Welcome

Recap of Safety Summit #1

November 15, 2019

Safety Summit #1 Goal

Engage Safety Stakeholders in the NJ 2020 SHSP update process

Objectives

- Provide a personal perspective on the importance of safety

- Explain what an SHSP is

- Explain the approach to the NJ 2020 SHSP Update

- Provide an overview of crash data

- Gather opinions on the most significant road safety issues in New Jersey

- Gather stakeholder questions/concerns

- Enlist support moving forward

Safety Summit #1 Proceedings

- Heard from Executive Leaders in New Jersey

- Heard a Personal Story from Robert Nulman of MADD

- Provided an overview of what the SHSP is

- Heard about Delaware's recently adopted SHSP

- Shared the most recent data

- Listened to stakeholders
  - Consider Equity/Vulnerable populations
  - Communications in Spanish language
  - Adequate representation of interest groups in the process

Safety Summit #1 Outcomes

New Jersey's 2020 Emphasis Areas

What is a Strategic Highway Safety Plan?

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

Encompassing:

Engineering / Infrastructure

Enforcement

Education

Emergency Response

What is an Emphasis Area?

An Emphasis Area is a safety-related focus area which will require:

Goals   **Objectives**   **Strategies**   **Actions**

to be achieved over the next five years.

NJ 2020 SHSP Approved Emphasis Areas

Lane Departure

Intersections

Pedestrians and Bicyclists

Data

Driver Behavior
-Drowsy/Distracted Drivers
-Aggressive Drivers
-Impaired Drivers
-Unlicensed Drivers
-Unbelted Drivers and Occupants

Other Vulnerable Road Users

-Mature Drivers   -Other Road Workers
-Younger Drivers   -Emergency Medical
-Motorcyclists   Services
-Work Zone Workers -Other First Responders

Emphasis Area Comparisons 2015 to 2020

2015 SHSP (16)

- Lane Departure
- Drowsy/Distracted Driving
- Aggressive Driving
- Intersections
- Pedestrians and Bicyclists
- Impaired Driving
- Unlicensed Drivers
- Motorcycles
- Unbelted Occupants
- Mature Drivers (65+)
- Heavy Vehicles
- Teen Drivers (<21)
- Work Zones
- Train-Vehicle Collisions
- Improved Data Analysis
- Driver Safety Awareness

2020 SHSP (6)

- Lane Departure
- Intersections
- Pedestrians and Bicyclists
- Data
- Driver Behavior
  - Drowsy/Distracted Drivers
  - Aggressive Drivers
  - Impaired Drivers
  - Unlicensed Drivers
  - Unbelted Drivers and occupants
- Other Vulnerable Road Users
  - Mature Drivers
  - Younger Drivers
  - Motorcycles
  - Work Zone Safety
  - Other Road Workers
  - Emergency Medical Services
  - Other First Responders

New Jersey's 2020 Emphasis Area Team Leaders

NJ 2020 SHSP Approved Emphasis Area Team Leaders

- **Team Leader nominations provided by Steering Committee members**

- **Nominations were vetted by NJDOT and NJDHTS**

- **The Executive Committee approved the Team Leaders**

NJ 2020 SHSP Approved Emphasis Area Team Leaders

Lane Departure

Vincent Cardone
Principal Engineer II, Traffic,
Monmouth County

Intersections

Kimberly Singleton
Manager,
Division of Traffic and Signals,
City of Newark

Pedestrians and Bicyclists

Elise Bremer-Nei
Bicycle and Pedestrian Coordinator,
NJDOT

Data

Layla Fryc
Traffic Engineer,
NJ Turnpike Authority

Driver Behavior

Tracy Noble
Manager, Public and Government
Affairs, AAA

Other Vulnerable Road Users

Andy Anderson
Community Traffic Safety Program
Coordinator, NJ Bike and Walk
Coalition

Plan for the Day

Plan for the Day

Morning Emphasis Area Breakout Sessions……………….……….…10:15 – 11:45

Lunch Break (On Your Own) / Lobby Emphasis Area Stations….*11:45 – 1:15*

Afternoon Emphasis Area Breakout Sessions……………….…...*1:15 – 2:45*

Wrap Up and Next Steps………………………………………….….…*3:00 – 3:30*

Emphasis Area Breakout Session Goals

- **Understand data and identification of data needs**

- **Review existing strategies**

- **Identify additional potential strategies**

- **Gather initial thoughts on priority strategies**

Lunch Break Information

- 1 hour 30 minute lunch break.

