



MERCER COUNTY | dvrpc



Mercer County Vision Zero Steering Committee

July 29th, 2024

Agenda

- 1. Welcome & Introduction**
- 2. Local Safety Plan Inventory Update**
- 3. Project Schedule Review**
- 4. Safety Data Analysis**
- 5. Emphasis Area Selection**

Old Business

Existing Local Safety Plan Inventory

Goal: Gather recent and current work for consideration to be recognized in the Mercer County Vision Zero Action Plan and the DVRPC Regional Vision Zero Plan.

- We need you to collect and submit plans from your municipality.
- Plans to be submitted through a web form. Link provided via email.

Examples:

- Master Plan Mobility / Circulation section
- Bicycle and Pedestrian Plan
- Circulation / Traffic Studies
- School Travel Plan

Responses Received	No Response Yet
<ul style="list-style-type: none">• East Windsor• Hightstown• Hopewell Boro• Lawrence• Princeton	<ul style="list-style-type: none">• Ewing• Hamilton• Hopewell Twp• Pennington• Robbinsville• Trenton• West Windsor

Safe Streets and Roads for All (SS4A)

- The fiscal year (FY) 2024 Notice of Funding Opportunity (NOFO) for the Safe Streets and Roads for All program is accepting applications for Planning and Demonstration Grants through **5 p.m. (EDT) August 29, 2024.**
- USDOT expects to announce additional FY24 SS4A awards in **August** and **November.**

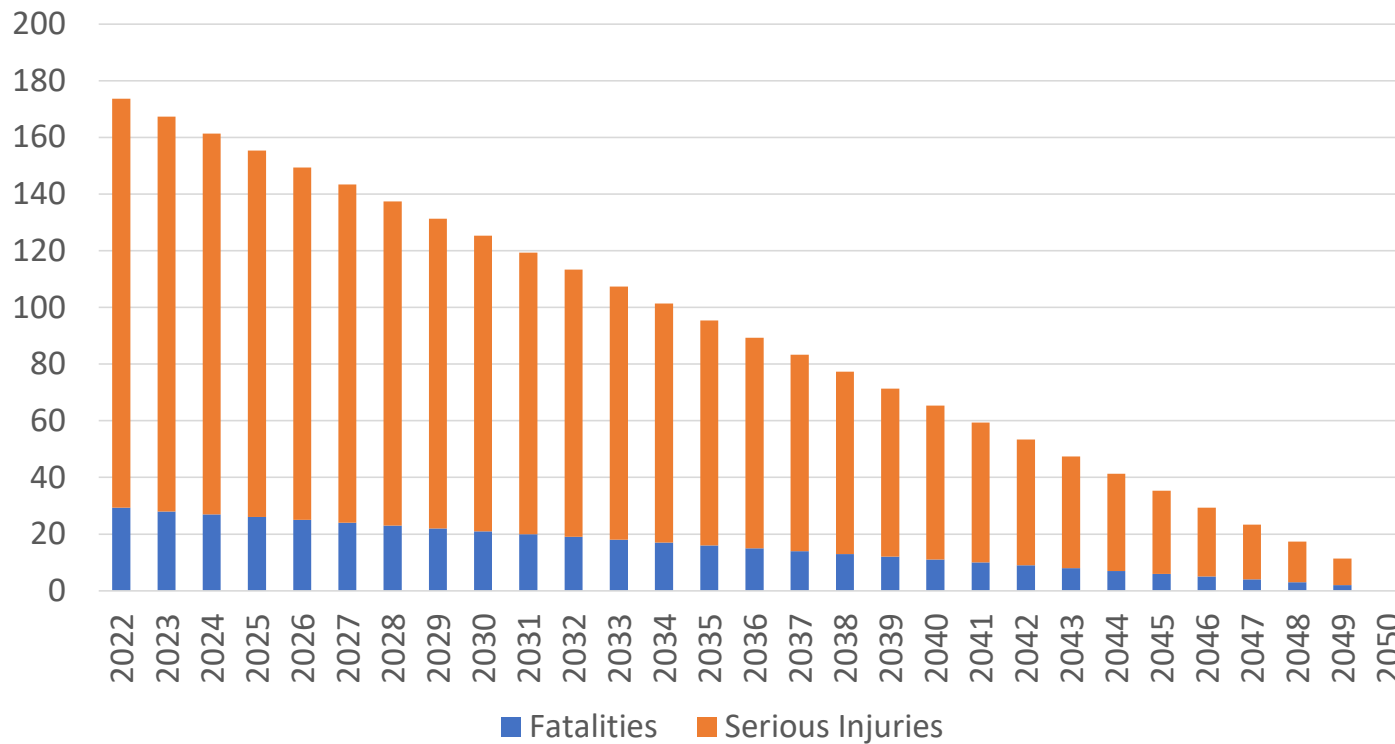
Crash Data Analysis

Years: 2017 – 2021 (most recent complete five years of data)

Sources: NJ DOT Crash Tables unless noted otherwise

2050 Projection

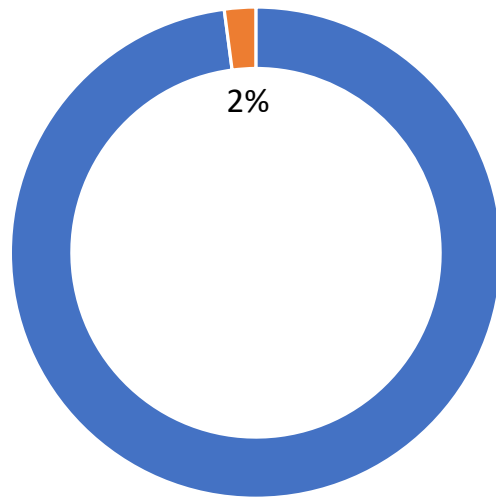
If the goal is zero deaths by 2050



That means another 2,500 people killed or seriously injured over the next 25 years

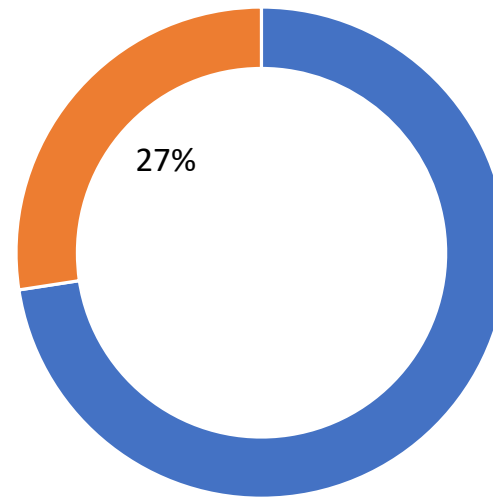
Crashes in Mercer County: 2017-2021

All Crash Severities



48,901 Total Crashes
47,895 Vehicle-Only Crashes
1,006 Pedestrian & Bicyclist Crashes

