



Advancing Complete Streets through a Safe System Approach



Presented by:
Sam Rosenthal
Leigh Ann Von Hagen
Monika Pal

RUTGERS

Edward J. Bloustein School
of Planning and Public Policy

March 29, 2023



U.S. DOT Vision for Roadway Safety

Source:

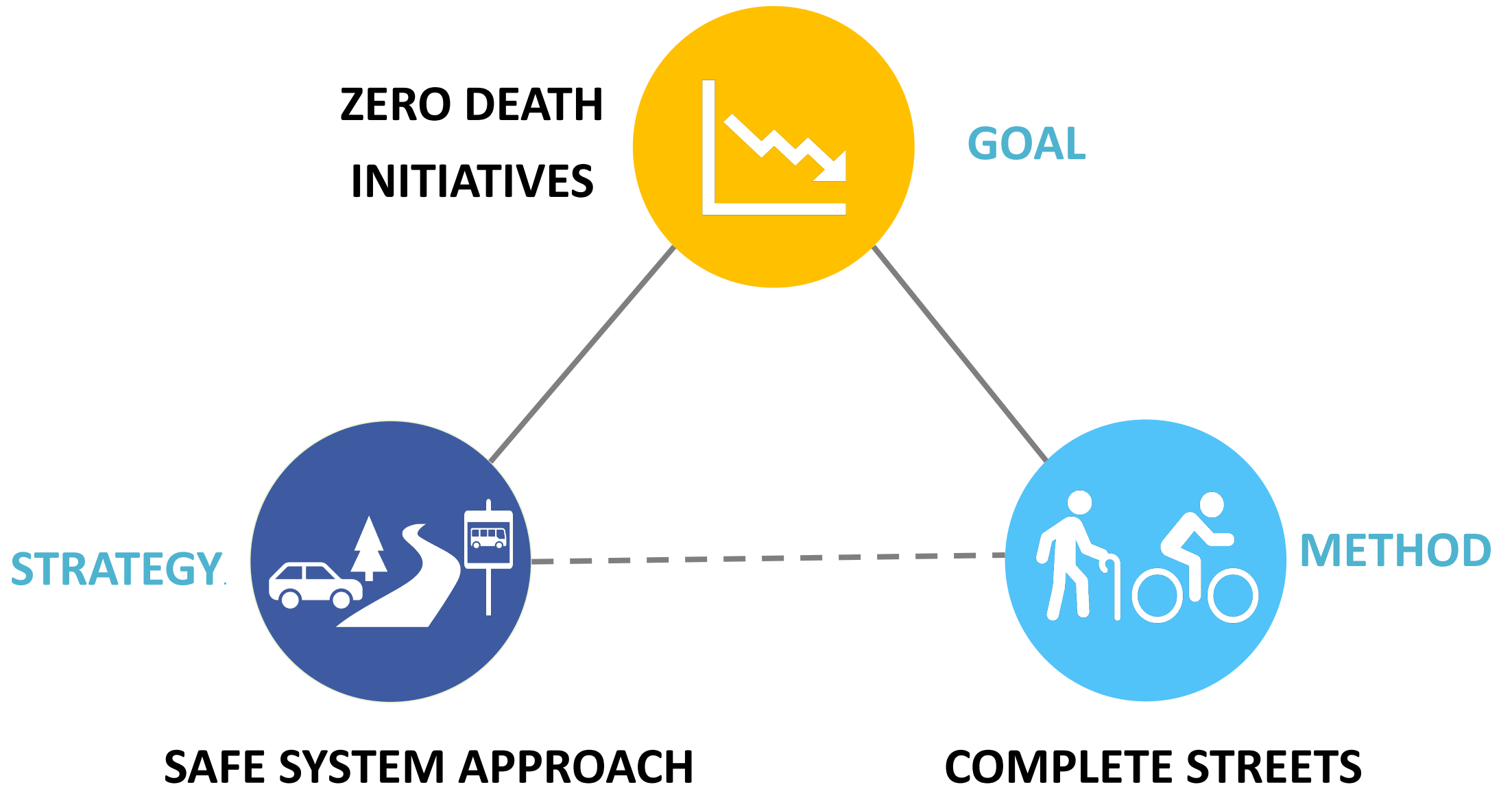
National Roadway Safety Strategy

Together, we must strive for **zero roadway fatalities**.

