



VISION

ZERO

**VISION ZERO IMPLEMENTATION IN
HOBOKEN, NEW JERSEY**

NYMTC BROWN BAG SERIES

MAY 16, 2024

- 1.2-sq mi city in Hudson County, New Jersey
- 60,417 residents
- Walkable, bikeable, transit-friendly reputation
- Vision Zero program launched in 2019
- **0 traffic deaths since 2017**





14 Years of Progress

- 150+ curb extensions (concrete, landscaped, or rain gardens)
- 80+ painted curb extensions
- 14 miles of bicycle lanes (40% of street miles)
- 14 pedestrian crossing islands
- 11 raised crosswalks + raised intersections
- 20 MPH citywide speed limit
- 31% of all intersections daylit in 2023





Vision Zero Program

- Hoboken's Vision Zero goal is to eliminate all traffic deaths and injuries by 2030
- Executive orders signed in 2019 and 2021
- Task Force
- Public outreach process
- Crash Analysis
- Action Plan adopted in 2021





5-Year Crash Analysis

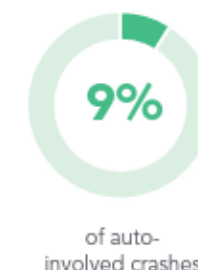
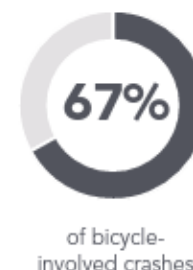
VULNERABLE TRAVELERS



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.



of head on auto-involved crashes



of right angle auto-involved crashes

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.



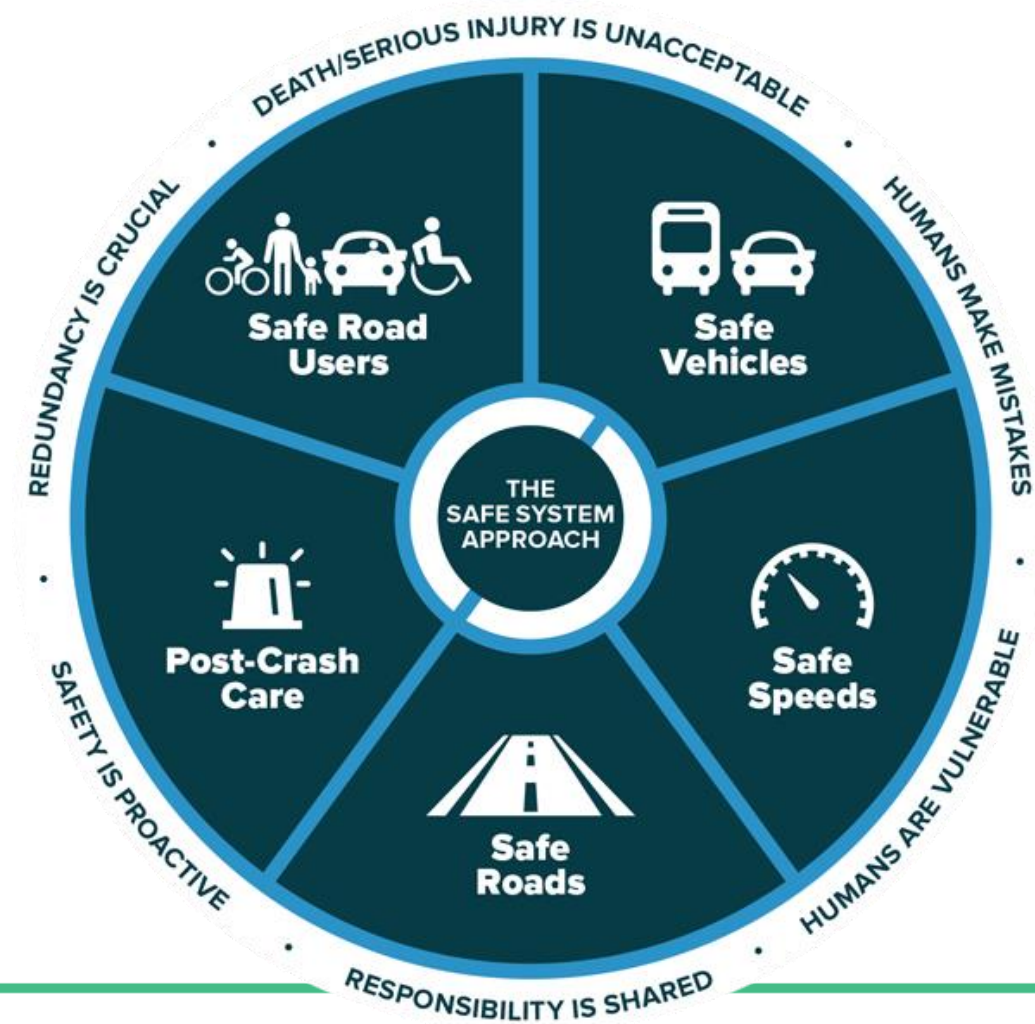
Most bicycle crashes occurred on a bicycle facility.



