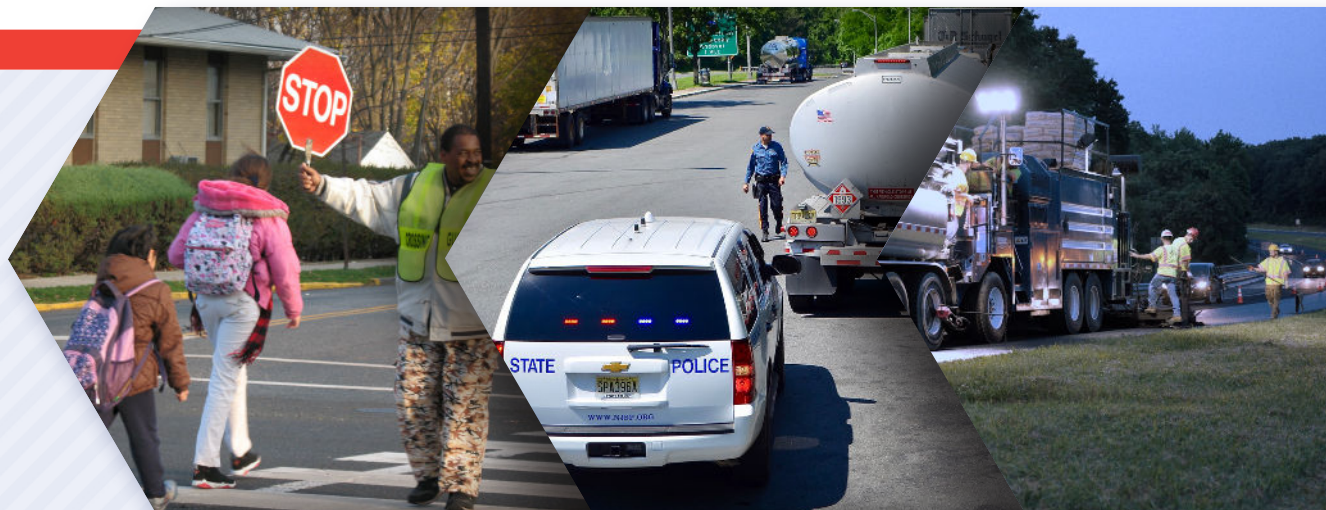




NEW JERSEY

2020 Strategic Highway Safety Plan



August 2020



For the full report, go to <https://www.saferoadsforallnj.com/resources>

Executive Summary

Mission, Vision, and Goal

New Jersey's 2020 Strategic Highway Safety Plan (NJ 2020 SHSP) is a comprehensive five-year plan to reduce fatalities and serious injuries on all of New Jersey's public roads, with an emphasis on those areas that provide the greatest opportunity for a positive impact on safety. The SHSP establishes goals, objectives, and strategies that consider Education and public awareness, Enforcement, Emergency response, as well as Engineering, often referred to as the 4 "E's." The NJ 2020 SHSP will also place an emphasis on a fifth "E" for all its safety investments - Equity. An emphasis on Equity ensures that the NJ 2020 SHSP considers the needs of vulnerable members of our communities, including low income residents, minorities, those with limited English proficiency, persons with disabilities, children, and older adults. The NJ 2020 SHSP will build on a foundation of the best data available and will make every effort to ensure a safe highway network for all users.

"The NJ 2020 SHSP is an opportunity for all of New Jersey to further develop a culture of safety and move towards zero deaths on our roadways. With your help, we can get there!"

*Commissioner Diane Gutierrez-Scaccetti,
New Jersey Department of Transportation*

The NJ 2020 SHSP is the result of a collaborative effort of numerous safety stakeholders that include state, federal, county, and municipal governments, regional planning organizations, safety advocacy groups, private sector transportation organizations, as well as the academic community.

The NJ 2020 SHSP is driven by a belief that no deaths on New Jersey's roads are acceptable. The New Jersey 2020 SHSP slogan, "Driving Toward Zero Deaths" reflects this shared vision. The NJ 2020 SHSP's overarching performance goals were established in consideration of current crash trends, laws and technology. In the coming years, we expect that advancements in technology will likely yield improvements in safety that will move New Jersey closer towards zero deaths. As past studies suggest, over 90% of crashes are the result of human error, and it is envisioned that technology offers opportunities to reduce human error significantly, making zero deaths an aspirational, but achievable goal in the future.



New Jersey will reduce fatalities and serious injuries using all of the 5 E's: Education, Enforcement, Engineering, Emergency Response, and Equity.



Moving towards zero deaths is an achievable vision through the integration of safety countermeasures, advancements in technology and a positive safety culture.