Zero is the only acceptable number of deaths on our highways, roads, and streets.

U.S. DOT is committed to taking **substantial, comprehensive action** to significantly reduce serious and fatal injuries on the Nation's roadways.

Reaching zero will require a **significant cultural shift** that treats roadway deaths as **unacceptable** and **preventable**.





ZOOM Poll



Which of the following Zero Deaths Initiatives have you heard about?

1. Safe System Approach
2. Vision Zero
3. Toward Zero Deaths
4. Road to Zero
5. None of these

Safe System Approach

Zero is our goal.

A Safe System is how we will get there.



Source: FHWA

Go to www.menti.com and use the code 3100 7226

What word/phrase would best describe a Safe System Approach to you?

Safe System Approach

Traditional Approach

Prevent crashes



Improve human behavior



Control speeding



Individuals are responsible



React based on crash history



Safe System Approach

Prevent deaths and serious injuries

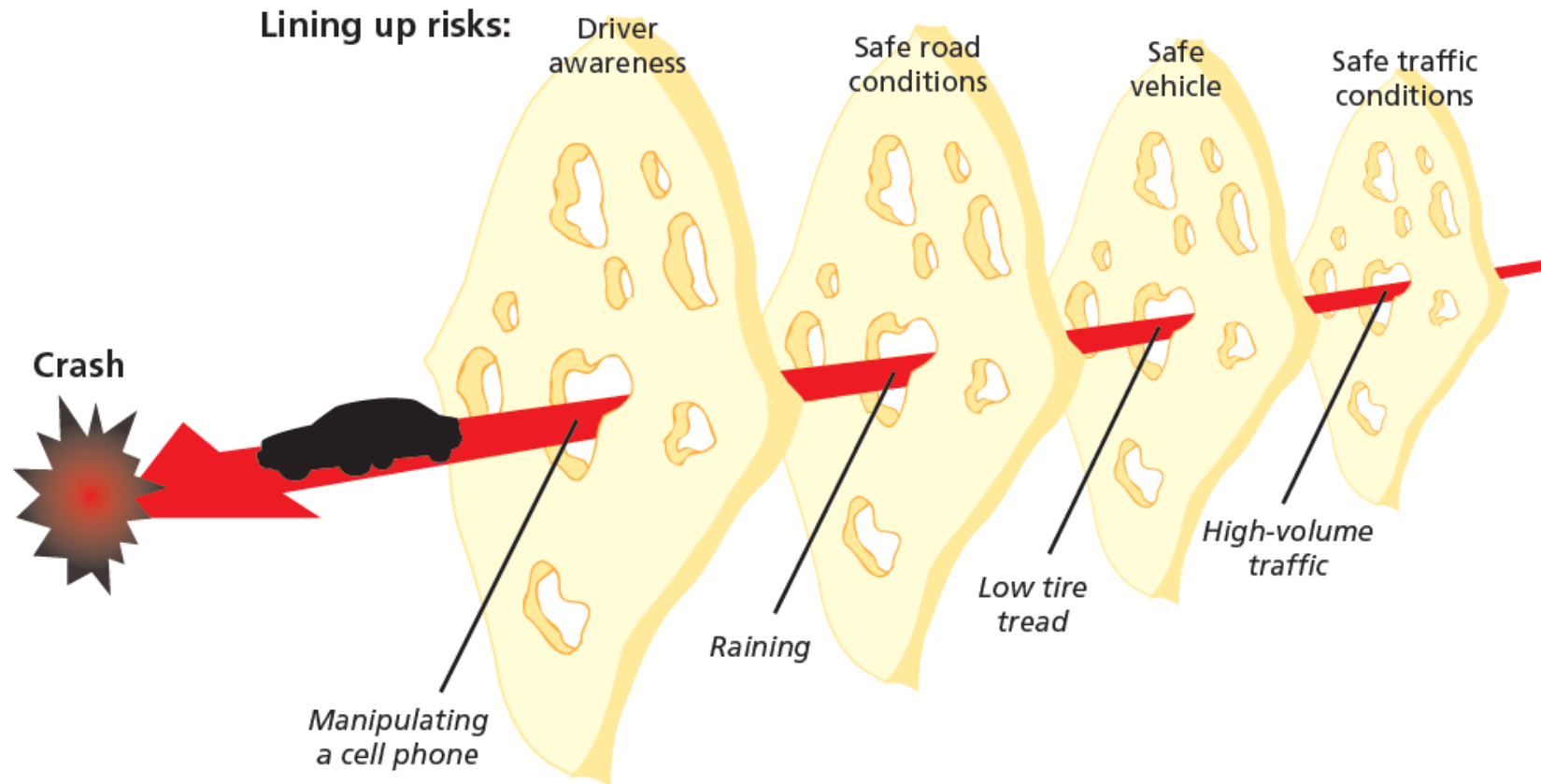
Design for human mistakes/limitations

Reduce system kinetic energy

Share responsibility

Proactively identify and address risks

Swiss Cheese Model for Crash Causation



Source: RAND, NSC



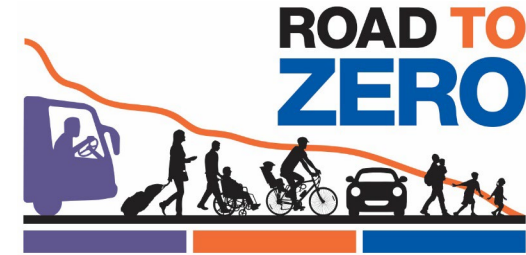
1990s

Proactive, preventative approach that prioritizes traffic safety as a public health issue



2009

National strategy on highway safety advocating for eliminating serious injuries and deaths on nation's roadways