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



Safe System Approach



Source: FHWA

VZHOBOKEN.COM



Safe System Approach

THE SAFE SYSTEM APPROACH VS. TRADITIONAL ROAD SAFETY PRACTICES

Traditional

Prevent crashes

Improve human behavior

Control speeding

Individuals are responsible

React based on crash history

Safe System

Prevent deaths and serious injuries

Design for human mistakes/limitations

Reduce system kinetic energy

Share responsibility

Proactively identify and address risks

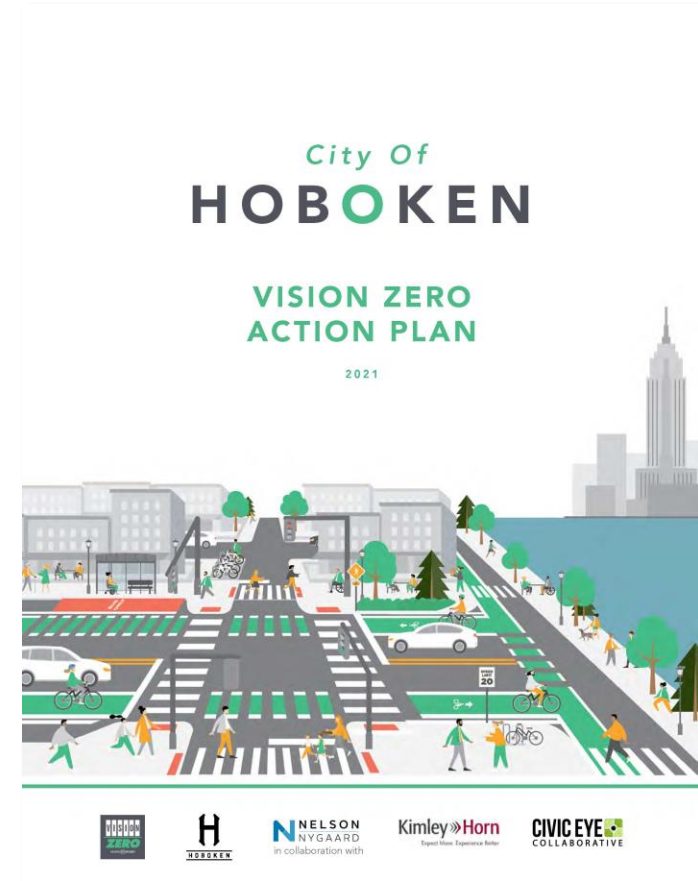
Whereas traditional road safety strives to modify human behavior and prevent all crashes, the Safe System approach also refocuses transportation system design and operation on anticipating human mistakes and lessening impact forces to reduce crash severity and save lives.

