

For Immediate Release



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New Jersey State Association of Chiefs of Police Announces Goal Zero Labor Day Weekend Kickoff Enforcement on September 4

High-Visibility Labor Day Enforcement Focused on Pedestrian Safety by Day and DWI After 6 p.m.

TRENTON – September 2, 2026 – The New Jersey State Association of Chiefs of Police (NJSACOP) today announced a Goal Zero Labor Day Weekend Kickoff enforcement initiative scheduled for Friday, September 4, 2026, targeting one of the busiest and deadliest travel periods of the year.

The all-day and evening initiative will bring together law enforcement agencies statewide for coordinated high-visibility traffic enforcement as the Labor Day getaway begins. This date marks the start of one of the busiest travel periods of the year and serves as the finale to what the traffic safety industry calls the “106 Deadliest Days”—the period between Memorial Day and Labor Day when traffic fatalities historically peak.

Agencies choosing daytime hours should emphasize pedestrian safety. Agencies working nighttime hours should emphasize DWI enforcement. Where staffing allows, departments are encouraged to plan a daylight-to-darkness handoff so coverage continues from the afternoon commute through the late-night travel window.

Data shows a consistent spike in alcohol-involved fatalities beginning at 6:00 p.m. on the Friday preceding a holiday weekend. The Friday before Labor Day is statistically one of the most dangerous times to be on the road all year. Officers will message both “slow down / yield to pedestrians” by day and “drive sober or get pulled over” after 6:00 p.m. Labor Day 2026 falls on Monday, September 7.

Goal Zero is part of NJSACOP’s 2026 Enforcement Calendar and aligns with New Jersey’s broader Target Zero vision to eliminate traffic fatalities and serious injuries through enforcement, education, engineering, and community engagement.

“Labor Day weekend should be about families getting where they are going and coming home safely—not becoming another statistic. On September 4, our officers will be highly visible from daylight through darkness: protecting pedestrians during the day and taking impaired drivers off the road after 6 p.m.

Drive sober. Slow down. Yield to people on foot. If you don't, expect to be stopped," said Collingswood Police Chief Kevin J. Carey, NJSACOP president.

"The Friday before Labor Day is one of the most dangerous times to be on a New Jersey road all year. We will meet that risk with presence, deterrence, and a clear message: one poor decision can end or forever change a life," Chief Carey said.

The initiative is part of the broader Goal Zero movement, which seeks to eliminate traffic fatalities and serious injuries through coordinated enforcement and education. Agencies participating in the September 4 detail will conduct high-visibility enforcement throughout the day and evening, with daytime units focused on pedestrian safety and nighttime units focused on DWI.

NJSACOP urges all motorists to remain alert, avoid distractions, reduce speed, yield to pedestrians, watch for pedestrians as daylight fades, and never get behind the wheel after drinking or using cannabis.

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