Fatal & Serious Injury Crashes



456 Fatal and Serious Injury Crashes
331 Vehicle-Only Crashes
125 Pedestrian & Bicyclist Crashes



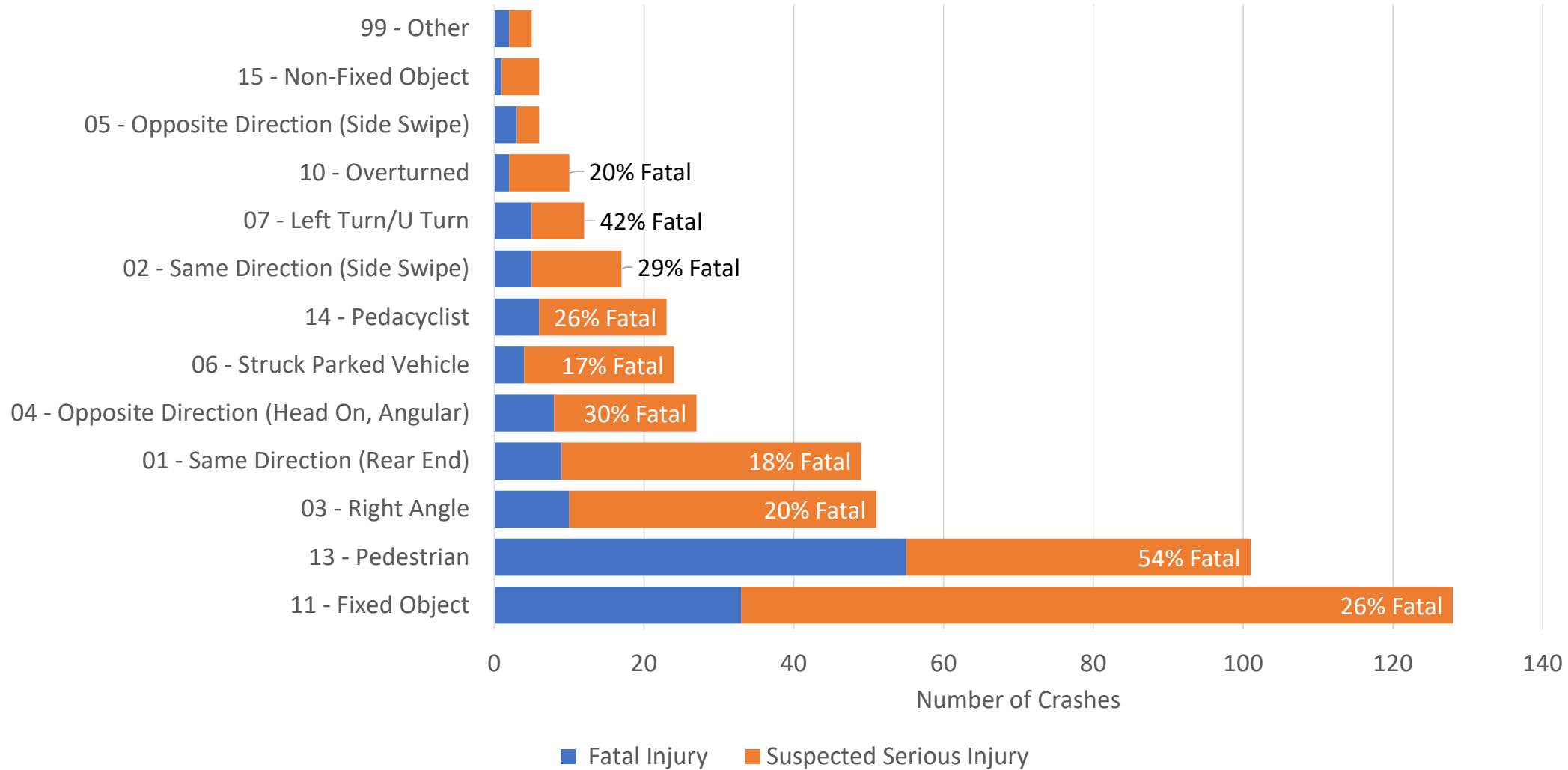
Vehicle-Only Crashes



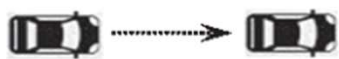




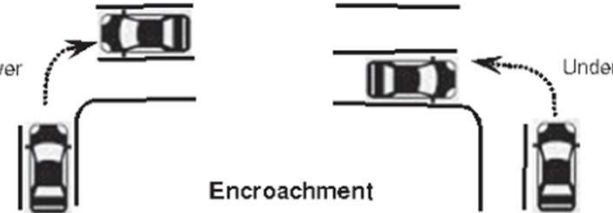
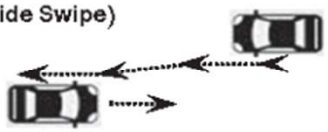




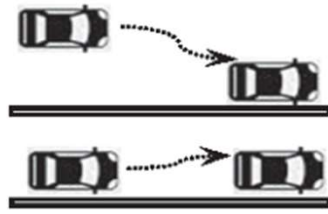
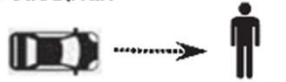
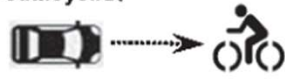


Pedestrian & Bicyclist Crashes

**Only 2% of all crashes involve a person walking or biking.
27% of crashes where someone is killed or seriously injured
involve a person walking or biking.**

