

VISION ZERO JERSEY CITY 2021 ANNUAL REPORT



May 2022

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Letter from the Mayor



Dear Resident,

Three years ago, Jersey City was the first city in New Jersey to commit to Vision Zero, a pledge to eliminate traffic-related deaths and serious injuries on Jersey City streets by 2026. We recognize that traffic-related deaths are nothing short of tragic, and they are also preventable through a combination of safer street design, education, policy, enforcement, and data-driven planning.

Our leadership has influenced others around the nation to join in this effort. It was encouraging to see our neighboring City of Hoboken and the U.S. Department of Transportation embracing the Vision Zero approach and aligning new federal funding toward safety for the most vulnerable users on the street.

One of the most unexpected results of the COVID-19 pandemic has been the increase in lives lost on roadways across the nation. Throughout New Jersey, pedestrian traffic deaths reached a 30-year high. Unfortunately, the national and state level trends in 2021 also affected our community, with fourteen people losing their lives on streets within our borders - nearly half of these incidents occurred on streets that are under the jurisdiction of NJDOT or Hudson County. That is why we remain committed to continue engaging our partners at the County and State levels to adopt Vision Zero as a guiding principle in redesigning roadways to the highest levels of safety.

Our team is doubling down on what works to get back on course using the roadmap we adopted in 2019 under our Vision Zero Action Plan. As part of this plan, we identified a “High-Injury Network” comprised of streets where the majority of serious and fatal crashes occur. In fact, over 70% of fatalities in 2021 occurred on streets in the High-Injury Network. By focusing our efforts on redesigning these roadways to be safer for all users, we are moving towards being proactive rather than reactive in our approach to traffic safety.

Enclosed is the second annual report under Jersey City’s Vision Zero commitment, detailing the progress we have made, the challenges we continue to tackle, and our aggressive plans for the future to achieve Vision Zero. Throughout this report, we highlight several capital projects that were significantly advanced through planning and design in 2021, which we will be implementing over the next 1-3 years.

We cannot accomplish the bold progress we have set out to achieve without the community’s help, and so we ask for your continued diligence to make our roadways safer for all users.

Thank you,

A handwritten signature in black ink, appearing to read 'Steven M. Fulop'. The signature is stylized and fluid.

Mayor Steven M. Fulop
City of Jersey City

The enclosed report details the progress we have made, the challenges we continue to face, and the bold plans we have for the future to achieve Vision Zero. We ask for your continued diligence to make our roadways safer for all users.

Vision Zero Task Force

The inter-departmental and inter-jurisdictional City of Jersey City Vision Zero Task Force meets quarterly to coordinate all Vision Zero related activities citywide.

Task Force Members

- BA** - Department of Administration
- BOE** - Board of Education
- BJC** - BikeJC
- C** - Municipal Council
- DPW** - Department of Public Works
- E** - Division of Engineering
- FD** - Fire Department
- H** - City of Hoboken
- HC** - Hudson County
- HHS** - Department of Health and Human Services
- L** - Law Department
- M** - Mayor's Office
- NJDOT** - New Jersey Department of Transportation
- P** - Division of City Planning
- PD** - Police Department
- PE** - Parking Enforcement
- SSJC** - Safe Streets JC
- T** - Division of Traffic & Transportation

Other Agencies

- CA** - Office of Cultural Affairs
- JCMC** - Jersey City Medical Center/RWJBarnabas
- NJT** - NJ Transit
- NJTPA** - North Jersey Transportation Planning Authority
- PATH** - Port Authority of New York and New Jersey
- TMA** - Hudson TMA

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Introduction

The City of Jersey City adopted a Vision Zero initiative in 2018. This Annual Report reflects the progress towards 77 specific actions set forth in the City’s [2019 Vision Zero Action Plan](#).

What is Vision Zero?

Vision Zero is a comprehensive strategy to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, equitable mobility for all. First implemented in Sweden in the 1990s, Vision Zero has proved successful across Europe – and now it’s gaining momentum in major American cities.

2019 Action Plan

Mayor Steven Fulop signed an [Executive Order](#) to establish a Vision Zero Task Force in 2018. The Task Force helped oversee the creation of the Vision Zero Action Plan, which was adopted by Municipal Council Resolution on February 14, 2019.

2021 in a Snapshot

Actions

Since 2019, 47 out of 77 actions outlined in the Vision Zero Action Plan were advanced or completed, representing progress towards 61% of the total number of Actions set forth in the Plan. While the Covid-19 pandemic slowed progress on certain initiatives, it also advanced a number of placemaking efforts citywide.

Progress Summary

The Actions and Strategies are organized around five critical themes that involve collaboration among City departments and partners in order to achieve the goal of eliminating fatal and severe injuries.

- 1 Design Safer Streets**
(17 Actions, 76% complete or in progress)
- 2 Promote a Culture of Safety**
(26 Actions, 54% complete or in progress)

Fundamental Principles of Vision Zero

These principles are core to successful Vision Zero efforts:

1. Traffic deaths and severe injuries are acknowledged to be preventable.
2. Human life and health are prioritized within all aspects of the transportation system.
3. Human error is inevitable, and transportation systems should be forgiving.
4. Safety work should focus on system-level changes above influencing individual behavior.
5. Mitigation of speed is recognized and prioritized as the fundamental factor in crash severity.

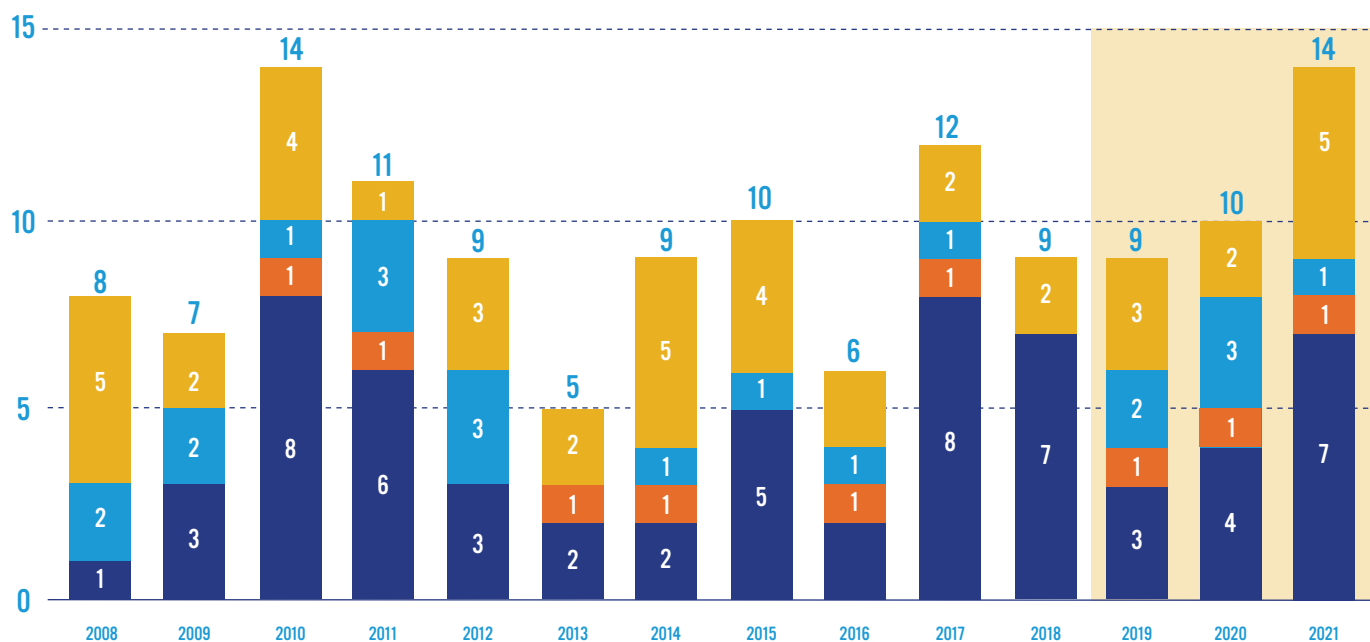
(Source: Vision Zero Network)

