Target Zero Commission: Working Group Meeting July 16, 2025

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

TARGET ZERO GOAL

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

Welcome



Captain Patrick Brady
Traffic and Public Safety Office
New Jersey State Police





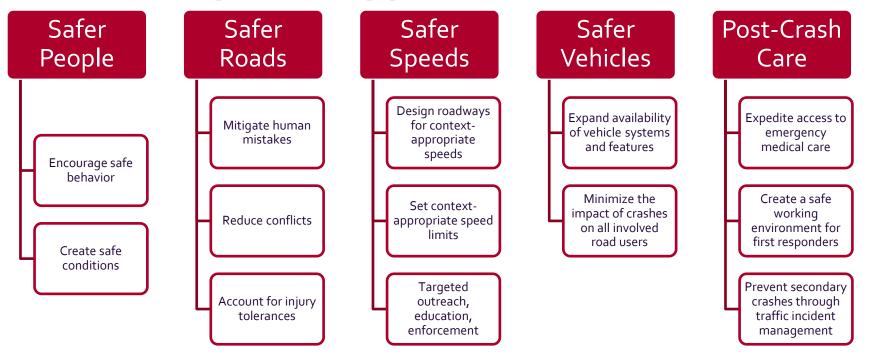
Target Zero Working Group Website

- Working Group information
- Target Zero Action Plan Input Form
- Draft Actions
- Materials from April, May, June, July meetings
- Register for future meetings





The Safe System Approach



Potential Additional Priorities

Safer Land Use

Remove physical barriers to safe mobility

Encourage smart and efficient zoning reform

Support transportationefficient 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 VEHICLES

Expand the availability of vehicle systems and **features** that help to prevent crashes and **minimize the impact** of crashes on both occupants and nonoccupants.

Safer Vehicles: Technology

- At least 425,000 roadway fatalities nationwide have been prevented since seat belts and air bags have been required.
- FHWA further recommends:
 - Deploying Advanced Vehicle Safety Technologies
 - Improving Commercial Motor Vehicle Safety
 - Requiring Automatic Emergency Braking technology
 - Advanced Impaired Driving Prevention Technology
 - And more in their National Roadway Safety Strategy Action Tracking Dashboard
- What is New Jersey's role in Safer Vehicles?

Safer Vehicles: Size & Weight

Children are 8 times more likely to be killed in a crash with an SUV or pickup truck than a crash with a sedan.



- Drivers of SUVs and pickup trucks are three to four times more likely to hit a pedestrian while turning as compared to drivers of sedans.
- Three-quarters of child frontover deaths involve vans, pickup trucks, or SUVs.



A pedestrian struck by a light truck is 41% more likely to die than a pedestrian struck by a sedan.

POST-CRASH CARE

Enhance the survivability of crashes through **expedient access** to emergency medical care, while creating a **safe working environment** for vital first responders and preventing secondary crashes through robust traffic incident management practices.

