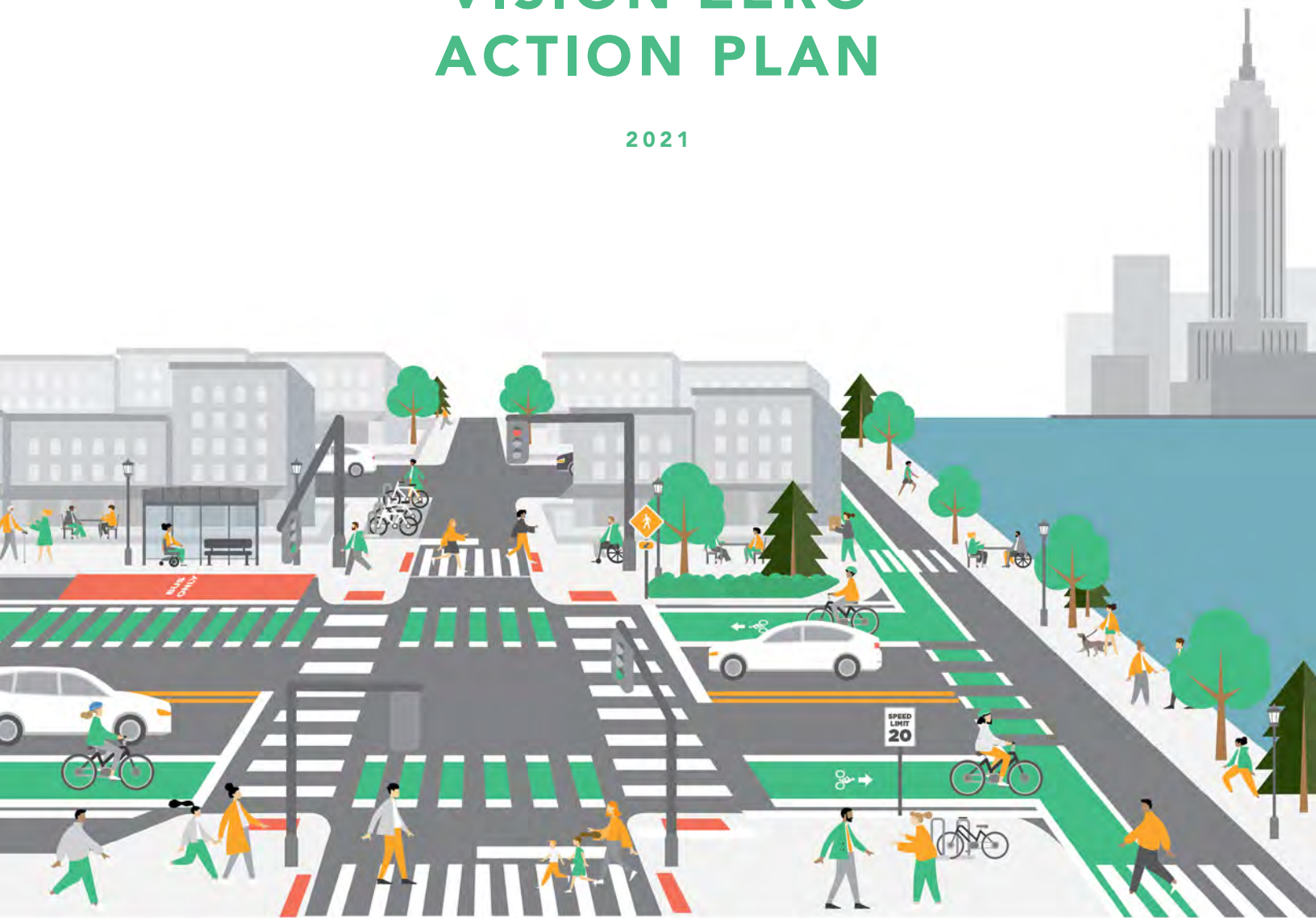


# City Of HOBOKEN

## VISION ZERO ACTION PLAN

2021



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The Hoboken Vision Zero Action Plan, subsequent  
updates, and accompanying documents are  
available at [vzhoboken.com](http://vzhoboken.com).





# 01

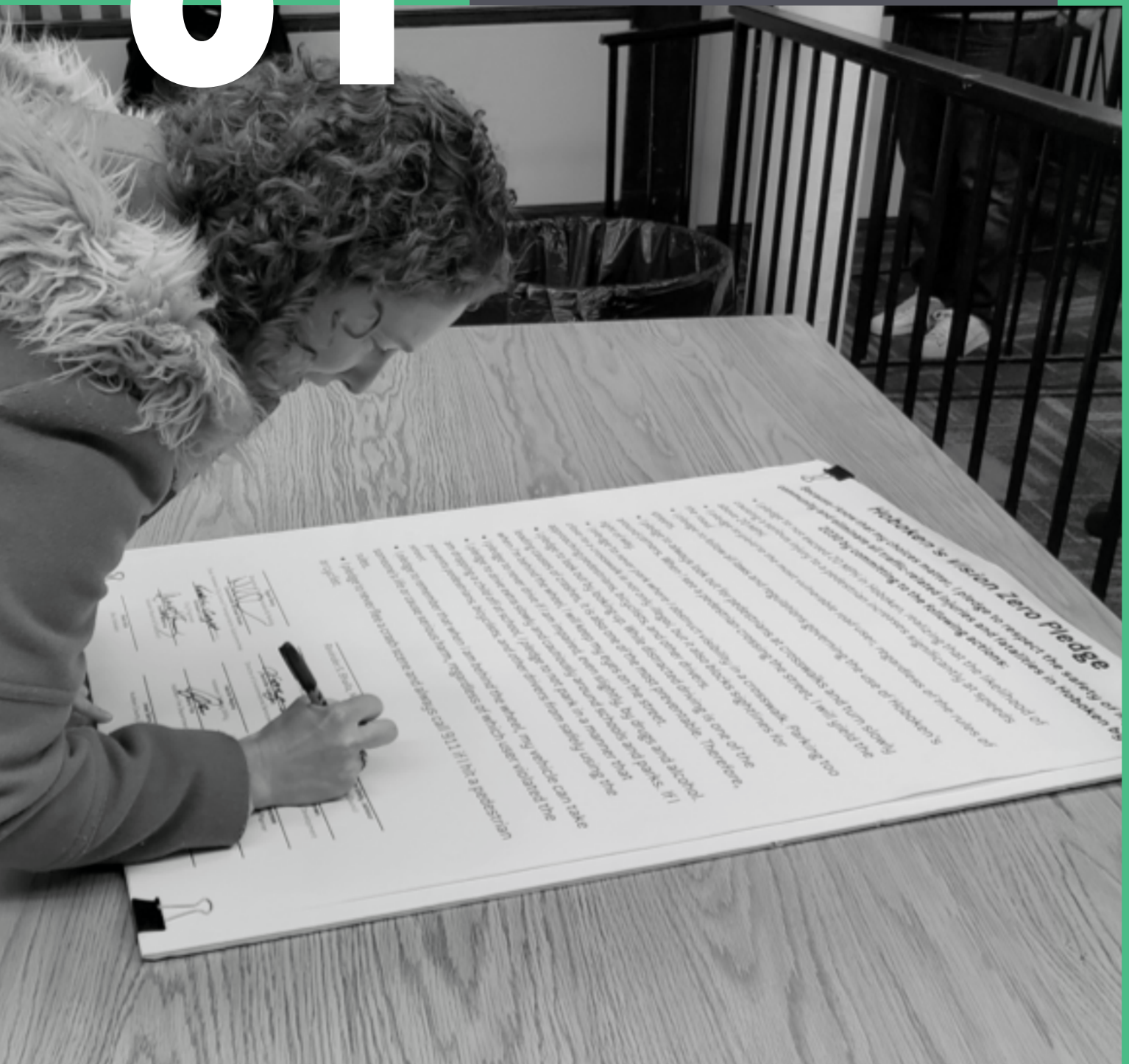


Image: City of Hoboken

# VISION ZERO PLEDGE

Because I know my choices matter, I pledge to respect the safety of my community and eliminate all traffic-related injuries and deaths in Hoboken by 2030 by committing the following actions:

## I pledge to...

- ✓ **Yield to the most vulnerable road user**, regardless of the rules of the road.
- ✓ **Follow all laws and regulations** governing the use of Hoboken's streets.
- ✓ **Always look out for pedestrians** at crosswalks and turn slowly around corners. When I see a pedestrian crossing the street, I will yield the right of way.
- ✓ **Never park where I obstruct visibility in a crosswalk.** Parking too close to a crosswalk is not only illegal, but it also blocks sightlines for approaching pedestrians, bicyclists, and other drivers.
- ✓ **Look out by looking up.** While distracted driving is one of the leading causes of crashes, it is also one of the most preventable. Therefore, when I'm behind the wheel, I will keep my eyes on the street.
- ✓ **Never drive if I am impaired**, even slightly, by drugs and alcohol.
- ✓ **Drive extra slowly and cautiously around schools and parks.** If I am dropping a child off at school, I pledge to not park in a manner that prevents pedestrians, bicyclists, and other drivers from safely using the street.
- ✓ **Remember that when I am behind the wheel, my vehicle can take someone's life or cause serious harm**, regardless of which user violated the rules.
- ✓ **Never flee a crash scene** and always call 911 if I hit a pedestrian or cyclist.
- ✓ **Not to exceed 20 MPH in Hoboken**, realizing that the likelihood of causing serious injury to a pedestrian increases significantly at speeds above 20 MPH.



## Dear Hoboken,

One of the best things that makes Hoboken so special is the walkability of our City. Most trips within our square mile can be taken on foot, as well as by bicycle or by transit. Protecting the health and safety of all users and modes of transportation remains one of my highest priorities as Mayor. That's why in August of 2019, I signed an Executive Order officially establishing Hoboken's Vision Zero program, joining our neighbors in Jersey City and New York City to reimagine and prioritize traffic safety.

Over the past year and a half, we have convened a Vision Zero Task Force, engaged with our community through meetings and online surveys, and performed our most comprehensive analysis of crashes in Hoboken to date. In the middle of this process, through open and slow streets programs, the COVID-19 pandemic demonstrated the critical role our streets play, not only in transporting people, but also as a public space for people to recreate and gather. This is somewhat unsurprising considering the fact that our streets constitute the largest share of public space in Hoboken.

We also learned that despite Hoboken's reputation as a walkable and bikeable community, people walking and biking are disproportionately likely to suffer an injury from a crash in Hoboken. While only eight percent of crashes involve people walking or biking, these people account for 40% of all crash-related injuries. Though crash-related deaths in Hoboken may be relatively rare, it's unacceptable that anyone is killed traveling in our community. Unfortunately, all recent traffic deaths have been pedestrians. Therefore, in order to achieve our

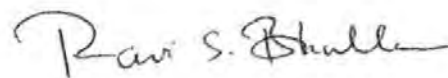
ultimate goal of eliminating all traffic-related injuries and deaths by 2030, we must focus our attention on making the streets safe for our most vulnerable users.

It's important to highlight the fact that throughout your day, you're likely to experience to Hoboken as a vulnerable road user, even if it's just walking from your car to your home or office. Moreover, street improvements, such as daylighting intersections or adding curb extensions, not only make the street safer for people crossing on foot, but they improve visibility for people driving and biking.

Of course, Vision Zero requires that we look beyond just improving the physical street infrastructure and take a holistic view of how systemic changes - such as reducing driving speeds, encouraging safe vehicle design and operation, using data to inform traffic safety decisions, and providing crash victims with the resources they need to recover - are now necessary.

I'm proud to introduce Hoboken's Vision Zero Action Plan. This document will provide a road map to achieving the elimination of traffic-related injuries and deaths by 2030. Thank you to everyone who participated in the process to bring this plan to fruition. Your continued participation will help ensure progress and accountability in achieving our Vision Zero goal.

Sincerely,



Mayor Ravi S. Bhalla



# 02



Image: Civic Eye Collaborative

An aerial photograph of Hoboken, New Jersey, showing a dense urban landscape with numerous multi-story brick buildings. The Hudson River is visible in the background. The image is partially framed by a green vertical bar on the left and a dark grey horizontal bar at the top left.

# INTRODUCTION

Vision Zero outlines a vision for a safer Hoboken; one in which injuries and deaths resulting from traffic violence are brought down to zero. This vision is rooted in the goal of making Hoboken a safer and more livable city for all residents and visitors.

Hoboken can realize this vision through a series of strategies outlined in this Action Plan. This plan is informed by the Safe Systems approach to Vision Zero, which attempts to bring about safer streets by anticipating human error and accommodating human injury tolerance. Broadly, this approach is centered around measures that reduce opportunities for mistakes through infrastructure and behavioral change and around measures that reduce the chance that mistakes will result in injury or death. This Action Plan is organized along five Safe Systems themes: Safe Streets, Safe Speed, Safe Vehicles, Safe Behavior, Post-Crash Investigation, and Data Driven Decisions. These focus areas recognize that the responsibility and agency to realize Vision Zero falls on many different stakeholders.

The City of Hoboken aims to succeed in achieving Vision Zero within 5 years. Accordingly, this Action Plan focuses on near term recommendations to bring about immediate improvements in traffic safety and make needed systemic changes. Many of the actions outlined in this document can be implemented rapidly. Others are grounded in the understanding that it will take sustained commitment to traffic safety principles to bring about cultural, infrastructural, and policy changes that will be fundamental in realizing Vision Zero. The actions described here are an opportunity for Hoboken to sustainably and effectively move towards a future of safer streets.



# 03



Image: City of Hoboken



# WHAT IS VISION ZERO?

## History

Vision Zero is a global phenomenon, that started in 1997. It prioritizes public safety in transportation toward the ultimate pursuit of zero traffic injuries or deaths. Vision Zero is grounded in the idea that traffic injuries and deaths are not a 'cost of doing business' and can be prevented through planning and policy.

## Principles

Vision Zero principles put safety front and center in transportation planning and operations:

1. Traffic deaths and injuries are preventable.
2. Human life and health are prioritized within all aspects of transportation systems.
3. Human error is inevitable, and transportation systems should be forgiving.
4. Safety work should focus on systems-level change above influencing individual behavior.
5. Speed is recognized as the fundamental factor in crash severity<sup>1</sup>.

Planners, engineers, and policy makers may need to consider tradeoffs in automobile efficiency and speed to achieve road safety for all users.

<sup>1</sup> Tefft, Brian, 'Impact speed and a pedestrian's risk of severe injury or death', (Accident Prevention & Analysis, 2013)

# Hoboken's Vision Zero Goals

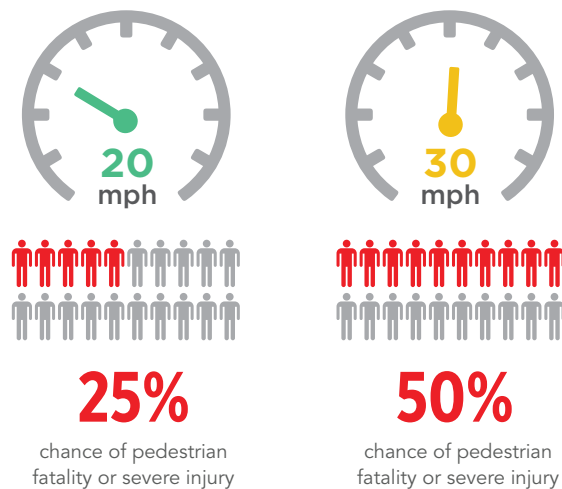
A future with no traffic injuries or fatalities is guided by clear and well-advertised goals. The goals identified here will serve as reminders of the importance of Vision Zero, and its potential to help improve life in Hoboken.

