



# NJDOT Safety Summit #4

*NJ 2020 Strategic Highway Safety Plan*

October 11, 2022

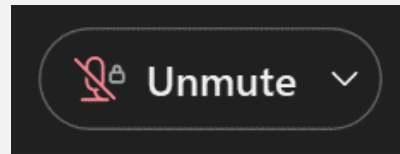


# Meeting Logistics

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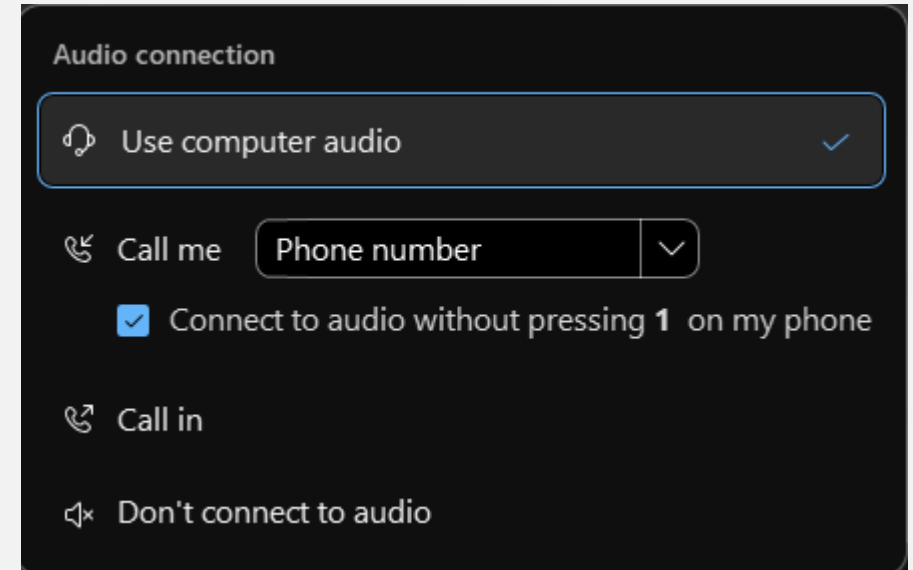
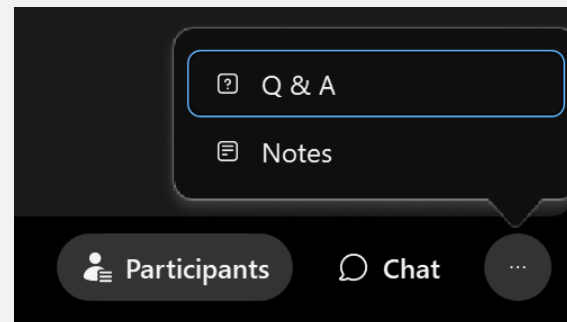
## MUTE

*Attendees will remain on mute for the duration of the event*



## DISCUSSION OPPORTUNITIES

*Submit questions using the Q&A function*

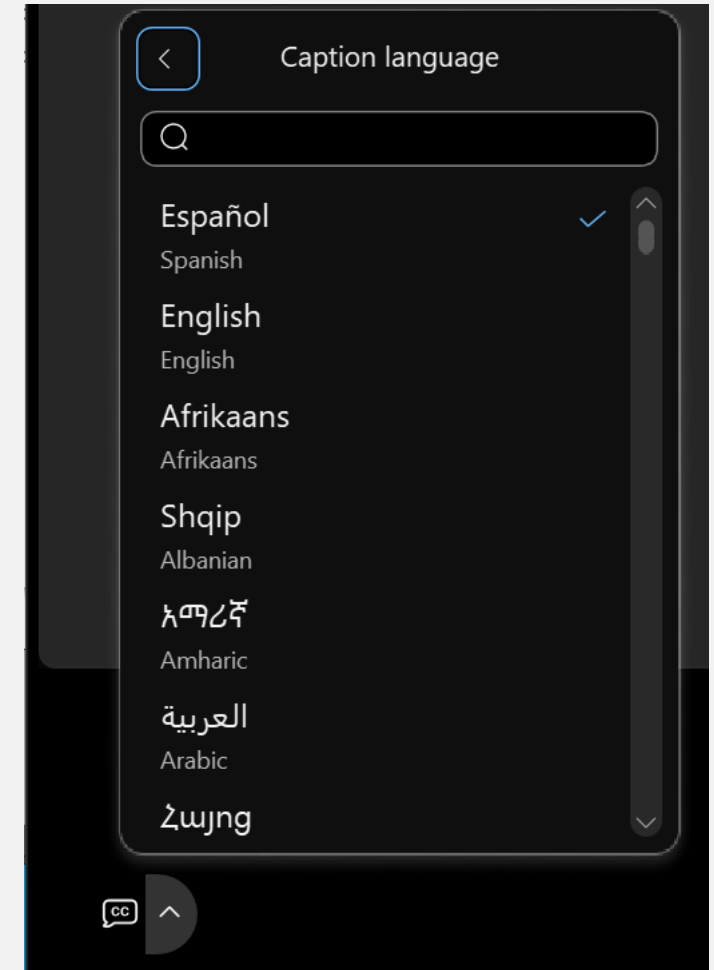
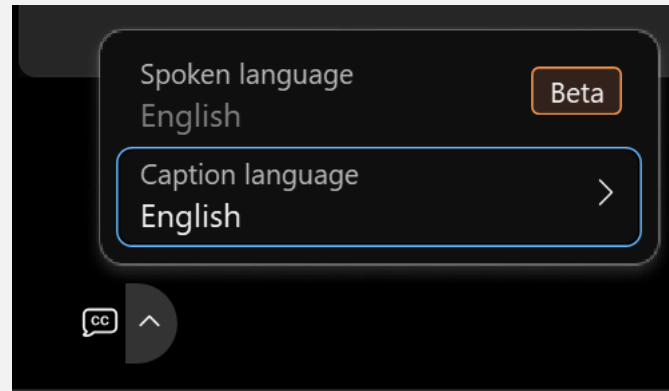


**ISSUES HEARING AUDIO?**  
*Re-join using "Call me" Audio Selection*

# Meeting Logistics

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**CLOSED CAPTIONS**  
*Choose language preference*



# Agenda

- 01** Opening Session
- 02** Coordinated Safety Initiatives
- 03** What Are We Doing Now and What Else Can Be Done?
- 04** Closing Remarks and Call to Action

# Welcoming Remarks

Diane Gutierrez-Scaccetti

*Commissioner, NJDOT*

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Robert J. Clark

*Division Administrator New Jersey,  
Federal Highway Administration*



# Introductory Remarks

Michael Russo

*Assistant Commissioner, Planning, Multimodal,  
and Grants Administration, NJDOT*

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Tomi-Anne Raue

*Interim Director, New Jersey Division  
of Highway Traffic Safety*





# New Jersey Safety Data Into Action



***Dr. Allison Curry***

*Senior Scientist & Director of Epidemiology,  
Children's Hospital of Philadelphia*





# **Recent Safety Strategies**

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# Most Recent Safety Strategies Call For:

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- Equitable distribution of countermeasures so effective solutions are prioritized in communities that will benefit most
- Increased collaboration among traffic safety partners to track improvements in traffic deaths and injuries
- Positive driving behaviors as well as improvements in infrastructure, roadway & vehicle design, and system-level factors
- Increased emphasis on vulnerable road users (pedestrians, cyclists, micromobility device users)

# Data

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**Crash**



**Driver**



**Vehicle**



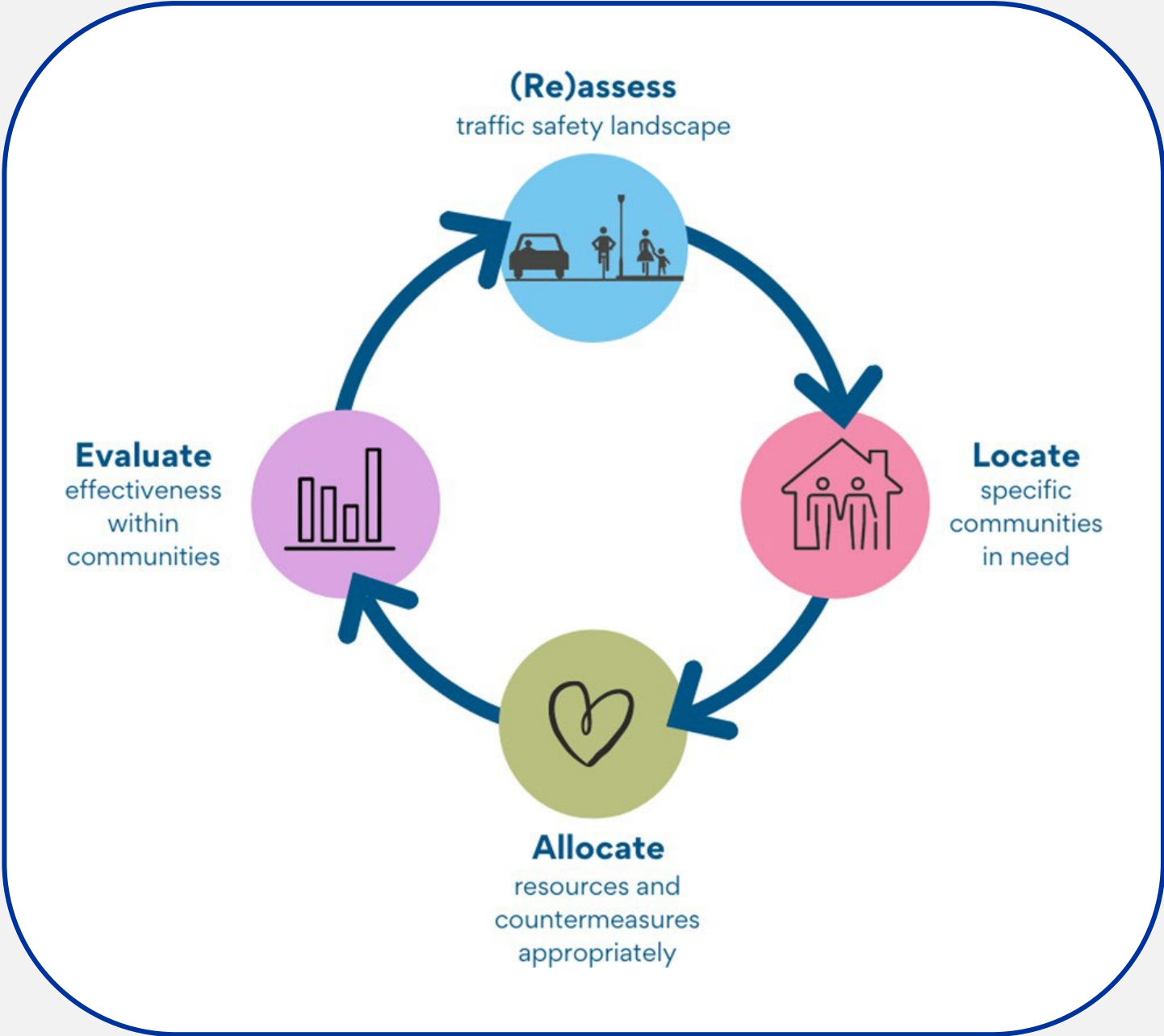
**Roadway**



**Citation/Adjudication**



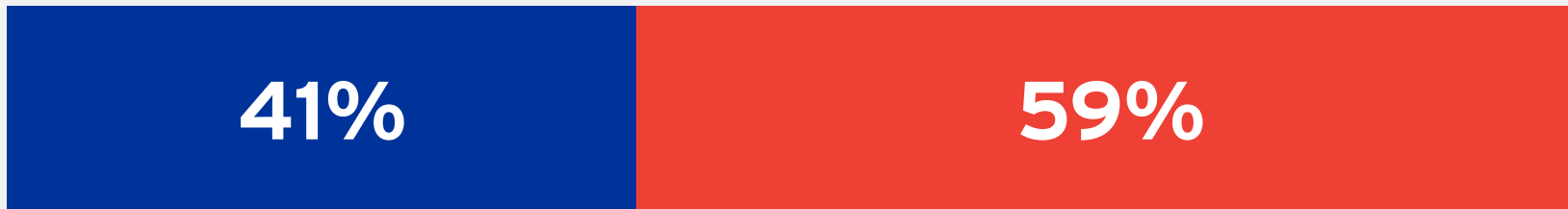
**EMS**



# NJ Crash Data Misses One-Third of All Crash Injuries



## And 59% of Bicyclist Injuries



# **Development of an Integrated State-level Traffic Safety Warehouse:**

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The New Jersey Safety and Health  
Outcomes Data Warehouse (NJ-SHO)

# NJ-SHO Warehouse

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- Development began in 2010
- Integrates numerous statewide data sources
- Currently spans 15 year period (2004-2018)
- Includes individuals who appear in any source
- Over 80M records on 22.3M distinct individuals



# NJ-SHO Warehouse: Structure

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- Data standardized across sources
- Each pair of data sources linked independently Validation showed linkage was high-quality
- Organized as relational tables: can count events, track groups, follow individual driver over time



# NJ-SHO Warehouse: Unique Features

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- Geocoded addresses for all individuals
  - Geocoded crash location
  - Race/ethnicity for all licensed drivers
  - Vehicle Identification Number: Make/model,  
Presence of adaptive driver assistance systems
  - Integrated crash Injury severity codes
- Transportation Equity

# NJ SHSP: "A comprehensive traffic records system should include..."



***To reach our vision of zero fatalities and serious injuries, data must be more uniform, timely, complete, accurate, integrated, and accessible***

**Virginia's safety information and support data systems capture, store, transmit, and provide for the analysis to inform policies, processes, and programs.**

Driver & Vehicle (DMV)	Citation (VSP)
Crash TRENDS (DMV) and RNS (VDOT)	Adjudication Department of Justice (DOJ)
	Injury & EMS (VDH)
	Health Equity (opportunity) (VDH)
Roadway (RNS VDOT)	Supporting, e.g., S-E data Virginia Information Technologies Agency (VITA) & Office of Intermodal Planning & Investment (OIPI)

# Exemplar Studies

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**Take a picture for a list of  
our 40 studies that have  
already used NJ-SHO data**



**Goal 1:**  
New Jersey will encourage  
positive driving behavior.



**Driver Behavior**

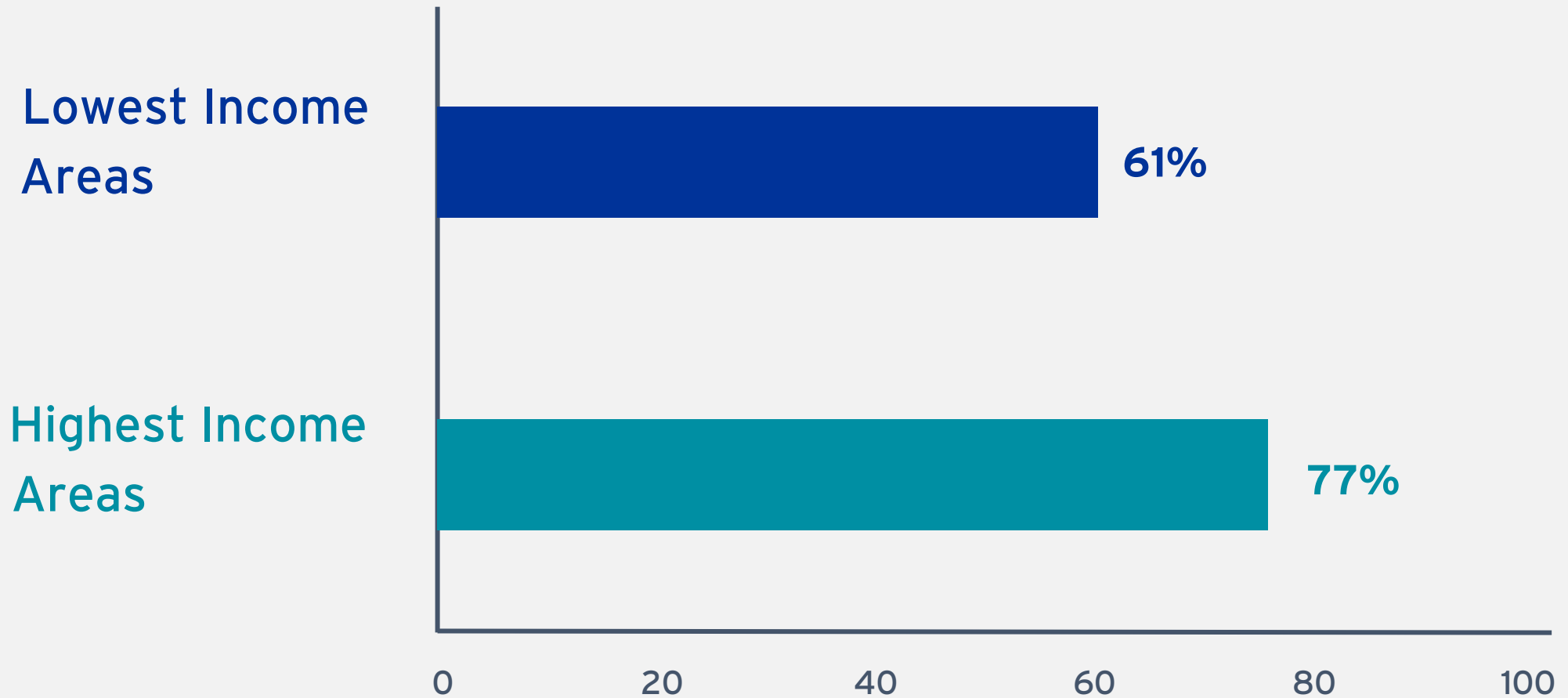
***Review infant and child restraint compliance,  
enforcement, and education efforts***

***Priority Strategy 4: Develop and implement programs that provide education and awareness to high risk road users.***

Use data and other sources to determine which population groups are choosing not to wear safety belts and determine why, if possible, to inform future education and communication initiatives. **[Long Term]**

