



Target Zero Commission: Working Group Meeting

June 18, 2025



Welcome



Nashon Hornsby
Assistant Commissioner,
Community Health
New Jersey Department of Health



TARGET ZERO GOAL

To eliminate traffic fatalities and serious injuries on New Jersey roads by 2040.



Participating in Today's Meeting

- ◆ Introduce yourself in chat
- ◆ During the presentation, please add any questions in the chat
- ◆ You will have an opportunity to participate in a breakout group discussion after the presentation
- ◆ **Materials will be shared on the working group website**



**Submitted Safer People
Actions**



Current Safer People Action List

Open for Comments until 7/11/25 at go.rutgers.edu/tzsaferpeople

1. Agency Enforcement for Public-Sector Employees
2. BAC Checks for Repeat Offenders
3. Blue Envelopes for ASD/IDD Interactions
4. Crossing Behavior-Oriented Design
5. Commercial Driver's License Educational Reform
6. Comprehensive Public Education Campaign
7. Court Appearances for Cell Phone Use
8. Crash Reporting Task Force
9. Design-Based Parking Enforcement
10. Distracted Driving Education
11. Distracted Driving Law Update
12. Driver Education at License and Registration Renewal
13. Driver Education Revisions
14. Dooring Law
15. Enhance Enforcement of Laws Governing Behavior
16. Escalate Rear-Seat Seatbelt as a Primary Enforcement Action
17. Expand integration of Road Safety Education for Children
18. Flag Social Media Videos that Violate Safety Laws
19. Idaho Stop Legislation
20. Impaired Driving Research and Outreach
21. Implied Consent for Drug Recognition Expert Examination
22. Legal Recourse for Victims of Traffic Violence
23. Mode Shift for Short Trips
24. Police on Bicycles
25. Reduce BAC Level to 0.05%
26. Seatbelt Outreach
27. Special Event Designated Driver Program
28. Track Unsafe Behavior with Phone Technology
29. Training Modules on Safe System Approach

List as of June 17, 2025



Target Zero Working Group Website

- ◆ Working Group information
- ◆ Target Zero Action Plan Input Form
- ◆ Materials from April & May meetings
- ◆ Register for future meetings