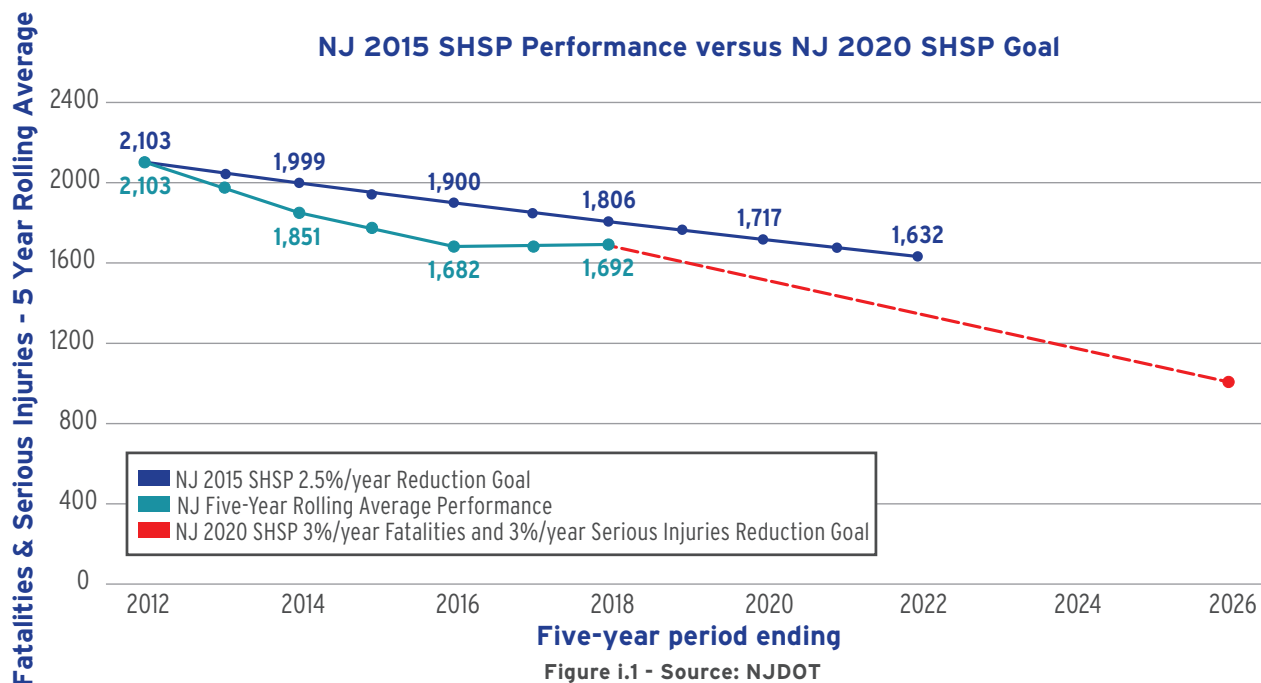


For each of the following categories - fatalities, serious injuries and total injuries - reduce occurrences by **14%*** over the next five years. This amounts to a 3% per year reduction.

* A total 14% reduction over the five-year period is calculated using a 3%/year reduction rate, compounded annually over five years.

New Jersey completed its last SHSP update in 2015. Since its completion, New Jersey’s safety stakeholders have been working diligently on many fronts to improve safety education, enforcement, infrastructure, and emergency response. Examples of some of these accomplishments include centerline and edgeline rumble strip installation, pedestrian and bicycle safety improvements in the vicinity of grade schools, and community traffic safety programs. Additional examples of these accomplishments are provided in this report.

The NJ 2015 SHSP set a goal of reducing the five-year rolling average of fatalities and serious injuries by 2.5% per year.^[i-1] As illustrated in the Figure 1.1, New Jersey saw significant progress through 2016. The reduction in fatalities and serious injuries leveled off in 2017, with a rise in 2018. The figure also shows the fatalities and serious injuries goal for the NJ 2020 SHSP.



The NJ 2020 SHSP overall goal selection process was based on an assessment of year-to-year changes in the five-year rolling average. This approach led to the selection of achievable goals that significantly reduce the number of fatalities and serious injuries. Beginning in 2019, New Jersey updated the police crash report to be consistent with the federally required injury classifications (Killed, Suspected Serious Injury, Suspected Minor Injury, Possible Injury, and No Apparent Injury). As a result of this change, injuries not previously attributed to the serious injury classification are now included in this number. This significant increase creates a challenge in predicting anticipated totals for future years. In terms of goal setting, the serious injuries goal matches the total injuries goal because the serious injury data is unstable at this time. New Jersey expects the five-year rolling average to increase over the next few years until the data stabilizes.

[i-1] To illustrate what is meant by a five-year rolling average, the five-year average ending in 2015 would average the annual total fatalities and serious injuries in years 2011 through 2015. The five-year average ending in 2016 would average the annual total fatalities and serious injuries in years 2012 through 2016. The five-year average changes from year to year, therefore it is considered a rolling average.