- 3 Embed Vision Zero in City Practices**
(17 Actions, 59% complete or in progress)
- 4 Enforcement, Law, and Policy**
(9 Actions, 33% complete or in progress)
- 5 Planning and Leveraging Data**
(8 Actions, 88% complete or in progress)

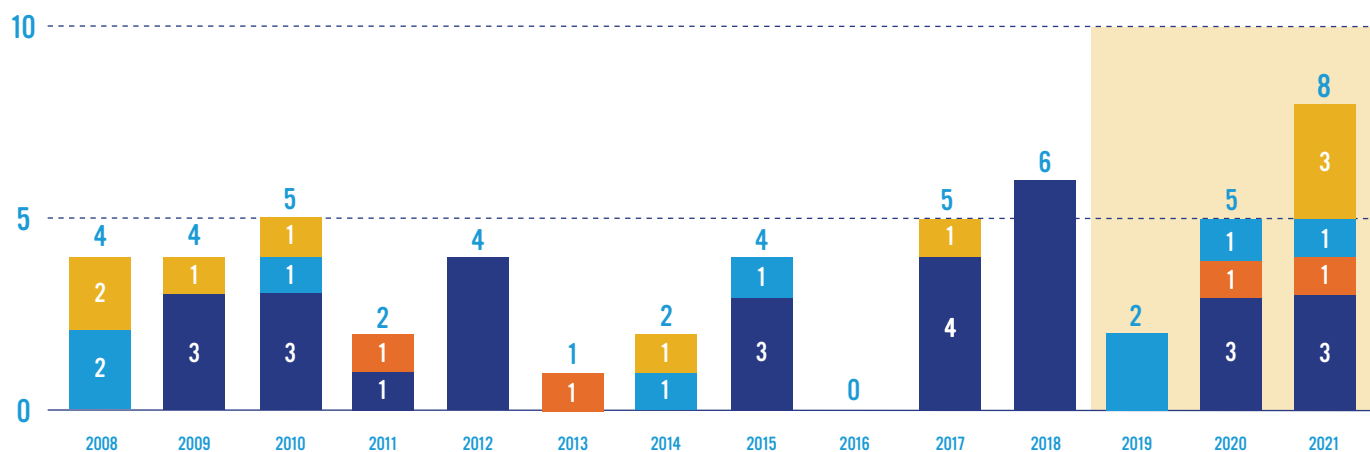
2021 Fatal Crashes

There were 14 fatal crashes in 2021, for a total of 33 since the Vision Zero Action Plan was adopted. In 2021, this includes seven people killed while walking, five people driving or riding as passengers in a motor vehicle, one person driving a motorcycle, and one person cycling. The following is a summary of all fatal crashes on all roads, including State and County right-of-ways, versus those streets under Jersey City jurisdiction.

Fatal Traffic Crashes - All Roads (2008 - 2021)



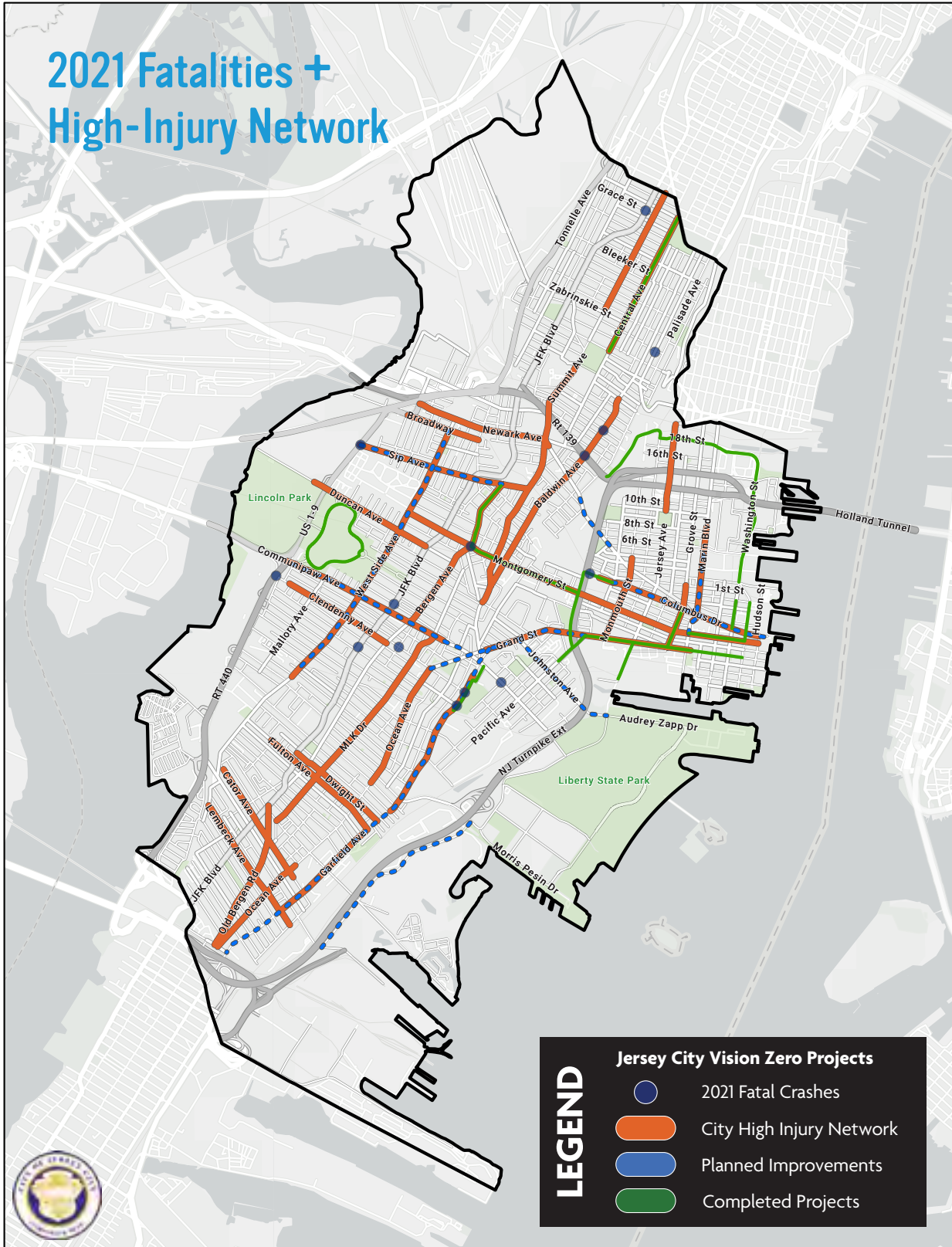
Fatal Traffic Crashes - City Streets (2008 - 2021)



Pedestrian
 Bicyclist
 Motorcyclist
 Motor Vehicle
 Vision Zero Adoption

Data shown above represent traffic fatalities on City, County, and State roadways in Jersey City between January 1, 2008 and December 31st, 2021

2021 Fatalities + High-Injury Network





2021 Highlights + Statistics

Many actions were advanced and accomplished since the Vision Zero Action Plan was adopted in 2019. Here are a few recent highlights:

Theme 1: Design Safer Streets

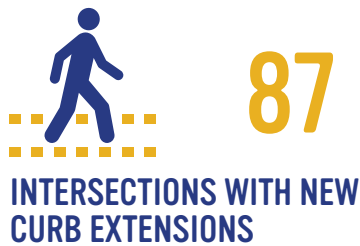


- **175** speed humps were installed along residential streets citywide (including some replacements) in 2021, bringing the total to 632 installed since 2019.

