



VISION ZERO JERSEY CITY  
**2023**  
**ANNUAL REPORT**



February 2024

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# Letter from the Mayor



Dear resident,

Jersey City was the first in New Jersey to commit to Vision Zero when we took a pledge five years ago to eliminate traffic-related deaths and serious injuries on City streets by 2026. Since then, we have made tremendous progress and set the tone for what is possible on our roads and in municipalities throughout the State.

We know that Vision Zero is possible – we achieved this aggressive goal in 2022 when we had zero traffic deaths on City streets. However, recent roadway tragedies show us that there is still work to be done. In 2023, four lives were lost on streets under the City’s jurisdiction, while 12 lives were lost across all roadways in Jersey City.

We are encouraged by the early results of major street redesigns on Washington Boulevard, Bergen Avenue, Christopher Columbus Drive, and several other corridors identified as high-injury zones, for which we have made significant safety improvements for all travelers, especially those walking and biking. We remain committed to expanding safety benefits throughout Jersey City in the coming years.

We are also encouraged by the recent commitments of our County and State partners to advance Vision Zero principles. Over the coming year, Hudson County will develop a countywide Vision Zero Action Plan that includes some of the most dangerous streets in Jersey City, such as John F. Kennedy Boulevard and Paterson Plank Road. NJDOT will make short-term pedestrian improvements to Route 139 Upper in the coming year while advancing longer-term safety improvements. Our team will continue to advocate for and support designs that prioritize safety.

Our early commitment to Vision Zero has also enabled Jersey City to take advantage of unprecedented levels of federal funding available through the Infrastructure Investment and Jobs Act (IIJA). This year, we were awarded a \$1 million Safe Streets and Roads for All (SS4A) implementation grant in partnership with the City of Hoboken to advance more than a dozen action items in our Vision Zero Action Plan to complement the millions of dollars in capital projects we are undertaking to improve safety across the City.

While we have achieved significant progress, we remain steadfast in our commitment to achieving zero traffic deaths and zero serious injuries. Our team will continue to double down on proven safety countermeasures and the roadmap we adopted in 2019 in our Vision Zero Action Plan, focusing our efforts on where we will have the highest positive impact on vulnerable road users.

It will take involvement and engagement from everyone in Jersey City to solve the greatest transportation challenge, and I ask for your renewed commitment to keep making our roads safer until we reach zero.

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*

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# 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** - Divisions 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.

## 2023 in a Snapshot

### Actions

Since 2019, 52 out of 77 actions outlined in the Vision Zero Action Plan were advanced or completed, representing progress towards 68% 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, 88% complete or in progress)
- 2 Promote a Culture of Safety**  
(26 Actions, 62% complete or in progress)

## Fundamental Principles of Vision Zero

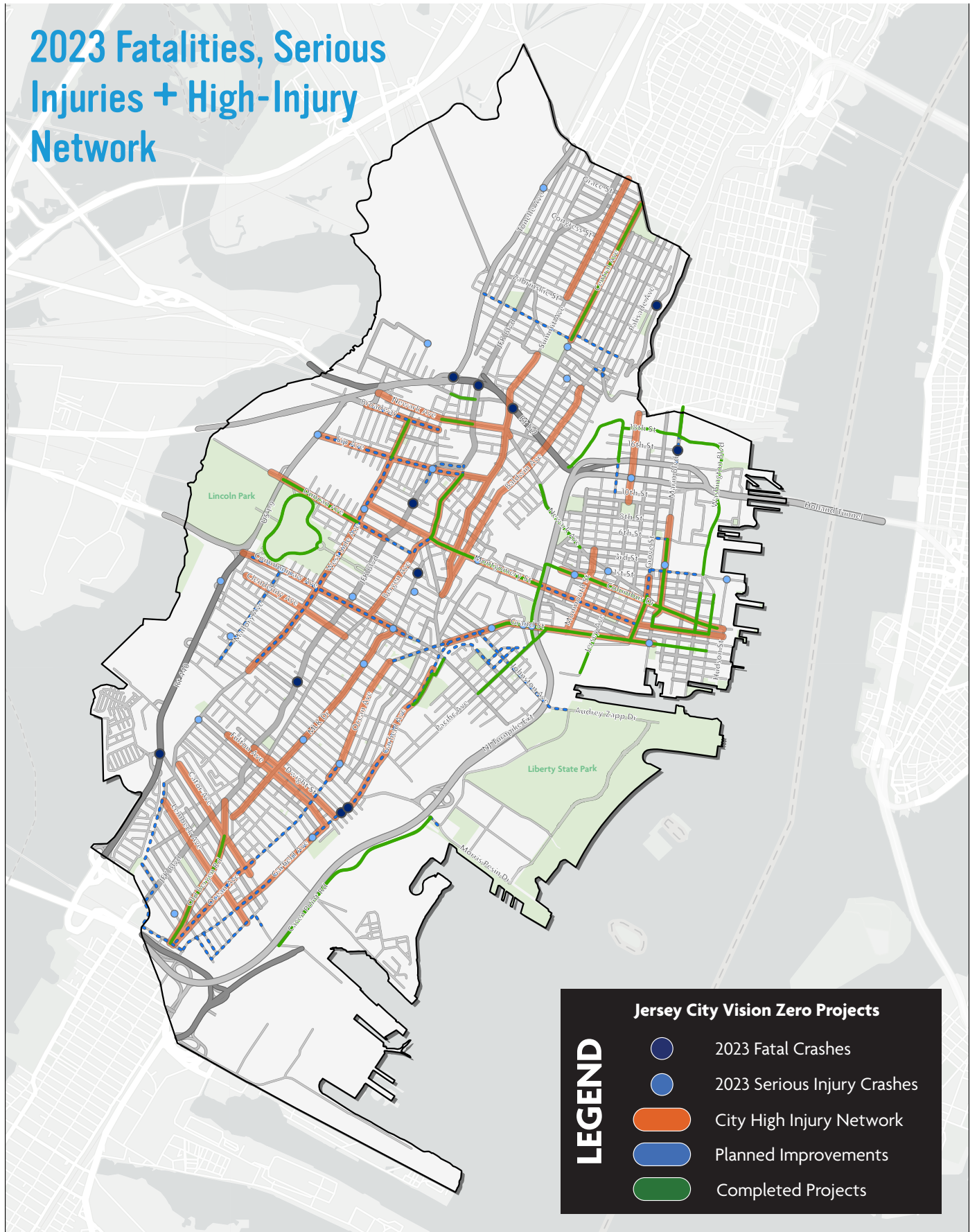
These principles are core to successful Vision Zero efforts:

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, 65% 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)