Source: FHWA



Safe System Approach in Hoboken

- Safe Streets
- Safe Speed
- Safe and Smaller Vehicles
- Safe Behaviors
- Post-Crash Investigation and Care
- Data Driven Decisions





Safe Streets

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



Pedestrian refuge island with rectangular rapid flashing beacons (RRFBs) installed as part of Hoboken's annual roadway resurfacing program outside school and park at 15th Street & Garden Street



Raised intersection with high visibility crosswalks installed as part of Hoboken's annual roadway resurfacing program outside school and park at 9th Street & Grand Street

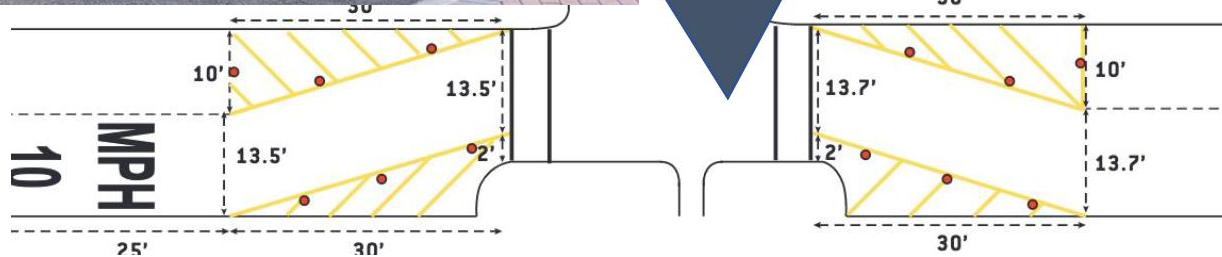


The redesign of Sinatra Drive will include a 12' wide two-way bikeway and 5 raised crossings.



Safe Speed

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



Flexible delineators and striping create chicanes to calm traffic and improve intersection visibility along Sinatra Drive

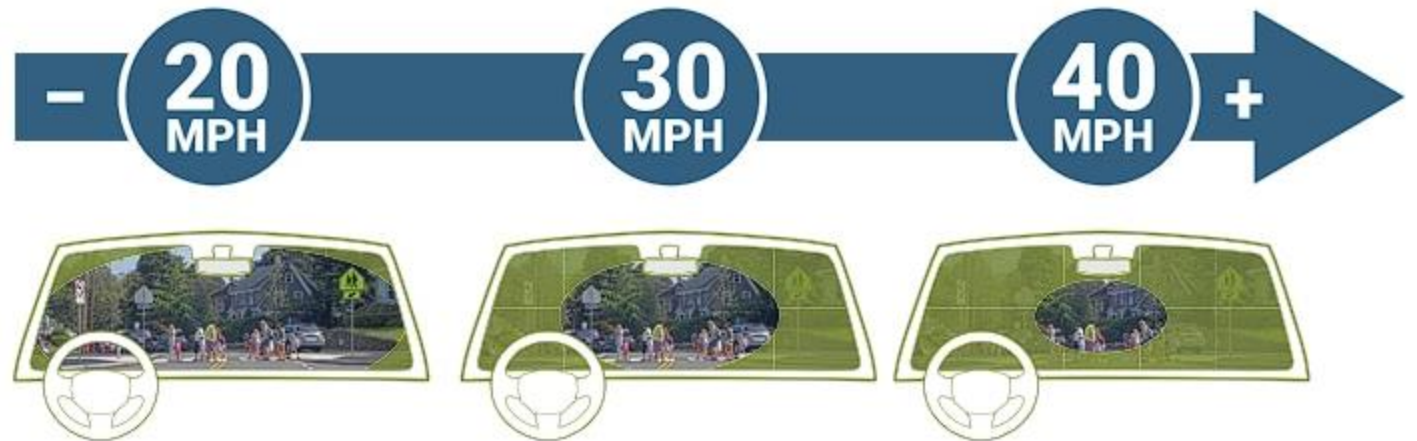
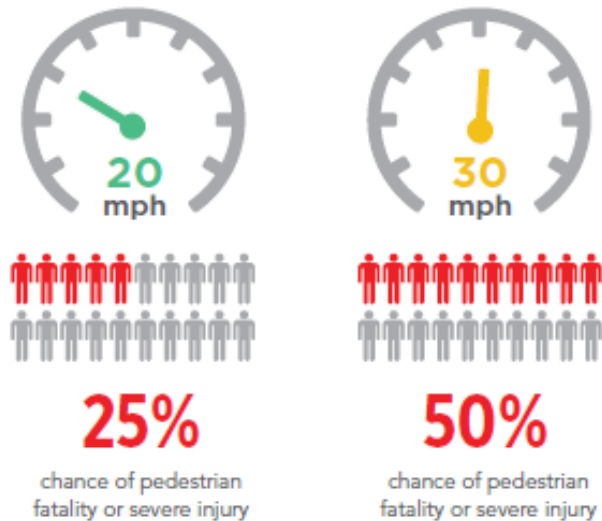