- **182** locations prohibit right-turns-on red.

- **9** new intersections upgraded with new “quick build” curb extensions for a total of 87 citywide, of which 44 are located along the High Injury Network.

- **50+** parklets continue to activate public space, support local businesses, and beautify City streets through the expanded Outdoor Dining program.



- **29** intersections upgraded with new rectangular rapid flashing beacons to help make people more visible and safe while crossing the street.

- **13** intersections now include Leading Pedestrian Intervals to give pedestrians a head start crossing major streets, with 25 more currently planned.

- **12** miles of protected bike lane miles implemented since 2019, including along Jersey Avenue, Hoboken Avenue, 18th Street, Bergen Avenue, Christopher Columbus Drive, Greene Street, Grand Street, Grove Street, Merseles Street, Montgomery Street, Pacific Avenue, and Washington Boulevard.



- **5** High-Injury Network streets, including Montgomery Street, Marin Boulevard, Sip Avenue, Communipaw Avenue, and West Side Avenue, will receive \$10M in Local Safety Program grant funding.

- **4** intersection murals painted to calm traffic, increase visibility and foster placemaking.



MILES OF NEW PROTECTED BIKE LANES

Select Recently Completed Projects



Central Avenue Streetscape – In 2021, pedestrian and safety improvements were made as part of a Municipal Aid grant project to resurface Central Avenue between Manhattan Avenue and Paterson Plank Road. This included upgrading to ADA compliant curb ramps, high-visibility crosswalks, super sharrow for bicyclists, and markings on the curb and street to indicate no parking zones within 25' of crosswalks.



Intersection Murals – As part of our goal to incorporate public art and placemaking into traffic safety initiatives, local artists were engaged to paint intersection murals in 2021. This included two intersections in the High-Injury Network: one on Summit Avenue and Carlton Avenue, an entrance to Pershing Field Park, and one on MLK Boulevard and Ege Avenue near a Light Rail stop and the Jackson Square Municipal Complex.

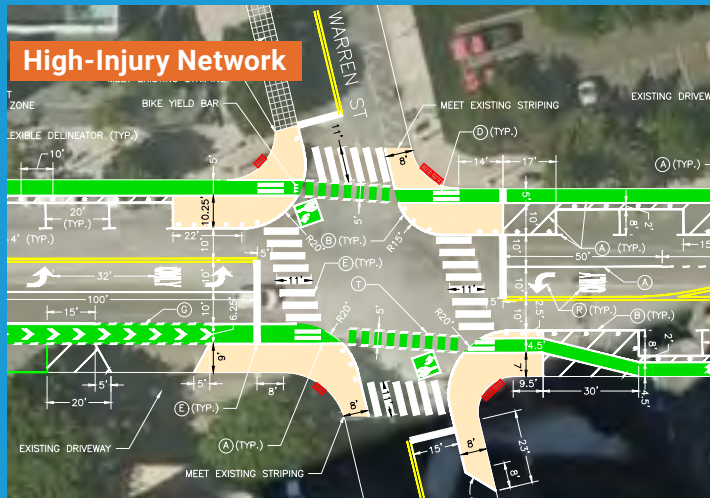


Grand Street Protected Bike Lanes – As a result of the successful implementation of protected bike lanes and road diet along Grand Street in 2020, the protected bike lanes and pedestrian safety improvements are being extended further west of Pacific Avenue using Municipal Aid grant funding. This work started in 2021 and is expected to be complete in 2022.



Jersey Avenue Protected Bike Lane – In 2021, a key segment of bike lanes was added to connect the protected bike lanes on Grand Street to Liberty State Park via the newly constructed Jersey Avenue bridge. The segment between Grand Street and the new bridge is protected by parking and buffers with flexible delineator posts.

Upcoming Projects



Columbus Drive Protected Bike Lanes – In 2022, Columbus Drive from Brunswick Street to Greene Street will be reconfigured to convert existing bike lanes into parking-protected bike lanes, add painted curb extensions at intersections, reduce the number of travel lanes, and make bus stop improvements.



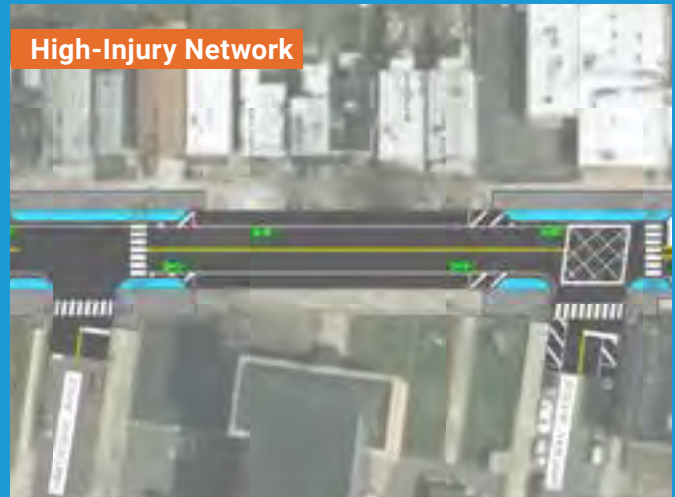
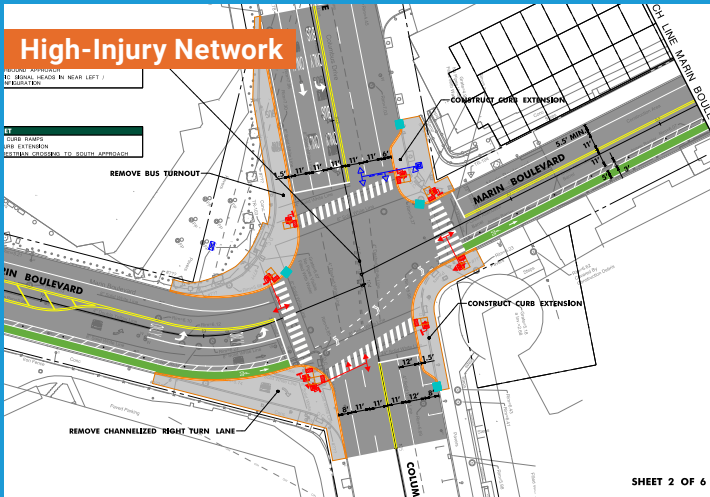
Bergen Square Redesign – Using Transit Village Grant funding and local capital funds, the historic Bergen Square at the intersection of two High-Injury Network streets (Bergen Avenue and Academy Street) will be redesigned with several pedestrian, bike, and transit-friendly improvements. This includes converting parking lots into public plazas, raising the intersection and crosswalks to increase pedestrian visibility, and building concrete bus islands/shelters.