Leadership, Consultation, and Emphasis Areas

New Jersey’s approach to updating the NJ 2020 SHSP included goals to increase stakeholder participation, improve coordination and integration with other agency plans, and most importantly, increase focus on implementation. New Jersey established a multi-agency Executive Committee and Steering Committee to provide guidance and oversight throughout the process. The Executive Committee provided final approval of work products. The Steering Committee, comprised of a broad group of safety stakeholders, served in an advisory capacity. In addition, multiple opportunities were provided for stakeholder participation. Stakeholder input opportunities included three Safety Summits as well as Emphasis Area Teams where stakeholders could participate in the development of the specific SHSP goals, objectives, and strategies. This process has resulted in a robust plan and improved collaboration between stakeholder groups providing all interested parties an opportunity to work in a coordinated manner. The NJ 2020 SHSP includes seven emphasis areas that are illustrated below.^[i-2]

The SHSP development process also established goals and performance objectives for each of the Emphasis Areas. Emphasis Areas and goals are summarized below:



Equity



Lane Departure



Intersections



Driver Behavior



**Pedestrians
and Bicyclists**



**Other Vulnerable
Road Users**



Data

[i-2] The Driver Behavior Emphasis Area encompasses Drowsy and Distracted Drivers, Aggressive Drivers, Impaired Drivers, Unlicensed Drivers, Unbelted Drivers and Occupants, and Heavy Vehicle Drivers and Owner Behavior. The Other Vulnerable Road Users Emphasis Area includes Mature Drivers, Younger Drivers, Motorcyclists, Work Zone Workers, and Other Road Workers that include school crossing guards, emergency responders, maintenance workers, etc.

- » **Equity** - Ensure highway safety investment is inclusive of the interests of traditionally underserved populations and is considered more deliberately.
- » **Lane Departure** - Keep vehicles in the lane, provide for safe recovery, and reduce crash severity.
- » **Intersection** - Eliminate all fatalities and serious injuries at intersections for all road users through engineering, education, and enforcement.
- » **Driver Behavior** - New Jersey will encourage positive driving behavior.
- » **Pedestrian and Bicyclists** - Eliminate pedestrian and bicyclist fatalities and serious injuries.
- » **Other Vulnerable Road Users** - Eliminate other vulnerable road user fatalities and serious injuries.
- » **Data** - Improve quality, integration, dissemination, and inventory content of data.

The NJ 2020 SHSP update process began in September 2019 with a goal of completion by August 2020. The update process major milestones are depicted below in Figure i.2.

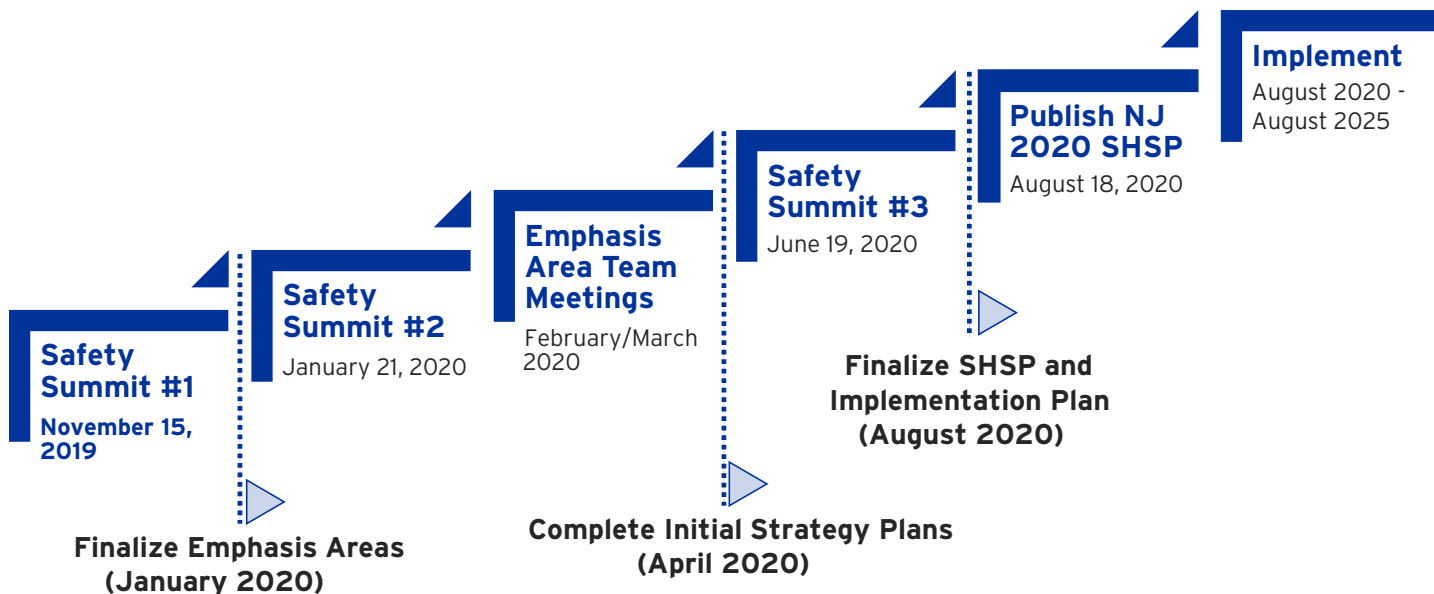


Figure i.2 NJ 2020 SHSP Update Process