



VISION

ZERO

NEW JERSEY BICYCLE & PEDESTRIAN
ADVOCACY NETWORK

NOVEMBER 3, 2021

PRESENTED BY:

GREGORY FRANCISE
TRANSPORTATION PLANNER
CITY OF HOBOKEN DEPT. OF
TRANSPORTATION & PARKING

GETTING TO VISION ZERO IN HOBOKEN

- Complete Street policy adopted in 2010
- Use NJDOT municipal aid funding to build out complete street network
 - 140+ curb extensions
 - 80 painted curb extensions
 - 13+ miles of bike lanes (40% of linear street miles)
 - 14 pedestrian refuge islands
 - 8 raised crosswalks
 - 2 raised intersections
- Broad community support and regional adoption of VZ initiatives in JC & NYC
 - Almost all in Hoboken considered vulnerable road users (high transit ridership & **walkable reputation**)
 - **Bike share and e-scooter share programs build advocacy community**



2019 – VISION ZERO LAUNCHES IN HOBOKEN



**CITY OF HOBOKEN
OFFICE OF THE MAYOR
EXECUTIVE ORDER**

EXECUTIVE ORDER ADOPTING A “VISION ZERO” CAMPAIGN TO ELIMINATE ALL TRAFFIC-RELATED INJURIES AND FATALITIES IN HOBOKEN BY 2030 AND INITIATING A TASK FORCE TO ASSIST WITH ACHIEVING THIS GOAL

**CITY OF HOBOKEN
EXECUTIVE ORDER**

No.: '19-3

Date: August 28, 2019

WHEREAS, the City of Hoboken, through the work of several departments, has been seeking to improve the safety of city streets for everyone, including people who drive, walk, bicycle, and take transit; and

WHEREAS, in 2013 the City of Hoboken adopted the NACTO Urban Street Design Guide and Urban Bikeway Design Guide as Official City of Hoboken Bikeway and Street Design Guides and the Hoboken Department of Transportation and Parking is developing its own Street Design Guide to introduce state-of-the-art safety enhancements along Hoboken's streets; and

WHEREAS, Hoboken, one of the most-densely populated cities in the United States, has the nation's highest percentage of commuters by transit, is one of the country's most walkable communities, and has been actively encouraging sustainable forms of transportation, such as walking, biking, and shared mobility; and