Montgomery Street Upgrades – Montgomery Street was redesigned to establish protected bike lanes in each direction between Bergen Avenue and Jersey Avenue using low cost methods like paint and flexible delineators. In 2021, final design as part of a Local Safety Grant project was significantly advanced through the process to make these changes permanent through concrete curb extensions, bus islands, and other enhancements. The upgrades are anticipated to be implemented in 2023.

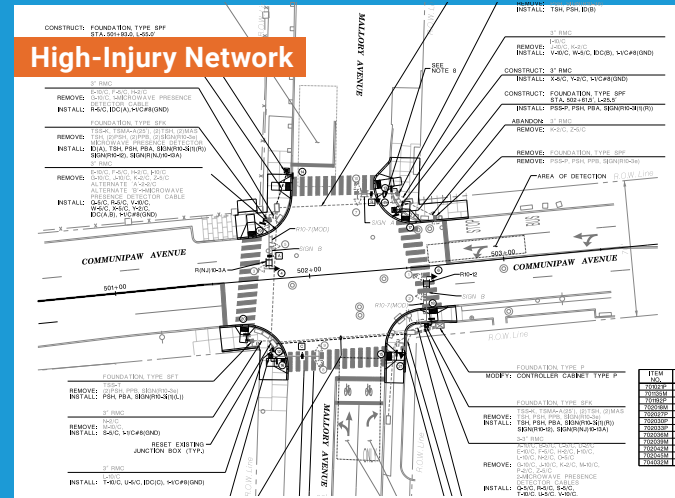
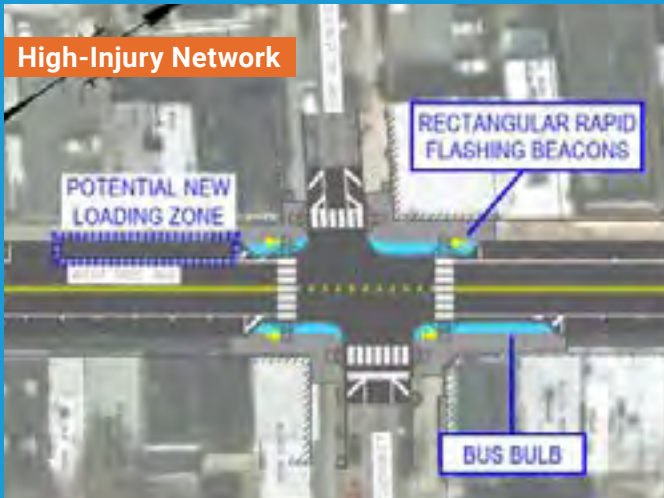


Newark Avenue Protected Bike Lanes – In 2022, Jersey City's first protected bike lane of the season will be implemented along Newark Avenue between Palisade Avenue and 5th Street. The redesign will also include concrete bus islands to support transit in this corridor.



Marin Boulevard Protected Bike Lanes – Significant planning and design progress was made in 2021 on another Local Safety Program grant project that will redesign Marin Boulevard between Montgomery Street and Thomas Gangemi Drive. The project will include protected bike lanes, curb extensions with green infrastructure, and other safety enhancements. A quick build of the protected bike lane is planned for 2022.

Sip Avenue Redesign – Planning and engineering work progressed on this Local Safety Program grant project that aims to increase safety along Sip Avenue from Route 1&9 to Bergen Avenue. This project will include curb extensions, new high-visibility pedestrian crossings, new pedestrian signal heads, and other improvements.



West Side Avenue Redesign – Quick-build safety projects are being implemented in 2022 while the team continues to advance the planning and design of a more extensive \$3.8M Local Safety Program project expected to break ground in 2025. In 2022, low-cost curb extensions will be added, crosswalks will be restriped, and a RRFB will be installed at Lexington Avenue. Future improvements include concrete curb extensions, bus islands, and traffic signal upgrades.

Communipaw Avenue Redesign – Communipaw Avenue between Marcy Avenue and Park Street is being advanced through the Local Safety Program grant project process and is expected to be implemented in 2023. Safety enhancements include replacement of deteriorated sidewalks and crosswalks, traffic signal upgrades, high-visibility crosswalks, and other improvements.

Upcoming Projects



Protected Bike Lane Expansion – In addition to projects on the High-Injury Network, Jersey City is expanding our protected bike lane network to increase connectivity with neighborhoods, workplaces, parks, and other key destinations to offer more safe and attractive routes for alternative modes.



Protected Bike Lane Barrier Upgrades – To further enhance bicyclist safety and comfort, concrete jersey barriers and crash cushions are being installed wherever feasible along the existing protected bike lane network. This will protect cyclists from vehicular traffic with a durable, physical barrier and prevent vehicles from blocking the bike lane. Tuff Curb is also being evaluated for segments unsuitable for jersey barriers.



A Network of Secure Bike Parking – Jersey City awarded a competitively bid contract to Oonee to build, operate, and maintain the first citywide, public, secure bike parking system in the United States. Up to 30 pods will be installed over the length of the contract, with 7 pods planned for the first phase (at least one in each Ward). Secure bike parking removes another barrier to achieving higher levels of bicycling for a range of trip purposes.

Theme 2: Promote a Culture of Safety

- Bike JC hosted multiple “light-up” bike rides across Jersey City, organized bike valets for cultural events, and led pedal-powered tours as part of the Annual Jersey City Art & Studio Tour.
- Jersey City joined the Road to Zero Coalition and submitted a grant application to fund a comprehensive public education campaign about traffic safety.

Theme 3: Embed Vision Zero in City Practices

- Blind spot mirrors were installed on all medium and heavy duty City vehicles and all new vehicles purchased by the City include rearview cameras and GPS units to log dangerous driving behavior.
- 11 compact street sweepers and two mini sweepers were purchased for use on narrow streets, sidewalks, and bike lanes.
- Snow plowing protocols and operations now include the City’s protected bike lanes, bus stops, and crosswalks.
- The Traffic Control Manual was updated to strengthen requirements to maintain pedestrian access through construction zones.
- Key equipment/ technology to support increased parking violation enforcement was procured by the Parking Enforcement Division and will be in use sometime in 2022.