go.rutgers.edu/TZWorkingGroup



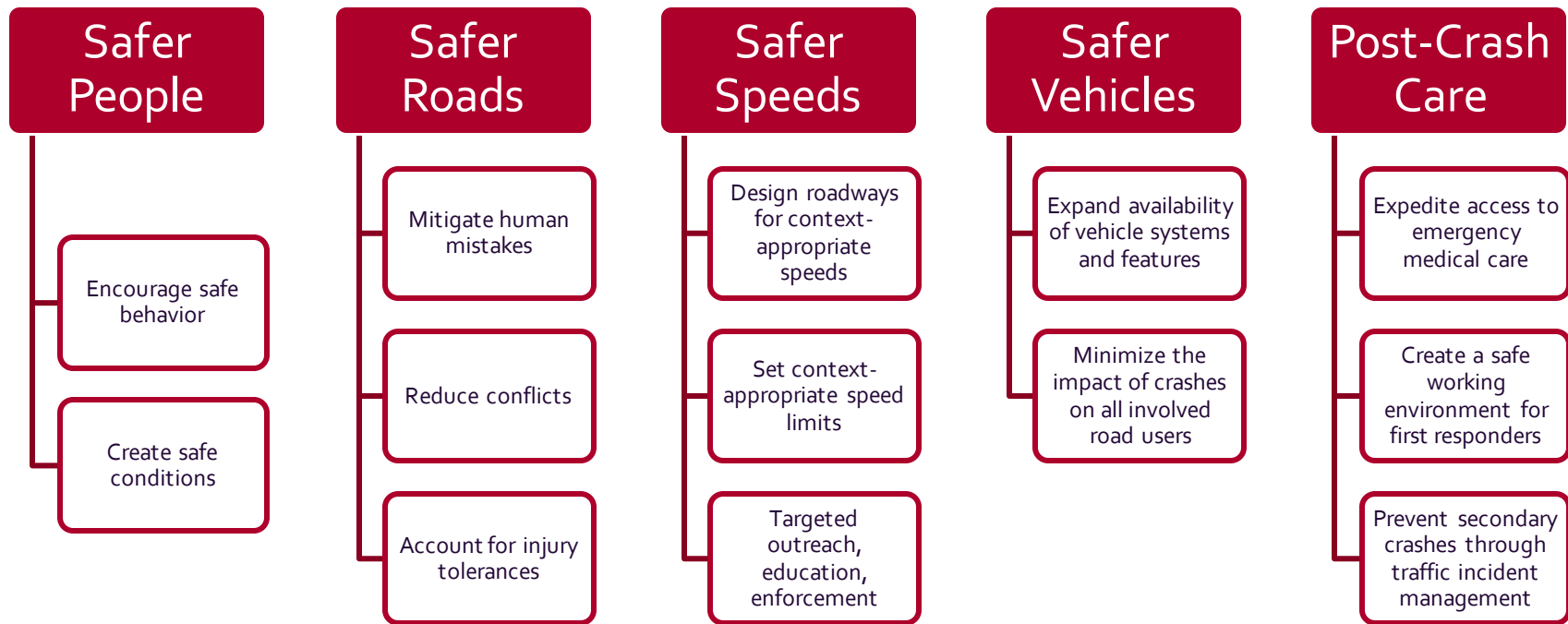


SAFER ROADS & SAFER SPEEDS

Safe System Approach



The Safe System Approach



Potential Additional Priorities

Safer Land Use

Remove physical barriers to safe mobility

Encourage smart and efficient zoning reform

Support transportation-efficient development and mode shift

Better Funding Processes

Support projects from initial safety concern to evaluation

Increase focus on impactful local and county safety projects

Increase fiscal support for non-vehicle modes

More Technical Assistance

Expand availability of on-call consultants for safety work

Increase design assistance capacity

Better Data & Evaluation

Consistent and reliable collection of crash and inventory data

Improve public access to data sources

Continuously evaluate project safety outcomes

More Efficient Project Delivery

Streamline collaboration across stakeholders

Improve and shorten infrastructure project delivery timeframes



SAFER ROADS

*Design roadway environments
to **mitigate human mistakes**
and account for injury
tolerances, to **encourage safer**
behaviors, and to **facilitate safe**
travel by the most **vulnerable**
users.*



Safer Roads

- ◆ Mitigate human mistakes
- ◆ Account for injury tolerances
- ◆ Reduce conflicts
 - ◇ At intersections and access points
 - ◇ Between road users