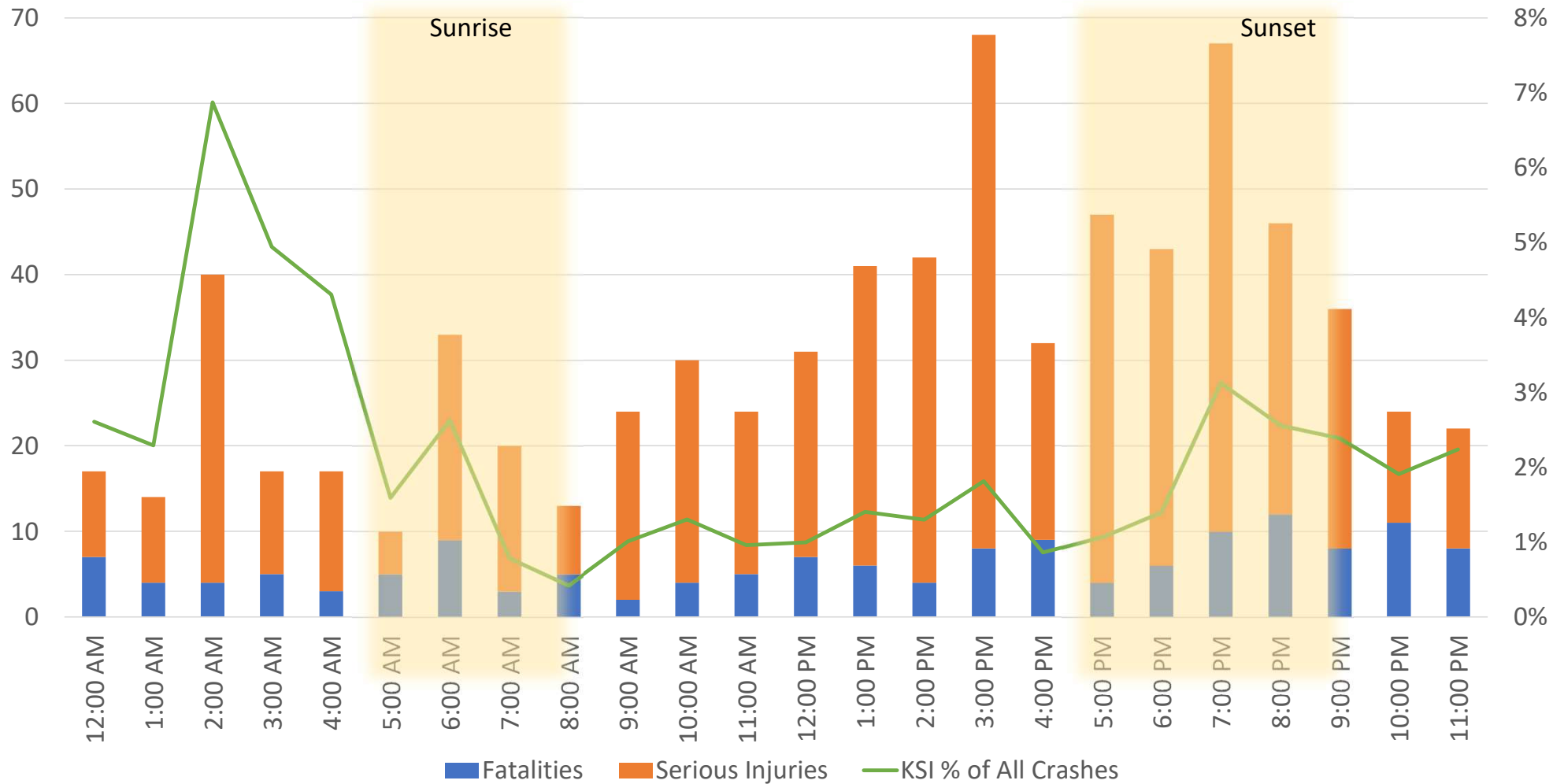
Crash Type by Severity



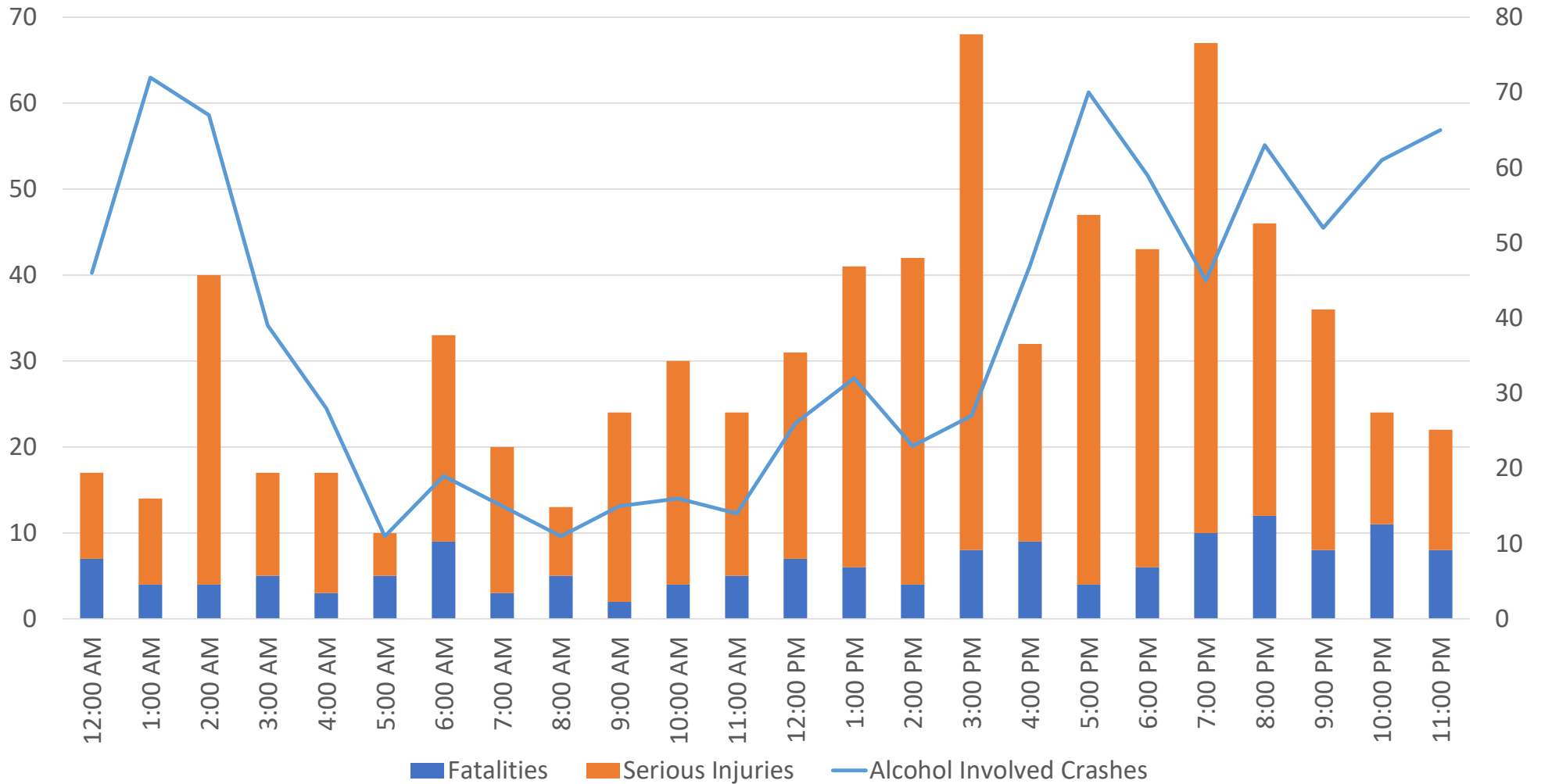
Crash Type Diagrams

<p>Same Direction (Rear End)</p> 	<p>Left Turn / U Turn</p> 	
<p>Same Direction (Side Swipe)</p> 	<p>Backing</p> 	
<p>Right Angle</p> 	<p>Encroachment</p> 	
<p>Opposite Direction (Side Swipe)</p> 	<p>Overturn</p> 	
<p>Opposite Direction (Head On, Angular)</p> 	<p>Fixed Object</p> 	<p>Animal</p> 
<p>Struck Parked Vehicle</p> 	<p>Pedestrian</p> 	<p>Pedalcyclist</p> 
	<p>Non-Fixed Object</p> 	<p>Railcar-vehicle</p> 