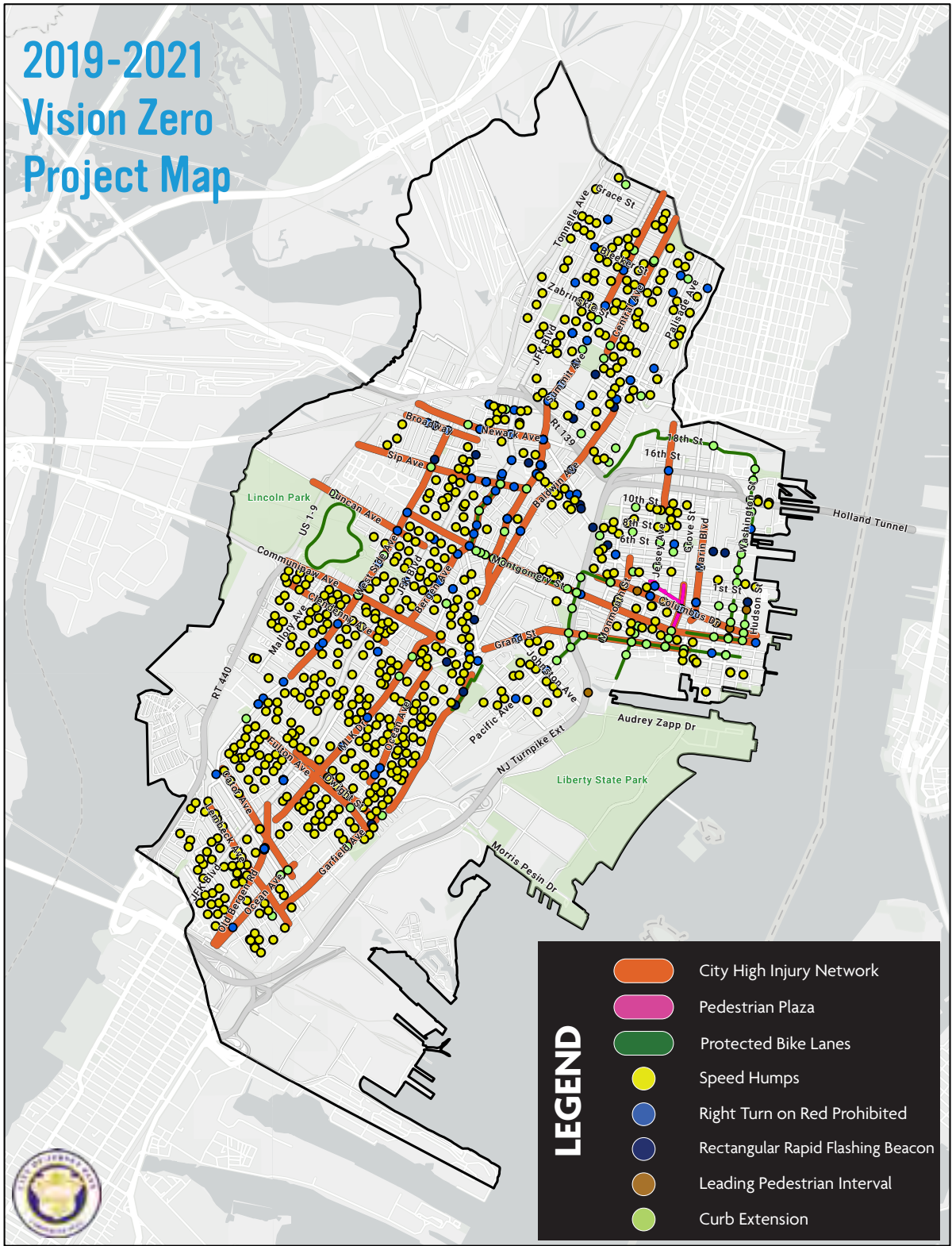
Theme 4: Enforcement, Law, and Policy

- All parking enforcement officers were advised to focus their efforts on ticketing vehicles illegally parked in crosswalks, protected bike lanes, and in front of fire hydrants.

Theme 5: Planning and Leveraging Data

- To inform safety design and operational changes, the Traffic Division installed 65 Miovision cameras at signalized intersections, including Bergen Avenue, Columbus Drive, Communipaw Avenue, Grand Street, and Montgomery Street. This technology allows for user counts, patterns, and “near miss” conflicts to be analyzed.
- The Traffic Division began monitoring crash trends before and after the implementation of traffic calming measures, like curb extensions and multi-way stop control conversions.
- The Vision Zero Task Force was expanded to include the New Jersey Department of Transportation, Hudson County, and the City of Hoboken.

2019-2021 Vision Zero Project Map



Actions and Strategies Progress Report 2021

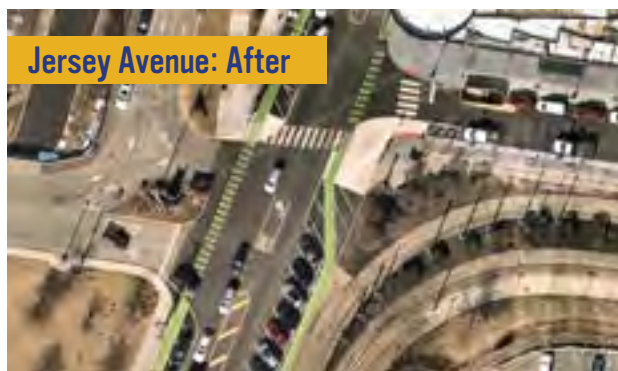
The Jersey City Vision Zero Action Plan features data-driven, multidisciplinary, and multi-agency commitments to specific actions and strategies focused on eliminating fatal and serious injury crashes on Jersey City's streets. This section is organized by the five main Action Plan themes and tracks progress towards the 77 actions called for therein.

Theme 1. Design Safer Streets

Eliminating fatal and serious injury crashes by 2026 in Jersey City begins with safe street design. Physical changes to City streets are necessary to control vehicle speeds, which we know are a major concern of the community. Higher speeds increase the likelihood and the severity of crashes – especially for vulnerable road users – and reduce the perception of safety for all users.



13 of 17 Actions (76%) outlined in the Plan were completed or advanced between 2019 and 2021. Many of these safety initiatives utilized a “quick build” approach, leveraging lower cost, interim materials that allow street design changes to be made at a faster pace while larger infrastructure changes are put in front of the community for consideration. If deemed successful, such projects may receive funding for permanent implementation.



Examples include the painting of curb extensions at 87 intersections, installing nearly 12 miles of connected protected bike lanes, the introduction of leading pedestrian intervals at 13 key intersections, and conversion of street space into pedestrian plazas and parklets.

Several multi-year, grant-funded safety projects along the High-Injury Network have been advanced to preliminary or final design over the past year, including Marin Boulevard, Montgomery Street, Sip Avenue, Communipaw Avenue, and West Side Avenue.

While it will take time for the impact to be reflected in the City's safety data, the experience of increased safety on Jersey City's streets should be felt immediately where such changes have taken place.

Actions

Action	Partner*	Timeframe	Progress
1.1 Incorporate the current Speed Hump program into a broader Traffic Calming Policy that encompasses a wider menu of traffic calming options including raised intersections, traffic circles, diverters, forced-turn channelization, and other treatments permissible on residential streets.	T, C,E,M	2 year	Yes, Incomplete
1.2 Develop a neighborhood slow zone program to allow neighborhoods to request treatments to slow motor vehicles to 15 to 20 mph using traffic calming features, signs, and markings. Explore the feasibility of implementing a 20 mph speed limit for all residential streets.	T, P	2 year	No
1.3 Prioritize major safety Engineering projects at locations along the High Injury Network.	E, DPW, P, T	Annual	Yes, Implementation Ongoing
1.4 Advance high-priority projects established in the Bike Master Plan.	E, P, T	Annual	Yes, Implementation Ongoing
1.5 Increase the visibility of crossing pedestrians at intersections and mid-block crosswalks through design strategies such as painted curbs, flex posts, and bike corrals.	E, DPW, T	2 year	Yes, Implementation Ongoing
1.6 Update Standard Engineering Details to strengthen requirements to maintain pedestrian and bicycle access through construction zones.	E, DPW, T	2 year	Yes, Incomplete
1.7 Explore the desirability and feasibility of introducing additional pedestrian malls or pedestrian/transit malls in locations throughout the City.	P, BA, M, E, T	2 year	Yes, Implementation Ongoing
1.8 Launch a citywide initiative to treat streets as places by incorporating placemaking efforts, with public art, green infrastructure and neighborhood amenities, into traffic safety initiatives prioritizing Communities of Concern.	P, BA, DPW, E, T	2 year	Yes, Implementation Ongoing
1.9 Work with JC Public Schools to establish dedicated school drop-off/pick-up zones.	T, C, E, P, PE	2 year	Yes, Implementation Ongoing
1.10 Undertake a review of loading zones and vehicle-for-hire staging areas to determine if relocation or consolidation of sites is appropriate, especially along the HIN corridors.	T, C, E,	2 year	Yes, Implementation Ongoing
* ABC: Lead partner	ABC: Supporting partner(s)	ABC: Non-Task Force partner(s)	



Actions Cont.