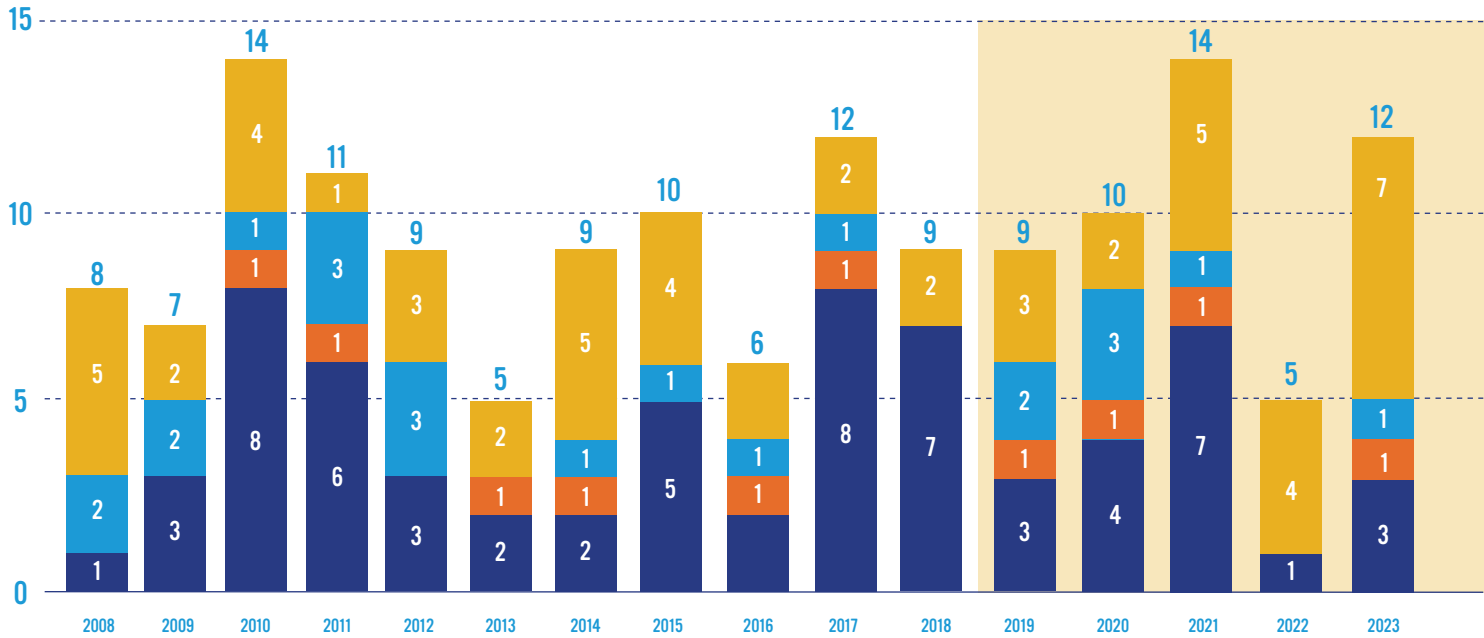
# 2023 Fatalities, Serious Injuries + High-Injury Network



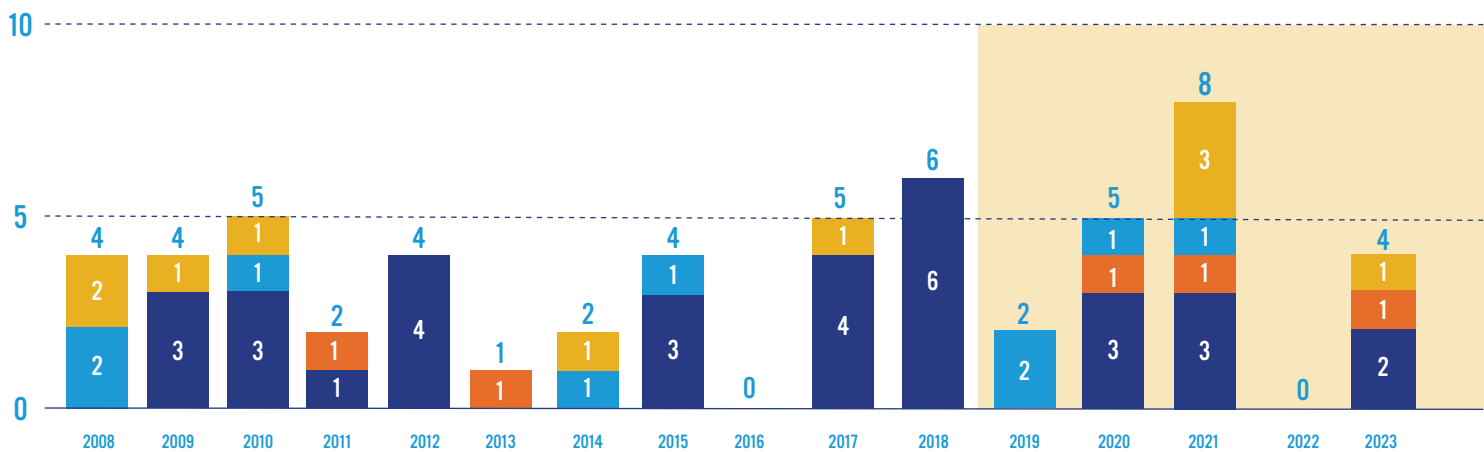
# 2023 Fatal Crashes

There have been 12\* fatalities as a result of crashes this year, for a total of 50 since the Vision Zero Action Plan was adopted. Four of the fatal crashes occurred on City streets. This year, three people were killed while walking, one was on a bicycle, one was on a motorcycle, and seven were drivers or passengers in a motor vehicle. 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 - 2023\*)



## Fatal Traffic Crashes - City Streets (2008 - 2023\*)



Pedestrian
  Bicyclist
  Motorcyclist
  Motor Vehicle
  Vision Zero Adoption

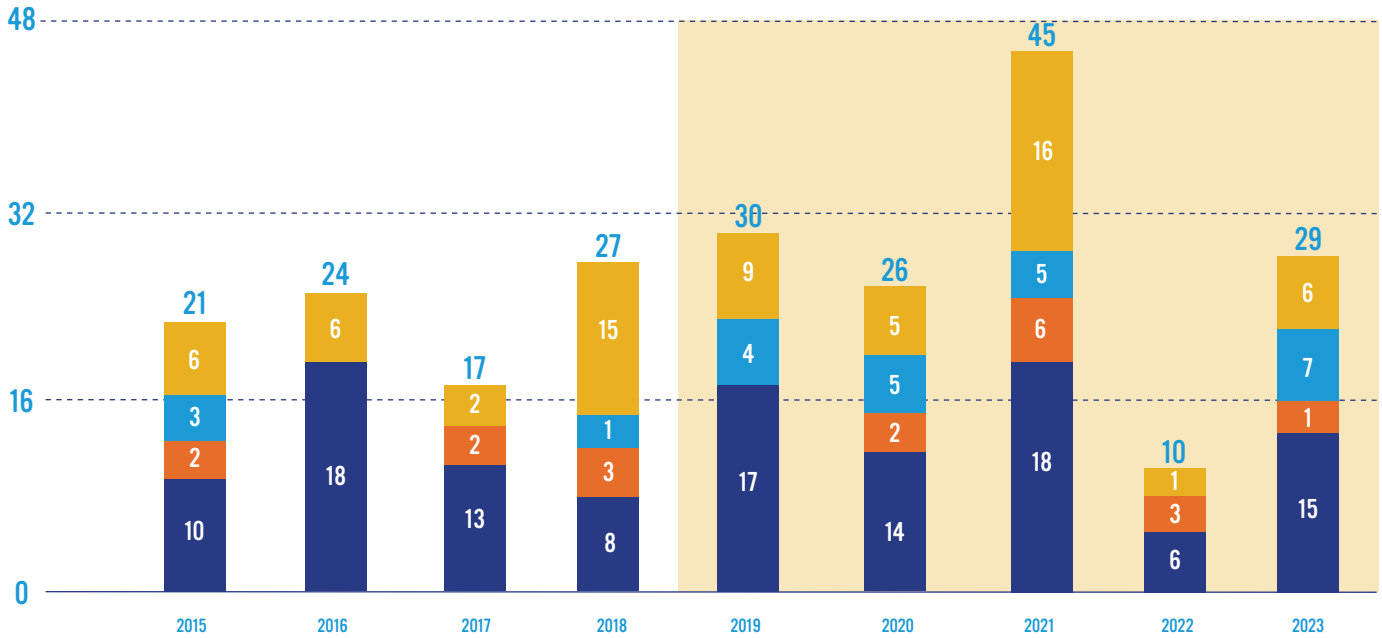
*\*Data shown above represent traffic fatalities on City, County, and State roadways in Jersey City between January 1, 2008 and December 31, 2023. Two additional fatalities occurred on City roadways as a result of medical emergencies and are not counted towards these totals.*



