



Target Zero Commission: Working Group Meeting

September 24, 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



TARGET ZERO GOAL

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



Welcome



Kandyce Perry
Director
Office of Environmental Justice
NJ Department of Environmental Protection



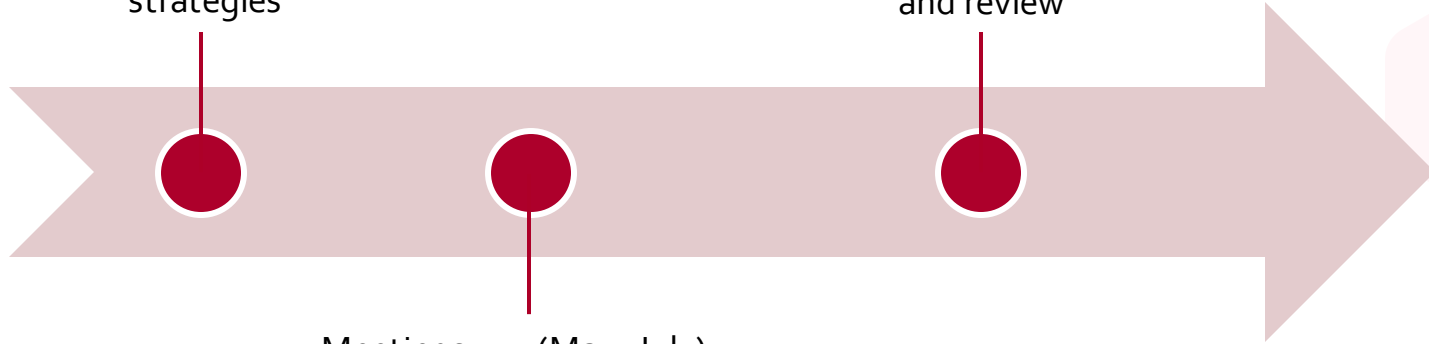


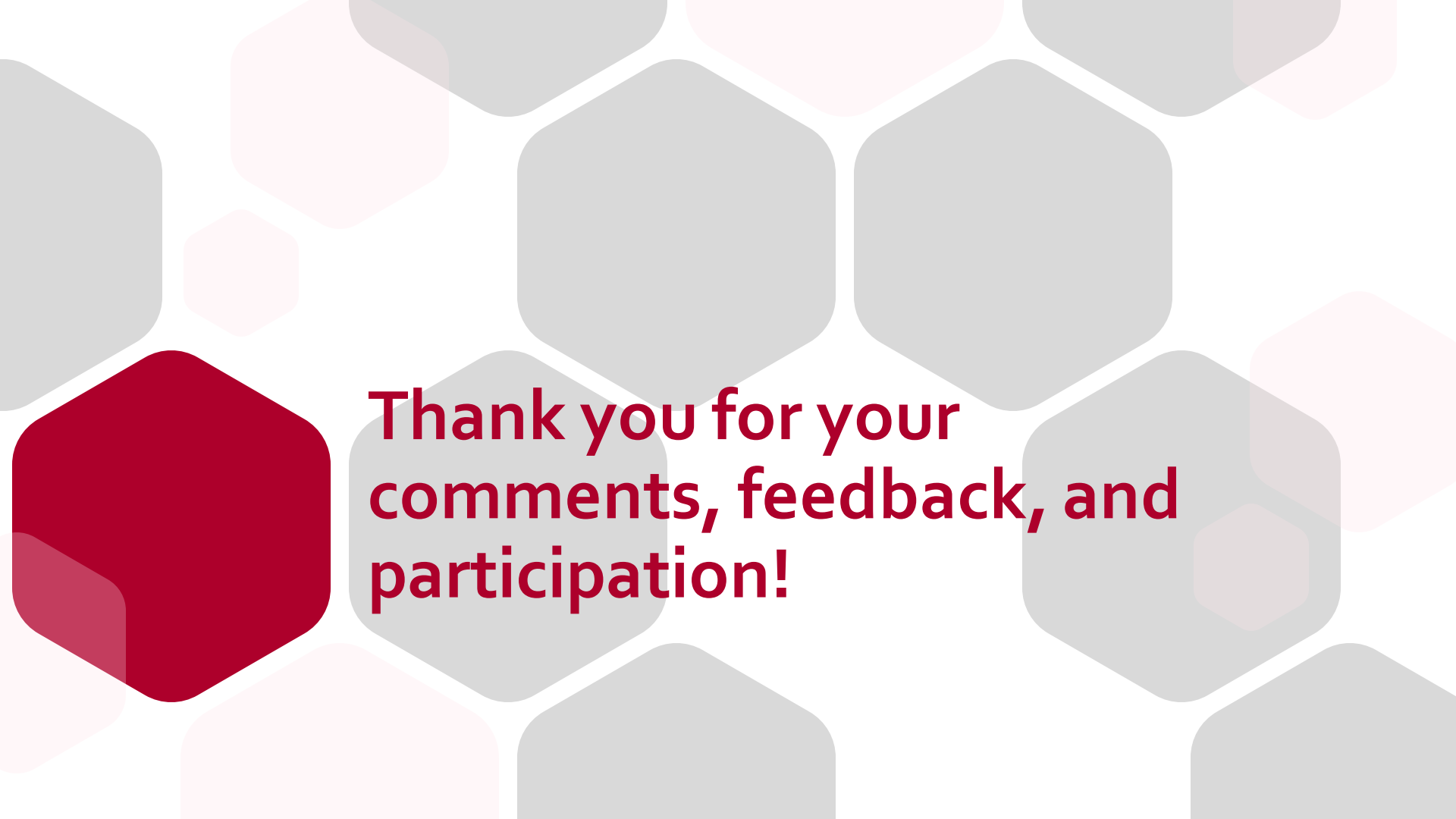
Last of Six Monthly Meetings

Meeting 1 (Apr):
Kickoff and survey of
current initiatives and
strategies

Meetings 5-6 (Aug–Sept):
Additional topics, draft
Action Plan prioritization
and review

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





**Thank you for your
comments, feedback, and
participation!**



ACTION PLAN OUTLINE



Creating a Traffic Safety Culture

- ◆ Trends in NJ fatalities and serious injuries
- ◆ Legislation establishing NJ Target Zero Commission
- ◆ Commission and Working Group Organization and Engagement
- ◆ Target Zero in New Jersey, State and Local Plans



Creating a Traffic Safety Culture

Safe System Approach – Emphasis Areas

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

Comprehensive Implementation

- Safer Land Use
- Better Data & Evaluation, More Efficient Project Delivery, Better Funding Processes, More Technical Assistance





Action Plan Tables

- Headings

- Safer People, Safer Roads, Safer Speeds, Safer Vehicles, Post-Crash Care, Comprehensive Implementation

- Tables

- Action Type, Action Descriptions, Lead Agency, Partners, Timeline, Priority
- Organized under a few general sub-headings



Moving Forward

- ◆ Statewide Coordination, Partnerships
- ◆ Measuring Progress
- ◆ Program Administration