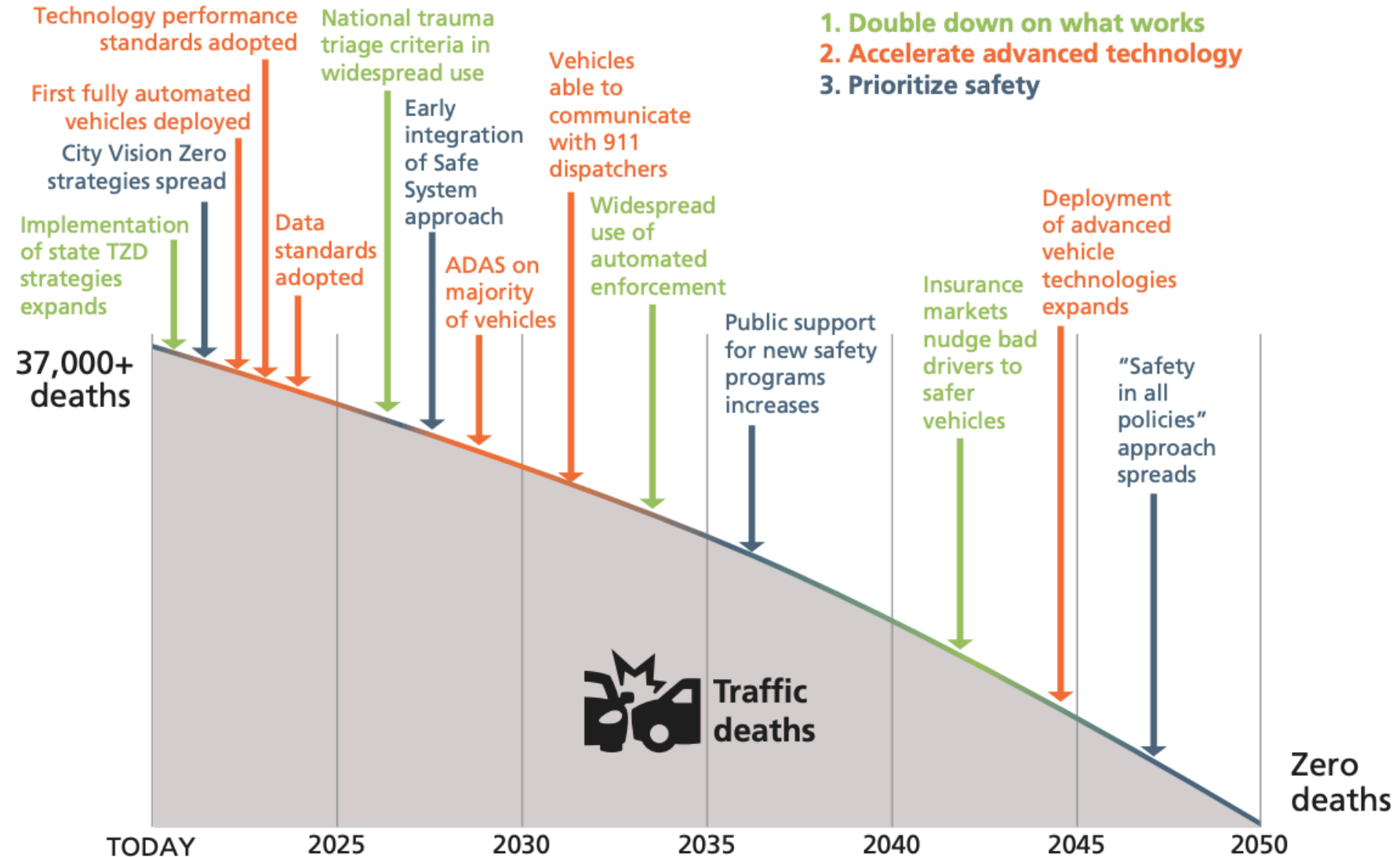
2016

Collaborative effort focused on eliminating traffic fatalities within 30 years



ZERO DEATH INITIATIVES

Three Approaches Working Together to Reduce Roadway Deaths to Zero



NOTE: TZD = Toward Zero Deaths.

RAND RR2333-S.3

Source: nsc.org

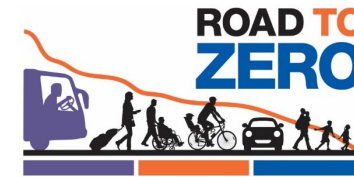
Safe System Approach in Road Safety Strategies

VISIONZERO

- **Actively referenced** and majorly part of the strategy