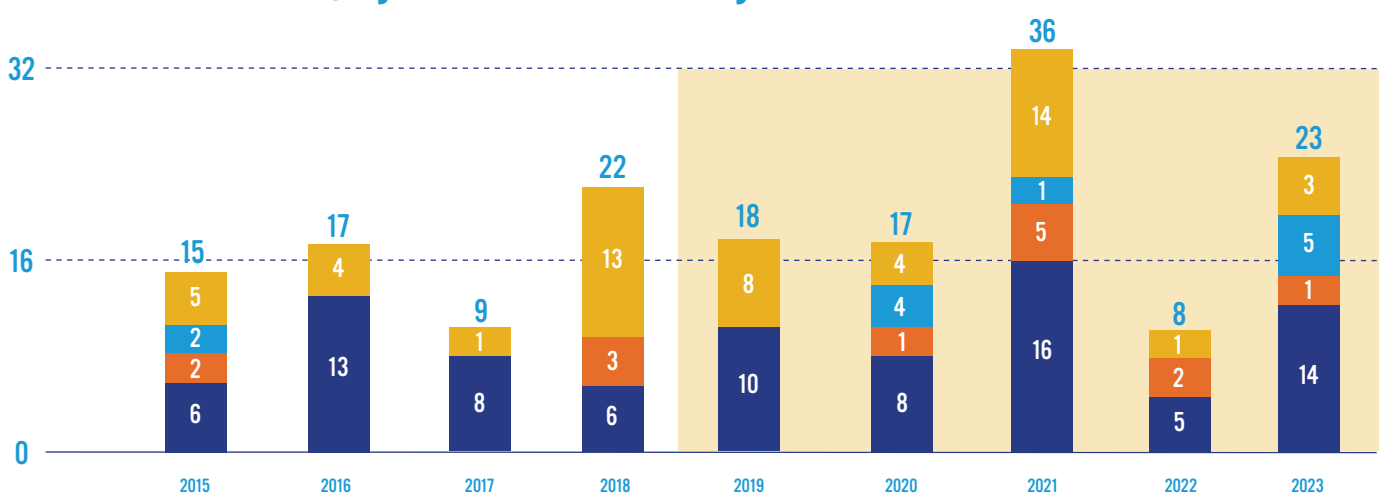
# 2023 Serious Injury Crashes

Serious injury crashes tend to be more difficult to consistently and reliably track due to a higher degree of subjectivity involved in categorizing these crashes. For reporting purposes, Jersey City considers any crash reported to the Regional Fatal Collision Unit that did not result in a fatality to be a serious injury crash. In 2023, 29 people were seriously injured in Jersey City. The following is a summary of all serious injury crashes on all roads, including State and County right-of-ways, versus those streets under Jersey City jurisdiction.

## Serious Injury Traffic Crashes - All Roads (2015 - 2023\*)



## Serious Injury Traffic Crashes - City Streets (2015 - 2023\*)



Pedestrian
  Bicyclist
  Motorcyclist
  Motor Vehicle
  Vision Zero Adoption

\*Data shown above represent serious injuries on City, County, and State roadways in Jersey City between January 1, 2015 and December 31st, 2023.



## 2023 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



- In recognition of Jersey City’s progress towards implementing our Vision Zero Action Plan and designing safer streets, New Jersey Department of Transportation awarded the City a **Complete Streets Excellence Award**.



- The American Planning Association invited the Transportation Planning team to author an article entitled **“Achieving Vision Zero in Practice,”** to share lessons learned and best practices that could help communities across the country implement safer streets projects.

- **50+** speed humps were installed along residential streets citywide (including some replacements) in 2023, bringing the total to 680+ installed since 2019.

- **190+** locations prohibit right-turns-on red.

- **60+** new intersections upgraded with “quick build” curb extensions for a total of 150+ citywide, over 80 of which are located along the High Injury Network.

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



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

- **15** intersections now include Leading Pedestrian Intervals to give pedestrians a head start crossing major streets, with 20+ more currently planned.

- **21** miles of protected bike lane miles implemented since 2019, including along Bergen Avenue, Christopher Columbus Drive, Duncan Avenue, Grand Street, Grove Street, Marin Boulevard, Montgomery Street, and more.



MILES OF PROTECTED BIKE LANES

- **2** miles of concrete jersey barriers installed along the protected bike lane network in 2022 for a total of approximately 2.5 miles.

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## Theme 2: Promote a Culture of Safety

- In 2023, Bike JC hosted its annual Ward Tour with participants from 200 cities, 13 states, and 3 countries joining the ride of all 6 wards. Bike JC also continued to host group bike rides, lead pedal-powered arts tours, and organize bike valets for cultural events.
- Bike JC organized Jersey City's first "bike buses" in Spring 2023, providing a fun and safe way for kids and their families to bike or scoot to school together.
- Jersey City's Division of Transportation hosted the 4<sup>th</sup> Annual Kids Bike Ride, a choose-your-own-adventure style route with stops along the protected bike lane network to encourage children and their families to explore the City by bicycle. This year's event culminated with bike giveaways at Jersey City's newly renovated Gateway Park.

## 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.

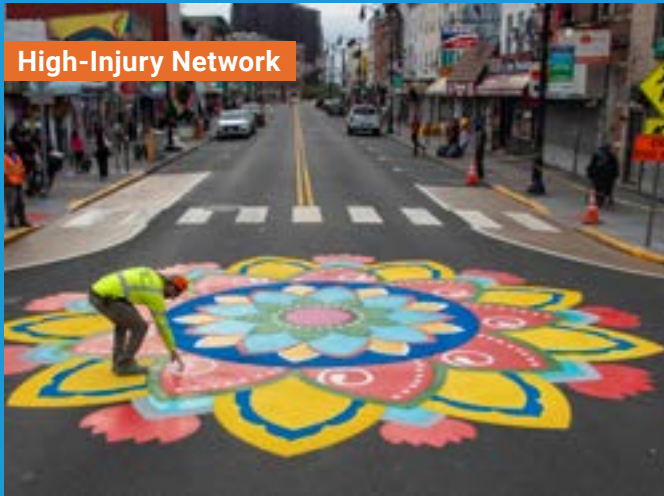
## Theme 4: Enforcement, Law, and Policy

- The Jersey City Police Department and Division of Parking Enforcement were reorganized to create a new Traffic Unit responsible for parking and traffic issues. Parking enforcement officers continued to focus their efforts on ticketing vehicles illegally parked in crosswalks, protected bike lanes, bus stops, and in front of fire hydrants.