Appendix

- ◆ All actions submitted with descriptions
- ◆ Glossary



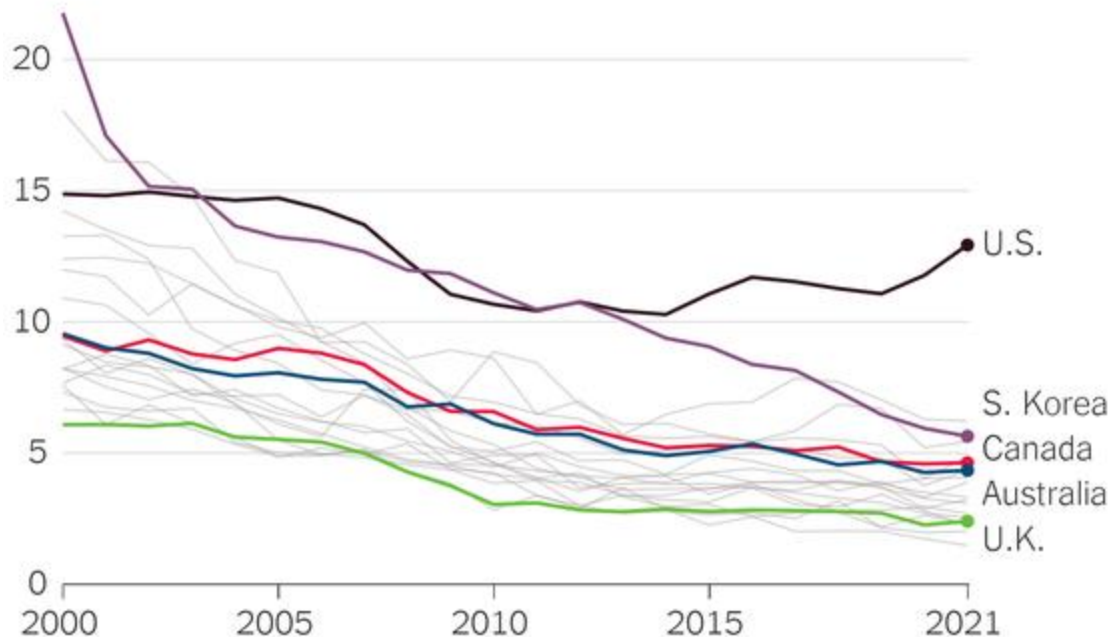


Background

Crashes in New Jersey

Crashes are not accidents

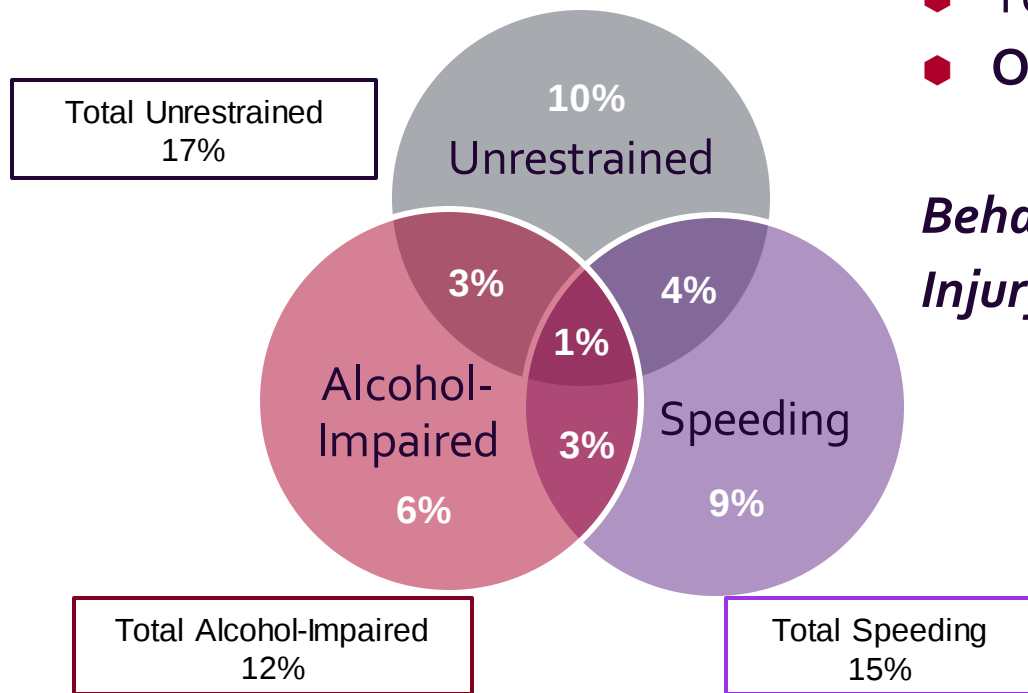
Vehicle deaths per 1 million residents, in 20 rich countries



Source: ***The Rise in U.S. Traffic Deaths***: What's behind America's unique problem with vehicle crashes? (NY Times)



Behavioral Safety Factors in New Jersey



- ◆ Total Fatalities & Serious Injuries: 15,733
- ◆ One of these three factors (33%)

