

JC ON THE MOVE



Regional Transportation Advisory Committee Meeting

June 13, 2022

JC ON THE
MOVE



Project Team



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N NELSON
NYGAARD

 Connect
the Dots

Project Background



Goals and Objectives

Determine which **innovative & emerging transportation modes** can best **fill existing service gaps** and **expand the network**

Equity as the foundation

Understand needs in detail

Identify ideal solutions



Project Schedule

Fall 2021

- Data Collection
- Stakeholder Engagement
- Community Transportation Preferences and Needs Survey

Winter 2021-22

- Data Analysis
- Public Meetings

Spring 2022

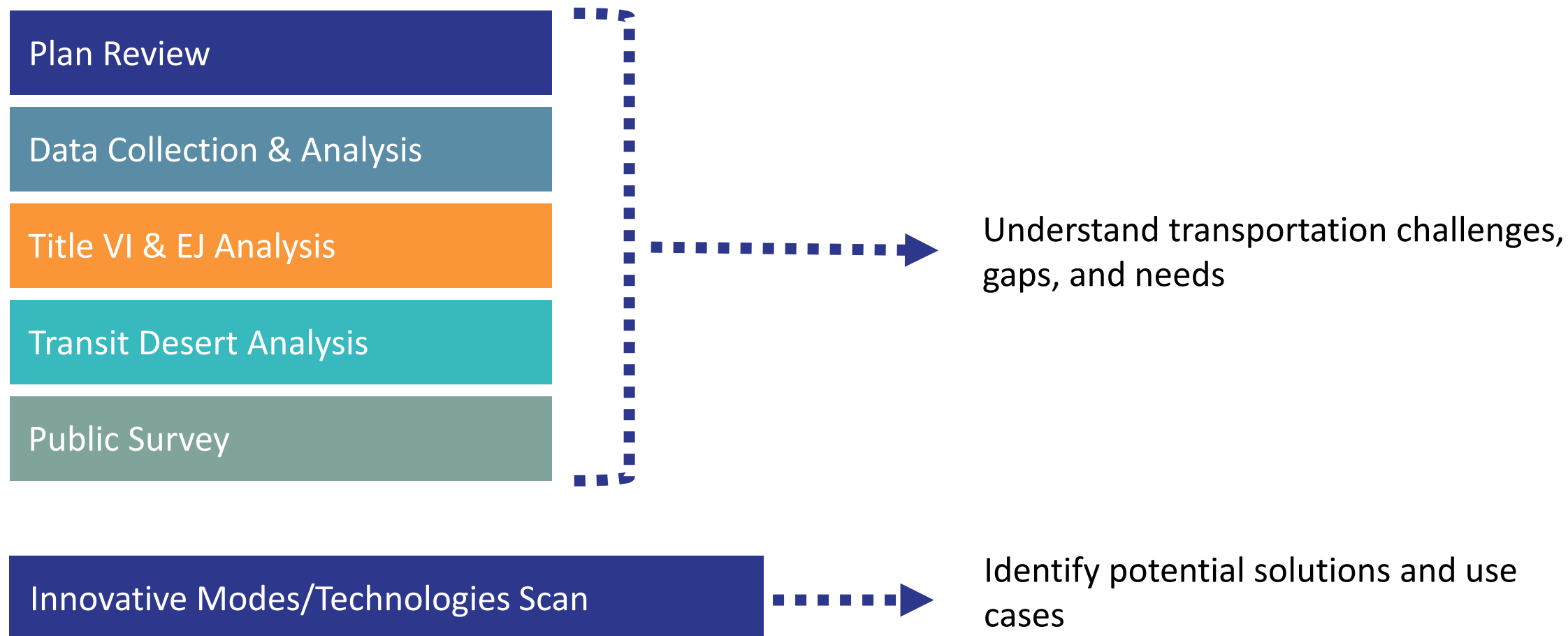
- Review and assessment of potential modes & technologies
- Draft Plan shared for public review

June 2022

- Final Plan Release

Existing Conditions

Existing Conditions Overview



Existing Conditions

A truly multimodal city

NJ TRANSIT BUS

- 23 routes
- > 34,000 avg. weekday boardings (2019)

NJ TRANSIT Light Rail

- 15 stations
- > 34,000 avg. weekday boardings (2019)

PATH Train

- 4 stations
- > 87,000 avg. weekday boardings (2019)