## Achieve zero traffic related deaths or injuries by 2030

Adopt a multi-layered approach including safe streets, safe speeds, safe behavior, and post-crash investigation to eliminate all traffic-related injuries and deaths.

## Become a city of safe and comfortable streets

Implement street designs and policies that maximize street safety for the most vulnerable road users, such as people walking and biking. Discourage and prevent dangerous driving through changes in culture, policy, and infrastructure.



Source: Tefft, Brian, 'Impact speed and a pedestrian's risk of severe injury or death' (Accident Prevention and Analysis, 2013)

Figure 1: Impact of Vehicle Speed on Crash Severity

## Make equitable and context sensitive investments

Using data, direct traffic safety investment to communities where they are most needed. Engage Hoboken residents to build support for Vision Zero and empower them to be active participants in the Vision Zero process.

---

**“We must enact bold, safe streets policies so no one has to endure the experience of being put in harm’s way while crossing a street”**

**- Hoboken Mayor Ravi Bhalla**

---

## How will progress in Vision Zero be documented?

The City will monitor the success of Vision Zero efforts using these primary performance measures:

### 1. Safety

- Frequency and severity of all crashes
- Number of driving violations

### 2. Comfort

- Public opinion on safety
- Speed surveys
- Mode share

### 3. Equity

- Distribution of crashes
- Proximity to high quality bicycle facilities
- Participation of residents living in communities of concern

## Key Terms

**Active transportation:** Walking (including people using wheelchairs) bicycling, scooting, and using transit.

**Community of Concern:** Census tracts in Hoboken with a high proportion of households living at or below poverty level.

**Equity:** The absence of avoidable or remediable differences among people, defined socially, economically, demographically, or geographically.

**Vulnerable road users:** People who are more likely to be injured in crashes including people walking, bicycling, using scooters, older adults and the very young.

## Why Did Hoboken Embrace Vision Zero?



### Preventable crashes are occurring on Hoboken's streets

While Hoboken is a walkable city, fatal and harmful crashes continue to occur on its streets, each with lasting consequences for victims. Between 2014 and 2018, there were 4,451 total crashes, ten of which resulted in serious injury and three of which resulted in deaths. Many of these occurred at specific “high crash frequency intersections” at major gateways to Hoboken, primarily as a result of driver inattention. While only eight percent of crashes involved people walking or biking, 40 percent of those resulting serious injury or death did. Preventing these outcomes is both possible and necessary.



### Hoboken is Growing

According to U.S. Census Bureau estimates, Hoboken's population increased by approximately 38 percent between 2000 and 2016 to 53,673 people. With a growing population comes rising expectations and increased demand on the transportation system from all travel modes.



### Our community is changing

Between 2000 and 2016, Hoboken saw major growth in the number of children and young families according to the U.S. Census Bureau. At the same time, Hoboken is home to many older residents. Safe crosswalks, improved access to parks and schools, and high-quality bicycle facilities are all the more important to create a city in which children, families, and older residents can safely get around.



## We travel in a variety of ways

Everyone is a vulnerable road user at some point in their day when they walk or bike to complete a portion of a trip. City streets should be designed in a way that ensures that everyone can have a safely and comfortably travel by foot or by bike, regardless of the primary mode of transportation. In Hoboken, providing for all modes of transportation is particularly important given that the City has the highest transit ridership in the country (over 60 percent of workers in Hoboken commute via transit) and an increasing number of people are choosing to commute by walking or biking.



## Our City was designed before automobiles

Hoboken is only 1.28 square miles and is not getting bigger. The street right of way is the largest single land use. Because Hoboken was designed before the automobile with narrow streets and close destinations, the deemphasis of the importance of the automobile would allow for more equal allocation of limited space to all modes of transportation.



Image: City of Hoboken



## Focus on Safety

According to NJDOT crash data, three pedestrians were killed and more than 343 pedestrians and bicyclists were involved in injury-causing crashes in Hoboken between 2014 and 2018. A growing community means that every year, more commuters, children, and families use the City's streets to walk to work, take weekend bike rides, and take family trips to the park. It is important that the City ensure those experiences remain safe and comfortable for all.



## Equity Considerations

Traffic violence does not affect everyone in Hoboken equally. The impacts of unsafe streets and driving disproportionately affect people walking and bike, and areas of the City that are home to communities of color and low-income residents. By centering equity in its Vision Zero efforts, Hoboken can simultaneously improve traffic safety while becoming a fairer city.





## Jersey City and New York City have Vision Zero Initiatives

Hoboken's neighbors are already well underway in pursuing Vision Zero goals of their own. New York City adopted its Vision Zero policy in 2014 while Jersey City adopted its own Vision Zero policy in 2018. Both cities still have much to do to achieve Vision Zero but have made meaningful improvements in street design and traffic safety policy since beginning their efforts. Hoboken has an opportunity to become a key partner in regional Vision Zero efforts, and even to set an example of success to its peers.



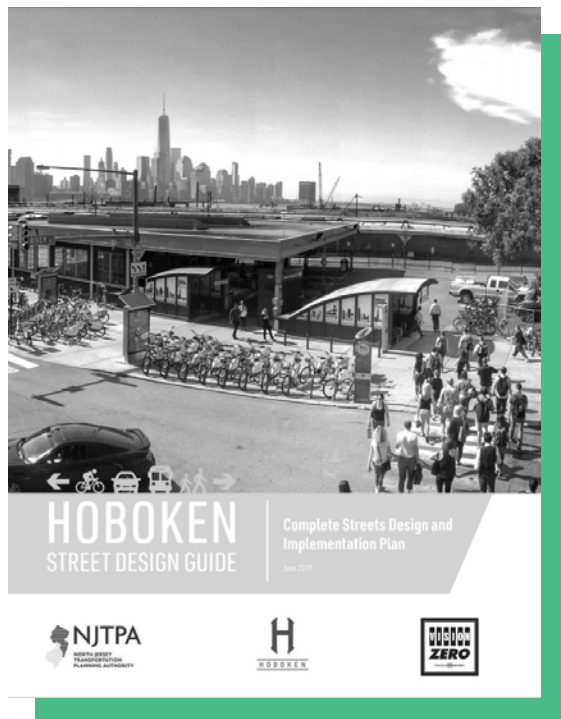
## Vision Zero supports other City initiatives and goals

In making Hoboken a safer city for all modes of transportation, Vision Zero will help the City achieve environmental, social equity, and public health goals. A safer and more comfortable walking and biking environment is key to enabling and incentivizing people to use alternatives to the car, and thereby reduce transportation-related emissions produced in Hoboken. Associated reductions in air pollution and in crashes will also save lives and prevent negative health outcomes. A more balanced transportation system will better enable people of all socio-economic backgrounds to travel through Hoboken, thereby expanding opportunity and improving quality of life.

# What Policies and Plans Informed This Plan?

In developing this Action Plan, the City of Hoboken looked to the work that has already been done to improve traffic safety. Past planning efforts provide critical insight into the ongoing traffic safety challenges facing the city, community desires for improvement, and the types of strategies and policies Hoboken has already put into place relating to traffic safety. The policies and plans assessed include:

## Hoboken Complete Street Design Guide (2019)



# Goals and Outcomes

- **Improved Safety**
  - Reduced frequency and severity of crashes (vehicle, pedestrian and bicycle)
  - Maintained or improved emergency vehicle response times
  - Reduced moving vehicle violations
  - Progress toward the city's Vision Zero goals
- **Increased Equity**
  - More people live and work within proximity to high-quality pedestrian and multimodal facilities
  - Increased bicycle parking provided
- **Improved Transportation System Effectiveness**
  - Increase in transit ridership
  - Increase in bicycle and pedestrian mode share
  - Reduced single-occupancy-vehicle commute share
  - Improved user experience (via surveys)
- **Improved Transportation System Reliability**
  - Fewer blocked multimodal facilities
  - Improved parking compliance
  - Improved transit reliability
  - Improved resiliency and sustainability
- **Increase in the City's total stormwater retention capacity due to addition of green infrastructure elements**





Image: Civic Eye Collaborative

- **Accommodate innovation**
  - o Total number of pilot projects conducted
  - o Increased use of shared mobility modes

## Vision Zero Recommendations

The Complete Streets Design Guidelines made recommendations that are directly relevant to the eventual implementation of Vision Zero actions, and which have been built upon in this Vision Zero Action Plan.

- The identification of priority intersections:
  - o This Vision Zero Action Plan used crash data to identify high-crash intersections and recommends several Vision Zero actions that reduce the likelihood and harm of crashes at

these priority locations. These actions include improved enforcement of illegal parking in intersection sight lines, the development of infrastructure to slow vehicles at intersections, and the legalization and use of cameras to enforce against illegal red-signal running.

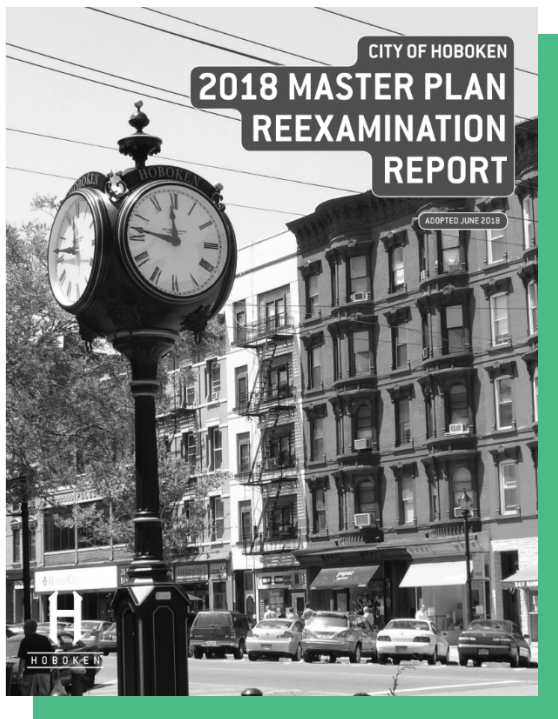
- The use of Special Focus Overlays to prioritize traffic safety measures such as protected bike lanes, curb extensions, and high-visibility crosswalks.
  - o This Vision Zero Action Plan used crash data to identify high-crash corridors and makes several recommendations that aim to enable the kinds of corridor safety projects identified in the CSDG. These include recommendations to complete implementation of CSDG projects (Figure 2), prioritize the completion of bicycle network connections, and create long-term 'slow streets'.

Figure 2: 9th Street & Grand Street CSDG priority intersection



Image: City of Hoboken

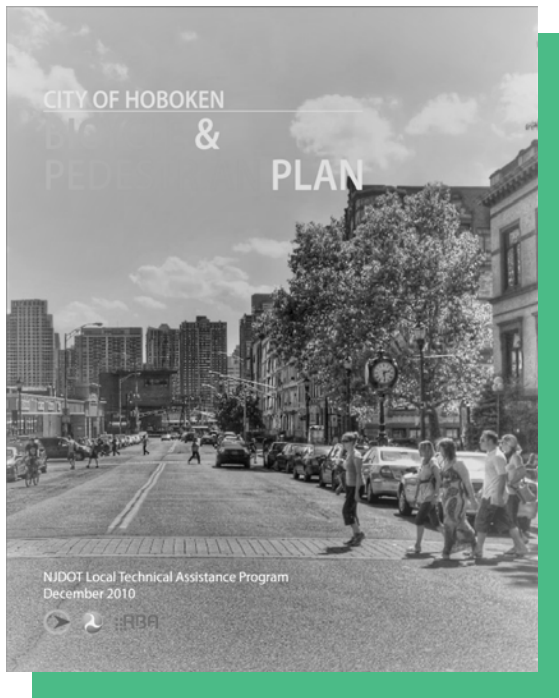
## Hoboken Master Plan Reexamination (2018)



The Hoboken Master Plan Reexamination explicitly cites the adoption of a Vision Zero Action Plan. It suggests a need to adopt lower speed limits (such as a city-wide 20 mph speed limit) and an educational campaign directed at residents, businesses, students, and community organizations about bike safety and laws, safe streets laws, and driver safety. This Vision Zero Action Plan has directly incorporated these recommendations in prescribing action items to reduce speed limits and conduct Vision Zero educational campaigns.

The Master Plan Reexamination also includes references to traffic safety data and includes the recommendation that, “The City should regularly assess accident data, identify crash hot spots, and prioritize improvement areas. Improvements should be funded either from budget appropriations or through grants that fund safe streets improvements”. Data analysis is a critical component of a Vision Zero Action Plan and many of the actions outlined in this Action Plan are designed to improve the collection, analysis, and dissemination of data relating to Vision Zero.

## Hoboken Bicycle and Pedestrian Plan (2010)



The Hoboken Bicycle and Pedestrian Plan provided an overview of the active transportation goals that Hoboken has aspired to for upwards of 10 years. The Plan outlines the following goals.

### Goals

- **Increase the number of people walking and bicycling** in Hoboken.
- **Modify the speed of traffic through design and enforcement** so that the rate of speed travelled is consistent with encouraging bicycling and walking throughout the City.
- Establish **safe and consistent access** to recreation, schools, shops, library, transit, etc., for all people of all ages and abilities.

- **Make car-free travel the preferred option** to any destination in the City.
- **Improve and promote bicycle and pedestrian safety** and security in Hoboken.

### Traffic Safety Issues and Opportunities

While now ten years old, the Bicycle and Pedestrian Plan continues to provide a basis for understanding and addressing traffic safety issues in Hoboken. The plan identified a range of shortcomings related to presence and quality of walking and bicycle facilities, notably a lack of safe crosswalks and discontinuous sidewalks and bike lanes.

Since the Bicycle and Pedestrian Plan was adopted, Hoboken has remedied many of these issues by upgrading intersections to feature leading-pedestrian intervals (LPIs), installing new crosswalks at high-volume locations, daylighting intersections, and building new protected bike lanes. These improvements have reduced the occurrence of potentially unsafe behaviors such as walking against traffic signals or biking against traffic.

Many of the issues identified in the Bicycle and Pedestrian Plan remain unsolved in Hoboken. Notably, there are still gaps in the bicycle network, speeding continues to occur on Hoboken's street network, and illegal parking in bike lanes and in sight lines at intersections remains problematic. Remaining issues surfaced in the Bicycle and Pedestrian Plan were carried forward into this Vision Zero Action Plan, which recommends several actions to improve and expand the bike network and better prevent speeding and dangerous parking behaviors.