207 million

Calls to 911

35.2 million

Traffic related calls to 911

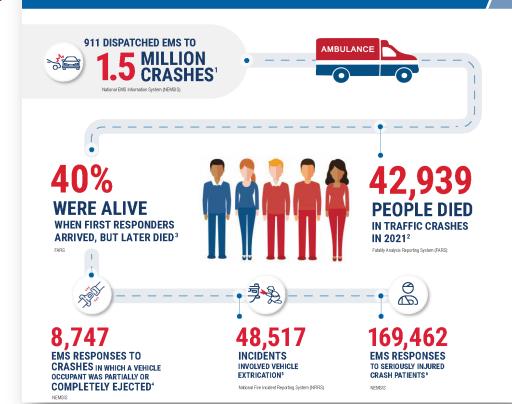
1.5 million

Traffic related calls where EMS were dispatched

POST-CRASH CARE



PROBLEM IDENTIFICATION

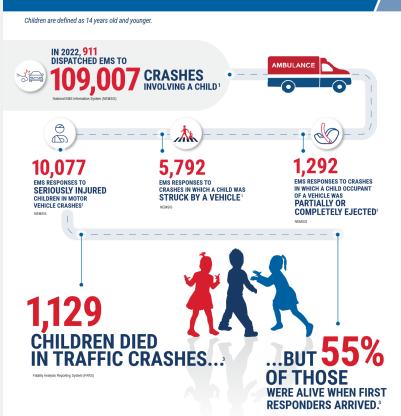


• 40% of people who died in crashes were alive when first responders arrived

> National Statistics 2021 NHTSA

POST-CRASH CARE FOR CHILDREN SAVING PEDIATRIC LIVES ON ROADWAYS

PROBLEM IDENTIFICATION



55% of <u>children</u>
 who died in
 crashes were
 alive when first
 responders
 arrived

Post-Crash Care: Potential topics

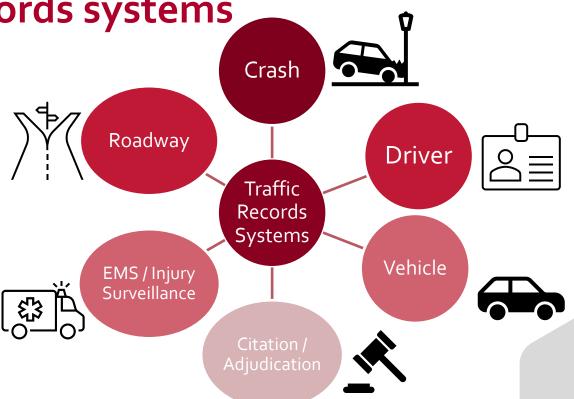
- Prehospital Blood Transfusion Training
- Advanced Automatic Crash Notifications (AACN)
- Bystander Care & Stop the Bleed
- 911 Activation
- Emergency Medical Dispatch
- EMS System Activation & Trauma Alerts

Better Data & Evaluation

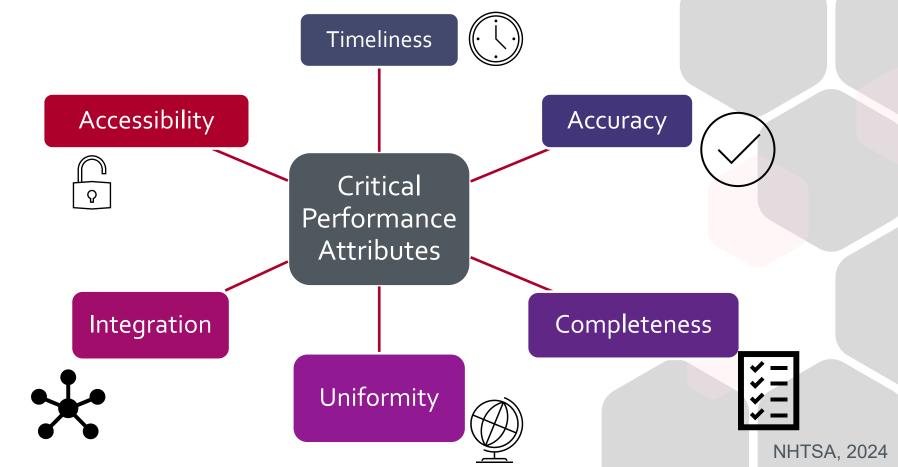
Consistent and reliable collection of crash and inventory data.

Improve public access to data sources. Continuously evaluate project safety outcomes.

NHTSA identifies six traffic records systems



NHTSA's six critical performance attributes



Better Data & Evaluation: Potential Topics

- Open data
- Transportation Performance Management
- Geolocation Data Collection
- Motor-Vehicle Crash-Related EMS Key Performance Indicators (KPIs)