## Theme 5: Planning and Leveraging Data

- To inform safety design and operational changes, the Traffic Division has installed Miovision cameras at 68 signalized intersections, including many streets on the High-Injury Network. This technology allows for user counts, patterns, and "near miss" conflicts to be analyzed.
- The Transportation Planning Division kicked off work on the Traffic Calming Toolkit, a design guide that will clarify the City's standards for traffic calming interventions to improve safety for everyone traveling in Jersey City.

## Select Recently Completed and In Progress Projects



**India Square Streetscape** – Newark Avenue between JFK Boulevard and Tonnele Avenue is the center of a thriving and dynamic Indian commercial district. In addition to gateway signage that reflects the significance and identity of India Square, safety improvements at the intersections of high-injury network streets have been incorporated into the design, including curb extensions, ADA ramps, high-visibility crosswalk striping, and an intersection mural.



**Marin Boulevard Protected Bike Lanes** – In 2023, a northbound protected bike lane and curb extensions were constructed between Montgomery Street and 6th Street/Thomas Gangemi Drive using quick-build materials while the team continues to advance the planning and design of a more extensive \$3.2M Local Safety Program project expected to break ground in 2024.



**Duncan Avenue Protected Bike Lanes** – The conventional bike lanes on Duncan Avenue between Route 1&9 and West Side Avenue were converted to the West Side's first parking-protected cycle track, providing a safer route for accessing Lincoln Park. Pedestrian improvements were also incorporated by narrowing crossing distances and improving visibility of crosswalks.



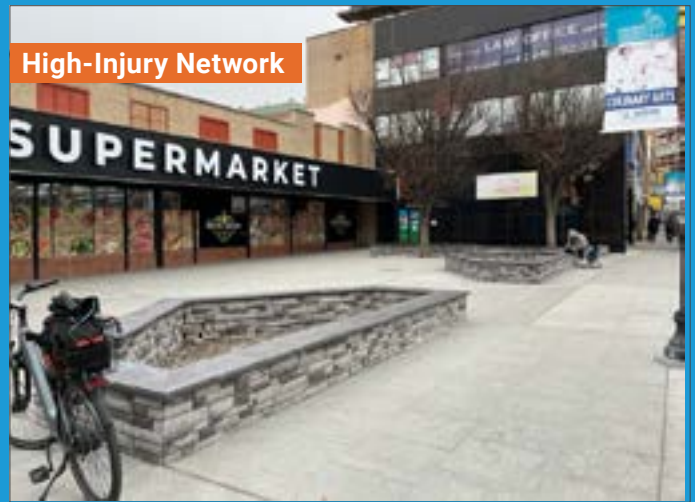
**Communiapaw Avenue Safety Improvements** – As part of routine repaving of Communiapaw Avenue between Garfield Avenue and Halladay Street, the Department installed additional pedestrian crossings, concrete curb extensions, new ADA ramps, and a landscaped seating area. Super sharrows and "Bicycles May Use Full Lane" signage were also installed to improve bike connections between protected facilities.



## Select Recently Completed and In Progress Projects



**Old Bergen Road Safety Improvements** – As part of routine repaving of Old Bergen Road, a street served by multiple transit routes, the Department installed quick-build curb extensions to improve safety at five high-crash intersections by narrowing crossing distances and increasing visibility for both pedestrians and drivers. Sharrows and high-visibility crosswalks were also refreshed as part of this project.



**Bergen Square Redesign** – Historic Bergen Square at the intersection of two High-Injury Network streets (Bergen Avenue and Academy Street) has been redesigned with several pedestrian, bike, and transit-friendly improvements. In 2023, parking lots were converted into pedestrian plazas. In 2024, the intersection and bike lanes will be raised to calm traffic and improve visibility. Seating, landscaping, bike racks, and bus shelters will also be installed.



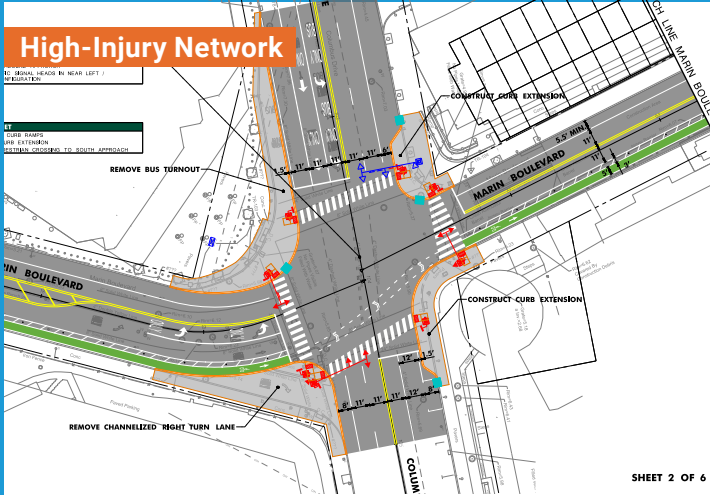
**St. Pauls Avenue Safety Improvements** – After engaging with the community through walk audits, surveys, pilot projects, and meetings, the Department implemented traffic calming and safety improvements on St. Pauls Avenue between Tonnele Avenue and JFK Boulevard. Improvements include converting quick-build curb extensions to concrete, installing striped pedestrian refuge islands, green super sharrows, and high-visibility crosswalks following repaving.



**Grove Street Pedestrian Mall** – Jersey City utilized a tactical approach during the pandemic to transform a busy and dangerous segment of Grove Street into a pedestrian mall by removing one direction of travel. In 2023, the City completed a study to guide how to permanently transform the street. The vision includes expanding the sidewalk into a continuous linear plaza, raising the cycle track and roadway in front of City Hall, and more. Construction will begin as early as 2024.