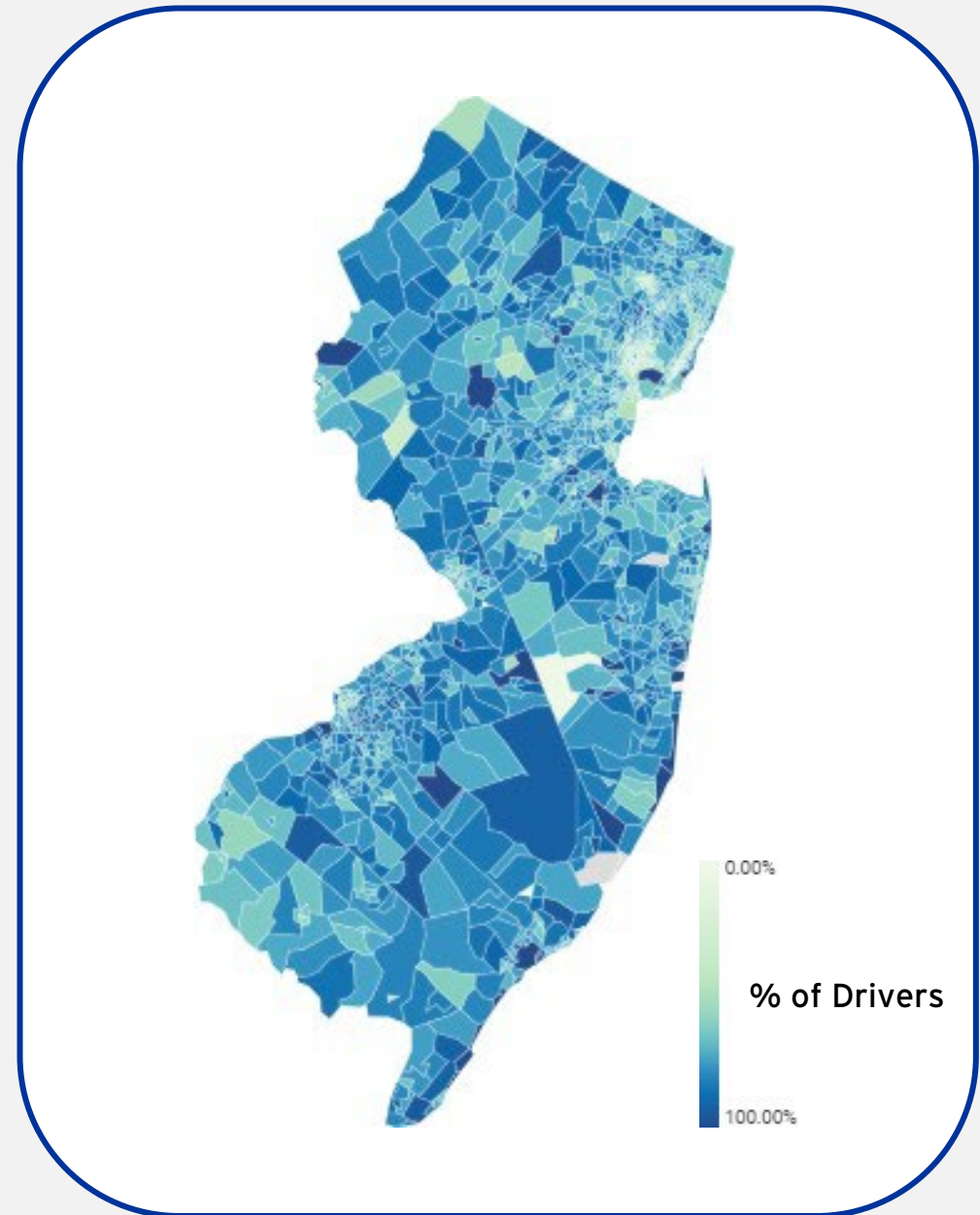
## Proportion of Crash-Involved Drivers with All Children Restrained, by Household Median of Community, 2014-2017

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In 2014-2017, a total of **58,781** NJ drivers with children < age 8 were involved in a crash.

Overall, **72%** of drivers had all child occupants restrained in CRS



**Creation of a Data Dashboard  
that Visualizes and Monitors  
SHSP Metrics**



## **Common goal:**

To identify causes of injury and guide prevention strategies



**Public  
Health**

**Government**

**Community  
Groups**

Create **partnerships** to leverage complementary skills and resources





# **NJ-SHO Resource Center & Data Dashboard 2022-2025**

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## **Vision:**

Encourage data use and data sharing among NJ's diverse groups of stakeholders to reduce injury and support safe transport for all

# **NJ-SHO: Population-Based Approach**

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- Focus on health and safety of populations, groups, & communities
- Leverage integrated data from multiple sources
- Inform practice based on rigorous research

# **NJ-SHO Resource Center & Data Dashboard 2022-2025**

- 01** Gather input from stakeholders and partners
- 02** Build website and data dashboard
- 03** Expand data warehouse and reach of NJ-SHO data

# NJ-SHO Resource Center & Data Dashboard 2022-2025

**01**

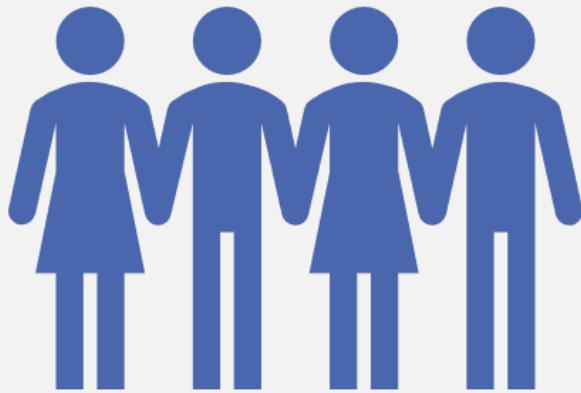
Gather input from stakeholders and partners

**02**

**03**

# Gather Initial Input from Stakeholders and Partners

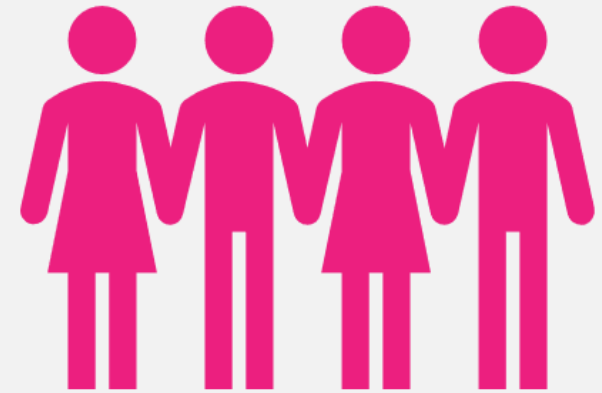
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Government  
agencies



Community  
groups



Researchers,  
public health



# Focus on Strengths of the NJ-SHO Data Warehouse



# Characterize Communities of Interest

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Where do crashes occur?

*Urban planning lens*

Where do crash-affected  
individuals live?

*Public health lens*



# Characterize Communities of Interest

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- Region
- County
- Municipality
- ZIP code
- Neighborhood

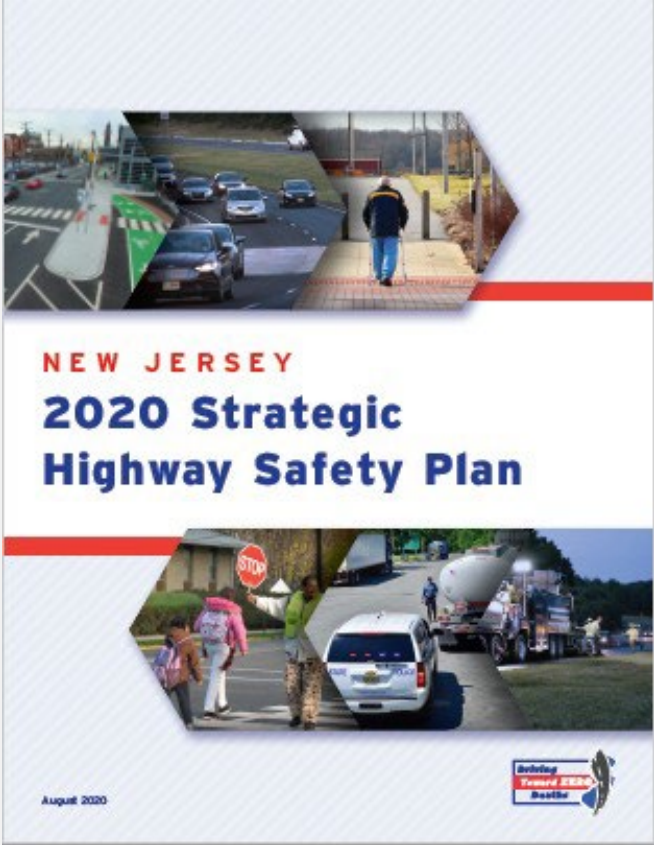
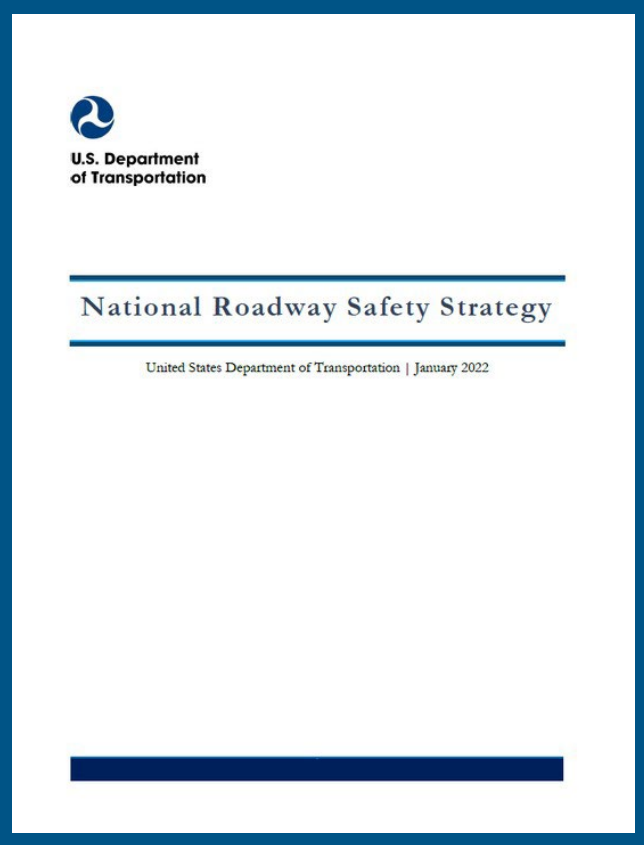
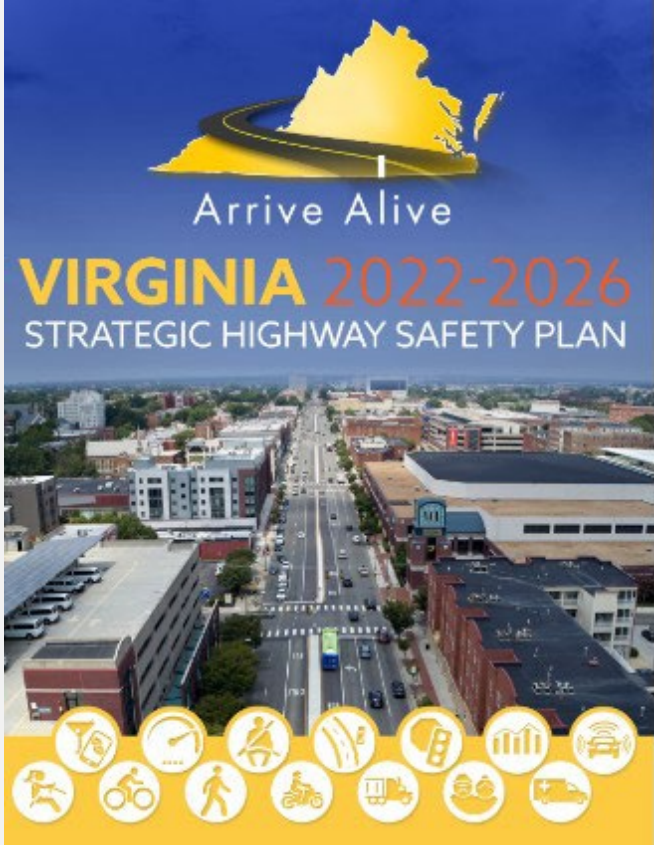


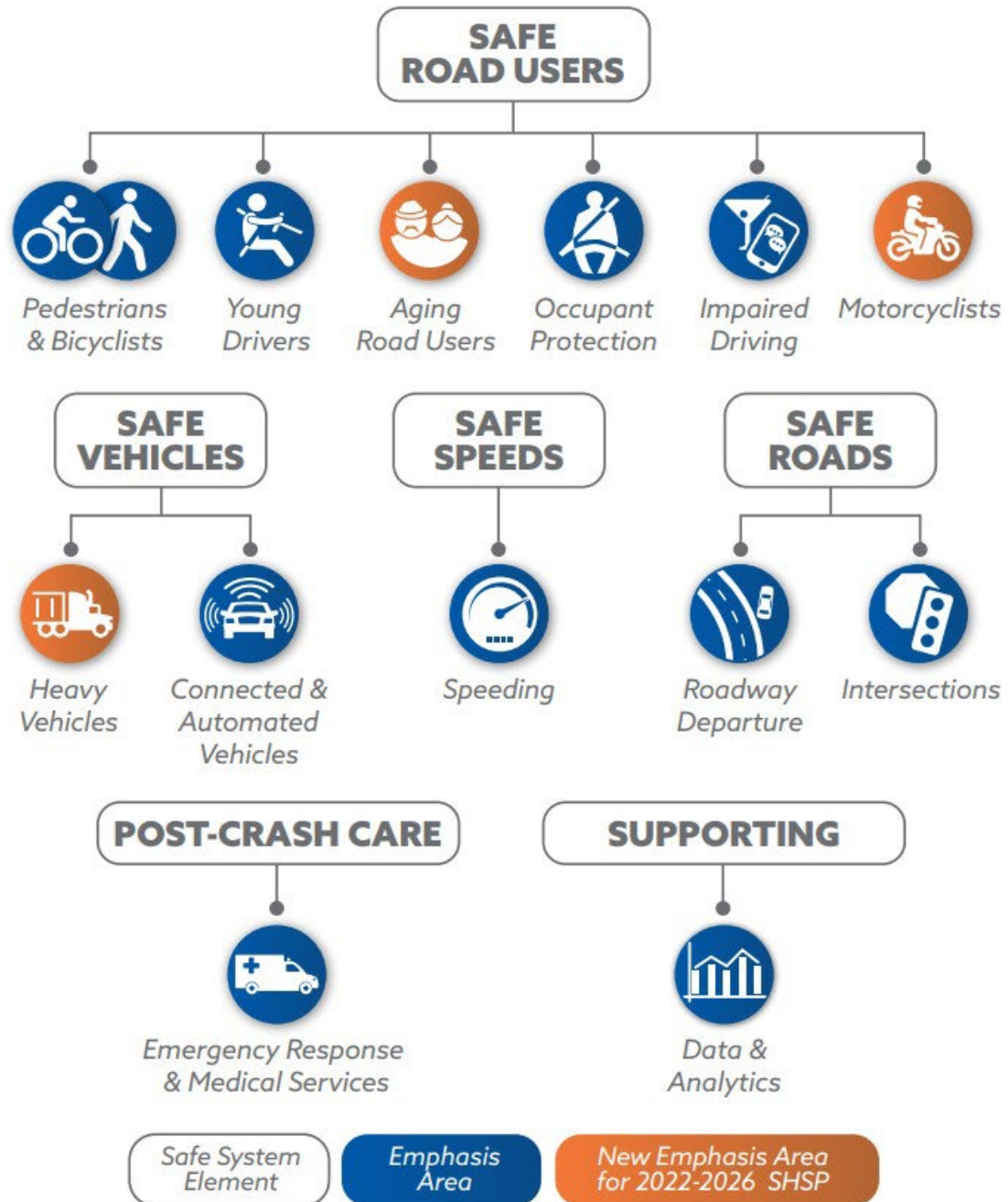
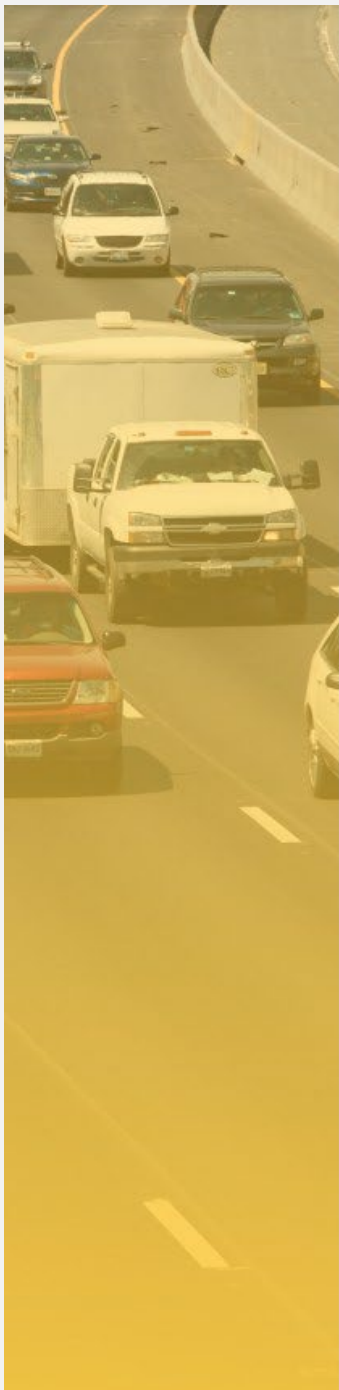
# How to Use Integrated Data to Highlight Inequities

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# Strategic Highway Safety Plan Metrics





# **NJ-SHO Resource Center & Data Dashboard 2022-2025**

**01**

Gather input from stakeholders and partners

**02**

Build website and data dashboard

**03**

# Develop NJ-SHO Resource Center Website

New Jersey Safety and Health Outcomes Data Warehouse

Children's Hospital of Philadelphia  
Center for Injury Research & Prevention

ABOUT CIRP RESEARCH TRAINING OPPORTUNITIES EDUCATIONAL RESOURCES

Home > Research > Research Tools and Data Resources > New Jersey Safety and Health Outcomes Data Warehouse

## NEW JERSEY SAFETY AND HEALTH OUTCOMES (NJ-SHO) DATA WAREHOUSE

The New Jersey Safety and Health Outcomes (NJ-SHO) Data Warehouse is being used by CIRP researchers and collaborators to advance safety and health research through novel administrative data linkages. Led by Allison E. Curry, PhD, MPH, the research team developed a comprehensive data warehouse that integrates various New Jersey statewide administrative databases.