Henderson St / Marin Blvd bikeway project combined multi-modal improvements with traffic calming



Citywide 20 MPH Speed Limit

- Significant reduction in chance of severe injury or death if a crash happens at 20 MPH
- Avg. stopping distance = 85' at 25 MPH compared to 63' at 20 MPH





Citywide 20 MPH Speed Limit

- Priority action item in VZ Action Plan
- Speeds studied at 22 locations in 2021
- FHWA, MUTCD, and NACTO methodologies used
- 20 MPH speed limit went into effect in 2022

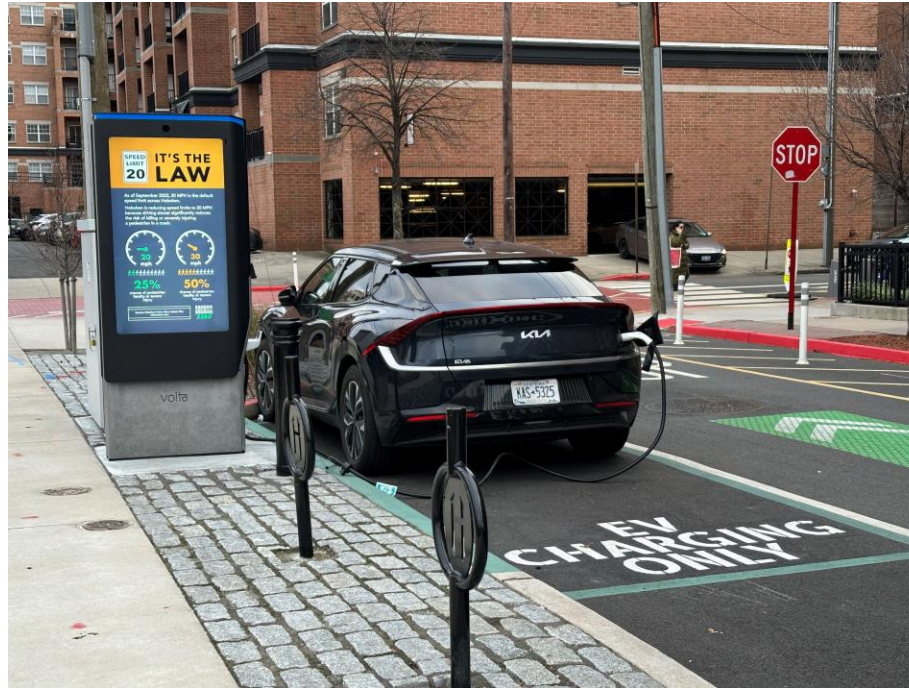




Citywide 20 MPH Speed Limit



Speed radar feedback signs installed at 8 gateway locations



Educational ads displayed on 20 screens at 10 EV charging stations citywide



Project received ITE Met Section's 2023 Vision Zero Award



Safe and Smaller Vehicles

GOAL: Ensure that vehicles on Hoboken's streets are as safe as possible for vulnerable road users.