# 04





# CRASH ANALYSIS

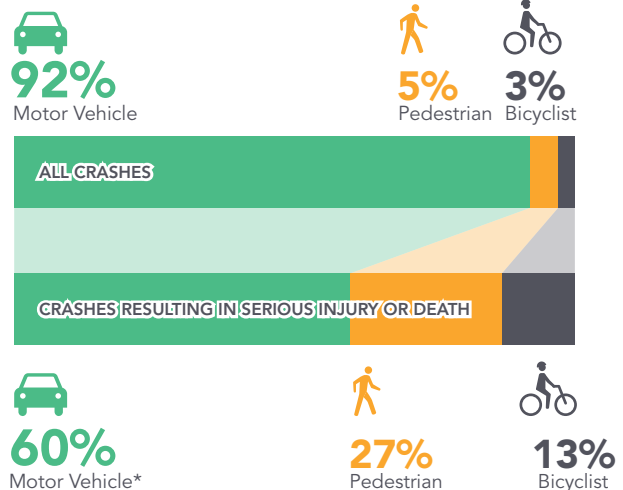
This action plan is informed by an analysis of crashes occurring in Hoboken between 2014 and 2018, the most recent five years for which data are available. This information has been used to identify locally specific patterns and hot spots and develop strategies to prevent future crashes. Over 4,400 crashes occurred in Hoboken during this time, of which 13 resulted in death or serious injury.

## Core Findings

### Crash Severity by Mode

The vast majority of crashes in Hoboken involve only vehicles, but the physical protections afforded to drivers by their vehicles mean that most of these crashes are not severe. On the other hand, crashes involving people walking or biking are much more likely to have a severe impact on these more vulnerable road users. While only eight percent of crashes in Hoboken over the 2014-2018 time period involved a person walking or biking, 40 percent of them resulted in serious injury or death. This disparity in crash severity by mode is a key reason that Vision Zero is important in Hoboken.

#### VULNERABLE TRAVELERS



People walking and bicycling are involved in 8% of all crashes but 40% of those resulting in serious injury or death.

Figure 1: Crash Severity by Mode

## High Crash Segments

Forty percent of Hoboken's injury and deadly crashes occurred on only ten corridors during this time. These high crash corridors experienced three or more crashes per block between 2014 and 2018. the corridors with the most crashes include:

- Willow Avenue between Weehawken and 14th Street
- Washington Street between 1st Street and 4th Street
- Newark Street between Harrison Street and Observer Highway and River Street and Bloomfield Street
- 15th Street between Willow Avenue and Hudson Street
- Observer Highway between Harrison Street and Newark Street
- Park Avenue between Weehawken and 14th Street
- 1st Street between River Street and Bloomfield Street
- Garden Street between 4th Street & Observer Highway
- Patterson Avenue between 1st Street and Monroe Street
- 14th Street from Willow Avenue to the western City boundary

## High Crash Intersections

Of the 64 intersections in Hoboken which had a fatal or injury crash between 2014 and 2018, six had ten or more such crashes. These intersections are:




- Marin Boulevard at Observer Highway/ Newark Street
- 6th Street at Park Avenue
- 14th Street at Willow Avenue
- Newark Street at Harrison Street
- Newark Street at Jackson Street
- Paterson Avenue at Harrison Street

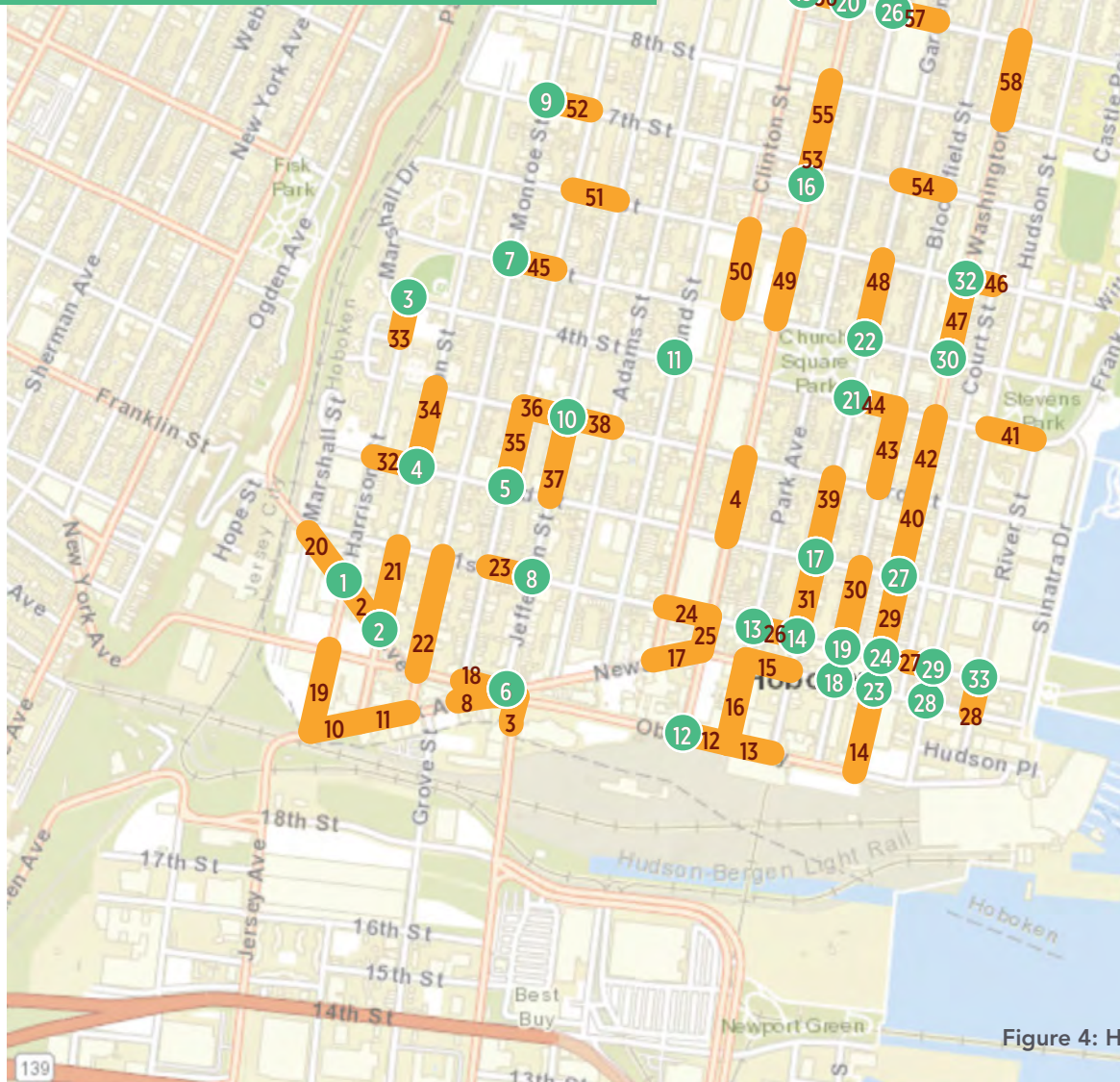
Figure 4 illustrates the 27 street segments with three or more crashes per block, and the numerous intersections at which a pedestrian- or bicyclist-involved collision occurred over the five-year period.



## High Crash Segments

- 1 - Washington St. (14th - 15th)
- 2 - Paterson Ave (Harrison - Jackson)
- 3 - Henderson St (Observer Hwy - south)
- 4 - Willow Ave (2nd - 3rd)
- 5 - 14th St (City Line - Park)
- 6 - 15th St (Willow - Park)
- 7 - Willow Ave (16th - north)
- 8 - Newark St (Observer - Madison)
- 9 - 15th St (Washington - Hudson)
- 10 - Newark St (Harrison - Jackson)
- 11 - Newark St (Jackson - Monroe)
- 12 - Observer Hwy (Willow - Park)
- 13 - Observer Hwy (Park - Garden)
- 14 - Washington St (1st - Observer)
- 15 - Newark St (Park - Garden)
- 16 - Park Ave (Observer - 1st)
- 17 - Newark St (Clinton - Willow)
- 18 - Observer (Jefferson - Madison)
- 19 - Harrison St (Newark - Observer)
- 20 - Patterson Ave (Marshall - Harrison)
- 21 - Jackson St (Observer - 1st)
- 22 - Monroe St (Observer - 1st)
- 23 - 1st St (Madison - Jefferson)
- 24 - 1st St (Clinton - Willow)
- 25 - Willow Ave (Newark - 1st)
- 26 - 1st St (Park - Garden)
- 27 - 1st St (Courst - Hudson)
- 28 - River St (Newark - 1st)
- 29 - Washing St (1st - 2nd)
- 30 - Bloomfield St (1st - 2nd)
- 31 - Garden St (1st - 2nd)
- 32 - 2nd St (Harrison - Jackson)
- 33 - Harrison St (walkway - 4th)
- 34 - Jackson St (2nd - 3rd)
- 35 - Madison St (2nd - 3rd)
- 36 - 3rd St (Madison - Jefferson)
- 37 - Jefferson St (2nd - 3rd)
- 38 - 3rd St (Jefferson - Adams)
- 39 - Garden St (2nd - 3rd)
- 40 - Washington St (2nd - 3rd)
- 41 - 4th St (Hudson - River)
- 42 - Washington St (3rd - 4th)
- 43 - Bloomfield St (3rd - 4th)
- 44 - 4th St (Garden - Bloomfield)
- 45 - 5th St (Monroe - Madison)
- 46 - 6th St (Washington - Court)
- 47 - Washington St (5th - 6th)
- 48 - Garden St (5th - 6th)
- 49 - Willow Ave (5th - 6th)
- 50 - Clinton St (5th - 6th)
- 51 - 6th St (Jefferson - Adams)
- 52 - 7th St (Monroe - Jefferson)
- 53 - Willow Ave (Willow Ter - 7th)
- 54 - 7th St (Garden - Bloomfield)
- 55 - Willow Ave (7th - 8th)
- 56 - 9th St (Clinton - Willow)
- 57 - 9th St (Park - Garden)
- 58 - Washington St (8th - 9th)
- 59 - Willow Ave (9th - 10th)
- 60 - 11th St (Washington - Hudson)
- 61 - 12th St (Washington - Hudson)
- 62 - Willow Ave (11th - 12th)
- 63 - Hudson St (12th - 13th)
- 64 - 14th St (Shipyard - Sinatra)
- 65 - Willow Ave (13th - 14th)
- 66 - Willow Ave (14th - 15th)
- 67 - 15th St (Park - Garden)
- 68 - 15th St (Bloomfield - Washington)
- 69 - Park Ave (15th - 16th)
- 70 - Willow Ave (15th - 16th)
- 71 - Park Ave (16th - City Line)

-  High Crash Corridor
-  High Crash Intersection
-  Census Tract with the Highest Crash Rate



## High Crash Intersections

- 1 - Patterson Ave @ Harrison St
- 2 - Patterson Ave @ Jackson St
- 3 - Harrison St @ 4th St
- 4 - Jackson St @ 2nd St
- 5 - Madison St @ 2nd St
- 6 - Observer Hwy-Newark St @ Henderson St
- 7 - Monroe St @ 5th St
- 8 - Jefferson St @ 1st St
- 9 - Monroe St @ 7th St
- 10 - Jefferson St @ 3rd St
- 11 - Grand St @ 4th St
- 12 - Observer Hwy @ Willow Ave
- 13 - Park Ave @ 1st St
- 14 - Garden St @ 1st St
- 15 - Clinton St @ 9th St
- 16 - Willow Ave @ Willow Terrace N
- 17 - Garden St @ 2nd St
- 18 - Bloomfield St @ Newark Ave
- 19 - Bloomfield St @ 1st St
- 20 - Willow Ave @ 9th St
- 21 - Garden St @ 4th St
- 22 - Garden St @ 5th St
- 23 - Washington St @ Newark Ave
- 24 - Washington St @ 1st St
- 25 - Willow Ave @ 14th St
- 26 - Park Ave @ 9th St
- 27 - Washington St @ 2nd St
- 28 - Hudson St @ Newark St
- 29 - Hudson St @ 1st St
- 30 - Washington St @ 5th St
- 31 - Willow Ave @ 15th St
- 32 - Washington St @ 6th St
- 33 - River St @ 1st St
- 34 - Park Ave @ 15th St
- 35 - Park Ave @ City Line
- 36 - Washington St @ 11th St
- 37 - Washington St @ 14th St
- 38 - Washington St @ 15th St
- 39 - Hudson St @ 13th St

Figure 4: High Crash Corridors & Intersections

## Systemic Crash Patterns

The crash analysis and the identification of high crash segments and intersections reveal that serious and fatal crashes are concentrated at intersections along Hoboken's primary through-routes. 70 percent of all crashes occurred at signalized intersections while 24 percent occurred between intersections and only six percent occurred at unsignalized intersections.

Severe crashes were concentrated at the identified high-crash intersections, which are primarily located near entry and exit points at the periphery of Hoboken where wide streets funnel high-speed traffic into the City. With the notable exception of Willow Avenue south of 11th Street, the most dangerous high-crash segments are along busy two-way streets near the entrances and exits to the City. Broadly, the crash analysis reveals that severe crashes occur primarily at intersections and segments with high levels of intermodal conflict and high vehicle speeds.

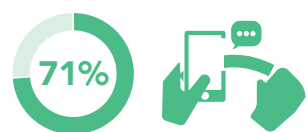
## Equity Analysis

Hoboken is small in area, but traffic violence is particularly concentrated in areas that are home to communities where residents with lower incomes. 32 percent of Hoboken crashes occur in census tracts where 23 percent or more of the households are living in severe poverty, as defined by the American Community Survey.

## Impairment

Approximately 9% of the total crashes occurred due to a driver impairment. Impairments consist of alcohol use, drug use, medication use, illness, fatigue, or physical conditions. Out of the impairments, alcohol use (21%) and an unknown physical condition (68%) had the highest crash counts. A high number of driver impaired crashes occurred in the southeast part of the City where a high density of restaurants and bars are located.

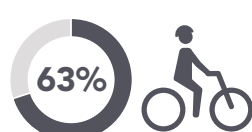
Figure 5: Common Crash Causes & Locations



Driver inattention caused 71% of preventable crashes.



A large majority of bicycle and pedestrian crashes occurred in crosswalks at intersections.



Most bicycle crashes occurred on a bicycle facility.



Vehicles hitting parked cars accounted for 30% of all crashes.





Image: City of Hoboken

# 05



Image: City of Hoboken

# PEOPLE AT THE CENTER

In January 2019, Mayor Bhalla issued an Executive Order to launch Hoboken's Vision Zero initiative to eliminate all traffic-related injuries and deaths by 2030. At that time Hoboken was in the process of wrapping up the Complete Streets Design and Implementation Plan that now includes a Street Design Guide, an updated complete streets policy and ordinance, and a checklist to assess redevelopment and street reconstruction and maintenance projects' adherence to complete streets principles. Prior to the formal launch of the Vision Zero Action Plan, the City of Hoboken also upgraded 25 intersections with safety features including curb extensions and high visibility crosswalks, and restriped nine miles of bike lanes.