Action	Partner*	Timeframe	Progress
1.11 Update traffic signal timing policy to default to pedestrian recall, expand use of LPI and exclusive pedestrian phases, and target shorter cycle lengths.	<i>T, E, P</i>	2 year	Yes, Implementation Ongoing
1.12 Identify bus stop locations near high crash clusters to determine potential improvements/ relocation possibilities.	<i>T, E, NJT</i>	2 year	Yes, Implementation Ongoing
1.13 Inventory regulatory signage along HIN to determine areas for improvement.	<i>T, DPW</i>	2 year	Yes, Implementation Ongoing
1.14 Enhance Street Lighting to improve safety at key intersections on th HIN.	<i>E, DPW</i>	5 year	No
1.15 Review pavement marking conditions along HIN.	<i>E, T</i>	Annual	Yes, Implementation Ongoing
1.16 Conduct review of the sidewalk network to identify gaps and prioritize improvements.	<i>E, DPW</i>	5 year	No
1.17 Improve the sidewalk and signage maintenance program to ensure sidewalks are clear of obstructions.	<i>E, DPW</i>	5 year	No
* ABC: Lead partner	ABC: Supporting partner(s)	ABC: Non-Task Force partner(s)	

Theme 2. Promote a Culture of Safety

Vision Zero rejects the idea that fatal and serious injury traffic crashes are an inevitable part of the cost of a modern transportation system. Approximately 40,000 lives are lost every year in the United States on our roads. **That is no longer acceptable.**



CRASH, NOT ACCIDENT



TRAFFIC CRASHES ARE NOT INEVITABLE ACCIDENTS. VISION ZERO CALLS ON US TO STUDY THE ENVIRONMENTAL AND BEHAVIORAL FACTORS THAT LEAD TO SEVERE AND FATAL COLLISIONS AND USE LEADING PRACTICES TO CREATE A SAFER SYSTEM FOR ALL ROADWAY USERS.

Despite COVID-19 impacts continuing to limit in-person gatherings/events, 14 of 26 Actions (54%) to promote a culture of safety were completed or in progress by the end of 2021.

Examples include group bike rides organized by Vision Zero Task Force member Bike JC, embedding Vision Zero branding at Citywide events, and continuing to replace the word “accident” with “crash” in City materials.

The work to foster a culture of safety will continue and expand as the pandemic recedes and in-person gatherings, meetings, and initiatives resume.



Actions

Action	Partners*	Timeframe	Progress
2.1 Establish a Jersey City chapter of Families for Safe Streets.	SSJC , HHS	5 year	Yes, Incomplete
2.2 Conduct a public education campaign to change norms about how people view traffic safety.	M , BJC, C, CA, E, HHS, P, SSJC, T, TMA	2 year	No
2.3 Launch a high-visibility enforcement campaign at new traffic calming devices and along the All Roads HIN targeting failure to yield to pedestrians, aggressive driving, speeding, and red light, running on City, County and State roadways.	PD , M, C, T	2 year	No
2.4 Establish a goal of reducing VMT by promoting transit and other alternatives to driving alone, especially for short trips on City streets.	P , NJTPA, NJT, PATH	2 year	Yes, Ongoing
2.5 Incorporate transportation safety as a stated priority in the Jersey City Public Schools Strategic Plan with specific strategies aimed toward improving travel to and from schools.	BOE , P	2 year	No
2.6 Update the City’s style guidelines to remove the word “accident” and replace with “crash” or “collision” for referring to traffic incidents. Modify internal and public-facing documents accordingly, including police incident forms and other relevant documents. Include this change as a central component of all Vision Zero-related trainings.	M , all	5 year	Yes, Incomplete
2.7 Develop a communications strategy to get the word out to residents about upcoming VZ events, campaigns, and potential safety issues and locations to focus on.	M , BJC, BA, P, T, SSJC	2 year	No
* ABC: Lead partner	ABC: Supporting partner(s)	ABC: Non-Task Force partner(s)	

Actions Cont.

Action	Partners*	Timeframe	Progress
2.8 Explore establishing a Task Force subcommittee to oversee outreach and a Citizen Advisory Committee.	M , ALL	2 year	No
2.9 Provide safe bicycling education programs, including a school program to reinforce and encourage safe cycling to school and a program for adult cyclists at all skill levels. Encourage events such as National Walk to School Day.	BOE , BJC, HHS, TMA	2 year	No
2.10 Create/use existing mandatory traffic safety curriculum for elementary schools to teach and encourage traffic safety behaviors.	BOE , HHS, P, T	5 year	No
2.11 Appoint a Transportation liaison to coordinate with the City on ongoing and planned transportation projects.	BOE , P, T	2 year	Yes, Incomplete
2.12 Implement a Walking School Bus, Bike Train, Bike Rodeo and other walking and cycling programs.	BOE , BJC, SSJC, TMA	2 year	No
2.13 Tie public safety awareness/education efforts with Vision Zero branding.	All , CA	2 year	Yes, Implementation Ongoing
2.14 Increase programming to promote bicycle use and awareness, including supporting an annual Open Streets event and encouraging other walking and cycling events.	M , BJC, BA, HHS, P, T, SSJC, TMA, CA	5 year	Yes, Implementation Ongoing
2.15 Hold giveaways for Vision Zero branded bicycle safety equipment including lights and helmets.	BJC , BA, HHS	2 year	Yes, Implementation Ongoing
2.16 Host rides to introduce residents to new bicycle facilities as they are opened.	BJC , E, P, SSJC, T	2 year	Yes, Implementation Ongoing
2.17 Work toward a partnership with transit, rideshare, taxi and other services to provide transportation alternatives near commercial corridors, for large events, and for people unfit to operate a vehicle.	BA , HHS, L, M, P, T	2 year	Complete
2.18 Establish one public location for regular Vision Zero updates, ongoing projects, and crash and safety data.	P , E, T	Annual	Complete
2.19 Add Vision Zero and traffic safety component to Ward health educators' educational materials.	HHS	2 year	Yes, Incomplete
2.20 Provide outreach programs centered on reducing pedestrian injuries.	HHS , BJC, M, SSJC	2 year	Yes, Incomplete
* ABC : Lead partner	ABC: Supporting partner(s)	ABC: Non-Task Force partner(s)	



Actions Cont.

Action	Partners*	Timeframe	Progress
2.21 Provide traffic safety tips for older adults.	<i>HHS</i>	5 year	No
2.22 Conduct outreach focused on safety improvements for people experiencing homelessness.	<i>HHS</i>	2 year	Yes, Incomplete
2.23 Continue enforcement efforts targeting distracted and impaired driving with a focus on the HIN. Explore education and warnings to target drowsy driving.	<i>PD</i>	2 year	No
2.24 Improve communication and enhance channels for distribution of information pertaining to various traffic safety projects.	<i>M, BJC, HHS, C, P, T, SSJC</i>	2 year	Yes, Incomplete
2.25 Work with major employers to take the Vision Zero pledge and disseminate Vision Zero information to employees.	<i>M, C</i>	2 year	No
2.26 Hold transportation safety hackathons to engage residents on potential safety improvements.	<i>SSJC, BJC, M, P, T</i>	Annual	No
* ABC : Lead partner	ABC: Supporting partner(s)	ABC: Non-Task Force partner(s)	

Theme 3. Embed Vision Zero in City Practices

Jersey City government agencies are committed to leading by example in the effort to achieve Vision Zero. The Action Plan identifies several initiatives to provide training and professional development to City staff, as well as updating procurement and vehicle fleet management programs to equip the City for a safer future.