On Aug. 17, Lyft will install the new docking station on River Street near First Street, increasing dock count near the terminal area from 127 to 151. More info: [hobokennj.gov/news/city-of-h...](https://hobokennj.gov/news/city-of-hoboken-announces-lyft-docking-station-expansion)



The City of Hoboken spends \$200,000 annually to support Citi Bike operations



The City's municipal fleet includes micromobility vehicles



The City uses a leasing program for its municipal fleet that speeds up the adoption of right-sized vehicles with advanced safety features



Safe Behaviors

GOAL: Empower Hoboken's residents to move safely through the city and to take action in support of Vision Zero



Widespread intersection daylighting discourages illegal vehicle parking that would obstruct intersection sightlines and provides opportunities for micromobility parking and green infrastructure



Hoboken's Vision Zero pledge raises awareness of the behavior contributing to fatal and injury-causing crashes



Curbside Management





Curbside Management





The Curb Reimagined



The Curb Reimagined

**HOBOKEN'S CURBSIDE MOBILITY
AND PARKING ACTION PLAN**

- Hoboken's first ever curbside management, parking, and mobility plan
- Digital curb clone
- Protected bicycle lane pilot
- Realtime curb utilization

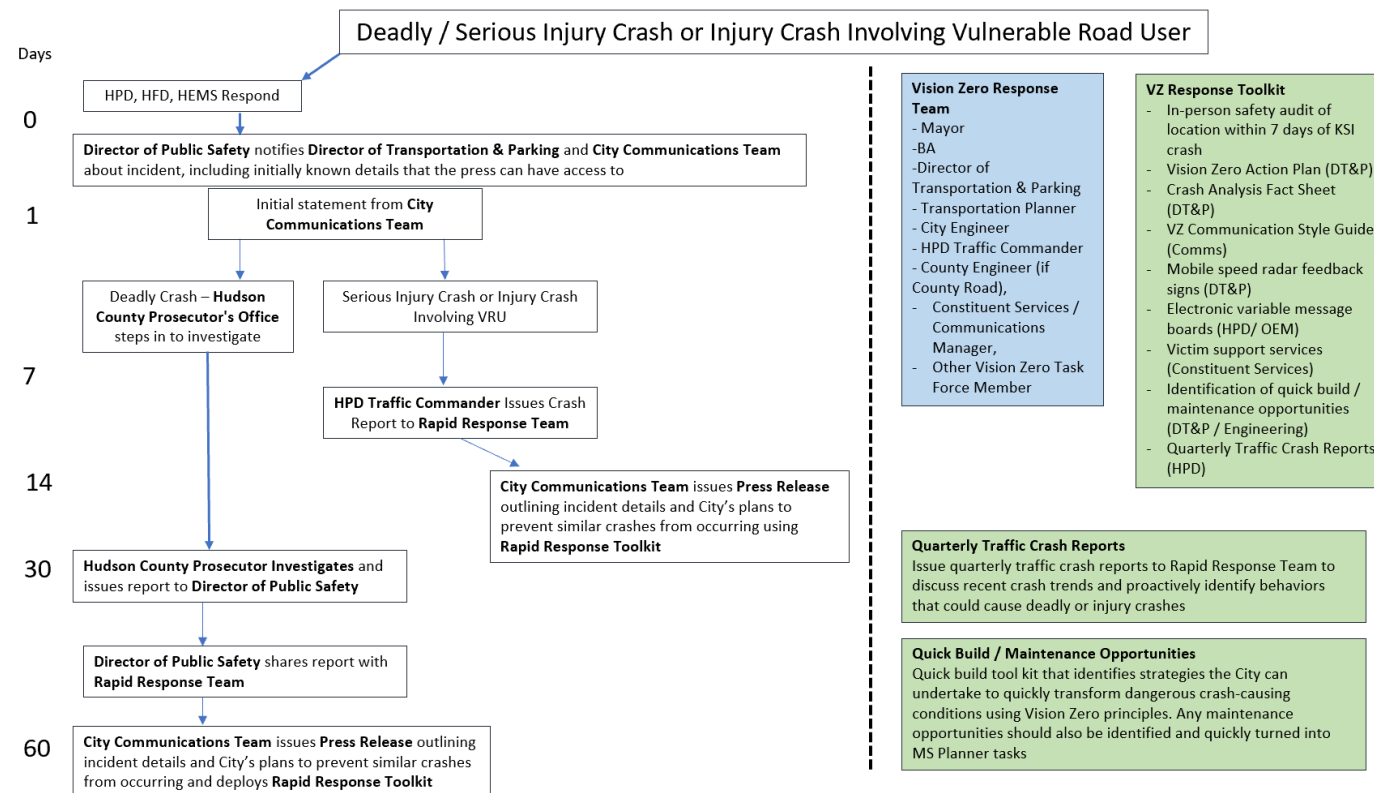
Learn more at hobokennj.gov/curbmanagement