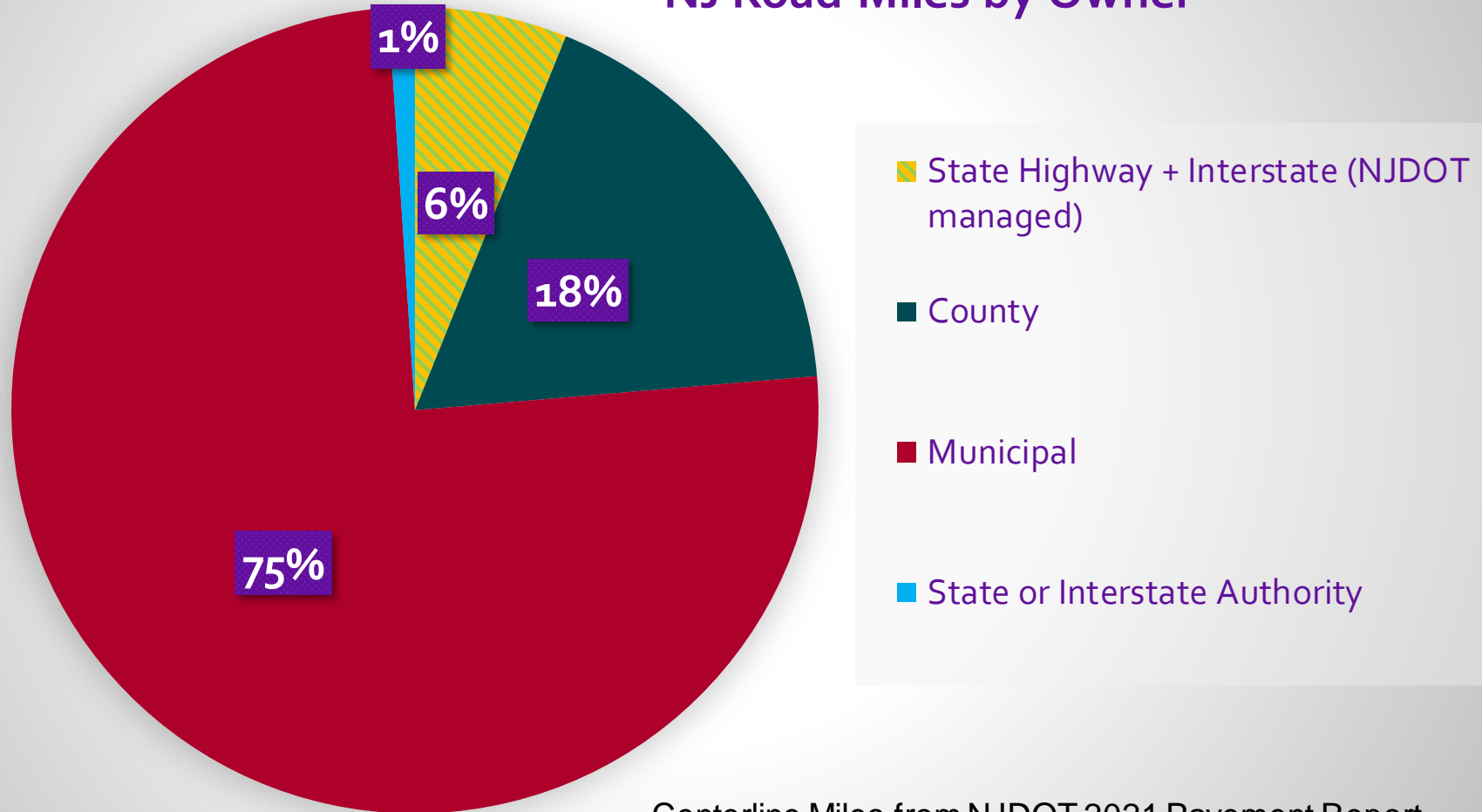


Safer Roads, potential examples

- FHWA lists proven safety countermeasures as examples for safer roads, including:
 - Crosswalk visibility enhancements
 - Medians and pedestrian refuge islands
 - Bicycle lanes
 - Rumble strips
- **Redundancy is crucial!**