**BIRTH CERTIFICATE**

**CHOP ELECTRONIC HEALTH RECORD**

**HOSPITAL DISCHARGE**

**Research**

- Child Occupant Protection >
- Crash Avoidance and Autonomous Vehicles
- Minds Matter Concussion >
- Teen Driving Safety >
- Traffic Medicine and Transportation Equity >
- Transportation Planning for Safe Mobility >
- Traumatic Stress >
- Violence Prevention
- Research Methods
- Research Tools and Data Resources** v



# Develop Embedded Data Dashboard

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## Landing Page

### Statewide Key Metrics + Communities of Concern

About this data and information.



Motor Vehicle Crashes



Pedestrians



Bicyclists



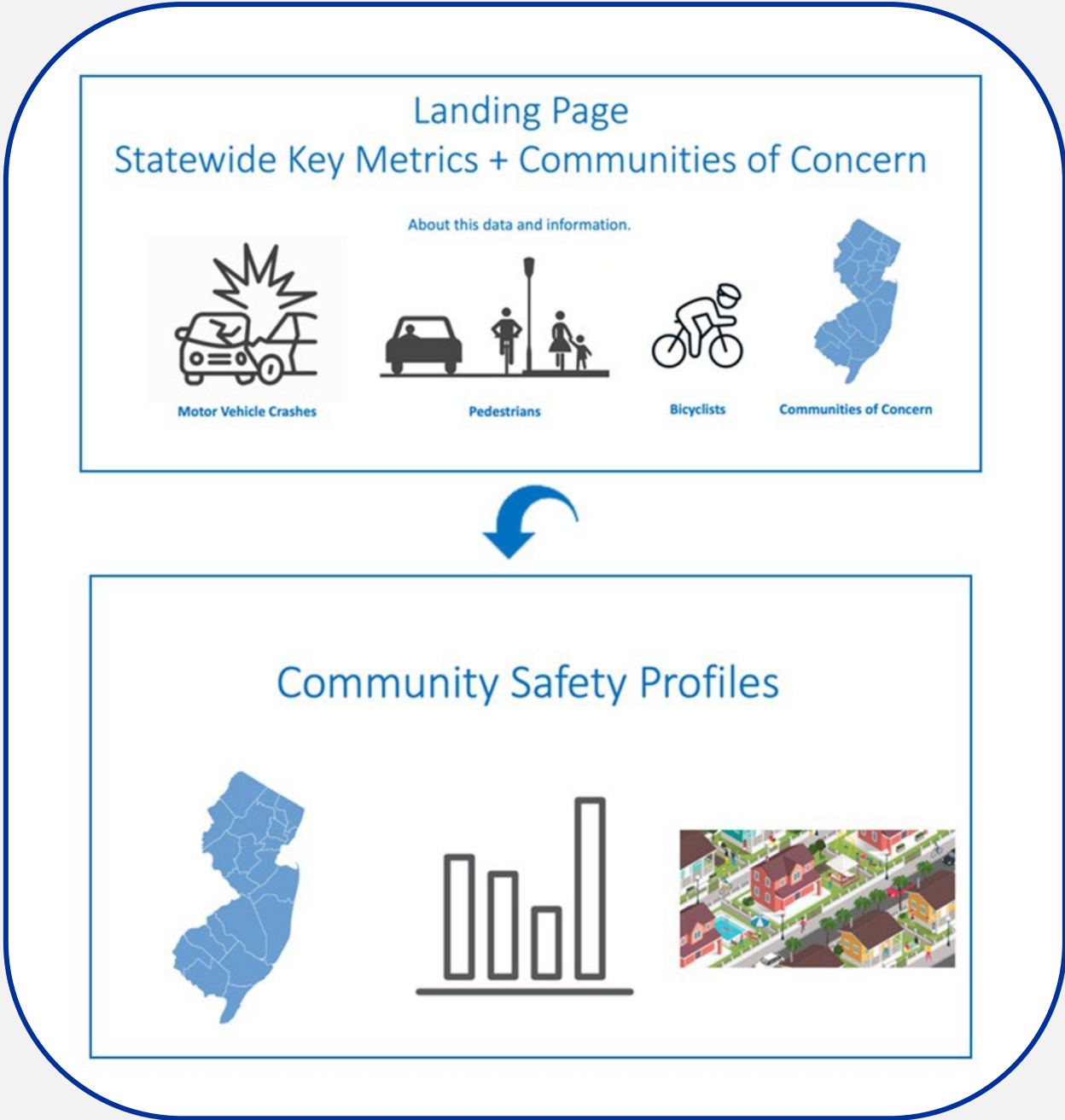
Communities of Concern

# Effective Data Visualizations

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# Develop Embedded Data Dashboard & Safety Profiles



Choose your community  
Brooklyn 310: Bay Ridge and Dyker Heights

Choose comparison community  
Manhattan 108: Upper East Side

Show most favorable rate  
No

## SOCIAL AND ECONOMIC CONDITIONS

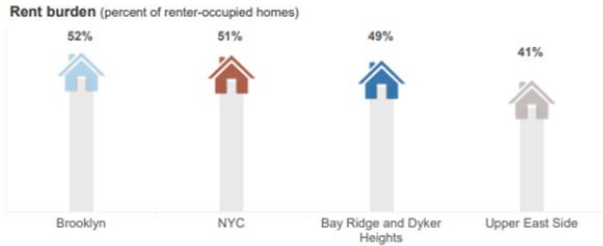
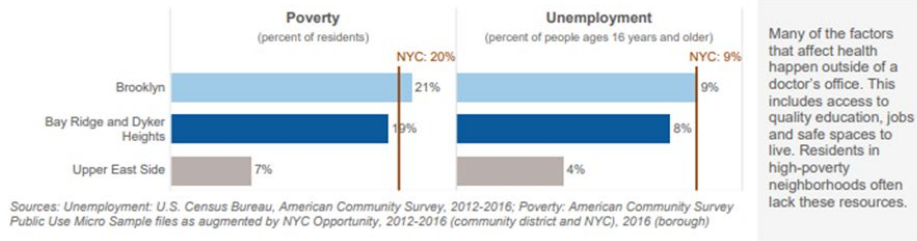
NYC | [Brooklyn](#) | [Bay Ridge and Dyker Heights](#) | Other Selected Community (Manhattan 108: Upper East Side)

### ECONOMIC STRESS

Living in high-poverty neighborhoods limits healthy options and makes it difficult to access health care and resources that promote health. Access to affordable housing and employment opportunities with fair wages and benefits are also closely associated with good health.

In [Bay Ridge and Dyker Heights](#), 19% of residents live in poverty, compared with 20% of NYC residents.

Access to affordable housing and employment opportunities with fair wages and benefits are also closely associated with good health. [Bay Ridge and Dyker Heights's](#) unemployment rate of 8% is **similar to** the citywide average of 9%.



Rent burdened households pay more than 30% of their income for housing and may have difficulty affording food, clothing, transportation and health care. **49% of Bay Ridge and Dyker Heights** residents are rent burdened, a rate **similar to** residents citywide.

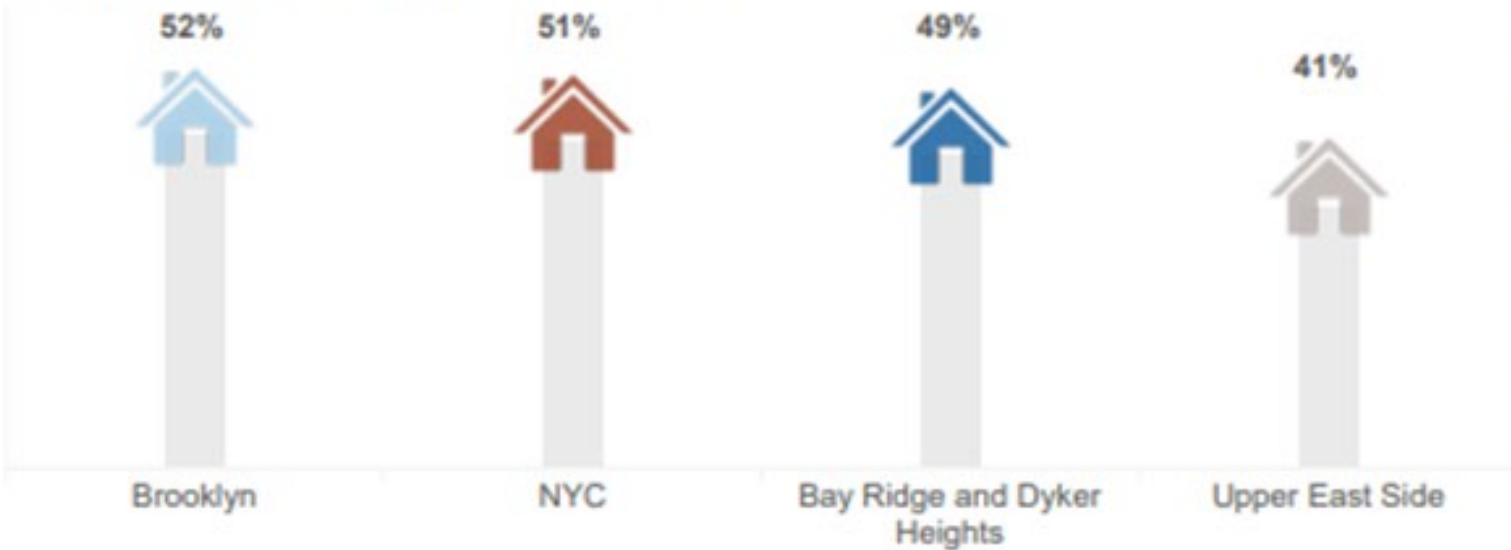
Source: U.S. Census Bureau, American Community Survey, 2012-2016

One way to consider the effect of income on health is by comparing death rates among neighborhoods. "Avertable deaths" are those that could have been avoided if each neighborhood had the same death rate as the five wealthiest neighborhoods. Using this measure, **17% of deaths could have been averted in Bay Ridge and Dyker Heights.**

Note: Unemployment data may differ from rates presented in other published sources. See the [Notes page](#) for more information about data and methodology.



**Rent burden** (percent of renter-occupied homes)



Rent burdened households pay more than 30% of their income for housing and may have difficulty affording food, clothing, transportation and health care. **49% of Bay Ridge and Dyker Heights** residents are rent burdened, a rate **similar to** residents citywide.

Source: U.S. Census Bureau, American Community Survey, 2012-2016

# **NJ-SHO Resource Center & Data Dashboard 2022-2025**

**01**

Gather input from stakeholders and partners

**02**

Build website and data dashboard

**03**

Expand data warehouse and reach of NJ-SHO data

# Integrate New Data Sources

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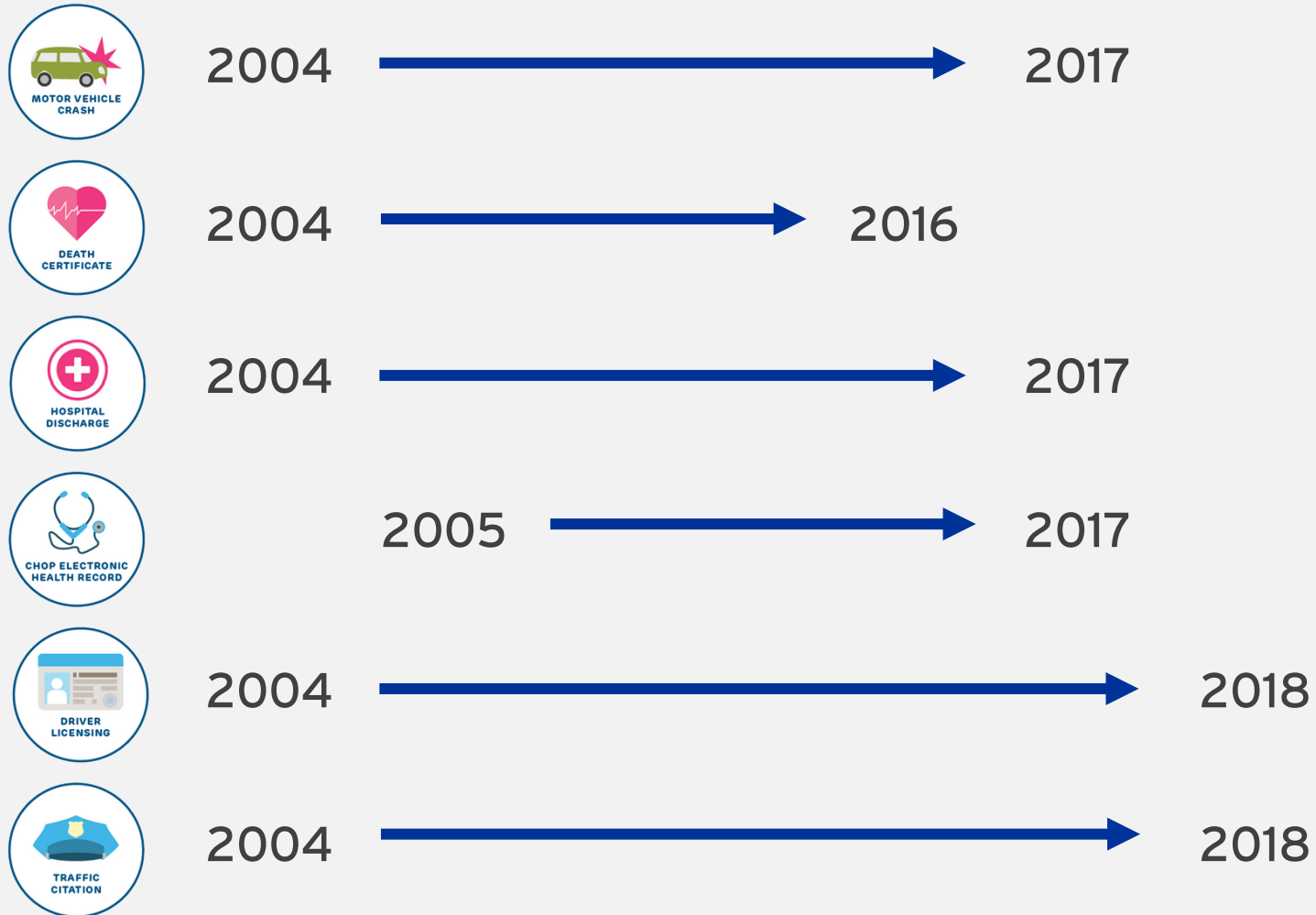
**EMERGENCY  
MEDICAL  
SERVICES**



**TRAUMA  
REGISTRY**

# Integrate Additional Years of Existing Data Sources

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# Partners

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- NJ Motor Vehicle Commission
- NJ Department of Transportation
- NJ Division of Highway Traffic Safety
- NJ Office of Information Technology
- NJ Department of Health
- HealthDataViz
- Equitable Cities

# Funding

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- National Institutes of Health
- NJ Division of Highway Traffic Safety
- Brain Institute Alliance of NJ
- AAA Foundation for Traffic Safety
- National Science Foundation
- Robert Wood Johnson Foundation
- State Farm Insurance Company
- Children's Hospital of Philadelphia
- Brown University
- American Public Health Association
- Centers for Disease Control
- National Safety Council

# THANK YOU!

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**Allison E. Curry,**  
**PhD, MPH**  
currya@email.chop.edu