Behaviors Attributed to Fatal and Serious Injury Crashes in New Jersey

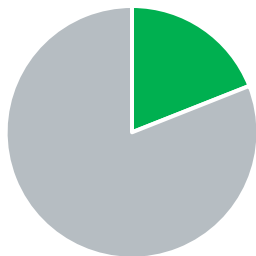
Data from Numetric (2020-2025)



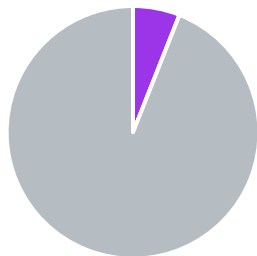
Other factors

In New Jersey fatal and serious injury crashes, 5-year avg.

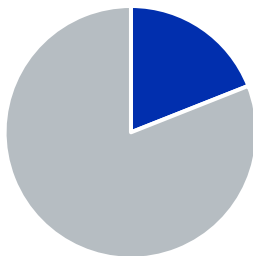
Pedestrian-
involved
(19%)



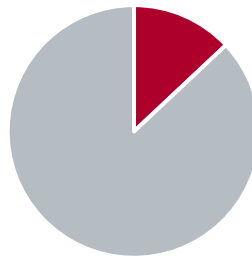
Bicyclist-
involved
(6%)



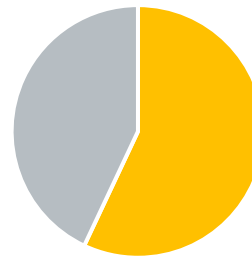
Older adult-
involved
(19%)



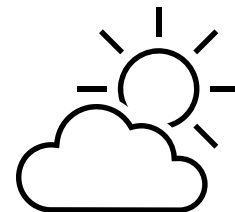
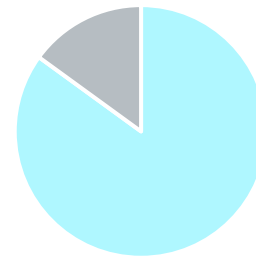
Motorcyclist-
involved
(13%)



Daylight
(57%)



Clear
Weather
(85%)

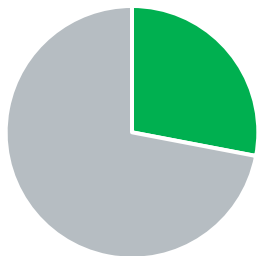




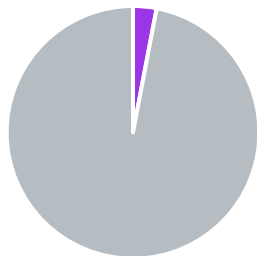
Other factors

In New Jersey fatal crashes, 5-year avg.

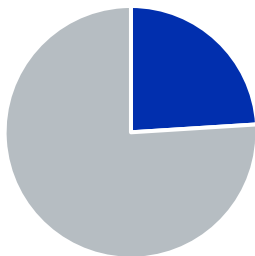
Pedestrian-
involved
(28%)



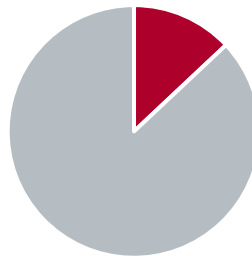
Bicyclist-
involved
(3%)



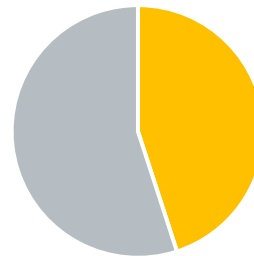
Older adult-
involved
(24%)



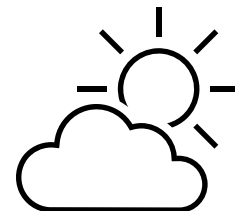
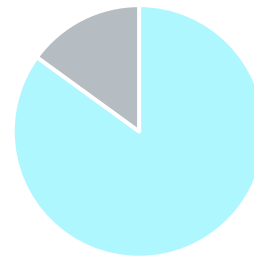
Motorcyclist-
involved
(14%)