Fatal & Serious Injuries by Hour

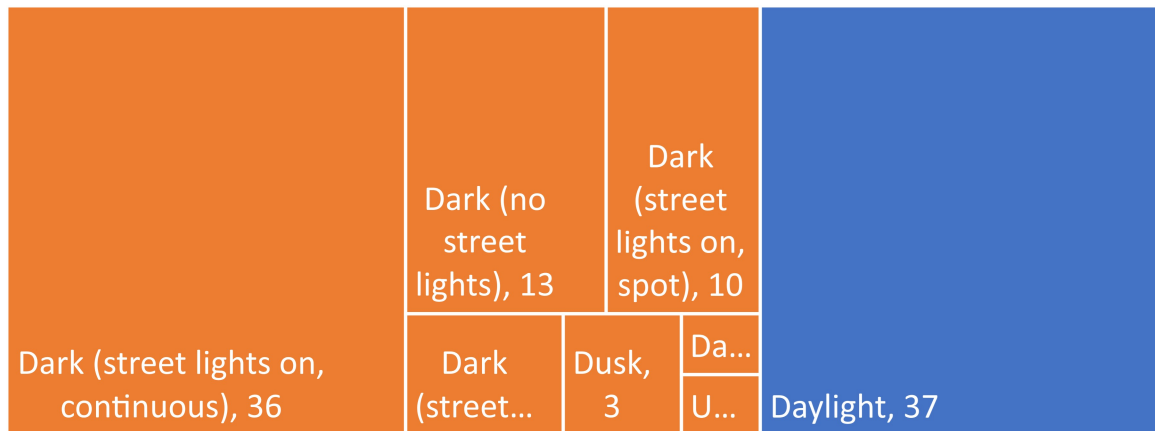


Fatal & Serious Injuries by Hour



Fatal & Serious Injuries by Lighting

Pedestrians & Bicyclists



For pedestrians and bicyclists, 35% of fatal and serious injuries occur during daylight conditions, while **65% are during non-daylight conditions**

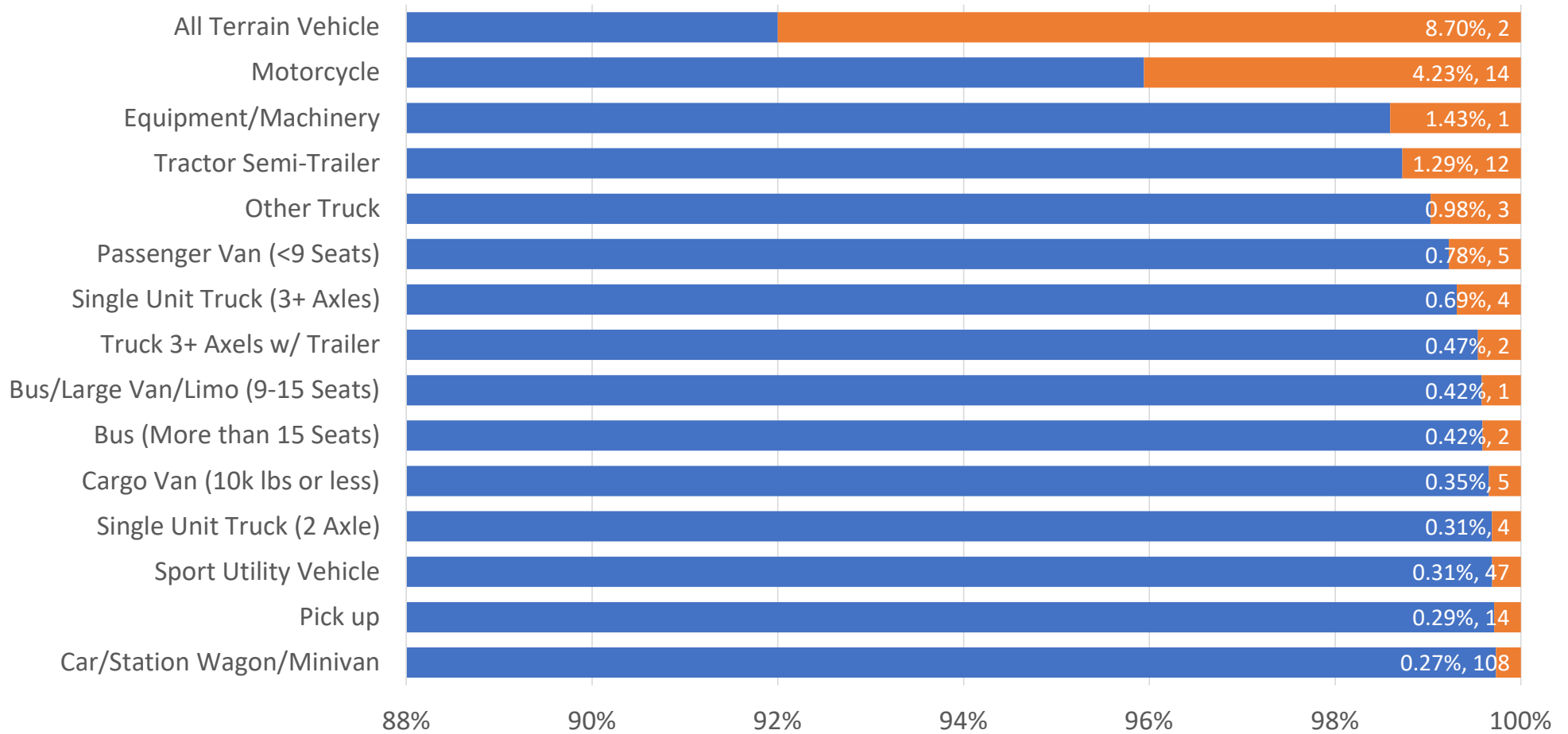
Vehicle Occupants



For vehicle occupants, 56% of fatal and serious injuries occur during daylight conditions, while **44% are during non-daylight conditions**