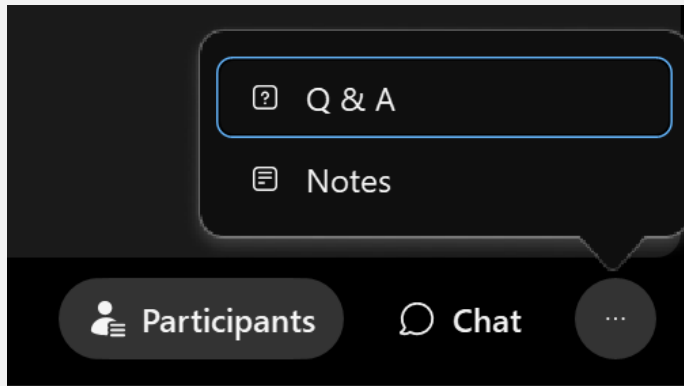


Take a picture to get more  
information about NJ-SHO

# GUIDED DISCUSSION



**Moderated by  
Dan LiSanti**  
Manager, Bureau of Safety,  
Bicycle and Pedestrian  
Programs, NJDOT



# Interactive Group Exercise | Instructions

Use Phone to Scan QR code



Go to Menti.com

Menti.com  
Code: 1929 1905



# Coordinated Safety Initiatives

*Session 2*





# Our Vision: Zero Fatalities by 2050



***Jeevanjot Singh***

*Section Chief, Bureau of Safety, Bicycle and Pedestrian Programs, NJDOT*

# BUREAU OF SAFETY, BICYCLE & PEDESTRIAN PROGRAMS (BSBPP)

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**Dan LiSanti**

**Jeevanjot Singh**

*Safety Program  
Management*

**Elise Bremer-Nei**

*Bicycle and Pedestrian  
Planning*

**Nazhat Aboobaker**

*Complete Streets  
Implementation*

# THE CURRENT SAFETY LANDSCAPE

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## NATIONALLY

*Pre-pandemic (2017 – 2019)*

Fatalities ↓ 2.8%

*Pandemic Driving (2020 – 2021)*

Fatalities ↑ 18.9%

## NEW JERSEY

NJ State Total Fatalities

for 2022: **523**

\*as of 9/27/22 10:00 EDT

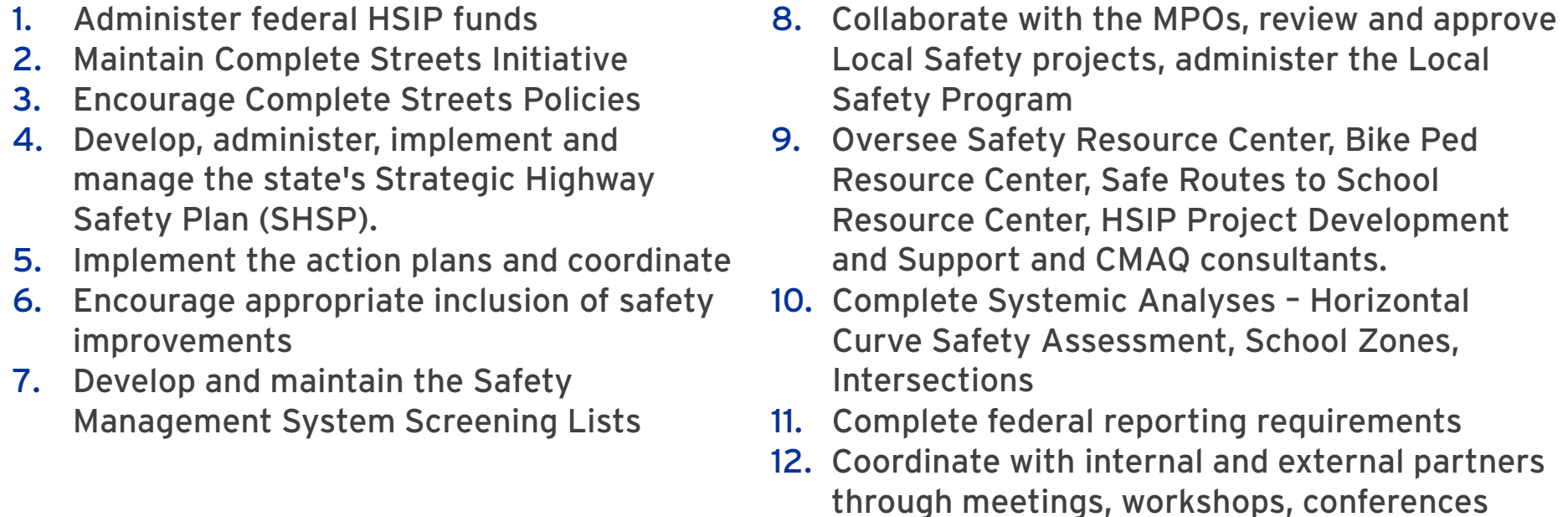
*Pandemic Driving (2020 – 2021)*

Fatalities ↑ 25.4%



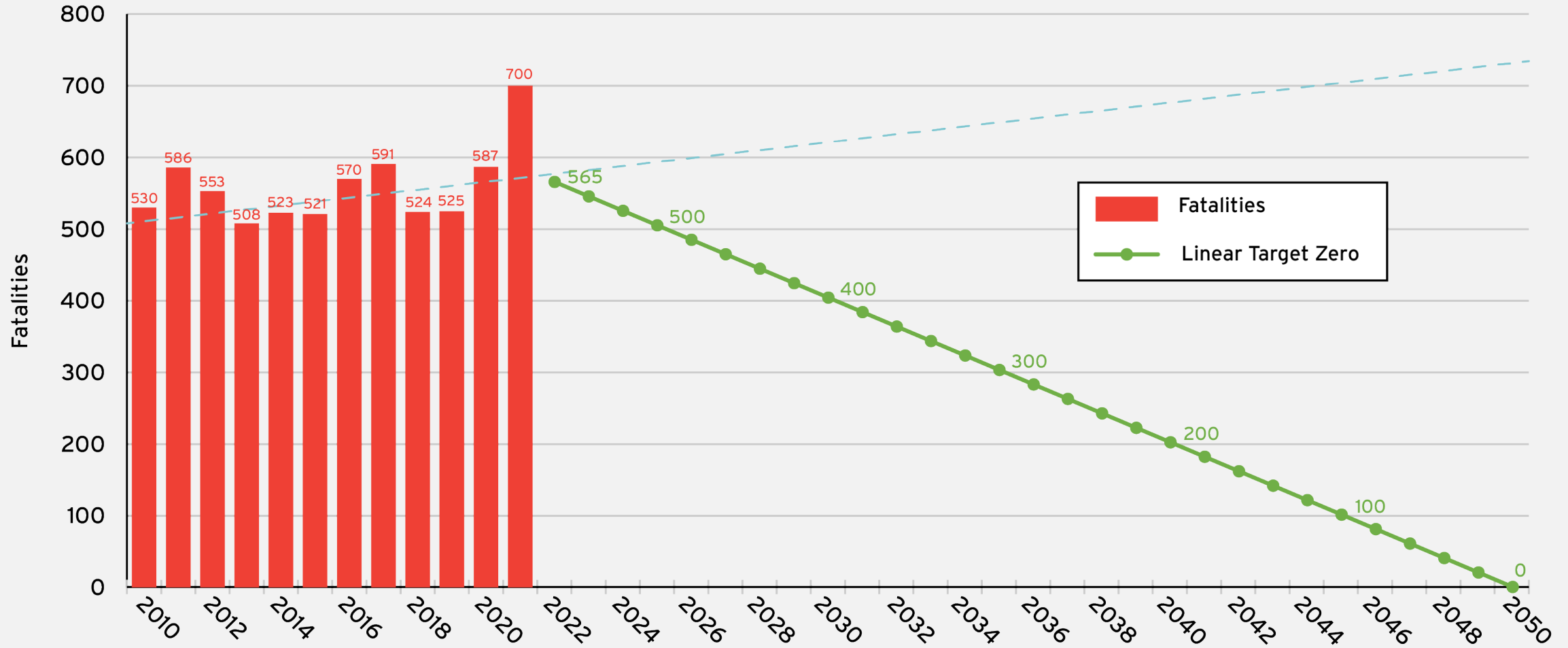
# BUREAU OF SAFETY, BICYCLE & PEDESTRIAN PROGRAMS (BSBPP)

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- 
1. Administer federal HSIP funds
  2. Maintain Complete Streets Initiative
  3. Encourage Complete Streets Policies
  4. Develop, administer, implement and manage the state's Strategic Highway Safety Plan (SHSP).
  5. Implement the action plans and coordinate
  6. Encourage appropriate inclusion of safety improvements
  7. Develop and maintain the Safety Management System Screening Lists
  8. Collaborate with the MPOs, review and approve Local Safety projects, administer the Local Safety Program
  9. Oversee Safety Resource Center, Bike Ped Resource Center, Safe Routes to School Resource Center, HSIP Project Development and Support and CMAQ consultants.
  10. Complete Systemic Analyses - Horizontal Curve Safety Assessment, School Zones, Intersections
  11. Complete federal reporting requirements
  12. Coordinate with internal and external partners through meetings, workshops, conferences

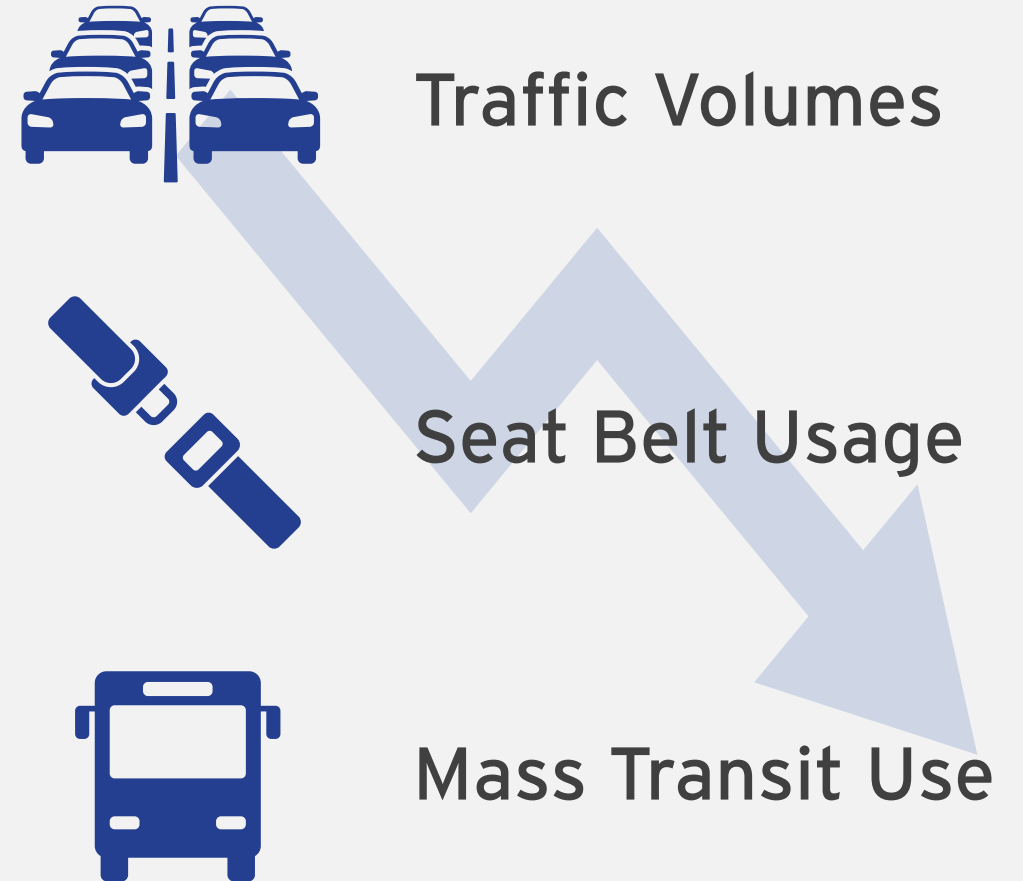
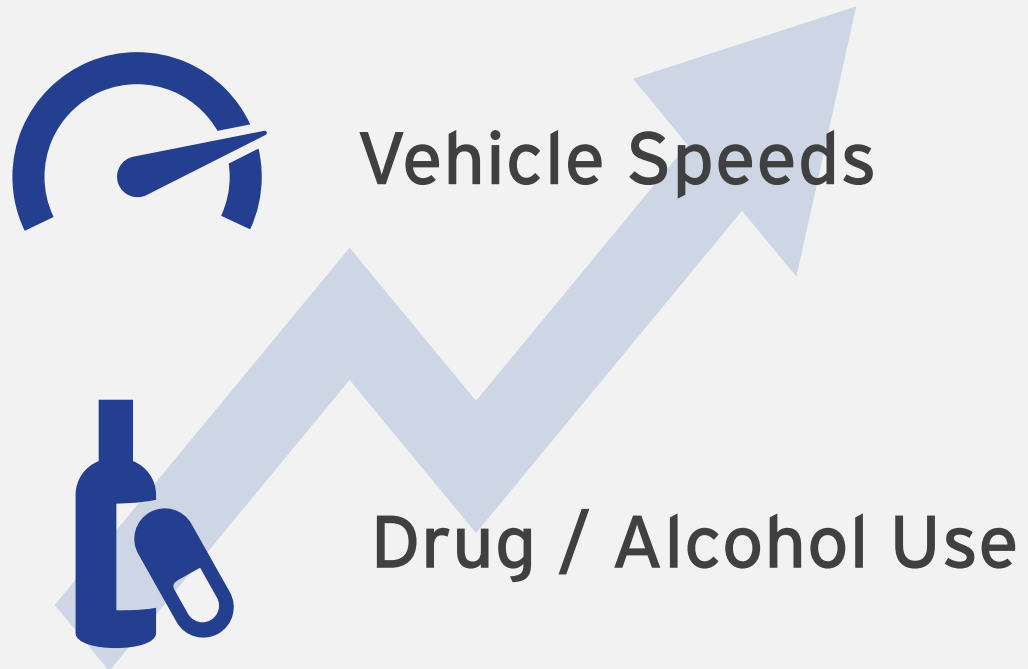
**We do a lot!**

# WHAT IS OUR VISION?



# WHAT ARE THE CONCERNS?

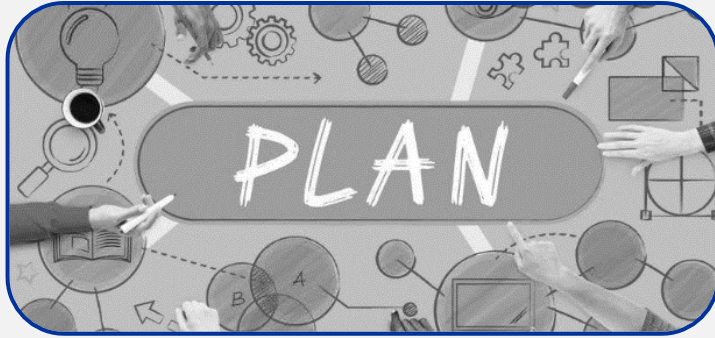
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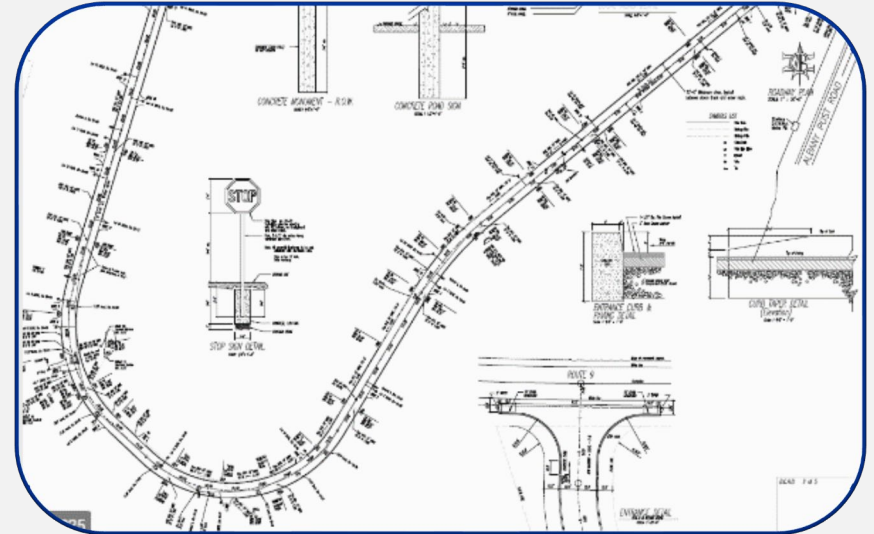
# WHAT ARE WE DOING WITH HSIP?

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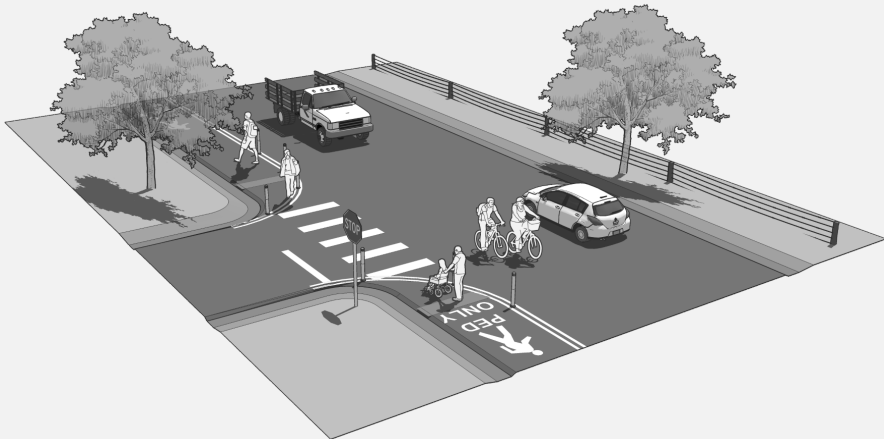
**32**  
Planning



**61**  
Design



**29** Concept  
Development



**101**  
Construction



# HOW ARE WE DOING IT?

## Planning

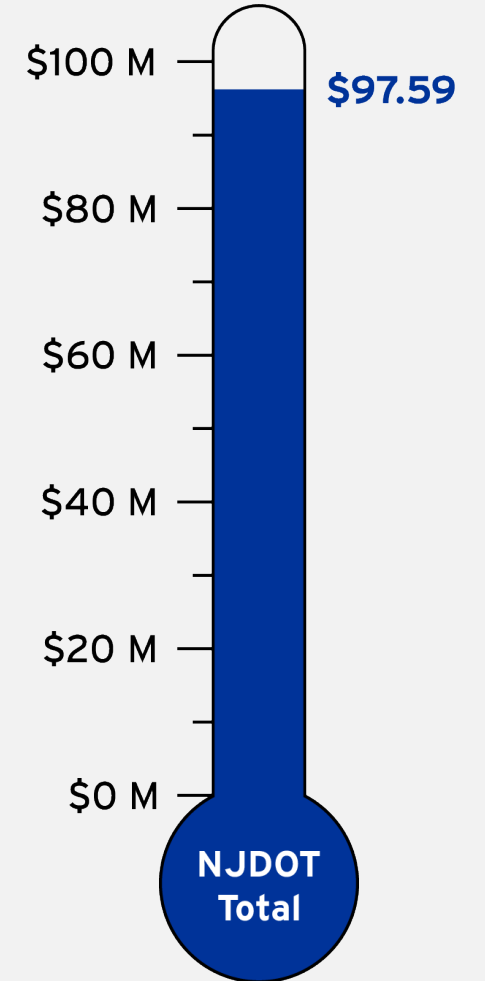
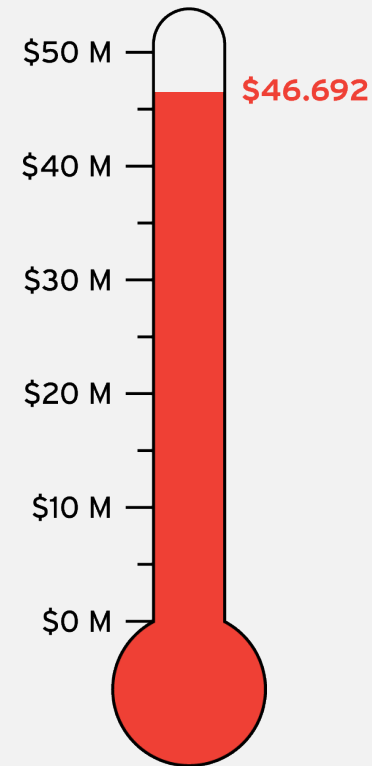
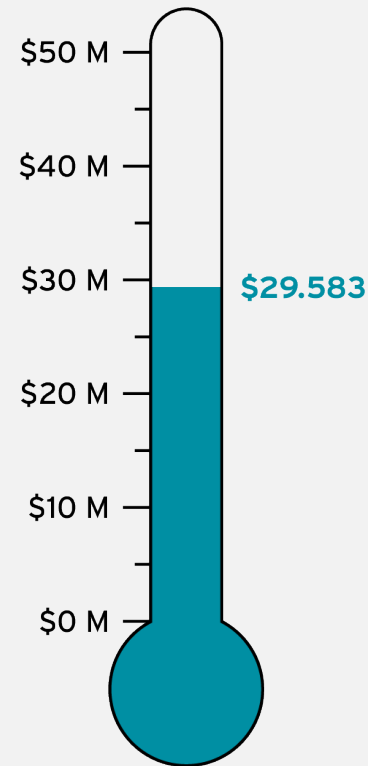
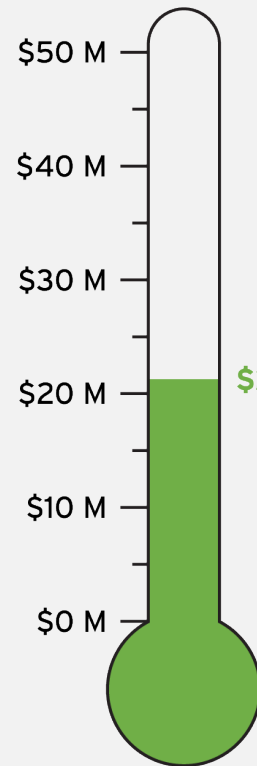
- Highway Safety Improvement Program Planning
- Motor Vehicle Crash Records Processing
- Rail-Highway Grade Crossing Program (salaries)