- Be back in afternoon session rooms, ready to begin at 1:15 PM.

- One restaurant open in the Student Center - *Traditions*

- Campus Town in walking distance
    - Panera, Piccolo Pronto, Mexican Mariachi, Landmark Americana, Red Berry, Yummy Asian Cuisine

- Other restaurants in short driving distance.

- Encourage visiting Emphasis Area Stations in lobby if you have extra time.

Data Emphasis Area Breakout Room Map

FIRST FLOOR

Rooms 100 West & 100 East ⚪

Opening and Closing Remarks

Room 101 🔴

Lane Departure

Room 104 🟠

Intersections

SECOND FLOOR

Room 225 East 🟡

Pedestrians and Bicyclists

Room 225 West 🟢
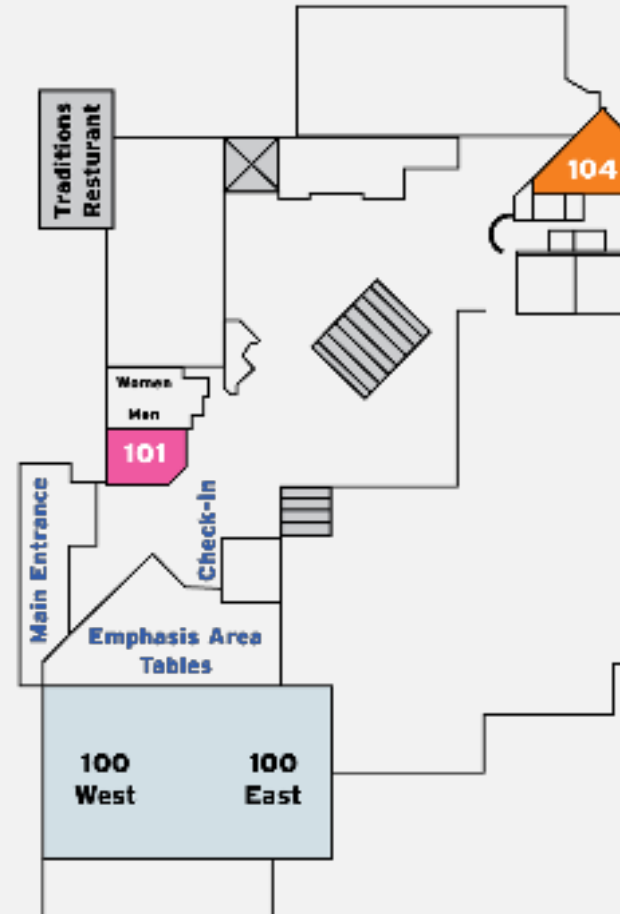
Driver Behavior

Room 224 🔵
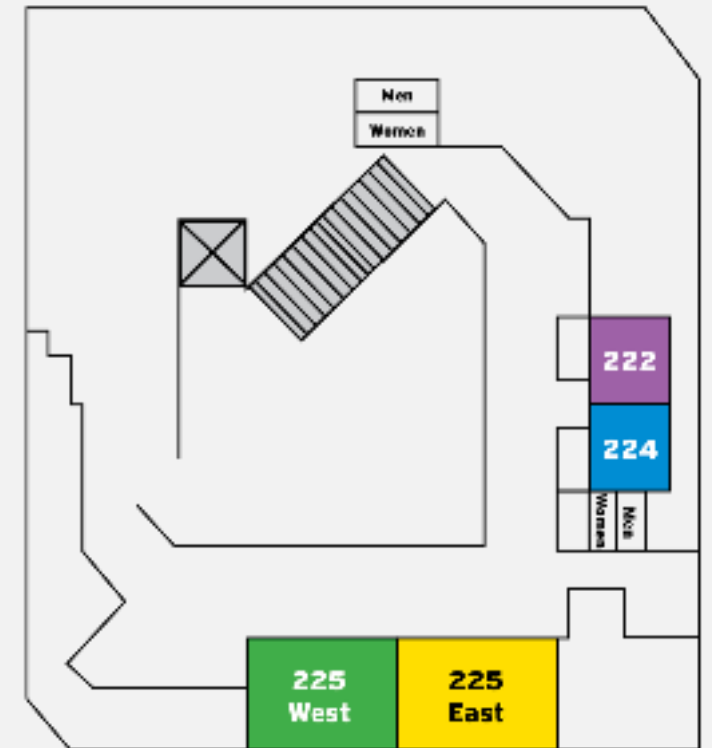
Other Vulnerable Road Users

Room 222 🟣

Data

FIRST FLOOR

SECOND FLOOR

BREAK

Morning Breakout Sessions Start at 10:15

Session Summaries

Lane Departure Session Key Takeaways

- In-vehicle technologies have evolved since the NJ 2015 SHSP Plan

- Data gaps:

  - Roadway geometry
  - Lane markings
  - Vehicle type

- Driver education needs to focus on Lane Departure because it represents 50% of all crashes

- Need better communication and feedback between agencies, police officers and engineers to understand data needs

Intersection Session Key Takeaways

- Enhanced corridor enforcement and education – for all drivers, cyclists and pedestrians. Include roadway engineering in this too, the top 20-50 most dangerous intersections.

- Focus on inexpensive/easy to implement geometric and signal changes. Important to de-couple this from FHWA requirements that you make one small change and the entire intersection has to get up to code (too expensive, nothing will happen)

- Data, data, data. Note all the missing data to inform findings (i.e. demographic information re equity, crash diagrams, GIS accuracy of where the crashes are occurring within certain mile radius, etc.)