Ferries

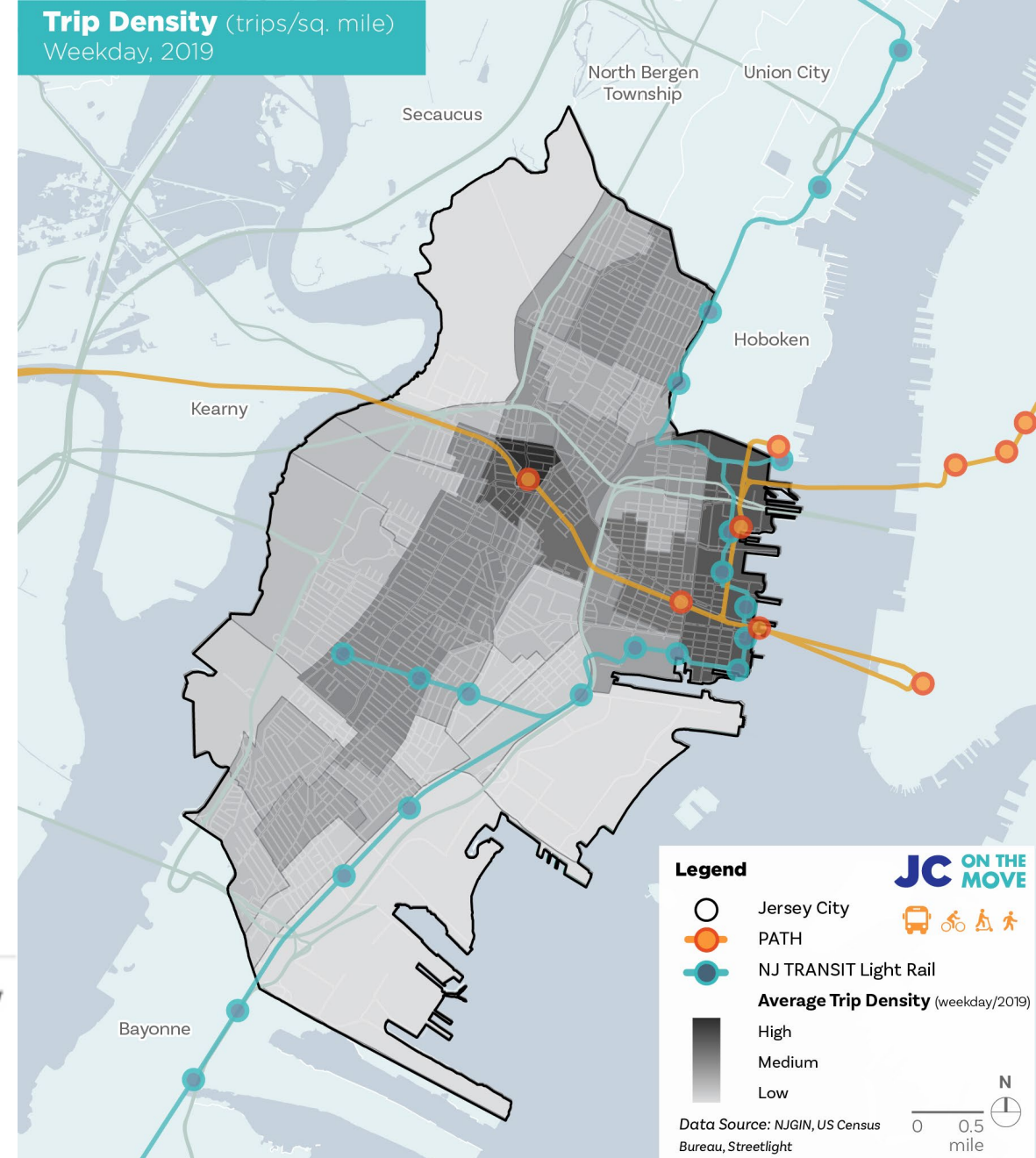
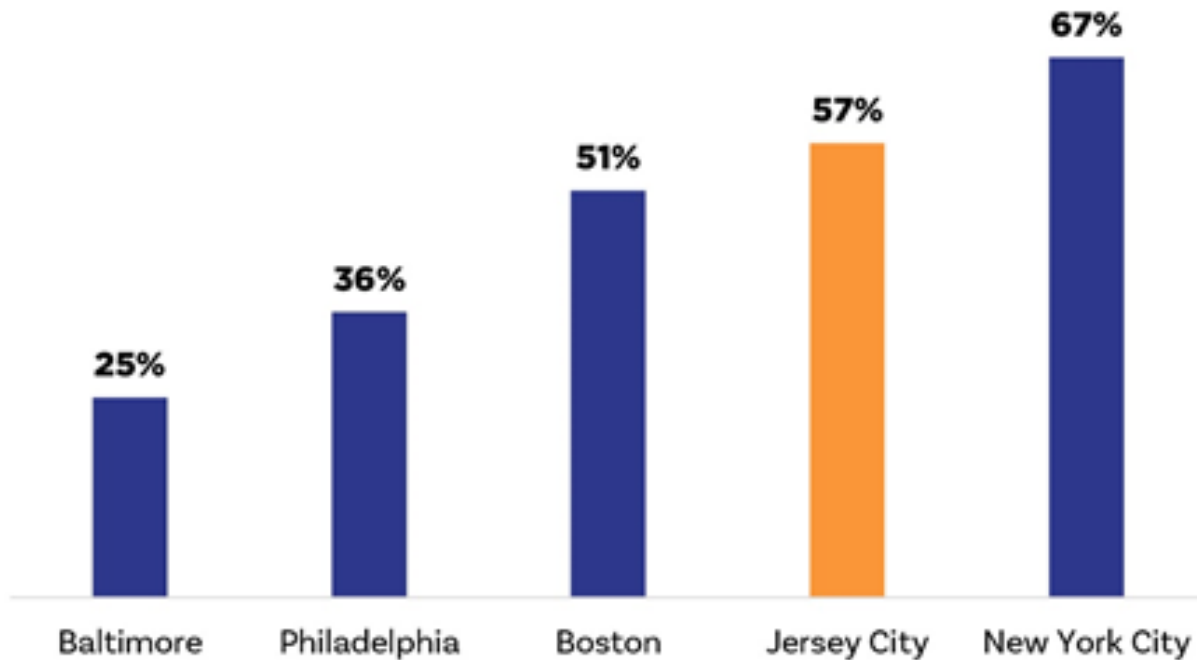
- 5 terminals
- > 2.9 million annual trips (2019)

Biking

- 69 miles of bikeways
- 53 Citi Bike stations

Existing Conditions

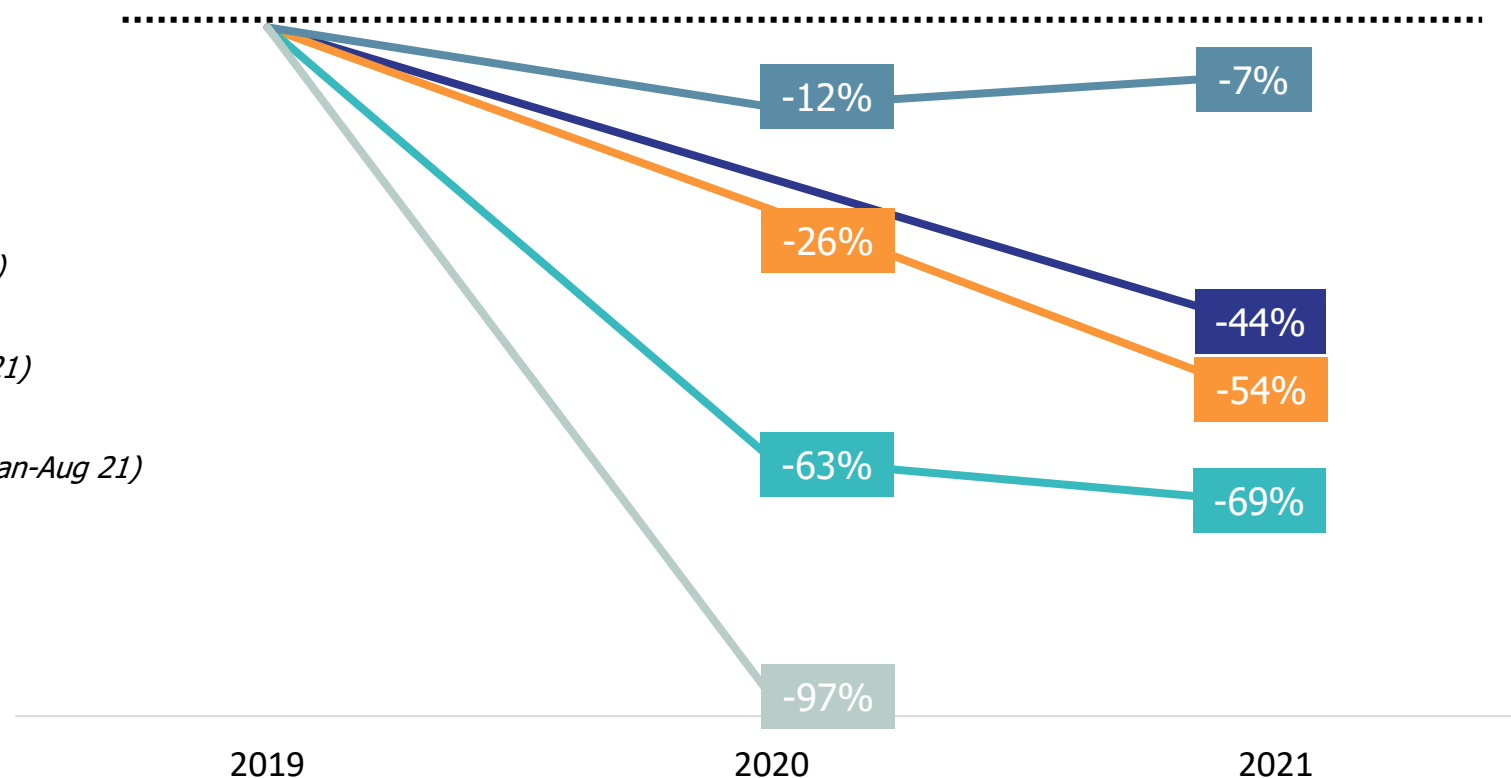
Share of Commute Trips Made by Walking, Biking, or Transit