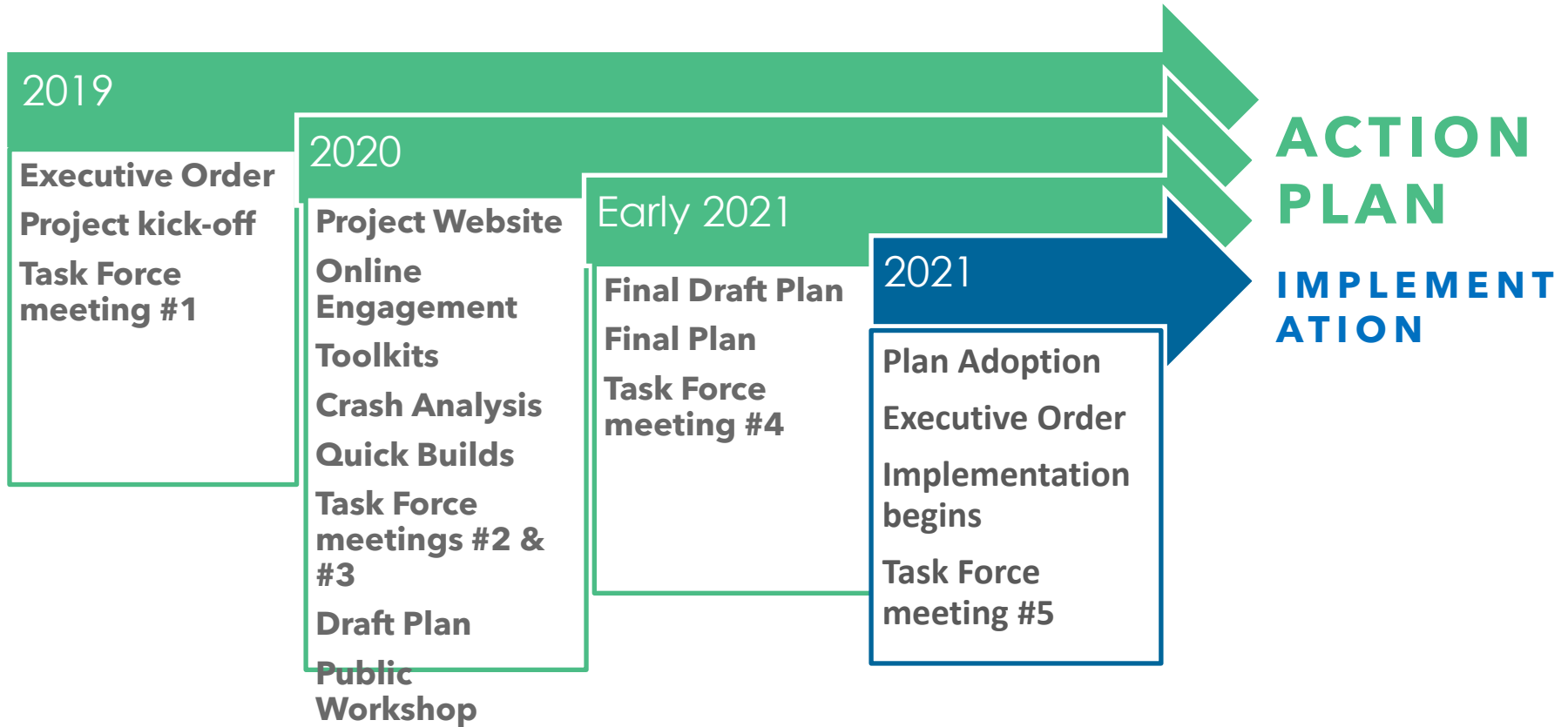
WHEREAS, a majority of children walk or bike to school in Hoboken; and

WHEREAS, traffic-related injuries disproportionately affect children, people of color, people with limited English proficiency, and senior citizens – many of whom regularly rely on non-motorized forms of transportation to move throughout Hoboken; and

WHEREAS, during the five-year period between 2014 and 2018 there were 376 traffic-related injuries and 3 fatalities suffered on Hoboken's streets; and

WHEREAS, Vision Zero, a global phenomenon that began in Sweden in 1997, believes in five core principles:

1. Cities can prevent traffic deaths;
2. Human error is inevitable;
3. Cities can prevent severe injuries;
4. The entire system, not individual actors, is responsible for safety;
5. Saving lives is not expensive; and



- Five-city peer review: Cambridge, Jersey City, Los Angeles, New York City, Philadelphia
- Focus on data analysis & countermeasure development, community engagement, performance documentation, and task force participation
- 9 recommendations come out of the review



PEER REVIEW RECOMMENDATIONS

- **Use accurate and direct language** to phrase Vision Zero documentation and discussion: crashes and deaths are serious; as such, the language used to describe and address them should match.
- **Create a sense of urgency** within the document, action items, and during community engagement. Additionally, develop action items that are rapid-deployment **to demonstrate to communities that Vision Zero is an immediate priority.**
- **Use data to establish and analyze priority locations**, such as the identification of a "High Injury Network," high crash locations, or communities of concern.
- **Continue to use (and improve) data collection to track progress** against desired outcomes and update the plan to either correct shortcomings or build on successes.
- **Relate trends in data analysis to the impact on (and relationship to) specific communities** in Hoboken such as youth, non-native-born citizens, minorities, and elderly residents.
- **Create specific, outcome-driven and time-constrained actions.** Additionally, relate actions back to the core principal of Vision Zero: to eliminate fatalities and serious injuries on the transportation network.
- **Highlight and prioritize countermeasures that will have the greatest immediate impact** on Hoboken's transportation network .
- **Break down the plan action items by responsible parties**, ensuring that each is empowered to complete the action. Develop measures for the task force to be accountable for actions and progress.
- **Utilize technology where possible** to improve upon data collection, enforcement, and engagement.