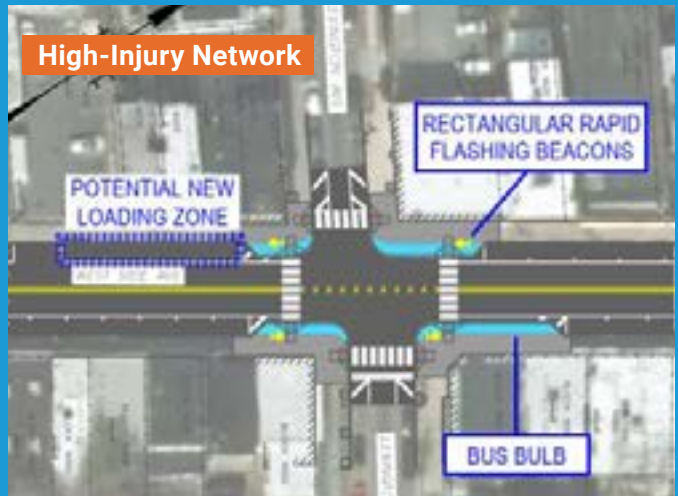
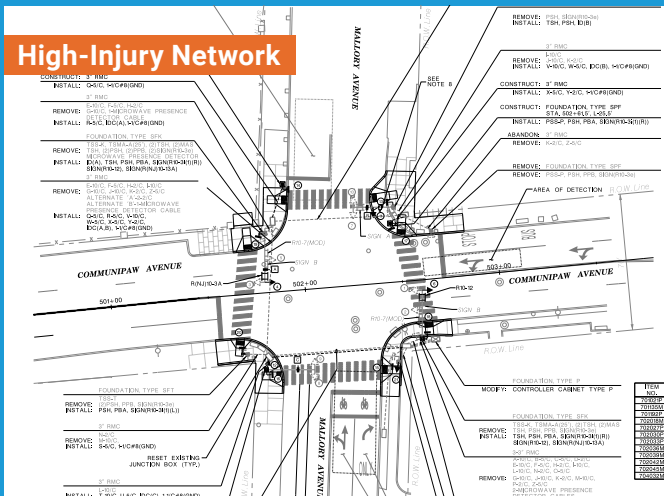


# Upcoming Projects and Infrastructure Improvements



**Marin Boulevard Safety Project** – Quick-build implementation of improvements designed through a Local Safety Program grant were completed in 2023 on Marin Boulevard between Montgomery Street and Thomas Gangemi Drive. This approach is enabling safety benefits to occur prior to the full build-out. Construction of the hardscaped safety enhancements is expected to begin in 2024.

**Montgomery Street Redesign**– Montgomery Street was redesigned to establish protected bike lanes between Bergen Avenue and Merseles Street using low cost methods like paint and flexible delineators. Final design as part of a Local Safety Program grant have been significantly advanced through the process to make these changes permanent with concrete, bus islands, and other enhancements. Construction is anticipated to begin in 2024.



**Communipaw Avenue Safety Project** – Communipaw Avenue between Marcy Avenue and Park Street is being advanced through the Local Safety Program grant project process and is expected to be constructed in 2024. Safety enhancements include replacement of deteriorated sidewalks and crosswalks, traffic signal upgrades, high-visibility crosswalks, and other improvements.

**West Side Avenue Redesign** – Quick-build safety projects were implemented in 2022 and 2023 as part of routine repaving while the team continues to advance the planning and design of a \$3.8M Local Safety Program project expected to break ground in 2025. Recent improvements included crosswalk restriping, curb extensions, and green infrastructure. Future improvements include concrete curb extensions, bus islands, and traffic signal upgrades.

## Upcoming Projects and Infrastructure Improvements

### Other Local Safety Program Funded Projects

Jersey City routinely applies for Local Safety Program funding to make safety improvements to streets in the High-Injury Network. Additional corridors that have been selected for funding are listed below. These projects are in earlier stages of planning and design.

- **Sip Avenue** - between Freeman Avenue and Van Reypen/Newkirk Street
- **Garfield Avenue** - between Merritt Street and Grand Street
- **Summit Avenue** - between Secaucus Road and Rt. 139



**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.



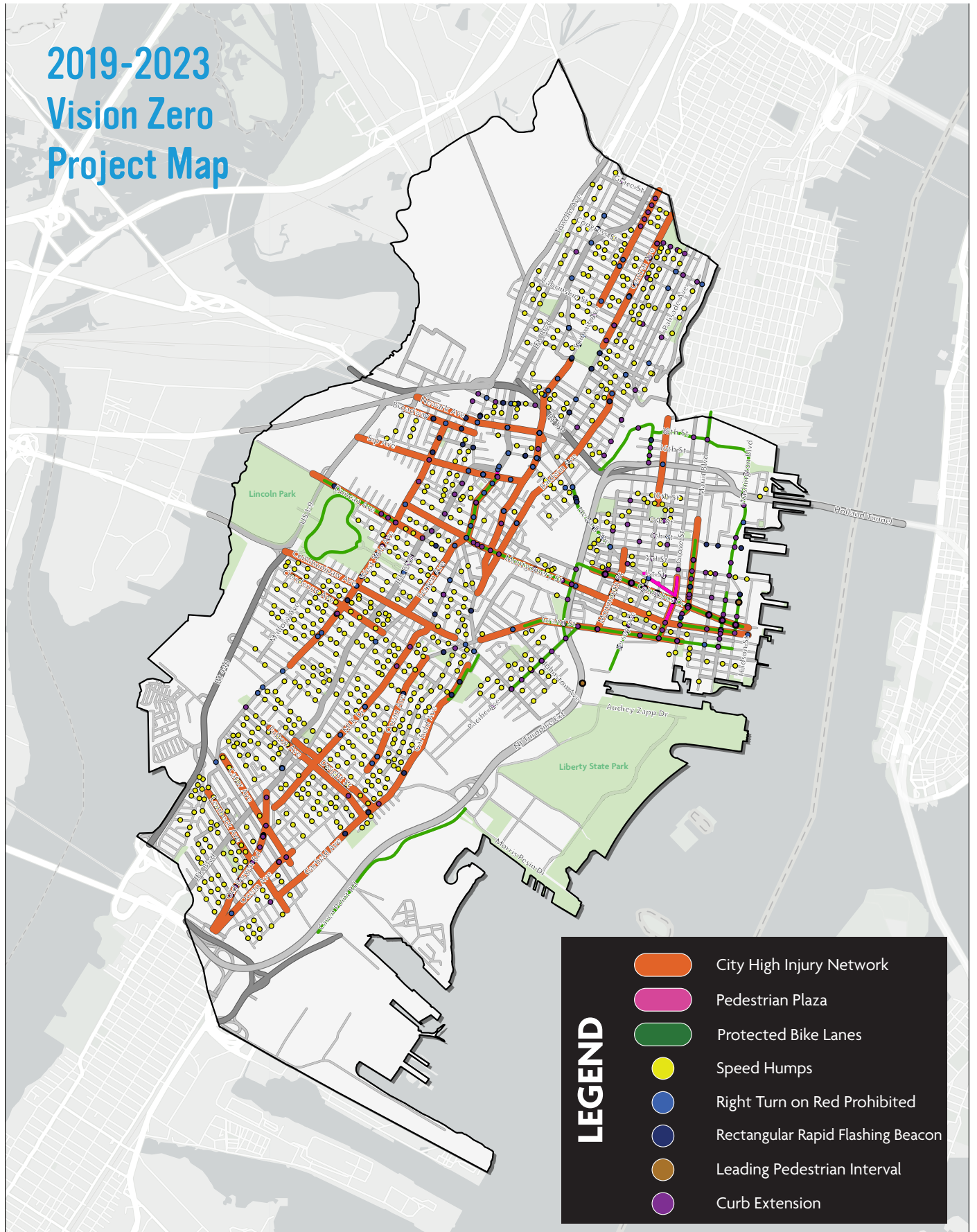
**A Network of Secure Bike Parking** – Jersey City awarded a competitively bid contract to Oonee to build, operate, and maintain the first citywide, public, secure bike parking system in the United States. Up to 30 locations will be installed over the length of the contract, with 5 locations installed in 2023. Secure bike parking addresses another barrier to achieving higher levels of bicycling for a range of trip purposes.