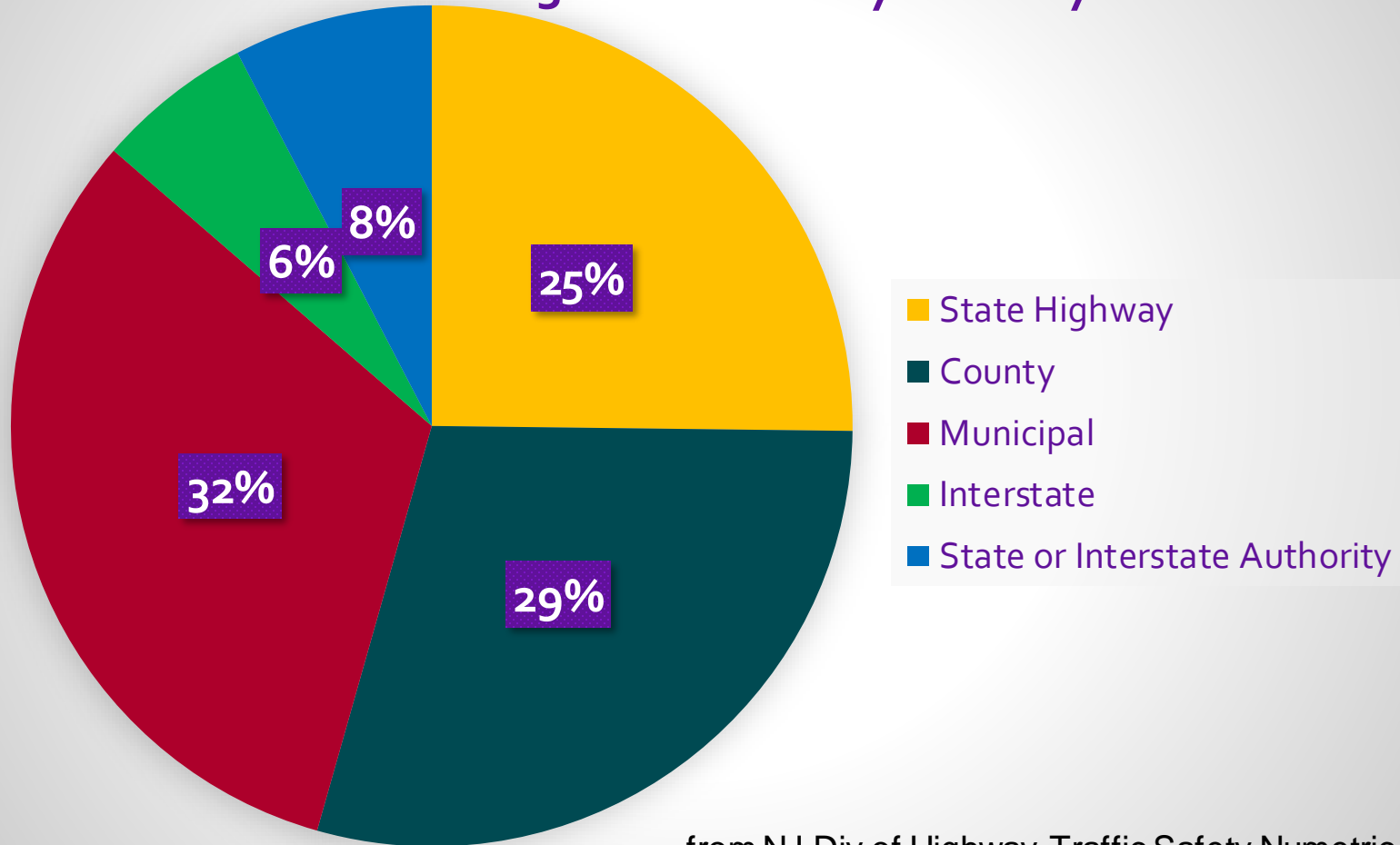


NJ Road Miles by Owner



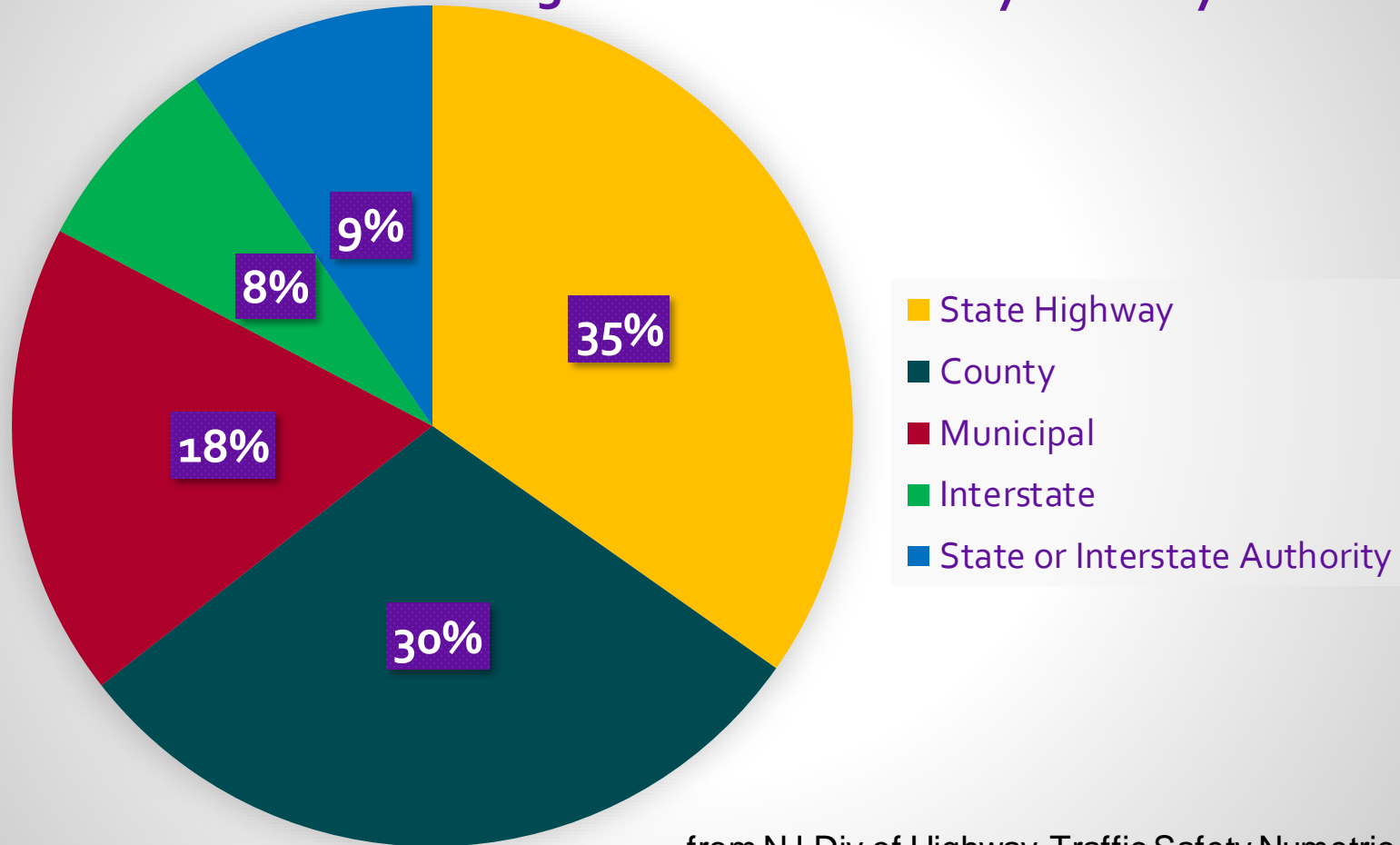
Centerline Miles from NJDOT 2021 Pavement Report