Existing Conditions

Pandemic Impacts on Ridership in Jersey City

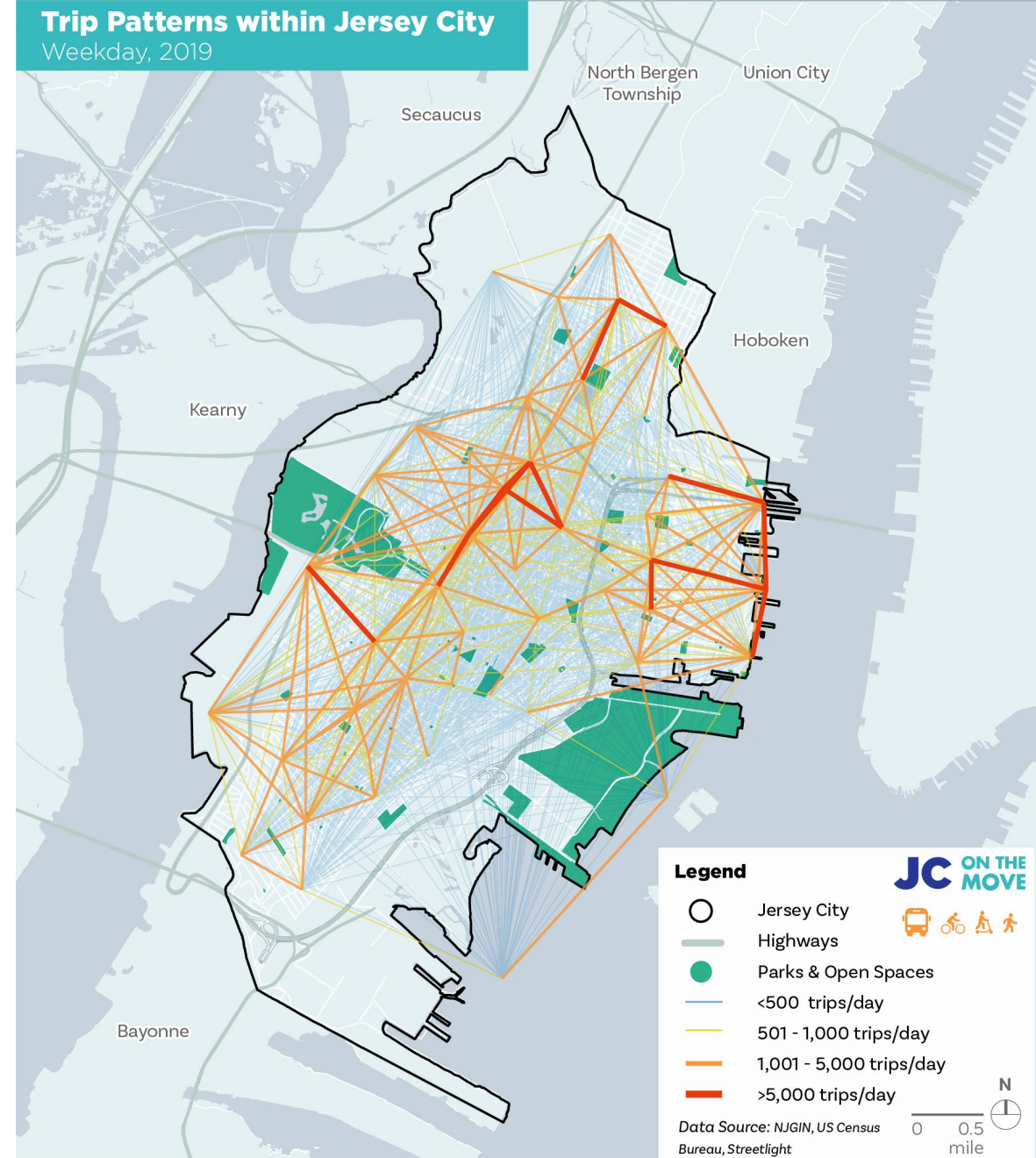
- Citi Bike *(July 19, July 20, July 21)*
- NJ TRANSIT Bus *(Sep 19, April 21)*
- Hudson-Bergen *(FY 19, FY 20, FY 21)*
- PATH Train *(Jan-Aug 19, Jan-Aug 20, Jan-Aug 21)*
- Ferries *(2019, 2020)*