The Executive Order inspired a Task Force comprised of members of Hoboken's municipal government, local politicians, community advocates, and partners in neighboring municipalities. The Task Force met during 2020 to sign the Vision Zero pledge, provide feedback on Vision Zero goals, inform the crash analysis and review the proposed actions. The Task Force offered valuable insights into Hoboken's transportation safety issues and opportunities. Furthermore, they completed the work assigned to them in the Executive Order, including establishing a website and launching a Vision Zero Ambassador program.

Their continued participation is key to the engagement of more community members, and ongoing plan implementation, including the issuance of progress reports. Therefore, the Mayor will issue an updated executive order extending the Task Force beyond 2020.





## Vision Zero Planning During COVID-19

This Vision Zero Action Plan process was initiated in late 2019. While the project was first scheduled to be completed in the Autumn of 2020, the onset of the COVID-19 Pandemic in the Spring of 2020 incurred delays in the completion of specific components of the Vision Zero planning process. Most of the public outreach, including the walk and bike audits, were replaced by virtual involvement available thru the project website and survey. The project concluded with a virtual Public Workshop to present the Action Plan. Demonstration events were postponed over several months in accordance with public health directives. One of the two that were designed was conducted on the ground as part of Slow Streets in late Summer, but there were no formal gathering spots for public input.

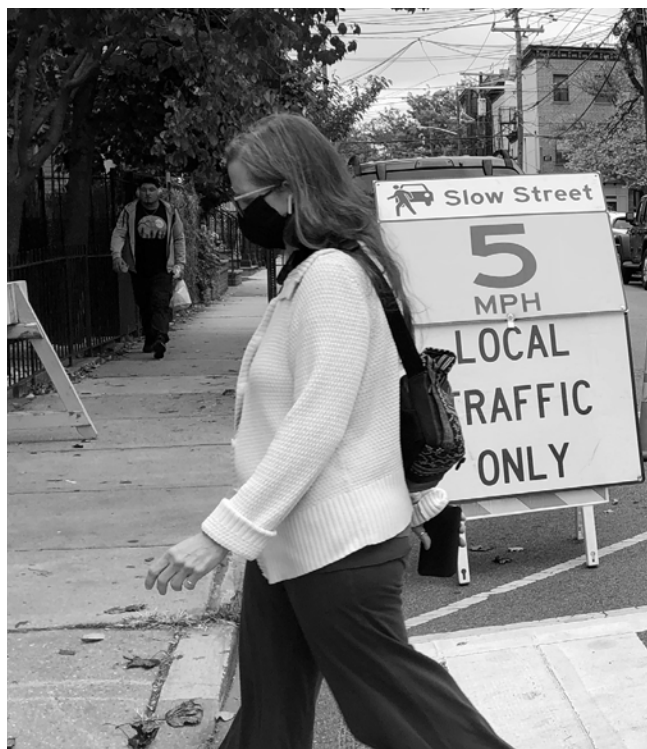
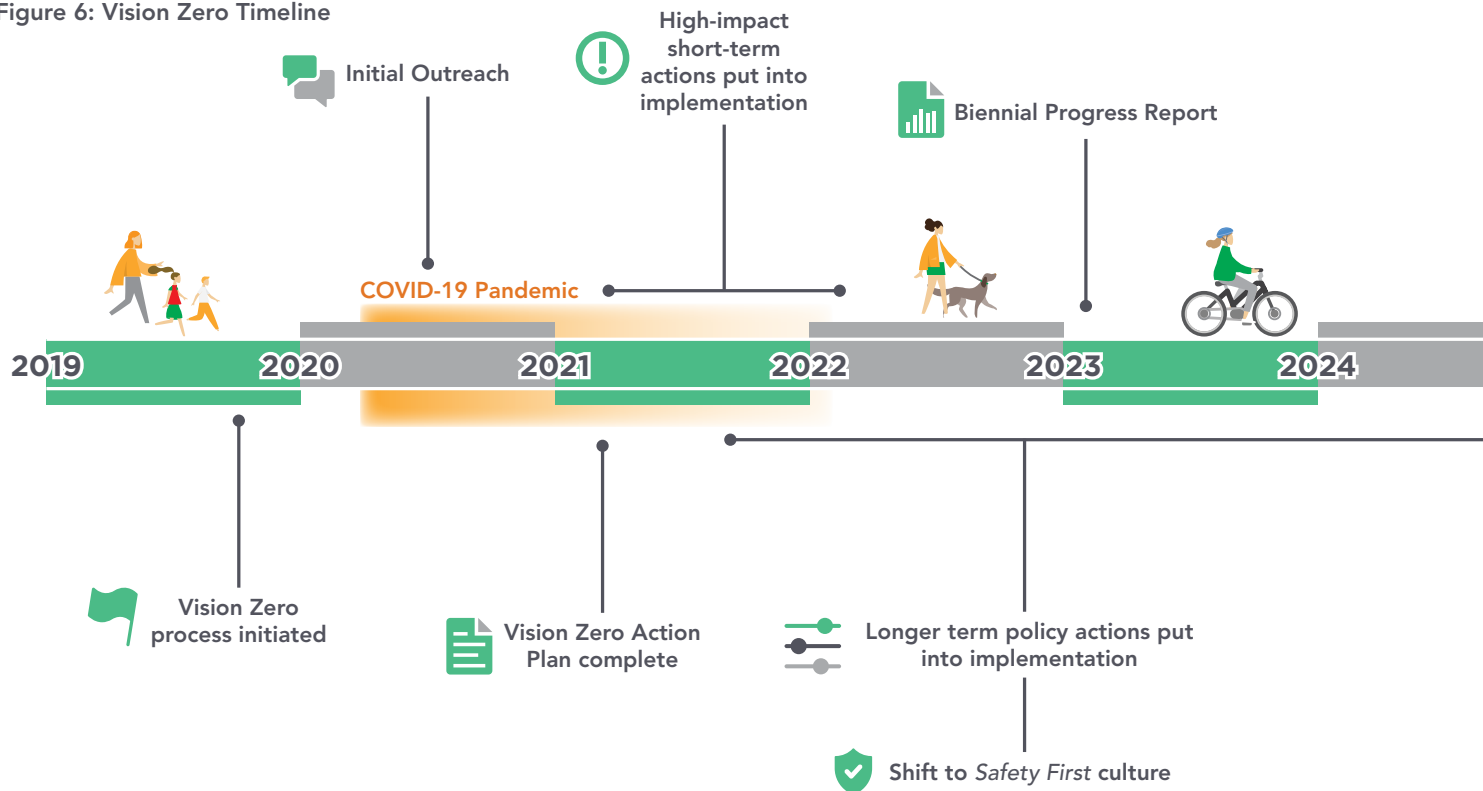


Image: Bike Hoboken

Figure 6: Vision Zero Timeline

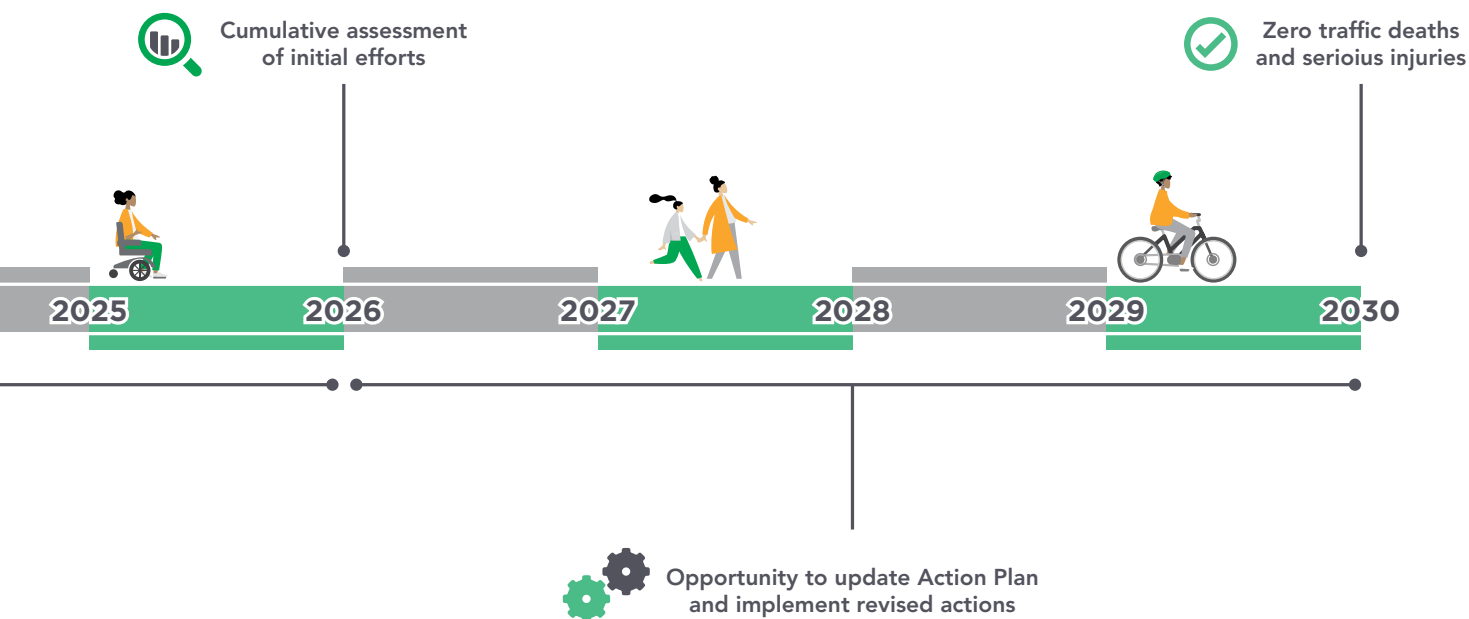


## Vision Zero Going Forward

Hoboken has set itself to achieve its Vision Zero goals in the next nine years. The City will begin implementing Vision Zero actions, making policy changes, conducting outreach, and adjusting its infrastructure in 2021, with the goal of eliminating traffic crashes causing injury or death by 2030 (Figure 6). This goal to eliminate all injury-causing crashes, not only those that are severe and fatal, is an ambitious one that exceeds other Vision Zero efforts around the United States.

In the first year, the City will focus on implementing high-impact short-term actions, described in Chapter 6, that will bring about traffic-safety improvements quickly and easily.

The City will also expand its Vision Zero focus by pursuing actions intended to bring about policy and cultural shifts that will make traffic safety a greater priority for all people in Hoboken, including decisionmakers in municipal governance and operations. These actions are described in Appendix B. Budget and investment decisions will gradually be reflected in street infrastructure improvements. Although annual updates on progress will be issued, a hard look at the cumulative results of initial efforts in 2026 will create an opportunity to reflect and revise strategies in an update to this Action Plan.



# COMMUNITY PARTICIPATION

The shift towards an online planning process meant that in-person engagement was largely abandoned in favor of surveys and interactive maps to gather public input. Ultimately public participation in the process was relatively high, with thousands of Hoboken residents providing some form of input. The community was provided with multiple forums to express their desires, concerns, and ideas relating to traffic safety in Hoboken. This outreach process was designed to engage the public to ensure that the Vision Zero Action Plan meaningfully responds to the needs and concerns of Hoboken's residents, workers, and visitors.

## Project Communication

Throughout the development of the Vision Zero Action Plan, the project team kept the public informed on events and updates through communication channels that included, but were not limited to, the following elements:

### 1. Website

The Vision Zero website provided background information, the Vision Zero pledge, data of the crash analysis, and downloadable community ambassadors and safe route to schools toolkits for engagement. The website also provided links to online surveys and interactive maps that were key components of public outreach.

Figure 7: Example of Outreach Conducted on Twitter



## 2. Email & Social Media Updates

Public notifications related to outreach activities and survey collection, as well as general project updates, were publicized through emails and social media platforms by project staff as well as community partners.

Figure 8: Front Page of the Hoboken Vision Zero Action Plan Website (<https://www.vzhoboken.com/>)

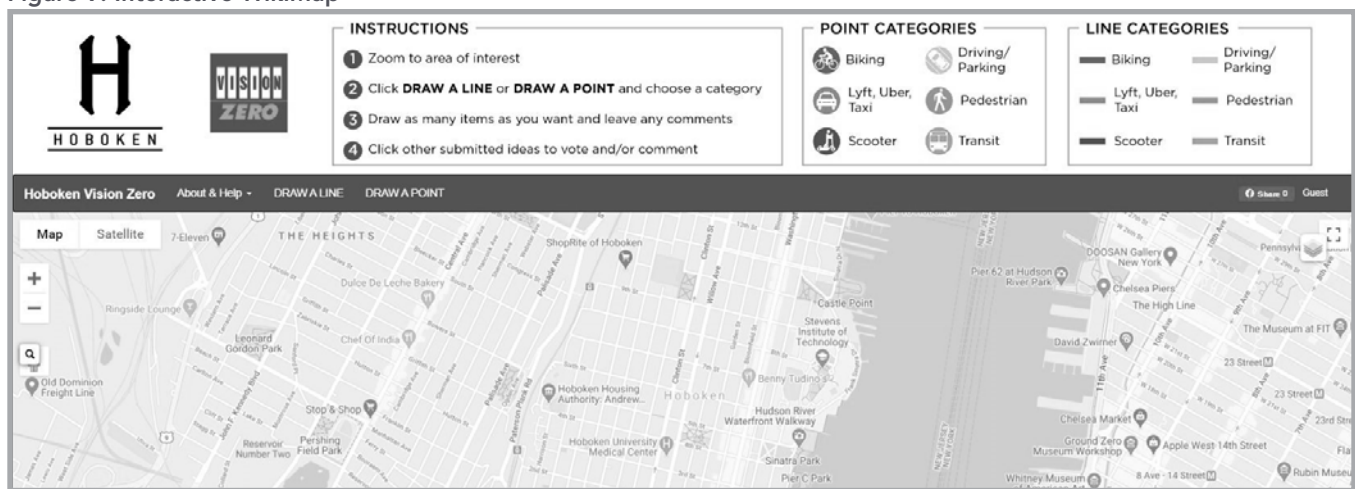


# ONLINE ENGAGEMENT

## Wikimap

An online WikiMap allowed community members to identify traffic safety concerns as points or lines representing street segments. The WikiMapping project launched in May of 2020, and by the end of September 2020, over 700 people provided thousands of comments for consideration.

Figure 9: Interactive WikiMap



WikiMap input revealed the following recurring themes:

- By far the biggest concern among respondents is aggressive driving/speeding. This indicates a need for both physical infrastructure to mitigate the effects of, and discourage, speeding. It also indicates a need for programs to reinforce safe speeds.
- Participants expressed interest in protected bike lanes on Washington Street, 5th Street, 9th Street, 11th Street, and 14th Street.
- Speeding and aggressive driving are perceived as particular problems at the entry points to Hoboken in the north and south. Speeding enforcement would be best targeted in these areas.
- Double parking frequently causes visibility issues, putting pedestrians in danger. This indicates a need both for better parking management and enforcement.
- Participants support making local streets slower and intersections safer.
- People believe all-way stops, speed humps, and permanent raised curb extensions will improve safety at intersections.