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

List as of July 8, 2025

Draft Safer People Action List

New Items Open for Comments at go.rutgers.edu/tzsaferpeople2

- 1. BAC Checks for Repeat Offenders
- 2. **NEW:** Bicycle and Pedestrian Right-of-Way Obstruction Incentivized Reporting Program
- 3. **NEW:** Blue Envelopes for ASD/IDD Interactions
- 4. **NEW:** Bus Obstruction Monitoring System
- 5. Crossing Behavior-Oriented Design
- 6. Commercial Driver's License Educational Reform
- 7. Comprehensive Public Education Campaign
- 8. Court Appearances for Cell Phone Use
- Crash Reporting Task Force
- 10. Design-Based Parking Enforcement
- 11. Distracted Driving Education
- 12. Distracted Driving Law Update
- 13. Dooring Law
- 14. Driver Education at License and Registration Renewal
- 15. Driver Education Revisions
- **16**. Enhance Enforcement of Laws Governing Behavior
- 17. Establish Rear-Seat Seatbelt as a Primary Enforcement

Action

- 18. Expand Integration of Road Safety Education for Children
- 19. Flag Social Media Videos that Violate Safety Laws
- 20. Idaho Stop Legislation
- 21. Impaired Driving Research and Outreach
- 22. Implied Consent for Drug Recognition Expert Examination
- 23. Legal Recourse for Victims of Traffic Violence
- 24. Police on Bicycles
- 25. Reduce BAC Level to 0.05%
- **26. NEW:** Safe Driving and Virtual Meeting Participation Policy
- **27. NEW:** School Bus Monitoring System
- 28. Seatbelt Outreach
- 29. Special Event Designated Driver Program
- 30. Track Unsafe Behavior with Phone Technology
- 31. Training Modules on Safe System Approach

Draft Safer Roads Action List

Open for Comments at go.rutgers.edu/tzsaferroads

- Bicycle Signals and Improvements
- 2. Bus Stop Design and Safety Improvements
- 3. Early Action Safety Treatments
- 4. Increased Use of Complete and Green Streets
 Guidance
- 5. Integrate ASD/IDD into Universal Design
- 6. Intersection Improvements
- 7. Pedestrian Signal Improvements
- 8. Restrict Right Turns on Red
- 9. Safe Corridor Program
- 10. Statewide Greenway Network
- Streamlined Approval and Installation of Regulatory Signs

- 12. Street Lighting Improvements for Walking and Bicycling
- 13. Unified HIN Strategy for State, County, and Local Roads

Draft Safer Speeds Action List

Open for Comments at go.rutgers.edu/tzsaferspeeds

- Automated Speed Enforcement
- Context-Based Speed Limit Reductions
- 3. Implement Variable Speed Limits
- 4. Lower Speed Limit in School Zones
- 5. Speed Limiter Legislation
- Traffic Calming

Draft Safer Vehicles Action List

- 1. Autonomous Vehicle Policy
- 2. Emergency Vehicle Size
- 3. External Airbag
- 4. Lateral Protection Devices for Trucks
- 5. Non-Compliant Vehicle LED Headlights (Too Bright)
- 6. Non-Compliant Broken/Missing Mirrors
- 7. Non-Compliant Window Tints and Plate Covers
- 8. State-Owned Vehicle Fleet Size and Equipment
- 9. Statewide Dash Cam Policy
- 10. Utility Task Vehicle (UTV) Ban on Public Roadways

Draft Post-Crash Care Action List

- Advanced Automatic Crash Notifications (AACNs)
- 2. Electronic Patient Care Report (ePCR) Data Analysis
- 3. Expand & Enforce the Move Over Law
- 4. Integrate Post-Crash Care into the State Highway Safety Plan
- 5. OSHA Workplace Health and Safety Investigation Reports
- 6. Rural EMS & Trauma Training
- 7. Traffic Incident Management Responder Training
- 8. Training for EMS Agencies on Pediatric Safe Transport
- 9. Training for EMS Agencies on Prehospital Blood Transfusion

Draft Better Data and Evaluation Action List

- Crash Data Applications
- Develop a Cannabis Public Health Surveillance Program
- 3. Electric Vehicle (EV) Weight and Crashes
- 4. Geolocation Data Collection
- MVC-Related EMS Key Performance Indicators (KPIs)
- NJ Crash Records Portal
- 7. Traffic Impact Assessment Reform
- 8. Transportation Performance Management

