

Working Towards Vision Zero

Mercer County, New Jersey

Greater Mercer TMA

December 11, 2023



NJ Statewide and County Safety Action Plans: Where Are We Now? Mercer County

NJDOT: Complete Streets Summit
4/21/26

Past Efforts to Advance Vision Zero

2007

Mercer County Bicycle and Pedestrian Task Force (MCBPTF) formed

2018

Vision Zero for Central New Jersey Conference

2019

- Greater Mercer Public Health Partnership passes VZ resolution-VZ added to the CHIP
- VZ presentation to Central Jersey Transportation Forum

2020

- CJTF adopts a resolution of support for VZ and sends letters to all municipalities encouraging them to consider VZ.
- Mercer County Bicycle Master Plan completed.

2022

- MCBPTF adopts a VZ resolution recommending that all towns pass one. Letters sent to all Mayors and Town Administrators.
- Princeton, Lawrence, Pennington, Hopewell Borough pass VZ resolutions

2023

Create Mercer County Vision Zero Story Map

2024/2025

Begin work on VZ Plan.
Mercer County passes a resolution adopting the Vision Zero goal

Mercer County Vision Zero Action Plan Survey

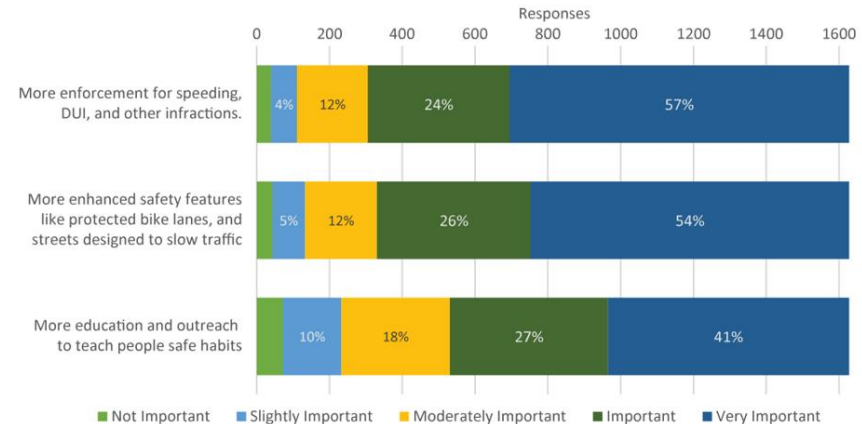


- 1162 responses
- 873 unique open-ended comments
- 228 supplemental responses

Some takeaways:

- **82%** of respondents **underestimated** the County's average annual number of KSIs
- **95% agree** that zero should be the only acceptable number of KSIs
- Strong support for **automated speed enforcement**. 80% in school zones.
- **89%** are willing to **add a few minutes** to their trip to make all road users safer

Perceived Importance of Safety Strategies



Mercer County Vision Zero Action Plan

The Vision Zero planning process included several key components:



Crash Data Analysis

Detailed analysis of crash records from across the county, seeking to understand patterns of high-risk locations and crash characteristics.



High-Injury Network (HIN)

A county-wide HIN was generated to identify road segments that have a particularly high prevalence of crashes, especially fatal and severe-injury crashes.



Public Engagement

A detailed survey was launched across the county to engage residents, visitors, and other stakeholders. The survey gathered information about current travel behaviors, thoughts on roadway safety principles, and priorities for future desired improvements. To ensure all voices were heard, the survey was also re-released for a second time in key communities not well represented among the initial responses.



Considering Solutions

A wide range of potential safety improvement strategies was evaluated, based on research of global best practices, examples from peer communities, and thorough engagement with the Vision Zero Steering Committee.

Built upon the base of existing conditions research and proven best practices, this plan offers a broad range of recommendations for maximizing safety for all road users in Mercer County, organized under three fundamental pillars:

Safe Infrastructure

Street design that ensures safety for all road users, while also incorporating redundancies that minimize the likelihood and impact of human errors.

Safety-Focused Policy

Transportation laws, procedures, and enforcement practices to prioritize the safety of all road users and promote responsible choices.

Culture of Safety

Education, outreach, and engagement tactics to shift public perceptions of roadway safety, stressing that saving lives must always be the first priority.



Safe Infrastructure



Safety-Focused Policy



Culture of Safety

Action Matrix


Pillar I – Safe Infrastructure


Action Items:

1. Increase **intersection safety** through measures that improve visibility of and for all roadway users, and ensure that drivers stop safely at signals and conflict points.