## Local Aid

- Local Safety/High Risk Rural Roads Program
- Individual Projects

## State

- Safety Programs
- Rail-Highway Grade Crossing
- ITS
- Individual Projects
- Clearzone Program

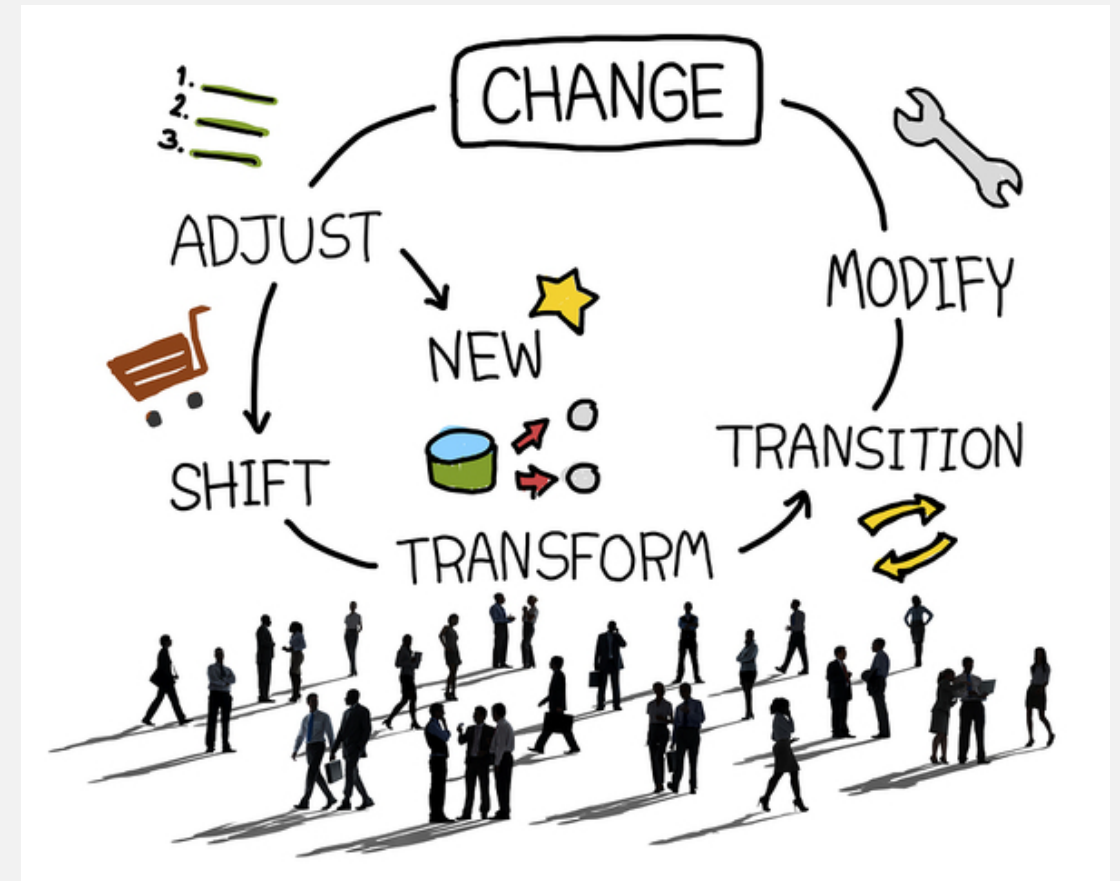


\*As of 9/15/2022

# WHERE ARE WE GOING?

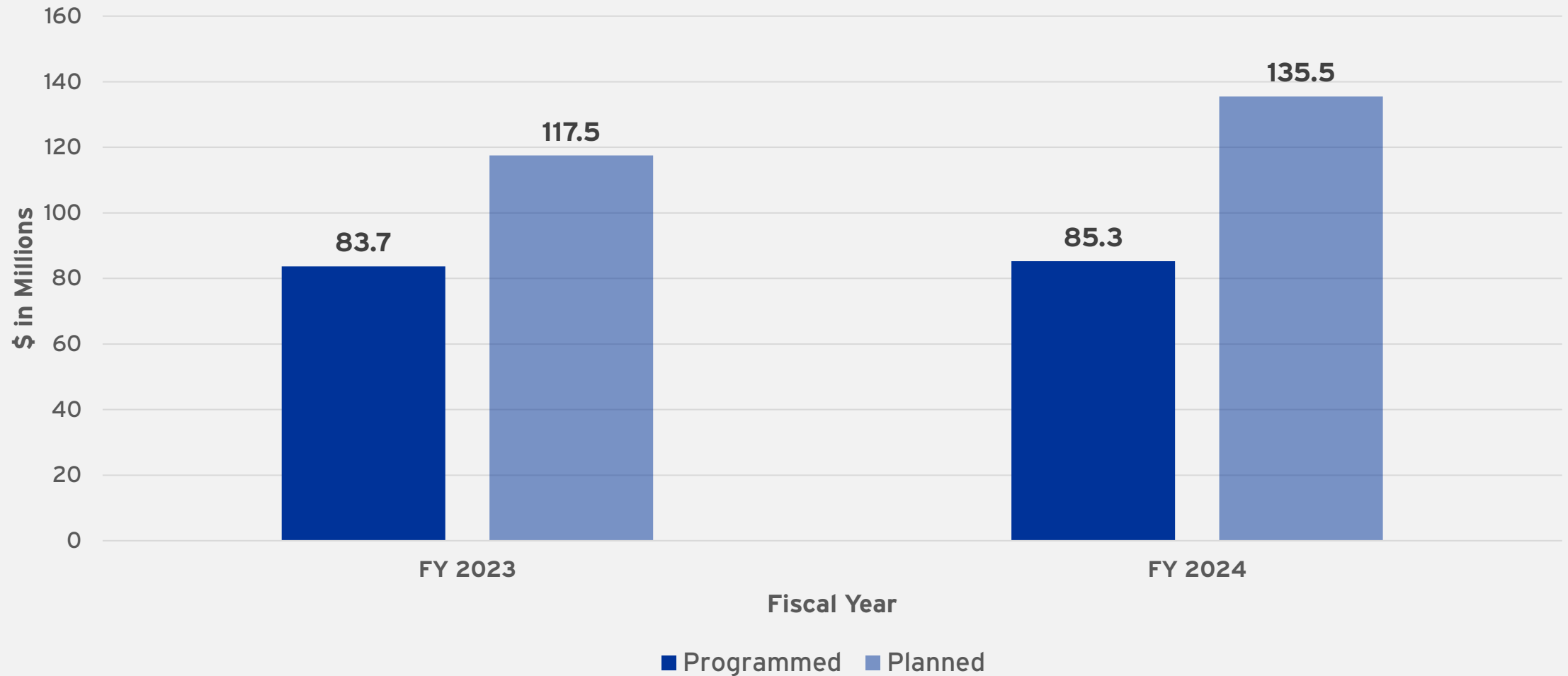
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- Started with in-house design and maintenance projects
- Created network screening, identify locations
- Hot-spot projects, intersection improvement, corridor improvement projects
- Systematic projects
- Systemic projects
- Safe Systems Approach
- Diversify the HSIP Portfolio
- Get on the technology bandwagon



# HIGHWAY SAFETY IMPROVEMENT PLAN PROGRAMMED VERSUS PLANNED

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# SAFETY INITIATIVES ACROSS THE STATE

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***Alan Huff***

*South Jersey  
Transportation Planning  
Organization*



***Krishna  
Murthy***

*EZ Ride*



***Debra Kagan***

*NJ Bike and Walk  
Coalition*



***Veronica  
Murphy, AICP***

*Division of Local Aid &  
Economic Development*





# Local Plans to Action



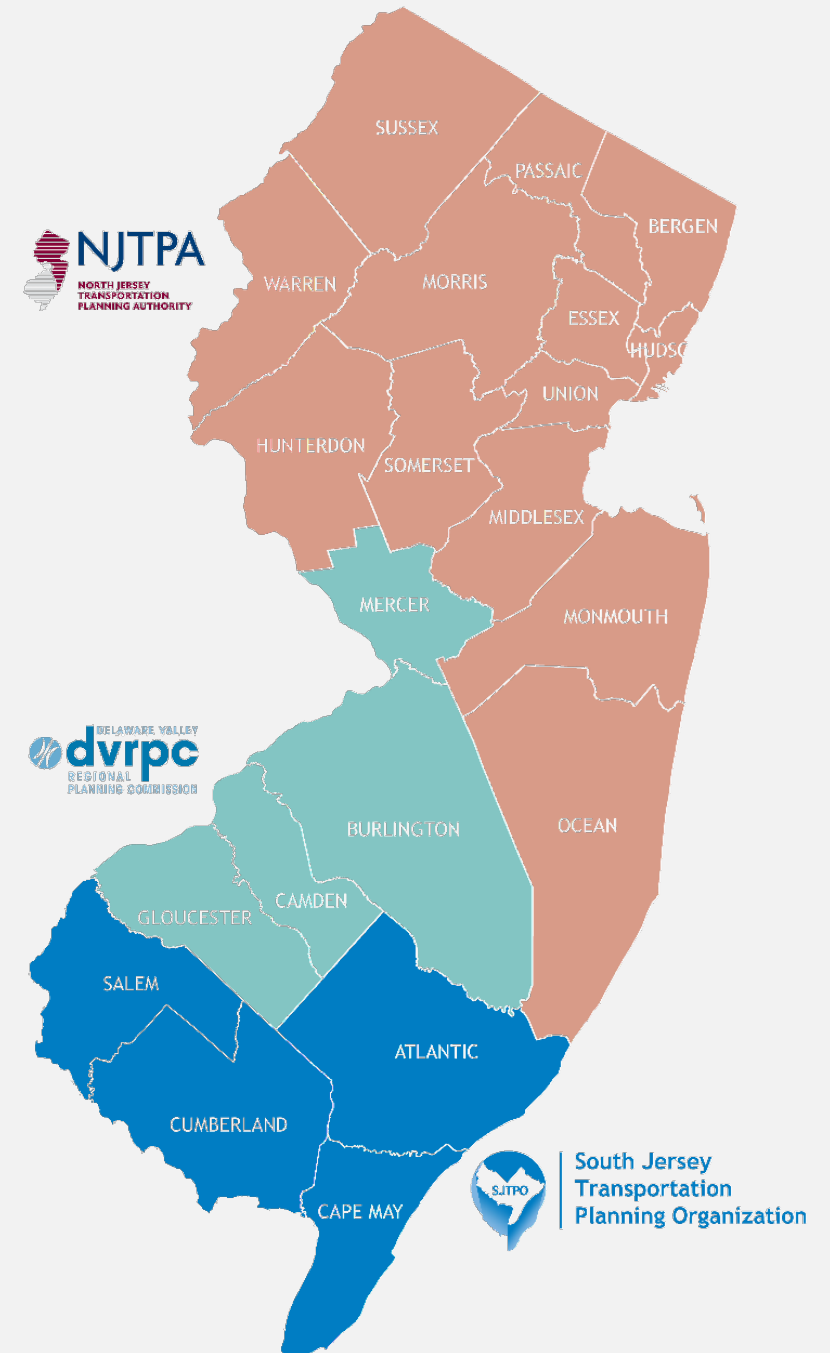
***Alan Huff***

*South Jersey Transportation Planning Organization*

# ABOUT SOUTH JERSEY TRANSPORTATION PLANNING ORGANIZATION (SJTPO)

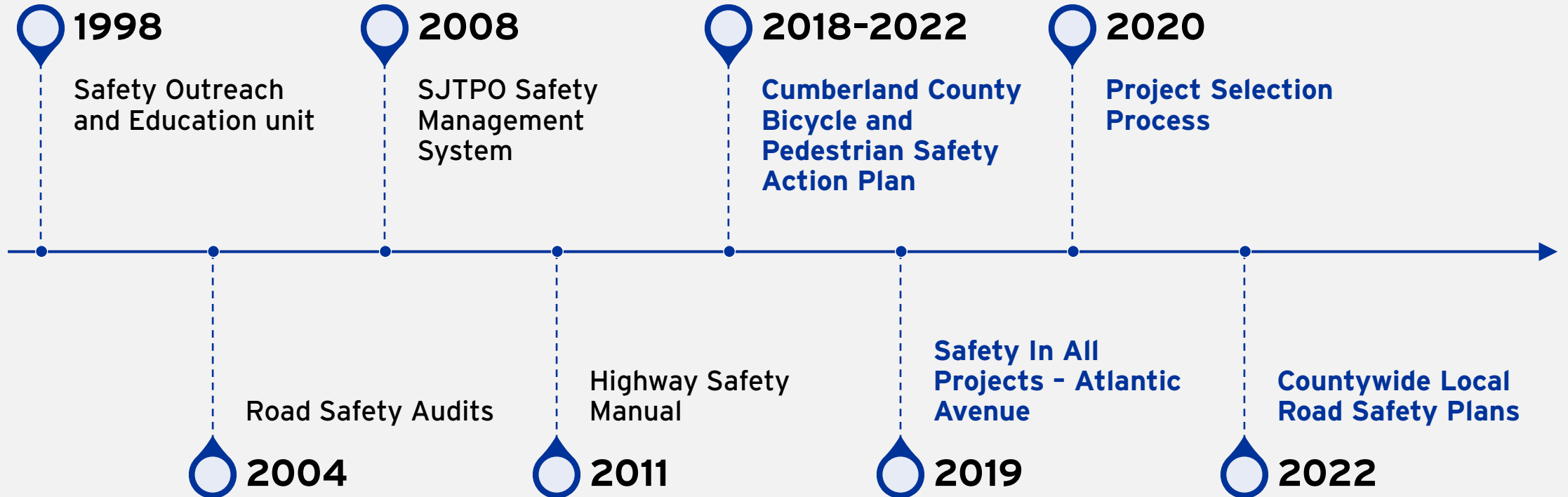
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- Federally designated metropolitan planning organization (MPO)
- Atlantic, Cape May, Cumberland, and Salem Counties
- Provide access to federal transportation dollars
- Regional approach to transportation issues
- Resource to our subregions and communities



# SJTPO: A HISTORY OF SAFETY

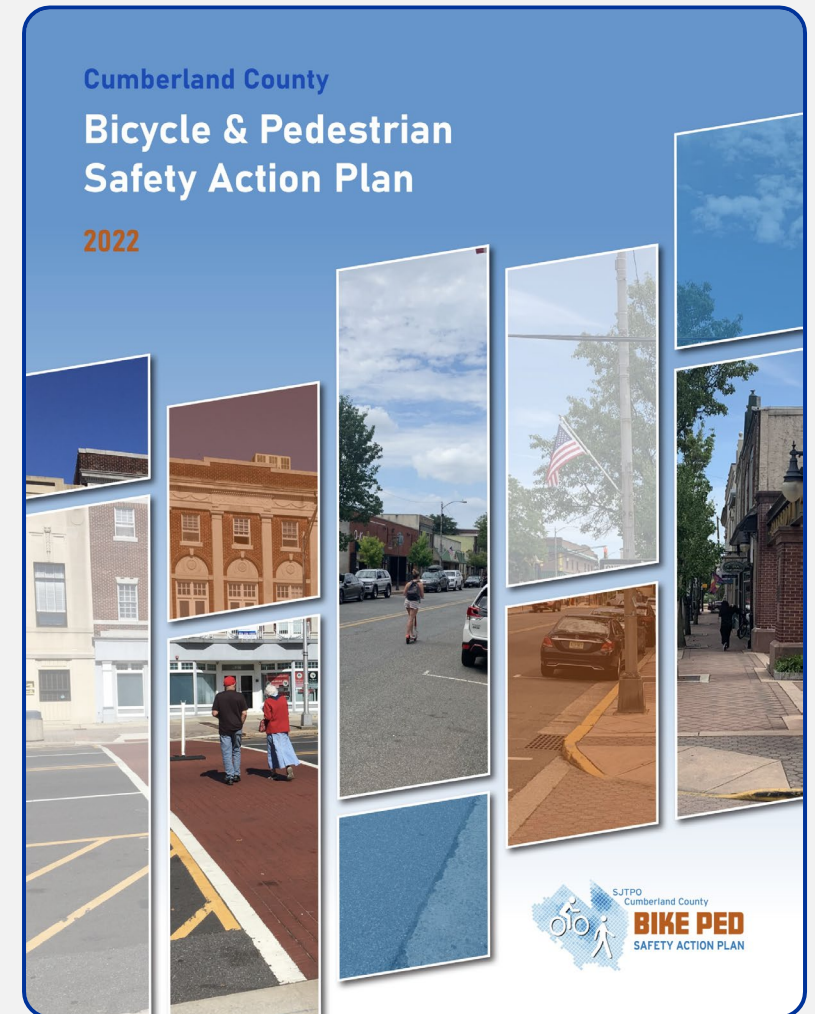
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# CUMBERLAND COUNTY BICYCLE AND PEDESTRIAN SAFETY ACTION PLAN

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- 2018-2022
- Mapped all crashes in Cumberland County
  - Focused on bicycle and pedestrian crashes
  - Highly concentrated in Vineland, Millville, and Bridgeton
- Identified top crash locations
  - Public, stakeholder, and elected official input



