

**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**

No.: 19-3

**EXECUTIVE ORDER**

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

**WHEREAS**, Vision Zero encourages cities to adopt achievable goals to prevent traffic-related severe injuries and fatalities; and

**WHEREAS**, cities across the United States, including New York City and Jersey City, have established Vision Zero campaigns to eliminate traffic-related serious injuries and fatalities; and

**WHEREAS**, successful implementation of a Vision Zero campaign will require coordinated cooperation between various City departments and community organizations, including the Hoboken Department of Transportation and Parking, Police Department, Department of Environmental Services, and the Board of Education, and

**WHEREAS**, the primary implementation tool for interdepartmental and community coordination is the Vision Zero Task Force;

**NOW, THEREFORE**, I, Ravinder S. Bhalla, Mayor of the City of Hoboken, New Jersey by virtue of the authority vested in me by the Statutes of this State and the laws of the City of Hoboken, do hereby, **ORDER, DIRECT, AND ISSUE THE FOLLOWING EXECUTIVE ORDER:**

**Section 1. Establishing Hoboken’s Vision Zero Initiative**

The City of Hoboken officially adopts the Vision Zero goal of eliminating all traffic-related injuries and deaths by 2030.

To achieve this goal, I hereby order the following sections.

**Section 2. Creation of a Vision Zero Task Force**

**2.1 Task Force Goals**

A Vision Zero Task Force will ensure coordination among City departments and community groups. This task force will unify the relevant operations of all City departments and bring to the table members of community groups that engage Hoboken’s communities of concern and residents interested in safer streets. The specific goals of the task force will be to:

- Spearhead the development of Hoboken’s Vision Zero Action Plan, which will outline the strategies that will lead to the elimination of all traffic-related injuries and deaths by 2030;
- Ensure transparency by creating a website to contain Vision Zero documents, outreach summaries, and crash data;
- Develop mechanisms for coordinating City operations and leveraging the outreach strengths of community groups to address the contributing factors of crashes and addressing the safety concerns of everyone who uses the City’s transportation network;
- Produce annual progress reports that will be shared with my office and members of the public.

## 2.2 Task Force Membership

The Vision Zero Task Force shall be co-chaired by the Director of the Department of Transportation and Parking or his/her designee and the Chief of the Police Department or his/her designee. The co-chairs shall be responsible for coordinating regular Task Force meetings and reporting the minutes of those meetings to my office.

In addition to the Director's co-chairmanship, the Department of Transportation & Parking shall designate a representative from the department's transportation planning and parking enforcement divisions to serve on the Task Force.

The following City departments shall also be represented on the Vision Zero Task Force by either the director or a designee:

- Office of the City Engineer;
- Department of Community Development;
- Department of Environmental Services;
- Hoboken Fire Department.

These Task Force members will be responsible for developing strategies that pertain to their department's operations that will help the City achieve its Vision Zero goal.

The Task Force shall also comprise two members of the Hoboken City Council to serve at their discretion. One of these members shall be the chair of the Council's Transportation and Parking Subcommittee and the Mayor's Office shall invite the second member.

To ensure that the Vision Zero Task Force represents the needs of communities of concern, which are generally understood to include the elderly, people with limited English proficiency, low-income residents, children, and people with disabilities, I will invite the director or his/her designee of the following organizations to participate in the Task Force:

- Hoboken Housing Authority;
- Hoboken Board of Education.

In addition to these community groups and City departments, I will invite two community members to serve as Task Force members. One community member shall represent the pedestrian, bicycle, and transit advocacy community.

Moreover, realizing that many of the streets with the highest rates of crashes are under the jurisdiction of Hudson County and to ensure that there is interagency coordination, I will ask the Office of the County Engineer to designate a representative to participate in the Task Force.

Lastly, the City of Hoboken is highly connected to the region's overall transportation network, and many of its most dangerous intersections are located at major gateways. As the City of Jersey City is concurrently working towards its Vision Zero goal of eliminating fatalities or serious injuries, I will invite Jersey City Mayor Steven Fulop to designate a representative from Jersey City's Vision Zero Task Force to participate in Hoboken's Vision Zero Task Force.