■ Daylight ■ Not Daylight

Fatality Rate by Vehicle Type



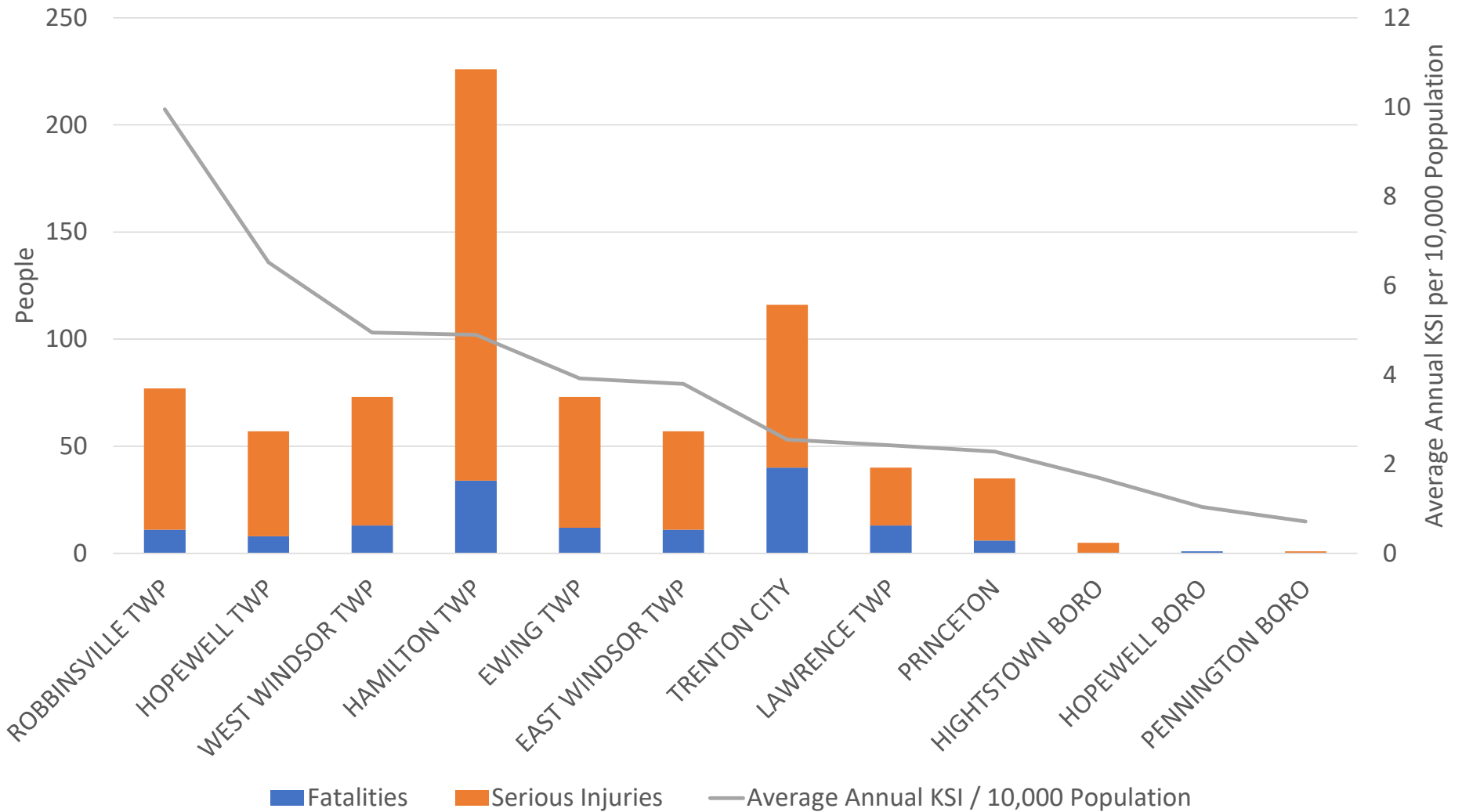
Categories are not mutually exclusive,
data cannot be summed.