2023 NJ Crashes by Road System



from NJ Div of Highway Traffic Safety Numetric 2023

2023 NJ Fatal Crashes by Road System



from NJ Div of Highway Traffic Safety Numetric 2023

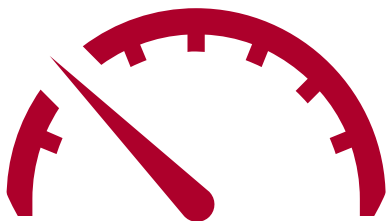


SAFER SPEEDS

*Promote safer speeds in all roadway environments through a combination of thoughtful, **equitable, context-appropriate roadway design, appropriate speed-limit setting, targeted education, outreach campaigns, and enforcement.***



Safer Speeds



Design for
context-
appropriate
speeds

- Engineering focus
- Related to **Safer Roads**

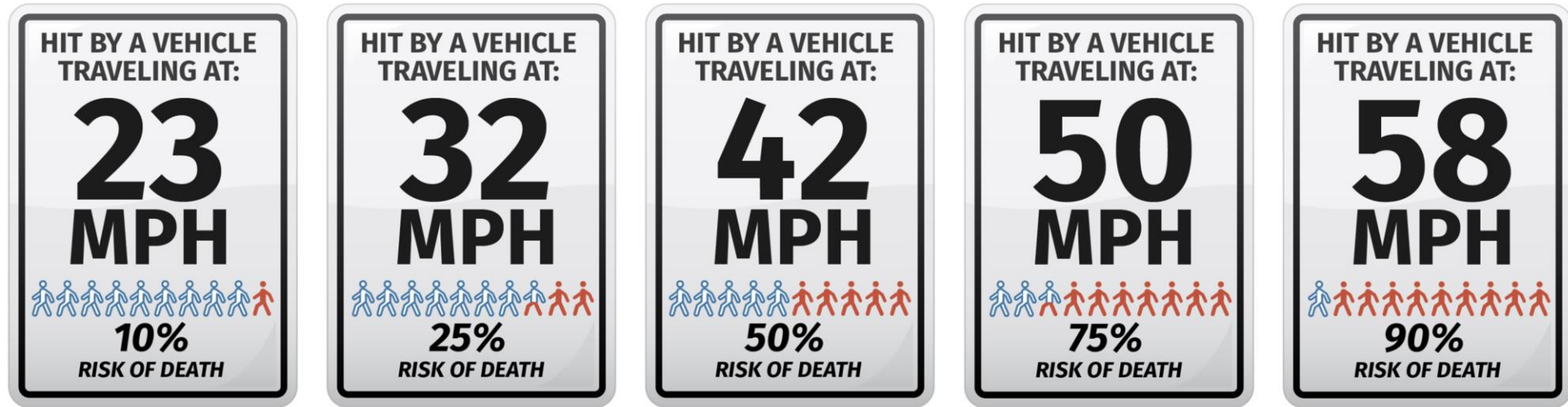