Review of five of Hoboken's preeminent transportation planning & policy documents

- Hoboken Complete Street Design Guide (2019)
- Hoboken Complete Streets Ordinance (proposed in CSDG)
- Bicycle and Pedestrian Master Plan (2010)
- 2018 Reexamination Report of the Master Plan
- Hoboken Traffic Calming Toolkit & Request Form

The review of existing documentation for the Vision Zero Action Plan highlighted that to date, an emphasis has not been placed on the transportation modes and user groups that are most vulnerable. Previous documents speak to balancing the needs of user groups, but do not elevate any particular user. The documents also remain silent on vehicular parking, which is at a premium within the city. The tradeoff between Vision Zero and parking should be addressed within the Vision Zero Action Plan, since many strategies for improving roadway safety come at the cost of vehicular right of-way.

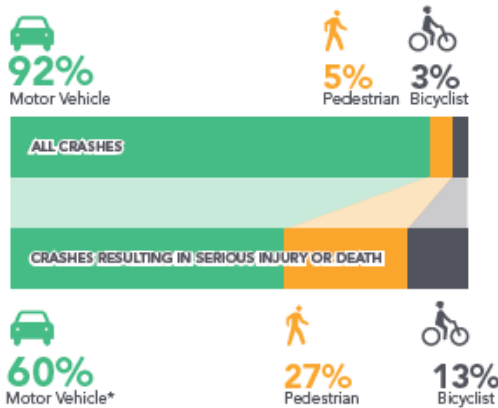
The reviewed plans are also silent on communities of concern and vulnerable user populations (i.e. children, older persons, and persons with disabilities). Even though safety is a priority for all users, these groups should be discussed specifically as part of the Vision Zero Action Plan and define the intersection of roadway safety with each of them.

5-YEAR CRASH ANALYSIS

PREVENTABLE CRASHES ARE OCCURRING ON HOBOKEN'S STREETS

There were 4,451 total crashes, 13 of which resulted in serious injury or death, between 2014 and 2018 on the streets of Hoboken. Many of these occurred at specific 'high crash frequency intersections' at major gateways to Hoboken. Most crashes involve vehicles, but people walking or biking are much more likely to be injured or killed in crashes.

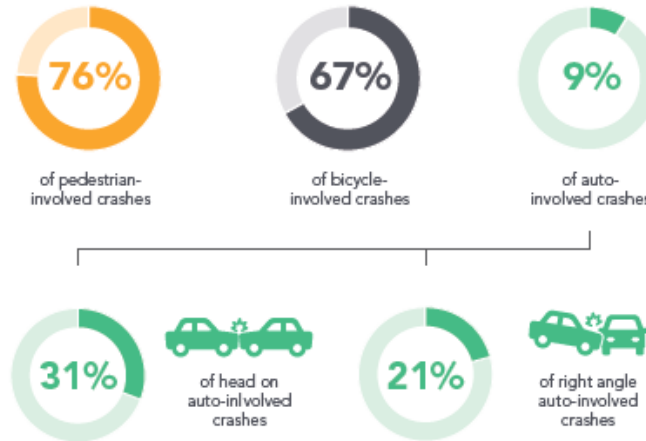
VULNERABLE TRAVELERS



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

CRASHES THAT RESULT IN SERIOUS INJURY OR DEATH

People walking and bicycling are more likely to be severely injured or killed than those in a car.



COMMON CRASH CAUSES AND 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.