■ Crash Count ■ Total Fatalities

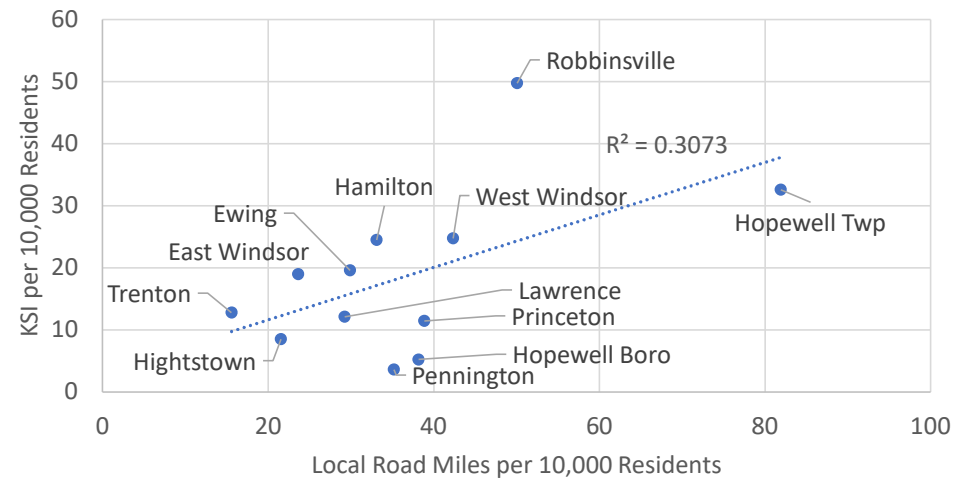
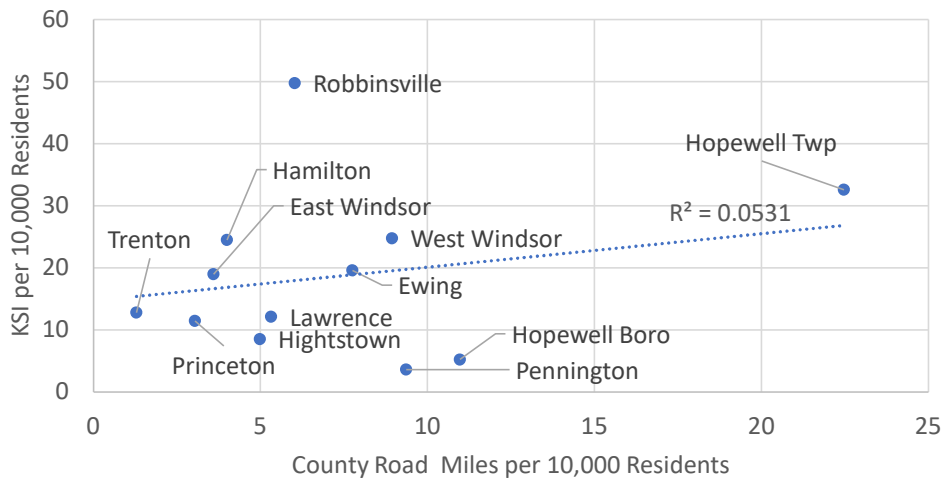
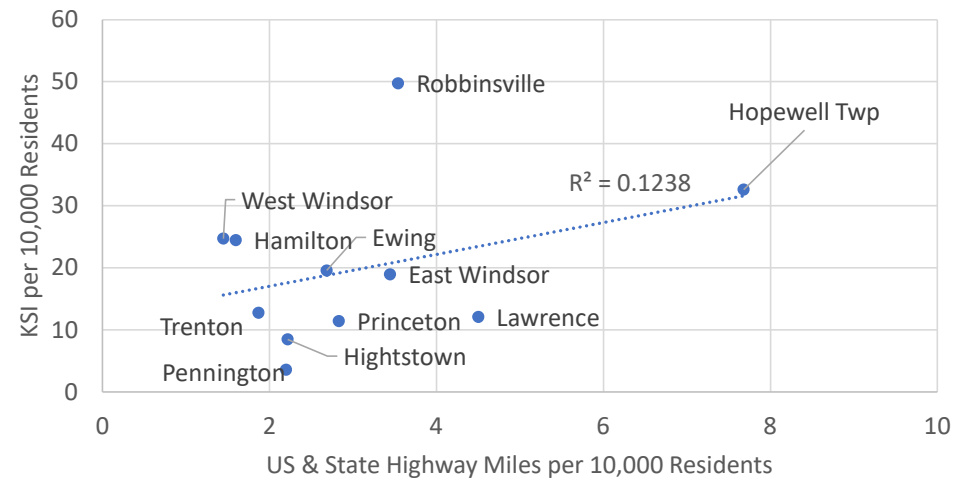
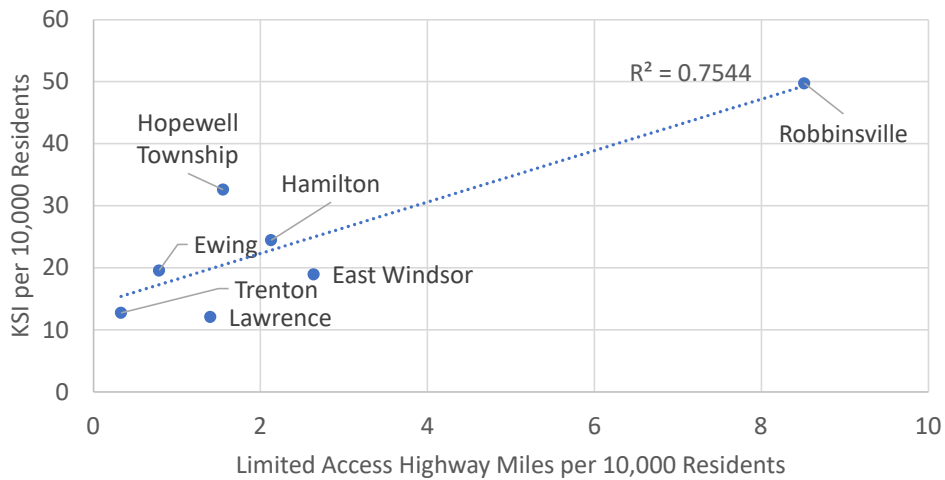
Fatality Rate by Vehicle Type

Every	12	crashes involving a	All Terrain Vehicle	someone is killed
Every	24	crashes involving a	Motorcycle	someone is killed
Every	70	crashes involving a	Equipment/Machinery	someone is killed
Every	77	crashes involving a	Tractor Semi-Trailer	someone is killed
Every	102	crashes involving a	Other Truck	someone is killed
Every	128	crashes involving a	Passenger Van (<9 Seats)	someone is killed
Every	144	crashes involving a	Single Unit Truck (3+ Axles)	someone is killed
Every	215	crashes involving a	Truck 3+ Axels w/ Trailer	someone is killed
Every	236	crashes involving a	Bus/Large Van/Limo (9-15 Seats)	someone is killed
Every	240	crashes involving a	Bus (More than 15 Seats)	someone is killed
Every	288	crashes involving a	Cargo Van (10k lbs or less)	someone is killed
Every	321	crashes involving a	Single Unit Truck (2 Axle)	someone is killed
Every	322	crashes involving a	Sport Utility Vehicle	someone is killed
Every	347	crashes involving a	Pick up	someone is killed
Every	372	crashes involving a	Car/Station Wagon/Minivan	someone is killed