Set context-
appropriate
speed limits

- Policy focus
- Considers land use

Targeted
outreach,
education,
enforcement

- Behavior focus
- Related to **Safer People**

Relationship between speeding and fatal outcomes

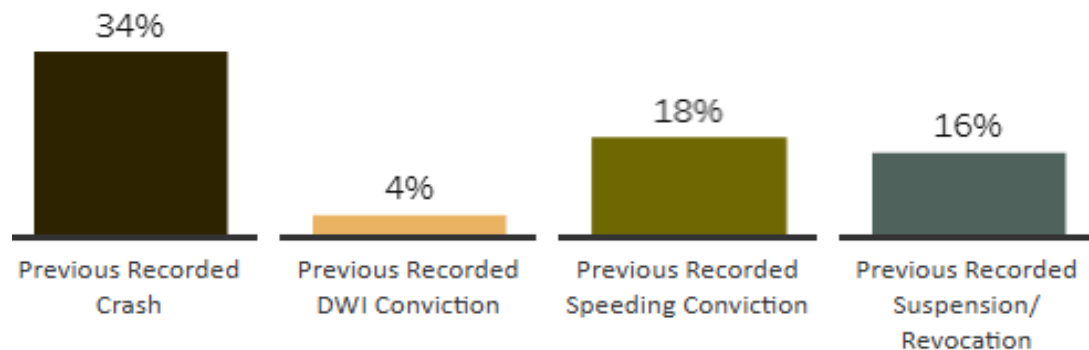




Previous driving record for crashes involving fatal outcomes and speeding

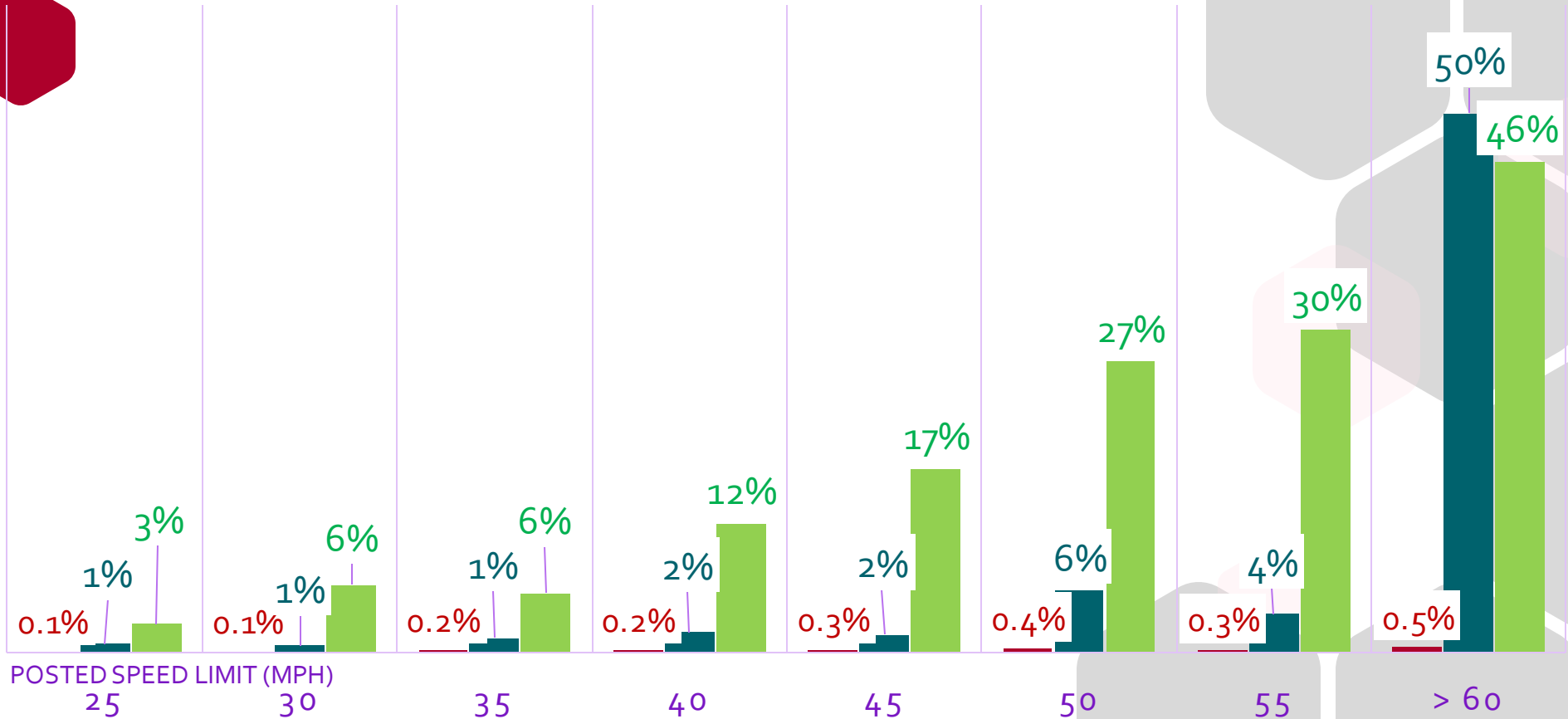
- 173 fatal crashes involving speeding in 2023
- Example: 5% of all NJ drivers have had a recorded suspension/revocation
- 16% of fatal crashes involved a driver with a previous suspension/revocation