Adapting to Vision Zero Streets

Vision Zero requires a range of new street design, operational, and maintenance practices. To best accommodate recent and coming changes to City Streets, various City divisions have adapted their practices, including:

- » Upgrading the safety features of City-owned vehicles
- » Purchasing “right-sized” equipment to better maintain bicycle and pedestrian infrastructure
- » Upgrading the Traffic Control Manual to strengthen pedestrian access requirements through construction zones

10 of 17 Actions (59%) outlined in the Plan were completed or advanced between 2019 and 2021, including these specific actions:

Blind spot mirrors were installed on all medium and heavy duty city vehicles and all new vehicles purchased by the City include rearview cameras and have GPS units to identify dangerous driving behavior.

11 compact street sweepers along with two mini street sweepers were purchased for use on narrow streets, sidewalks, and bike lanes.

The City also placed orders for compact snow plows to be deployed along the protected bike lane network, however their delivery is delayed due to ongoing supply chain issues.



Actions

Action	Partners*		Progress
3.1 Evaluate all City Fleet vehicles for safety equipment improvements including: Side and rear guards; Blind spot mirrors; Side and backup cameras; GPS “black box” technology to identify dangerous driving behaviors like speeding.	DPW, BA, E, FD, PD	5 year	Yes, Incomplete
3.2 Conduct training for City employees on Vision Zero and the High Injury Network: Frame traffic crashes as a preventable; public health issue rather than an unfortunate consequence of mobility; Emphasize speed as a major factor in road safety and risk; Expand current employee Defensive Driver training; Conduct trainings for all fleet vehicle operators.	BA, M	2 year	No
3.3 Establish Rapid Response Team to implement quick-build safety countermeasures and direct enforcement and education resources at fatal crash locations.	M, BA, E, HHS, L, P, PD, DPW,	2 year	Yes, Incomplete
3.4 Support the Vision Zero Task Force and maintain the Vision Zero website. Explore establishing subcommittees for specific aspects of plan implementation.	M, all	Annual	Yes, Incomplete
3.5 Update vehicle procurement procedures to ensure that safety equipment is included on all new vehicles.	BA, FD, PE, PD, DPW	2 year	Yes, Incomplete
3.6 Secure a stable transportation funding source dedicated to safety.	BA, E, L, M, C, P, T	5 year	No
* ABC: Lead partner ABC: Supporting partner(s) ABC: Non-Task Force partner(s)			

Actions Cont.

Action	Partners*		Progress
3.7 Improve FEMS response by conducting regular reviews of travel times, including dispatch to site and site to hospital, to ensure travel time consistency and ability to direct EMS units in route.	<i>FD, E, PD, T</i>	2 year	No
3.8 Deploy smaller vehicles for non-fire emergencies Streamline which vehicles from fleet get used based on the type of emergency. Report quarterly on what types of emergencies the Fire Department responds to, the response time, and locations to ensure travel time consistency and adequate use of resources.	<i>FD, JCMC</i>	2 year	No
3.9 Mandate regularly scheduled driver education for Fire Department staff. Define what the training will cover specific to Vision Zero. Pursue funding for driving training simulators.	<i>FD, BA</i>	2 year	No
3.10 Incorporate Vision Zero principles into Partnership for a Healthier JC small grant program.	<i>HHS</i>	Annual	Complete
3.11 Initiate and maintain a Vision Zero survivor network, receiving notification of fatalities and serious injuries from JCPD to Chaplain program, and education/referral of survivors and next-of-kin to SSJC/FFSS for services and peer support. Coordinate with Families for Safe Streets accordingly.	<i>HHS, PD, SSJC, JCMC</i>	2 year	Yes, Incomplete
3.12 Deploy smaller vehicles for street sweeping and snow removal. Inventory the existing vehicle fleet and current staffing levels to assess the need going forward. Secure funding to procure smaller vehicles and provide the needed staffing.	<i>DPW, BA</i>	5 year	Yes, Incomplete
3.13 Incorporate Vision Zero into trainings for all DPW staff who operate official vehicles.	<i>DPW, BA</i>	5 year	No
3.14 Prioritize snow removal for vulnerable road users, inclusive of crosswalks, bike lanes, and bus stops.	<i>DPW</i>	2 year	Yes, Incomplete
3.15 Deploy next generation emergency vehicle preemption to reduce response times and increase safety.	<i>T, PD</i>	5 year	Yes, Incomplete
3.16 Expand the City’s crossing guard program and increase training for crossing guards.	<i>PD, BA</i>	5 year	No
3.17 Procure equipment to support increased enforcement against parking violations, including license plate readers, ticketing tool, and e-permitting.	<i>PE, BA, C</i>	5 year	Yes, Incomplete
* ABC : Lead partner	ABC: Supporting partner(s)	ABC: Non-Task Force partner(s)	

Theme 4. Enforcement, Law, and Policy

Traffic safety programs have always relied on a strong role for law enforcement to manage the behavior of roadway users. The Vision Zero Action Plan for Jersey City also seeks to ensure that the legislative context for enforcement is effective and that all enforcement initiatives are supported by the community and implemented equitably.



366,736

**PARKING VIOLATIONS
ISSUED IN 2021, OF WHICH...**

30,272

**WERE ISSUED TO THOSE
WHO NEGATIVELY
IMPACT VULNERABLE
STREET USERS.**



3 of 9 Actions (33%) outlined in the Plan were completed or advanced between 2019 and 2021. Actions taken target those who park in a manner that negatively impacts street safety, especially for vulnerable users.

This includes using signage and vertical delineators to prevent people from parking within 25' of the crosswalk and issuing more than 30,000 parking violations in 2021 to those who park in a bus stop, block crosswalks, etc.



Actions

Action	Partners*	Timeframe	Status
4.1 Develop a state legislative agenda to allow the City greater flexibility in promoting roadway safety.	L, E, M, C, PE, P, PD, T, SSJC	5 year	No
4.2 Evaluate City laws and ordinances to identify revisions to improve safety for all modes.	L, BA, E, M, C, PE, P, PD, T	2 year	No
4.3 Develop a strategy for all Vision Zero enforcement campaigns in order to foster good will and address equity concerns that can arise from increased enforcement. Establish police enforcement data reporting policy to supplement campaigns.	PD, M, C	2 year	No
4.4 Eliminate ambiguity over where on-street parking is, and is not, allowed, especially within 25 ft of crosswalks and near fire hydrants. Explore best practice solutions to mark and protect no parking zones.	T, PE, DPW	5 Year	Yes, Incomplete
4.5 Expand the Traffic Safety Unit within the Police Department and increase overall traffic enforcement staffing.	PD, BA, M	2 year	Yes, Incomplete
4.6 Develop a plan to ensure trucks use designated truck routes rather than local routes.	PD, L, T	5 year	No
* ABC: Lead partner	ABC: Supporting partner(s)	ABC: Non-Task Force partner(s)	



Actions Cont.