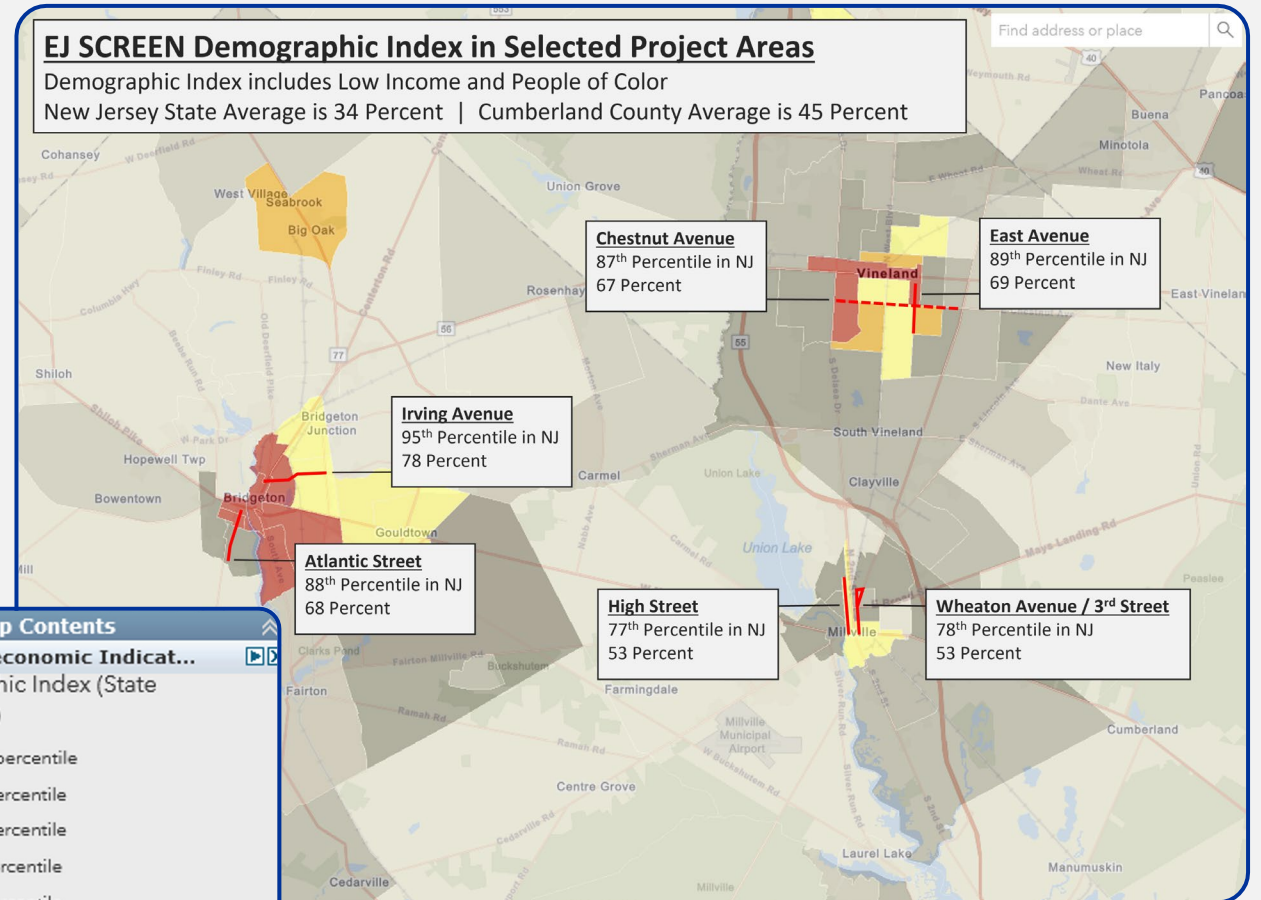
# CUMBERLAND COUNTY BICYCLE AND PEDESTRIAN SAFETY ACTION PLAN

- Top locations were identified

- Bridgeton
  - Irving Av
  - Atlantic St
- Millville
  - **Third St/Wheaton Av**
  - High St
- Vineland
  - East Av
  - **Chestnut Av**

Local Safety Program (HSIP)

Seeking Funds



# CUMBERLAND COUNTY BICYCLE AND PEDESTRIAN SAFETY ACTION PLAN

## Chestnut Ave

- Too large for Local Safety Program
- Pavement, signal replacement
- Road diet
- Signal removal
- Roundabout(s)
- Bike lanes
- Crosswalks

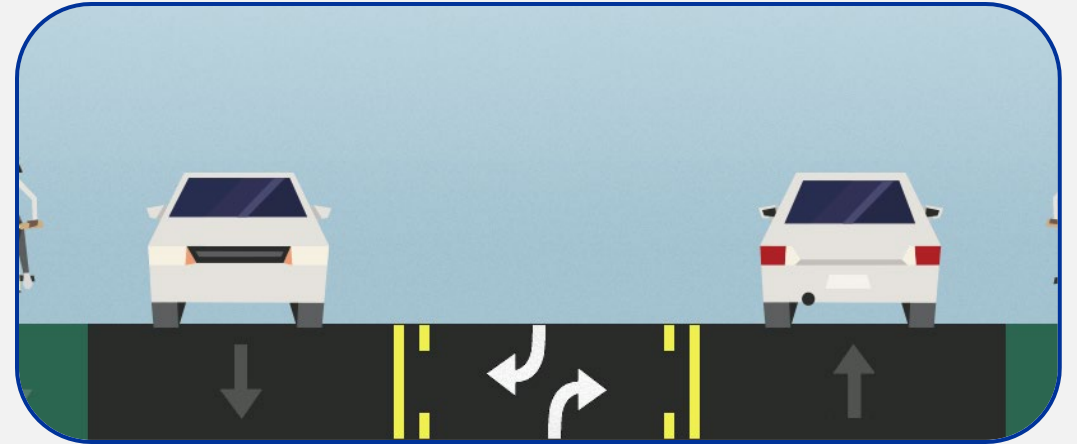
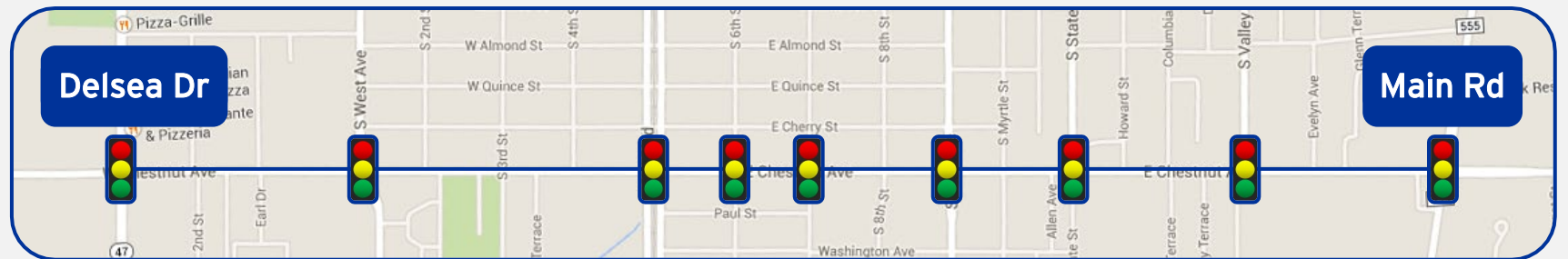


Image courtesy BikeWalkKC



# SAFETY IN ALL PROJECTS - ATLANTIC AVENUE

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## Atlantic Ave - Atlantic City

**#1** Bike/Ped Corridor List

**#1** Corridor List

**15x** Bike/Ped Intersection List

**7x** Intersection List



Repaving → Safety Assessment → Road Diet → \$15M BUILD Grant

# PROJECT SELECTION PROCESS

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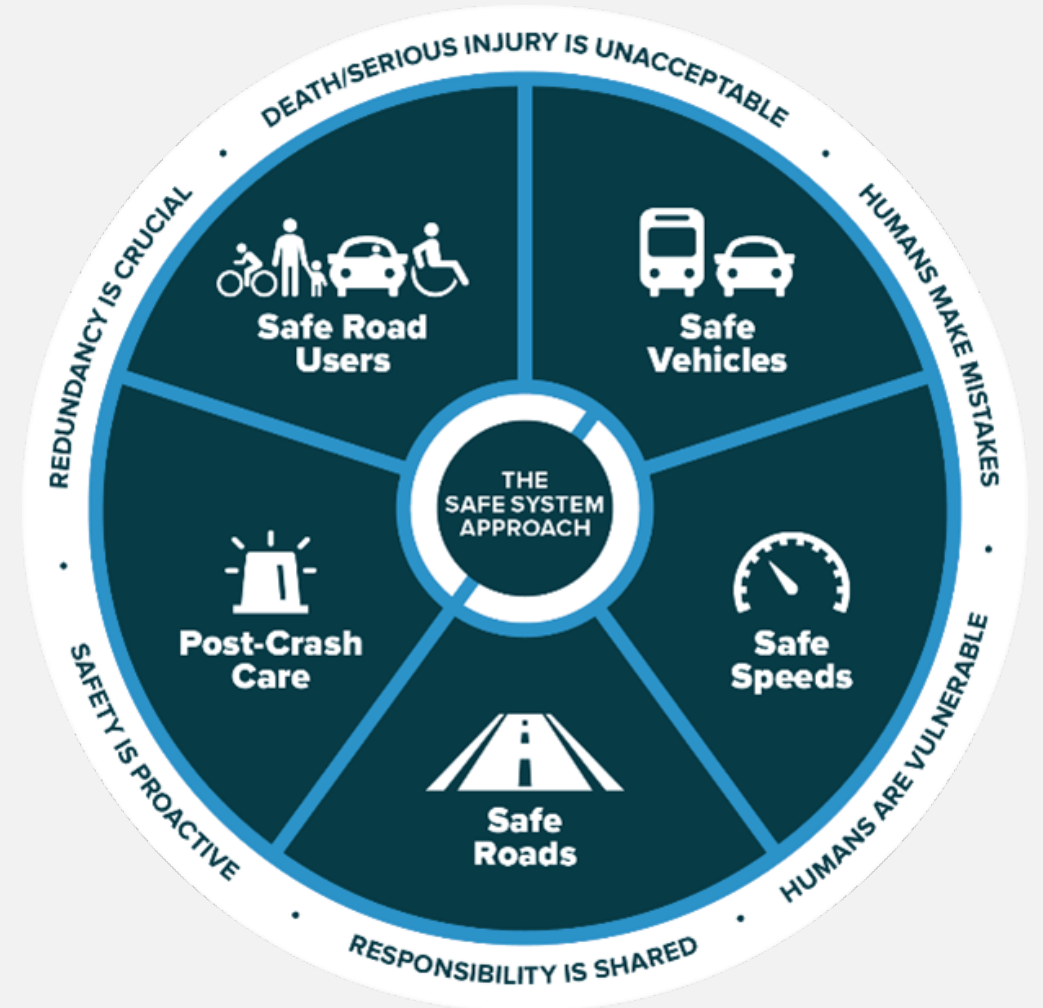
- Late 2019/Early 2020
- More SJTPO staff involved
- Screening, not just scoring
- Includes greater focus on federal, state, and regional priorities
  - Complete Streets
  - Safety
  - Equity





# COUNTYWIDE LOCAL ROAD SAFETY PLANS

- Kicking off now!
- Four separate countywide plans
- Countywide, not just the county
- Extensive network data collection
- Safe System Assessment
- Identification of Systemic Countermeasures
- Investment Strategy
- Ongoing Support



# THANK YOU!

---



## Alan Huff

Program Manager - Safety  
Initiatives & Public Outreach  
[ahuff@sjtpo.org](mailto:ahuff@sjtpo.org)



## Jennifer Marandino

Executive Director  
[jmarandino@sjtpo.org](mailto:jmarandino@sjtpo.org)



South Jersey  
Transportation  
Planning Organization

[WWW.SJTPO.ORG](http://WWW.SJTPO.ORG)



# Building a Culture of Safety



***Krishna Murthy***

*EZ Ride*

---

**The Story  
of our  
Bike & Pedestrian Program**

---

**What Makes this  
Different?**

**SCALE**

## **What Makes This Different?**

---

**1,000**

**Public Schools in  
170 Municipalities**

## **What Makes This Different?**

---

**400+**

**Events in 300 Communities**

## **What Makes This Different?**

---

**40,000**

**Participants**



# **Done A Lot Of Things Right...**

---

- **Database**
- **Outreach**
- **Online library**
- **Marketing Materials**

---

**Faced A Lot Of**  
**CHALLENGES...**

## **Challenge #1**

---

# **Steep Learning Curve**

## **Challenge # 2**

---

# **Staffing Challenges**

## After Doing This For Several Years...

---

- **Step #1** – Search for a Champion...
- **Step #2** – Build Coalitions ...
- **Step #3** – Celebrate Achievements

---

# Results...

## Results

---

**50%**

**Increase in Safe Routes  
Awardees**

## Results

---

# Seven

**Communities won SRTS**

**Grants – total of \$3.86 Million**



# SRTS Grant Recipients: \$3.86 Million

---



## Results

---

# Three

**Communities – Adopted  
Complete Street Policies**

# Communities: Adopted Complete Street Policy

---



## Results

---

# One

## Street Smart NJ Campaign

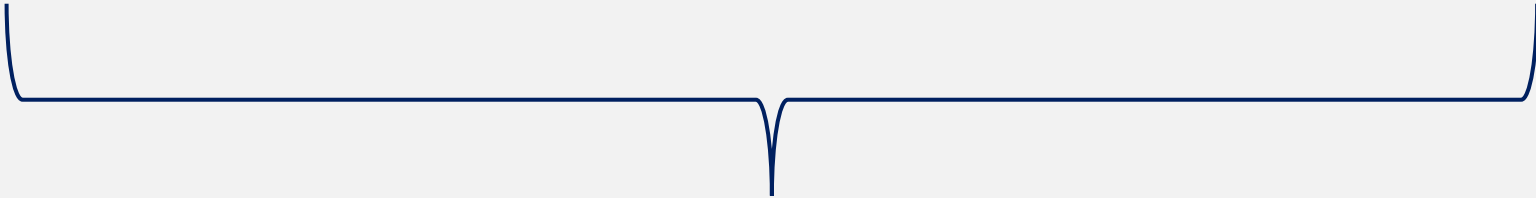
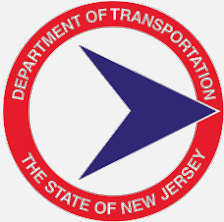
# Street Smart NJ Campaign

---



# Financial Support

---



# TMA's—Your Boots On The Ground



---

**The Future...**



*Thank You!*

**Community Champions**



# Campaign for Safety Education



***Debra Kagan***

*NJ Bike and Walk Coalition*

# Safety Education Campaigns

---

## New Jersey's Safe Passing Law

- Goal to build awareness among drivers across the state
- Educate drivers about the details of the law
- Provide resources for partners to help spread the word



## Bicycle Education/Cycling Savvy

- Online classes and curriculum
- On bike workshops



# Safe Systems Approach



## Principles of the Safe System Approach



# New Jersey Safe Passing Law



## PASS ONLY WHEN IT IS SAFE TO DO SO WITHOUT ENDANGERING THOSE SHARING THE ROAD

- 1 Approach with due caution.
- 2 Move over a lane if possible.
- 3 Pass with at least 4 FT safety zone.
- 4 Otherwise, slow to 25 mph and be prepared to stop.



**PASS WITH CARE**  
**← 4FT TO SPARE →**



The penalty for violating the law is a \$100 fine (\$500 if bodily injury) and 2 points on your driving record.

[njbwc.org/safepass4nj/](http://njbwc.org/safepass4nj/)  
[#safepass4nj](https://twitter.com/safepass4nj)



# New Jersey's Safe Passing Law Campaign Strategy

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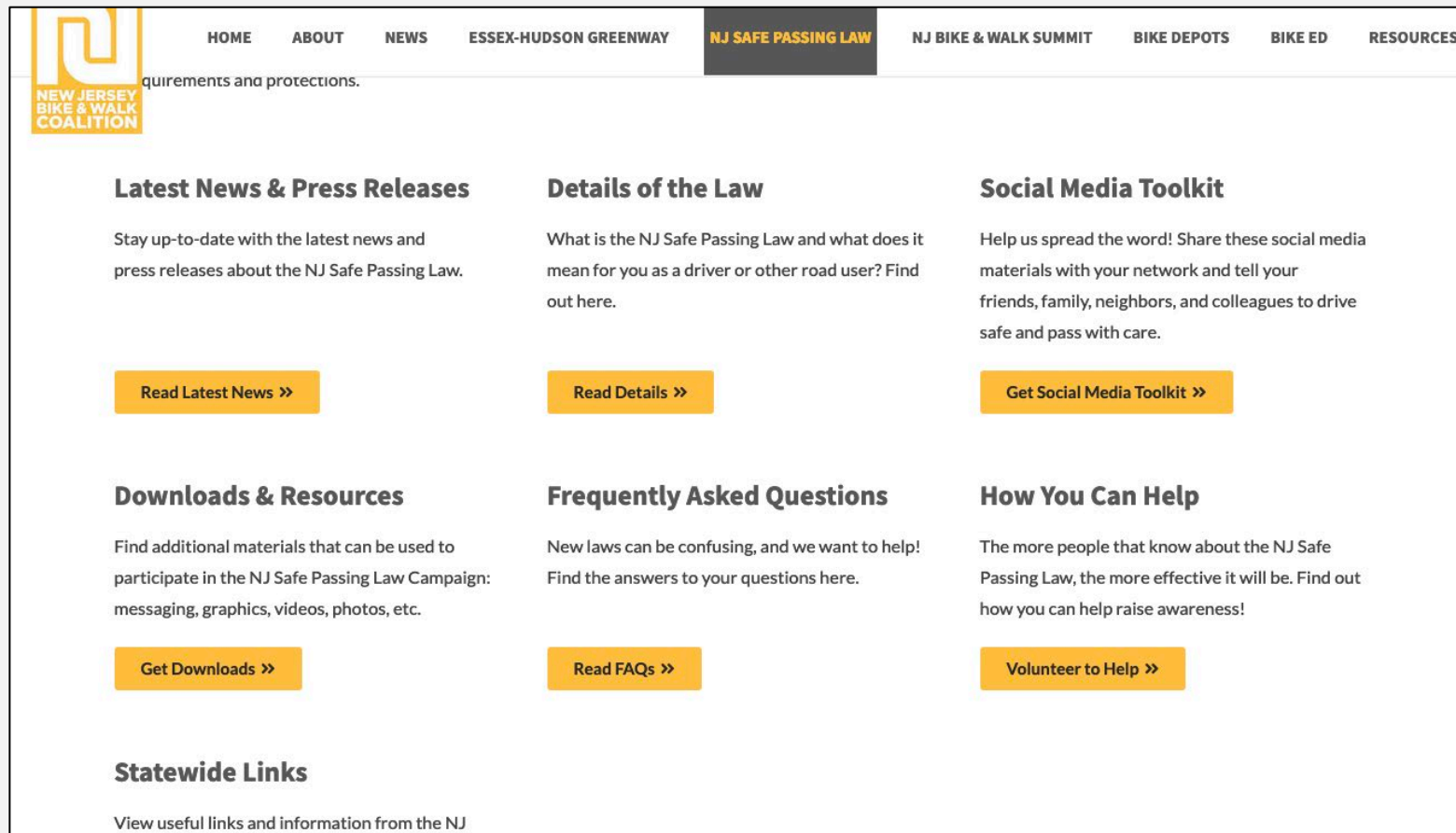
## The Approach