Fatal and Serious Injuries by Municipality



Fatal and Serious Injuries by Roadway Jurisdiction

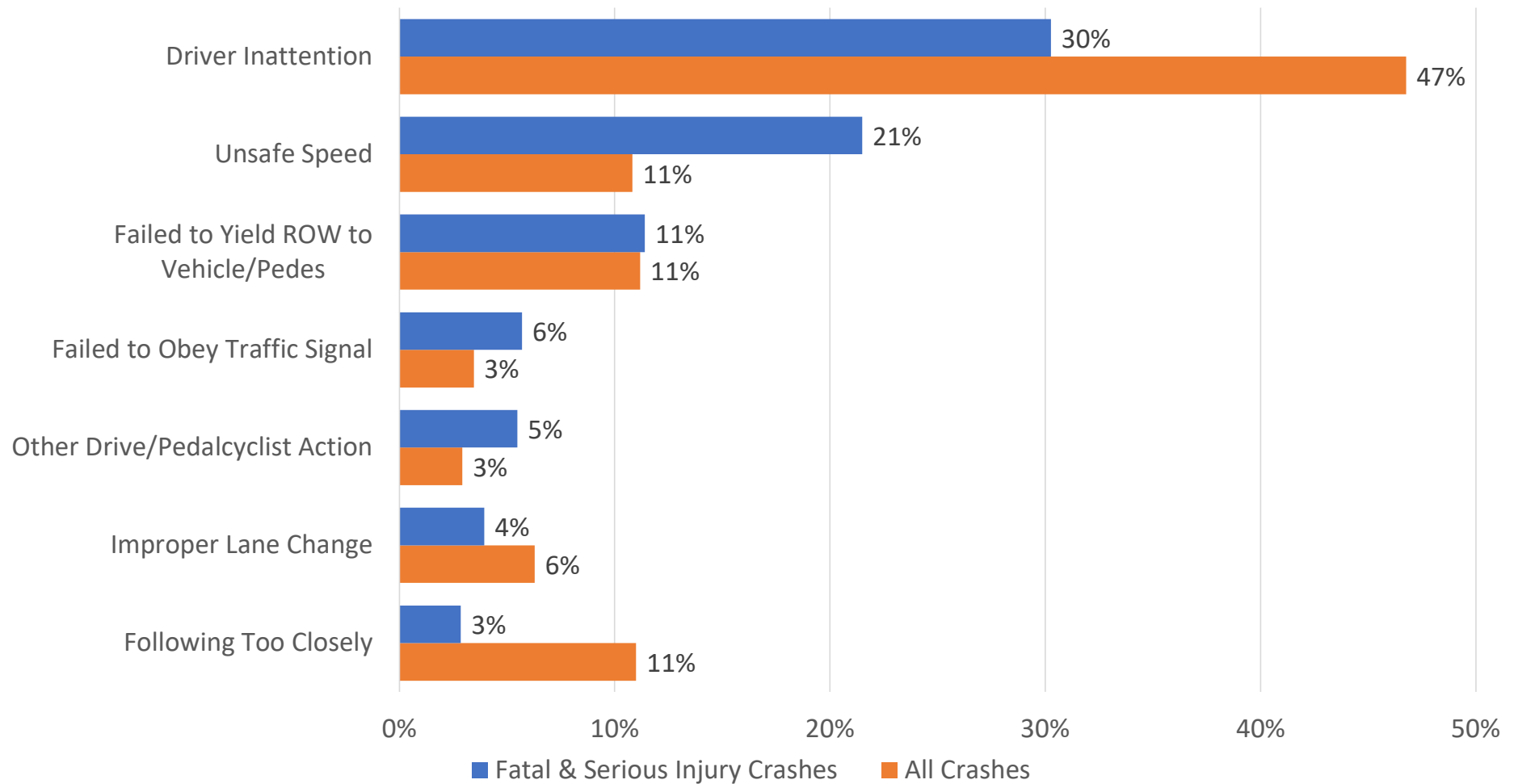


Examples of Travel Reduction Targets

- *British Columbia*: reduce light-duty vehicle travel 25% and double non-auto trips by 2030 (CleanBC 2021).
- *California*: reduce per capita light-duty VMT 25% by 2030 and 30% by 2045 (Newsom 2022).
- *Colorado*: major projects must support emission reduction targets (Degood and Zonta 2022).
- *Ireland*: a 20% reduction in total vehicle travel (Ireland 2023).
- *Israel*: cut car travel in half (Zagrizak 2022).
- *Minnesota*: reduce vehicle travel 14% by 2040 and 20% by 2050 (Bellis 2021).
- *New Zealand*: reduce light-duty vehicle travel 20% by 2035 (NZMoE 2022).
- *North Carolina*: Implement various TDM strategies to reduce traffic problems.
- *Oregon*: reduce light-duty vehicle travel 20% by 2040.
- *Quebec*: reduce solo car trips 20% by 2023 (MdT 2018).
- *Scotland*: reduce vehicle travel by 20% by 2030 (Reid 2020).
- *United Kingdom*: half of all urban journeys will be by active modes by 2030 (DfT 2020).
- *United States*: reduce greenhouse gas pollution 52% from 2005 levels in 2030 (White House 2021).
- *Washington State*: 30% reductions by 2035 and 50% by 2050 (WSL 2008).

Should
there be a
travel
reduction
target for
Mercer
County?

Contributing Circumstances - Drivers



Contributing Circumstances - Drivers

Rank	Contributing Circumstance	Total Count	% of Crashes
	<i>All Crashes</i>		
1	Driver Inattention	23046	46.8%
2	Failed to Yield ROW to Vehicle/Pedes	5512	11.2%
3	Following Too Closely	5418	11.0%
4	Unsafe Speed	5335	10.8%
5	Improper Lane Change	3100	6.3%
	<i>Fatal & Serious Injury Crashes</i>		
1	Driver Inattention	138	30.3%
2	Unsafe Speed	98	21.5%
3	Failed to Yield ROW to Vehicle/Pedes	52	11.4%
4	Failed to Obey Traffic Signal	26	5.7%
5	Other Drive/Pedalcyclist Action	25	5.5%

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Emphasis Areas

What are Emphasis Areas?

- Groups of crashes with similar causal factors, crash locations, or roadway users. These groups are a method of prioritization in the LSAP and relate to priorities at the state and national level.
- An area of opportunity to improve safety through the safe systems approach.
- Emphasis areas should be consistent with trends identified during the data analysis.
- Emphasis areas may address the concerns of the various stakeholders and the community in addition to data-driven decisions.
- Each emphasis area may help meet the plan's overall goal by establishing objectives and performance measures.

Emphasis Areas

NJ Strategic Highway Safety Plan Emphasis Areas:



Equity



Lane Departure



Intersections



Driver Behavior



**Pedestrians
and Bicyclists**



**Other Vulnerable
Road Users**

Driver Behavior

- drowsy/distracted drivers
- impaired drivers
- aggressive drivers
- unbelted drivers and occupants
- unlicensed drivers
- heavy vehicle drivers and owners