Daylight
(45%)



Clear
Weather
(85%)





Prioritization Exercise Results



Please note

- ◆ *Final prioritization and inclusion of actions will be at the discretion of the agency members of the New Jersey Target Zero Commission.*





Methodology

● Impact:

- Excluded: I don't know
- 0: No impact
- 1: Low Impact
- 2: Medium Impact
- 3: High Impact
- Max score: 3
- Higher the score, higher impact

● Timeframe:

- 1: Immediate (less than 1 year)
- 2: Short (1–3 years)
- 3: Medium (4–8 years)
- 4: Long (more than 8 years)
- Max score: 4
- Higher the score, longer the time needed

● Ranking: Impact only

● Ranking: Impact/Timeframe



Why this exercise?

Benefits

- Even comparison
- Gauge working group sentiment
- Provide a preliminary ranking quickly

Limitations

- Subjective output
- Uneven participation
- Some key info excluded



Overall rankings (top 10 based on impact only)

1. Increased Safety in All Funded Projects *
2. Target Zero Rapid Response Program
3. Automated Speed Enforcement *
4. Intersection Improvements
5. Pedestrian Signal Improvements
6. Traffic Calming *
7. Crossing Behavior-Oriented Design
8. Develop DHTS-Based Active Transportation Funding Streams *
9. Street Lighting Improvements for Walking and Bicycling *
10. Updates to Title 39 (Definition updates, protected bike lanes, crosswalks, speed limits & humps, class 3 e-bikes) *

go.rutgers.edu/TZWorkingGroup



* Denotes a legislative component



Overall rankings (top 10 based on impact/timeframe ratio)

1. Target Zero Rapid Response Program
2. Automated Speed Enforcement *
3. Increase Funding for Safety Projects *
4. Pedestrian Signal Improvements
5. Revise NJTR-1 Crash Reporting to Include All Road Users
6. Lower Speed Limit in School Zones *
7. Innovative Delivery of Quick Build Projects
8. Traffic Calming *
9. NJ Crash Records Portal
10. Crash Reporting Task Force

* Denotes a legislative component



Overall rankings (top 10 based on impact/timeframe ratio)

1. Target Zero Rapid Response Program
2. Automated Speed Enforcement *
3. Increased Safety in All Funded Projects *
4. Pedestrian Signal Improvements
5. **Revise NJTR-1 Crash Reporting to Include All Road Users**
6. **Lower Speed Limit in School Zones ***
7. **Innovative Delivery of Quick Build Projects**
8. Traffic Calming *
9. **NJ Crash Records Portal**
10. **Crash Reporting Task Force**

* Denotes a legislative component

Top action in each objective

- **Safer People:** Crossing Behavior-Oriented Design
- **Safer Roads:** Intersection Improvements
- **Safer Speeds:** Automated Speed Enforcement *
- **Safer Vehicles:** Prioritizing Safer Vehicle Design to Protect People
- **Post-Crash Care:** Advanced Automatic Crash Notifications (AACNs) *
- **Safer Land Use:** Adopting Transit-Friendly Planning Practices
- **Coordinated Implementation:** Increase Funding for Safety Projects *