Existing Conditions

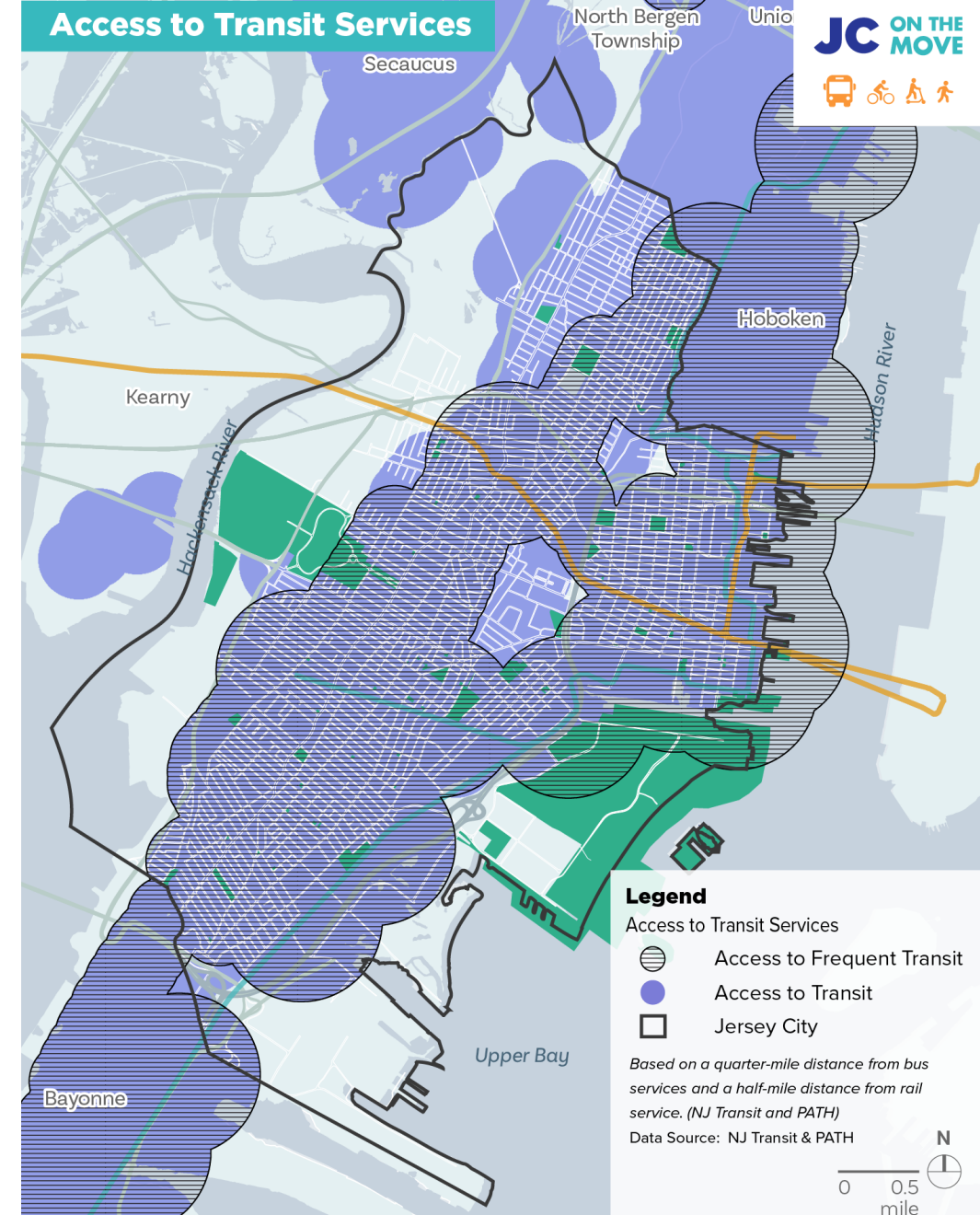
Internal Trip Patterns

- Cellphone location data from April 2019
- > 1 million trips on typical weekday
- Highest levels of activity
 - Between Waterfront/Newport/Paulus Hook
 - Downtown → Waterfront/Newport/Paulus Hook
 - Between Journal Square and surrounding neighborhoods



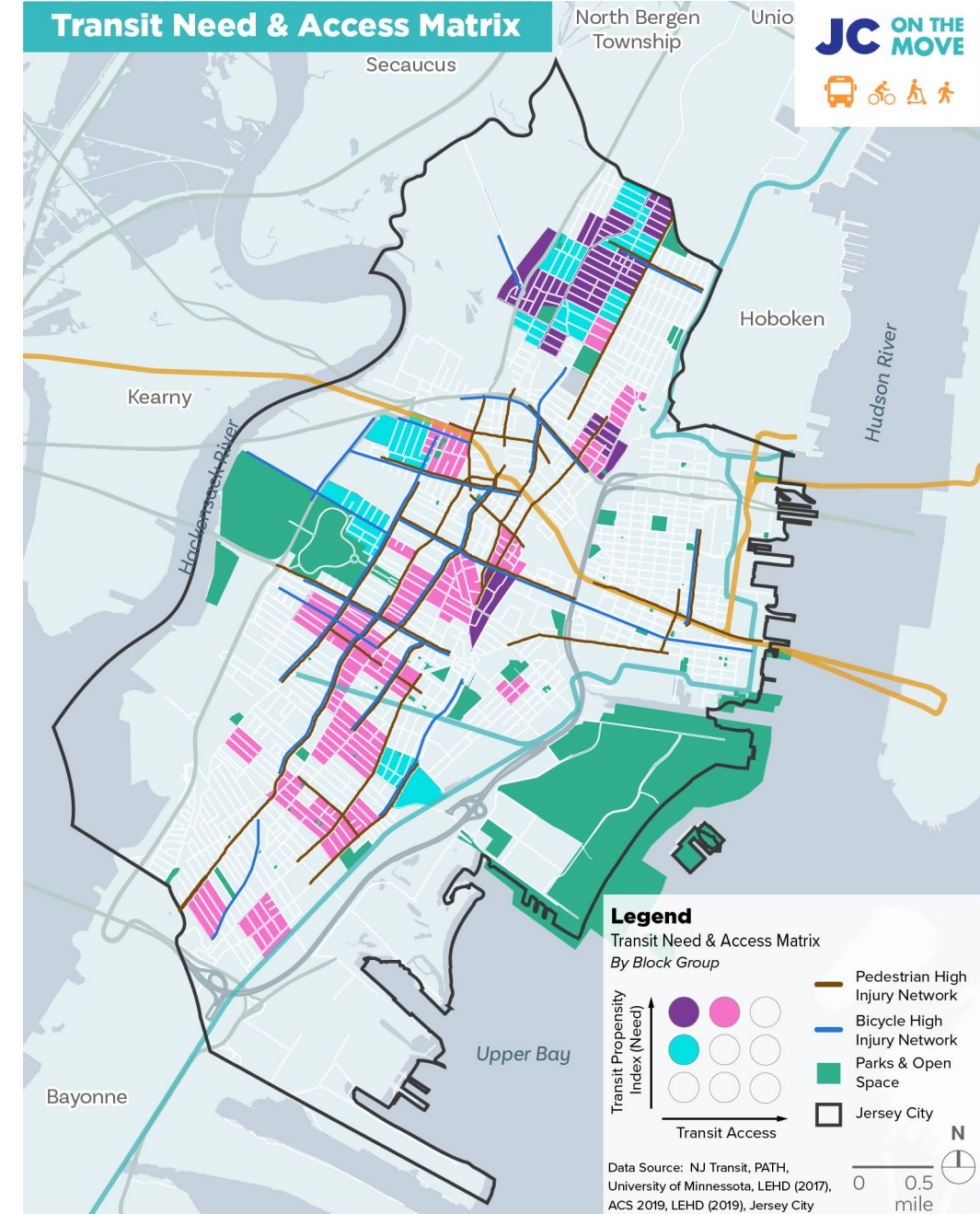
Gaps & Needs

- Transit Service is oriented around peak periods
- Several major job/activity centers are difficult to access via walking, biking, and transit
- Traveling between certain places can take significantly longer on transit



Gaps & Needs

- Some communities that are more reliant on transit have relatively poor access to transit
- Neighborhoods with significant levels of biking lack safe infrastructure and/or access to Citi Bike.



What we've heard...