The WikiMap ultimately reveals that community safety concerns are focused on the same high crash locations identified in the crash analysis. Streets and intersections at the entry points to Hoboken in the north and south feature prominently, as do primary axes such as Washington Street and Willow Avenue.



Figure 10: Concentration of Bicycle-Related Comments





Figure 11: Concentration of Pedestrians-Related Comments

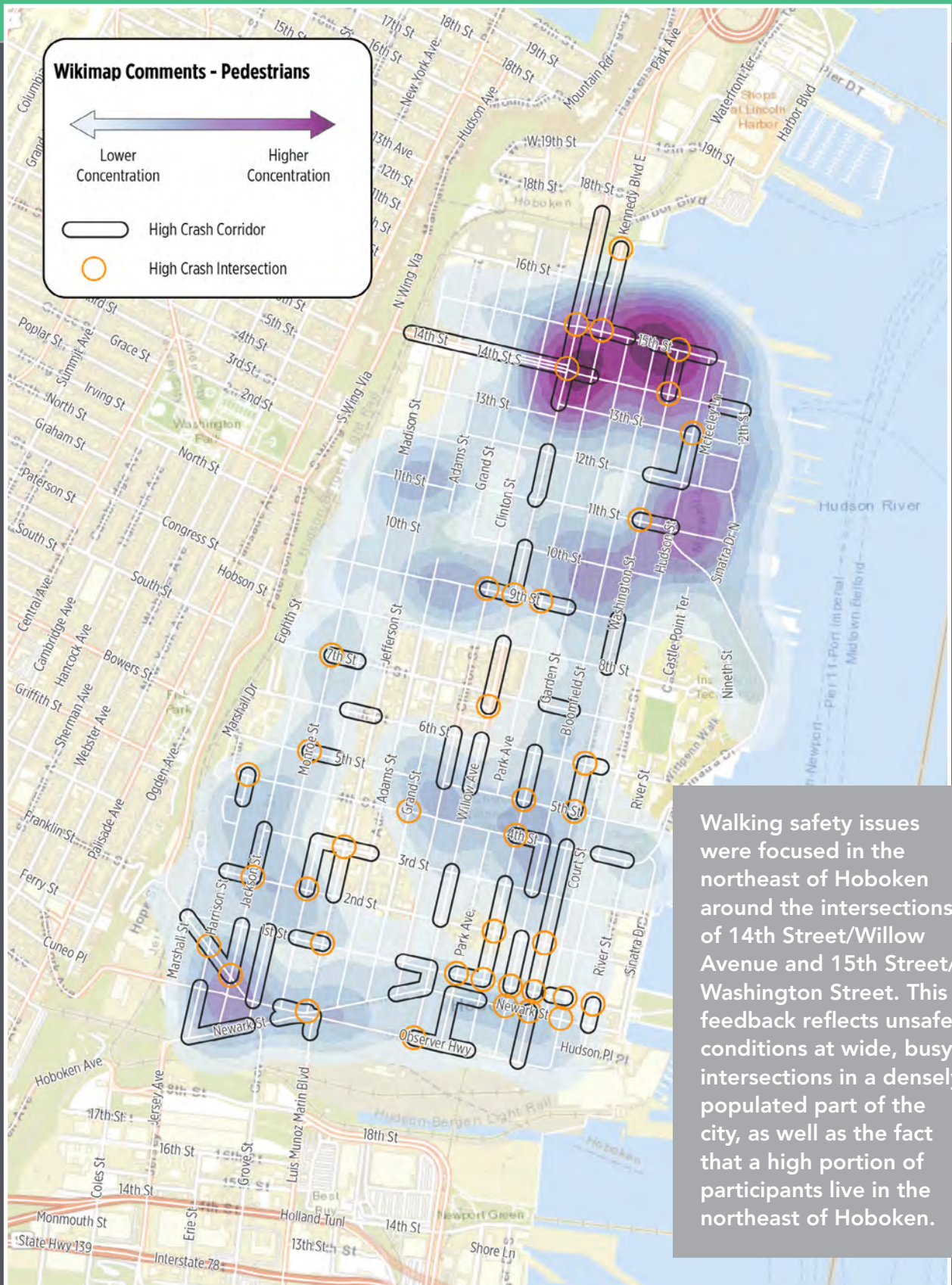




Figure 12: Concentration of Driving-Related Comments

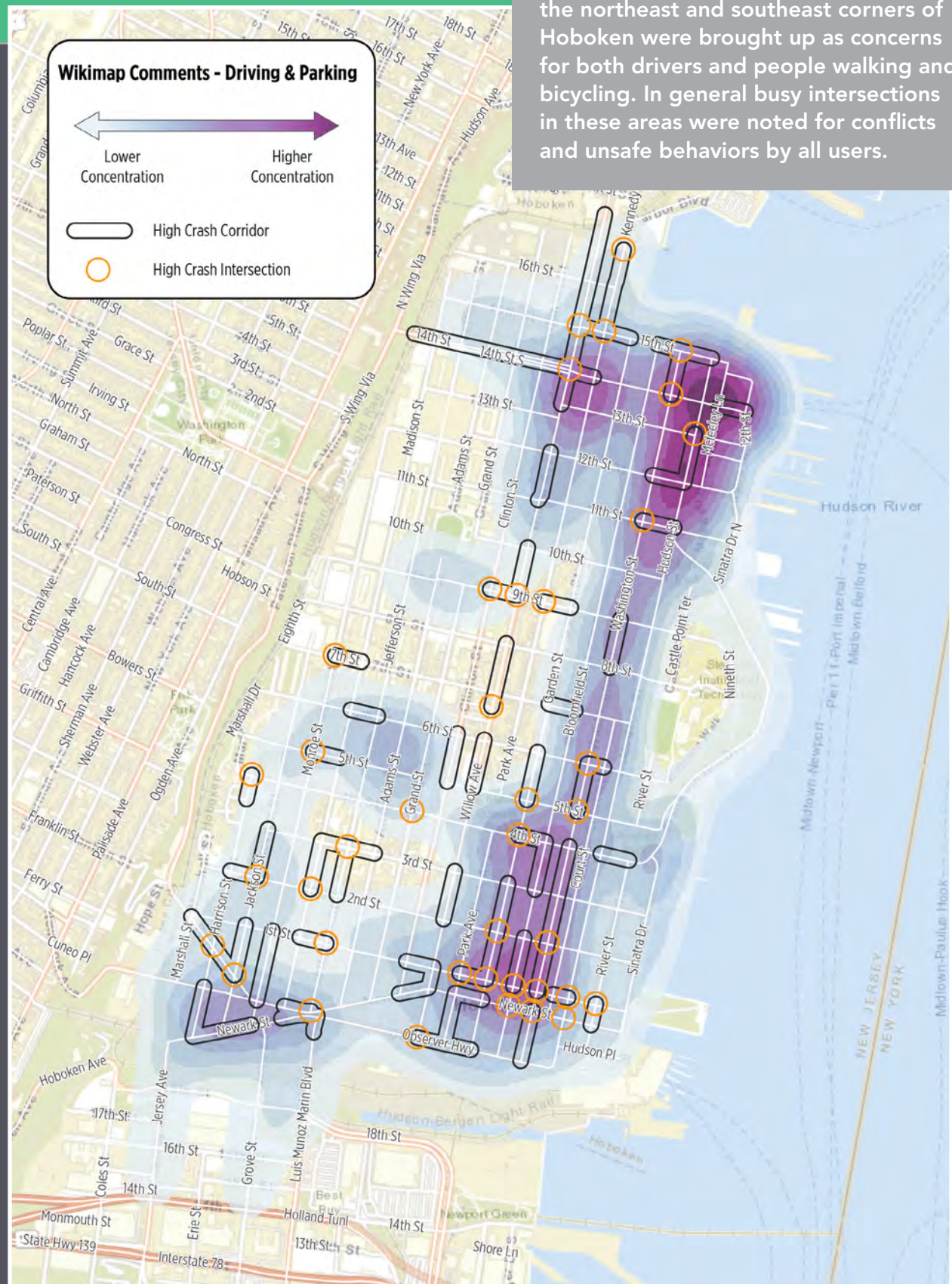




Figure 13: Concentration of Transit-Related Comments

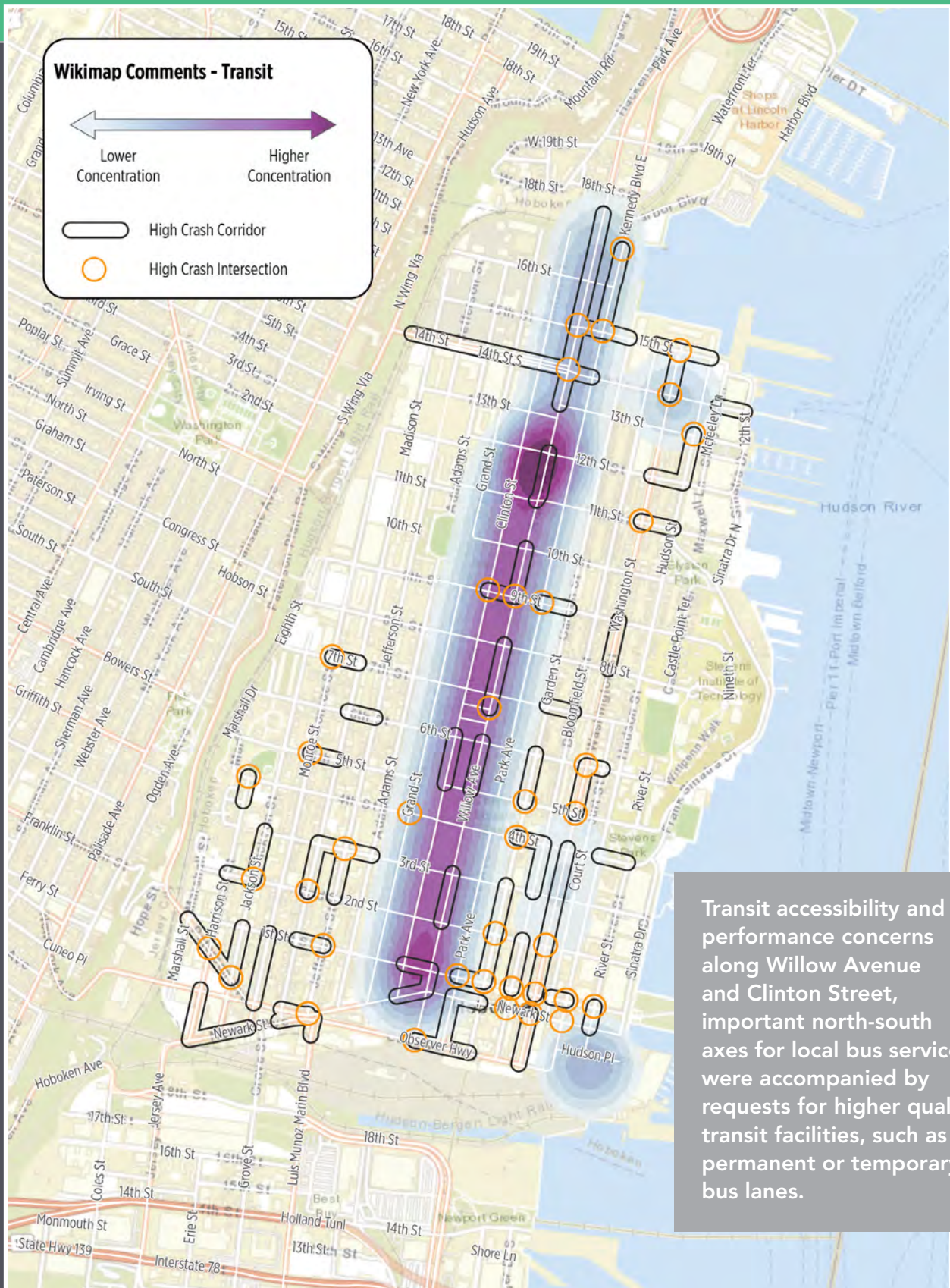
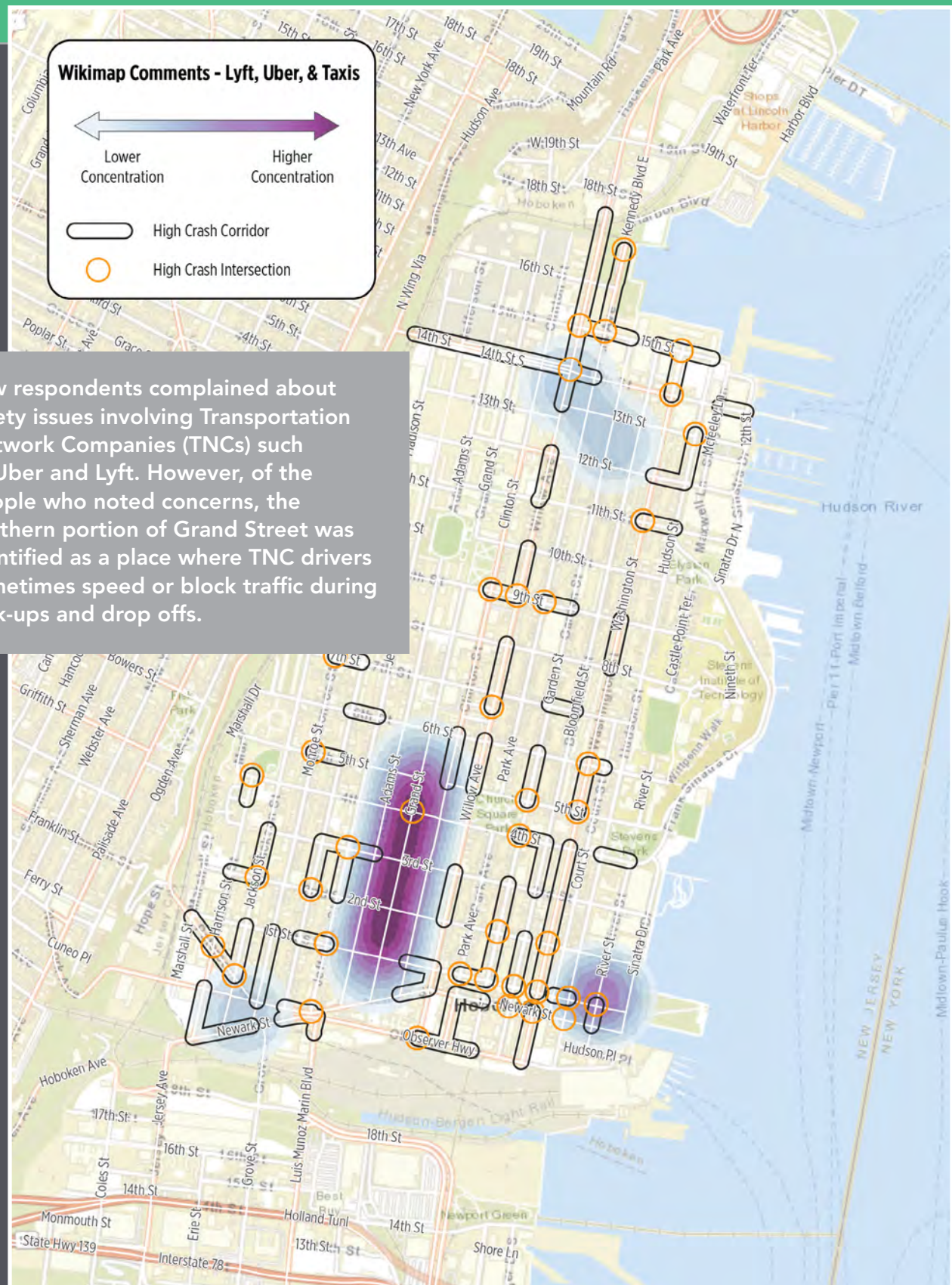




Figure 14: Concentration of Transportation Network Companies (TNCs)-Related Comments





# Community Survey

In addition to WikiMap an online survey was distributed via social media to members of the Hoboken community. This survey solicited information on 1,500 participants' travel patterns and allowed them to directly express their traffic safety concerns and recommendations for improving traffic safety. The results of the survey can be viewed in Appendix A and are described below.

