

[Home](#) / [News](#) / [Press Releases](#)/ [Governor Sherrill Releases NJ TRANSIT Rapid Action Plan to Enhance Customer Experience, Announces Launch of New App](#)

Governor Sherrill Releases NJ TRANSIT Rapid Action Plan to Enhance Customer Experience, Announces Launch of New App

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New Plan Outlines Specific Systemwide Initiatives to Deliver Immediate, Measurable Improvements to the Customer Experience Statewide



NEWARK – Building on her commitment to delivering a safer, more reliable, and more modern transit experience, Governor Mikie Sherrill today announced the release of NJ TRANSIT’s Rapid Action Plan, a comprehensive roadmap outlining immediate investments in cleanliness, accessibility, public safety, and the digital experience. The plan includes investments in cleaner vehicles and upgraded stations, NJT LiveView to provide real-time GPS tracking of train and light rail service, enhanced safety initiatives through a new Real Time Crime Center, and the debut of a redesigned NJ TRANSIT mobile app.

“New Jerseyans deserve a transit system that is clean, safe, reliable, and easy to use,” said Governor Mikie Sherrill. “

The Rapid Action Plan is structured around four focus areas:

- **Digital experience**, including the mobile app, website, and reliability of real-time service information
- **Cleanliness** of stations, stops, and vehicles
- **Accessibility** at NJ TRANSIT-owned facilities, including elevators, escalators, stairs, signage, and boarding areas
- **Public safety**, including lighting, security cameras, and law enforcement presence at stations and stops

These focus areas represent key aspects of NJ TRANSIT that directly shape the customer travel experience.

Digital Experience

NJ TRANSIT will improve how customers receive and use service information by enhancing its reliability and accessibility across all channels – including the accelerated launch of the redesigned NJ TRANSIT Mobile App in response to customer feedback and Governor Sherrill’s direction.

Other specific initiatives include:

- Expanding Wi-Fi access across the bus fleet
- Developing a Unified Customer Communication System to deliver consistent, timely service information across all NJ TRANSIT systems and channels
- Advancing MyBus improvements through technology upgrade
- Investment in NJ TRANSIT’s next-generation platform, NJT LiveView, for delivering real-time visibility across the entire rail network. By capturing precise, GPS-based vehicle location data and transforming it into a single, authoritative data stream, NJT LiveView will power GPS enabled arrival information, service updates, and customer alerts across every channel. From station displays and mobile apps to third-party integrations,
- Expanding MyLightRail through targeted technology upgrades to improve customer information accuracy and reliability
- Modernizing a travel-focused NJ TRANSIT website
- Modernizing customer-facing digital displays and screens

Cleanliness

NJ TRANSIT will enhance the cleanliness, condition, and overall appearance of stations, stops, and vehicles to deliver visible improvements for customers and to reinforce systemwide maintenance standards.

- Expanding a Station Care Team model to address outlying stations through rotating service

- Advancing targeted vehicle cleaning programs across the bus and rail fleet
- Implementing a systemwide station condition and improvement program
- Prioritizing high-visibility and high-ridership locations

These efforts will begin with near-term, visible improvements across the network, followed by sustained maintenance programs and longer-term enhancements to support consistent cleanliness systemwide.

Accessibility

Improving accessibility at its stations and facilities to better support all customers, including those with disabilities, is a key focus.

- Advancing targeted improvements to the reliability of elevators, escalators, and boarding areas
- Enhancing signage and wayfinding to improve navigation across stations
- Expanding access to station navigation for the visually impaired

These actions focus on improving how customers navigate and interact with the system, with initial efforts targeting priority locations followed by broader expansion over time.

Public Safety

NJ TRANSIT will strengthen safety and security across its network by deploying modern technologies and operational strategies to improve visibility, response, and coordination.

Specific initiatives include:

- Establishing a Real Time Crime Center
- Expanding and upgrading camera systems across stations and facilities
- Advancing targeted lighting and visibility improvements

These initiatives will be delivered in phases, beginning with targeted technology upgrades and progressing toward a fully integrated, real-time customer communication platform.

The Rapid Action Plan establishes a clear, actionable roadmap to improve customer experience across NJ TRANSIT’s network. NJ TRANSIT has begun implementation of the initiatives outlined in the plan, prioritizing actions that can quickly improve the day-to-day travel experience for customers. Consistent with Executive Order No. 16, NJ TRANSIT will advance implementation of priority actions within 45 days of the Plan’s submission.

At the same time, NJ TRANSIT continues to advance major capital investments that will improve long-term system performance, including the nearing completion of the Portal North Bridge and the delivery of 374 new Multilevel III railcars and 1,400 new buses. Together with the actions identified in the Rapid Action Plan, these investments represent a comprehensive effort to improve both system reliability and the day-to-day experience of NJ TRANSIT customers.

About NJ TRANSIT

NJ TRANSIT is the nation's largest statewide public transportation system providing more than 925,000 weekday trips on 264 bus routes, three light rail lines, 12 commuter rail lines and through Access Link paratransit service. It is the third largest transit system in the country with 165 rail stations, 62 light rail stations and more than 19,000 bus stops linking major points in New Jersey, New York and Philadelphia.



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