Pedestrian and Bicyclists Session Key Takeaways

- Data - attendees want a more holistic approach to data that incorporates demographics and equity.

- Bike/pedestrian and the land use connection. Reforming land use regulations to support bike/pedestrian infrastructure.

- Education - recurring theme focused on multiple angles. Education for drivers, cyclists and pedestrians, law enforcement.

Data Session Key Takeaways

- Correlate data across behavioral changes, and improve access to data

- Personalize educational outreach by using local organizations like schools, libraries, and non-profits.

- Use design and technology solutions to assist with behavior changes such as "whiskey plates" or vehicle technology to prevent running red lights or speeding

Driver Behavior Session Key Takeaways

- Need to digitize and standardize data collection and improve consistency across platforms

- Need to address underreporting of bike/ped crashes and volumes

- Need to ensure all police agencies are providing complete high-quality reports

Other Vulnerable Users Session Key Takeaways

- Improve young driver training and education and strengthen parental engagement

- Peer-to-peer training for young drivers / champion school programs

- Link data from hospitals for mature drivers with medical conditions / re-test older drivers

- Electronic reports for data

- Improve work done on design practices and training for EMS / volunteer firemen and tow trucks

Next Steps

NJ 2020 SHSP Schedule

Safety Summit #1

November 15, 2019

Finalize Emphasis Areas (Dec 2019/Jan 2020)

Safety Summit #2

January 21, 2020

Emphasis Area Team Meetings

February 2020

Finalize Action Plans (March 2020)

Safety Summit #3

April 2020

Finalize SHSP and Implementation Plan (May/June 2020)

Publish NJ 2020 SHSP

July 2020

Implement

July 2020 – June 2025

Closing Remarks