Post-Crash Investigation & Care

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



"It did not seem to us that life would go on, or that it should. What has made it possible to go on is the kindness and help of our community, and the chance to help life go on for others. That is what we honor as members of Families for Safe Streets."
—Ken Bonides, father of Ella

Things to Consider Post-Crash

Here are the top five things to consider immediately following a crash. To download a complete guide visit: familiesforsafestreeets.org

Make Sure Evidence Is Gathered

Once a crash has been reported, evidence collection is key. Follow up with the police to ensure all witnesses are interviewed, nearby security camera footage is viewed/retained, and photos are taken. Family members and friends typically want to help. Advocating and/or gathering evidence is a task that might make sense for them.

Consult with an Attorney

Lawyers may help with the investigation and provide important advocacy on your behalf. We recommend you consult one as soon as possible. Please see our online guide for a list of important questions to ask. Most are usually paid on a "contingency" basis and will only get paid if they collect money for you.

Seek Support

Crashes are traumatic experiences. Logistical and emotional support are imperative. Take advantage of hospital and other support services including counseling and case management. Families for Safe Streets offers peer mentoring, a monthly support community, and additional guidance too.

Start an Insurance Claim

Initiate a claim with the driver's insurance company. Keep in mind it is ok (and many attorneys advise) to only share basic information, despite pressure for you to share a full narrative, medical reports, and other updates.

Lean on Families for Safe Streets

Brace yourself. Healing from a crash, holding drivers accountable, and preventing further crashes takes persistence, perseverance and more patience than we'd like. We are a family of people who have been personally affected by a crash and we are here to support each other both individually and in the collective fight for safe streets.



