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ROBBINSVILLE, NJ – The Robbinsville Township Police Department is proud to announce its participation in “Goal:Zero”, a statewide high-visibility traffic enforcement initiative aimed at reducing roadway fatalities across New Jersey. The 'Goal:Zero' campaign is a high-visibility traffic enforcement initiative dedicated to reducing roadway fatalities and serious injuries across New Jersey.

The March 2026 enforcement will focus on impaired and distracted driving, with agencies across the state conducting coordinated operations during this period. As Goal: Zero continues to evolve, this initiative emphasizes a unified statewide approach bringing together state, county, and local law enforcement partners to demonstrate a cohesive, all-day commitment to traffic safety.

This coordinated effort underscores the shared mission of every stakeholder: achieving zero fatalities on New Jersey roadways.

This month's statewide initiative is held in remembrance of Tim and Bridget O'Donnell, whose lives were tragically lost in a preventable crash nearly a decade ago.

On the afternoon of February 22, 2016, a routine commute home ended in tragedy for the O'Donnell family of Bayonne. Tim O'Donnell and his five-year-old daughter, Bridget, were killed in a horrific crash. Only after the collision did witnesses come forward to report that they had observed the driver speeding and weaving through traffic prior to the fatal impact. Their deaths remain a powerful reminder that reckless driving behaviors are not minor infractions; they are life-and-death decisions.

In the years since the crash, Pam O'Donnell has transformed unimaginable grief into purpose. Through her leadership with the Catch You Later Foundation, she has become a leading advocate for traffic safety reform and public awareness in New Jersey, putting a human face on the devastating consequences of impaired, distracted, and aggressive driving.

The Goal:Zero initiative is designed to change traffic safety culture across New Jersey by pairing highly visible enforcement with strong public messaging. By focusing on dangerous driving behaviors such as speeding, distracted driving, and impaired driving, law enforcement agencies aim to deter violations before they result in tragedy.

“Goal:Zero is not just an enforcement detail, it is a commitment to saving lives,” said Chief Andrew Caggiano, president of the New Jersey State Association of Chiefs of Police (NJSACOP). “Tim and Bridget O’Donnell should be here today. Their story reminds us that speeding and impaired driving are not minor offenses; they are deadly choices. Law enforcement officers across New Jersey are standing together to send a clear message: dangerous driving will not be tolerated. We are committed to changing behavior and protecting families on our roadways.”

New Jersey has experienced far too many traffic fatalities in recent years, but the state is now trending in the right direction, reaching a historic downward trajectory in roadway deaths. This progress highlights the impact of sustained enforcement, public education, and a unified statewide commitment to safer roads.

High-visibility enforcement has proven effective in reducing dangerous driving behaviors by increasing the perceived risk of being stopped and held accountable. With all levels of law enforcement working together throughout the day on March 10, the mission remains clear and unwavering: zero traffic deaths on New Jersey roadways.

Launched by Holmdel Township Patrolman Matt Menosky, the Goal Zero campaign has rapidly expanded to include more than 36 municipalities statewide, united under the single mission to eliminate traffic deaths on New Jersey roadways through education, visibility and enforcement.

What Residents Can Expect:

- Increased enforcement visibility along major routes, intersections and school zones during peak travel times.
- Collaborative patrols with neighboring agencies to ensure consistent and effective enforcement coverage.
- Public outreach and education, including community events, are designed to raise awareness of safe driving behaviors.
- Clear and consistent messaging about driving responsibly and the consequences of violations.

Residents are encouraged to:

- Always obey posted speed limits and traffic laws.
- Minimize distractions behind the wheel-designate a passenger to handle calls or navigation when possible.
- Exercise extra caution in school zones and pedestrian areas.

- Share information about Goal Zero with friends, family, and neighbors.
- Report Hazardous driving or unsafe roadway conditions to local authorities.

“As law enforcement leaders, we have a responsibility to take action to protect lives on our roadways,” said Chief William Swanhart of the Robbinsville Township Police Department. “Goal:Zero is just not a campaign, it’s a movement toward accountability, collaboration, and zero tolerance for reckless behavior. Our officers are committed to leading by example, working alongside our partners and community to make Robbinsville’s roads and all New jersey roads safer for everyone.”

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