Previous Driving Records



PERCENTAGE OF FATAL CRASHES BY *POSTED SPEED*

■ Motor-Vehicle Only ■ Bicycle ■ Pedestrian



from NJ Div of Highway Traffic Safety Numetric 2021-2024*



Action Plan Input Form



- ◆ My recommendation for an actionable item is...
- ◆ Are there good examples of implementation of this action?
- ◆ Where has implementation of this action been successful?
- ◆ How was implementation of this action successful?
- ◆ Please provide resources (links, reports, funding, etc.) that support this action, if available.
- ◆ What agencies, organizations, and partners should be involved in implementing this action? *This may include local, county, regional, state, private, non-profit, etc.*
- ◆ What other important considerations for the implementation of the action would you like to share, if any?

Draft Actions

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Draft Safer Roads Action List

1. Ban Right Turns on Red
2. Bicycle Signals and Improvements
3. Bus Stop Safety Improvements
4. Complete and Green Streets Guide Compliance
5. Coordination between Local, County, and State Plans
6. Expedited Safety Operations Enhancements
7. Integrate ASD/IDD into Universal Design
8. Intersection Improvements
9. Pedestrian Signal Improvements
10. Regional Approach to Multi-Jurisdictional Corridors
11. Safe Corridor Program
12. Street Lighting Improvements
13. Statewide Greenway Network
14. Stadium & Event Pedestrian Plans
15. Streamlined Approval and Installation of Regulatory Signs
16. Unified HIN Strategy for State, County, Local Roads



Draft Safer Speeds Action List

1. Automated Speed Enforcement
2. Implement Variable Speed Limits
3. Lower Speed Limit for Enforcement
4. Speed Limiter Legislation
5. Statutory Speed Limits
6. Traffic Calming



Draft Safer Vehicles Action List

1. Autonomous Vehicle Policy
2. Emergency Vehicle Right-Sizing
3. External Airbag
4. Fleet Vehicle Size and Equipment for NJ Agencies
5. Non-compliant vehicle LED lights (too bright)
6. Non-Compliant Window Tints and Plate Covers
7. Statewide Dash Cam Policy
8. Utility Task Vehicle (UTV) Ban on Public Roadways



Draft Post-Crash Care Action List

1. ePCR data analysis
2. OSHA Workplace Health and Safety Investigation Reports
3. Rural EMS & Trauma Training
4. Traffic Incident Management Responder Training
5. Training for EMS agencies on pediatric safe transport



Draft Safer Land Use Action List

1. Residential Site Improvement Standards
2. Transit-Oriented Development



Draft Better Funding Process Action List

1. Develop DHTS-Based Active Transportation Funding Streams
2. Develop Health-Based Active Transportation Funding Streams
3. Fund Traffic Calming Set Aside with Insurance Premiums
4. Increase Funding for Safety Projects
5. Micromobility Incentive Program Funding
6. NJ TRANSIT Dedicated Funding
7. Office of or Center for Sustainable Mobility
8. Target Overburdened Communities for Improvements



Draft More Technical Assistance Action List

1. Local and County Target Zero Action Plan Support
2. Strengthen Pipeline of Active Transportation Projects
3. Vision Zero Rapid Response Program



Draft More Efficient Project Delivery Action List

1. Improve Local Aid Process
2. Innovative Delivery of Quick Build Projects
3. Use of Computer Vision, AI, and Machine Learning to Improve Safety