**Protected Bike Lane Barrier Upgrades** – To further enhance bicyclist safety and comfort, concrete jersey barriers and crash cushions were installed along more than a mile of existing protected bike lanes in 2022. This protects cyclists from vehicular traffic with a durable, physical barrier and prevent vehicles from blocking the bike lane. Tuff Curb has also been deployed for segments unsuitable for jersey barriers. Alternative barrier options will be implemented in 2024.



# 2019-2023 Vision Zero Project Map



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## USDOT Safe Streets and Roads for All (SS4A) Grant Award

In 2023, Jersey City partnered with neighboring Vision Zero City, Hoboken, to apply for a Safe Streets and Roads for All (SS4A) grant from the United States Department of Transportation. After a competitive process, USDOT selected the joint application for a partial award of \$1 million that will fund an **update to the Vision Zero Action Plan** and several supplemental activities and studies. This award will enable Jersey City to make progress on over a dozen Vision Zero action items included in our 2019 Plan.

### Supplemental Action Planning Funded Through SS4A

- Foster a culture of safety through a **comprehensive public awareness marketing campaign** that will include PSAs using newspaper, radio, social media, television, and billboard mediums to promote awareness of the ongoing VZ efforts and inform the public on safety measures that can be taken for both motorized and non-motorized uses.
- **Open Streets events** to connect with the community to share information about VZ measures being taken to create safer streets and allow residents to enjoy vehicle-free streets.
- **Vision Zero training for all City employees** and crossing guards to integrate VZ principles into all aspects of city government.
- A **lighting study** for the Ocean Avenue and Willow Avenue corridors, as well as other HIN intersections due to the high proportion of serious and fatal injury crashes that occur under dark conditions.
- A **traffic signal analysis** to evaluate opportunities to implement traffic signal timing changes to improve safety at signalized intersections along Ocean Avenue, Willow Avenue, and other High-Injury Network streets. The priority of this analysis would be improving safety for pedestrians using Leading Pedestrian Intervals (LPI), pedestrian recall, and exclusive pedestrian phases.
- A **sidewalk condition inventory** that would evaluate the presence and continuity of sidewalk, appropriate sidewalk widths for the level of pedestrian traffic, and irregularities or obstructions that impede accessibility and safety of the sidewalk network, a necessary element of safety in a city with significant pedestrian activity in both cities.
- A **loading zone/curbside management study** to help alleviate the unsafe condition of double parking prevalent throughout the Ocean Avenue corridor, as well as other dense, mixed-use corridors throughout Jersey City.
- A general **speed limit reduction study** for Jersey City that would consider reducing the speed limit from 25 mph to 20 mph in order to significantly reduce the risk of death or serious injury to pedestrians and cyclists.
- The development of a **robust data collection program** that utilizes cutting edge technology to assist both Cities in evaluating the impact of Vision Zero initiatives (e.g., pre and post traffic data, mode share data, etc.) and become more proactive in addressing locations where potential risks exist (e.g., near miss detection).

# Actions and Strategies Progress Report 2023

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.



15 of 17 Actions (88%) outlined in the Plan were completed or advanced between 2019 and 2022. 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 over 150 intersections, installing over 20 miles of connected protected bike lanes, the introduction of leading pedestrian intervals at 15 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 two years, including Marin Boulevard, Montgomery Street, Sip Avenue, Communipaw Avenue, and West Side Avenue.

While the positive impact of these changes are already starting to be reflected in the City’s safety data, the full effect of these projects will be experienced in the coming years.



## Actions

Action	Partner*	Timeframe	Progress
<b>1.1</b> 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.	<b>T, C,E,M</b>	2 year	<b>Yes, Incomplete</b>
<b>1.2</b> 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.	<b>T, P</b>	2 year	<b>No</b>
<b>1.3</b> Prioritize major safety Engineering projects at locations along the High Injury Network.	<b>E, DPW, P, T</b>	Annual	<b>Yes, Implementation Ongoing</b>
<b>1.4</b> Advance high-priority projects established in the Bike Master Plan.	<b>E, P, T</b>	Annual	<b>Yes, Implementation Ongoing</b>
<b>1.5</b> Increase the visibility of crossing pedestrians at intersections and mid-block crosswalks through design strategies such as painted curbs, flex posts, and bike corrals.	<b>E, DPW, T</b>	2 year	<b>Yes, Implementation Ongoing</b>
<b>1.6</b> Update Standard Engineering Details to strengthen requirements to maintain pedestrian and bicycle access through construction zones.	<b>E, DPW, T</b>	2 year	<b>Yes, Incomplete</b>
<b>1.7</b> Explore the desirability and feasibility of introducing additional pedestrian malls or pedestrian/transit malls in locations throughout the City.	<b>P, BA, M, E, T</b>	2 year	<b>Yes, Implementation Ongoing</b>
<b>1.8</b> 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.	<b>P, BA, DPW, E, T</b>	2 year	<b>Yes, Implementation Ongoing</b>
<b>1.9</b> Work with JC Public Schools to establish dedicated school drop-off/pick-up zones.	<b>T, C, E, P, PE</b>	2 year	<b>Yes, Implementation Ongoing</b>
<b>1.10</b> 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.	<b>T, C, E,</b>	2 year	<b>Yes, Implementation Ongoing</b>
<b>* ABC:</b> Lead partner	ABC: Supporting partner(s)	ABC: Non-Task Force partner(s)	



## Actions Cont.

Action	Partner*	Timeframe	Progress
<b>1.11</b> 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	<b>Yes, Implementation Ongoing</b>
<b>1.12</b> Identify bus stop locations near high crash clusters to determine potential improvements/ relocation possibilities.	<i>T, E, NJT</i>	2 year	<b>Yes, Implementation Ongoing</b>
<b>1.13</b> Inventory regulatory signage along HIN to determine areas for improvement.	<i>T, DPW</i>	2 year	<b>Yes, Implementation Ongoing</b>
<b>1.14</b> Enhance Street Lighting to improve safety at key intersections on th HIN.	<i>E, DPW</i>	5 year	<b>Yes, Implementation Ongoing</b>
<b>1.15</b> Review pavement marking conditions along HIN.	<i>E, T</i>	Annual	<b>Yes, Implementation Ongoing</b>
<b>1.16</b> Conduct review of the sidewalk network to identify gaps and prioritize improvements.	<i>E, DPW</i>	5 year	<b>No</b>
<b>1.17</b> Improve the sidewalk and signage maintenance program to ensure sidewalks are clear of obstructions.	<i>E, DPW</i>	5 year	<b>Yes, Implementation Ongoing</b>

\* **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 limiting in-person gatherings/events in 2020 and 2021, 16 of 26 Actions (62%) to promote a culture of safety were completed or in progress by the end of 2023.

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 in the coming year as Jersey City has received Safe Streets for All grant funding to support several of these action items.