Pillar I – Safe Infrastructure							
Action Item Number	Tactic	Lead Entity	Supporting Entities	Cost	Timeframe	FHWA PSC	Pilot/ Pop-Up Option?
I-1a	Intersection daylighting through curb extensions, parking restrictions, and similar tools	County, Municipalities	NJDOT, GMTMA, DVRPC	Low-Medium	Short-Medium Term	X	Yes
I-1b	All-way stops at unsignalized intersections	County, Municipalities	NJDOT, GMTMA, DVRPC	Low	Short Term	X	Yes
I-1c	Leading Pedestrian Intervals (LPIs) at signals	County, Municipalities	NJDOT, GMTMA, DVRPC	Low-High	Short Term	X	Yes
I-1d	Exclusive pedestrian interval (" pedestrian scramble ") at intersections with high pedestrian traffic	County, Municipalities, NJDOT	GMTMA, DVRPC	Low-High	Short Term	-	Yes
I-1e	Reflective backplates on traffic signals	County, Municipalities	NJDOT, GMTMA, DVRPC	Low	Short Term	X	No

Digital Media Campaign




Dan Benson, County Executive
The Board of County Commissioners

SAFE STREETS START WITH YOU

Every person on the road
is someone's family.

YOU CAN HELP MAKE
OUR ROADS SAFER!

[LEARN HOW](#)



VISION ZERO IN MERCER COUNTY

Together, we can achieve zero deaths and serious injuries on our roadways.

WHAT IS VISION ZERO?

Vision Zero is a strategy to **eliminate all deaths and serious injuries on our roadways**, while increasing safe, healthy, and equitable mobility for all.

SAFE SYSTEM APPROACH

Vision Zero applies the **Safe System Approach** to build a transportation system that prioritizes the safety of every person. The Safe System Approach is guided by **six fundamental principles**:

1. Deaths and serious injuries on our roads are **unacceptable and preventable**.
2. People will **inevitably make mistakes** while on the road.

Digital Media Campaign



GREATER MERCER TMA
Discover Greener Paths

***YOUR SPEED.
THEIR LIFE.***

Every MPH matters.



GREATER MERCER TMA
Discover Greener Paths

***YOUR SPEED.
THEIR LIFE.***

*You may get home faster.
They may never get home.*



GREATER MERCER TMA
Discover Greener Paths

***YOUR SPEED.
THEIR LIFE.***

*Speeding is a choice.
Lives are at risk.*

Next Steps-Getting to Zero

1. Provide the final draft plan to the County Commissioners for approval.
2. Present the plan to all municipalities to encourage adoption.
3. Award RFP for supplemental SS4A grant with focus on identifying locations to install proven safety countermeasures.
4. Continue awareness campaigns.
5. Support grant requests from partner agencies.
6. Use the Plan. Do the Work!

How to Use This Plan



Mercer County

This plan applies directly to county roads, and will guide the county's efforts to develop safer infrastructure and promote safe behaviors. It also provides strategies to help the county build coordinated safety programs across all municipalities.



Municipalities

Municipalities can adopt the plan to inform safety improvements for municipal roads. The plan will also help municipalities to craft education programs, enforcement practices, and land use policies that support safe transportation.



State Agencies

This plan will complement the statewide Target Zero Action Plan, which governs safety efforts for state-owned roads. The plan includes policy and cultural objectives that will benefit both state roads and county/municipal roads in Mercer County.



Advocacy Groups

Advocates can use this plan as a reference when building support for key safety improvements on our roadways. Advocacy will help to advance the goal of placing safety at the center of our policy and culture.



Public Health

Hospitals, first responders, and health officials can use this plan to help improve post-crash care for victims. Health organizations are critical in keeping accurate crash data and spreading awareness of the dangers of traffic violence.



Community Members

Achieving Vision Zero takes every one of us. Members of the community can find inspiration in this plan to advocate for safe roads in your neighborhood, and to help build a culture in which safety is everyone's first priority when on our roadways.



ON TRACKS

USE → CROSSWALK

IN MEMORY OF
THOSE KILLED WHILE
CROSSING ROUTE 129
—————
CELSO RIVERA - 2021
ABRAHAM LOPEZ - 2021
ANDREW MAJOFSKY - 2021
KAREN BEAUCHAMPS - 2019
ANTONIO WILEY - 2016
BILLY ROY OUCH - 2014
MAYA MORELAND - 2009
AND TOO MANY OTHERS.

Thank you!
Questions?

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