Draft Better Data and Evaluation Action List

1. Crash Data Applications
2. Develop a Cannabis Public Health Surveillance Program
3. EV Weight and Crashes
4. Geolocation Data Collection
5. MVC-related EMS key performance indicators (KPIs)
6. NJ Crash Records Portal
7. Transportation Performance Management
8. Traffic Impact Assessment Reform



BREAKOUT GROUPS



Breakout Group Discussion

Breakout group member introductions

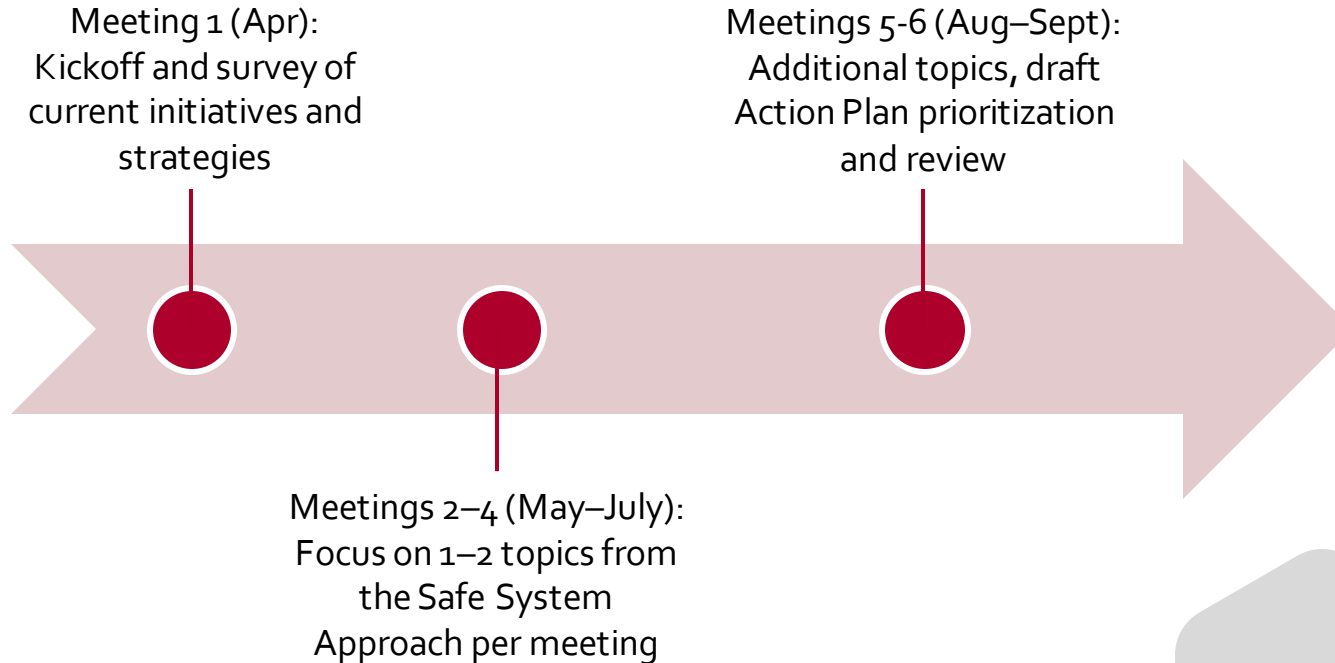
- 1. Are there other aspects of the Safer Roads submitted action items that should be addressed?**
- 2. Are there other aspects of the Safer Speeds submitted action items that should be addressed?**
- 3. What other effective strategies should be considered for Safer Roads?**
- 4. What other effective strategies should be considered for Safer Speeds?**



REPORT BACK



Six Monthly Meetings (3 completed)



[go.rutgers.edu/TZ
WorkingGroup](https://go.rutgers.edu/TZWorkingGroup)



Changes to upcoming meetings

- July 16, 2025, from 2pm – 3:30pm
 - Additional topic area
 - Safer Vehicles, Post-Crash Care, Better Data and Evaluation
- August 13, 2025, from 1:30pm – 3:30pm
 - Now open for registration online
 - Zoom meeting
 - **Additional Priorities:** Safer Land Use, Better Funding Processes, More Technical Assistance, More Efficient Project Delivery

go.rutgers.edu/TZWorkingGroup

Contact us!

Any questions?

NJ Target Zero Email:

- ◆ targetzero@rutgers.edu