## Actions

Action	Partners*	Timeframe	Progress
<b>2.1</b> Establish a Jersey City chapter of Families for Safe Streets.	<b>SSJC, HHS</b>	5 year	<b>Yes, Incomplete</b>
<b>2.2</b> Conduct a public education campaign to change norms about how people view traffic safety.	<b>M, BJC, C, CA, E, HHS, P, SSJC, T, TMA</b>	2 year	<b>No</b>
<b>2.3</b> 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.	<b>PD, M, C, T</b>	2 year	<b>No</b>
<b>2.4</b> Establish a goal of reducing VMT by promoting transit and other alternatives to driving alone, especially for short trips on City streets.	<b>P, NJTPA, NJT, PATH</b>	2 year	<b>Yes, Implementation Ongoing</b>
<b>2.5</b> 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.	<b>BOE, P</b>	2 year	<b>No</b>
<b>2.6</b> 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.	<b>M, all</b>	5 year	<b>Yes, Incomplete</b>
<b>2.7</b> 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.	<b>M, BJC, BA, P, T, SSJC</b>	2 year	<b>No</b>
<b>* ABC:</b> Lead partner	ABC: Supporting partner(s)	ABC: Non-Task Force partner(s)	



## Actions Cont.

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





## Actions Cont.

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

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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

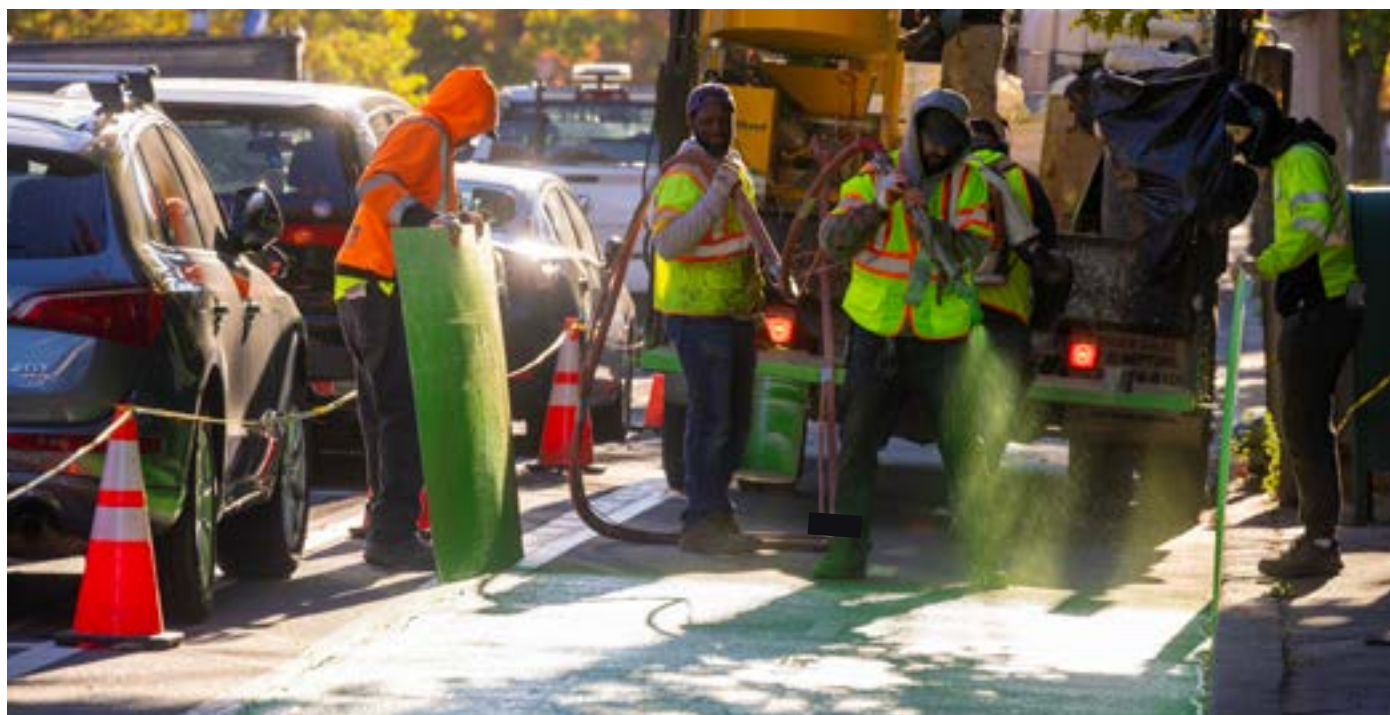
11 of 17 Actions (65%) outlined in the Plan were completed or advanced between 2019 and 2023, including these specific actions:

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 purchased compact snow plows to be deployed along the protected bike lane network.

In the coming year, the City plans to strengthen guidance in the Traffic Control Manual for construction impacting bicycle lanes.



## Actions

Action	Partners*		Progress
<b>3.1</b> 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.	<i>DPW, BA, E, FD, PD</i>	5 year	<b>Yes, Incomplete</b>
<b>3.2</b> 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.	<i>BA, M</i>	2 year	<b>No</b>
<b>3.3</b> Establish Rapid Response Team to implement quick-build safety countermeasures and direct enforcement and education resources at fatal crash locations.	<i>M, BA, E, HHS, L, P, PD, DPW,</i>	2 year	<b>Yes, Implementation Ongoing</b>
<b>3.4</b> Support the Vision Zero Task Force and maintain the Vision Zero website. Explore establishing subcommittees for specific aspects of plan implementation.	<i>M, all</i>	Annual	<b>Yes, Implementation Ongoing</b>
<b>3.5</b> Update vehicle procurement procedures to ensure that safety equipment is included on all new vehicles.	<i>BA, FD, PE, PD, DPW</i>	2 year	<b>Yes, Incomplete</b>
<b>3.6</b> Secure a stable transportation funding source dedicated to safety.	<i>BA, E, L, M, C, P, T</i>	5 year	<b>Yes, Incomplete</b>
* <i>ABC</i> : Lead partner      ABC: Supporting partner(s)      ABC: Non-Task Force partner(s)			



## Actions Cont.

Action	Partners*		Progress
<b>3.7</b> 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
<b>3.8</b> 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
<b>3.9</b> 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
<b>3.10</b> Incorporate Vision Zero principles into Partnership for a Healthier JC small grant program.	<i>HHS</i>	Annual	Yes, Implementation ongoing
<b>3.11</b> 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
<b>3.12</b> 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	Complete
<b>3.13</b> Incorporate Vision Zero into trainings for all DPW staff who operate official vehicles.	<i>DPW, BA</i>	5 year	No
<b>3.14</b> Prioritize snow removal for vulnerable road users, inclusive of crosswalks, bike lanes, and bus stops.	<i>DPW</i>	2 year	Yes, Incomplete
<b>3.15</b> Deploy next generation emergency vehicle preemption to reduce response times and increase safety.	<i>T, PD</i>	5 year	Yes, Incomplete
<b>3.16</b> Expand the City’s crossing guard program and increase training for crossing guards.	<i>PD, BA</i>	5 year	No
<b>3.17</b> 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
* <b>ABC</b> : 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.



**346,742**

**PARKING VIOLATIONS  
ISSUED IN 2023, OF  
WHICH...**

**27,138\***

**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 2023. 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 125,000 parking violations since 2019 to those who park in a bus stop, block crosswalks, etc.