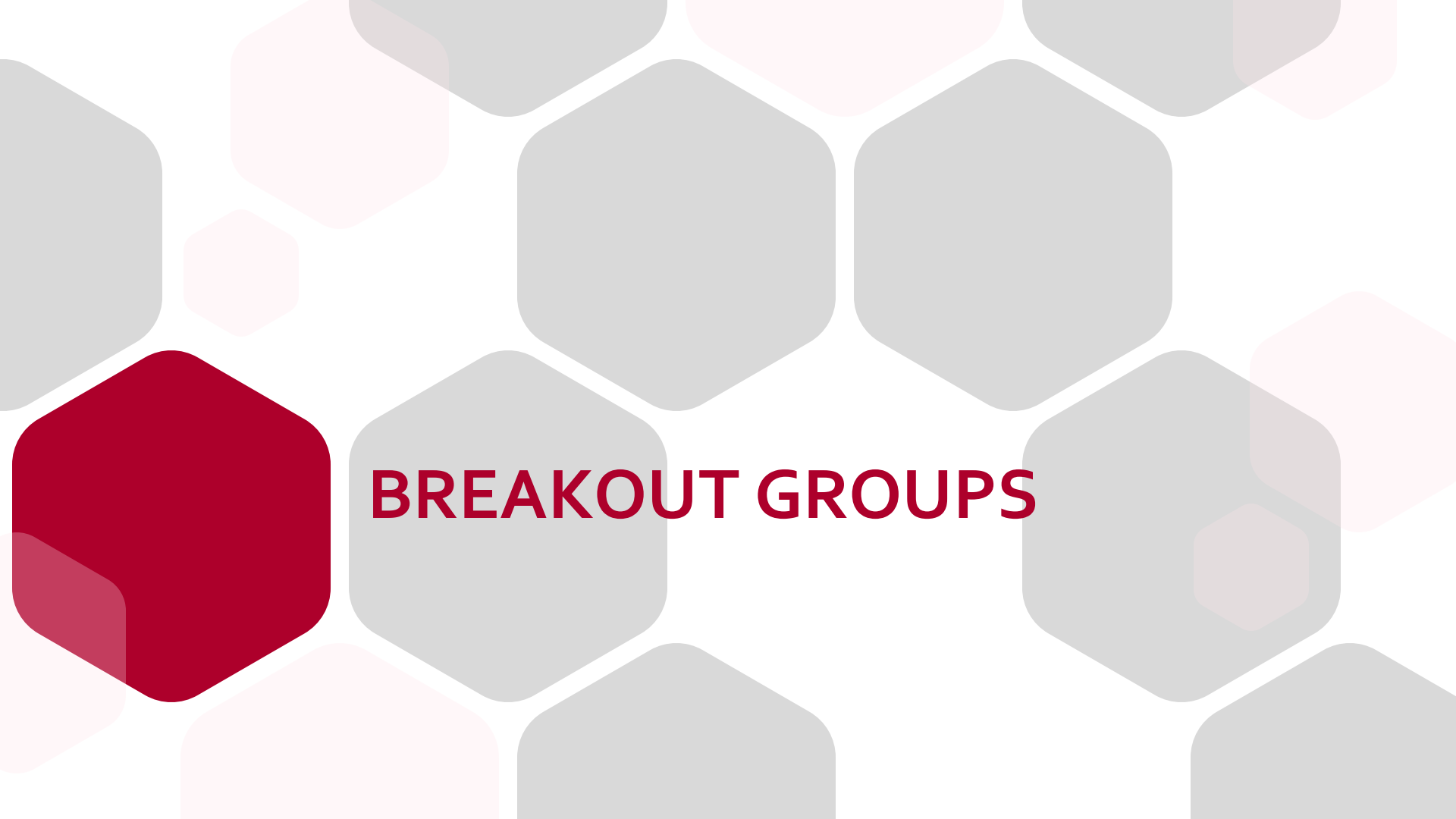


* Denotes a legislative component



Legislative Actions

- State officers and employees cannot lobby.
 - May provide written recommendations and answer questions
- Advocates will need to lead.
- *** denotes legislative component = EITHER:**
 - Requires legislation to advance
 - Includes some legislative components



BREAKOUT GROUPS



Breakout Group Discussion Overview

- 1. Is there anything on the draft prioritization results that you expected to be higher up or lower down the list?*
- 2. Which actions stand out as quick wins for the Commission?*
- 3. Looking forward one year, the Target Zero Commission will be releasing their first annual report. Which actions do you want to see the most progress on?*



REPORT BACK

New Jersey Target Zero Commission Public Meeting Dates – in person

NJ Transit Headquarters

Two Gateway, 283-299 Market Street

Newark, NJ 07102

- October 22, 2pm
- December 1, 1:30pm



THANK YOU!

Voorhees Transportation Center (VTC) Staff



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Research Project Coordinator



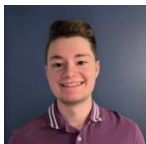
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Bobby Johnson
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Thank you, Working Group!

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