- VZ **emphasizes a Safe System Approach** and focuses on influencing system-wide practices, policies, and designs to lessen the severity of crashes



- Not mentioned in the report, but the **six key areas are similar** to the five elements of the Safe Systems Approach
 - TZD encourages a **Transportation Safety Culture**



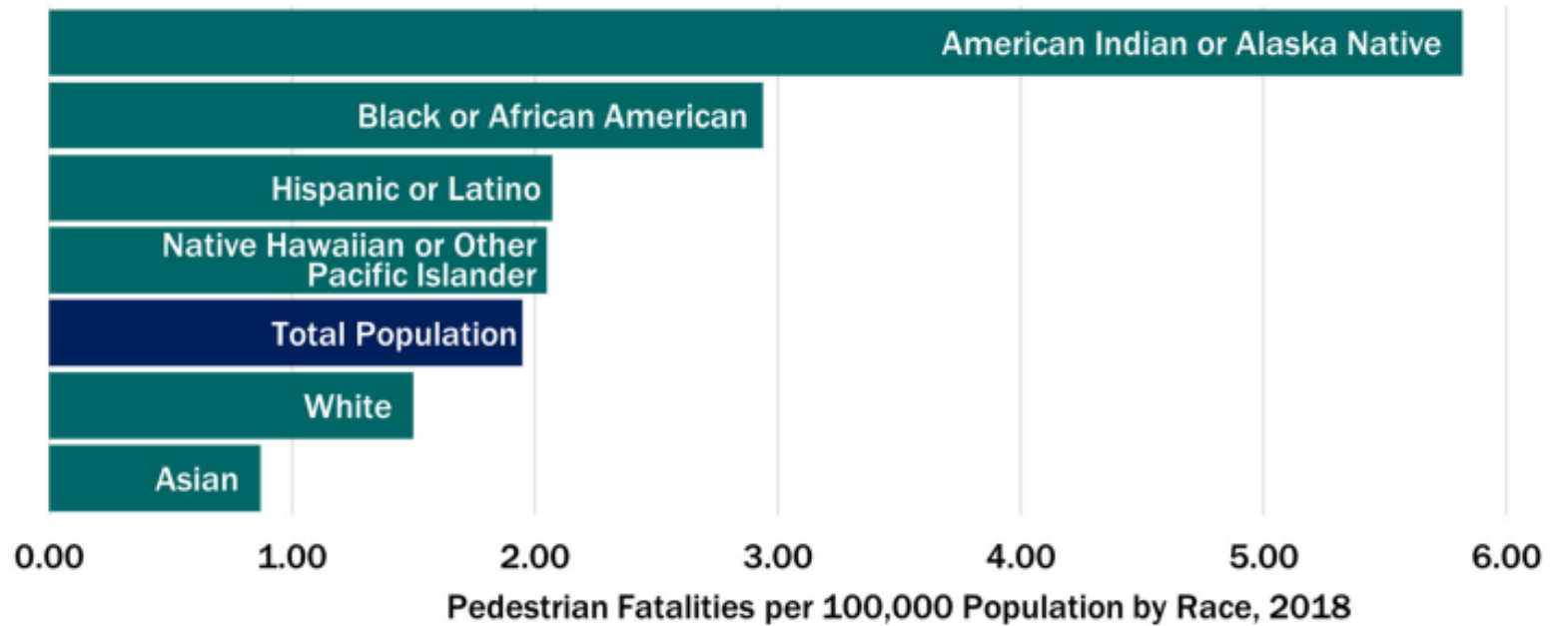
- Actively referenced and tied to **Vision Zero, TZD and Safe System Approach**
- One of the 3 initiatives of RTZ is to prioritize safety by **adopting a Safe System Approach** and creating a positive safety culture