*\*Please note that there was an error in the 2022 Vision Zero Action Plan Annual Report that underrepresented parking violations. In 2022, there were 339,104 total parking violations, of which 23,490 were issued to those who negatively impact vulnerable street users.*



## Actions

Action	Partners*	Timeframe	Status
<b>4.1</b> Develop a state legislative agenda to allow the City greater flexibility in promoting roadway safety.	<b>L</b> , E, M, C, PE, P, PD, T, SSJC	5 year	<b>No</b>
<b>4.2</b> Evaluate City laws and ordinances to identify revisions to improve safety for all modes.	<b>L</b> , BA, E, M, C, PE, P, PD, T	2 year	<b>No</b>
<b>4.3</b> 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.	<b>PD</b> , M, C	2 year	<b>No</b>
<b>4.4</b> 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.	<b>T</b> , PE, DPW	5 Year	<b>Yes, Implementation Ongoing</b>
<b>4.5</b> Expand the Traffic Safety Unit within the Police Department and increase overall traffic enforcement staffing.	<b>PD</b> , BA, M	2 year	<b>Yes, Incomplete</b>
<b>4.6</b> Develop a plan to ensure trucks use designated truck routes rather than local routes.	<b>PD</b> , L, T	5 year	<b>No</b>
* <b>ABC</b> : Lead partner      ABC: Supporting partner(s)      ABC: Non-Task Force partner(s)			



## Actions Cont.

Action	Partners*	Timeframe	Status
<p><b>4.7</b> 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><b>PD</b>, BJC, SSJC</p>	<p>Annual</p>	<p><b>No</b></p>
<p><b>4.8</b> 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><b>L</b>, BJC, M, P, T, SSJC</p>	<p>5 year</p>	<p><b>No</b></p>
<p><b>4.9</b> 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><b>PE</b>, L</p>	<p>2 year</p>	<p><b>Yes, Implementation Ongoing</b></p>
<p>* <b>ABC</b>: 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.



**111%**

**AVERAGE INCREASE IN BICYCLE TRAVEL SINCE 2020 BASED ON DATA FROM 10 KEY INTERSECTIONS.**



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 2023. 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.

**61%**

**INCREASE IN CITI BIKE RIDERSHIP OVER THE SAME TIME PERIOD.**

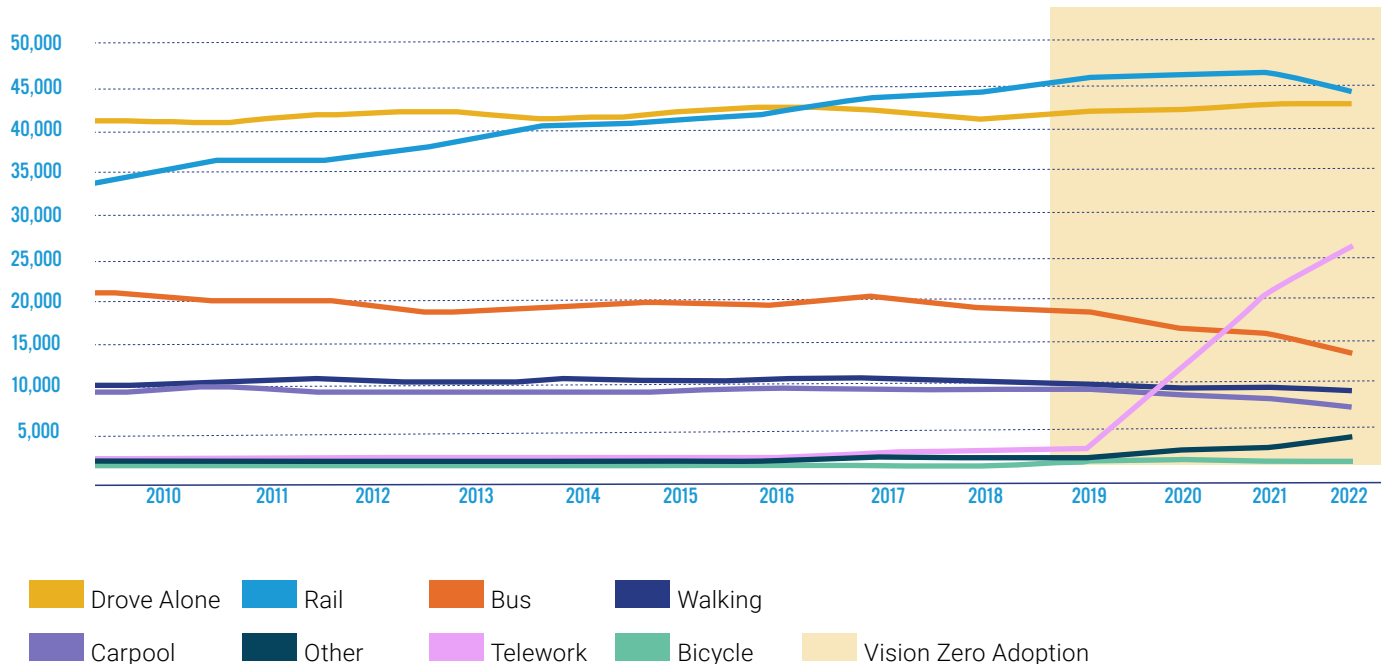
Collectively, the completed actions and ongoing effort to collect data will tell the story of setbacks and successes as Jersey City seeks to achieve Vision Zero by 2026.

**500K+**

**CITI BIKE RIDES TAKEN IN JERSEY CITY IN 2023.**



## Means of Transportation to Work (2010 - 2022)



## Actions

Action	Partners*	Timeframe	Status
<p><b>5.1.</b> 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><b>5.2.</b> 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
<b>5.3.</b> 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.	<i>P</i>	Annual	<b>Yes, Incomplete</b>
<b>5.4.</b> Engage the State and County as Vision Zero partners by highlighting the high percentage of fatalities that occur on State and County roads.	<i>M, P, T, NJDOT, HC</i>	2 year	<b>Complete</b>
<b>5.5.</b> Collect before-after traffic data for every traffic calming installation.	<i>T, E</i>	2 year	<b>Yes, Implementation Ongoing</b>
<b>5.6.</b> 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.	<i>P, E, T</i>	2 year	<b>Yes, Implementation Ongoing</b>
<b>5.7.</b> Conduct a pilot project to assess feasibility of advanced detection techniques to estimate the frequency and type of near-miss collisions within signalized intersections.	<i>T, E, JCMC</i>	2 year	<b>Yes, Incomplete</b>
<b>5.8.</b> Provide HIPAA-compliant hospital data to inform the HIN and crash analysis.	<i>HHS, P, T, JCMC</i>	2 year	<b>No</b>
* <b>ABC:</b> Lead partner	ABC: Supporting partner(s)	ABC: Non-Task Force partner(s)	



IN 2023, JERSEY CITY BEGAN PILOTING THE USE OF GREEN ENDURABLEND ON CONVENTIONAL BICYCLE LANES IN GREENVILLE. THIS TREATMENT IS EXPECTED TO INCREASE THE VISIBILITY OF THE BIKE LANES AND PROVIDE TRAFFIC CALMING TO MAKE NEIGHBORHOOD STREETS SAFER.

