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The NJSEA Announces the Adoption of the Meadowlands Action Plan for Safety (MAP4S), Committing the Authority to the Vision Zero Initiative to Eliminate Traffic Fatalities and Serious Injuries on Roadways in the Meadowlands Region by 2040

(LYNDHURST, NJ) - MAP4S is the first comprehensive safety action plan for the Meadowlands region, aimed at creating safer streets for all users. This plan serves as a transparent, inclusive, and adaptable safety framework—grounded in data analyses, community input, and proven practices—that addresses immediate safety concerns while supporting long-term multimodal safety improvements throughout the Meadowlands District.

MAP4S aims to enhance multimodal roadway safety, particularly for vulnerable road users, through a comprehensive framework grounded in the 5 Es of roadway safety:

- **Engineering:** Designing and implementing safety-focused infrastructure such as crosswalks, sidewalks, bike lanes, and traffic signal upgrades.
- **Enforcement:** Leveraging law enforcement to reduce behaviors that increase risk such as speeding, double parking, or disobeying traffic signals.
- **Education:** Raising awareness and encouraging safe travel through targeted community outreach programs.
- **Emergency Response:** Responding to crashes to improve post-crash recovery while enhancing preparedness, communication, and coordination of emergency responders.
- **Equity:** Improving access to roadway safety improvements in underserved communities.

“The NJSEA is committed to a future where zero fatalities is not an aspiration, but a standard we achieve,” said Jill Hirsch, NJSEA President and CEO. “As a safety leader within the District, NJSEA has a responsibility to ensure every journey begins and ends safely, while supporting

municipalities in creating safer streets for everyone—whether they walk, bike, take transit, or drive.”

MAP4S enables counties and municipalities to pursue Implementation Grants under the federal Safe Streets and Roads for All program (SS4A), specifically for the construction and deployment of safety projects developed under MAP4S.

MAP4S establishes a **Safety Task Force** that brings together representatives from public agencies, private sectors, nonprofit organizations, and advocacy groups to oversee, monitor, and develop strategies aimed at improving traffic safety. These representatives include, but are not limited to, transportation engineers, planners, police officers, and public works officials from the District’s fourteen (14) constituent municipalities, as well as from Hudson and Bergen Counties, healthcare providers, and advocacy groups.

Key strategic elements of MAP4S to achieve Vision Zero within the District include:

- **Interagency Collaboration** - Partnering with State and regional agencies, counties, and municipalities.
- **Infrastructure Improvements** - Developing quick-build or demonstration projects.
- **Strategic Policies** – Advocating for Complete Streets and assessing access management policies.
- **Progress Monitoring** – Performing annual safety analyses and reporting progress, challenges, and needs.
- **Public Outreach and Awareness** - Increasing public and community outreach, particularly by engaging historically disadvantaged communities and promoting safe driving.
- **Safety Intervention** – Establishing a rapid response team to expedite action plans for fatal and serious injury crashes.

State and regional agencies, counties, and municipalities across New Jersey have begun adopting Vision Zero policies as part of a broader effort to reduce traffic fatalities within their jurisdictions. By adopting MAP4S, the NJSEA supports the State of New Jersey’s goal of eliminating all traffic fatalities and serious injuries by 2040.

Residents and other constituents can learn more about MAP4S and upcoming initiatives and events at <https://www.njsea.com/transportation/map4s/>.

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