The survey also asked participants to respond to four open ended questions about the perceptions of traffic safety issues and opportunities. These questions were:

- How safe do you feel traveling the streets of Hoboken?
- What is your main safety concern on the streets of Hoboken?
- Do you have an idea for improving safety citywide or at particular locations? What is it?
- Do you have any other ideas or comments you would like to tell us about?

Participants submitted hundreds of answers to each of these questions, providing complex insight into the traffic safety issues that matter most to many members of the Hoboken community. Myriad issues were identified, but several trends were discernible.

- Participants frequently requested safer and expanded walking and bicycle infrastructure such as high-visibility crosswalks and protected bike lanes.

Figure 15: Walking is the primary means of transportation for all

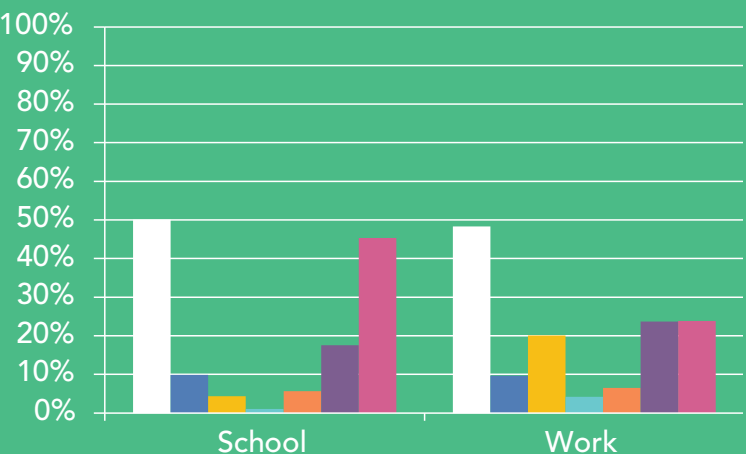
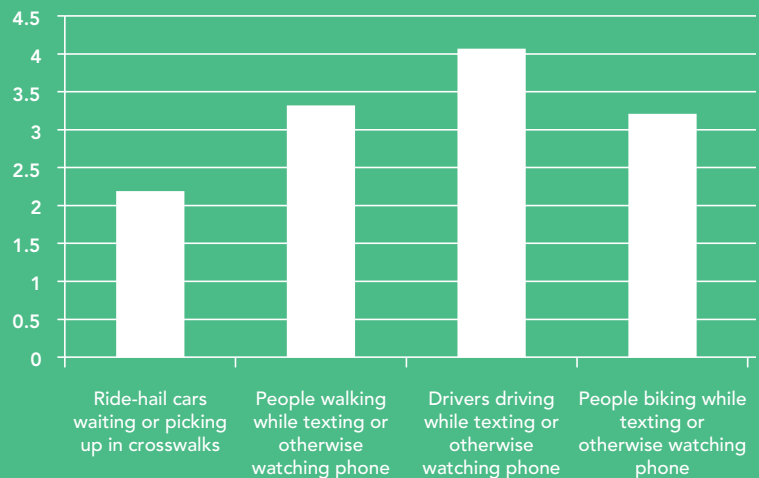
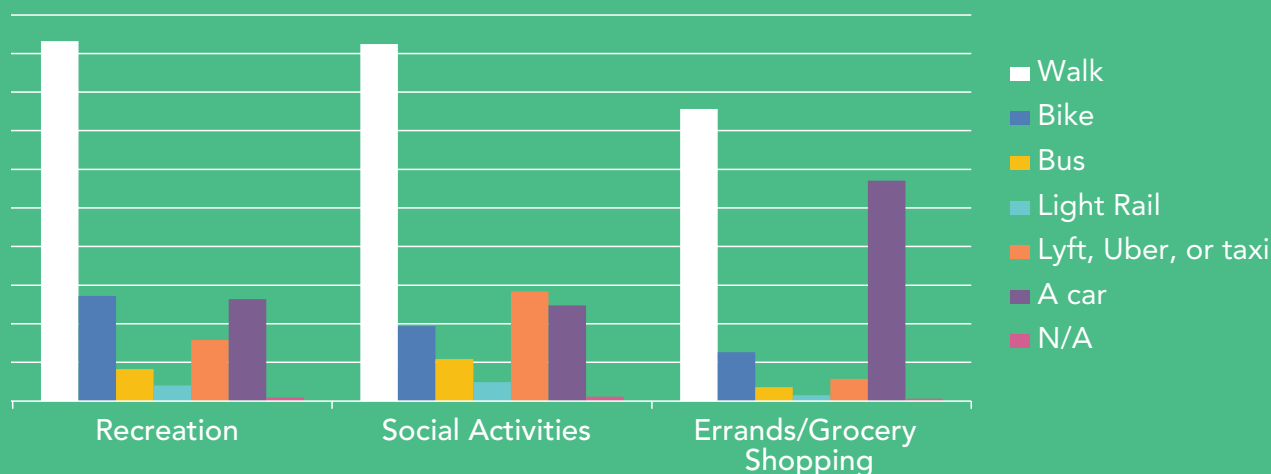


Figure 16: Survey participants' top safety concerns include

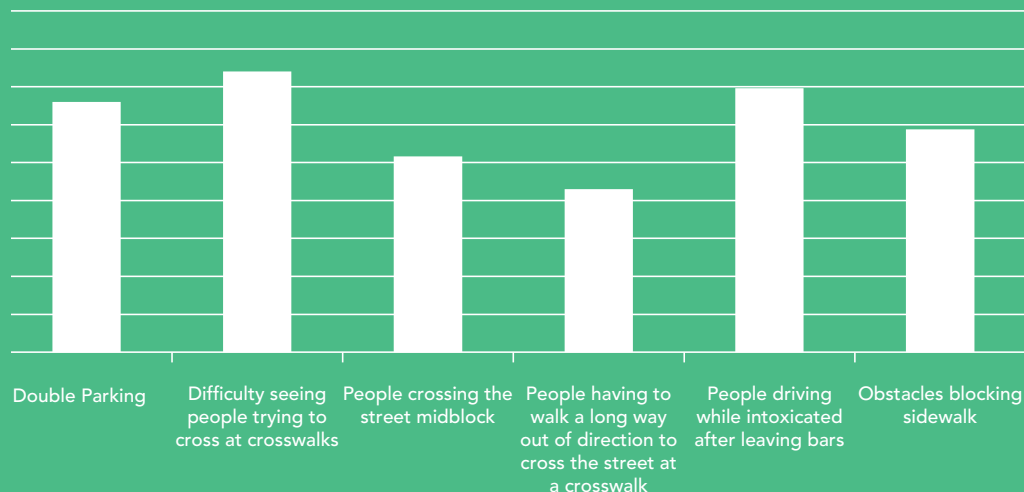


- Complaints about parking violations at intersections and in bike lanes were common.
- Participants repeatedly expressed concerns about driver speeding, particularly at intersections, and suggested that more be done through design and enforcement to discourage speeding.
- Participants were passionate, for and against, many of the most pressing transportation issues such as the growth of biking and e-scooters as well as the fair allocation of curbside space.
- Participants' responses reveal a specific need for a comfortable and safe network that provides access to and through major corridors and the city's busiest areas in the northeast and southeast.

trip types for survey participants



distracted and intoxicated driving, and crosswalk visibility (Ranked 1 to 5)



## Vision Zero Videos

The project team developed a video to introduce the Slow Street concept to the public and shared it via the city website and through social media. The project team also prepared a second video to use as a table setter at public meetings where the Draft Action Plan will be shared with the public.

## 5th Street Demonstration Project

In order to build excitement and support for Vision Zero, and to demonstrate the potential for safer and more comfortable streets, the City of Hoboken organized a demonstration 'Slow Street'. This demonstration project limited vehicular access and speeds along a portion of 5th Street between Willow Avenue and Washington Street using partial barricades and temporary curb extensions to create an environment with more space for people to walk, bike, or simply share public space.

The City's data collection plan was intended to assess its impact and public perception:

- Simple intercept surveys to assess user satisfaction by mode
- Vehicle speeds to assess impact on traffic safety
- Vehicle yield compliance
- Pedestrian and bike activity
- Number and location of knockdown incidents to assess redesign

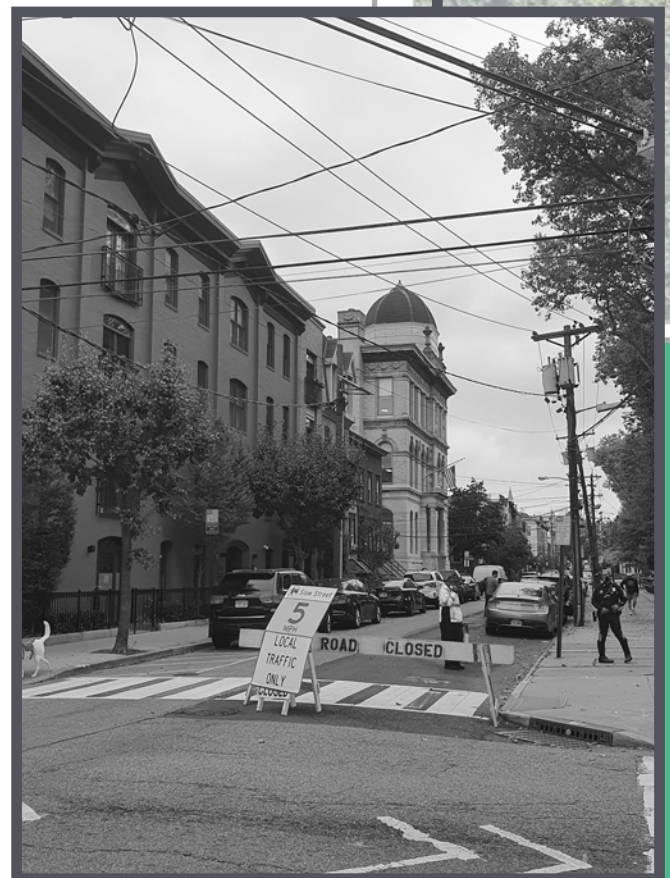
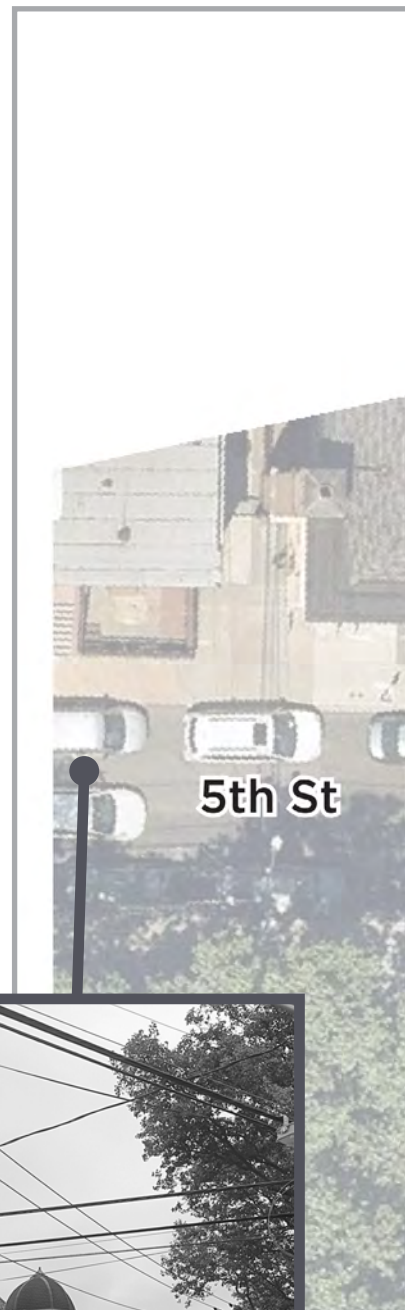