Engagement Summary

Technical Advisory Committee

- Three meetings

Stakeholder Interviews

- 15 Interviewees

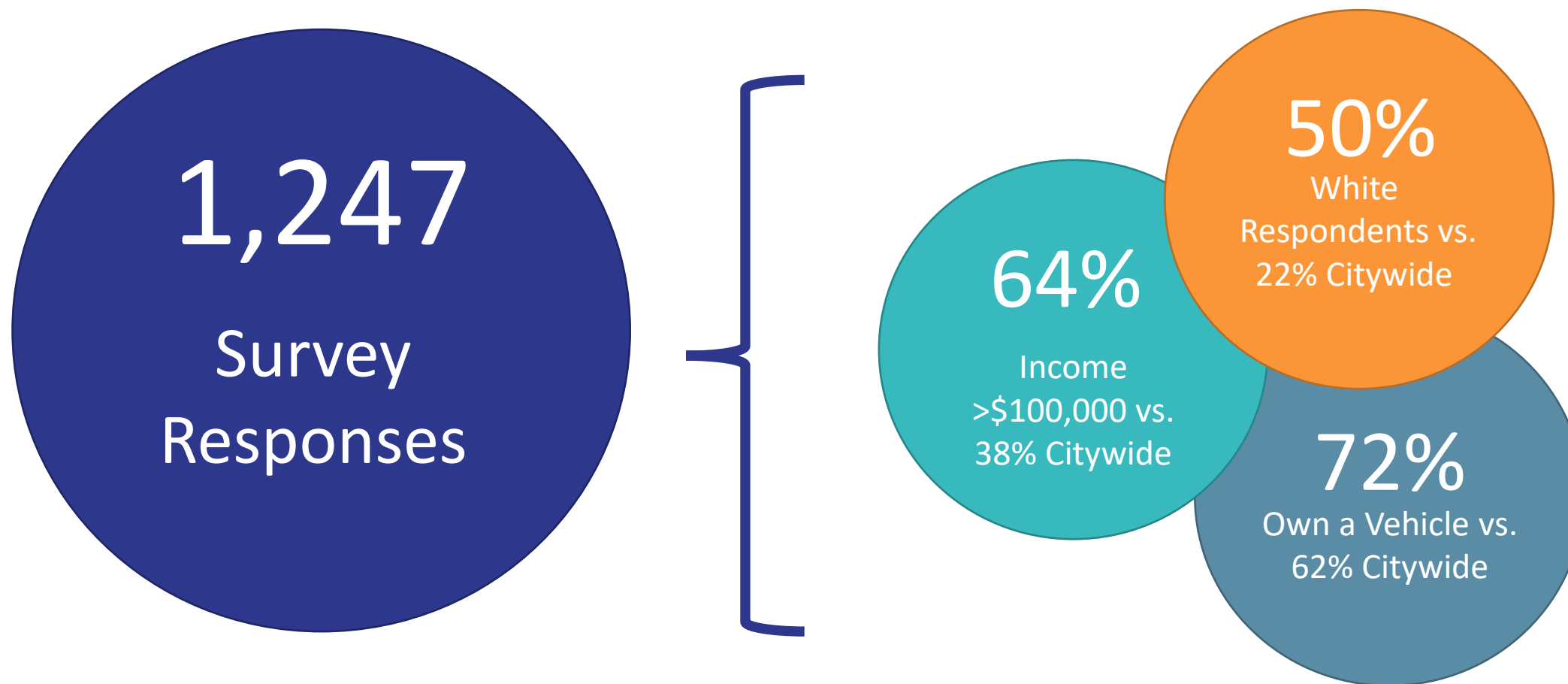
Virtual Public Meetings

- January 26th – 70 Participants
- January 27th – 30 Participants

Digital Engagement

- Community Survey
- Interactive Map
- Project Webpage

Community Survey Summary



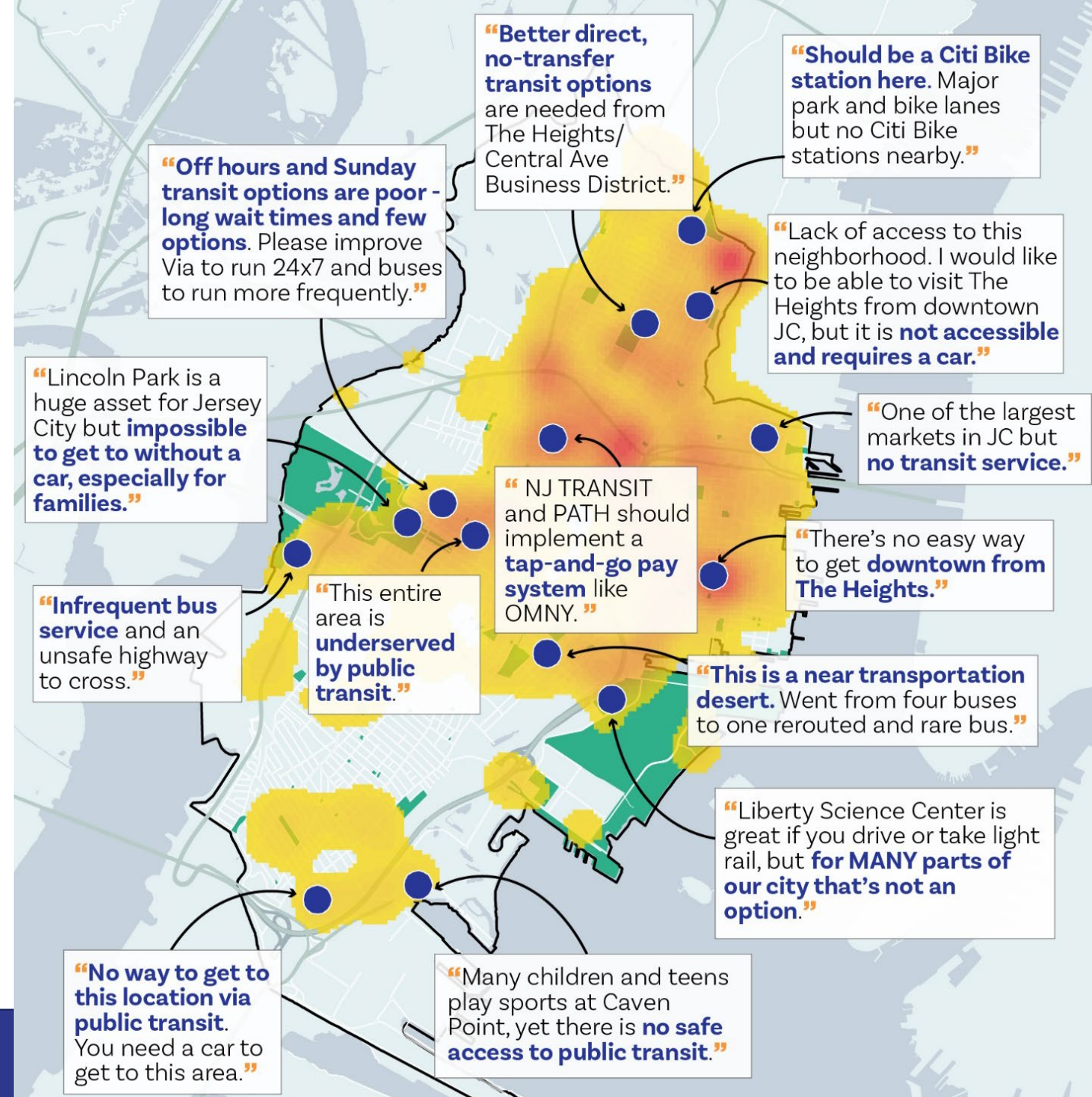


Community Survey Summary

What modes of transportation do you currently use on a regular basis?

