians and drivers, it outlines the necessity for pedestrians to obey crosswalk signals, use marked crosswalks when available to cross the street, avoid erratic behavior near the roadway, and for drivers to stop and remain stopped for pedestrians in crosswalks. This message can be shared with the public through various channels, including integration into driver's license exams, display in bus and train shelters, display on temporary or permanent LED billboards, and embedded in existing educational programs.