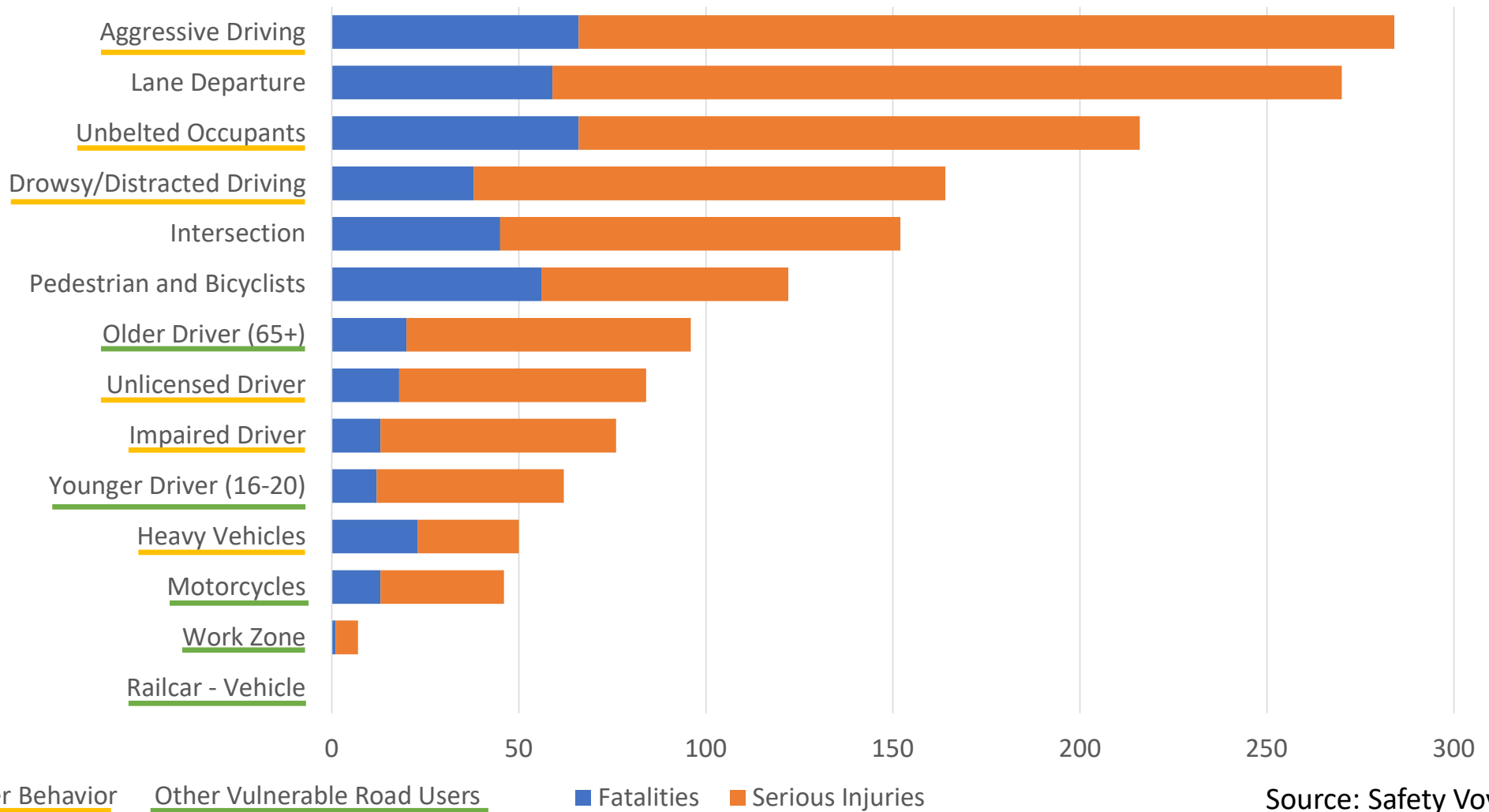


Data

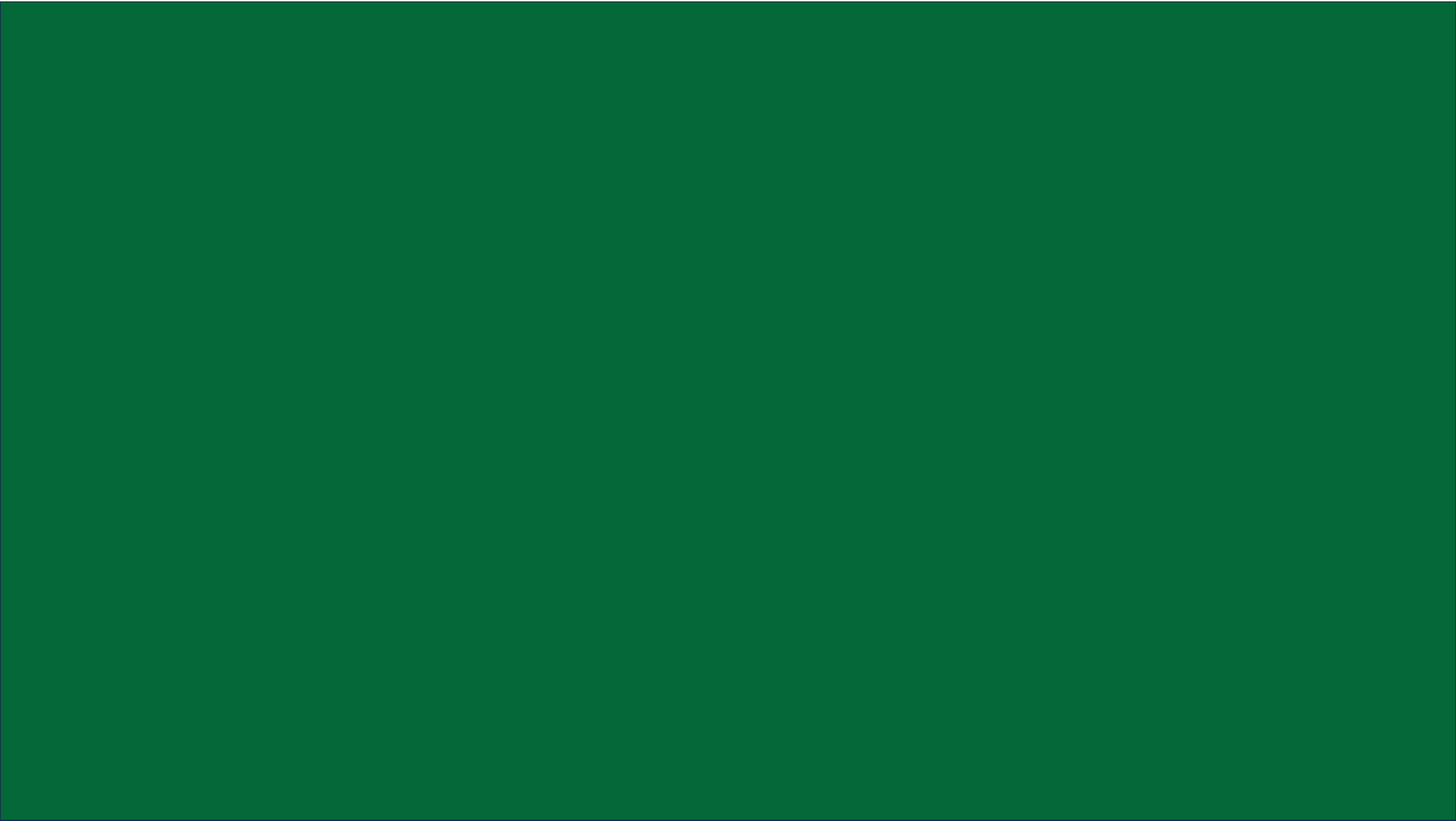
Other Vulnerable Road

- mature drivers
- Younger drivers
- Motorcyclists
- work zone workers
- other road workers

Emphasis Areas



Source: Safety Voyager



Public Outreach

- Types of public outreach:
 - In-Person Public Workshops
 - Virtual Public Workshops
 - Pop-Up Outreach
 - Online Survey
 - Demonstration Projects

Who should we reach out to in Mercer County?

Which outreach techniques do you think will be most effective in the County?

Next Steps

- Submit relevant safety-related plans and documents important to your community if you haven't already!
- We will email the slides from today's meeting
- Soon, you will receive a draft of the safety analysis and emphasis areas & countermeasures plan sections.
- Please make sure you have filled out the sign-in sheet before you leave!

Contact Info:

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- Cheryl Kastrenakes, Greater Mercer TMA | 609-452-1491 x225 | ckastrenakes@gmtma.org
- Matt Lawson, Mercer County Planning | 609-989-6551 | mlawson@mercercounty.org