Eliminate fatal and serious injury for everyone: people of all ages, abilities, races, ethnicities, and income levels.

Different populations have different risk factors. Thus, equity must be at the center of Safe System Approach.

Fatalities Among Pedestrians



Go to www.menti.com and use the code 3100 7226

What are your biggest safety concerns?

What are Complete Streets?

- + **Complete Streets** are designed for everyone
- + Design of Complete Streets is **based on local context**
- + They balance the needs of ...
- + ... **ALL MODES, ALL USERS,** and **ALL ABILITIES ...**



Complete Streets

Motorists

Public Transit Users

Businesses

Freight



Pedestrians

Children

ADA

Bicyclists

Seniors

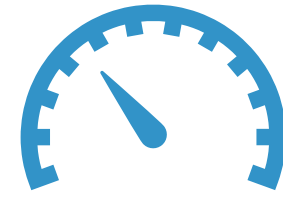
Complete Streets address



Safe
roads



Safe road
users



Safe
speeds

elements of Safe System Approach



ZOOM Poll

Does your town have a Complete Streets Policy?

1. Yes
2. No
3. Don't know



Public Health
& Safety



Green Streets



Economy



Equity

JULY 2019
(Updated January 2020)

COMPLETE & GREEN STREETS FOR ALL

MODEL COMPLETE STREETS POLICY & GUIDE

MAKING NEW JERSEY'S COMMUNITIES HEALTHY, EQUITABLE, GREEN & PROSPEROUS



www.state.nj.us/transportation/eng/completestreets/resources

Join us at the NJ Safe Routes Academy!

SafeRoutes Academy

Register at:
saferoutesnj.org/safe-routes-academy
Sessions are free!

SEPTEMBER

THURSDAYS IN SEPTEMBER
12PM - 1:30PM

NEW JERSEY Safe Routes
saferoutesnj.org

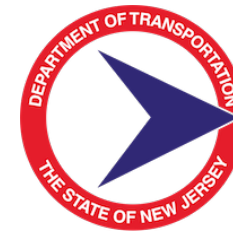
The Safe Routes Academy is supported by the New Jersey Department of Transportation.