- Develop public awareness and activate advocates and partners
- Messaging to personalize and humanize vulnerable road users.
- Education as one part of the Safe Systems Approach
- Build a Partner Network
- Provide Resources and materials
- Develop general public awareness with Social Media and Digital Media Ad campaign



# Campaign Tactics

## Safe Passing Law Resource Center



The screenshot shows the website for the New Jersey Bike & Walk Coalition's Safe Passing Law Resource Center. The navigation menu includes: HOME, ABOUT, NEWS, ESSEX-HUDSON GREENWAY, NJ SAFE PASSING LAW (highlighted), NJ BIKE & WALK SUMMIT, BIKE DEPOTS, BIKE ED, and RESOURCES. The main content area is divided into six sections, each with a descriptive paragraph and a call-to-action button:

- Latest News & Press Releases:** Stay up-to-date with the latest news and press releases about the NJ Safe Passing Law. [Read Latest News >>](#)
- Details of the Law:** What is the NJ Safe Passing Law and what does it mean for you as a driver or other road user? Find out here. [Read Details >>](#)
- Social Media Toolkit:** Help us spread the word! Share these social media materials with your network and tell your friends, family, neighbors, and colleagues to drive safe and pass with care. [Get Social Media Toolkit >>](#)
- Downloads & Resources:** Find additional materials that can be used to participate in the NJ Safe Passing Law Campaign: messaging, graphics, videos, photos, etc. [Get Downloads >>](#)
- Frequently Asked Questions:** New laws can be confusing, and we want to help! Find the answers to your questions here. [Read FAQs >>](#)
- How You Can Help:** The more people that know about the NJ Safe Passing Law, the more effective it will be. Find out how you can help raise awareness! [Volunteer to Help >>](#)

**Statewide Links**  
View useful links and information from the NJ

# Translations

## Chinese

Sign our Pledge to Pass Safely **Pledge Now**

JOIN DONATE NEWSLETTER SIGN-UP SPONSORS CONTACT SEARCH f t i

HOME ABOUT NEWS ESSEX-HUDSON GREENWAY NJ SAFE PASSING LAW NJ BIKE & WALK SUMMIT BIKE DEPOTS BIKE ED RESOURCES

### 法律详细信息

[English](#) [Español](#) [Português](#) [中国人](#)

#### 设立这项法律的目的是什么?

这项新法律旨在防范机动车驾驶员在不安全的情况下超越骑行者、行人、滑板车使用者、轮椅使用者或其他弱势道路使用者（未在车内受到保护的道路上）时经常发生的险肇事故、伤害和死亡。

该法律承认，我们可以通过加强车外人员的道路使用权，改变我们的驾驶习惯，使无车出行常态化，让我们的街道更加安全。该法律强调了所有驾驶员都有责任在遇到弱势道路使用者时保持谨慎，特别是那些驾驶快速、重型车辆的驾驶员。

最后，该法律提供了一个树立安全意识的机会，让驾驶员们认识到车外的其他道路使用者也是别人的朋友、家人、同事或邻居，我们可以在超越他们时留出足够的空间，帮助保证他们的安全。

#### 这项法律到底有哪些内容?

## Spanish

Sign our Pledge to Pass Safely **Pledge Now**

JOIN DONATE NEWSLETTER SIGN-UP SPONSORS CONTACT SEARCH f t i

HOME ABOUT NEWS ESSEX-HUDSON GREENWAY NJ SAFE PASSING LAW NJ BIKE & WALK SUMMIT BIKE DEPOTS BIKE ED RESOURCES

### Detalles de la ley

[English](#) [Español](#) [Português](#) [中国人](#)

#### ¿Qué hace la ley?

El objetivo de esta nueva ley es prevenir los cuasiaccidentes, las lesiones y las muertes que a menudo ocurren cuando los automovilistas adelantan a ciclistas, peatones, patinetes, personas en sillas de ruedas u otros usuarios viales vulnerables (usuarios que no están protegidos dentro de sus vehículos) de manera poco segura.

La ley reconoce que podemos hacer que las calles sean más seguras al reforzar el derecho al espacio en la vía para las personas que no se trasladan en automóviles, al cambiar nuestros hábitos de conducción y al normalizar los viajes en otros medios de transporte. La ley destaca la responsabilidad de todos los conductores de tener cuidado con los usuarios viales que no están en automóviles podrían ser amigos, familiares, colegas o vecinos. Podemos ayudar a garantizar la seguridad de ellos al adoptar prácticas de ultrapassagem que permitan dejar un bom espaço de distância ao fazer a manobra.

## Portuguese

Sign our Pledge to Pass Safely **Pledge Now**

JOIN DONATE NEWSLETTER SIGN-UP SPONSORS CONTACT SEARCH f t i

HOME ABOUT NEWS ESSEX-HUDSON GREENWAY NJ SAFE PASSING LAW NJ BIKE & WALK SUMMIT BIKE DEPOTS BIKE ED RESOURCES

### Detalhes da Lei

[English](#) [Español](#) [Português](#) [中国人](#)

#### O que a lei estabelece?

Esta nova lei visa evitar os quase acidentes, lesões e mortes que ocorrem frequentemente quando os motoristas ultrapassam de forma insegura ciclistas, pedestres, scooters, pessoas em cadeiras de rodas ou outros usuários vulneráveis da estrada (usuários da estrada não protegidos dentro dos veículos).

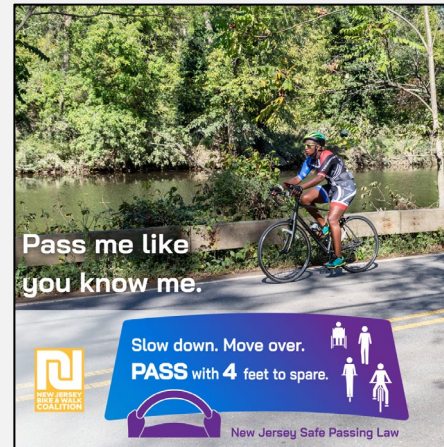
A lei reconhece que podemos tornar nossas estradas mais seguras ao garantir o direito de todos poderem circular na via. Também refere que é importante mudar nossos hábitos de condução e passar a utilizar outros meios de transporte que não sejam carros. A lei ressalta a responsabilidade de todos os motoristas terem cuidado com os usuários vulneráveis das vias, especialmente os motoristas que dirigem veículos pesados e rápidos.

Por fim, a lei é uma oportunidade para conscientizar os motoristas de que os usuários da estrada que não estão nos carros também podem ser um de seus amigos, familiares, colegas ou vizinhos. Podemos ajudar a garantir a segurança deles ao adotar práticas de ultrapassagem que permitam deixar um bom espaço de distância ao fazer a manobra.



# Resources and Downloads

## Social Media Toolkit



## Presentation and Video



## Print

**PASS ONLY WHEN IT IS SAFE TO DO SO WITHOUT ENDANGERING THOSE SHARING THE ROAD**

- Approach with due caution.
- Move over a lane if possible.
- Pass with at least 4 FT safety zone.
- Otherwise, slow to 25 mph and be prepared to stop.

The penalty for violating the law is a \$100 fine (\$500 if bodily injury) and 2 points on your driving record.

## Campaign Graphics



# Digital Ad and Media Campaign Results

---

## Digital Media Ad Campaign

*Results, June-September*

---

### Social Media Ads

---

**Reach: 1,060,604**

**Impressions: 4,864,339**

**Clicks: 10,736**

### Google Ads

---

**Impressions: 12,443,503**

**Clicks: 10,957**

# Partners Network



# Bike Education Campaign

---

## Online Classes and Curriculum

- Savvy Cycling
  - An overview what causes most crashes, how to avoid them and street savvy strategies for stress free riding
- Bike Friendly Driver
  - Educate motorized vehicle drivers objective of developing a shared understanding for all users.



# Bike Education Campaign

## On Bike Workshops

- Bike Handling Skills
  - Class is taught in a parking lot in order to review fundamental skills, and build competence and confidence.
- Street Savvy Cycling
  - A special Road Ride follows the prerequisite skill building drills session. We'll travel as a group.

JOIN US FOR A

## Street Savvy Cycling

Taught by Paul Mickiewicz & Andrea Silk  
Certified instructors through the League of American Bicyclists & the American Bicycling Education Association



**Sunday, August 21st, 2-6pm**  
Lincoln Park Newark, NJ 07102

**Course Description:** You will improve your riding skills while learning, equipment fundamentals, bike-specific traffic law, crash causes and how to avoid them, the importance of lane positioning, communication, and many other street-savvy cycling strategies. We start with skill building bike handling drills in a parking lot followed by a 4-5 mile road ride to apply the strategies and skills. *Helmets, road-ready bicycles, and signed waivers required participate.*

**Register-** <https://bikewalkmontclair.as.me/StreetSavvyCycling>  
**Questions?** Contact Paul at [Paul.Mick@NJBWC.org](mailto:Paul.Mick@NJBWC.org)

Instructors Paul and Andrea are long time bike commuters riding bicycles around town as their preferred form of transportation and recreation. As certified cycling instructors, they lead bike education classes in person and online for groups and individuals March-October.



Sponsored by



## Next Steps

---

- Bike/Ped Emphasis Area Action Team - Strategic Highway Safety Plan
  - Update materials on website for Safe Passing Law
- Build awareness and incorporate the safe systems approach
- Continue to work with and build Partners Network
- Support grant information and applications for Safe Streets and Roads for All (SS4A) grant and other IIJA and IRA grants
- Advocate for Vision Zero Task Force bill



# Opportunities to Fund Local Safety Projects



***Veronica Murphy, AICP***

*Division of Local Aid & Economic Development*

# OVERVIEW OF LOCAL AID GRANT PROGRAMS

---

## State & Federal Grants



Transit



Bikeways



Walkways



Municipals



# BIKEWAYS

---

- New Bikeway separated from motor vehicle traffic
- Bikeway connecting to existing local or regional system
- Bikeway improving access to public facilities

**\$1 M**

2022 Award

\* Additional funds



*Jersey City, NJ*

# TRANSIT VILLAGE

---

- Bicycle/pedestrian paths and lanes
- Bicycle parking and storage
- Bicycle Route signs
- Construction of a modern roundabout
- Traffic calming measures

**\$1 M**

2022 Award

\$3.8 M

\*Additional funds



*Burlington, NJ*

# SAFE STREETS TO TRANSIT

- New sidewalks, curb ramps, sidewalk widening and major reconstruction
- Traffic control devices that benefit pedestrians
- Pedestrian signals and push buttons
- Safety enhancements for pedestrians at transit stops

**\$1 M**

2022 Award

\$3.8 M

\*Additional funds



*Margate City, NJ*

# COUNTY AID

---

- Pedestrian Safety:
  - New sidewalks & crosswalks
  - Traffic calming
  - Pedestrian overpass
- Roadway Safety:
  - Guide rail
  - Warning devices

**\$161.25 M - County Aid**



*Millville, NJ*

# MUNICIPAL AID

---

- Pedestrian Safety:
  - New sidewalks & crosswalks
  - Traffic calming
  - Pedestrian overpass
- Roadway Safety:
  - Guide rail
  - Warning devices

**\$151.25 M - Municipal Aid**  
**\$10 M - Urban Aid**



*Montgomery Township, NJ*

# SAFE ROUTES TO SCHOOL

---

- On-Street Bike Lanes or Shoulders
- Off-Road Bike Paths or Trails
- New or Upgraded Sidewalks
- ADA Curb Ramps
- Crosswalk Installation or Striping
- Traffic Calming Devices

**\$9.5 M**

2022 Award



*Margate City, NJ*

# TRANSPORTATION ALTERNATIVES

---

- New or reconstructed sidewalks,
- Walkways, or curb ramps
- Bike lane striping
- Wide paved shoulders
- Bike parking and bus racks
- New or reconstructed off-road trails
- Bike and pedestrian bridges and underpasses

**\$25 M**



*Delaware River Heritage Trail, Burlington, NJ*

# PLAN TO CAPITALIZE ON AVAILABLE FUNDS

---



Data



Plan



Prioritize





# CONTACT US



## CALL

(609) 649-9395



## LOCATION

1035 PARKWAY AVENUE, TRENTON, NJ 08625



## EMAIL

[DOT-LocalAID.ResourceCenter@dot.nj.gov](mailto:DOT-LocalAID.ResourceCenter@dot.nj.gov)



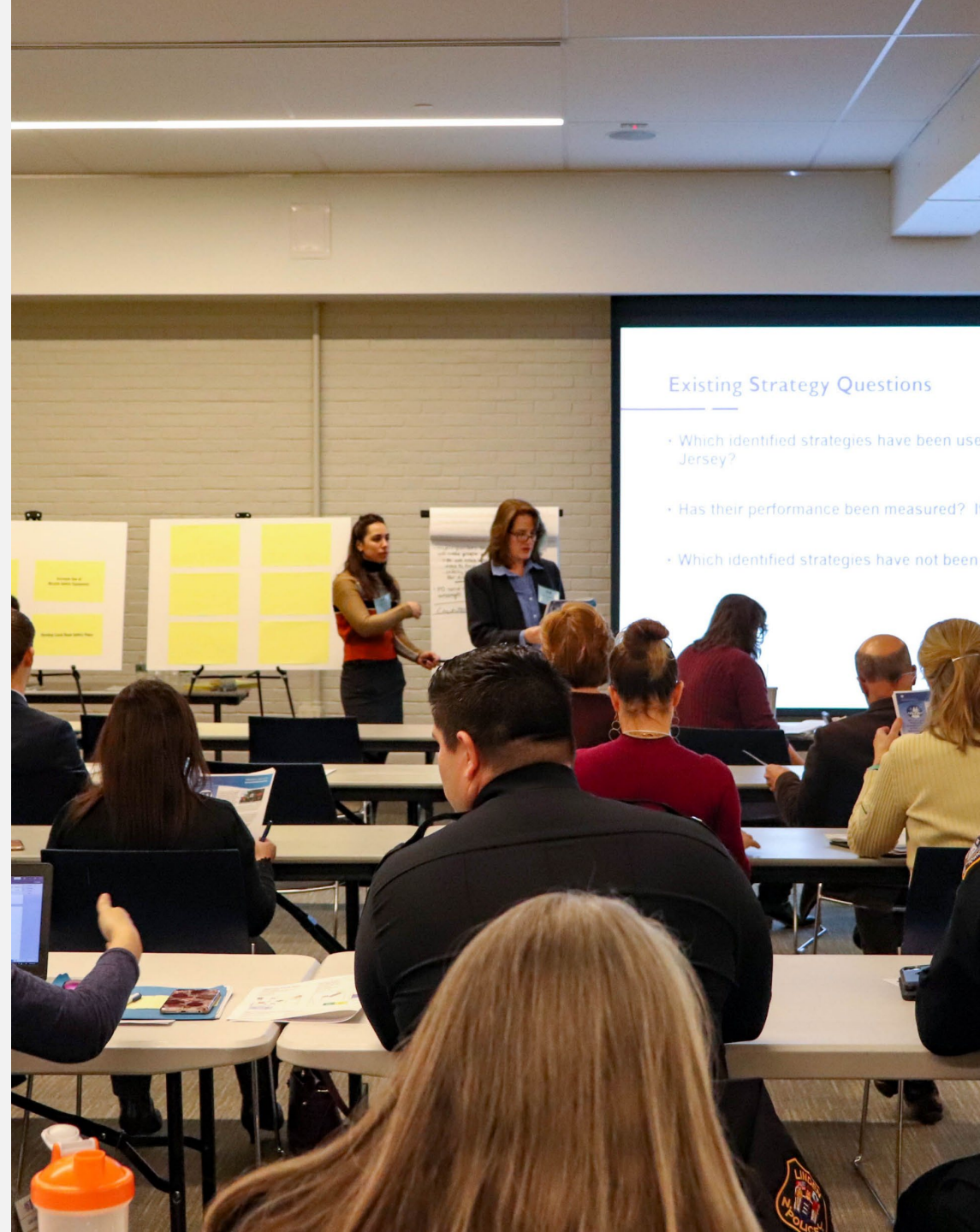
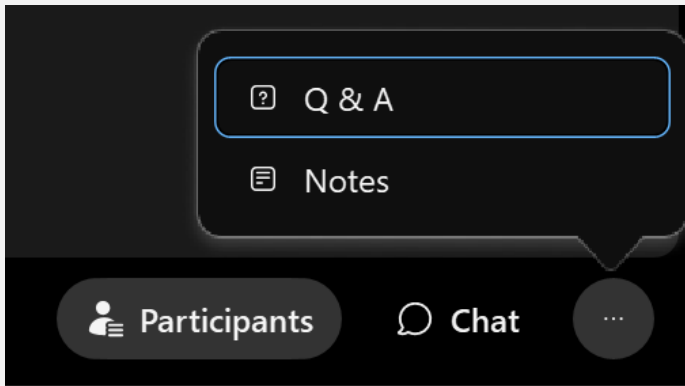
## WEBSITE

[NJDOTLOCALAIDRC.COM](http://NJDOTLOCALAIDRC.COM)

# PANEL DISCUSSION



**Moderated by  
Jeevanjot Singh**  
Section Chief, Bureau of  
Safety, Bicycle and Pedestrian  
Programs, NJDOT



# Interactive Group Exercise | Instructions

Use Phone to Scan QR code



Go to Menti.com

Menti.com  
Code: 1929 1905



# What Are We Doing Now and What Else Can Be Done?

*Session 3*





# Emphasis Area Team Update



***Khalid Shaikh***

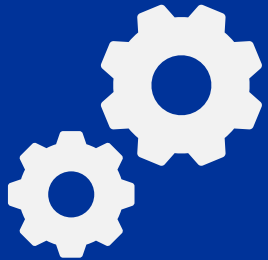
*Project Manager, Bureau of Safety, Bicycle and Pedestrian Programs, NJDOT*

# WHAT IS THE STRATEGIC HIGHWAY SAFETY PLAN?

---



*The SHSP is a five-year plan to drive down fatalities and serious injuries on all public roads.*



**Engineering**



**Enforcement**



**Education**



**Emergency  
Response**



**Equity**

# NJ 2020 SHSP GOAL

---



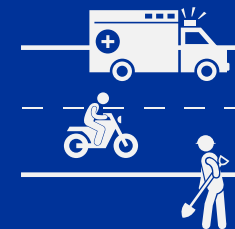
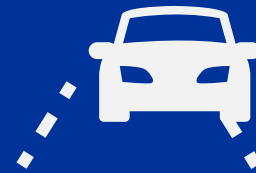
- Reduce fatalities, serious injuries and total injuries by 14% by 2025.
- This amounts to 3% per year reduction.
- 2050 aspirational goal of zero fatalities and serious injuries.