	All Respondents Sample Size: 1,247	<\$25,000 Sample Size: 37	>\$200,000 Sample Size: 309
Walk/mobility device (e.g., wheelchair)	67%	70%	74%
Bus (NJ TRANSIT)	25%	54%	21%
Jitney Bus	5%	19%	4%
PATH	72%	51%	85%
Light Rail (NJ TRANSIT)	29%	27%	27%
Bike (or Citi Bike, scooter, etc.)	34%	16%	39%
Ferry	13%	8%	23%
Drive alone	52%	35%	52%
Drive with someone	41%	22%	57%
Via	12%	30%	9%
Other for-hire vehicle (Uber, Lyft, taxi, etc.)	39%	30%	49%
Other	0%	0%	0%

Community Mapping Results



Mode Identification Process

Modes & Technologies - Shortlisted Modes



Bike share



Electric scooter
share



Aerial tram
with gondola



Micro transit



AV shuttle



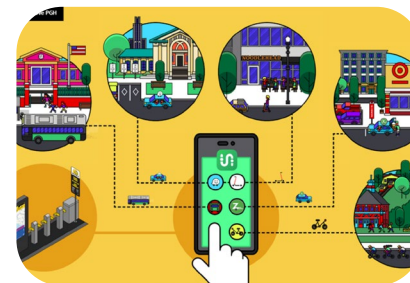
Car sharing



App-based
carpooling



Mobility hubs



Mobility as a
Service



BRT

Mode Selection Process- Purpose

Create a mode/technology screening tool that can:

Identify

Identify modes and technologies best suited for Jersey City

Assess

Assess feasibility of different modes and technologies

Prioritize

Prioritize solutions and group into implementation timeframes

Mode Selection Methodology- Step 1

Step 1 - What innovative modes and technologies are the best fit in Jersey City?

Evaluate prospective modes and technologies on four key criteria:

1. How well does it address identified transportation gaps in Jersey City?
2. How well does it address the needs of people and communities most in need of mobility improvements?
3. How well does it align with city and regional transportation goals?
4. How does the community feel about it?



List of modes/ technologies that are the best fit in Jersey City



Mode Selection Methodology- Step 2

Step 2 - What innovative modes and technologies are most feasible in Jersey City?

Determine feasibility of implementing high-ranking options from Step 1 based on:

1. Community and environmental impact
2. Financial feasibility
3. Spatial requirements
4. Legal considerations and risks
5. Market viability and long-term sustainability



List of modes/ technologies that are the best fit and feasible to implement



Mode Selection Methodology- Step 3

Step 3 - When will innovative modes and technologies become available?

Assess the maturity and likely market entry timeline for high-priority modes and technologies from Steps 1 and 2.



Identify short-, medium-, and long-term priorities

Short	✓	✓	✓
Medium	✓	✓	
Long	✓		

Mode Selection Results

Mode

Score

Micro transit	19.1
Bus Rapid Transit (BRT)	18.7
Bike share	18.1
AV shuttle	18
Mobility hubs	17.9
Mobility as a Service	17.9
Car sharing	17.4
App-based carpooling	16.6
Electric scooter share	15.9
Electric moped share	15.7
Aerial tram w/ gondola	15.7

Most Impactful + Feasible

Moderately Impactful + Feasible

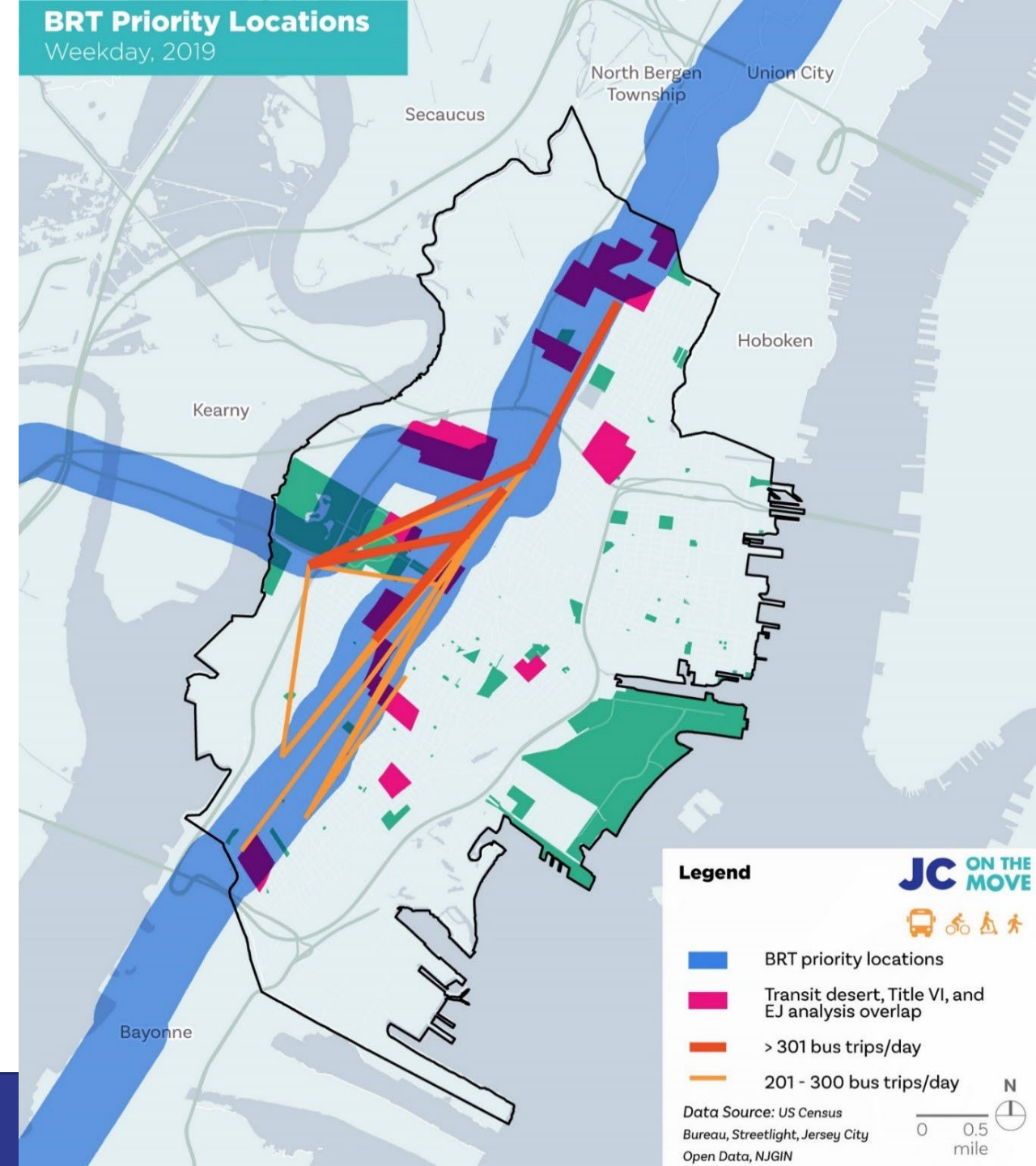
Less Impactful + Feasible

Recommendations

Bus Rapid Transit (BRT)