### **2.3 Task Force Membership Terms**

All Task Force members not representing a City department shall serve for one-year terms.

### **2.4 Task Force Meeting Frequency**

The Vision Zero Task Force shall meet quarterly, with the option of meeting more frequently as necessary. The first Task Force meeting shall occur approximately one month after this Executive Order is signed.

### **2.5 Task Force Pledge**

To encourage meaningful participation in the Vision Zero initiative, all Hoboken City Department Task Force members shall sign the following pledge: *I pledge to coordinate the efforts of my department as reflected in the Hoboken Vision Zero Action Plan to ensure that I am an integral part of achieving the goal of zero traffic-related injuries or fatalities in Hoboken by 2030.*

## **Section 3. Creation of a Vision Zero Action Plan**

Hoboken's Vision Zero Action Plan will serve as the roadmap to achieving the goal of zero injuries and fatalities in Hoboken by 2030. It will lay out action items and strategies for each department to operationalize the five principles of Vision Zero. The Department of Transportation and Parking will lead the creation of the Action Plan, but the Task Force's input will factor heavily into the creation of the action items and strategies.

## **Section 4. Seek Community Participation**

### **4.1 Vision Zero Ambassadors**

Most critically, the residents of Hoboken are extremely knowledgeable about the safety of their streets and have sustained connections to the members of their respective communities and social groups. Therefore, to ensure that we can leverage our strong social fabric to achieve the goal of zero traffic-related injuries and fatalities in Hoboken by 2030, I invite all residents to participate in the Vision Zero initiative by becoming a Vision Zero Ambassador. Hoboken's Vision Zero Ambassadors will connect the strategies of the Vision Zero Action Plan at the neighborhood and block level by hosting Vision Zero open houses, community events, and other actions that teach residents the role they play in achieving our Vision Zero goal. All residents will be eligible to participate as a Vision Zero Ambassador through an application process that shall be open one month from the signing of this executive order.

### **4.2 Community Pledge**

Additionally, I encourage all residents to take the following Vision Zero Community Pledge:

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

- *I pledge to not exceed 20 MPH in Hoboken, realizing that the likelihood of causing a serious injury to a pedestrian increases significantly at speeds above 20 MPH.*
- *I pledge to yield to the most vulnerable road user, regardless of the rules of the road.*
- *I pledge to follow all laws and regulations governing the use of Hoboken's streets.*
- *I pledge to 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.*
- *I pledge to 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.*
- *I pledge to 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.*
- *I pledge to never drive if I am impaired, even slightly, by drugs and alcohol.*
- *I pledge to 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.*
- *I pledge to 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.*
- *I pledge to never flee a crash scene and always call 911 if I hit a pedestrian or cyclist.*

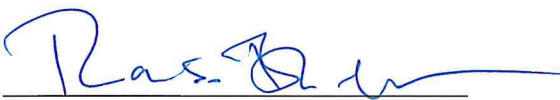
**Section 5. Compliance**

All City agencies and employees shall fully cooperate with this Executive Order.

**Section 6. Date Effective**

This Executive Order shall take effect immediately and supersedes all inconsistent Executive Orders.

**APPROVED:**



**RAVINDER S. BHALLA**  
MAYOR

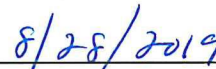


**DATE**

**AS TO FORM:**



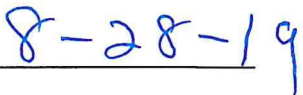
**BRIAN ALOIA** *Alyssa Bongiovanni, Esq.*  
Asst. CORPORATION COUNSEL



**DATE**

**ATTESTED TO AND RECORDED BY:**

  
\_\_\_\_\_  
**JAMES J. FARINA**  
**CITY CLERK**

  
\_\_\_\_\_  
**DATE**

This Executive Order shall remain in the custody of the City Clerk. Certified copies are available upon request.