Image: Nelson\Nygaard



## 5th Street at Park Avenue Curb Extension Enhancements

**Material Requirements:**  
Vertical Delineators: 47  
Striping: - 300 feet

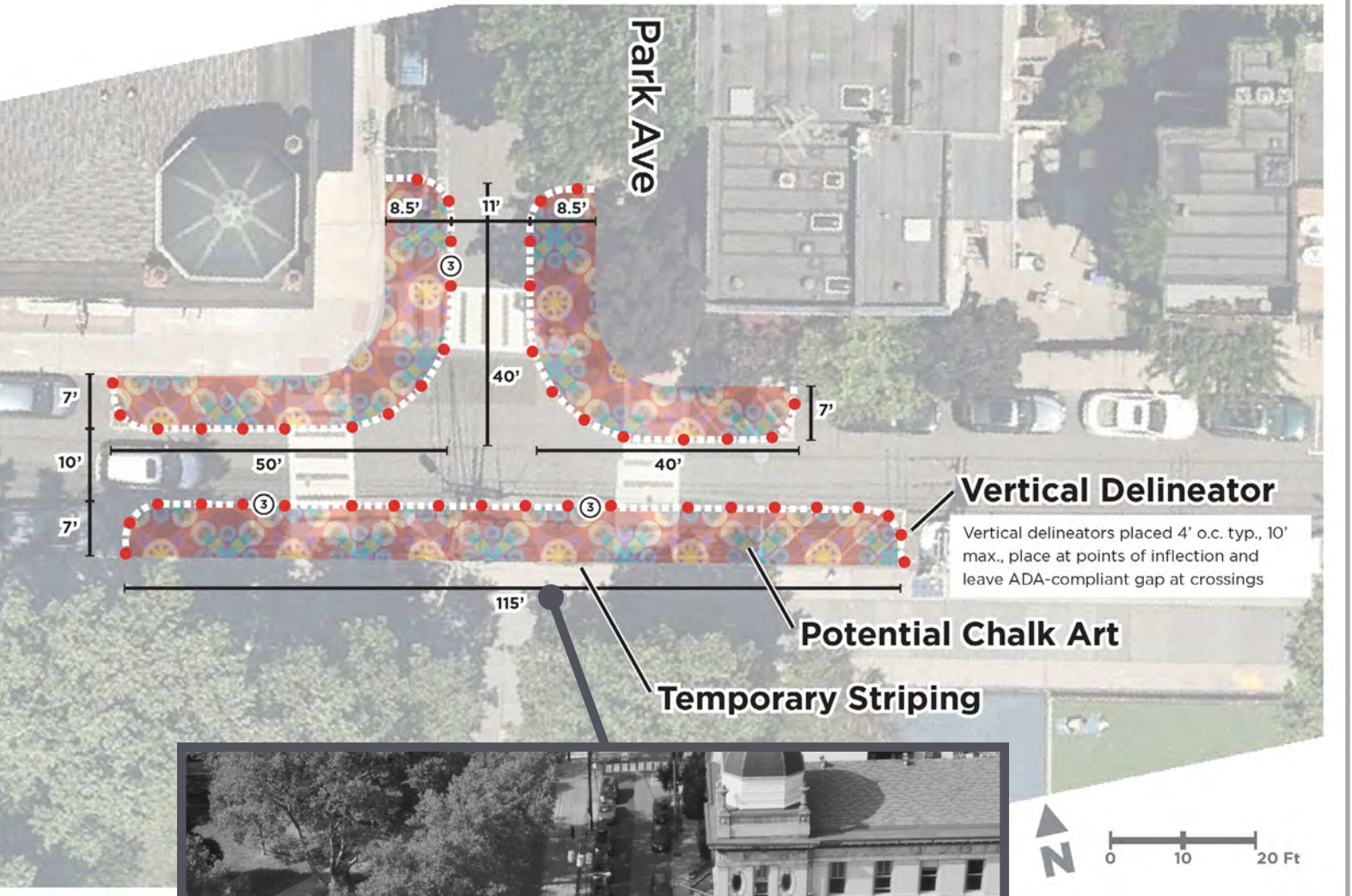


Image: Civic Eye Collaborative

Figure 18: 5th Street Demonstration Project at Bloomfield Street Intersection

## 5th Street at Bloomfield Street Curb Extension Enhancements

### Material Requirements:

Vertical Delineators: 26

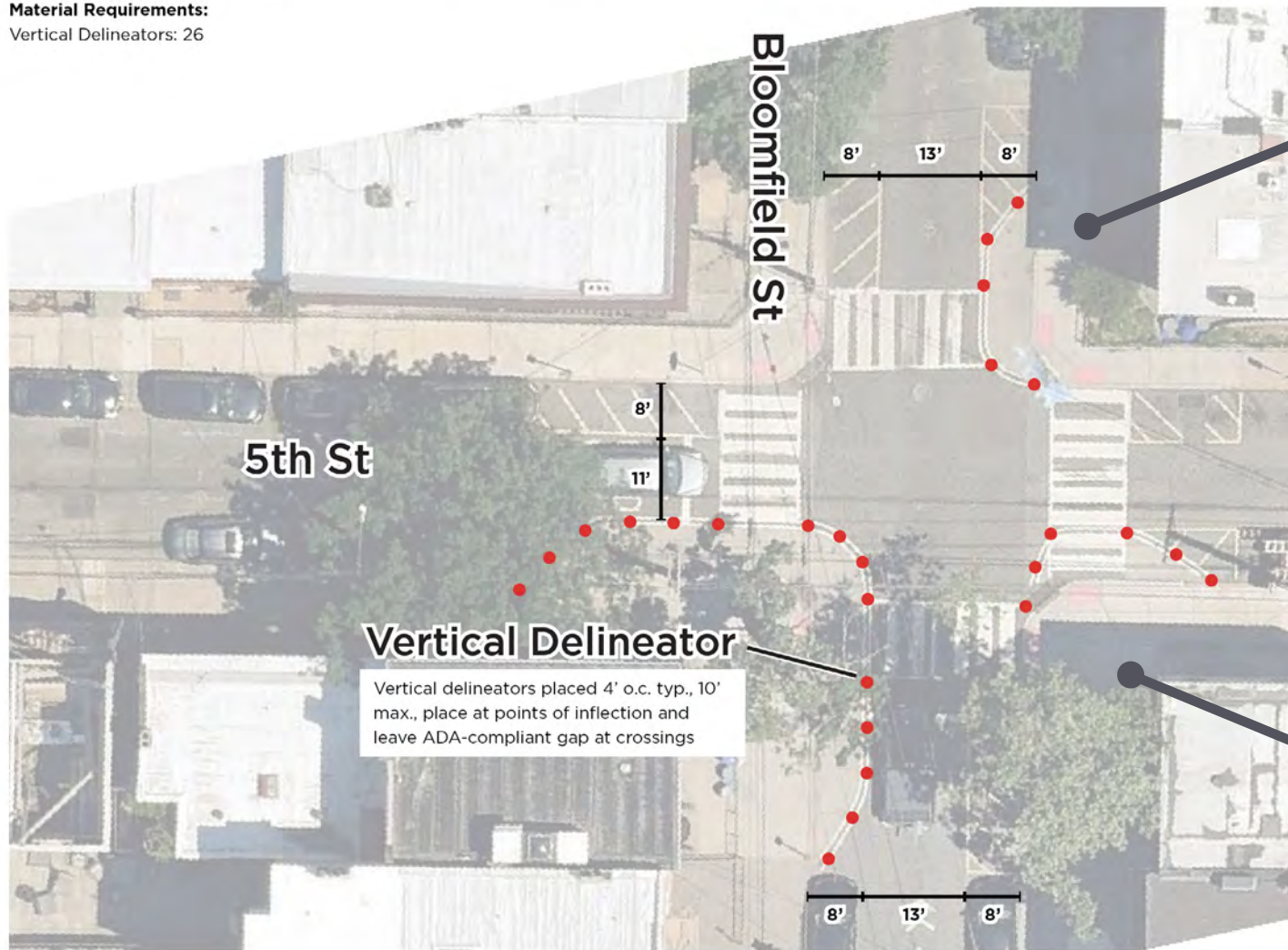






Image: Nelson\Nygaard



Image: Civic Eye Collaborative



# 06



Image: City of Hoboken

# ACTION ITEMS

## HOW THE REMAINDER OF THE PLAN IS ORGANIZED

The actions proposed for this Vision Zero Action Plan are organized in a safe systems approach to eliminating injury and fatal crashes. The approach is founded on a premise that human life and health are the paramount consideration when designing, maintaining, and using streets.

The principles underpinning a Safe Systems approach acknowledge that people make mistakes on the road that can lead to crashes, but no one should die or be seriously injured because of them. It also acknowledges that people's ability to survive a crash decreases substantially when the impact is from a speed higher than 20 miles per hour. Importantly, safe systems also make explicit that road safety is a shared responsibility among those who design, build, operate, and use the road system. Finally, by strengthening all parts of the road system, if one part fails and a crash occurs, others will provide a safety net of protection.<sup>1F</sup>

The layers of protection that need to be reinforced in order to prevent people from death or injury include safe streets, safe speeds, safe vehicles, safe behavior, post-crash care, and data driven decisions. The actions in this plan are organized in accordance with those layers.



The following chapters describe the goals, strategies and actions departments within the City will utilize to achieve Vision Zero in partnership with other public agencies, community-based partners, and advocates. The action tables in each chapter include the actions that are anticipated to have high impact, their time frame for delivery, the anticipated party responsible to lead and support the action’s completion, and its associated performance metric. Securing resources will be a necessary step to initiate work on actions that are currently unfunded.

# How to Read This Chapter

Action Item

Safe Speed

Goal

Reduce driving speeds to lower the frequency and harm of crashes

Statements that define what needs to happen and what results need to be achieved in order to produce the vision. Goals are policy-related and propose fundamental actions which will result in long-term impacts and benefits.

- Strategy
- A.

Slow speeds using regulatory processes.
- B.

Advance equitable speed violation practices
- C.

Engage the public to change behaviors and attitudes towards high-speed driving
- D.

Implement infrastructure and policy that reduces driving speeds

A plan of action or policy designer to achieve a major or overall aim.

Key Action

The steps to undertake the plan of action.

#	Action	Timeframe	Lead to Completion	Primary Support	Additional Support	Performance Metric
1	Establish 15 mile-per-hour school zone speed limit.	Within two years	Department of Transportation and Parking	Hoboken City Council		City shall implement time-dependent reduced speed limit zones adjacent to schools within six months of publication of Vision Zero Action Plan.





Image: Bike Hoboken

The actions will be completed in a partnership that includes the following organizations:

## City of Hoboken

- Mayor's Office
- Hoboken City Council
- Department of Community Development
- Hoboken Engineering Division
- Department of Environmental Services
- Hoboken Fire Department
- Hoboken Police Department
- Department of Transportation & Parking

## Partner Agencies

- Hoboken Business Alliance
- Hoboken Board of Education
- Hoboken Housing Authority
- HOPES Cap
- Hudson County Public Health Department
- Hudson County Public Works Department
- New Jersey State Government
- New Jersey Transit
- Jersey City
- Jersey City Medical Centre Trauma Department

## Advocacy Organizations

- Bike Hoboken
- Bike JC

## Safe Streets

Streets and street features that slow traffic speeds, separate conflicting movements, and provide dedicated spaces for different modes are critical for long term and sustainable crash and trauma reduction. Actions for safe streets prioritize infrastructure improvements and roadway design changes to address acute threats and provide safer walking and bicycling networks.

### The City of Hoboken implements street designs that maximize street safety for the most vulnerable roadway users.

- A.** Implement near-term systemic street safety improvements, starting with high-crash locations
- B.** Amend Vision Zero Policies to Advance Vision Zero
- C.** Design & construction capital projects that improve safety across Hoboken
- D.** Ensure that policies and programs governing street design and use prioritize safety for vulnerable road users

## Key Actions

Key actions for safer streets center on capital improvements along high crash corridors. Accordingly, the City of Hoboken should update planned capital improvement programs and provide dedicated funding to include Vision Zero projects.

#	Action
<b>SS8</b>	Create dedicated expenditure line within the transportation operating budget for bicycle infrastructure.
<b>SS14</b>	Develop policy thresholds to initiate an engineering study for safety with guidance for when to consider specific roadway or intersection modifications.
<b>SS24</b>	Develop a Traffic Calming Master Plan to guide the installation of traffic calming infrastructure. Focus on installing speed-reduction infrastructure along high crash segments where excessive speed is a prominent crash factor.
<b>SS10</b>	Establish a permanent funding source for VZ program and align existing funding sources through joint budget requests.
<b>SS13</b>	Amend the definition of the roadway curbside zone to protect non-vehicular users and describe how the zone may be used to serve non-automotive uses.
<b>SS22</b>	Update planned capital improvement program to consider high crash corridors.
<b>SS20</b>	Implement Complete Street Design Guide recommendations for priority intersections, gateway streets, and Special Focus streets.

Timeframe	Lead to Completion	Primary Support	Additional Support	Performance Metric
Immediately	Department of Transportation and Parking	Hoboken City Council		Bicycle infrastructure expenditure line created within City operating budget in 2021.
Immediately	City Engineer's Office	Hoboken Housing Authority		Adopted policy threshold.
Immediately	Department of Transportation and Parking	City Engineer's Office	Hoboken Police Department	Traffic calming plan is programmed for high crash locations within six months of publication of Vision Zero Action Plan.
Within two years	Mayor's Office	Department of Transportation and Parking		Dedicated funding to Vision Zero.
Within two years	Department of Transportation and Parking	Police Department	Department of Community Development	New Policy Adopted.
Within two years	Department of Transportation and Parking	Hudson County		Number of funded projects on the High Injury Network, high crash locations, and in communities of concern using revised prioritization scheme.
Within five years	Department of Transportation and Parking	Hudson County	Hoboken Police Department	City shall provide annual assessments on its progress towards full implementation of the Complete Street Design Guide recommendations.

## Safe Speed

High speed driving puts people walking and biking at a greater risk of serious injury or death in the event of a crash. Actions for safe speeds focus on reducing vehicle speeds through policy changes, programs to reinforce slow speeds, and public awareness.

### Reduce driving speeds to lower the frequency and harm of crashes.

- A.** Slow speeds using regulatory processes
- B.** Advance equitable speed violation practices
- C.** Engage the public to change behaviors and attitudes towards high-speed driving
- D.** Implement infrastructure and policy that reduces driving speeds

### Key Actions

Key actions that will bring about safer driving speeds across Hoboken involve data collection, policy change, and infrastructural change. The City of Hoboken should, first and foremost, lower its speed limits to reflect safe speed thresholds citywide. It should develop a schedule for proactively collecting speed data annually on high crash corridors to identify locations where prevailing speeds exceed posted speed limits. The City should also implement treatments to slow turning vehicle speeds at high crash intersections including permanent curb extensions, mini traffic circles, and centerline hardening.

#	Action
<b>SSP6</b>	Develop equitable fine and fee structures for traffic violations.
<b>SSP3</b>	Lower Citywide Speed Limit to reflect safe speed threshold.
<b>SSP1</b>	Establish 15 mile-per-hour school zone speed limit.
<b>SSP7</b>	Establish a diversion program for persons cited for infractions related to walking, bicycling, and distracted driving.
<b>SSP14</b>	Install speed-reduction infrastructure along high crash segments where excessive speed is a prominent crash factor.
<b>SSP4</b>	Develop a plan for automated enforcement of speeding and red-light violations across Hoboken, with a focus on high crash areas.
<b>SSP5</b>	Implement camera-based enforcement plan to ticket drivers who speed (particularly in school zones and busy pedestrian areas), run red lights, and park illegally in bike lanes.



Timeframe	Lead to Completion	Primary Support	Additional Support	Performance Metric
Immediately	Hoboken Police Department	Hoboken Housing Authority		Adopt a fee structure for violations that does not place undue burden on low income community members.
Immediately	Department of Transportation and Parking	Hoboken City Council		Lower citywide speed limit adopted.
Within two years	Department of Transportation and Parking	Hoboken City Council		City shall implement time-dependent reduced speed limit zones adjacent to schools within six months of publication of Vision Zero Action Plan.
Within two years	Hoboken Police Department			Adoption of diversion program.
Within two years	Department of Transportation and Parking	City Engineer's Office		Conduct before and after prevailing speed data, and continue collecting speed data annually.
Within five years	Hoboken Police Department	Department of Transportation and Parking		Secure municipal, state, and/or national funding for increased camera enforcement.
Within five years	Department of Transportation and Parking	Police Department	New Jersey State Government	Camera enforcement is implemented at 100% of high crash locations.