# IMPLEMENTATION

---

150+  
Actions





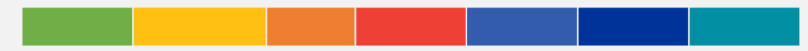
# Progress

Year 2, Quarter 4 | June 1, 2022 – August 31, 2022

Year 1 Priority Actions Progress **88%**



Year 1 Priority Actions **35**



Emphasis Area Team



Data



Driver Behavior



Equity



Intersections



Lane Departure



Other Vulnerable Road Users

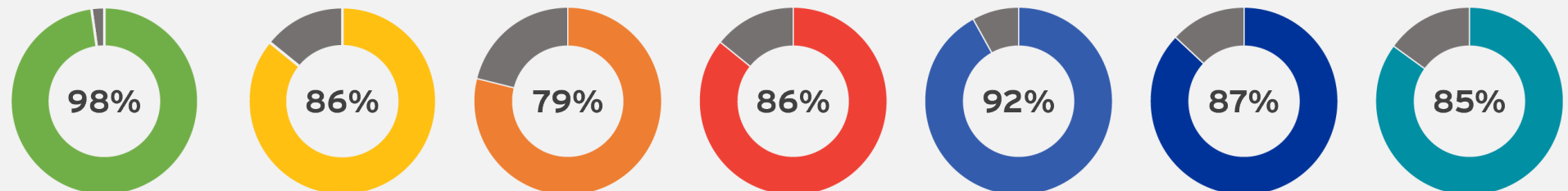


Pedestrians & Bicyclists

Completed Priority Actions



Progress



# FOCUS FOR UPCOMING EFFORTS

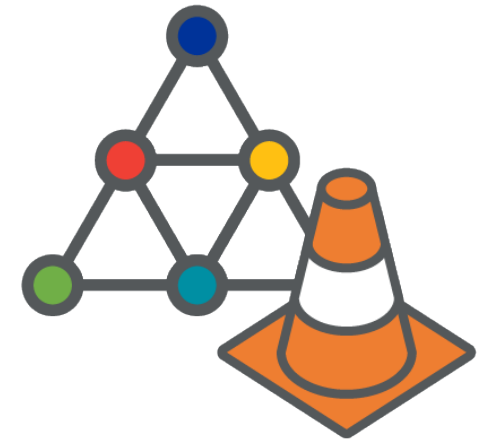
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Best practices and research → Pilot programs



Tailoring FHWA guidance for New Jersey



Holistic approach to safety



# SEVEN EMPHASIS AREAS

---



## **Layla Fryc**

*New Jersey Turnpike Authority,  
Data Team Leader*



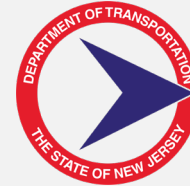
## **Vince Cardone**

*Monmouth County, Lane Departure  
Team Leader*



## **Tracy Noble**

*AAA, Driver Behavior Team Leader*



## **Elise Bremer-Nei**

*NJDOT, Pedestrians & Bicyclists  
Team Leader*



## **Veronica Murphy**

*Division of Local Aid & Economic  
Development, Equity Team Leader*



## **Kevin Murphy**

*Delaware Valley Regional Planning  
Commission, OVRU Team Leader*



## **Jennifer Marandino**

*South Jersey Transportation Planning  
Organization, Intersections Action  
Leader*



# Data Emphasis Area



***Layla Fryc***

*New Jersey Turnpike Authority, Data Team Leader*

# DATA EMPHASIS AREA



**Layla Fryc**

*New Jersey  
Turnpike Authority*

## Mission:

Improve quality, integration, dissemination, and inventory content of data.

**Goal 1:** Improve crash reporting process

**Goal 2:** Improve quality of data and integrate it with existing open data portal

**Goal 3:** Improve data inventory

**Goal 4:** Integrate health and equity considerations into safety analyses

**Goal 5:** Assess the consistency of crash data on all data query platforms



# DATA EMPHASIS AREA | PROGRESS



**Layla Fryc**  
*New Jersey  
Turnpike Authority*

**33**

Total SHSP  
Data Actions

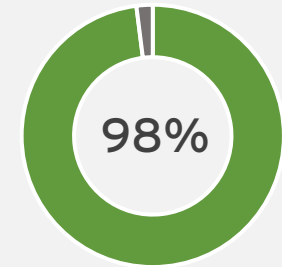
## Year 1 Priority Actions

**4**

Completed

**1**

In-progress



Progress %

**3**

Year 2  
Priority Actions



# DATA EMPHASIS AREA | TOWARD ZERO



Layla Fryc

*New Jersey  
Turnpike Authority*



Update crash reporting training curriculum



Update data collection technologies

Include ped and bike data in data inventory



Consolidate health, trauma, and safety data



Improved safety program/project development



# Driver Behavior Emphasis Area



***Tracy Noble***

*AAA, Driver Behavior Team Leader*



# DRIVER BEHAVIOR EMPHASIS AREA



Tracy Noble

AAA

## Mission:

New Jersey will encourage positive driving behavior.

**Goal 1:** New Jersey will encourage positive driving behavior

**Goal 2:** Law enforcement and judiciary will support safety in New Jersey road systems

**Goal 3:** New Jersey will have a road system that is designed to encourage safe driving behavior

**Goal 4:** Driver Behavior emphasis area goals, objectives, strategies and actions will consider all populations (race, gender, ethnicity, economic status) equitably in development and implementation



# DRIVER BEHAVIOR EMPHASIS AREA | PROGRESS



Tracy Noble  
AAA

22

Total SHSP Driver  
Behavior Actions

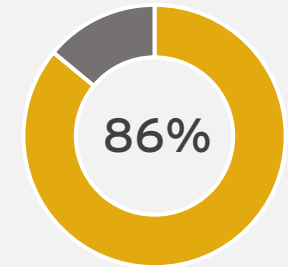
## Year 1 Priority Actions

4

Completed

2

In-progress



Progress %

4

Year 2  
Priority Actions



# DRIVER BEHAVIOR EMPHASIS AREA | TOWARD ZERO



Tracy Noble  
AAA



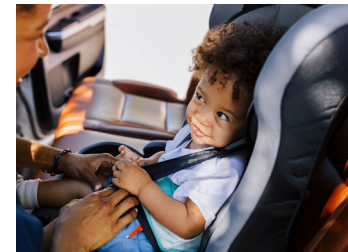
Improve law enforcement training



Educate cannabis buyers on impaired driving risks



Improve DUI adjudication process



Improve seat belt usage



Consistent messaging to promote positive, safe driving culture



Improve accessibility to resources





# Equity Emphasis Area



***Veronica Murphy***

*Division of Local Aid & Economic Development,  
Equity Team Leader*

# EQUITY EMPHASIS AREA

---



**Veronica Murphy**

*Division of Local Aid  
& Economic  
Development*

## Mission & Goal:

Ensure highway safety investment is inclusive of the interests of traditionally underserved populations and is considered more deliberately.



# EQUITY EMPHASIS AREA | PROGRESS



**Veronica Murphy**

*Division of Local Aid  
& Economic  
Development*

Applicable to  
All SHSP Actions

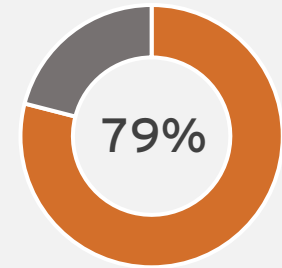
## Year 1 Priority Actions

1

Completed

3

In-progress



Progress %

2

## Year 2 Priority Actions



# EQUITY EMPHASIS AREA | TOWARD ZERO



**Veronica Murphy**

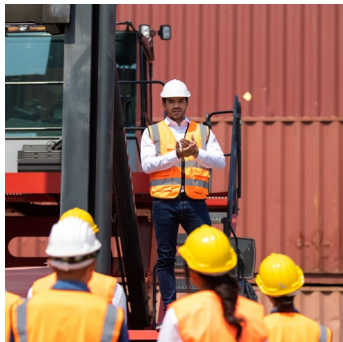
*Division of Local Aid  
& Economic  
Development*



Initiate a Safety and Equity Council



Improve integration of equity into project investment



Support for underserved communities:

- Pursue safety grants
- Enhance safety culture
- Upgrade ped/bike safety needs



Equity considerations across Emphasis Areas



# Intersections Emphasis Area



***Jennifer Marandino***

*South Jersey Transportation Planning Organization,  
Intersections Action Leader*



# INTERSECTIONS EMPHASIS AREA

---



**Jennifer  
Marandino**

*South Jersey Transportation  
Planning Organization*

## Mission & Goal:

Eliminate all fatalities and serious injuries at intersections for all road users through engineering, education, and enforcement.



# INTERSECTIONS EMPHASIS AREA | PROGRESS



**Jennifer  
Marandino**

*South Jersey Transportation  
Planning Organization*

**12**

Total SHSP  
Intersections  
Actions

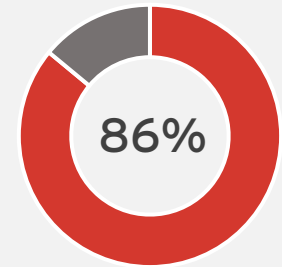
## Year 1 Priority Actions

**2**

Completed

**3**

In-progress



Progress %

**3**

Year 2  
Priority Actions



# INTERSECTIONS EMPHASIS AREA | TOWARD ZERO

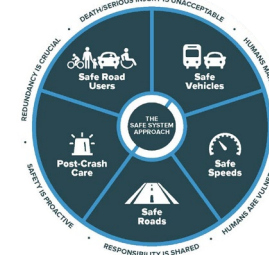


**Jennifer  
Marandino**

*South Jersey Transportation  
Planning Organization*



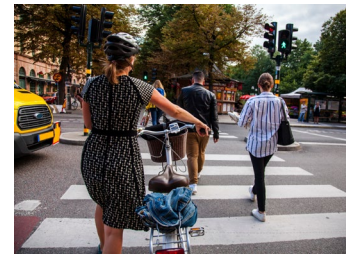
Countermeasures for  
high-risk locations



Education for the  
Safe System  
Approach



Guidance for risk-  
based systemic  
analysis



Improve safety for  
pedestrians at  
intersections



Increased Road  
Safety Audits in  
underserved  
communities



Reduce sight  
distance related  
crashes





# Lane Departure Emphasis Area

***Vince Cardone***

*Monmouth County, Lane Departure Team Leader*

# LANE DEPARTURE EMPHASIS AREA

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## Mission & Goal:

Keep vehicles in the lane, provide for safe recovery, and reduce crash severity.



# LANE DEPARTURE EMPHASIS AREA | PROGRESS

14

Total SHSP Lane  
Departure Actions

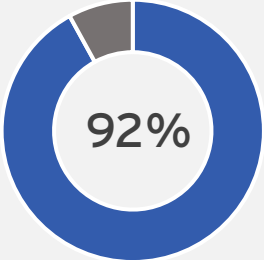
## Year 1 Priority Actions

2

Completed

3

In-progress



Progress %

3

Year 2  
Priority Actions



# LANE DEPARTURE EMPHASIS AREA | TOWARD ZERO



Improve  
accessibility of  
crash data



Share proven  
safety  
countermeasures



Safe System  
Approach training



Address  
implementation  
barriers



Improve fixed  
object data  
collection



# **Pedestrians & Bicyclists Emphasis Area**



***Elise Bremer-Nei***

*NJDOT, Pedestrians & Bicyclists Team Leader*



# PEDESTRIANS & BICYCLISTS EMPHASIS AREA

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**Elise Bremer-Nei**  
*NJDOT*

## Mission and Goal:

Eliminate pedestrian and bicyclist fatalities and serious injuries on all public roads.



# PEDESTRIANS & BICYCLISTS EMPHASIS AREA | PROGRESS



Elise Bremer-Nei  
NJDOT

38

Total SHSP  
Pedestrians &  
Bicyclists Actions

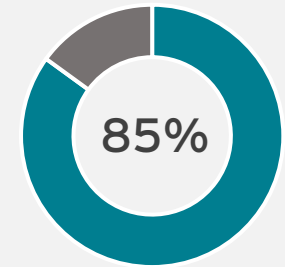
## Year 1 Priority Actions

2

Completed

3

In-progress



Progress %

5

Year 2  
Priority Actions



# PEDESTRIANS & BICYCLISTS EMPHASIS AREA | TOWARD ZERO



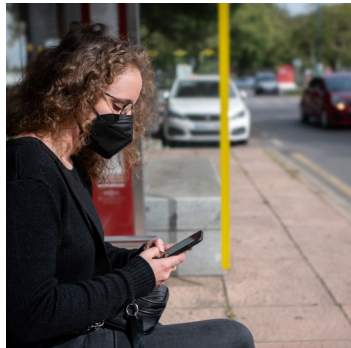
**Elise Bremer-Nei**  
NJDOT



Improve facilities for pedestrians and cyclists on existing roadways



Identify and implement strategies to reduce speeding



Improve safety for pedestrians and cyclists at transit stops



Increase awareness of ped/bike safety concerns





# Other Vulnerable Road Users (OVRU) Emphasis Area



***Kevin Murphy***

*Delaware Valley Regional Planning Commission,  
OVRU Team Leader*

# OTHER VULNERABLE ROAD USERS EMPHASIS AREA



**Kevin Murphy**

*Delaware Valley  
Regional Planning  
Commission*

## Mission:

Eliminate other vulnerable road user fatalities and serious injuries.

**Goal 1:** Eliminate Mature Driver fatalities and serious injuries

**Goal 2:** Eliminate Younger Driver fatalities and serious injuries

**Goal 3:** Eliminate Motorcyclist fatalities and serious injuries

**Goal 4:** Eliminate the number of work zone fatalities and serious injuries

**Goal 5:** Eliminate the number of other road workers fatalities and serious injuries



# OTHER VULNERABLE ROAD USERS EMPHASIS AREA | PROGRESS



**Kevin Murphy**

*Delaware Valley  
Regional Planning  
Commission*

**23**

Total SHSP  
OVRU Actions

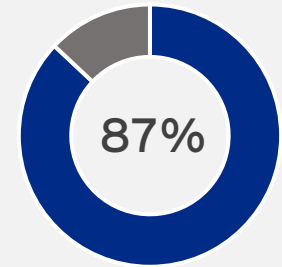
## Year 1 Priority Actions

**1**

Completed

**4**

In-progress



Progress %

**3**

Year 2  
Priority Actions



# OTHER VULNERABLE ROAD USERS EMPHASIS AREA | TOWARD ZERO

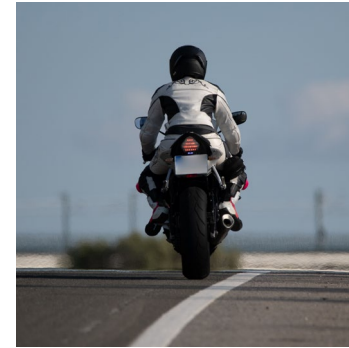


**Kevin Murphy**

*Delaware Valley  
Regional Planning  
Commission*



Improve consideration  
of mature drivers in  
safety planning



Increase trained  
motorcycle users  
  
Improve motorcycle-  
friendly infrastructure



Improve work zone  
training/education and  
worker protection



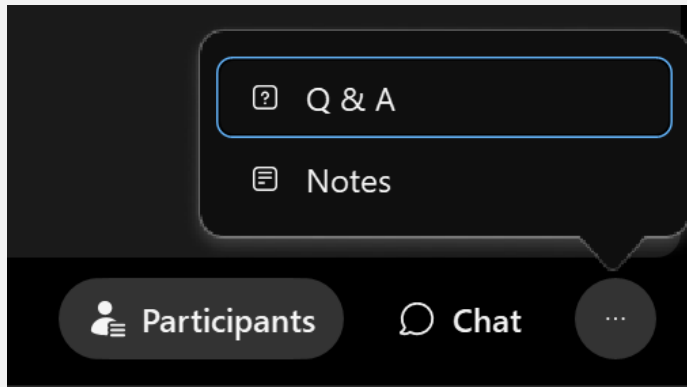
Standardize crossing  
guard training  
  
Improve crossing  
guard protection



# PANEL DISCUSSION



**Moderated by  
Khalid Shaikh**  
Project Manager, Bureau of  
Safety, Bicycle and  
Pedestrian Programs, NJDOT





# Interactive Group Exercise | Instructions

Use Phone to Scan QR code



Go to Menti.com

Menti.com  
Code: 1929 1905



# Closing Remarks and Call to Action



# Closing Remarks

Diane Gutierrez-Scaccetti

*Commissioner, NJDOT*

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Michael Russo

*Assistant Commissioner, Planning,  
Multimodal, and Grants Administration,  
NJDOT*





# Thank You

Learn more at [saferoadsforallnj.com](https://saferoadsforallnj.com)