10+ Years of Complete Streets in NJ

RUTGERS
Edward J. Bloustein School
of Planning and Public Policy

NJ Complete Streets Summit Fall 2023

Stay Tuned



RUTGERS
Edward J. Bloustein School
of Planning and Public Policy

NJDOT Design Guides

- Complete Streets Design Guide
- School Zone Design Guide
- School Bike Parking Guide
- Complete & Green Streets for All: Model Complete Streets Policy & Guide
- Planning for Greenways Guidebook



www.state.nj.us/transportation/eng/completestreets/resources.shtm

Conclusion

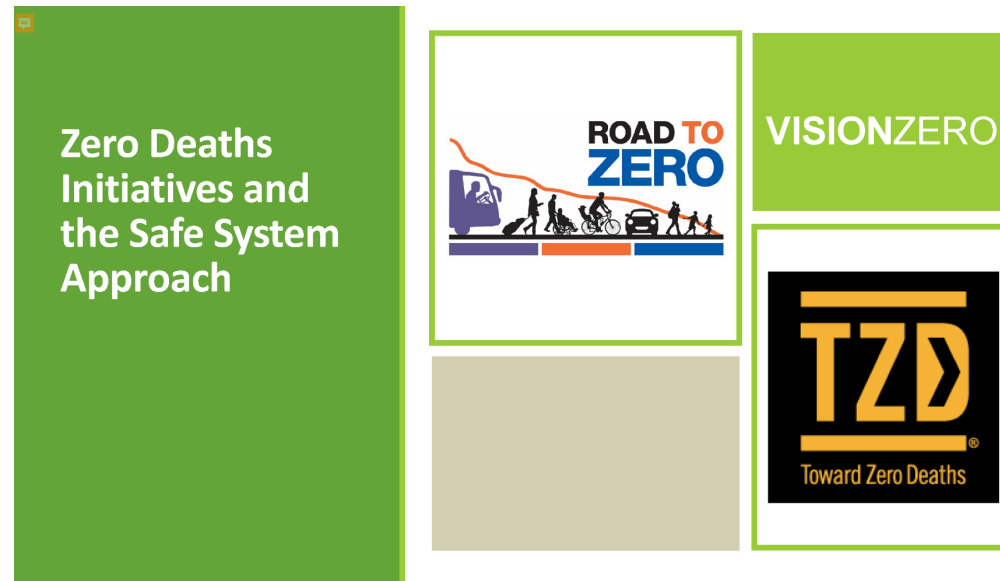
All three Zero Deaths initiatives identify the same problem, but each one takes a different approach with a distinct focus.

The Safe System Approach provides a strategy to reach the goal of zero fatalities. Complete Streets provides a method to achieve the goal.

Key Takeaways

- 1 Create a Safety Culture
- 2 Create a sense of urgency
- 3 Involve all stakeholders
- 4 Adopt Complete & Green Streets policies

To learn more, see our reports....



View slide deck on [Zero Deaths Initiatives and the Safe System Approach](#)

View comparison table: [Zero Deaths Initiatives Table](#)



RUTGERS
Edward J. Bloustein School
of Planning and Public Policy



December 2022

View our report titled [Addressing Fatal and Serious Injuries through the Safe System Approach \(2022\)](#)

NJ Bicycle and Pedestrian Resource Center (NJ BPRC)



**NJ BICYCLE & PEDESTRIAN
RESOURCE CENTER**
Educate. Encourage. Empower.

Visit: njbikeped.org/

Coordinated on behalf of the New Jersey Department of Transportation through the Bureau of Safety, Bicycle, and Pedestrian Programs (BSBPP), with funding from the Federal Highway Administration (FHWA)



Participate in the Next NJ BPAC Meeting



Learn about the NJ Safe Passing Law



Read the NJ Walks and Bikes Blog



Have a question? Ask Our Help Desk



Sign Up for the NJ Walks and Bikes Newsletter

Thank you!

NEW JERSEY
Safe Routes to School



www.saferoutesnj.org



**NJ BICYCLE & PEDESTRIAN
RESOURCE CENTER**
Educate. Encourage. Empower.

RUTGERS

Edward J. Bloustein School
of Planning and Public Policy



Contact:

NJ Safe Routes Resource Center

saferoutesnj.org

Telephone: (848) 932-7901

Email: srts@ejb.rutgers.edu

Contact:

NJ Bicycle & Pedestrian Resource Center

njbikeped.org

Telephone: (848) 932-3714

Email: bikeped@ejb.rutgers.edu



Q&A Session

- What did you get out of this presentation?
- What do you want to learn more about?
- Any other feedback/suggestions?