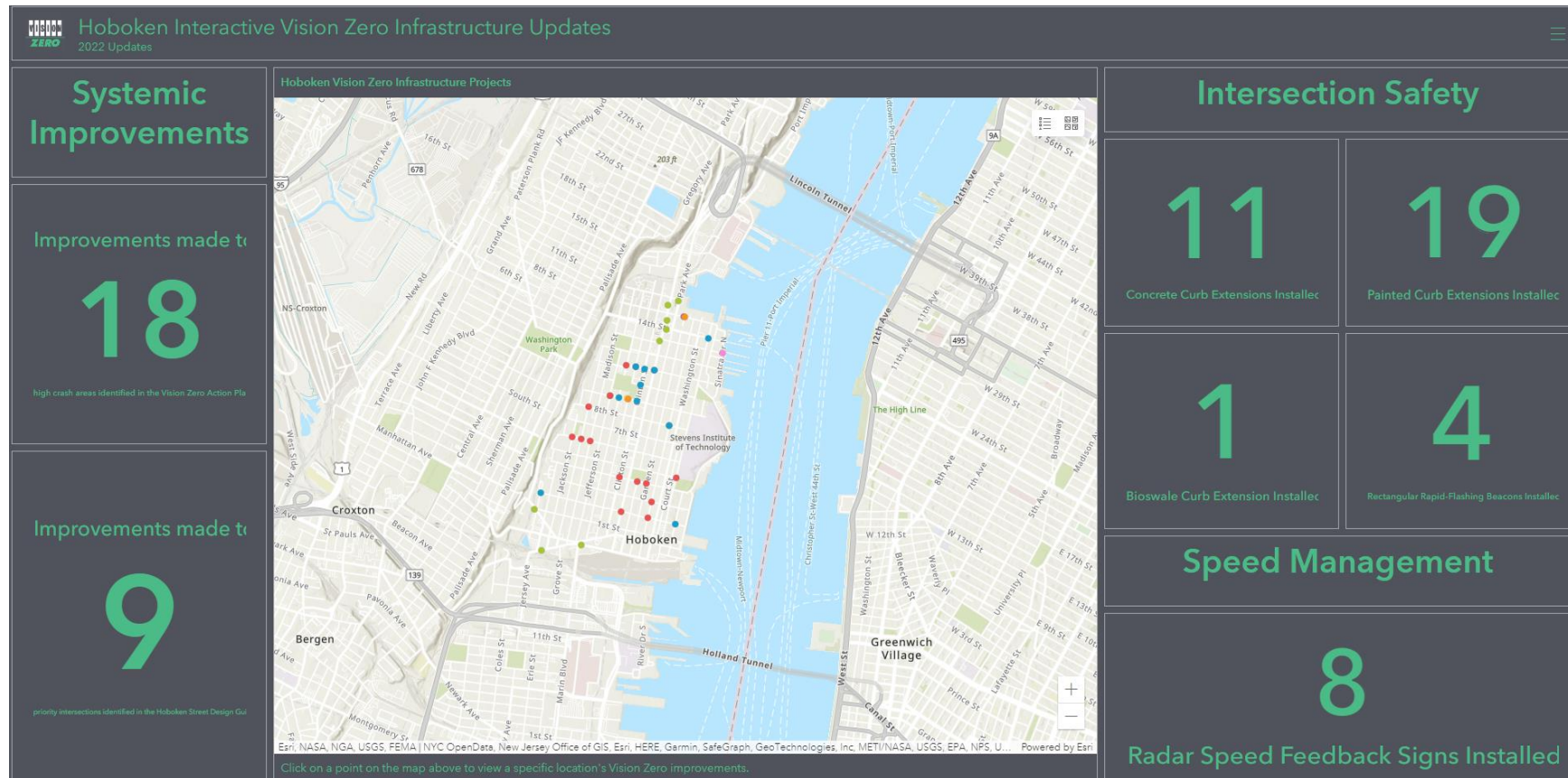
Hoboken's Office of Constituent Affairs works with non-profits like Families for Safe Streets to provide resources to crash victims

While every crash is different, Hoboken's internal procedures for responding to serious injury or deadly crashes ensure accountability and guide external communications when necessary



Data Driven Decisions

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



DASHBOARD LINK: <https://arcg.is/1MQKYP0>; CLICK ON "OPEN DASHBOARD"



Multi-jurisdictional Coordination

About 25% of Hoboken's street mileage is under Hudson County's jurisdiction

High crash network includes most of Hoboken's gateways and County roads





Vision Zero Task Force

- HPD Traffic Commander - Co-chair
- Director of Transportation & Parking - Co-chair
- Transportation Planner
- City Engineer
- Community Development Planner
- Director of Environmental Services
- Bike Hoboken
- Pedestrian safety advocate
- Parking Enforcement Director
- Hoboken Housing Authority Director
- Hoboken City Council Vice President
- Chair of Hoboken City Council Transportation & Parking Subcommittee
- Chair of Hoboken City Council Public Safety Committee
- Hoboken Board of Education
- Hoboken Fire Department
- Hoboken Business Alliance
- Hudson County Planning Deputy Director
- Hudson County Engineer
- Jersey City Vision Zero Task Force Representatives



Willow Avenue Vision Zero Improvements

- \$1.39M TAP grant awarded in 2023
- Focus area is high crash corridor of Willow Ave from 11th Street to 16th Street (County road)
- Area includes schools, parks, transit stops, grocery store, connections to the Lincoln Tunnel, Weehawken, and Union City
- Project includes multi-modal safety improvements and traffic signal improvements
- Public engagement to kick off this summer





THANK YOU

Greg Francese, AICP

Transportation Planner, City of Hoboken

gfrancese@hobokennj.gov | vzhoboken.com