Action	Partners*	Timeframe	Status
<p>4.7 Promote increased awareness among JCPD officers and staff. Incorporate Vision Zero into Captain’s Meetings and explore ways to enhance bicycle education as part of officer recruitment and training. Work with BikeJC to increase awareness of bike safety issues among JCPD officers and staff.</p>	<p>PD, BJC, SSJC</p>	<p>Annual</p>	<p>No</p>
<p>4.8 Lobby the Department of Motor Vehicles to update drivers manual to include Vision Zero/traffic safety content that emphasizes safety for all road users.</p>	<p>L, BJC, M, P, T, SSJC</p>	<p>5 year</p>	<p>No</p>
<p>4.9 Increase enforcement of parking restrictions at corners and within 25 ft. of crosswalks at intersections on the pedestrian and bicycle HINs. Continue directed patrols on major corridors throughout the city to keep corners clear of parked cars and within 25 ft. of crosswalks.</p>	<p>PE, L</p>	<p>2 year</p>	<p>Yes, Implementation Ongoing</p>
<p>* ABC: Lead partner ABC: Supporting partner(s) ABC: Non-Task Force partner(s)</p>			

Theme 5. Planning and Leveraging Data

The final theme in the Jersey City Vision Zero Action Plan brings together essential partnerships, development review, and evaluation strategies. These actions embody a data-driven approach to long-term change and leadership.



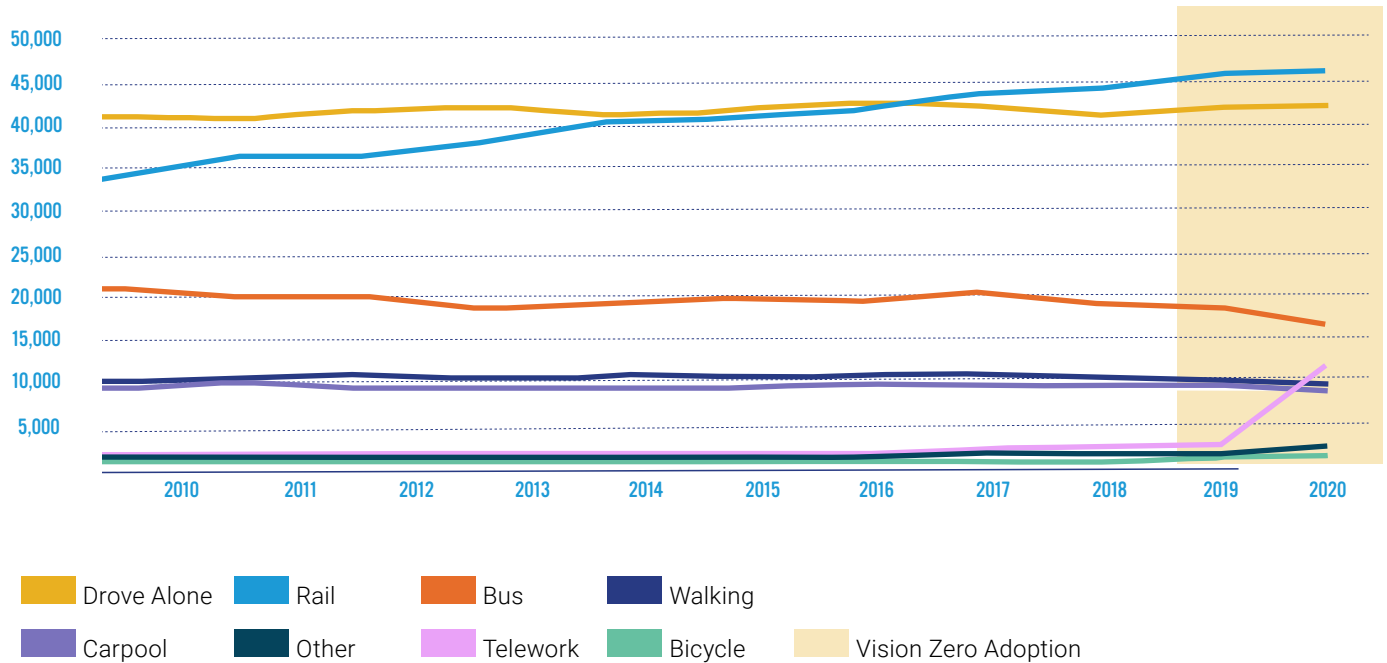
114%
**INCREASE IN BICYCLE
COMMUTING SINCE
2010.**



Tracking and leveraging existing and new data sources is a critical aspect of any Vision Zero Action Plan. To this end, great progress has been made, as 7 of 8 Actions (88%) were completed or advanced between 2019 and 2021. This includes tracking before-after traffic and use data for specific corridor-scale projects like the Bergen Avenue and Grand Street road diets, to engaging Hudson County and the New Jersey Department of Transportation in the Vision Zero Task Force.

Collectively, the completed actions and ongoing effort to collect data will tell the story of setbacks and successes as Jersey City seeks to achieve Vision Zero by 2026.

Means of Transportation to Work (2010 - 2020)



Actions

Action	Partners*	Timeframe	Status
<p>5.1. Develop a street design guide that clarifies City policy related to travel lane widths, pedestrian infrastructure, bicycle facilities, traffic calming, and other relevant details: Include a countermeasure selection tool to guide Vision Zero engineering projects; Clarify the need for pedestrian crosswalks; across all legs of intersections; Provide guidelines for selecting bicycle facilities based on vehicle speeds and volumes; Update standard engineering details accordingly.</p>	P, E, T	2 year	Yes, Incomplete
<p>5.2. Update development regulations and design standards to reflect Vision Zero principles: Ensure street design standards reflect safety best practices for all road users; Require development projects on the HIN to make specific modifications to improve identified safety issues; Promote alternative transportation options for new developments through transit impact fees, carsharing, bikeshare, and other mobility options; Train planning staff on how to apply these principles to site plan review process; Evaluate safety needs for new school facilities.</p>	P, E, T	5 year	Yes, Incomplete

* **ABC:** Lead partner ABC: Supporting partner(s) ABC: Non-Task Force partner(s)



Actions cont.

Action	Partners*	Timeframe	Status
5.3. Improve the tracking of mode share using existing Census sources of Means of Transportation to Work data, and explore ways to collect data reflecting travel patterns from non-work trips.	P	Annual	Yes, Incomplete
5.4. Engage the State and County as Vision Zero partners by highlighting the high percentage of fatalities that occur on State and County roads.	M, P, T, NJDOT, HC	2 year	Complete
5.5. Collect before-after traffic data for every traffic calming installation.	T, E	2 year	Yes, Ongoing
5.6. Identify nodes located near the HIN that attract trips by vulnerable users such as schools, parks, transit hubs, and health centers, and improve connections between the nodes and the HIN corridors.	P, E, T	2 year	Yes, Ongoing
5.7. Conduct a pilot project to assess feasibility of advanced detection techniques to estimate the frequency and type of near-miss collisions within signalized intersections.	T, E, JCMC	2 year	Yes, Incomplete
5.8. Provide HIPAA-compliant hospital data to inform the HIN and crash analysis.	HHS, P, T, JCMC	2 year	No
* ABC: Lead partner	ABC: Supporting partner(s)	ABC: Non-Task Force partner(s)	



THE 18TH STREET VISION ZERO EXTENSION PROJECT TOOK ADVANTAGE OF A ROUTINE RESURFACING PROJECT TO RE-ALLOCATE EXCESS VEHICLE LANES AND INSTALL LARGE CURB EXTENSIONS, HIGH-VISIBILITY CROSSWALKS, AND PROTECTED BIKE LANES.

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