Existing Mode

- Implement BRT on JFK Boulevard
- Reduce the number of stops made by BRT service from current local service stops
- Lengthen BRT stops to permit two buses to stop at the same time
- Provide amenities at all BRT stops (shelters, benches, trash cans etc.)
- Further study to determine the best streamlining options for existing local service



Microtransit

Existing Mode (Via)

1

Increase fleet size to reduce wait times and increase on-time performance

2

Add Sunday service, expand Saturday hours and late-night service

3

Look into opportunities for reduced fares for qualified users

4

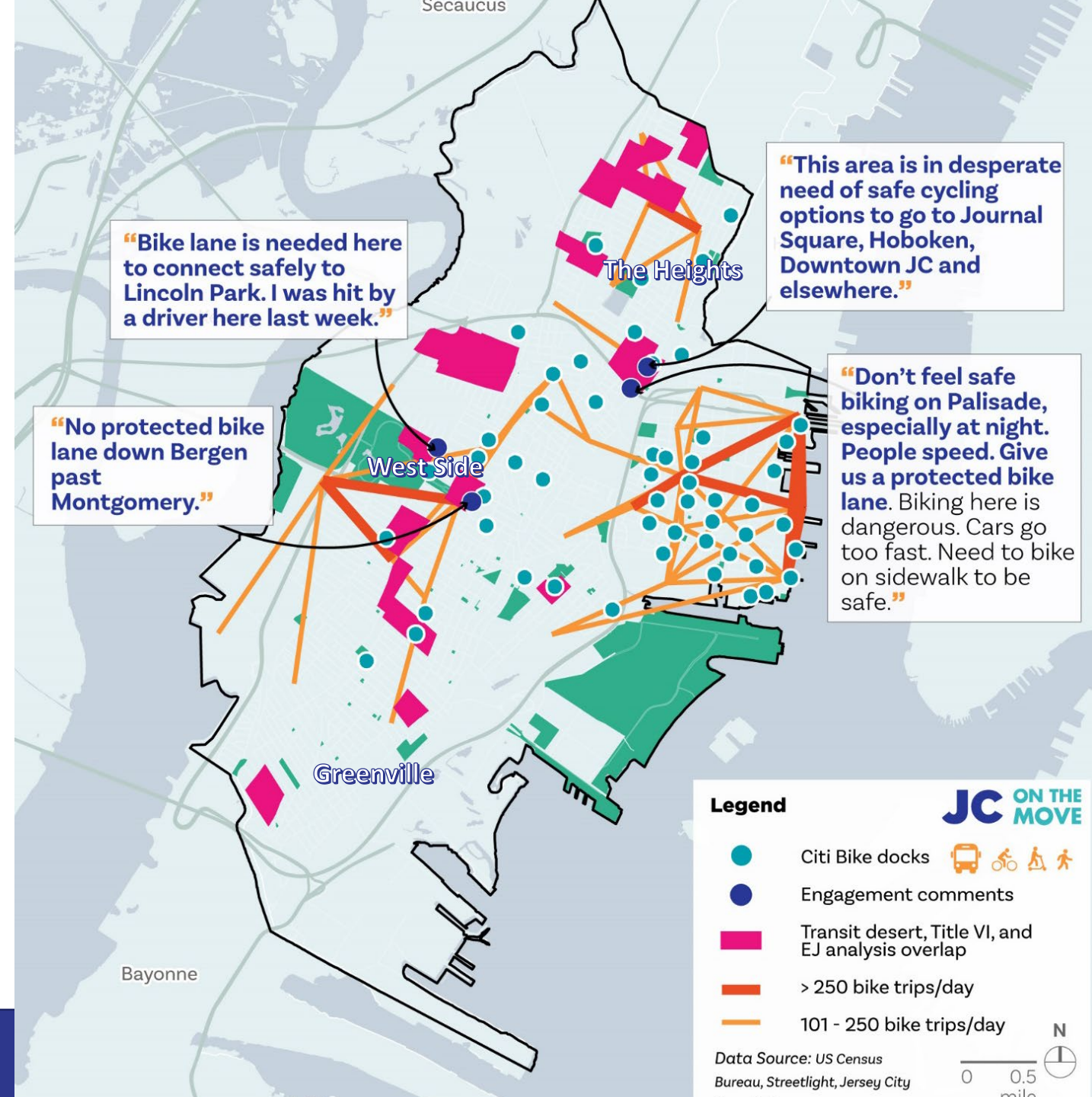
Work with neighboring communities to extend service area to surrounding employment centers outside of Jersey City

Bike Share

Existing Mode

Additional stations in:

1. The Heights
2. West Side
3. Greenville





Autonomous Vehicle (AV) Shuttle

Jersey City has options in terms of structuring an AV shuttle program:

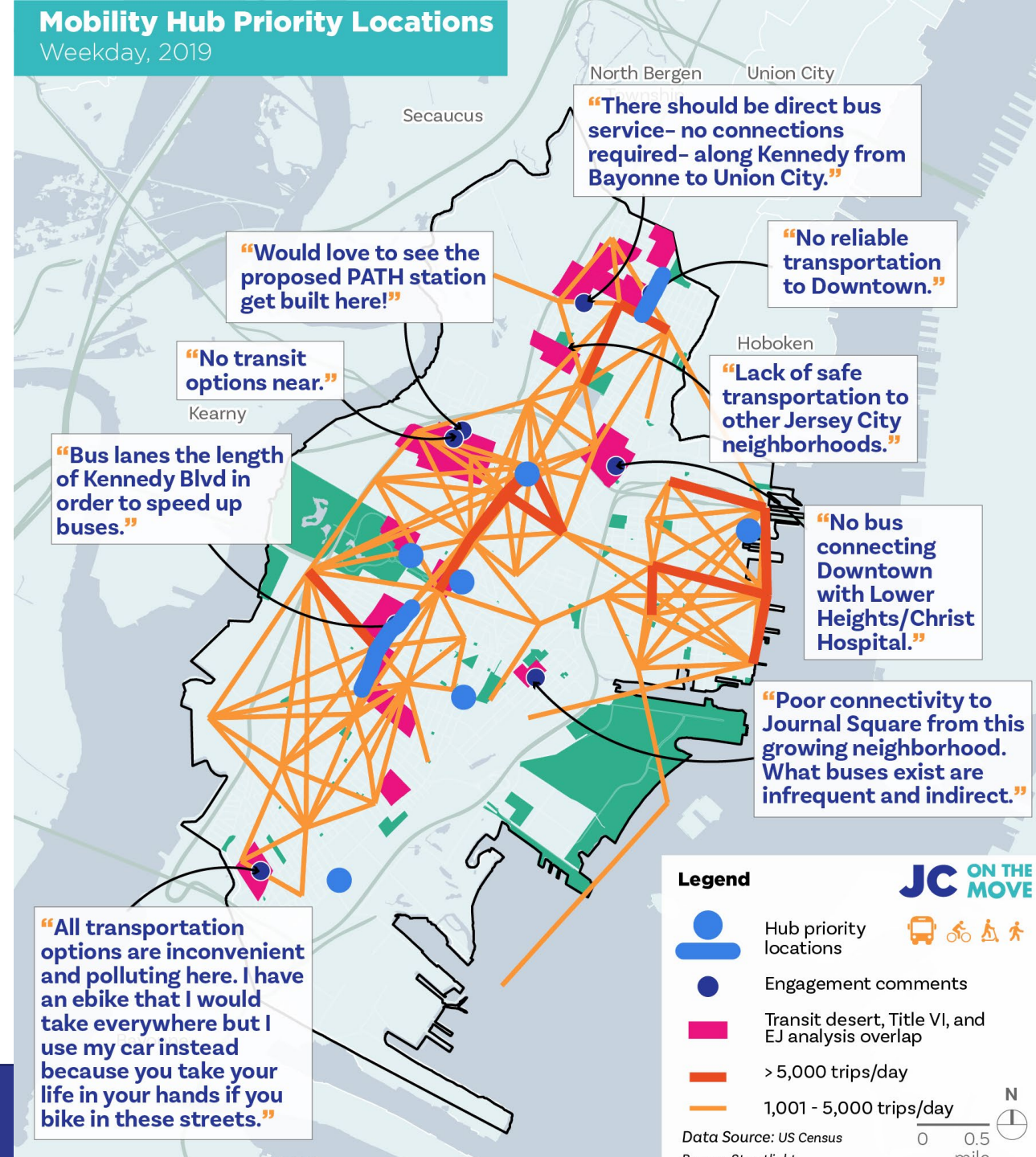
- **Option 1:** The City could run its own pilot program in an area that is not currently well-served by transit, Via, or jitney bus service
- **Option 2:** The City could work with existing jitney service providers to upgrade and enhance their services with the following
 - Transitioning to AVs
 - Transitioning to electric vehicles
 - Improving customer communications
 - Integrating into the planned Mobility as a Service platform

Mobility Hubs

Implement a Mobility Hubs/MaaS Pilot program.

Recommended Locations include:

1. Journal Square Transportation Center
2. Newport PATH Station
3. Garfield Avenue Light Rail Station
4. Danforth Avenue Light Rail Station
5. Kennedy Boulevard between Communipaw and Grant Avenue
6. West Side Avenue and Kensington Avenue adjacent to the entrance to Lincoln Park (existing Citi Bike dock)
7. Bergen Avenue and Jewett Avenue (existing Citi Bike dock)
8. Central Avenue between Thorne and Congress Streets and/or by Washington Park



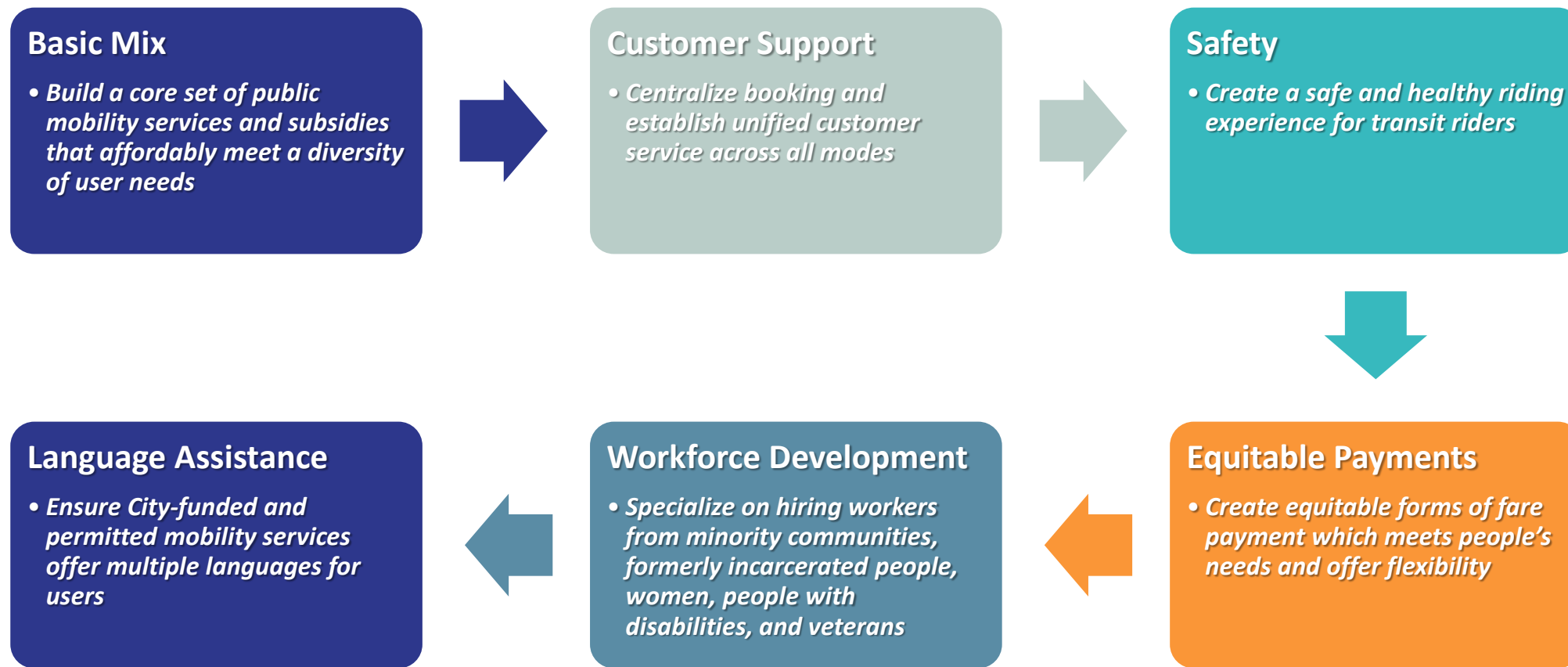
MaaS

- Establish a working group of community stakeholders and intended partners
 - Partners should include data management groups to address integration of service providers into the same booking and payment platform
- This working group would be tasked with Vision and Goals development for MaaS program



Systematic Recommendations

Universal Community Mobility



Thank you!