## Safe and Smaller Vehicles

Safe vehicles play an important role in reducing road trauma. Because of emergent technologies, vehicle designs can protect people outside and inside a vehicle by preventing a crash or absorbing some of the crash forces to decrease the risk of death or serious injury for all parties involved. Certain types of vehicles, notably larger vehicles, pose greater safety risks to people walking and biking not only because they are heavier, but also because there are inherent blind spots. Actions for safe vehicles focus on safety features and designs for large vehicles and shared vehicles. In addition, actions for smaller vehicles will be necessary to maintain the high level service quality of fire, waste management, and delivery on streets where protected bikeways and other safety treatments may require operations to take place further from the curb.

### Ensure that vehicles on Hoboken's street are as safe as possible for vulnerable road users.

- A.** Regulate vehicles to incorporate safety features that protect vulnerable road users
- B.** Educate vehicle operators on safe vehicle operations around vulnerable road users

## Key Actions

Larger vehicles have a bigger impact when they are involved in crashes. Driver training and advanced crash impact reduction technologies for parties outside of the vehicle can reduce the severity of crashes that involve large vehicles. However, the City can also look

#	Action
SV3	Require that all new vehicles added to the City fleet beginning in 2021 have the latest crash reduction technology and safety equipment available.
SV5	Purchase hose extensions and other equipment required to access hydrants on streets where operations will occur farther from the curb.
SV1	Right-size city-owned vehicles by updating vehicle purchasing standards to ensure City phases smaller vehicles with the latest crash reduction and safety technology into its fleet where possible.

for opportunities to reduce the size of trucks using City streets. With this change, as street designs begin incorporating more infrastructure for people walking and bicycling, it will pose less of a challenge for waste management or fire suppression to turn and access buildings that are further away when the curb lane is not as accessible. While large emergency vehicles are still used in the City, actions should be taken to ensure personnel can safely and easily access equipment needed to conduct operations.

Timeframe	Lead to Completion	Primary Support	Additional Support	Performance Metric
Immediately	Department of Environmental Services	Department of Transportation and Parking	New Jersey Transit	New policy adopted.
Immediately	Fire Department	City Council		Requisitions completed and equipment in place in one year.
Within two years	Department of Environmental Services	Hoboken Fire Department		Updated vehicle purchasing standards.

## Safe Behaviors

Safe road users are an important part of a safe road system, especially in the interim as the system is being built. Road users should, to the best of their ability, try to operate within the boundaries set by the road system designers. This can include wearing seatbelts, using helmets, and driving at or below posted speeds. In Hoboken, Vision Zero will be more successful if it is supported and practiced by members of the public who understand the importance of Vision Zero measures and the role they play in ensuring safe streets. Actions for safe people prioritize education, awareness, and training as means to promote acceptance of Vision Zero and adherence to safer behaviors.

## Empower Hoboken's people to move safely through the city and to take action in support of Vision Zero.

- A.** Expand access to traffic safety education
- B.** Use regulatory strategies to reinforce safe behavior
- C.** Take action against behaviors and conditions that put people at risk of traffic violence
- D.** Shift the traffic safety culture of Hoboken to emphasize the need to protect vulnerable road users

## Key Actions

The key actions that will bring about safer behaviors in Hoboken involve traffic safety education, discouragement of dangerous driving, and a broader shift in the traffic safety culture in the City to prioritize vulnerable road users. Hoboken should focus on

#	Action
<b>SB17</b>	Implement a "Place of Last Drink Survey" to track where DUI offenders last obtained alcohol and analyze data to promote responsible practices in the sale of alcoholic beverages.
<b>SB24</b>	Develop relationships with community based partners and service providers to address contributing factors of crashes.
<b>SB26</b>	Invest in communities of color and experiencing low income first.
<b>SB27</b>	Prioritize road user safety over driver delay in operations and design decisions.
<b>SB28</b>	Continue collaborating with Trauma Centers to encourage both crash victims and medical professionals to share their stories and build awareness of Vision Zero.



developing locally specific road safety campaigns for residents, businesses, students and community organizations. Concurrently, it should strictly enforce against parking in clear zones within 25 feet of crosswalks and in bicycle lanes. Most importantly, the creation of a Vision Zero Coordinator position within City government would be instrumental to coordinating the implementation of this plan and creating and sustaining a citywide traffic safety culture.

Timeframe	Lead to Completion	Primary Support	Additional Support	Performance Metric
Immediately	Hoboken Police Department			Report summarizing the location of last drink in impaired driving crashes.
Immediately	Hoboken Housing Authority			
Immediately	Department of Transportation and Parking	Hoboken Housing Authority		Report on annual investments.
Immediately	Mayor's Office	Department of Transportation and Parking		New Policy
Immediately	Department of Transportation and Parking	Jersey City	Advocacy Community	Number of shared stories promoted through Vision Zero website.

## Post-Crash Investigation and Care

Severe crashes may still occur. And when they do, a rapid response by trained medical professionals is the final safety net to increase the probability that victims survive. Not only is on the scene care important, but it is also important to understand the long-term health and economic impacts on victims. After medical care has been provided, comprehensive investigation and communication actions can increase the City's understanding of the underlying causes of crashes at the scene and improve reporting to the public.

### Learn from crashes to improve street safety in Hoboken and better care for traffic violence victims.

- A.** Improve City traffic safety policies and measures in response to crashes
- B.** Collect and disseminate information on crashes

## Key Actions

The key actions that Hoboken can take to better respond to crashes center on improving interagency collection and sharing of data. The City of Hoboken

#	Action
PCI1	Establish an interagency crash response team to review injury and fatal collision locations to identify and implement short term safety enhancements.
PCI3	Establish an interagency rapid response team to coordinate with victim families for services and ensure consistent data collection and sharing.
PCI5	Develop a communications protocol for describing serious and fatal crashes in a timely way.
PCI6	Evaluate current crash response protocol including deployment to scene, reporting and data analysis.
PCI4	Update Fire Department EMT requirements to increase speed of post-crash care.

should establish an interagency crash response team to review severe and fatal crash locations to identify and implement short term safety enhancements, and to coordinate with victim families for services and ensure consistent data collection and sharing.

Timeframe	Lead to Completion	Primary Support	Additional Support	Performance Metric
Immediately	Hoboken Police Department	Department of Transportation and Parking	Hoboken Engineering Division	Crash response coordinator or team shall engage with City departments semiannually to collaborate on post-crash safety recommendations.
Immediately	Hoboken Police Department			Establishment of rapid response team.
Immediately	Mayor's Office	Police Department		New Protocol adopted.
Immediately	Hoboken Police Department	Transportation and Parking		Report Issued in one year.
Immediately	Hoboken Fire Department	City Council		EMT training requirements updated.

# Data Driven Decisions

More than ever, data is both available and critical to ensuring the successful implementation of Vision Zero actions. By collecting data on traffic safety issues and frequently reassessing its Vision Zero performance against stated goals, Hoboken can better deliver on its promises to become a safe city for all.

## Ensure that data on Vision Zero progress is continually collected and used to improve upon Vision Zero efforts.

- A.** Improve City traffic safety policies and measures in response to crashes
- B.** Use data to inform future street safety designs and policies

# Key Actions

The key actions pertaining to the integration of data into Hoboken’s Vision Zero effort involve the regular collection of traffic safety data, and the development of public-facing displays of that data. Hoboken should focus on using automated speed data collection

#	Action
DDS1	Regularly conduct speed surveys on high crash corridors to identify locations where prevailing speeds are in excess of 25 miles-per-hour.
DDS4	Advocate for improved quality in statewide crash reporting to improve the ability to do aggregate crash analyses.
DDS6	Establish a multi-departmental and multi-agency committee to review crashes on County roads and potential solutions.
DDS8	Conduct annual road safety audits at high crash locations to identify contributing roadway factors and inform appropriate safety countermeasures.



technology to assess speeding patterns and should conduct frequent road safety audits. It should present its data and Vision Zero progress through a central repository of Vision Zero data, supplemented by focused informational dashboards. Finally, the City should work with other agencies to lobby the state to update crash report forms to make aggregate crash analysis simpler, including adding fields related to movements preceding collision, party information, and new forms of mobility, such as scooters.

Timeframe	Lead to Completion	Primary Support	Additional Support	Performance Metric
Immediately	Department of Transportation and Parking			Semi-annual report of high speed locations for enforcement.
Immediately	Hoboken Police Department			Changes in crash forms to simplify and improve aggregate crash analysis.
Immediately	Police Department	Hudson County		Quarterly and as needed meetings to review crash reports and develop programs and projects to address them.
Immediately	Department of Transportation and Parking			Number of road safety audits completed.

## Data Driven Decisions Continued

#	Action	Timeframe	Lead to Completion
<b>DDS14</b>	Reform staff evaluation methods.	Immediately	Mayor's Office
<b>DDS10</b>	Conduct annual data analysis of Vision Zero progress.	Within two years	Department of Transportation and Parking
<b>DDS15</b>	Regularly assess crash data, identify crash hot spots, and prioritize improvement areas. Use this information to inform budget appropriations or grant application priorities.	Within two years	Department of Transportation and Parking
<b>DDS16</b>	Create a shared central location for Vision Zero Data to ensure access, consistency in reporting, data analysis and research.	Within two years	Department of Transportation and Parking
<b>DDS20</b>	Create a process to pilot, evaluate, and make permanent innovative traffic safety projects or programs, such as shared space interventions, protected intersections, and others.	Within two years	Department of Transportation and Parking

Primary Support	Additional Support	Performance Metric
		Change job descriptions and evaluation criteria to reflect success in advising projects from a systemic safety lens.
Police Department		City shall continue to use data collection to track progress against desired Vision Zero outcomes annually and shall update the Vision Zero Action Plan in five years.
Hoboken Engineering Division		Number of Capital Improvement Projects with a safety component; funding for safety projects.
Police Department		Develop a collaborative system so Vision Zero team has easy access to 311, trauma and Parking Utility reports.
City Engineer's Office	Hoboken PD	Number of demonstration or pilot projects evaluated; number of demonstration or pilot projects made permanent.

# 07



Image: Civic Eye Collaborative



# IMPLEMENTATION

This plan sets the compass heading and the course for eliminating injury and fatal crashes in Hoboken. It requires a multi-agency commitment and a shift to a safety culture for residents, staff, and elected officials. Because success in reducing injury crashes may influence other aspects of Hoboken life, the downstream impacts of all decisions should be considered in finalizing the solutions, which may include complementary tactics to improve emergency service provider operations, prevent residential displacement, provide equitable job access, or improve commercial business outcomes.



## WHAT KEY CHANGES ARE IMPLICIT IN THIS PLAN?

In pursuing Vision Zero, Hoboken commits to change the way it designs streets and intersections, enforces traffic regulations, and conceptualizes traffic safety. Put simply, the City will place a greater emphasis on traffic safety than it previously has. This will require a paradigm shift in the approach to traffic safety across city government and an update to include traffic safety considerations in all planning, design, operations, and maintenance decisions. To guide this transition to a Vision Zero mindset, many of Hoboken's municipal practices and policies will be amended to incorporate language on traffic safety and the importance of protecting and prioritizing the most vulnerable road users, namely people walking and biking. Over the next five years, Hoboken will advance the following policy updates to become a city that incorporates Vision Zero into all decisions.

### Update the Mayor's executive order extending the Task Force term

An update to the Mayor's Executive Order will enable continued Task Force guidance in future years.

### Create dedicated Vision Zero staff positions and response teams

By creating a Vision Zero coordinator position and creating and maintaining interagency response teams to respond to crashes, Hoboken will improve its ability to implement Vision Zero actions and learn from crashes when they happen.



Image: Civic Eye Collaborative

## Pursue lower speed limits

The Hoboken Master Plan Reexamination suggests the adoption of lower speed limits, such as a citywide 20 mph speed limit, as part of a Vision Zero effort. Many of the actions discussed in this Vision Zero Action Plan call for lower speed limits, either in targeted areas such as school zones or citywide via ordinance.

## Develop a Vision Zero Capital Project Funding Source and Project List

Use the high and moderate impact actions in Safe Streets and Safe Speeds to estimate an annual budget line item to design and construct key projects over the next nine years.



## WHAT POLICY UPDATES WILL RESULT FROM THIS PLAN?

### Develop a curb management policy

To better meet the needs of transportation and non-transportation needs of adjacent land-uses, including business and parks. Hoboken will develop a policy that coherently and safely regulates curb usage for a variety of users.

### Develop equitable enforcement and fee structures for traffic violations

The City of Hoboken will explore alternative strategies for reinforcing safe speeds and driver decisions and amend its traffic violation fine and fee structures to be less punitive to Hoboken's most disadvantaged residents.

### Amend bike lane design guidelines to ensure that future bike lanes are not located between parking and travel lanes

Bike lane design guidelines outlined in the CSDG will need to be updated to recommend only protected bike infrastructure where on street parking exists.



Image: City of Hoboken

### Develop a Future Livability Plan

A Future Livability Plan will prepare infrastructure and safety recommendations for autonomous vehicles and other emerging technologies.

### Update the City's Complete Streets policy

The City of Hoboken will ensure that its complete streets policy reflects both the CSDG and Vision Zero goals.





## **Update the Municipal Code to require pedestrian, bicycle, and transit facilities remain open and accessible in work zones unless extraordinary circumstances make it infeasible**

An update to the municipal code in this manner will be needed to protect vulnerable road users during inevitable and frequent construction projects.

## **Adopt the Hoboken Street Design Guide as the Toolbox for Implementing Vision Zero**

Upon amendment, the strategies described in the Hoboken Streets Design Guide should be used as a toolbox to implement the City's Vision Zero Action Plan and improve safety for all users. In most cases, the Hoboken Street Design Guide and Vision Zero Action Plan seamlessly and informally overlap. The City of Hoboken, however, should formally adopt a Complete Street Ordinance associated with the Hoboken Street Design Guide to bolster Vision Zero.

## **WHAT PARTNERSHIPS WILL INCREASE THE EFFICACY OF THIS PLAN?**

### **Partner with Jersey City to lobby the State legislature and Governor to pass legislation to allow speed cameras in New Jersey**

In order to improve enforcement of traffic safety laws by using cameras, the City of Hoboken will work to bring about state-level legislative action permitting it to do so.

### **Partner with Public Health, Hospital, and Trauma Centers to link crash and health outcome data**

Linking post-crash health outcome data with more information about the parties involved will strengthen Vision Zero strategies with evidence-based solutions.

### **Partner with private entities to ensure safe use of streets**

Engaging with the private sector, particularly with businesses that make heavy use of Hoboken streets like delivery firms and transportation network companies (TNCs), will help ensure that companies are collaborative Vision Zero partners who place a high emphasis on street safety in any on-street operations.

### **Collaboratively pursue local and state regulation to require smaller vehicles for delivery and goods transportation in urban environments.**

Working with partner cities and organizations, Hoboken will pursue local and state-level legislative action to require safer, smaller delivery vehicles where appropriate.

### **Integrate traffic safety education in school curriculums**

The City of Hoboken will work with the State Office of Education to make traffic safety education more widespread in schools.

### **Launch the Community and School Ambassador programs**

Hoboken's Vision Zero website includes materials to launch community and school-based outreach to bring increased awareness and participation in preventing future injury crashes.



Image: Civic Eye Collaborative