In-Person Engagement

- Largely limited by COVID-19
- 5th Street slow street quick-build

Online/Virtual Engagement

- Phase 1 - Survey & Wikimap (May-Sep 2020, 700+ map users and 1,500 survey responses)
- Phase 2 - Virtual Public Meeting (Jan 2021, 50+ written comments during two-week public comment period)
- 109 people signed pledge via vzhoboken.com




Website & Social Media

- Post project updates
- Regularly collect feedback

- **105 actions** grouped in **6 systems**, each of them with specific goals and strategies
 - Safe streets, Safe Speed, Safe and Smaller Vehicles, Safe Behaviors, Post-Crash Investigation and Care, and Data-driven Decisions
- Actions include their anticipated impact, delivery time frame, the anticipated party responsible to lead and support the action's completion, and its associated performance metric.

#	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.

Key changes implicit in the Plan

-  • Update Mayor's executive order **extending the Task Force term**
-  • Enact **lower speed limits citywide**
-  • Develop a **Vision Zero Capital Project Funding Source and Project list**

Policy updates that will result from this Plan

- 
 • Update **curbside management policies**
- 
 • **Prioritize safety improvements on streets around schools and parks** to protect our most vulnerable roadway users
- 
 • **Update Hoboken's Complete Streets Policy**
- 
 • **Accommodate the growth of e-micromobility modes** and their widespread adoption among the general population for first- and last-mile trips

Policy updates that will result from this Plan



- **Require advanced safety features for vehicles and Vision Zero education for drivers of vehicles** owned/operated by the City and its partners








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

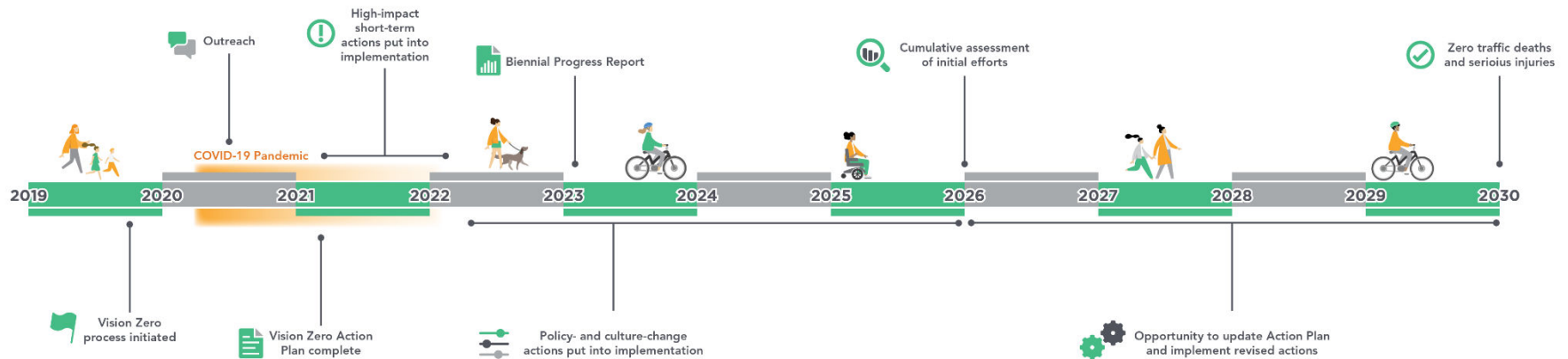


- Adopt the **Hoboken Street Design Guide** (NJTPA Local Technical Assistance Grant-funded) as the Toolbox for implementing Vision Zero

Partnerships that will increase the efficacy of this Plan

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 • Partner with Jersey City to lobby the State Legislature and Governor to pass legislation to **allow speed cameras in New Jersey**
- 
 • Partner with Public Health, Hospitals, and Trauma Centers to **link crash and health outcome data**
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 • Collaboratively pursue local and state regulation to **require smaller vehicles for delivery and goods transportation in urban environments**

- **Partnerships** that will increase the efficacy of this Plan
-  **Integrate traffic safety education** in school curriculums
-  Launch the **Community and School Ambassadors program**





City Of HOBOKEN

VISION ZERO ACTION PLAN

2021