Draft Safer Land Use Action List

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

Draft Better Funding Process Action List

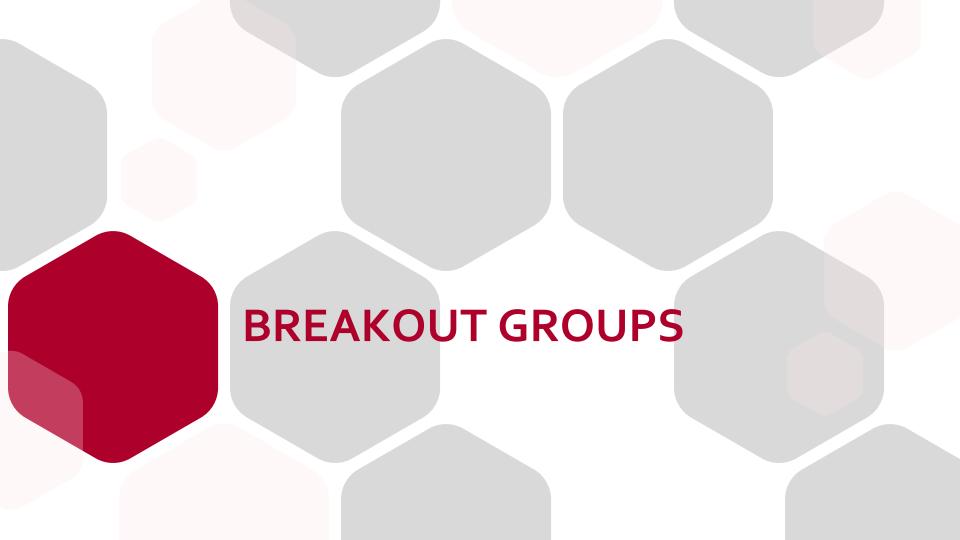
- Develop DHTS-Based Active Transportation Funding Streams
- 2. Develop Health-Based Active Transportation Funding Streams
- 3. Fund Traffic Calming Set Aside with Insurance Premiums
- 4. Increase Funding for Safety Projects
- 5. Micromobility Incentive Program Funding
- 6. NJ TRANSIT Dedicated Funding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



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



- Consolidated State Grant Applications
- 2. Improve Local Aid Process
- 3. Innovative Delivery of Quick Build Projects
- 4. Use of Computer Vision, AI, and Machine Learning to Improve Safety



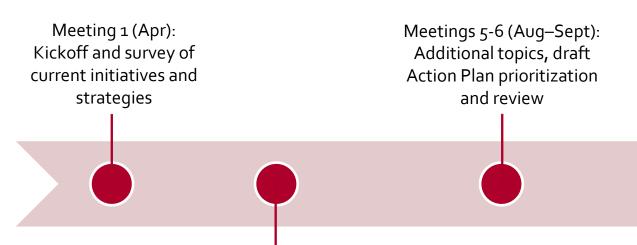
Breakout Group Discussion

Breakout group member introductions

- 1. Are there other aspects of the Safer Vehicles submitted action items that should be addressed?
- 2. Are there other aspects of the Post-Crash Care submitted action items that should be addressed?
- 3. Are there other aspects of the Better Data and Evaluation submitted action items that should be addressed?
- 4. What other effective strategies should be considered for Safer Vehicles?
- 5. What other effective strategies should be considered for Post-Crash Care?
- 6. What other effective strategies should be considered for Better Data and Evaluation?



Six Monthly Meetings (4 completed)



Meetings 2–4 (May–July): Focus on 1–2 topics from the Safe System Approach per meeting

Register for Meetings: Aug 13 & Sept 24

August topics: Other Additional Priorities

Safer Land Use Better Funding Processes

More Technical Assistance More Efficient Project Delivery

Safer Speeds and Safer Roads – Now open for comments! go.rutgers.edu/TZWorkingGroup



Contact us!

Any questions?

NJ Target Zero Email:

• targetzero@rutgers.edu